



Thrive Environment & Sustainability Impact Group: Reduce & Rethink Single-Use Plastics in SMC

Wednesday August 19, 2020
CCAG RMCP Committee

*cross-sector
cross-discipline
collective impact*



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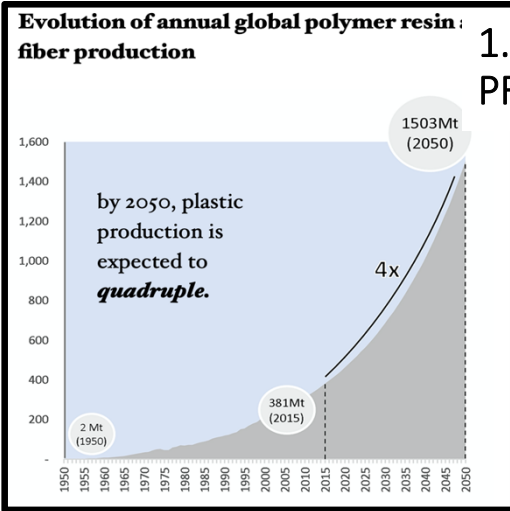


WASTE



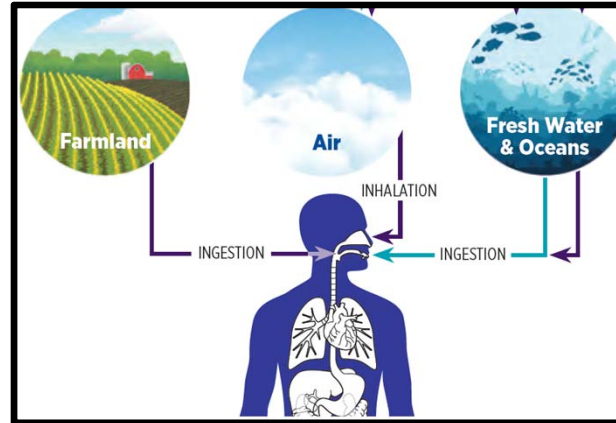
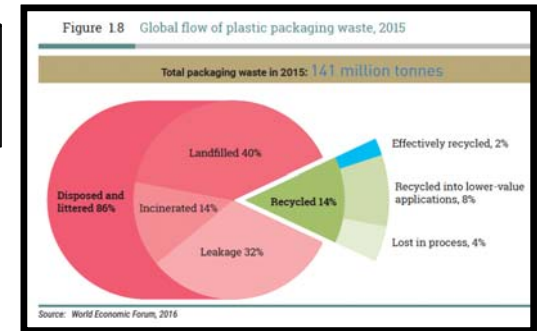
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Single-Use Plastics: visible, complex, & costly problem



1. UPSTREAM – EXTRACT, PRODUCE, & TRANSPORT

~~3. RECYCLING~~



HEALTH



2. CONSUMPTION



4. DOWNSTREAM - WASTE

Collective Impact: shifting from isolated impact in SMC

1. Cities & County

Stormwater permits



3. Coastside nonprofits

Beach/marine cleanup

2. Landfill & Recyclers

Waste management crisis



4. HS/youth strikers

GHG emissions

REDUCE & RETHINK Single-Use Plastics



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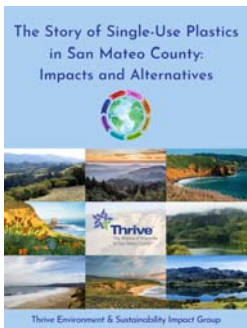
Common agenda & commitment

Thrive Group: Reduce & Rethink Single-Use Plastics in SMC



Jan-Mar 2020: Aligning Resources

- Leveraged Thrive community – 16 mtgs, 663 people, 150 orgs
- Recruited 30: 16 research, 14 advisors (x-sector, x-discipline)



Apr-Jul: Defining the Challenge (phase 1)

- Studied costs – waste, litter, ocean, health
- Possible solutions – policy, programs



Sep-Dec: Prioritize/Activate Solutions (p2)

- Focus on policy, programs, education
- Seeking leadership & funding



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Phase 1 Research Team (April-July 2020)

1. Doug Silverstein, Environment & Sustainability Lead, **Thrive Alliance**
2. Daniel Arad, Leader, **Nueva High School**
3. Cambria Bartlett, Co-founder & Chapter Leader, **Heirs to Our Oceans**
4. Shay Barton, Chapter Leader, **Heirs to Our Oceans**
5. Emily Berglund, Program Director, **Heirs to Our Oceans**
6. Shell Cleave, Founder, **Sea Hugger**
7. Richard Edminster, resident of City of **San Carlos**
8. Daisy Fong, resident of City of **Pacifica** and Economic Development Committee member
9. Jennifer Lee, Environmental Regulatory Compliance Manager, **City of Burlingame**
10. Matthew Mills, student, **Crystal Springs Uplands High School**
11. Juan Miranda, Environmental Education Fellow, **RethinkWaste**
12. Ava Peyton, Co-president Surfrider Foundation, **Menlo-Atherton HS**
13. Petra Silton, Director of Education & Advocacy, **Thrive Alliance**
14. Veronika Vostinak, Sustainability Analyst, **City of Half Moon Bay**
15. Alejandra Warren, Founder, **Plastic Free Pacifica**
16. Kimberly Williams, Secretary, **Surfrider Foundation's SMC Chapter**

Phase 1 Expert Advisors (April-July 2020)

1. Lynn Adams, President, **Pacific Beach Coalition**
2. Jayne Battey, Vice Chair, **SF Bay Area Water Quality Control Board**
3. Mike Brownrigg, Councilmember, **City of Burlingame**
4. Noah Katz, Water Quality Program Manager, **San Mateo Resource Conservation District**
5. Eun-Soo Lim, Senior Sustainability Specialist - Waste Reduction, **County of San Mateo Office of Sustainability**
6. Sally Liu, California Leadership Council Co-Lead, **The Nature Conservancy**
7. Jeremy Merckling, Urban Watersheds Manager, **Grassroots Ecology**
8. Molly Moore, Co-founder, **SUPER (Single-Use Plastic Elimination or Reduction)**
9. Katherine O'Dea, Executive Director, **Save our Shores**
10. Isabel Parés, Zero Waste Fellow, **County of San Mateo Office of Sustainability**
11. Laura Porter, Owner, **Byrd's Filling Station**
12. Ann Schneider, Councilmember, **City of Millbrae**
13. Peter Schultze-Allen, Senior Scientist, **EOA, Inc.**
14. Marilou Seiff, Executive Director, **Marine Science Institute**



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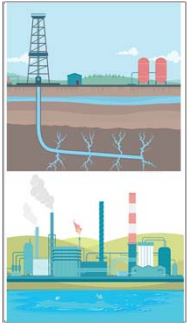
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Key Findings: Holistic view exposes costs > \$500 million*



1. Upstream costs (not in SMC):

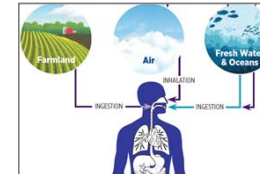
- Fossil fuel extraction (North Dakota)
- Ethane cracker plants (Louisiana)
- Air, climate, food, land, water = health



3-4. Downstream costs (in & out of SMC):

- 69,000 tons to landfill: \$7.5 million*
- 2,772 tons to storm drains: ~\$6 million*
- 693 tons to Bay/Ocean: \$250 million*
- Air, climate, food, land, water = health

* - based on incomplete information, subject to final review



2. Consumption Costs (in SMC):

- Restaurants: >\$15 million*
- Residents: >\$10 million*
- Schools: >\$1 million*
- Corp cafes: tbd



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SMC Ordinance: Disposable Food Service Ware (2020)

Concept

- Facilities that prepare food
- Single-use to compostables/reusables
- County: education & enforcement

Benefits

- Waste management
- Stormwater runoff
- Healthy people & planet

Action

- Adopted: Atherton, Burlingame, SMC, SSF
- Next steps: great opportunity for 17 cities
- Community support: nonprofit & restaurant champions



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Next Steps & Open Discussion

Working on phase 2 (expanding scope):

- Defining new entity & recruiting core team
- Structure – policy, programs, communications
- Seeking 2-year funding & commitments

Suggestions for partnerships, funding, success?

