



Presented by Grace Lee

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SMCWPPP Litter Roundtable



2011
4 cities
12,000
67%

Taking Out The Trash project

Richmond, South San Francisco,
San Jose, and Oakland

pieces of litter

of all trash collected was food and
beverage packaging



technical assistance removes barriers to change



For our busy restaurant participants, we handle product research, procurement, delivery, and set up



Diverse types of restaurants benefit from reusables

Restaurants find that reusables

- Can save **\$3,000-\$22,000** in annual net cost savings
- Eliminate **115,000** disposable packaging items, every year
- Prevent **1,300** pounds of waste
- See an overall **60% reduction** of targeted packaging items

(Average ANNUAL Results)

BEFORE



AFTER



CASE STUDY:

Jersey Joe's Coastsides



THE BOTTOM LINE

- \$5,588 in total annual net cost savings
- 193,554 disposable items reduced per year
- 1,710 pounds of annual waste reduction

“Customers are very happy to see that we are making the effort to be more environmentally conscious!”

— Moni Seng, Owner

By the Numbers



Goal: Engage 500 restaurants throughout San Mateo County

Current numbers

- 128 businesses have received technical assistance
- 48 of these businesses are participating in ReThink Disposable
- 25% of goal complete
- 15 months remaining in project