

## **PROGRAM DESCRIPTIONS COUNTYWIDE DIVERSION PROGRAMS**

The following is a description of existing and new programs. The actual revenue increase for all programs is about \$90,000 per year, (due to unspent funds carried over from fiscal year 2006) resulting in an increase of 6 cents to the Solid Waste Planning Fee.

### **Existing Programs**

**Pub Ed Program**– This program funds countywide public outreach to encourage recycling, waste reduction, reuse, composting, and natural resource conservation. City representatives collaborate on the Pub Ed Subcommittee to develop outreach campaigns, which may take the form of print advertising, radio, flyers, brochures or promotional activities. Examples include the Builder’s Reuse and Recycling Guide, Just the Ticket and Give an Experience holiday source reduction campaigns, Junk Mail Kit campaign, Earth Day campaigns, Bring Your Own Bag shopping campaign, etc. Some of our campaigns have been adopted by the Bay Area Regional Outreach Committee, a consortium of jurisdictions leveraging outreach efforts. Measurement tools vary depending on the campaign. This program has been slightly expanded to educate the public about items no longer allowed in the waste stream such universal and consumer electronic wastes.

**Recycling Hotline Program** is operated by the **San José State University Center for Development of Recycling**. This program combines a searchable website ([www.recyclestuff.org](http://www.recyclestuff.org)) and a staffed telephone hotline that Santa Clara County residents, businesses and contractors can utilize to find out where or how to recycle just about anything that can be recycled. They also maintain information about local jurisdiction’s recycling programs so they can answer questions about what items are accepted or direct the public to the appropriate agency or hauler. This program provides regular reports to the TAC. The slight increase in this program cost shown on Table 1 is due to a website upgrade and maintenance.

**Home Composting Education Program** – a program run by County of Santa Clara available to all County jurisdictions which involves certifying Master Composters, educating the public about the benefits of home composting by having a presence and providing brochures at festivals, home and garden shows, fairs, conferences etc., teaching composting in schools, providing worm bins, compost bins and other composting tools to residents at cost and teaching free composting workshops in community centers around the County.

**Green Business Program** – a program run by County of Santa Clara open to all jurisdictions in Santa Clara County free of charge, whose goal is to encourage businesses (suitable for certification) to operate in a more environmentally-friendly manner in relation to solid waste, recycling, energy and water conservation and pollution

prevention. The Program works with cities to identify businesses that are willing to go above and beyond baseline compliance to reduce their environmental footprint and perhaps even improve their financial bottom line through utility savings and by attracting customers and motivating employees concerned about the environment. A large portion of this program is funded by a generous grant from the Santa Clara Valley Water District. This program provides regular reports to the TAC.

### **New Programs**

**Disaster Debris Plan** – a plan mandated by AB 939 to be included in the County Integrated Waste Management Plan (CoIWMP) that provides details regarding how debris will be managed following a major disaster in the County, including but not limited to fire, flood, earthquake, terrorist event, etc. Such a plan will identify where necessary equipment is located, siting for debris, landfill capacity, manpower and other relevant information as it pertains to management of large amounts of assorted debris following a major disaster. The plan will be useful to local jurisdictions' emergency operation centers and disaster management teams.

**Green Building Program** – this is a concept for a program from Build It Green (BIG), a nonprofit association, to provide support services to local jurisdictions' community development departments, builders, contractors, and other professionals. BIG provides a cafeteria-style menu of support services, including an Access Green searchable database of products and technologies, technical assistance and training. BIG is a California program, which is different than the national LEED program. BIG also provides assistance with building standards that include the use of less toxic components such as low VOC products and cleaning materials, reuse of previously used building materials, products made from recycled materials, higher energy and water efficiency standards/equipment and actual building practices and techniques that are beneficial to the environment. The Green Building Program cost is an estimate based on using agreed upon elements from the Build It Green list of offerings which the cities felt would enhance solid waste programs.