

Draft Goals, Objectives and Strategies

Olympia Zero Waste Master Plan

1.3 Planning Terms Used

The following definitions are adapted from City's Wastewater Master Plan. These terms are used extensively in this Plan, so an understanding of them will make it easier to see how specific elements of this Plan relate to each other.

Goals – Broad, qualitative statements of what the Waste ReSources utility hopes to achieve.

Objectives – Specific, measurable statements of what will be done to achieve these Goals within a particular time frame.

Strategies – General approaches or methods for achieving Objectives and resolving specific issues. Strategies speak to the question, “How will we go about accomplishing our Objectives?”

Criteria – Measures or considerations used to evaluate a specific strategy or action for achieving the objective.

1.4 Draft Goals and Objectives

The following goals and objectives are intended to address the strategic issues highlighted above and move the utility toward its long-range vision of Zero Waste. The first two goals focus on waste reduction and diversion. Goal three places emphasis on managing the utility in a fiscally responsible manner with rates that are equitable and promote waste reduction and improved recycling, while goal four focuses on safe and efficient operations.

The goals and objectives encompass the social, environmental and economic aspects of sustainability. They are also developed with the goals and policies of the City's Comprehensive Plan in mind.

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<p>1. Waste Reduction Olympia residents and businesses make material consumption and product choices that result in less waste, use fewer natural resources and are less hazardous.</p>	<p>Objective 1A Reduce the overall waste (garbage, recycle, organics) generated and disposed in Olympia.</p>	<p>Strategy - Coordinate with Thurston County Solid Waste and Environmental Health on hazardous waste education and reduction programs.</p> <p>Strategy - Continue to promote grasscycling and on-site composting in partnership with other City departments.</p> <p>Strategy - In partnership with local organizations, develop a program to support reuse, repair, sharing, and short-term renting—such as Fix-It Fairs, product lending libraries, and community swaps.</p> <p>Strategy - Work with Thurston County to promote edible food donation by businesses and food waste prevention by residents and businesses.</p> <p>Strategy - Promote bulky item reuse, refurbishment, and recycling by single-family residents, multi-family residents, and businesses in partnership with local reuse, repair, and recycling organizations.</p> <p>Strategy - Promote textile reuse and recycling by working with a regional campaign (currently led by King County) to expand the textile reuse and recycling market.</p> <p>Strategy - Incorporate recommendations and tools for waste prevention and toxics reductions into the technical assistance and education programs for businesses, schools, and City departments.</p> <p>Strategy - Develop tools and systems to increase green purchasing by City departments, such as guidelines on key product attributes, instructions for finding greener options from the vendors most commonly used by City departments, and sample language to include in procurement contracts.</p> <p>Strategy - Adopt a green purchasing policy to incorporate criteria on recycled content, recyclability, toxics reduction, and waste prevention into City purchasing decisions.</p>

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<p>2. Increase Recycling and Composting Olympia residents and businesses recycle and compost their waste to the greatest extent possible.</p>	<p>Objective 2A Evaluate and understand waste stream characteristics and customer disposal behaviors.</p>	<p>Strategy - Partner with Thurston County Solid Waste on waste characterization studies.</p> <p>Strategy - Conduct behavioral studies to learn what helps, prevents, and motivates customers to recycle and compost correctly.</p> <p>Strategy - At least once per year, conduct special collection routes to obtain tonnage data that can be used to estimate the amount of multi-family waste collected, separated from single-family and commercial waste.</p> <p>Strategy - Require companies that collect materials within city limits for recycling or composting to register with the City and to report annually on quantities of each type of material collected and where materials were delivered.</p> <p>Strategy - Work with Thurston County Solid Waste, Recovery 1, and other facilities that accept C&D material from within Olympia city limits to track the quantity of C&D material generated by building and demolition projects in Olympia, including material self-hauled by construction and demolition companies.</p> <p>Strategy - Conduct a recycling and organics study that involves (1) characterizing recyclable and organic materials collected by Waste ReSources and (2) identifying and surveying private recycling collectors that serve Olympia customers to obtain quantity and composition data.</p> <p>Strategy - Use garbage, recycling, and organics composition and tonnage data with EPA’s WARM model or a similar tool to estimate the greenhouse gas benefits of recycling and composting by Olympia residents and businesses.</p> <p>Alternative Strategy - As Waste ReSources conducts targeted outreach or requires data on key business sectors or neighborhoods, conduct targeted waste composition studies or on-site audits.</p>

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Goal 2 Continued	Objective 2A Continued	<p>Alternative Strategy - Require construction and demolition companies to report the tons of C&D debris generated and where that debris was delivered from their projects as part of the permit process.</p> <p>Alternative Strategy - Partner with other jurisdictions on their current efforts to develop methods to measure waste prevention, sustainable consumption, sustainable materials management, and environmental impacts of zero waste.</p>
	<p>Objective 2B Increase the quantity and quality of materials single-family residential customers recycle and compost at the curb.</p>	<p>Strategy - Continue to conduct residential education and update educational materials as needed.</p> <p>Strategy - Implement a cart inspection/customer feedback program to ensure materials are put in the proper container; conduct route-specific education campaigns as needed.</p> <p>Strategy - Adopt a formal policy to reject contaminated recycling and organics containers, with charges for extra garbage collection.</p> <p>Strategy - Evaluate the option of banning materials from garbage or implementing a recycle requirement.</p> <p>Strategy - TBD placeholder. Embed residential organics fee into garbage rate.</p> <p>Strategy - TBD placeholder. Remove glass from single stream and provide a drop-off option.</p>

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<p>Goal 2 Continued</p>	<p>Objective 2C Increase the quantity and quality of materials commercial customers recycle and compost at the curb.</p>	<p>Strategy - Extend cart-based commingled recyclables collection to businesses as a recycling safety net. Strategy - Continue pursuing high-volume commercial food waste customers for organics diversion.</p> <p>Strategy - Expand educational materials and on-site technical assistance for businesses on recycling and composting.</p> <p>Strategy - After extending recyclables collection to businesses and expanding outreach, explore requiring businesses to recycle key, easily recyclable materials such as high-grade paper, cardboard, aluminum cans, plastic bottles, and steel cans.</p> <p>Strategy - Continue working with the Department of Community Planning & Development to ensure enclosure screening requirements do not limit space for recycling and organics containers.</p> <p>Strategy - Improve recycling and recovery of materials at City buildings and facilities through on-site waste audits and additional technical assistance and education as needed.</p> <p>Strategy - Expand on-site technical assistance for schools and adapt classroom education for other grade levels, in partnership with Thurston County Solid Waste.</p> <p>Alternative Strategy - Explore additional outreach options such as working with other City utilities to provide integrated on-site technical assistance and participating in regional green business engagement programs.</p>

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<p>Goal 2 Continued</p>	<p>Objective 2D Increase construction and demolition material diversion.</p>	<p>Strategy - Conduct a pilot test for transporting C&D to out-of-county processors for recycling.</p> <p>Strategy - Work with Thurston County Solid Waste to increase recovery of C&D at the Waste and Recovery Center (WARC) and ensure that material delivered to the WARC is sorted and sent for recycling or diversion.</p> <p>Strategy - Develop a C&D recycling, salvage, and deconstruction toolkit with information, tools, and contact information for local service providers.</p> <p>Strategy - Develop and conduct targeted education to builders at the Community Planning & Development (CP&D) permit counter, on the Waste ReSource and CP&D websites, and through construction industry organizations and publications; partner with Thurston County to the extent feasible.</p> <p>Strategy - Create incentives for recycling and reuse in the permitting process, such as by a policy to prioritize review of projects that involve substantial salvage, reuse (including historic building preservation), or recycling over projects without these features.</p> <p>Strategy - Require permitted building and demolition projects to have containers on-site for collecting recyclable and non-recyclable materials separately.</p> <p>Strategy - Adopt an ordinance requiring building and demolition projects to separate and recover key C&D materials, such as cardboard, metal, clean wood, concrete, brick, and asphalt.</p> <p>Strategy - Adopt an ordinance requiring large demolition projects to advertise and allow time for deconstruction firms to offer salvage services.</p> <p>Strategy - Adopt a City policy requiring City building and demolition projects to salvage and recycle C&D materials to the maximum extent feasible.</p>

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<p>Goal 2 Continued</p>	<p>Objective 2E Increase the quantity and quality of materials multi-family residents recycle and compost.</p>	<p>Strategy - Continue working with the Department of Community Planning & Development to ensure enclosure screening requirements do not limit space for recycling and organics containers.</p> <p>Strategy - Expand outreach to multi-family property managers with additional materials, such as a database of property contacts, a recycling toolkit, and annual property recycling status reports, to supplement on-site assistance.</p> <p>Strategy - Conduct a multi-family outreach campaign, with door-to-door outreach at complexes that need the most assistance.</p> <p>Strategy - Develop outreach and materials for limited English-speaking and multicultural residents, going beyond translating existing materials.</p> <p>Alternative Strategy - In the long-term, explore establishing a tenant “right to recycle,” requiring landlords to subscribe to a minimum level of recycling and composting service.</p>
	<p>Objective 2F Increase the quantity and quality of materials recycled and composted through non-curbside methods.</p>	<p>Strategy - Explore developing a drop-off recycling site within city limits that operates several days per week to collect hard-to-recycle materials as well as curbside materials.</p> <p>Strategy - Develop additional Zero Waste Event educational materials focused on waste prevention and edible food donation to supplement collection containers and existing materials.</p> <p>Strategy - Require large events held on public property to recycle and compost.</p> <p>Strategy - Support extended producer responsibility programs in partnership with Thurston County, other local municipalities, and Washington State.</p>

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<p>3. Rates and Fees Waste ReSources Utility is managed in a fiscally responsible manner with rates that are fair, equitable and promote waste reduction.</p>	<p>Objective 3A Ensure customer rates reflect a balance between the cost of providing service and the goals of promoting waste reduction and equity.</p>	<p>Strategy - Reassess rates and services offered based on results of cost of service study and the City’s zero waste goals.</p> <p>Strategy - Perform an annual review of rates and services offered.</p> <p>Strategy - Continue using grant funding to develop waste reduction and recycling programs.</p>
	<p>Objective 3B Maximize recycle commodity values to help support recycling collection and processing costs.</p>	<p>Strategy -Pursue developing or securing a new recycle transfer site.</p> <p>Strategy -Seek out the best value in recycle processors.</p>
<p>4. Safe and Efficient Operations Provide safe, efficient and reliable solid waste collection in a cost-effective and environmentally responsible manner.</p>	<p>Objective 4A Implement routing and service changes that increase operational efficiencies that maintain service reliability, safety and encourages diversion.</p>	<p>Strategy—Continue implementing 1-side road collection to the greatest extent possible.</p> <p>Strategy -Continue to work with the City’s information technology team to develop a GIS routing solution.</p> <p>Strategy -Continue evaluating and refine routes and drive paths to eliminate overlap.</p> <p>Strategy - Explore developing centralized garbage, recycling, and organics collection areas for businesses in downtown Olympia</p> <p>Strategy - Reduce costs of rear-load collection through phasing out rear-load trucks or shifting weekly rear-load customers to every-other-week collection where possible.</p> <p>Strategy - Explore upgrading collection fleet, containers, and IT system with on-board scales and the capacity to use information from RFID tags in containers and cameras on trucks with utility customer database.</p> <p>Strategy - Ensure all Waste ReSources collectors are IAPD certified.</p>

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<p>Goal 4 Continued</p>	<p>Objective 4B Reduce the number of incidents and accidents.</p>	<p>Strategy - Continue involvement with site plan review to ensure adequate space and access to containers.</p> <p>Strategy - Work with customer directly to eliminate unsafe conditions.</p> <p>Alternative Strategy - Work with Community Planning and Development Department to increase enforcement of cleanliness and condition of solid waste enclosures.</p> <p>Strategy - Evaluate the option to fund changes to customer enclosures as it relates to operational safety and efficiency.</p>
	<p>Objective 4C Reduce the carbon foot print of Waste ReSources fleet.</p>	<p>Strategy - Conduct a greenhouse gas footprint of Waste ReSources operations.</p> <p>Strategy - Coordinate with City’s Fleet Services to evaluate options for alternative fuels and hybrid collection vehicles.</p> <p>Strategy - Track Waste ReSources fleet miles driven and fuel consumed.</p>
	<p>Objective 4D Ensure Waste ReSources is prepared for natural disasters and other emergencies.</p>	<p>Strategy - Create an emergency response plan for how the utility will respond to and manage disaster debris and interruptions to waste hauling.</p>