

After Eating
please
dispose of your waste
at the
ECO-STATION



Zero Waste Progress Report 2019



JANUARY 28, 2020

Sustainable Fairfax



Sustainable Fairfax Zero Waste Report

This report serves as a summary of Sustainable Fairfax’s accomplishments for the scope of services outlined in the January 2019 Sustainable Fairfax Zero Waste contract.

Zero Waste Committee

Our Zero Waste Committee in 2019 was comprised of: Sustainable Fairfax board members Elizabeth Baker, Renee Goddard, Jennifer Hammond, Laura Vernon and Drake High intern Perri Russell.

A. Outreach and Education to Businesses, Multifamily Buildings and Fairfax Town Government

Multifamily Buildings

We focused on Fairfax businesses in 2019, and did not reach out to multifamily buildings, but plan to do so in 2020.

Fairfax Businesses

In 2019, Sustainable Fairfax moved forward with efforts to establish official partnerships with many of our local businesses. These partnerships will allow us to work closely with them to improve their systems for resource recovery, and promote their waste reduction efforts as they transition to reuse from single-use and sustainable packaging.

Good Earth

We met with the Good Earth multiple times to discuss the terms of the new town ordinance to reduce single-use foodware. We have been working together to find products that will be compliant with the ordinance, and strategize ways to move systematically to reuse..

Fairfax Market

In partnership with Fairfax Market and Conservation Corps North Bay, we hosted our first “Community Clean-Out” day on Saturday, August 24. Residents dropped off their electronics waste, tires and mattresses for recycling in the Fairfax Market parking lot.

We also partnered with Trips for Kids to collect bikes/bike-parts for re-use. At this event we collected the following:

COMMUNITY CLEAN-OUT DAY RESULTS	
MATERIAL	AMOUNT
E-Waste	
CRT	600 pounds
Mixed E-Waste	1,840 pounds
Laptops/Tablets/Flat Screens	776 pounds
Tires	54
Mattresses	45

The first-time event was a great success and a good example a successful partnership with a business to help the community reduce their landfill waste.

Marin Sanitary- Signage

Sustainable Fairfax is working with Marin Sanitary Service (MSS) to customize waste and recycling signage to better reflect the waste materials generated at specific businesses throughout Fairfax. Starting with the Fairfax Coffee Roastery, for example, we removed items that are not generated there (e.g., yard compost) and focused on problematic materials like disposable coffee cups that are neither compostable or recyclable. MSS is working now to redesign their signs and use this as a pilot for other businesses across Fairfax, and perhaps in other towns. Sustainable Fairfax will work on Good Earth’s signage next.

Town Buildings

Sustainable Fairfax works with the public works department to collaborate to ensure the proper containers and signage are in the proper locations and are disposed of correctly. In 2020, we will agree upon and inventory locations for

waste/recycling/composting receptacles and corresponding signage to ensure the town is maximizing waste segregation practices and best practices.

B. Residential Landfill Waste Reduction.

Zero Waste Education

Sustainable Fairfax educated people on proper waste sorting, zero waste practices and the importance of keeping food out of the landfill through tabling at the Fairfax Community Farmers Markets, Earth Day events, Town events and our film nights. At these events, we played the sorting game with the public and displayed reusable items and products to help people reduce waste while grocery shopping or packing school lunches. We also held an **Earth Day Community Conversation** event at the Fairfax Library on April 22, 2019, which included a presentation by our high school intern Perri Russell on proper sorting.

Zero Waste Mentor

Monthly Good Earth Tours

We began our zero waste mentor program with regularly scheduled tours of the Good Earth Natural Foods. We designed detailed curriculum for these tours to educate the community about how to reduce waste through purchasing decisions and habits at the grocery store, *ie* going beyond bringing carry-out bags to bringing produce bags, and reusable containers for the bulk section, salad bar, buffet, etc. The feedback from the tours has been excellent and we will continue to do them.

Single-Use Plastic Campaign

- Our zero waste committee met with Ledyard Qvistgaard, a local graphic design company, to discuss our re-use over single-use campaign concept. We discussed ideas around the scope of the campaign and determined that more research was required before moving forward. Jennifer Hammond attended the City of San Rafael's daylong workshop- "Moving the Needle: A Community-Based Social Marketing Workshop" and gained valuable insights on how to craft a campaign to successfully change behavior. Given the new Fairfax foodware ordinance that

was pending at the time, we decided to postpone working further on the campaign until 2020.

- On May 1, 2019, our high school intern Perri Russell prepared for and presented to the Town Council on single-use plastics and the single-use foodware ordinance.

Bring It Home Compost!

Marin Sanitary made three deliveries of compost for Fairfax residents totaling 45 cubic yards. We promoted the “Bring it Home” compost program through social media, our newsletter and flyering. We use this as an opportunity to educate people about the importance of composting all food waste, so that it can be returned to the community as compost to enrich our soil.

Zero Waste Communications

- **Flyers/Newsletters/Postcards** We distributed zero waste tips and information via newsletters (reached over 1,500), social media, the Sustainable Fairfax website, and flyers. This year we designed and printed Zero Waste Challenge postcards and distributed them at events. We supplied our kiosk at the Good Earth with Marin Sanitary brochures on waste sorting, curbside composting and hazardous waste disposal.
- **Facebook:** The Fairfax Zero Waste Facebook page currently has 582 “likes,” an increase of 26 from 2018. There were 129 posts throughout the year receiving over 2,600 engagements.

No-Waste November

This campaign focuses on landfill waste reduction, not only through educating on proper recycling and composting, but also evaluating purchasing decisions and shopping habits to reduce wasteful packaging.

No Waste November was comprised of the following events and activities:

- Film Screening of TRUE COST and panel discussion on single-use-plastics (see film section below).

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- Four Sustainable Shopping Tours at Good Earth Natural Foods. These tours designed and led by Sustainable Fairfax board member Laura Vernon taught participants to minimize waste while shopping at the grocery store.
 - Tour of the Marin Recycling Center.
 - The No Waste November Challenge. Sustainable Fairfax designed this challenge to encourage people to set a personal goal to reduce landfill waste for the month. All participants received our starter packet with tips and resources to help them along.

Film & Speaker Nights

- **WASTED – The Story of Food Waste - January 25, 2019**
In partnership with the Environmental Forum of Marin, this film and speaker evening. Panel discussion focused on the critical nature of food waste and how community members can each reduce both edible food waste and compost inedible food.
- **TRUE COST featuring Fibershed speaker - November 8, 2019**
Sustainable Fairfax organized a film screening of True Cost. The speaker Heather Podoll from Fibershed encouraged participants to consider the environmental impacts of fast fashion, the importance of buying less, but buying sustainable and durable clothing. We also featured a scarf and hat swap at the event.

C. Outreach, education and promotion of DEA sponsored prescription drug take back days on safe disposal of pharmaceuticals

In addition to Take Back Day, we also promoted the October 2019 Drug Enforcement Agency collection of prescription drugs by the Fairfax Police.

D. Fairfax Take Back Day – April 27, 2019

Sustainable Fairfax, the Fairfax Police Department. Marin Sanitary Service (MSS) and the California Conservation Corps North Bay (CCNB) joined together to produce the seventh annual Fairfax Take Back Day on Saturday, April 27 at the Pavilion parking lot. Take Back Day provides an opportunity for Fairfax residents to recycle their e-waste,

shred sensitive documents and safely dispose of prescription drugs at one location The Fairfax police department set up a drop-off station to collect unused pharmaceuticals and ensure proper safe disposal of unused medications.

Sustainable Fairfax promoted, coordinated and staffed the event. We promoted the event through flyer posting, sandwich boards, social media, newsletters and our website.

Amounts collected:

	2018		2019	
	Collected by	Weight (pounds)	Collected by	Weight (pounds)
Electronic Waste	CCNB	4,223	CCNB	5,232
Paper Shredding	MSS	3,560	MSS	4,400
Drugs & Supplements	Fairfax Police	116	Fairfax Police	153
Mattresses	n/a	n/a	CCNB	39 mattresses
PARTICIPANTS	186 Participants		244 Participants	

E. Fairfax Festival and Town-Sponsored Events

Fairfax Festival

We coordinated with the Town, the Fairfax Festival Committee, Conservation Corp North Bay (CCNB) and MSS to divert the maximum percentage of recoverable resources from the landfill. We researched and implemented best practices as pertains to cups, cutlery and plates. We worked closely with the Marin County Department of Public Health to ensure compliance with health codes, and procured funding from Marin Sanitary Service and the Eco-Fest to purchase 750 high quality stainless steel cups with Fairfax Festival messaging. This enabled the Eco-fest to become a disposable cup free event.

FAIRFAX FESTIVAL		
2019	Tons	Pounds
Cardboard	0.35	690
Compost	0.83	1660
Recycling	0.62	1240
Landfill	1.25	2490
Total Collected	3.04	6080
Recovered through MRRC	0.77	1543
Total Landfilled	0.47	
Total Diverted	2.57	
Recycling Rate (Weight)	84%	

Fairfax Town Picnic

We provided resource recovery station with clear signage directing and educating the public about proper waste sorting and increased percentages of materials diverted from landfill. We also staffed the eco-station during portions of the event.

Fairfax Craft Faire

We partner with Fairfax Recreation to organize the Fairfax Craft Faire every year. This is the only Fairfax event with virtually no landfill waste generated! All foodware is plastic-free and reusable. The Craft Faire is the model and template for all ongoing Town of Fairfax events.

Fairfax Caroling Party

We provided resource recovery stations with clear signage directing and educating the public about proper waste sorting. We helped increase percentages of materials diverted from landfill and further facilitated the shift from disposable, to zero waste events.

Sustainable Fairfax worked with event organizers to insure that they use only reusable plates, cups and cutlery and capture all green waste from the wreath making activity. We also provided education to the event organizers on proper sorting techniques. Sustainable Fairfax continues to purchase and re-stock plates, mugs and silverware for the events in the Women's Club.

Fairfax Community Farmer's Market

We designed and constructed resource recovery stations with visible, user friendly banners and made sure that market manager properly disposed of the waste in the Corp yard after the market closed. We coordinated with the market manager to ensure that signage was current and that information was available to customers and vendors. We staffed stations and worked face-to-face with patrons and vendors to educate them on 'up to date' sorting practices.

Reusable Utensil Program. We initiated a **reusable utensil program** at the Fairfax Farmer's Market after learning about a similar program at the Sonoma Zero Waste Symposium attended by several board members. We supplied the food vendors with reusable utensils for their customers to use, and provided a collection station for the dirty utensils. Sorella Cafe agreed to wash the utensils in their commercial dishwasher at the end of the night after each Wednesday market. This program was well received by the vendors and customers and we plan to expand it in 2020.

F. Backyard Composting Workshop

On Saturday, September 22, 2019 we held a backyard compost and soil health workshop at the Fairfax Backyard Farmer. The workshop was led by expert Avis Licht. Participants learned how to turn their food scraps into compost, and also how to prepare their soil for winter.

G. Zero Waste Volunteers

There have been many disrupting changes in recycling markets that have confused the marketplace. What was properly recyclable or compostable? Tabling at Farmer's

Markets and the other events listed, were opportunities for volunteers to educate the community about these changes. The markets continue to be in flux while plastics production increases around the world, markets for recyclables decline, and greater connections are made between plastics production and climate change. We intend to build on and strengthen community engagement as volunteers to help educate the community to recycle and compost right.

APPENDIX

Category	2019 Budget	2019 Actual	2019 Variance
Project Coordinator	\$16,250.00	\$10,470.00	\$5,780.00
Marketing	\$1,750.00	\$409.43	\$1,340.58
Film Expenses	\$325.00	\$157.85	\$167.15
Materials	\$750.00	\$567.89	\$182.11
Overhead	\$1,500.00	\$1,500.00	\$0
TOTAL	\$20,575.00	\$13,105.17	\$7,469.84

We were under budget in 2019 by \$7,470. Two key zero waste staff members faced a number of family and health issues that impacted the number of hours available to work. Our **marketing** expenses were not as high as anticipated because we postponed the *reuse over single-use* zero waste campaign (see report above). Our **film expenses** were under budget because we did not need to pay the speaker and we limited refreshments to popcorn and tea. We did not spend as much on **materials** because we did not make a banner for the *reuse over single-use* zero waste campaign because the campaign was postponed.

We have a motivated team of staff and volunteers, including an impressive high school intern, to work on zero waste and resource recovery this year and look forward to a productive 2020.