

**Waste Futures Summit 2005**  
**February 3, 2005**  
**Corona, CA**

**Group : “Attitude Adjuster”**

**Session I - Challenges to Resource Management**

1. Behavioral Changes
2. Lack of Facilities – MRF’s, Composters, C&D processors, etc.
3. Regulations – AQMD (PR410), EPA, Public Health – Agency Tunnel Vision.
4. Dollars – low tipping fees, high recycling costs
5. Competing Technologies
6. Throwaway Society
7. Markets for collected materials
8. No Outlets – related to markets
9. Do better with the programs we already have in-place
10. PAYT – Pay As You Throw/Volume based pricing.

**Top Five Challenges**

1. Throwaway Society vs. Recycling
2. No communication between regulator and adopted regulations
3. Lack of Facilities
4. Public Behavioral Changes needed (Language)
5. Market Development – RMDZ’s or Resource Recovery Parks.

Afterwards, Bob Zetterberg presented the group’s positions to the combined groups

## **Session II – What Actions Have to Be Taken to Overcome Barriers and Challenges?**

### **Review**

Local Agencies – More involved and proactive.

Develop Markets via “Resource Recovery Parks”

Matching producers and end users

Economic Development

Education of Public Officials

RMDZ Administration.

### **Six Top Solutions Overall**

1. Standards for Educational Message between CIWMB, DTSC, DOC, CALEPA.
  - a. Administration
  - b. Elected Officials
  - c. Public
  - d. Schools
2. Standardization of “Resource Management”
3. Promotional Program
4. Work with Industry “Resource Managers” Active business organizations i.e. BIA, Restaurant Associations, Chamber of Commerce or Trade Unions.
5. Accountability
  - a. Reporting
  - b. Quantify
  - c. Jurisdictional Differences
  - d. Study based on State Generated numbers
6. Markets = \$\$\$’s and Jobs