Center for the Development of Recycling (CDR)

- Official SJSU “Organized Research Unit” (ORU)
  - Annual and 5 yr. reports
- Countywide Recycling/Reuse Website
  - Santa Clara County (SCC)
  - San Mateo County (SMC) (website only)
  - 650 materials and 1800 service providers
  - Research and implement/post projects
- SCC Call Center
  - How and where to get rid of anything
  - Recycle, Reuse, Compost, Landfill, HHW
  - If we don’t have the info, we research it
- SCC HHW Call Center
  - HHW call center/appointments
  - Check in cars, attend outreach events
CDR RecycleStuff.org
Service Area: 2.6M Residents
CDR Service Area: Santa Clara County
16 Jurisdictions 1.93M Residents 69K Businesses
CDR Service Area: San Mateo County
20 Jurisdictions, 727,209 Residents, 22,000 Businesses
Brief History of CDR

- **1990**: CDR founded: SJSU Environmental Studies Department
  - Approved SJSU Organized Research Unit (ORU)
  - Initiating Grant: State Division of Recycling
  - Original Purpose: Assist San Jose Env. Services Dept. (ESD)

- **1991**: CDR Creates Recycle/Reuse Call Center/Hotline
  - Contracted with the County of Santa Clara
  - Recycling/reuse guides and publications
  - Call center

- **2001**: RecycleStuff.org launched
  - Funded by industry grants and donations
  - Revisions: 2007, 2013, 2019

- **2015**: Household Hazardous Waste Appointment/Advice Call Center
  - Schedule appointments
  - Staff HHW facility and outreach events

- **2017**: San Mateo County, Office of Sustainability
  - Recycling website
Operations

- Contract Administration
  - SJSU Research Foundation (SJSURF)
    - CDR Budget: Operating costs, SJSURF overhead (30%)
    - SJSURF Overhead: Building, Utilities, Accounting, Insurance
  - Staffing: University-based, Faculty-Managed, Student-Operated
    - Director $ (Faculty Member) 14 hrs./wk. (9 Recy + 4 HHW)
      - Manage all activities, contract compliance
    - Project Manager $ (Student) 16 hrs./wk.
      - Manage projects, website 16 hrs./wk.
    - Admin Manager $ (Student) 16 hrs./wk.
      - Track/Record/Report/Schedule staff
    - HHW Manager $ (Student) 16 hrs./wk.
      - HHW procedures, train staff, staff outreach events
    - SMC Manager $ (Student) 4 hrs./wk.
    - New! Outreach Manager $ (Student) 10 hrs./wk.
  - Service Learning Students
    - 45 hrs. = 1 unit Academic Credit (1-6 units)
    - 30-50/year: Phones/Projects (23 in Sp.20, providing about 3k hours)
Service-Learning (S/L) Student Responsibilities

- Call Center
  - How/where to discard anything
  - HHW appointments
- Activities
  - Manage/Populate data on the website
    - ID new service providers
    - Update existing listings (about 1800)
- Projects
  - Research/data collection
  - CRV sites, reuse/resell, recycled art,
  - Green Living Guide, Recycling Info Resources, Links,
  - Etc., Etc., Etc.
- Staff HHW facility, Outreach Events
- Replace CDR Managers as they graduate
CDR Staff and Management

- Director
  - Project Manager (1-3 years)
  - Administrative Manager (1-3 years)
  - Household Hazardous Waste Manager (1-3 years)
    - S/L Student Staff
    - S/L Student Staff
    - S/L Student Staff
    - S/L Student Staff
    - S/L Student Staff
    - S/L Student Staff

Managers graduate. S/L Students replace managers.

Trained for Management

Environmental Career
  - Environmental Internship
    - 1-12 months
Covid-19 Response

- Multiple Service Updates
  - Ex. Orders: CRV, Bags
- Availability: HHW Partner Drop-off
  - Sharps
  - Meds
  - Batteries
- Call Center: Remote Operations
  - Changed VM Greeting
  - Protocol to recover/respond to VM
  - Staff use a proxy number
  - Recover VM 4x daily
  - Respond up to 60 calls/day
    - Challenges from residents: not leaving number, call clarity, no VM, VM is full
- Updated HHW Advisory: Wear a mask!
- Protocols for SJSU on-site staffing
- University requirements

COVID-19 Service Updates

- Covid-19 Recycling and Garbage Services Update
- Covid-19 Update: Automotive Fluids
- Covid-19 Update: CFL and Fluorescent Drop-off Locations
- Covid-19 Update: Medicine and Sharps Drop-off sites
- Covid-19 Update: CRV Drop-off Sites
- Covid-19 Update: Batteries
- Covid-19 Update: Paint Drop-off
- Covid-19 Update: Large Item Pick-up, Debris Box, Day Haulers
- Free HHW Drop-off: How to Make an On-line HHW Appointment
CDR Information Services

Using RecycleStuff and CDR Resources, staff:

- Refer inquiries to private and public service providers
- We research questions
  - Don’t have the information? We’ll research it!
- Calls, Emails, Web Searches
  - To date: 4,000,000 +
- Monthly Snapshots
  - 2001: 900 visitors/month (first year of web service)
  - 2009: 7,900
  - 2012: 16,000
  - 2017: 33,000
  - 2018: 55,000 (chat line added)
  - 2019: 83,000
  - 2020: “We’ll see!”
RecycleStuff.org

- Search Function
  - Recycle\Reuse
  - Debris Box
  - Junk Hauler
- Live Chat
- Social Media/About Us
- Banner for breaking news/activities
- Resource Library “Recycling Academy”
  - Junk Mail Kit
  - “How-to” Home Composting Guide, More
- Regional Info
- City Guides
- Links: Other counties, Other (USEPA, CalRecycle, other)
- Recycling Stories: Quick Quirky Facts on Materials
- HHW Appt.
RecycleStuff.org Search Page

- Search by:
  - Material
  - Company
  - Image

- Search Results Page: Categories
  - All
  - Map
  - Money-back
  - Reuse/Donate
  - Recycle
  - Curbside
  - Drop-off
  - Commercial
  - Pick-up, Mail-In
  - NEW! Large-Item Pick-up
  - NEW! Trash
  - COMING IN 2021! About this material
Color Coded Tabs: Search Results Page

1) Default Search is “All”
2) Your choice: Select an option
City Guides

- Details of City-provided services
- City contact person
- Service provider contact info
- Garbage/recycling/yard trimming
- Special Services
  - Large item pick-up
  - Clean-up events
  - Debris box services
- Details: curbside materials
- Info input into RecycleStuff.org
Household Hazardous Waste (HHW)

- Santa Clara County residents only
  - Exception: Palo Alto has its own HHW program.
- Residential Household Hazardous Waste
  - Person-to-person service: Is this HHW?
  - Use RecycleStuff.org to find HHW partner drop-off locations
  - **Schedule a drop-off HHW appointment**
  - Locations in San Jose, San Martin, Santa Clara, Sunnyvale, Los Altos, Mountain View, Milpitas
  - Senior citizens who are 65+ and cannot drive
    - Pick-up service: Heart of the Valley (408) 241-1571
- Business Hazardous Waste
  - **Conditionally Exempt Small Quantity Generators (CESQG)**
  - **Stericycle**: Contracted service provider
Answering Calls

- **Introduction**
  - Santa Clara County Recycling and Household Hazardous Waste.
  - This is ________, how can I help you?

- **Respond to “How do I get rid of this”**
  - Recycling, donate, landfill, HHW, etc.

- **Recycling, Reuse, Composting, “Trash:”**
  - Refer to sources on RecycleStuff.org

- **Make HHW appointments for Santa Clara County residents**
  - Except for Palo Alto (has their own HHW program)

- **Questions to ask**
  - What type of waste do they have (hazardous/recyclable/reusable?)
  - What city do they live in
  - Confirm: Business or Household?
  - HHW appt. advisories

- **Unsure how to respond to a caller?**
  - Manager or the Director for help
Call Tracking

- Each student has a personal ID code
- Log in calls and emails
- Record each individual
  - Time/Date
  - City/Zip
- Specify what type of call it is
- Include notes if it’s an unusual (weird!) request
Services: Special Program Support

- CDR Staff and Phone Support for County-wide Programs and Events
  - Staff HHW Outreach Events
  - Pollution Prevention Week
  - Holiday Tree Recycling
  - Holiday Waste Reduction Campaign
  - Buy-Recycled Campaign
  - Junk-Mail Reduction Kit Campaign
  - Buy Recycled Paper Campaign/Paperless Campaign
  - Party Poster Recycling Campaign
  - County Fair
  - Yellow Pages
  - Earth Day Events
  - Community Presentations
  - Countywide Garage Sales
  - Reuse Program
  - City-wide Garage Sales Reuse Program
HHW Facility: Staff Expectations

- Check-In Cars at the HHW Collection Facility
- Knowledge of
  - Transportation Limits
  - Acceptable/Non-Acceptable HHW Items
  - CDR and Resources on RecycleStuff.org
  - Acceptable HHW materials/items
- Arrive On-Time and Stay for the Duration Specified
- Present Rain or Shine
- Count Loads per Vehicle
- Stand up/on feet for up to 5 hours
- Customer Service Skills
- Communicate between HHW Program Managers and CDR Director
Service Learning Students

- **Training**
  - With Director, Admin, Project, and/or HHW manager
  - Confirm Schedule
  - Phones/PC’s/Log In
  - Call Tracking System
  - HHW log-in Credentials
  - Student Contract
  - Orientation Checklist
  - Daily Activities Checklist
  - Pre-Performance Worksheet
  - Time and Activity Tracking
  - Midterm
  - Project Profile
  - Exit Interview

- **Review Manuals**
  - Staff
  - HHW

- **Throughout the semester**
  - Staff meetings
  - Respond to phone calls
  - Make HHW appointments
  - Between calls: work on assigned projects
  - Review progress on projects with Director

- **Upon Completion of hours**
  - Seek project approval
  - Exit interview with Director

- **Accessibility: All Materials on Canvas and Google Drive**

---

### Daily Activities Checklist

**Did you remember to…?**

**Daily Tasks Check List**

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning of Shift</strong></td>
<td>Sign in on the sign-in sheet (form on the clipboard)</td>
</tr>
<tr>
<td></td>
<td>Turn on computers &amp; monitors (mouse, keyboard when necessary).</td>
</tr>
<tr>
<td></td>
<td>Sign in to:</td>
</tr>
<tr>
<td></td>
<td>- Finesse (set to Ready)</td>
</tr>
<tr>
<td></td>
<td>- HHW appointment system</td>
</tr>
<tr>
<td></td>
<td>- Call Tracking (recyclenstuff.org)</td>
</tr>
<tr>
<td></td>
<td>- Gmail: <a href="mailto:Info@Recyclenstuff.org">Info@Recyclenstuff.org</a></td>
</tr>
<tr>
<td></td>
<td>Sign in to Recyclenstuff Chatline.</td>
</tr>
<tr>
<td></td>
<td>- <a href="mailto:info@recyclenstuff.org">info@recyclenstuff.org</a></td>
</tr>
<tr>
<td></td>
<td>- recyclenstuff.org</td>
</tr>
<tr>
<td></td>
<td>Open your personal Timetracking sheet, keep record of your activities</td>
</tr>
<tr>
<td></td>
<td>Clean tables and other equipment</td>
</tr>
<tr>
<td><strong>Throughout the Day</strong></td>
<td>Check and respond to Recyclenstuff e-mail (REPORT TO MANAGER when finished).</td>
</tr>
<tr>
<td></td>
<td>Check and respond to voicemails (REPORT TO MANAGER when finished).</td>
</tr>
<tr>
<td></td>
<td>Check canvas for any assignments due.</td>
</tr>
<tr>
<td></td>
<td>Work on staff project.</td>
</tr>
<tr>
<td></td>
<td>Reused paper in printer.</td>
</tr>
<tr>
<td></td>
<td>Report any discrepancies to Managers (e.g. errors on website, canvas, or</td>
</tr>
<tr>
<td></td>
<td>manuals, etc.) in writing.</td>
</tr>
<tr>
<td></td>
<td>Sweep, mop.</td>
</tr>
<tr>
<td><strong>End of Shift</strong></td>
<td>Save any updates to projects in staff support files.</td>
</tr>
<tr>
<td></td>
<td>Tidy workspace (e.g. put away manuals, trash, etc.).</td>
</tr>
<tr>
<td></td>
<td>Sign out of:</td>
</tr>
<tr>
<td></td>
<td>- Finesse (set to Not Ready)</td>
</tr>
<tr>
<td></td>
<td>- HHW appointment system</td>
</tr>
<tr>
<td></td>
<td>- Call Tracking</td>
</tr>
<tr>
<td></td>
<td>- LiveChat</td>
</tr>
<tr>
<td></td>
<td>- Gmail</td>
</tr>
<tr>
<td></td>
<td>Turn off computers &amp; monitors (mice, keyboard when necessary).</td>
</tr>
<tr>
<td></td>
<td>Water Plants (as needed).</td>
</tr>
</tbody>
</table>
Staff Time/Activity Tracking

- Activity & Time Tracking
  - Students learn time management skills
  - Track of their progress/hours
  - Preparation for real life tasks
  - Kept open during shift
  - Update every shift
  - Track Project(s)
  - Track Phone activity
Assigned Projects

- Students complete **Project Profile**
  - “Plan then do”
  - Review with Director/Project Manager
  - Update Project Profile as the project moves along
  - Monitor progress
- Students gain
  - Perspective on how to plan
  - Experience on thinking through a project
  - Increased Microsoft Word and Project Writing Skills
CDR Community Benefits

- **Efficient Use of Public Resources**
  - Reduced costs of local govt. service
  - Supports AB939 public education requirements
  - Leverages existing infrastructure of public university resources
  - Provides pre-professionals for internships/careers

- **No-Cost Budget Items**
  - Phones/Service (4)
  - Work Stations (5)
  - PC Maintenance
  - 2019: 41 Staff, 5,175 hours

- **Government/University Partnership**
  - “Model of a Metropolitan University serving its community”
  - 1997 Recognized by President Caret
  - 2015 Recognized by CSU Chancellor White

- **Create Quality Job Candidates**
  - Experience improves quality
  - Provide interns to all cities
  - Reduce cost to government

- **Economic Benefits**
  - Recyclables create jobs/employment
  - Boost exports, boosts tax revenues
  - $10+ billion state industry

- **Environmental Benefits**
  - Maximized energy savings (EPA)
  - Reduced air pollution and GHG’s
  - Reduced water pollution
Transitioning Students into the Workforce
Courses > CDR > Internship > Career! > Taxpayer!!

Student Internships, Govt.
- County IWM
- County HHW
- Cupertino
- Morgan Hill
- Milpitas
- Mountain View
- Palo Alto
- San Jose
- Santa Clara
- Sunnyvale

Out of County:
- Alameda
- Fremont
- Willits
- Sacramento
- USEPA

Recycling Businesses
- S.V. Leadership Group
- Zanker Resources
- Green Team
- NorCal Systems
- Allied
- Republic
- Recology
- Joint Venture
- Environmental Partnership

Local Government
- San Jose
- Cupertino
- Mountain View
- Sunnyvale
- Santa Clara
- Palo Alto

CDR Experience + College = Transition into the recycling workforce (next pages)
CDR Students to the Workforce!
Government Recycling Specialists

Steven Hirsch, Associate Management Analyst
Animal Care & Control
County of Santa Clara
Consumer and Environmental Protection Agency
Office: (408) 353-1252 Mobile: (408) 565-2709

License a Pet! Adopt a Pet!
Click here: www.sccac.org
Cities in Santa Clara County Cities
Out of County City Hires
The Future!?  CDR as a Model for the State

- Establish the California Recycling Information Network (CalRIN)
  - Connect all regions of the state with a single website and phone number.
    - “Where to” recycle, reuse, donate, composting, HHW services
    - Eliminate jurisdictional and geographical data limitations
  - Faculty-managed, student-operated, statewide service
    - CSU service-learning students
    - Staff “learn while they earn college credit” for public service
      - Operate regional-specific person-to-person call centers
      - Populate statewide website
      - Populate the recycling industry ($10+ billion) with CSU students
  - Up to 10 campuses of the California State University (CSU) system.
    - Each campus specializes in their region
Contact Info

- Santa Clara and San Mateo County Recycling Website
  - RecycleStuff.org
  - Email: info@recyclestuff.org

- Santa Clara County Recycling and Household Hazardous Waste Hotline
  - 1-800-533-8414
  - (408) 924-5453 (local/out of 800 area)
  - (408) 924-5359 (Spanish/Vietnamese)
  - (408) 299-7300 (HHW appointments)

- Director
  - Bruce Olszewski
    - (408) 924-5350
    - Bruce.Olszewski@sjsu.edu

- Center for the Development of Recycling
  - San Jose State University
  - Environmental Studies Department