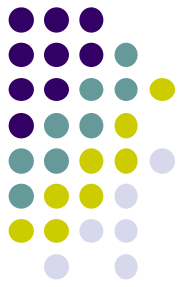


Plastic Pollution & the City of San Jose' Litter and Trash Reduction Strategy



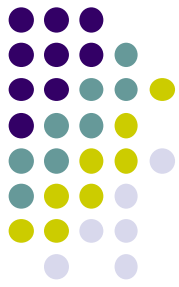
**The Plastic Pollution
Prevention Summit
Cupertino, CA**

February 23, 2011





Why control Trash and Litter?

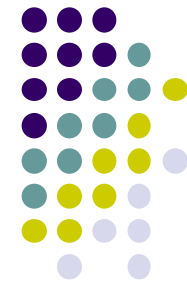


- Impacts water quality and habitat
- Contributes to urban blight
- Affects quality of life

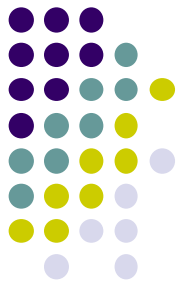
- Stormwater Permit requires:
 - 40% reduction by 2014
 - 70% reduction by 2017
 - 100% reduction by 2022



Stormwater Permit & the Strategy



Sources and Pathways of Trash



Illegal Dumping



Overflowing Waste Containers



Homeless Encampments



Storm Sewer System

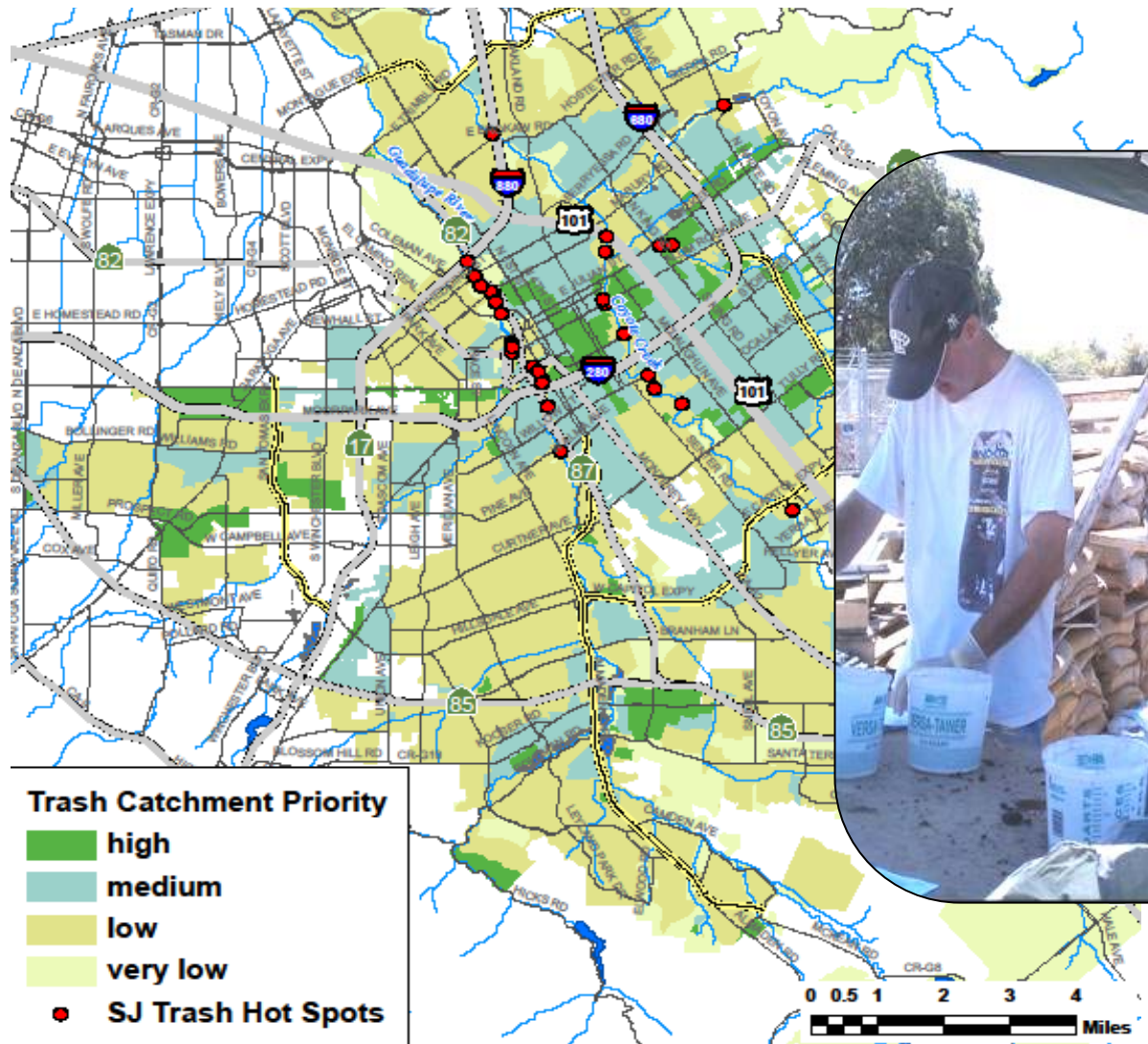
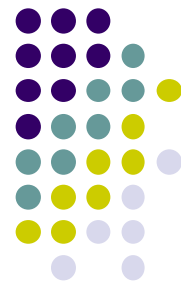


Trash in the Creek



Pedestrian Litter

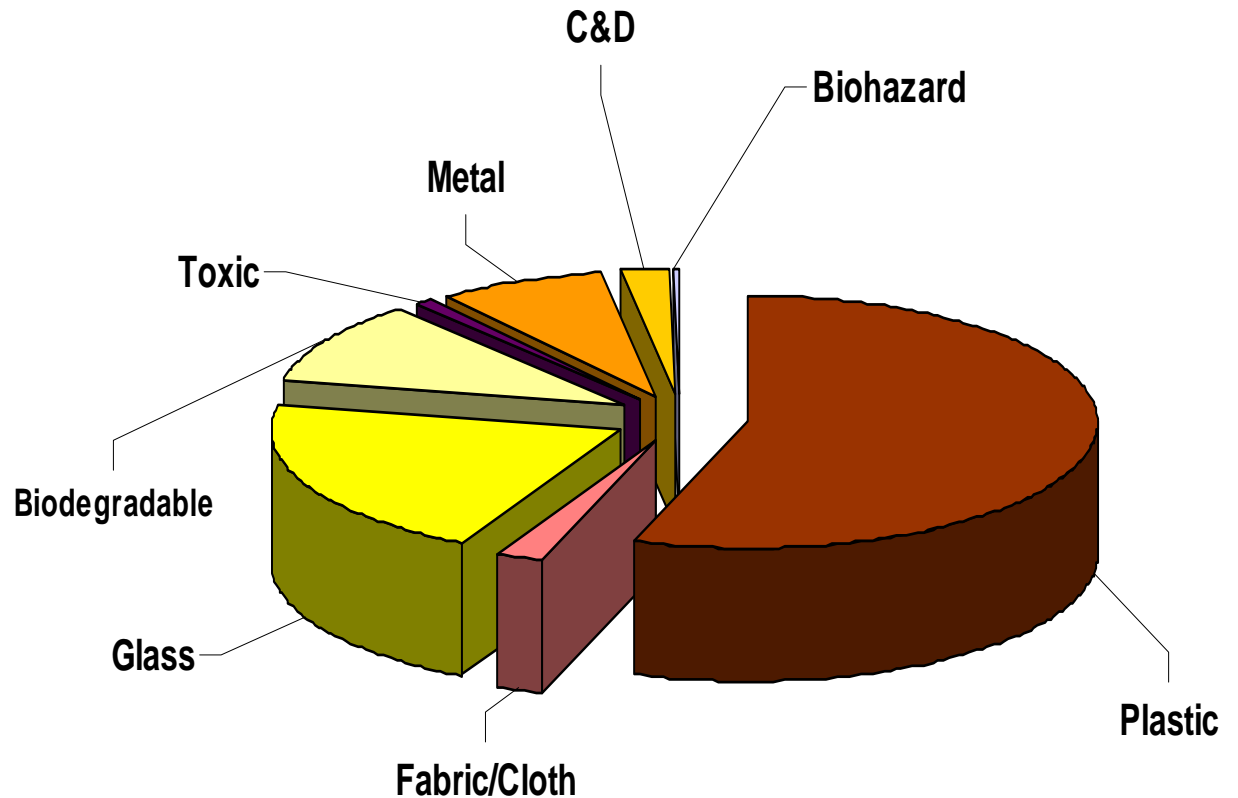
Sampling and Analysis for Baseline Trash Load



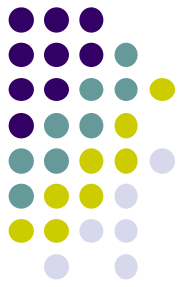
Composition of Trash in Creeks



Plastic	55%
Fabric/Cloth	2%
Glass	21%
Biodegradable	11%
Toxic	1%
Metal	8%
C&D	2%
Biohazard	0.4%



Trash Reduction Strategies



Prevention



*Prevent litter
before it happens*

Interception



*Capture trash before
it gets to the creek*

Clean-up



*Clean-up trash
accumulations*

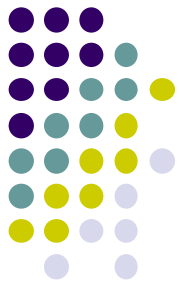


Interception

- Trash Capture Devices
- Maintenance and trash management actions



Clean-up



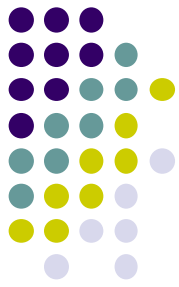
Before
Coyote Creek
1/16/10

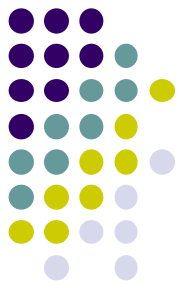


After
Coyote Creek
1/16/10

Prevention

- Public Education
- Product Action and Product Stewardship
- Enforcement





Internal Partnerships

Department of Public Works

Department of Housing

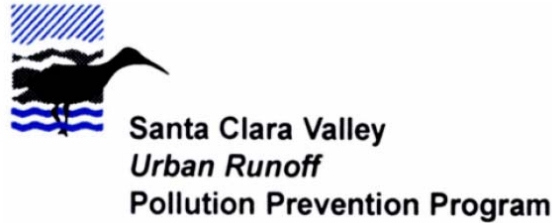
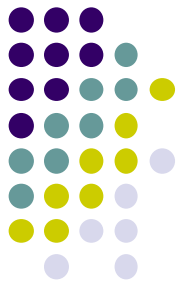


Strong Neighborhoods
City of San José + Redevelopment Works

Department of Transportation

San José **Green Vision**  *economy. environment. quality of life.*

External Partnerships



Neighborhood Groups — Businesses — Environmental Groups — Other Government Agencies



Santa Clara Valley
Urban Runoff
Pollution Prevention Program

Santa Clara Valley
Water District



Department of Transportation



Department of Public Works



Destination: Home
Housing Our Community

ZERO LITTER INITIATIVE



San José
Shops
Green
Bring Your Own Bag



San José
Parks, Recreation &
Neighborhood Services



SILICON VALLEY
ANTI-LITTER CAMPAIGN

Strong Neighborhoods
City of San José + Redevelopment Works

SAVE THE BAY



CLEAN WATER
ACTION





Questions? Comments?

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Environmental Services Department
City of San Jose´

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