



## Mid-Year Progress Report July-December 2018

### Background

The City of Piedmont engaged Abbe & Associates to provide outreach and technical assistance to Piedmont residents and institutions to increase recycling and composting and reduce waste to landfill.

Our team is assisting the City in making progress toward the following Program Goals:

- Increase the City's Diversion Rate from 70.5 percent to 75 percent
- Reduce contamination in recycling and organics collection and "good stuff" in the garbage
- Assist all schools in achieving 75 percent diversion or more
- Help students bring recycling and composting message home to their families
- Assist in creating the social and physical infrastructure that supports proper sorting habits and routines

Abbe & Associates is a full-service environmental consulting firm based in Alameda County. Our Piedmont Evergreen team includes:

- Ruth Abbe – Project manager, community engagement
- Laura McKaughan – Civic facilities and commercial recycling support
- Nancy Deming – School recycling support
- Betsey Meyer – Writer, researcher
- LuAnn Roberto – Graphic artist, social media

### Branding

We launched the new outreach and technical assistance services by convening a series of focus groups and meetings with community members, civic organizations, City staff, and the City's service provider, Republic Services.

Through this process we obtained insights about what kinds of media and messaging would resonate with Piedmont residents. We presented ideas for logos and program names.

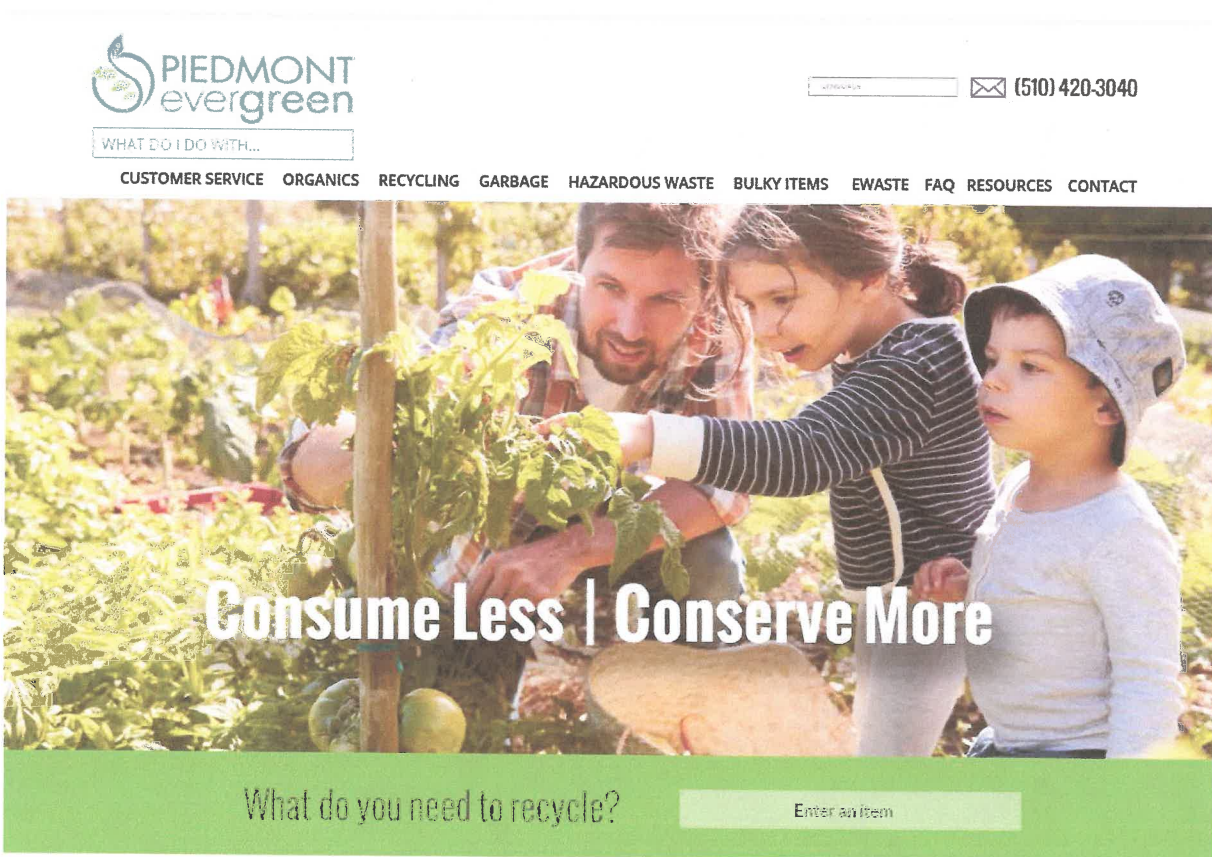


Through consensus, the “Piedmont Evergreen” design was selected as the finalist. The design can be used in green and blue for City publications and green and purple for school publications. In recognition of the City’s climate goal to reduce consumption, we developed a second logo “Piedmont 2030” that can be used in when promoting climate plan strategies.



### Website

The City is launching a new website, so we have taken this opportunity to update the pages devoted to waste prevention, recycling and composting. Sections will address all of the services available through the new contract with Republic, countywide resources, and sections devoted to “Hot Topics” and “Frequently Asked Questions.” The draft web pages have been reviewed and approved by City staff and are ready to incorporate into the new website when it is launched later this spring.



## Technical Assistance

We have conducted site assessments at City facilities and worked with City staff to streamline and update the waste reduction, recycling and composting programs at City facilities, so that the City family can be a model for the rest of the community.

We worked with event planners to “green” the events that are hosted by the City, including staff meetings and civic events. In cooperation with the Piedmont Education Foundation, we developed the Piedmont Green Event Guide which identifies the preferred reusable, recyclable and compostable foodware options that are compatible with the City’s programs.

We worked to ensure that recycling and composting containers were accessible throughout the civic complex, including City Hall, Community Hall, Veterans’ Hall, the Corporation Yard, the Police Department, and the Fire Department. We are working with City staff to provide labels and posters. We have conducted an inventory of the recycling system at City Parks and are working with City staff to identify additional container locations for recycling and composting.

We conducted trainings with the City’s janitorial crews and refined their systems to ensure that recyclable and compostable materials from the civic complex were kept separated. We recommended a transition from black trash bags to clear bags to ensure that materials are properly handled.

We have provided support, training, and internal recycling and composting containers for Mulberry’s and the Piedmont Education Foundation.

## Schools

The Piedmont Unified School District is in the process of updating its campus recycling and composting infrastructure. We have worked with

## PIEDMONT evergreen GREEN EVENT GUIDE

Special events held on public property in Piedmont must have recycling and compost collection. [Piedmont City Code 9.03.07\(j\)](#) This guide was developed to assist event organizers in making sustainable choices by directing them to resources that are compatible with the City’s recycling and composting program.

### CHOOSE REUSABLE WHENEVER POSSIBLE

Reusable service ware is always preferable to disposable. Ask your caterer for reusable plates, bowls, silverware, glasses, and linens.

For school fundraising events, the Piedmont Education Foundation will loan out their wine glasses.

Contact: Sara Valkonen  
[sara@piedmontedfoundation.org](mailto:sara@piedmontedfoundation.org)  
 510-653-1816



### FIBER-BASED COMPOSTABLE IS BETTER THAN PLASTIC

Fiber-based foodware (paper plates, paper napkins, bamboo cutlery) are preferable to plastic. Food-soiled plastic cannot be easily recycled and compostable plastic cannot be easily composted.

Plain paper products are compostable in the City’s program. More elegant options are available through these vendors.



[World Centric](#) plates are made from wheatstraw, a leftover agricultural fiber and an annually renewable resource.



[Bambu Veneers](#) cutlery is made from certified organic, renewable bamboo. [Veneers](#) carries cutlery made from wood.



[Eco-Products](#) fiber plates and bowls are made from a 100% reclaimed, renewable sugarcane.



## Piedmont Middle School RECYCLING GUIDE



## RECYCLE



## COMPOST



## LANDFILL





District staff and conducted site assessments of the middle school and high school campuses. The District is piloting new outdoor recycling containers at the high school and intends to expand these containers throughout the campus.

We have worked with the middle school green team to develop new signs and stickers to encourage successful sorting.

### Community Events

We have partnered with community groups to ensure that Community Events have the resources and assistance to maximize recycling and composting. We purchased containers, signs, stickers and bags to ease proper sorting

We provided on-site technical assistance at the Harvest Festival, Turkey Trot and Christmas Tree Lighting. Through these efforts, the Harvest Festival achieved an 87% recycling rate and the Turkey Trot achieved a 96% recycling rate.



### Community Engagement

We are collaborating with Piedmont Connect to support the City's goals in waste reduction and reduced consumption. We have attended monthly meetings and are working with the subcommittee on developing articles for print and on-line publications.

### Next Steps

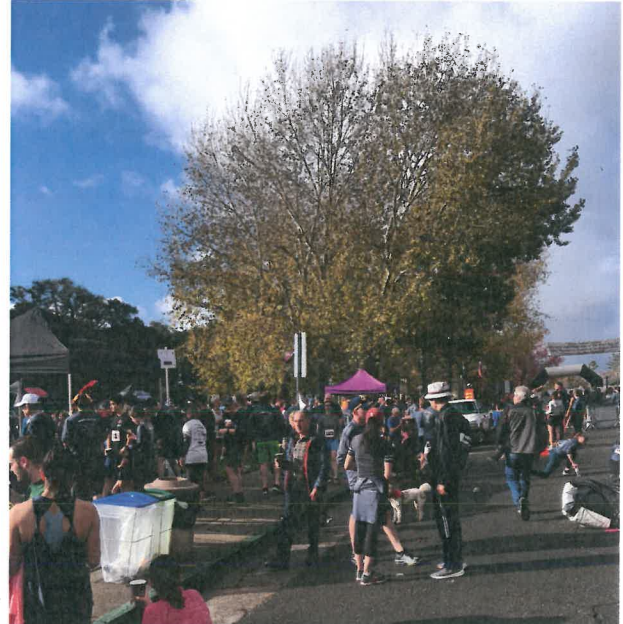
- Once the City's new website launches, we will provide print advertisements and follow-up articles for the print, on-line and social media. We will also provide companion pieces for Republic's quarterly newsletter.
- We will conduct outreach and technical assistance to each of the City's private institutions, commercial businesses and multifamily complexes.
- We will work with District staff to provide recycling and composting infrastructure and training at the District's elementary schools.
- We will continue to provide outreach and technical assistance at Community Events and City facilities and parks.

# On the Road to Zero Waste at the Turkey Trot

Under mostly sunny skies (with just a few sprinkles), Piedmont runners and walkers earned their Thanksgiving dinner at the 17<sup>th</sup> annual 5K Turkey Trot.

Volunteers distributed water, coffee, bananas and treats to keep the participants hydrated and satiated. Race organizers and City staff strived for Zero Waste by making sure that water bottles and cardboard boxes got recycled, banana peels and coffee cups got composted, and only a few wrappers had to go into the trash.

548 gallons of material generated at the race were recycled or composted and only 24 gallons of waste were sent to the landfill. The Turkey Trot crossed the finish line with a 96% recycling rate, a big win for Piedmont! #PiedmontEvergreen





# Celebrating Our Clean, Green Harvest Festival

On Sunday, September 30, Piedmont celebrated the 20<sup>th</sup> anniversary of the Harvest Festival. Families enjoyed the farmers' market, edibles contest, art show, live music, scarecrows and a fun carnival.

Behind the scenes, community members made sure that the event was clean and green. Harvest Festival organizers ensured that the Edibles Contest pavilion and Food Truck vendors utilized compostable or recyclable foodware. Piedmont Connect volunteers kept the water stations full to reduce plastic waste.

The City's outreach and education contractors helped festival attendees recycle and compost using the carts provided by Republic Services.

Through these efforts, 1635 gallons of material generated at the festival were recycled or composted and only 245 gallons of waste were sent to the landfill. The Harvest Festival achieved a stellar 87% recycling rate and serves as a model for public events in the City.

#PiedmontEvergreen

