

WASTE REDUCTION STRATEGIC PLAN

2022-2035

Chula Vista's Road Plan to Zero Waste

www.chulavistaca.gov/ZeroWaste



Waste Reduction Strategic Plan – Public Input

- 60-Day Public Comment Period –
Aug. 2 - Sept. 30, 2021
- Plan posted on website for public review and to receive public comments
- 12 presentations to Community Groups, over 200 attendees
- Sustainability Series Webinar – Sept. 16, 2021
- Comments reviewed, Plan modified, new Action added



Zero Waste Plan – Introduction

GOAL - per the City's 2017 Climate Action Plan - ***Zero Waste Plan seeks 90% waste diversion by 2035***

- Continues Chula Vista's visionary formulation of strategic plans to create a cleaner environment
- Planned Actions and City's current waste reduction activities aim to achieve Zero Waste goals
- Change the mindset – *wastes are resources*
- Lessen impacts of greenhouse gas (GHG) emissions

Six Key Tasks – Strategies with Measurable Actions



Defining Zero Waste

“The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.”

– Zero Waste International Alliance



Zero Waste Planning - Key Objectives

1

Reduce the volume and toxicity of waste by eliminating them in the first place.

2

Use materials and products for their original intended uses and then reuse them for other uses before recycling.

3

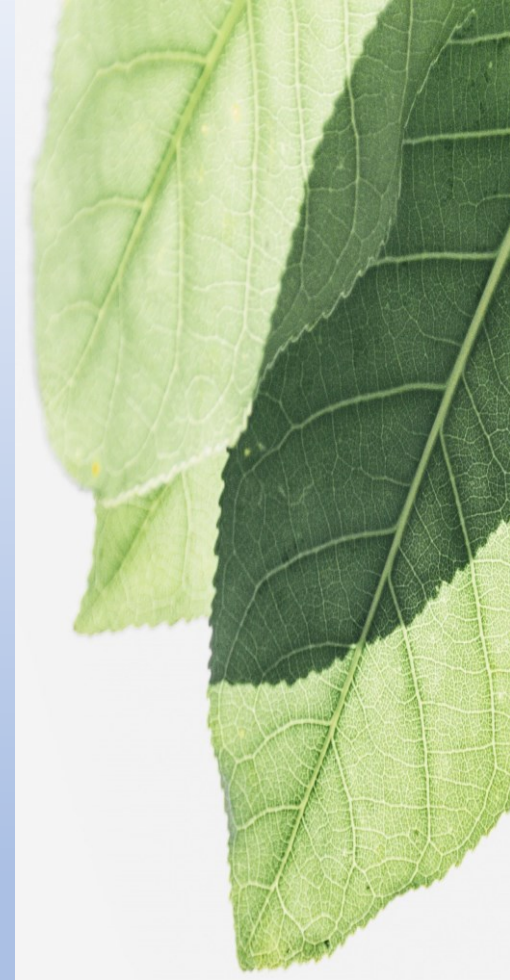
Recycle or compost all remaining materials to their highest and best use after they have been reduced and reused as much as possible.



Zero Waste Planning - Best Practices

“People, Planet, Prosperity” - “triple bottom line” to achieve, social, environmental, and economic sustainability - locally and globally.

- Contributes to development of more sustainable, green economy and community.
- Opportunity for all sectors of our community - to implement innovative practices and technologies to achieve waste reduction improvements that benefit everyone.



State Waste Reduction Legislation

AB 939 – 1989

Achieve 50% landfill diversion rate; reduce, reuse, recycle, compost all discarded materials.

AB 341 – 2011

Requires GHG reduction by diverting commercial solid waste to recycling efforts, expand recycling services.

AB 1826 – 2014

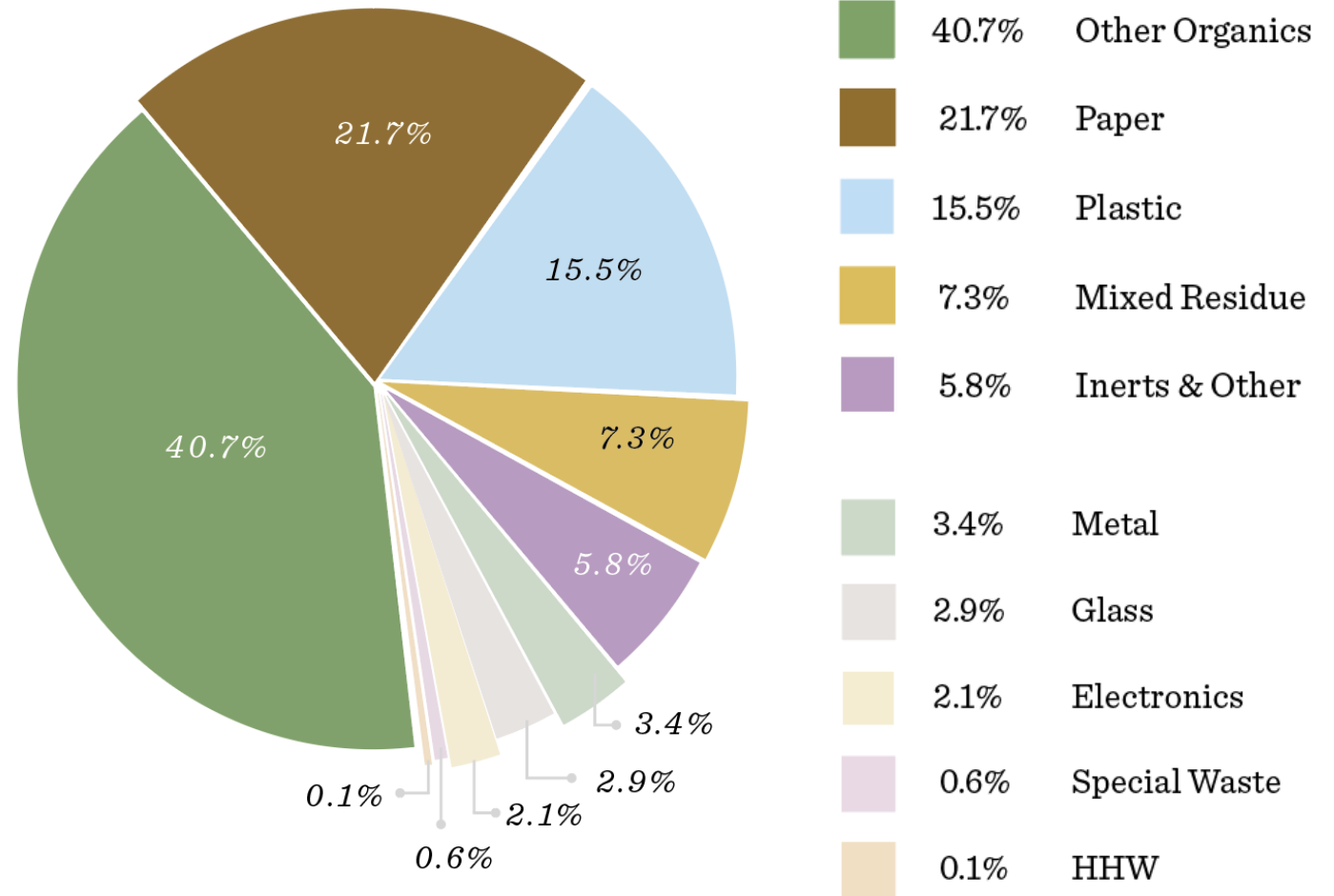
Requires businesses to arrange for organic recycling services.

SB 1383 – 2016

Attempts to fix lack of progress in reaching recycling goals statewide. Sets target goals to reduce organic waste in landfills – 50% by 2020; 75% by 2025. Went into effect in January 2022.



Chula Vista Waste Stream



Recoverability Analysis

44.4% Compostable

16.2% Potentially Recoverable

21.8% Recyclable

17.7% Non-Recoverable

Six Key Tasks with Specific Actions



Task	ZERO WASTE STRATEGY BY TASK
1	Promote and Support Source Reduction and Reuse
2	Reduce the Use of Toxic Materials
3	Promote and Educate on Zero Waste Principles
4	Support the Recycling Industry as an Innovative Engine for Regional Economic Development
5	Improve Education in Trash and Recycling Programs
6	Keeping Organics Out of the Landfill



Anticipated Benefit of Fully Implemented Waste Strategy

TOTAL ESTIMATED TONS DIVERTED

84,810

Annually equals:

- 8,481 trash truck loads

**ESTIMATED
REDUCTIONS IN
GHG EMISSIONS
MTCO2**

141,353

Annually equals:

- 30,741 passenger vehicles driven for one year**
- 15,905,592 gallons of gasoline consumed**
- Carbon sequestered by 173,183 acres of U.S. forests in one year**

TASK**1****Promote and Support Source Reduction and Reuse****2,470**

Annual Potential of
Resources Diverted
from Landfill in Tons

2,004

Estimated Reduction
in GHG Emissions
MTCO₂



- Promote Zero Waste principles
- Education campaigns – benefits of reuse, repair, donating unwanted items
- Conduct Fix-it Clinics
- Operate Reuse Store at Household Hazardous Waste Facility
- Adopt ordinance to disallow single-use plastic items in food establishments

TASK**2****Reduce the Use of Toxic Materials****100**

Annual Potential of
Resources Diverted
from Landfill in Tons

86

Estimated Reduction
in GHG Emissions
MTCO2

- Develop educational materials on benefits of reducing use of toxic products
- Conduct annual communication campaign to encourage “toxic-free” practices; change behaviors of City residents, businesses
- Annually increase collection of properly disposed toxic materials at the City’s Household Hazardous Waste facility and take back events



14,320

Annual Potential of
Resources Diverted
from Landfill in Tons

36,146

Estimated Reduction
in GHG Emissions
MTCO₂

- Create a community of “Zero Waste Champions”
- Collaborate with schools, activate Zero Waste teaching
- Create Zero Waste Business Certification Program
- Adopt Zero Waste guidelines for building deconstruction
- Establish “sorter associates” network for proper food waste disposal and recycling at City events



TASK**4****Support the Recycling Industry as an Innovative Engine for Regional Economic Development****8,680**

Annual Potential of
Resources Diverted
from Landfill in Tons

18,759

Estimated Reduction
in GHG Emissions
MTCO₂

- Collaborate with local jurisdictions and regional economic councils – attract, locate materials recycling businesses in Chula Vista
- Facilitate Recycling Market Development Zone loans for materials management facilities
- Research, develop Resource Recovery Facility at the Otay Landfill

TASK**5****Improve Education in Trash and Recycling Programs****10,000**

Annual
Potential of
Resources
Diverted from
Landfill in
Tons

17,124

Estimated
Reduction
in GHG
Emissions
MTCO₂



- Create a “Recycle Right” vision for the City
- Conduct innovative multi-year, multi-faceted education campaigns
- Divert, prevent valuable resources from the landfill
- On-site audits, annually educate 1,500 businesses: proper recycling, trash disposal, “right-sizing” service levels
- Encourage creating “in-house” waste disposal, recycling plans

TASK

6

Keep Organic Materials Out of Landfills

16

49,240

Annual
Potential of
Resources
Diverted from
Landfill in
Tons

67,234

Estimated
Reduction
in GHG
Emissions
MTCO₂

- Implement organic waste recovery and management program to comply with SB 1383:
 - Increase education to divert organic wastes
 - Recover edible food
 - Monitor all food, yard waste generators

- Compost production and distribution:
 - Develop regional compost markets - increase usage, production
 - Identify technically advanced solutions to manage compost production



Questions

For information on the Waste Reduction Strategic Plan contact:

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