

**LINKS:** *Because City of Richmond staff do not have the ability to contribute to the chat feature in MS Teams, we will create a list of links to be shared with the WG here - slides, agenda, other materials, etc.*

- [Meeting slides](#)
- [Agenda](#)
- [Equity Screening Tool](#)
- [Feedback survey](#)
- [RVAgreen 2050 Community Capacity Survey](#)

# Q&A:

*Because City of Richmond staff do not have the ability to contribute to the chat feature in MS Teams, we will use this slide to communicate questions and answers throughout the meeting*

- Type your questions here!

**RVAgreen 2050 Waste Reduction & Recovery  
Working Group**

*Thursday, November 18, 2021*

*Plan Deliverables*



**Equitable climate action for a healthy and resilient Richmond**

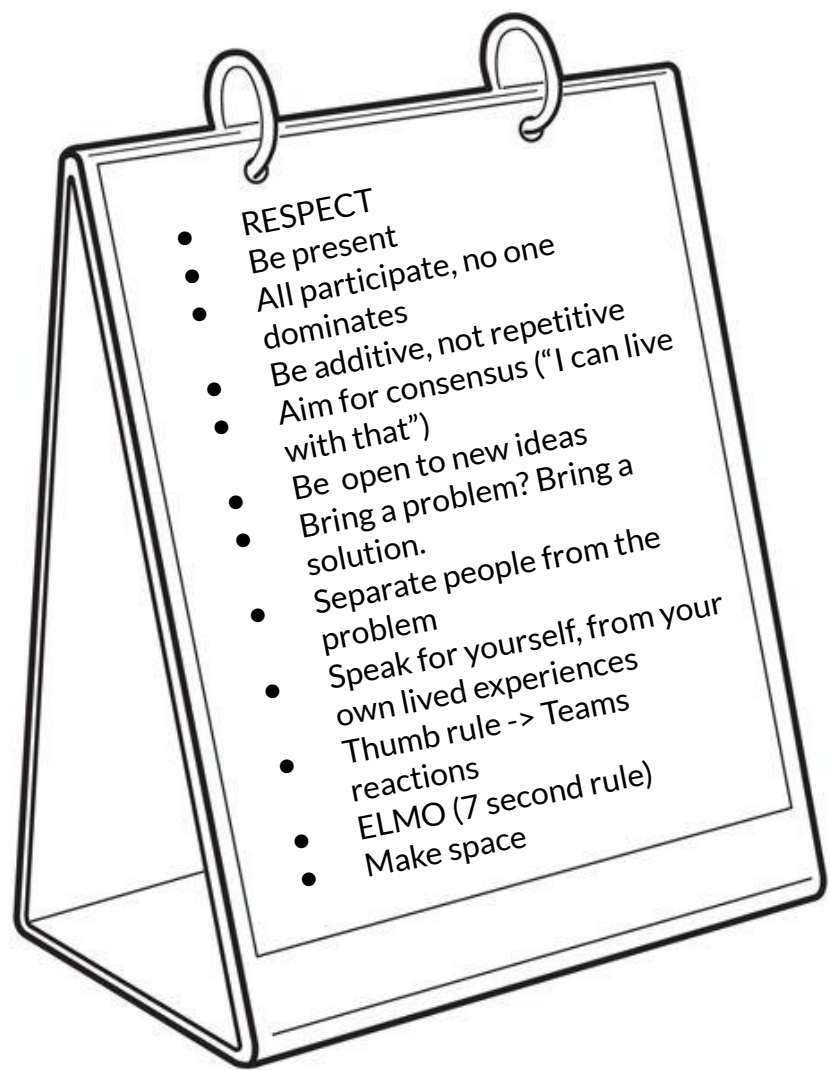
# Agenda

- I. **Intro:** Settling in & ground rules
- II. **Partner Updates:** What are your recent “wins” for equitable climate action and resilience?
- III. **Review:** Where we’ve been
- IV. **Discussion:** Elements of the plan & strategy and subcomponent information
- V. **Discussion:** What’s your pitch?
- VI. **Conclusion:** Wrap-up and next steps

# Today’s Objectives

- Discuss updates, questions, etc. related to the RVAgreen 2050 planning process
- Provide input on the deliverables for the RVAgreen 2050 plan
- Help create content for the plan - why is this so important?

# Ground Rules / Group Expectations



# Partner Updates

*What are your recent “wins” for equitable climate action and resilience?*

Clean City Commission excited to partner with RVAgreen 2050!

Brendan, VCU capstone project on composting system - working on things like signage!

EPA just released national recycling strategy report

Keep VA Beautiful - hired new ED! + Lovers Not Litter campaign w/ VDOT (October-annual)

[Litter Locator](#) - look out for campaign in the spring!

Parks Department and DPW partnering on composting grant for community gardens (as drop off points for household food waste) AND will be using collected leaves in Parks gardens! AND more connections happening in this working group!

Sharon, DEQ - working on helping state agencies reduce single use plastics - almost at 100% compliance! + GA Waste Reduction task force started in Oct. to improve state's recycling and composting infrastructure! + more work on reducing plastics in the environment

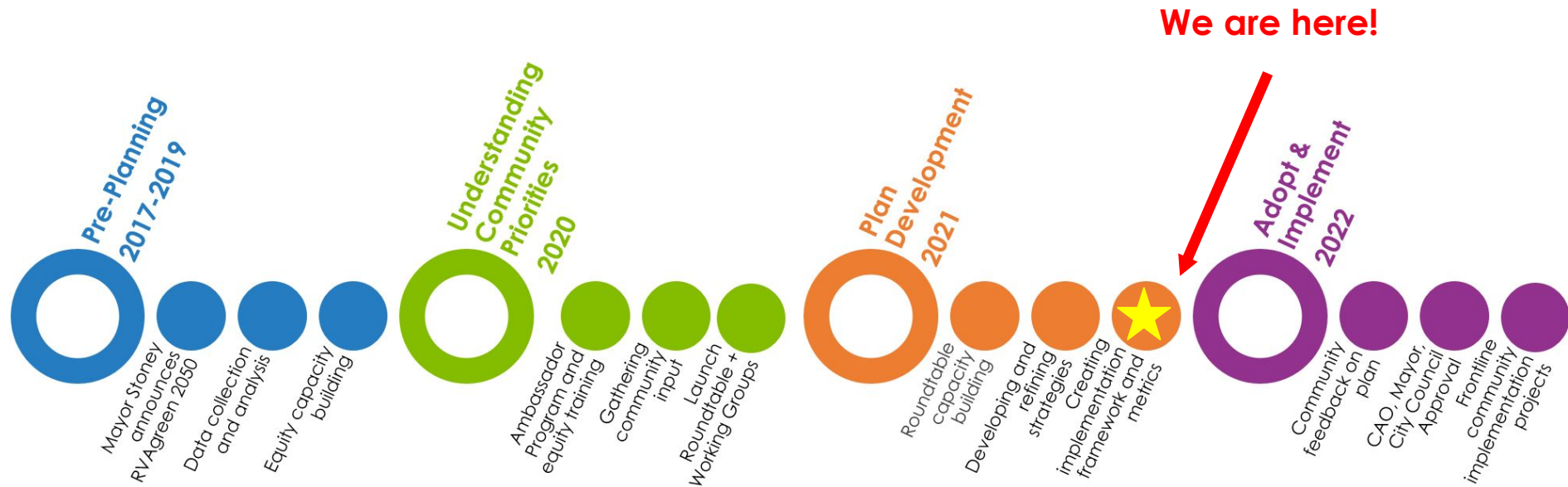
Councilperson Jordan - Climate Emergency Resolution (passed recently) - plastic bag bill and more

Great work everyone!

*Where we've been*

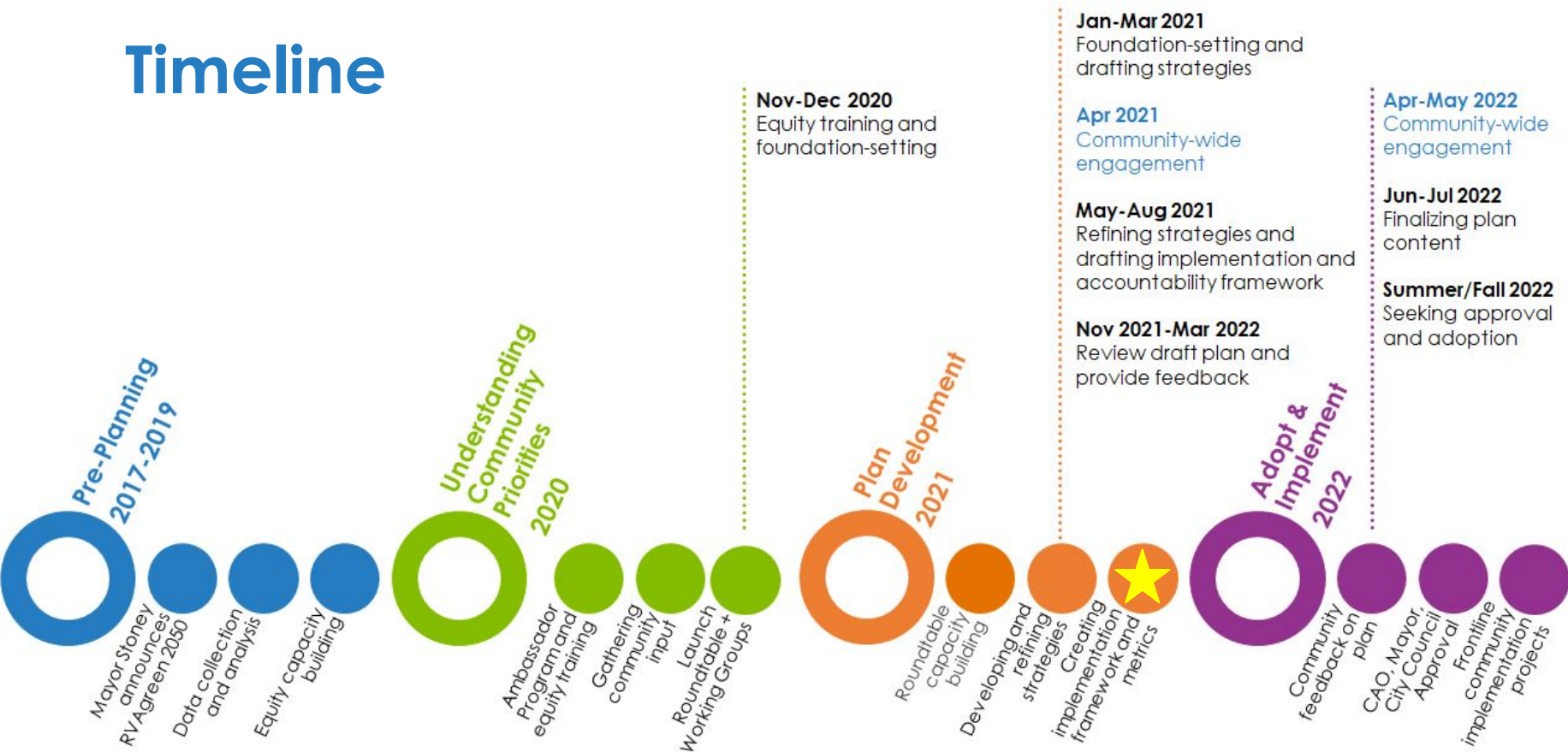


# Process Overview





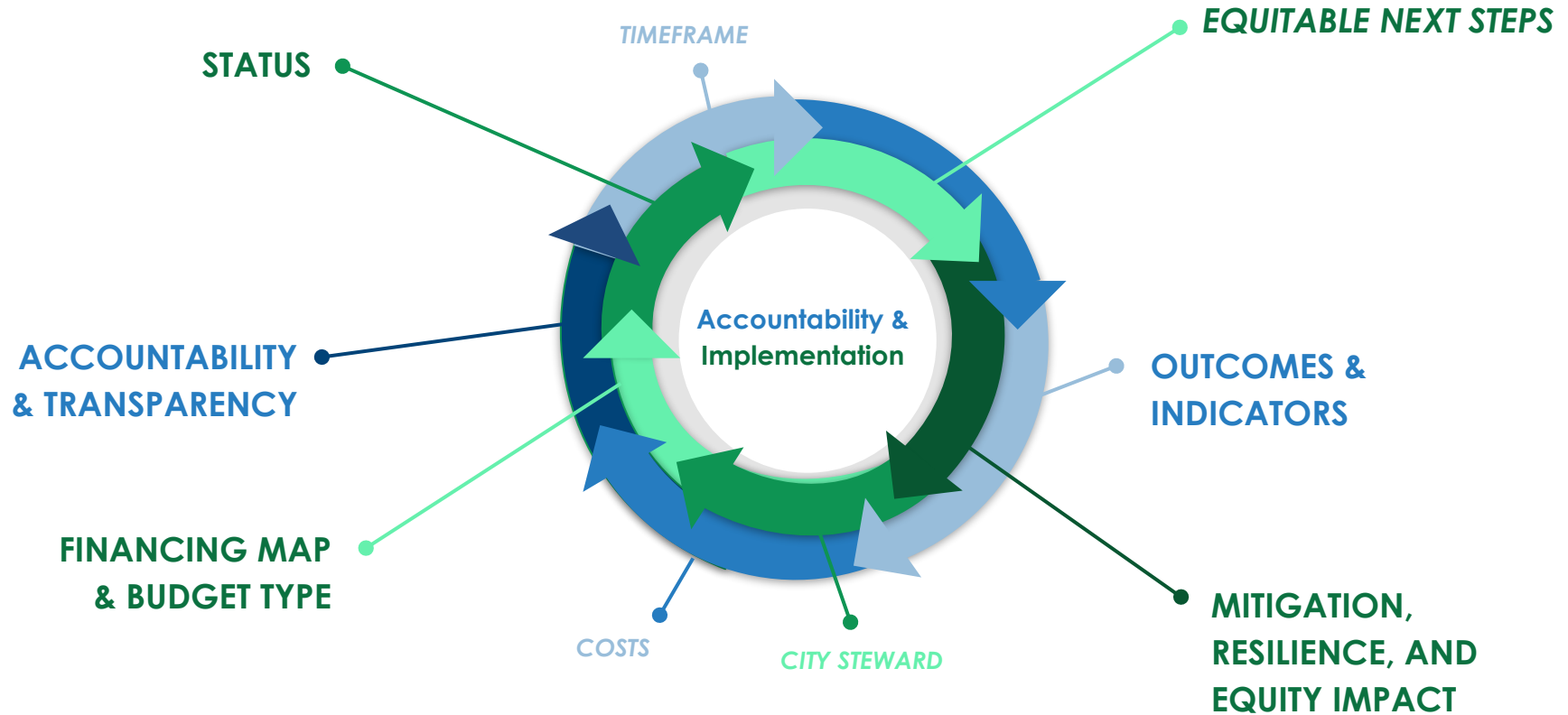
# Timeline



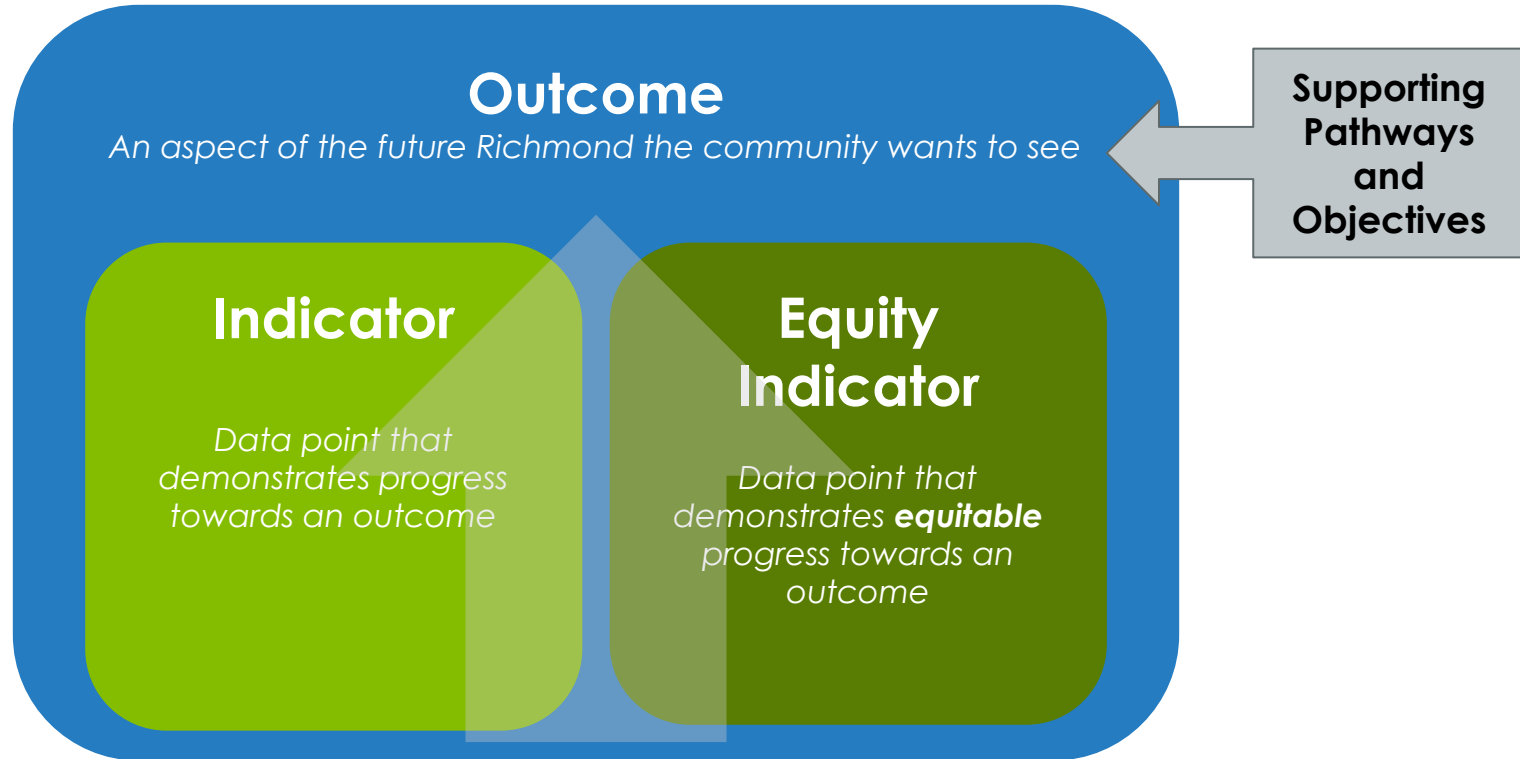
# RVAgreen 2050 DRAFT Structure

Goals	What is the purpose of RVAgreen 2050?
Vision	What does the ideal future look like when RVAgreen 2050 is implemented?
Community Priorities	What cross-cutting public values do we want to center in our plan?
Pathways	What leverage points will lead us towards realizing and operationalizing the goals and community priorities?
Objectives	What are the long-term aims we want to accomplish, organized into the different pathways?
Prioritized Strategies	What are the strategies that will help us achieve our goals and what are the SMARTIE <u>actions</u> that will lead us there?
Impacts	How will our strategies impact the community and lead to a more equitable, resilient, and adaptive Richmond?
Indicators	How will we measure success?
Implementation	How are we going to equitably implement, measure progress, and ensure accountability in this plan?

# Equitable Implementation and Accountability Framework



# Measuring progress of RVAgreen 2050



# RVAgreen 2050 Outcomes

- Cleaner and more efficient buildings
- Engaged and involved community
- Improved air quality
- Advanced green economy
- Increased support for climate action and resilience
- More green space and trees
- Lower greenhouse gas emissions
- Increased heat resilience
- Increased flood resilience
- Climate-ready community
- Less landfill waste
- Cleaner and more efficient transportation

# Waste Reduction & Recovery Objectives (updated...)

## Obj 1: Lead by example & model zero-waste strategies in all municipal operations

**1.1 ZERO WASTE PRACTICES:** *Demonstrate high-impact zero-waste practices through a commitment to meeting the standards set forth by Executive Order 77.*

i. Align city operations w/ EO77

ii. Implement strategies that incentivize behavior change

**1.2 WASTE STREAM REPORTING:** *Track & make available the impact of the city's waste reduction programs to provide a model for other institutions, business, organizations, & Richmonders*

i. Track and visibly promote large-scale climate neutrality efforts.

ii. Conduct an internal waste audit

## Obj 2: Encourage community waste reduction by equitably prioritizing a circular economy

**2.1 INCENTIVIZE & REWARD INSTITUTIONAL WASTE REDUCTION:** *Promote institutional and corporate best practices for zero waste initiatives.*

i. Seek best practices among institutional partners

ii. Incentivize waste reduction programs & manufacturing processes that reduce GHGs

iii. Promote companies earning zero-waste certification

**2.2 CONSUMER EDUCATION:** *Better inform Richmonders about the impacts of waste, litter, & consumer choices*

i. Include a consumer choice campaign

ii. Create an education campaign about incentives and benefits of reducing waste

iii. Create a "Save-as-you-save" campaign

**2.3 RECYCLE SPECIALTY MATERIALS:** *Address materials in the waste stream that cannot be managed through curbside recycling initiatives*

i. Provide information on how to recycle e-waste and other household materials

ii. Develop protocols for responsible recycling of all materials

## Obj 3: Develop & implement a comprehensive & equitable citywide composting plan

**3.1 MUNICIPAL COMPOSTING INITIATIVES:** *Provide education about and options for composting at city-owned properties*

i. Conduct organic waste and diversion education and awareness activities

ii. Provide options for composting in all city-owned buildings, parks, schools, and facilities and at city-sponsored events

iii. Make compost and mulch available to city properties, residents, and small businesses

**3.2 CITYWIDE COMPOSTING PROGRAM:** *Develop an equitable residential organic waste composting program that includes regular curbside pickup and accessible drop-off locations*

i. (103) Support the creation of facilities and services to provide organic waste collection and composting

ii. (43) Encourage organic waste reduction activities at all commercial buildings and events

iii. Establish organic waste curbside pickup

iv. Provide educational measures for onsite composting

v. Provide options for convenient drop-off composting

## Obj 4: Ensure that policies & standards for waste generation & disposal reflect the community's priorities for an equitable, clean & sustainable Richmond

**4.1 PUBLIC ADVOCACY FOR WASTE REDUCTION:** *Engage Richmonders to develop and mobilize support for legislation and policies aimed at reducing waste*

i. Create task force to mobilize support for legislation (e.g., banning plastic bags) & to work with institutions to remove single-use plastics & reduce other large waste streams

ii. Advocate for a bottle deposit bill

iii. Pass ordinance imposing tax on plastic bags, phase out polystyrene containers & balloon release ban

iv. Mandate a multi-family & commercial recycling program

**4.2 CONSTRUCTION & DISPOSAL STANDARDS:** *Require new & updated standards for site development & waste mgmt*

i. Implement measures to identify the potential impacts of new facilities on neighboring communities

ii. Develop and update construction standards to include permit siting and staging for recycling

**4.3 TRANSPARENCY & ENVIRONMENTAL JUSTICE:** *Protect communities from industrial waste by requiring regular audits*

i. Advocate for policies that reduce industrial waste from facilities in frontline communities

ii. Require industrial waste audits, with findings published to identify potential impacts on the surrounding community

# *RVAgreen 2050*

## *“THE PLAN”*



# What is “the plan”?



A document

+



an interactive website

# What informs the plan?



# DRAFT OUTLINE (high level)

- I. Letter from the Mayor
- II. Land stewardship acknowledgment
- III. Acknowledgments
- IV. Definitions & acronyms
- V. Guide: how to read the plan / at a glance map
- VI. Vision, guiding principles + why now? + cost of inaction
- VII. Background, context, accomplishments
- VIII. Planning process
- IX. Racial equity and environmental justice (context, maps, planning process)
- X. Richmond today: climate conditions and GHG emissions
- XI. Richmond 2030: pathways, objectives, and strategies
- XII. Advocacy: what can I do?
- XIII. Lessons learned
- XIV. Appendices
- XV. Methodologies



Each pathway section begins with the pathway description and objectives

## WASTE REDUCTION & RECOVERY

Foster sustainable methods of waste reduction – wasting less and reusing more toward a zero-waste community

### OBJECTIVES

WR-1

Lead by example and model zero-waste strategies in all municipal operations.

WR-2

Encourage community waste reduction by equitably prioritizing a circular economy.

WR-3

Develop and implement a comprehensive and equitable citywide composting plan.

WR-4

Ensure that policies and standards for waste generation and disposal reflect the community's priorities for an equitable, clean, and sustainable Richmond.

Symbols and/or text to indicate which of the 12 outcomes are supported by this objective

## WASTE REDUCTION & RECOVERY

**WR-2** Encourage community waste reduction by equitably prioritizing a circular economy.

### OUTCOMES

How does this objective contribute to a more resilient, adaptive, healthy, and equitable Richmond?



### STRATEGIES

#### **WR-2.1 Incentivize and Reward Institutional Waste Reduction**

Promote institutional and corporate best practices for zero waste initiatives.

#### **WR-2.2 Consumer Education**

Better inform Richmonders about the impacts of waste, litter, and consumer choices.

#### **WR-2.3 Recycle Specialty Materials**

Address materials in the waste stream that cannot be managed through curbside recycling or composting initiatives.

List of strategies for each objective



Context information:  
data, maps, and  
research to show why  
this strategy is important

### Each action will have:

#### Status

- Ongoing
- Ready to go
- Facing obstacles

#### City steward

#### Cost

- \$ = under 100k
- \$\$ = 100k - 1M
- \$\$\$ = 1M+

#### Time

- Near: 2022-25
- Far: 2026-30

## WASTE REDUCTION AND RECOVERY

WR 2.1

### INSTITUTIONAL WASTE REDUCTION

Promote institutional and corporate best practices for zero waste initiatives

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ACTIONS TO BE COMPLETED BY 2030	STATUS	CITY STEWARD	COST	TIME	IMPACTS		
					MITIGATION	RESILIENCE	EQUITY
Seek cost-effective best practices among institutional partners and identify opportunities for collaborations to minimize waste		Solid Waste & Recycling	\$	Near	L M H		
Incentivize waste reduction programs and manufacturing processes that minimize GHG emissions		Solid Waste & Recycling	\$	Near	L M H		
Promote and reward those companies earning zero-waste certifications		Clean City Commission	\$	Near	L M H		



Additional information will go in an appendix:

- Equitable next steps
- Financing map
- Budget type

### Symbols to demonstrate impacts:

- GHG reduction (high, med, low)
- Climate resilience (heat, extreme weather, flooding, and community)
- Equity (7 community priorities)



# *Discussion*

*~15 minutes*

## Discussion questions:

- What information is most important/relevant to you?
- Is anything missing?
- What format/design would work best to communicate this information?

# NOTES

- *Looks concise and understandable; symbols are helpful especially on outcomes and impacts - visually engaging*
- *Include information on emissions reduction - not just that we're going to net zero by 2050 but actual numbers/targets*
- *How does cost capture ongoing cost differentials? Is it just upfront costs? It will be estimates for current and future years*
- *Outline: clearly state this is for the general public, important to have the education piece at the beginning (definitions, how to read, etc.)*
- *Context is important to clearly explain any terms in the strategy (simple not complicated!)*

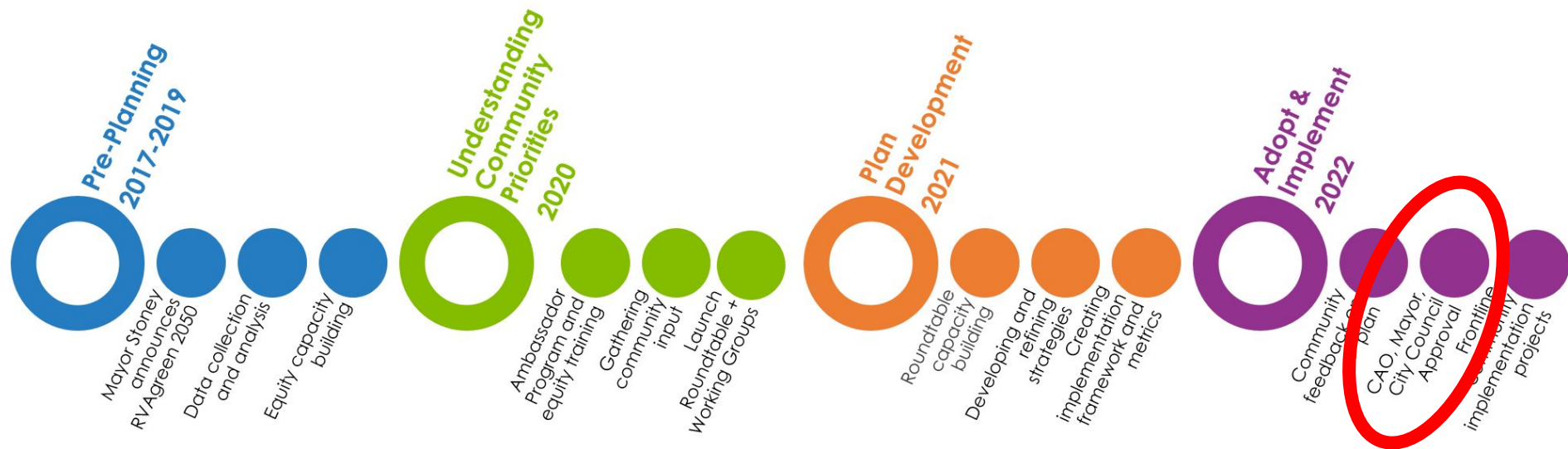
# NOTES

- *notes...*

*We need your help!*

*Why is this so important?*

# Process Overview



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#### Time

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## WASTE REDUCTION AND RECOVERY

WR-2.1

### INSTITUTIONAL WASTE REDUCTION

Promote institutional and corporate best practices for zero waste initiatives

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# *Discussion*

*~15 minutes*



# What's your pitch?

Why is this important?

What's the cost of inaction?

Objective 1: Lead by example and model zero-waste strategies in all municipal operations.



Re election!

Climate emergency!

Have Richmond identified as a leader in this area among peer cities - value of this prestige

Change requires

leadership, not simply status quo managing. People feel inspired when institutions and elected officials "walk the walk." True leadership has cascading positive effects, creating new leaders and the leaders of tomorrow. It makes for attractive living.

Don't want to think about our grandchildren living in a world filled with trash - want them to have the same type of experiences we had growing up enjoying the Earth

7 generation principle

The work is already done for you! Just vote yes (and compost in your own yard)

When we have a more livable city that's an economic boon to Richmond and the region

- + Circular economy (pays for itself)
- + Reduces costs for everyone

30 percent of landfilled waste is compostable, so diverting the waste will fill the landfills more slowly.

# What's your pitch?

Why is this important?

What's the cost of inaction?

Objective 2: Encourage community waste reduction by equitably prioritizing a circular economy.



When we have a more livable city that's an economic boon to Richmond and the region

- + Circular economy (pays for itself)
- + Reduces costs for everyone
- + More efficient (can operate on its own)

Less reliance on outside sources, less impacts from rising costs

Society works off of finite resources. Proactively thinking sustainably/ circularly about material use is a necessity, and ultimately planning ahead is more efficient than being reactive.

\$\$\$\$\$\$\$\$\$\$\$\$

This is not just leadership - also about community buy-in and the team effort -> lowers costs all around

Richmond is growing - look at all the apartment buildings going up - if we don't have a circular economy that keeps waste at a minimum we're going to have to keep increasing the waste management system (staff, trucks, etc.); get the community to do the work!

# What's your pitch?

Why is this important?

What's the cost of inaction?

Objective 3: Develop and implement a comprehensive and equitable citywide composting plan.



We're right in the watershed  
- less chemical crap!

Using landfill infrastructure  
we have efficiently; we  
shouldn't be burying  
compostable waste

Social cost of landfills aren't  
built into the cost of  
landfilling

GHG reductions from  
lessening reliance on  
landfilling

VA is the only state from NC  
to Maine without a yard  
waste landfill ban, and  
many east coast states  
already have food waste  
bans as well. The  
economic, social, and  
inherent value of  
conserving organic  
resources is proven and  
amplified by the opportunity  
cost -- disposal haul vehicle  
& landfill gas/methane  
emissions.

Cost of inaction = losing soil

Benefits of building soil

Exponential comprehension  
of benefits of composting  
thru generations -  
eventually feeds itself (7  
generations)

Less reliance on GMOs

Fewer trucks on the road

Racial justice component of  
where waste facilities are  
located - huge justice  
component

Can use compost to  
reforest green space  
around the city

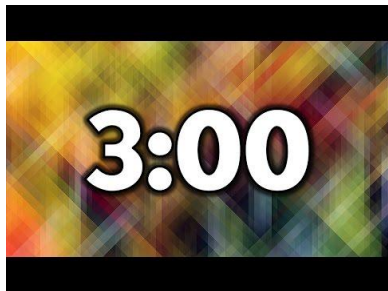
composting is a proactive  
approach to waste  
management

# What's your pitch?

Why is this important?

What's the cost of inaction?

Objective 4: Ensure that policies and standards for waste generation and disposal reflect the community's priorities for an equitable, clean, and sustainable Richmond.



Racial justice component of where waste facilities are located - huge justice component

Also construction companies more likely to dump in disadvantaged communities (+ communities of color)

Waste management is the non-monopoly monopoly-social and economic value can be obtained through collective action that benefit both the community and the local economy.

Cost of inaction  
= stinkier, trashier city  
= massive cost of climate being out of control - esp. Compared to the relatively low cost of prevention  
= health costs esp for disadvantaged communities  
= there are other communities doing these strategies that will beat us out when it comes to economic development

Garbage is a blight!

*Adopted unanimously!*  
*Woo hoo!*



# Wrap-up and next steps

- **NEXT STEPS:**

- Volunteers-we'll be reaching out
- Next meeting in February: THE DRAFT PLAN!

- **NOW:**

- General reflections
- Fill out [feedback survey](#)
- Share updates, upcoming events, and resources

**THANK YOU!**

# EXTRA SLIDES

*Examples from other cities*

## MUNICIPAL MITIGATION STRATEGIES

San Antonio's municipal government will take the lead on GHG mitigation efforts within the City. While municipal government operations only account for 3% of the city's total GHG emissions, the municipal mitigation strategies set a significant reduction goal that will allow the City to pilot approaches before implementing them in the broader community. The City of San Antonio commits to a greener and more efficient government to benefit all San Antonians and will continue to strive for excellence through implementation of City plans, including the SA Tomorrow Sustainability, Comprehensive and Multi-Modal Transportation Plans.

### LEGEND

Initiation Phase NT Near-term (initiated by 2021) LT Long-term	Constraints A Awareness BC Behavior Change I Investment P Policy T Technology	In Current City Plan* Y Yes	Co-Benefits AQ Air Quality NC Natural Capital/ Ecosystem Services QJ Quality Jobs H Health Outcomes A Affordability
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Example:  
San Antonio

		STRATEGIES			LEAD DEPARTMENTS	PHASE	GHG	CONSTRAINTS	IN PLAN	AQ	NC	QJ	H	A
REDUCE BUILDING ENERGY CONSUMPTION	M1	BENCHMARKING AND PUBLIC DISCLOSURE OF BUILDING ENERGY CONSUMPTION Benchmark and publicly disclose building energy and water use for municipal buildings.	←→	→	Office of Sustainability, Finance Department	NT	L	P	Y	✓			✓	
	M2	MUNICIPAL ENERGY POLICY To reduce energy consumption, adopt an Energy Policy Ordinance for City-owned buildings and facilities.			Office of Sustainability, Building and Equipment Services	NT	L	P	Y	✓			✓	✓
	M3	ZERO NET ENERGY (ZNE) BUILDINGS Achieve ZNE for all municipal buildings by 2040.			Transportation & Capital Improvements, Office of Sustainability	LT	H	I, P	Y	✓		✓	✓	✓
	M4	COOL/GREEN ROOFS Install cool or green roofs on municipal government buildings, as appropriate.			Transportation & Capital Improvements	LT	L	I, P	Y	✓	✓	✓	✓	✓
REDUCE TRANSPORTATION ENERGY CONSUMPTION	M5	STREETLIGHT CONVERSION Convert all streetlights to LEDs with daylight sensors by 2021 and implement the recommendations of the Urban Lighting Master Plan.	←→	→	Finance Department, Transportation & Capital Improvements, Center City Development & Operations Department, CPS Energy	NT	L	I	Y			✓		✓
	M6	CLEANER AND MORE EFFICIENT VEHICLE TECHNOLOGIES Convert all fleet passenger vehicles and small trucks to more efficient options by 2025, with a priority on electrification based on recommendations of the Electric Fleet Conversion and Infrastructure Study (currently in development). Additionally, research and pilot the electrification of heavy trucks.			Office of Sustainability, Building and Equipment Services, Solid Waste Management Department, Transportation & Capital Improvement	NT	H	I	Y	✓			✓	
	M7	TRANSPORTATION DEMAND MANAGEMENT Reduce the GHG impact of employee commuting.			SA Metro Health District, Transportation & Capital Improvements, Human Services	NT	L-H	I, P, BC	Y	✓		✓	✓	✓
	M8	AIRPORT ACCREDITATION Consider pursuing and achieving Airport Carbon Accreditation.			Aviation	LT	H	I		✓			✓	
ADVANCE THE CIRCULAR ECONOMY	M9	PRIORITIZATION IN DECISION-MAKING To encourage ongoing education and decision-making around GHG reduction, include a carbon impact analysis in City projects and budgeting processes as well as consideration of City investments.	←→	→	City Manager's Office, Mayor and City Council, Office of Management & Budget, Office of Sustainability	NT	L	P, BC	Y	✓	✓	✓	✓	✓
	M10	ENVIRONMENTALLY-PREFERABLE PURCHASING Update the City's green purchasing policy to consider the lifecycle impacts when choosing products.			Finance Department	LT	L	P	Y			✓	✓	
	M11	GREEN SPECIFICATIONS Reduce the GHG impact of materials specified in public works and roadway projects.			Transportation & Capital Improvements, Finance Department	NT	L	P	Y	✓		✓		
	M12	ZERO WASTE Strive to achieve zero waste for all municipal government operations by 2030 with a focus on overall reduction, product reuse, and circularity.			Solid Waste Management Department, Office of Sustainability	LT	L	BC	Y	✓	✓		✓	✓
EDUCATE & ENABLE	M13	GHG EDUCATION Develop and implement a comprehensive sustainability and GHG education program for municipal employees.	←→	→	Office of Sustainability	NT	L	BC	Y	✓	✓	✓		

GHG = GHG Reduction Potential (Total to 2030)  
 H High Reduction Potential: More than 1,000,000 tCO<sub>2</sub>e by 2030  
 M Medium Reduction Potential: 100,000 – 1,000,000 tCO<sub>2</sub>e by 2030  
 L Low Reduction Potential: Less than 10,000 tCO<sub>2</sub>e by 2030

# CLIMATE ACTION PLAN AT A GLANCE

This *Climate Action Plan* identifies twenty 2030 objectives and more than one hundred actions to be completed or significantly underway in the next five years. This plan puts Portland and Multnomah County on a path to reduce carbon emissions 80 percent from 1990 levels by 2050 (and 40 percent by 2030) and to prepare for the impacts of a changing climate. It focuses principally on major actions to be taken to accelerate emission reductions.

To draft this *Climate Action Plan*, City and County staff worked with a Steering Committee, an Equity Working Group and technical advisors. These groups helped to identify the near-term actions most likely to result in the long-term changes necessary to achieve these ambitious climate action goals, while also advancing other community goals related to prosperity, the environment, health and equity.


Example:

Portland

### BUILDINGS AND ENERGY

**2030 OBJECTIVES**

- 1 Reduce the total energy use of all buildings built before 2010 by 25 percent.
- 2 Achieve zero-net carbon emissions in all new buildings and homes.
- 3 Supply 50 percent of all energy used in buildings from renewable resources, with 10 percent produced within Multnomah County from on-site renewable sources, such as solar.




READ MORE ON PAGES 58-69

### URBAN FORM AND TRANSPORTATION

**2030 OBJECTIVES**

- 4 Create vibrant neighborhoods where 80 percent of residents can easily walk or bicycle to meet all basic daily, non-work needs and have safe pedestrian or bicycle access to transit. Reduce daily per capita vehicle miles traveled by 30 percent from 2008 levels.
- 5 Improve the efficiency of freight movement within and through the Portland metropolitan area.
- 6 Increase the fuel efficiency of passenger vehicles to 40 miles per gallon and manage the road system to minimize emissions.
- 7 Reduce lifecycle carbon emissions of transportation fuels by 20 percent.




READ MORE ON PAGES 70-87

### CONSUMPTION AND SOLID WASTE

**2030 OBJECTIVES**

- 8 Reduce consumption-related emissions by encouraging sustainable consumption and supporting Portland businesses in minimizing the carbon intensity of their supply chains.
- 9 Reduce food scraps sent to landfills by 90 percent.
- 10 Reduce per capita solid waste by 33 percent.
- 11 Recover 90 percent of all waste generated.



READ MORE ON PAGES 88-97

# 2019 CLIMATE ACTION PLAN STRATEGIES

LAST UPDATED  
FEBRUARY 2021



**NOT STARTED**

Step or initiative has not been started.



**IN PROGRESS**

Implementation is on schedule.



**DELAYED**

Implementation is behind schedule.



**COMPLETE**

Step is implemented and may be ongoing.





















**ALL STEPS COMPLETE**

Implementation ongoing.

Example:

**Boston**

STRATEGY SUMMARY	STATUS # OF STEPS UNDERWAY	STRATEGY SUMMARY	STATUS # OF STEPS UNDERWAY
1 Set a net-zero standard for municipal buildings	 1/1	10 Parking and transportation demand management	 6/8
2 Set a net-zero standard for City-funded affordable housing	 7/9	11 Citywide zero-emission vehicle deployment	 8/10
3 Update zoning to a zero net carbon standard	 3/6	12 Zero-emission municipal fleets	 3/5
4 Energy efficiency in municipal buildings	 6/7	13 Community Choice Energy	 3/5
5 Develop a building emissions performance standard	 6/8	14 Carbon-neutral district energy microgrid systems	 2/2
6 Green building workforce development	 4/5	15 Energy advocacy at the state level	 3/4
7 State advocacy on building policy	 1/1	16 Consumption emissions	 2/4
8 State advocacy on transportation	 8/9	17 Green municipal investments	 1/3
9 Biking and walking infrastructure	 3/4	18 Value framework for carbon offsets	 1/3

# HOW TO READ THE ECAP

Example:  
Oakland

