



Miriam Gordon
Program Director
UPSTREAM

Miriam@upstreamsolutions.org

UPSTREAM

Unclogging California's Waterways from Plastics

SENATE COMMITTEE ON ENVIRONMENTAL QUALITY
SENATE COMMITTEE ON NATURAL RESOURCES AND
WATER

Wednesday, March 20, 2019





WHAT WE
DO



UPSTREAM

We spark innovative solutions
to plastic pollution.

There's a **better** way
than throw-away.

Join us in creating it.



WHAT SHOULD WE PRIORITIZE?

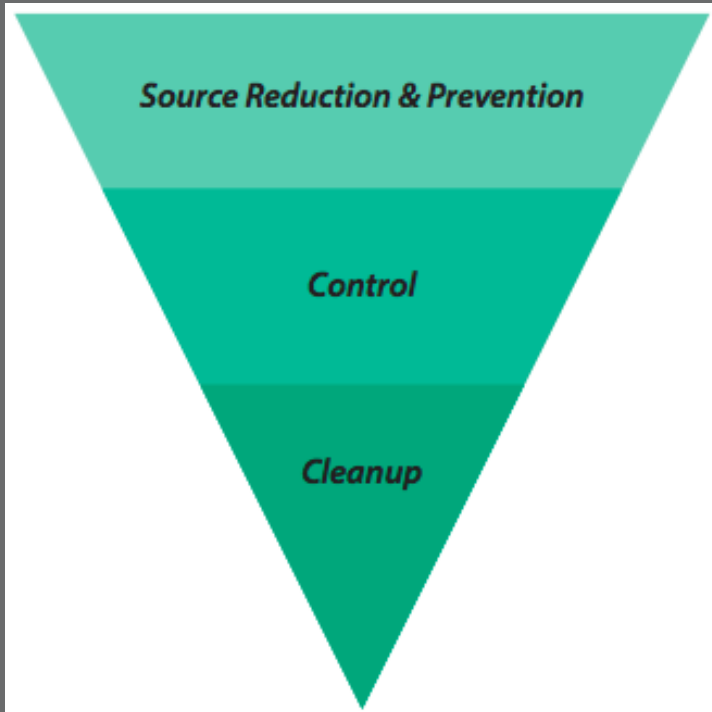
CALIFORNIA COASTAL CLEANUP DAY

- Cigarette butts #1
- Food and beverage packaging =7 out of 10
- 2018, bags no longer in top 10- ban/fee works!
- Prioritize butts, caps, foodware
- Microfibers*

<u>Top Ten 1988-2017</u>	<u>Count</u>	<u>Percent</u>
Cigarettes/Cigarette Filters	7,535,411	36.96%
Food Wrappers/Containers	2,193,018	10.76%
Caps Lids	1,861,923	9.13%
Bags (plastic and paper)	1,572,241	7.71%
Cups, Plates, Forks, Knives, Spoons	1,113,129	5.46%
Straws, Stirrers	863,481	4.24%
Beverage Bottles (glass)	679,709	3.33%
Beverage Bottles (plastic)	554,825	2.72%
Beverage Cans	496,117	2.43%
Construction Materials	367,729	1.80%
TOTAL	17,237,583	84.55%



BEST SOLUTIONS



FRAMEWORK FOR MARINE LITTER

1. Source Reduction/ Prevention

- Product bans
- Minimize single-use
- Reuse or

2. Control- recycle, compost, garbage management

3. Litter cleanup & trash capture



STATE ACTION

REGULATION

- TRASH CLEANUP- zero trash discharge to storm water by 2022

PLASTICS LEGISLATION ENACTED TO DATE:

- PLASTIC BAGS: SB 270 (Padilla)- 2014
- MICROBEADS -AB 888 (Bloom)- 2015
- STRAWS- AB 1884 - (Calderon)-2018
- FOAM-(state facilities) SB 1335 (Allen)- 2018





STATE SOLUTIONS STILL NEEDED

- Cigarette filters
- Food and beverage (wraps, containers, cups, plates, utensils, bottles)
- Caps and Lids
- Microfibers



LOCAL POLICIES ENACTED IN CALIFORNIA



- 150+ plastic bag ordinances
- 120+ polystyrene ordinances
- 20+ plastic straw ban, some include “ask first” and some add utensils
- 2 bans on plastic water bottles in gov’t facilities
- 2 litter fees:
 - Oakland/ convenience stores
 - SF/ Cigarettes

BERKELEY ORDINANCE – 2018

- No disposables for dining on-site-
- 25 cent charge on take-out disposable cups
- Bans fluorinated chemicals in foodware
- Disposables must be compostable in Berkeley
- Funding for reusable infrastructure

WHAT DO WE NEED TO SUCCEED?



CHANGE OUR THROW-AWAY CULTURE





REDUCING DISPOSABLE- GOOD FOR BUSINESS

CASE STUDY- University of San Francisco

- Replaced disposable cups with reusable
- Replaced wrapped straws
- Replaced disposable salad bowls
- Replaced disposable cutlery
- Removed baskets of napkins at every table





RESULTS

- \$157,883 saved (reflects setup and O&M)
- 26,926 lbs. of waste prevented
- 2,607,519 disposable items reduced
- 10.24 metric tons of carbon eliminated

**\$160,000
SAVED- NET**



“We’re a large operation, and the details can sometimes get lost. But the knowledgeable and supportive ReThink team helped us significantly reduce our paper costs by more than \$150,000 each year...Those are numbers you can’t ignore, and we’re now looking to roll the program out across the campus.”

Micah Cavolo, Executive Chef, Bon Appétit Management Company at USF