

# Food Ware Revolution:

Was it ever really about the Straw?

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Kerry Parker

City of Alameda Public Works



“Flying under the radar with a radically revised food  
ware ordinance; watching Santa Cruz, San  
Francisco, and Berkeley take the heat  

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**while Alameda takes the lead.”**

(Joke Title)

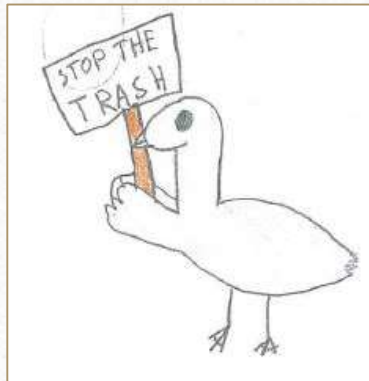


# Keep your eyes on the Straws

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# Inputs:



Dear City of Alameda Councilmembers:

Mayor Trish Herrera Spencer

Vice Mayor Malia Vella

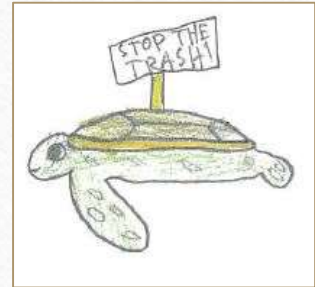
Councilmember Marily Ezzy Ashcraft

Councilmemeber Frank Matarrese

Councilmember Jim Oddie

you gotta stop this ~~FLORED~~  
straw thing!!! (x1000) like ONCE  
OPON A TIME A STRAW GOT  
STUCK UP AN TURTLES  
NOSE NOT TO MENTION  
THE THE TURTLE WAS  
endangered... am I being  
over reactiv? any ways STOP  
THIS! #

2017



Letters (Total - 370):

Edison Elementary – 195

Earhart Elementary – 121

Lincoln Middle School – 20

Bay Farm Middle School – 14

Alameda High School – 20



Inputs:



# Inputs:

Alameda Municipal Code (AMC)  
Chapter 4, Section 4

Polystyrene Foam Food Service Ware  
(2008)

Disposable Food Service Ware  
(2017)

**Straws on Request!**  
(AMC 4.4.1)



**Disposable  
Food Service  
Ware  
Reduction Law**

**Passes 5-0  
October 3, 2017**



**Law in effect  
January 1, 2018**



**Law enforced  
July 1, 2018**

# Inputs:

## ReThink Disposable

STOP WASTE BEFORE IT STARTS

[www.rethinkdisposable.org](http://www.rethinkdisposable.org)

### Unpackaging Alameda Island

Food businesses qualify for **free** assistance and **money** to support your efforts to reduce disposable packaging.

Call (415) 369-9160 x 308 to schedule your free ReThink Disposable consultation and see how they can help you save money while going green.



### ReThink Disposable helps your business:

- Save money and go green
- Reduce packaging and waste
- Improve customer dining experience
- Prevent litter near your business
- Earn local awards and recognition





# Inputs:

April 18 2018  
From, Kile McDonalds  
I love coming to your  
restaurant. I am in second  
grade and go to Edison. I  
like your food a lot.  
I like the cheeseburgers.  
I also like the milk shakes put!!!  
Do not use plastic straws!  
You can help the environment  
by not using plastic  
straws. So please don't  
use them!



Inputs:





# The result?



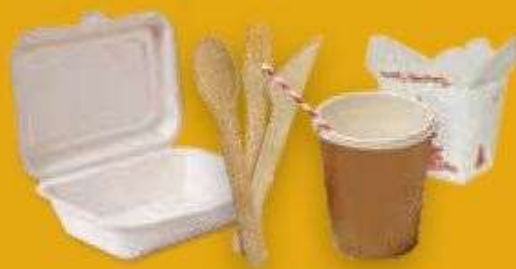
REUSABLE IS BEST



Dishware you keep, wash, and reuse saves money and the planet.



COMPOSTABLE FIBER IS GREAT



Paper-like, wooden or bamboo options break down more readily than any alternatives.



PLASTIC IS GOING AWAY



These single-use items are rapidly polluting our oceans, and are no longer acceptable in Alameda.

City of Alameda  
received a  
**Community Leadership Award**

From Jackie Nunez, Founder  
The Last Plastic Straw  
May, 2018

At STRAWS Film screening



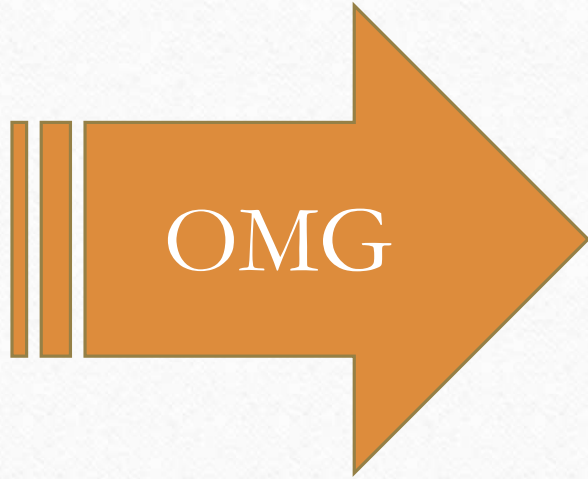
# On the Eve of Enforcement...

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# Since July 1





Picture taken July 9, 2018



# Compostable fiber utensils

## At Starbucks





# Enforcement of AMC 4.4



## Calendar Year 2018

- Social marketing
- Good faith efforts recognized
- Technical assistance
- Awareness of market limitations of some compostable fiber products

## 2019 - Forward

- Emphasis on bringing businesses into compliance
- Refusal to act will bring warnings
- Bad players will be cited per AMC 4.4; Citations in amount of \$250, \$500, \$1000 for repeated violations



It's not only about the Straw.

# Questions?

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Kerry Parker

City of Alameda Public Works

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