

RESOLUTION NO. 2007-221

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO, CALIFORNIA,  
IN SUPPORT OF PRODUCER RESPONSIBILITY IN COORDINATION WITH  
THE FRESNO GREEN STRATEGIES

WHEREAS, Approximately 500,000 tons of waste are currently being landfilled in  
our community on an annual basis; and

WHEREAS, The cost of collecting and landfilling those wastes are estimated at  
above \$45 million annually; and

WHEREAS, The United States Environmental Protection Agency estimates that  
over 70 percent of these wastes are manufactured products, including 'durable'  
goods (computers, TVs, appliances, furniture, and tires), 'nondurable' goods  
(newspapers, magazines, office paper, junk mail, diapers, and household items)  
and packaging (cans, bottles, cartons, bags and wraps); and

WHEREAS, On February 8, 2006, California state law took effect, making it  
illegal to throw in the garbage items defined as "universal waste," including  
household batteries, fluorescent bulbs or tubes, thermostats, other items that  
contain mercury, as well as electronic devices including VCRs, microwaves,  
cellular phones, cordless phones, printers, and radios; and

WHEREAS, Decisions regarding the implementation of these statewide disposal  
bans are often made with little regard for costs to the local government and tax  
payers; and

WHEREAS, Decisions regarding the design of these products are often made  
with little regard for waste prevention and recycling, and the costs to local  
governments and taxpayers; and

WHEREAS, There are significant environmental and human health impacts  
associated with household products that contain toxic ingredients, including

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mercury, lead, cadmium and other toxic chemicals that when disposed of improperly can contaminate water supplies; and

WHEREAS, Producer Responsibility is an environmental policy approach in which producers assume responsibility - financial and/or physical- for the management of post-consumer products, so that those who produce and use products bear the costs of recycling and proper disposal; and

WHEREAS, When brand owners are responsible for ensuring their products are re-used or recycled responsibly, and when health and environmental costs are included in the product price, there is a strong incentive to design and purchase goods that are more durable, easier to recycle, and less toxic.

NOW, THEREFORE, BE IT RESOLVED BY THE Council of the City of Fresno, consistent with and in furtherance of the Fresno Green Strategies, as presented to Council on May 1, 2007, as follows:

1. THAT the Council encourages all manufacturers to share in the responsibility for eliminating waste -- through minimizing excess packaging; designing products for durability, reusability and the ability to be recycled; using recycled materials in the manufacture of new products; and providing financial support for collection, processing, recycling or disposal of used materials.
2. THAT the State and Congressional delegations should introduce and pass legislation which shifts the burden of managing discarded products containing toxic material from local governments to the producers of those products.
3. THAT The Council further resolves that this change in policy should be undertaken as part of a broader effort to eliminate waste by consumers, government, and business, pursuing the principles and goal of Zero Waste.

\* \* \* \* \*

STATE OF CALIFORNIA)  
COUNTY OF FRESNO) ss.  
CITY OF FRESNO )

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the 26<sup>th</sup> day of June, 2007.

AYES: . Calhoun, Dages, Duncan, Sterling, Westerlund, Xiong

NOES: None

ABSENT: Perea

ASBTAIN: None

Mayor Approval:	<u>N/A</u>	,2007
Mayor Approval/No Return:	<u>N/A</u>	,2007
Mayor Veto:	<u>N/A</u>	,2007
Council Override Vote:	<u>N/A</u>	,2007

REBECCA E. KLISCH  
City Clerk

BY: 

Deputy

APPROVED AS TO FORM:  
CITY ATTORNEY'S OFFICE

BY:   
: Chief Assistant.