

# County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County  
Recycling and Waste Reduction Division

1555 Berger Drive, Suite 300  
San Jose, CA 95112-2716  
(408) 282-3180 FAX (408) 280-6479  
www.RedcueWaste.org



## TECHNICAL ADVISORY COMMITTEE MEETING AGENDA

**DATE:** February 13, 2020  
**TIME:** 1:30 p.m. – 3:30 p.m.  
**LOCATION:** 1580 Berger Dr (Vector Control)  
San Jose, CA 95112

**COMMUTE ALTERNATIVES:** The Board of Supervisors encourages the use of commute alternatives including bicycles, carpooling, and hybrid vehicles.

**PARKING:** Please park vehicles across the street in visitors parking spaces in front of Building# 1 (1553 Berger Dr.) or Building #2 (1555 Berger Dr.).

(\*\* Denotes item on which action may be taken)

### 1. Call to Order and Introductions

### 2. Approval of Draft Minutes Meeting of January 9, 2019 \*\*

### 3. Public Comments

(This item is reserved for persons desiring to address the committee on any matter not on this agenda.) For members of the public who wish to address the committee on any item not listed on the agenda this would be the appropriate time. The Chair will call individuals in turn. Speakers are limited to three (3) minutes. The committee is not permitted action or extended discussion of any item not on the agenda except under special circumstances. If committee action is requested, the committee may place the matter on a future agenda. All statements that require a response will be referred to staff for reply in writing.

### 4. Beverage Container Recycling Pilot\*\* - Philip Stanger (10 min)

### 5. Orientation of new TAC/RWRC members\*\* - Karin Hickey (10 min)

### 6. Recycling and Waste Reduction Commission (RWRC) Update\*\* – RWRD Staff (10 min)

### 7. Division Manager's Report\*\*– RWRD Staff (5 min)

A. Disposal Reporting System – <https://eservices.sccgov.org/disposalreporting>

B. Other –

**Commissioners:** Susan M. Landry, Chair ~ Mary-Lynne Bernald ~ Pam Foley ~ Linda J. LeZotte ~ Anthony Phan ~ Rod Sinks ~ Nancy Smith ~ Mike Wasserman ~ Kathy Watanabe ~ Vacant

- 8. Subcommittee Reports and Updates\*\* (20 min)**
  - A. Enforcement** – Roel Meregillano
  - B. Household Hazardous Waste** – Tony Eulo
  - C. Legislation** – Mark Bowers
  - D. Operations** – Alex Wykoff
  - E. Public Education** – Ursula Syrova
  - F. Source Reduction/Recycling** – Jon Gire
  - G. South Bay Green Gardens** – Lina Prada-Baez
  - H. Ad Hoc Foodware** – Lori Topley
  - I. Ad Hoc Program Prioritization** – Tony Eulo
- 9. Program Update\*\* (5 min)**
  - A. Composting Education** – no report
  - B. Green Business** – in packet
  - C. Recycling Hotline** – in packet
- 10. IC Update\*\* - Karin Hickey (5 min)**
- 11. Items for Future Agenda/Guest Speakers (5 min)**
- 12. Informational Updates and Announcements (15 min)**
- 13. Adjournment\*\***

Note: Next Meeting Date is March 12, 2020

*(The following is a 'Parking Lot' list of items to be brought back to TAC at a later date)*

List of Future Agenda Items to be discussed:

- Large Venue Diversion [pre-TAC] (Tony Eulo)
- Community based social marketing (Karen Gissibl)
- TraX (Julie Muir)
- Evaluate long term disposal and processing capacities and opportunities for regional cooperation (TAC Chair)
- Standardize labels and lists (Julie Muir)
- Regional EPS model ordinance on ice chests, meat trays, pool toys, egg cartons, etc.
- Recycling Markets (Ricky Lopez)
- Rate Tiering (Mark Bowers)

# County of Santa Clara

Recycling and Waste Reduction Commission  
Recycling and Waste Reduction Division  
1555 Berger Drive, Building #2, Suite 300  
San Jose, California 95112  
(408) 282-3180 FAX (408) 280-6479  
www.ReduceWaste.org



June 26, 2019

Nancy Smith  
456 W. Olive Avenue  
Sunnyvale, CA 94086

**SUBJECT:** Appointment to Recycling and Waste Reduction Commission

Dear Councilmember Smith,

On behalf of County staff, I am happy to welcome you to the Recycling and Waste Reduction Commission (RWRC), of Santa Clara County representing the SMaRT Station Cities. This letter summarizes the Commission process and current status. Additionally, I would be happy to meet with you or answer any questions you may still have after reading this letter. Attached are the Commission Bylaws, 2019 meeting schedule, current roster and Legislative Priorities for 2019.

The Commission meets bi-monthly on the fourth Wednesday of every even-numbered month. Meetings will be held at 5:30 p.m. at the County of Santa Clara Board of Supervisors Chambers, 70 West Hedding Street, San Jose CA 95112 unless otherwise noted on agendas. Parking is available in the County lot bordered by Hedding Street, First Street, San Pedro and Younger Avenue after 5:00 PM. I recommend parking in the West Wing parking lot on San Pedro Street. The next scheduled meeting is next Wednesday, June 26, 2019. Susan M. Landry, Campbell City Councilmember, serves as the Commission Chair. Commissioner Landry represents all jurisdictions. A complete list of Commissioners and the areas they represent is enclosed.

## **PURPOSE OF THE COMMISSION**

The Commission's mission is to conserve, protect and preserve the environmental resources of our community through advocacy, education and outreach programs; to reuse, reduce, recycle and intelligently dispose of waste materials; and to promote composting, pollution and waste prevention and sustainable living practices for all the people in Santa Clara County.

Santa Clara County jurisdictions have cooperated in waste-related planning and programs for many years. The Commission, Technical Advisory Committee (TAC) and Implementation Committee (IC) processes build consensus on countywide recycling, waste reduction, waste management, and sustainability issues, programs, and projects. The Commission serves as the principal advisory body to City Councils and the Board of Supervisors on countywide recycling, solid waste management, and related issues.

The Commission is composed of ten elected officials who represent the range of local government solid waste system users and perspectives. The Commission works to understand issues, review alternatives, and develop recommendations for local jurisdictions. As appropriate, Commission recommendations are presented to the Board of Supervisors, and are also transmitted to City Councils and other regional agencies.

The Commission advises on the development, establishment, and funding of countywide programs and projects to assist jurisdictions in meeting state waste reduction and recycling goals. Since 1984, the Countywide Solid Waste Planning Fee (SWPF) has supported countywide activities and programs. The most recent fee increase

**Commissioners:** Susan M. Landry, Chair ~ Mary-Lynne Bernald ~ Pam Foley ~ Linda J. LeZotte ~ Anthony Phan ~ Rod Sinks ~ Nancy Smith ~ Cat Tucker ~ Mike Wasserman ~ Kathy Watanabe

was approved in February 2009, and the fee was increased from 56¢ per ton landfilled to the current rate of 78¢ per ton landfilled beginning July 1, 2009.

Ongoing countywide programs include:

- Composting Education Program (CEP) and composting resource Rotline (408-918-4640) administered by UC Cooperative Extension;
- Countywide Waste Prevention and Recycling Website ([www.ReduceWaste.org](http://www.ReduceWaste.org));
- Countywide Recycling Hotline, which provides recycling resource information services and publications to the public (1-800-533-8414) administered by the Center for the Development of Recycling at San Jose State University;
- Green Business Program ([www.greenbusinessca.org](http://www.greenbusinessca.org) or 408-282-3180), funded jointly by a grant from the Santa Clara Valley Water District and the Solid Waste Planning Fee; and
- Household Hazardous Waste (HHW) Program (408-299-7300), funded by a separate countywide fee.
- Small Business Hazardous Waste Recycling and Disposal Program – fee for service

Countywide public outreach programs and participation in regional outreach have been major activities of the countywide work plan when funding has been available. Countywide public education campaigns conducted in the past have included the annual holiday waste reduction campaign and a “reusable bag” campaign.

Participation in regional campaigns included the Junk Mail Reduction campaign, the Mercury Reduction “Got Bulbs” campaign, the Reusable Cup campaign, as well as Food Waste Reduction campaigns through BayROC and the NRDC. The County, on behalf of all the cities, entered into a partnership with the City of San Jose and the San Jose Earthquakes, promoting the used motor oil and oil filter recycling.

#### **TECHNICAL ADVISORY COMMITTEE, IMPLEMENTATION COMMITTEE AND STAFF SUPPORT**

Decisions made by the fifteen cities, the County, private industry, and other public and private agencies can affect the entire solid waste system. Consequently, achieving consensus among these stakeholders is essential to developing local plans that can be adopted and implemented by cities and the County. The countywide planning process brings together a variety of viewpoints and perspectives to accomplish this purpose.

The TAC updates and informs the Recycling and Waste Reduction Commission on a broad range of issues addressed by the Commission. TAC is composed of solid waste management and recycling professionals from local cities, County government, other public agencies, the private sector and representatives from non-government organizations. Broad representation assures that proposed solutions, programs, and policies represent a countywide approach to important issues.

The Implementation Committee (IC) is made up of one representative from each of the cities, one from the County and one from the Santa Clara Valley Water District. The IC reviews, prepares and recommends to the Commission the Countywide budget and workplan annually. The City of San Jose has two votes on the Implementation Committee.

The Recycling and Waste Reduction Division’s countywide responsibilities include coordinating countywide solid waste planning activities, State mandated reporting, overseeing countywide programs and special projects, serving as staff to the Recycling and Waste Reduction Commission, and providing staff support to TAC, IC and various TAC subcommittees. Staff performs the research and analysis necessary for comprehensive countywide planning, coordinates the countywide planning process, and administers countywide projects, programs, and services. State legislation, primarily the California Integrated Waste Management Act of 1989 (AB 939) and subsequent amending legislation, mandates certain planning, data collection, and reporting activities. Mandates include development and periodic reviews and/or revisions of the Countywide Integrated Waste Management Plan, and specified data collection, studies, coordination, and reporting to the State, local jurisdictions, and certain other counties.

RWRD staff work closely with staff of the 15 cities of Santa Clara County and the Countywide Household Hazardous Waste Program. Since 1992, RWRD has administered the Countywide AB939 Implementation Fee. This fee of \$4.88 per ton is collected on behalf of the jurisdictions of Santa Clara County. Of the total fees collected, \$1.50 per ton is redistributed to the cities based on the origin of the tonnage for the purpose of funding jurisdiction specific programs required for meeting AB 939 waste stream diversion goals. \$2.60 per ton funds the Countywide Household Hazardous Waste Program. The Solid Waste Planning Fee makes up the remaining \$0.78 per ton and is used to fund countywide diversion planning and programs. In 2000, jurisdictions cooperated to increase the fee to generate funding to support countywide cooperative HHW services. The fee is assessed on all wastes landfilled in the County, as well as on wastes transported outside of the County for disposal.

## STATE MANDATES

The major focus of the Commission's work has been related to its responsibilities under the California Integrated Waste Management Act of 1989 (AB 939), and subsequent legislation, which required that all jurisdictions in California reduce the amount of solid waste landfilled by 25% by 1995 and 50% by the year 2000. Most Santa Clara County jurisdictions achieved the 50% reduction goal. Jurisdictions are now charged with increasing that diversion level to 75% by 2020 and are required to submit annual reports documenting compliance.

AB 939 required cities and counties to prepare, adopt, and implement Source Reduction and Recycling Elements (SRREs), Household Hazardous Waste Elements (HHWEs), and Nondisposal Facility Elements (NDFEs). It also required counties to prepare, and cities and counties to adopt and implement a Countywide Integrated Waste Management Summary Plan and a Countywide Siting Element. These documents can be found at [www.ReduceWaste.org](http://www.ReduceWaste.org).

The Summary Plan describes local recycling and waste reduction programs and practices contained in the SRREs, HHWEs, and NDFEs prepared by each city and the County for the unincorporated area. The Summary Plan also identifies programs that will be implemented on a countywide basis and identifies funding sources for those programs. The Siting Element identifies existing and proposed solid waste disposal facilities, existing countywide disposal capacity, and establishes goals and siting criteria for siting new or expanding existing disposal facilities.

All these documents comprise the Countywide Integrated Waste Management Plan (CoIWMP). The County of Santa Clara CoIWMP was adopted by local jurisdictions in 1995-1996 and approved by the California Integrated Waste Management Board in 1996. The Commission reviews and provides comments on all local AB 939 documents as part of the state-mandated approval process.

We look forward to working with you as we meet the challenges ahead! If you have any questions or wish to arrange a meeting, please call me at (408) 918-1967.

Sincerely,



William (Bill) Grimes, Division Manager

cc: Mark Bowers, City of Sunnyvale

Enclosures:

1. Recycling and Waste Reduction Commission Bylaws
2. 2019 Commission Meeting Schedule
3. 2019 Recycling and Waste Reduction Commission Roster
4. 2019 Legislative Priorities

**RECYCLING AND WASTE REDUCTION COMMISSION  
OF SANTA CLARA COUNTY**

**BYLAWS**

**Revised October 2001**

**ARTICLE I. NAME**

The name of this organization is the RECYCLING AND WASTE REDUCTION COMMISSION OF SANTA CLARA COUNTY, which may be abbreviated as "RWRC". The organization may also be referred to as the AB 939 Local Task Force for Santa Clara County, which may be shortened to "Local Task Force", or "LTF."

**ARTICLE II. PURPOSE**

The purpose of the RECYCLING AND WASTE REDUCTION COMMISSION OF SANTA CLARA COUNTY is:

1. To serve as the principal advisory body to city councils and the Board of Supervisors on countywide solid waste planning issues and the Countywide Integrated Waste Management Plan;
2. To provide for balanced consideration and representation of the viewpoints, problems, and issues regarding solid waste management in different areas of the county; provide countywide involvement in the solid waste management planning process; and identify and recommend solutions to solid waste management problems requiring joint jurisdictional action.
3. To make recommendations to regional agencies whose jurisdiction includes Santa Clara County on solid waste management issues - such recommendations are to be transmitted via the Board of Supervisors of the county.
4. To provide a forum for decision making, coordination among local jurisdictions, and mutual assistance in development of specific projects to meet local solid waste management needs.
5. To carry out the responsibilities in waste management planning which are mandated by State law under the Integrated Waste Management Act of 1989 and other legislation and regulations;
6. To identify goals, policies, and procedures that will aid local jurisdictions in meeting solid waste reduction and recycling goals; review and provide written comments on local Source Reduction and Recycling Elements; and assist local jurisdictions in the implementation of those elements.
7. To sponsor countywide public outreach activities, services, and programs, and participate in regional cooperative activities.

**ARTICLE III. MEMBERSHIP**

The Commission shall be composed of ten (10) members. All members may serve on subcommittees and/or ad hoc task forces. The members and their designated alternates shall be elected officials, except in the case of the Santa Clara Valley Water District, where the member may be either an elected or appointed member of the Board of Directors. The members shall be appointed by the following public agencies or organizations:

**Membership**

1. One (1) County Supervisor appointed by the Board of Supervisors of Santa Clara County.
2. One (1) city councilmember appointed by the City Council of the City of San Jose.
3. One (1) city councilmember from one of the following cities:  
Cupertino, Los Altos, or Los Altos Hills to represent North County Cities.
4. One (1) city councilmember from one of the following cities:  
Milpitas or Santa Clara to represent Central County Cities.
5. One (1) city councilmember from one of the following cities:  
Campbell, Los Gatos, Monte Sereno, or Saratoga to represent West Valley Cities.
6. One (1) city councilmember from one of the following cities: Mountain View, Palo Alto, or Sunnyvale to represent SMaRT Station Cities.
7. One (1) city councilmember from one of the following cities:  
Gilroy or Morgan Hill to represent South County Cities.
8. Two (2) city councilmembers to serve as members-at-large. The Members-at-large shall be drawn from any city that does not already have a representative on the Commission.
9. One (1) director appointed by the Board of Directors of the Santa Clara Valley Water District.

**Alternates**

Each Commission member may designate from among the elected officials of its council, board, or eligible cities an alternate representative to serve in the absence of the regular member. Alternates may serve on subcommittees, and/or ad hoc task forces.

**Term of Office**

1. Except for the term of office of the initial members of the Commission, the term of office of each Commission member shall be six (6) years, and the number of terms shall be limited to two (2) terms. The term of office of the members first appointed to the Commission shall be deemed to have commenced on July 1, 1992.
2. The initial members of the Commission shall classify themselves by lot so the initial term of office of one (1) member shall be one (1) year, of one (1) member is two (2) years, of one (1) member is three (3) years, of two (2) members is four (4) years, of two (2) members is five (5) years, of two (2) members is six (6) years.
3. Each member of the Commission shall serve at the pleasure of the appointing authority, provided, however, that membership shall automatically terminate upon termination of the member's incumbency in elected or appointed office.
4. Attendance by Commission members at all Commission meetings is vital to the proper functioning of the Commission. Three (3) consecutive absences are sufficient grounds to warrant the Chairperson to request a replacement.

**Vacancies**

1. A vacancy shall exist whenever a member ceases to hold elected or appointed office on the

public agency from which that person was appointed, whenever the term of office expires, or whenever a member resigns from his/her position on the Commission.

2. When a vacancy occurs for a representative of the County, the City of San Jose, or the Water District, the Chairperson shall, by letter, request that the eligible agency appoint a new member from that organization.
3. When a vacancy occurs for one of the other representatives, the Chairperson shall, by letter, request that the Santa Clara County Cities Association make an appointment to the vacant position from among the city councils of the eligible cities.

**Officers**

1. The officers of this organization shall be the Chairperson and Vice-Chairperson who shall be elected by the Commission at the first meeting following July 1 of each year and shall serve at the pleasure of the Commission.
2. The Chairperson shall preside at meetings of the Commission, call special meetings where necessary, and perform other duties customarily performed by a chairperson.
3. The Vice-Chairperson shall serve in the absence, inability, or unwillingness of the Chairperson to act. In the absence of the Chairperson and Vice-Chairperson, the Commission members shall appoint one of the members to act as Chairperson pro tempore. When the office of Chairperson or Vice-Chairperson becomes vacant, the Commission shall elect a successor at the earliest meeting practicable.

**ARTICLE IV. MEETINGS / AGENDA**

1. The Commission shall meet bi-monthly, on the fourth Wednesday of every second month at 5:15 PM. The Commission shall establish a meeting calendar at the first meeting of each year. Special meetings of the Commission may be called by the Chairperson or by any three (3) members.
2. The Chairperson shall provide every member of the Commission with seven (7) days written notice of regular or special Commission meetings.
3. Requests for items to be placed on any Commission meeting agenda shall be submitted ten (10) working days in advance of the meeting.
4. The agenda for each meeting shall be developed by staff to the Commission and shall include items requested by any member of the Commission, by the Recycling and Waste Reduction Technical Advisory Committee, by city councils and city managers, by the Board of Supervisors, and by staff. Items suggested by others may be placed on the agenda or may be referred to staff or committee for review and/or analysis. Questions about the appropriateness or timing of an agenda item shall be resolved by the Chairperson or Vice-Chairperson.

**ARTICLE V. CONDUCT OF BUSINESS**

**Voting**

Six (6) members shall constitute a quorum of the Commission. Actions of the Commission shall be taken by majority vote.

**Subcommittees**

Subcommittees may be appointed by the Chairperson, as the Chairperson deems necessary to carry out the work of the Commission. The Chairperson shall be an ex-officio member of all subcommittees. Subcommittees may be composed of representatives of public agencies, private volunteer groups and public members, but members of the Commission must make up a majority of any subcommittee.

**Reporting**

The Commission shall report to the Cities Association and the Board of Supervisors. Upon a vote of the Commission, the Commission may provide information and/or recommendations directly to city councils.

The Commission shall adopt program and policy recommendations to be made to the Cities Association, City Councils, and the Board of Supervisors. The Commission shall advise the Board of Supervisors and city councils on matters of intergovernmental concern which include reviewing and recommending policies and procedures related to solid waste management planning as listed in Article II, above. In addition, members shall periodically report to their councils or boards, the Intergovernmental Council, and other local and regional agencies in order to inform other elected officials of solid waste management issues.

**Staff Responsibilities**

Staff shall:

1. Prepare and distribute agendas, agenda packets, summary minutes, reports, recommendations, and other materials;
2. Inform the Commission of solid waste issues and Commission responsibilities under State laws and regulations;
3. Act as the designated agent for the Recycling and Waste Reduction Commission, as requested;
4. Forward recommendations and decisions of the Commission to the appropriate agencies and jurisdictions, and perform follow up actions, as necessary.

**Recycling and Waste Reduction Technical Advisory Committee**

1. The Recycling and Waste Reduction Commission shall be advised by a Recycling and Waste Reduction Technical Advisory Committee (TAC). TAC voting membership shall include:
  - a. One (1) representative from each local city;
  - b. Three (3) representatives of the County;
  - c. One (1) representative of the Santa Clara Valley Water District;
  - d. In addition, the Recycling and Waste Reduction Commission shall designate other organizations eligible to provide voting members to the TAC. Membership from other organizations shall be drawn from solid waste management representatives from the private sector, representatives of community organizations, and other organizations which have an expressed interest in solid waste management, however no member or

members shall represent a single for-profit company. The Recycling and Waste Reduction Commission may add or remove voting memberships for such organizations.

2. Each member of TAC shall serve at the pleasure of the appointing organization, terms of membership shall not be limited as long as the member remains the official designee of the eligible public agency or other organization.
3. The purpose of TAC is:
  - a. To advise the Recycling and Waste Reduction Commission on technical aspects of solid waste management and policy;
  - b. To bring together a wide spectrum of viewpoints and expertise to focus on countywide solid waste management and issues affecting individual communities;
  - c. To assist in development of policies, programs, and revisions and amendments to countywide plans which can meet countywide needs and thus receive countywide approval;
  - d. To provide a forum for exchange of solid waste management information;
  - e. To inform their respective agencies and jurisdictions of issues and recommendations of TAC and the RWRC, and perform follow up actions, as necessary.
4. TAC shall perform technical review to provide the Commission with the following information:
  - a. Feasibility of technical proposals;
  - b. Policies to achieve countywide objectives;
  - c. Input regarding countywide consensus on solid waste issues;
  - d. Information on general issues and specific problems in solid waste management; and
  - e. Recommendations regarding proposed and/or needed state legislation.

**Robert's Rules of Order**

Wherever these bylaws are silent with respect to procedure, Robert's Rules of Order shall apply.

**Compensation**

Members or alternates shall be reimbursed for a maximum of two (2) meetings per month at a rate established by resolution of the Board of Supervisors.

**Amendments**

Amendments to these bylaws shall be by a two-thirds (2/3) vote of the entire membership following at least seven (7) days written notice of any proposed amendment.

# County of Santa Clara

Recycling and Waste Reduction Commission  
Recycling and Waste Reduction Division

1555 Berger Drive, Building 2, Suite 300  
San Jose, California 95112  
(408) 282-3180 FAX (408) 280-6479  
[www.ReduceWaste.org](http://www.ReduceWaste.org)



## RECYCLING AND WASTE REDUCTION COMMISSION OF SANTA CLARA COUNTY

### *2019 MEETING SCHEDULE*

Unless otherwise noted on the meeting agenda, the Recycling and Waste Reduction Commission of Santa Clara County will meet on the **4<sup>th</sup> WEDNESDAY** of every even numbered month at 5:30 p.m. except the December meeting (due to holidays). Meetings will be held in the **BOARD OF SUPERVISORS' CHAMBERS, County Government Center, 70 West Hedding Street, 1<sup>st</sup> Floor, San Jose, CA 95112** unless otherwise noted on the agenda. The Commission meeting dates for 2019 are as follows:

Wednesday, February 27, 2019 – Review/Approve FY19-20 Countywide Programs Budget

Wednesday, April 24, 2019

Wednesday, June 26, 2019 – Updates on Countywide Programs

Wednesday, August 28, 2019 – Election of Officers

Wednesday, October 23, 2019 – Review 2020 Legislative Priorities

December 18, 2018 (off schedule due to holidays)

**COMMUTE ALTERNATIVES:** The Board of Supervisors encourages the use of commute alternatives including bicycles, carpooling, and hybrid vehicles. Public transit access is available to and from the County Government Center, 70 West Hedding Street, San Jose, California 95112 by VTA bus line 66. For trip planning information, contact the VTA Customer Service Department at 408-321-2300 Monday through Friday between the hours of 6:00 a.m. to 7:00 p.m., and on Saturday from 7:30 a.m. to 4:00 p.m. Schedule information is also available on the web at [www.vta.org](http://www.vta.org).

Bicycle racks are available in front of County Government Center.

**Commissioners:** Susan M. Landry, Chair ~ Mary-Lynne Bernald ~ Lan Diep ~ Linda J. LeZotte  
Pat Showalter ~ Rod Sinks ~ Cat Tucker ~ Mike Wasserman ~ Kathy Watanabe

# County of Santa Clara

Recycling and Waste Reduction Commission  
Recycling and Waste Reduction Division

1555 Berger Drive, Building #2, Suite 300  
San Jose, California 95112  
(408) 282-3180 FAX (408) 280-6479  
www.ReduceWaste.org



## RECYCLING AND WASTE REDUCTION COMMISSION OF SANTA CLARA COUNTY

### Mission

The Commission's mission is to conserve, protect and preserve the environmental resources of our community through advocacy, education and outreach programs; to reuse, reduce, recycle and intelligently dispose of waste materials; and to promote composting, pollution and waste prevention and sustainable living practices for all the people in Santa Clara County.

### Commissioner Roster for 2019

<b>Commissioner</b>	<b>Representing</b>
Susan M. Landry, City of Campbell, Chair	Member-at-Large (All Jurisdictions)
Mary-Lynne Bernald, City of Saratoga	West Valley Cities (Campbell, Los Gatos, Monte Sereno, Saratoga)
Pam Foley, City of San Jose	City of San Jose
Linda J. LeZotte, SCVWD, Vice-Chair	Santa Clara Valley Water District
Anthony Phan, City of Milpitas	Member-at-Large (All Jurisdictions)
Rod Sinks, City of Cupertino	North County Cities (Cupertino, Los Altos, Los Altos Hills)
Nancy Smith, City of Sunnyvale	SMaRT Station Cities (Mountain View, Palo Alto, Sunnyvale)
Cat Tucker, City of Gilroy	South County Cities (Gilroy, Morgan Hill)
Mike Wasserman, County of Santa Clara	County of Santa Clara
Kathy Watanabe, City of Santa Clara	Central County Cities (Milpitas, Santa Clara)

**Commissioners:** Susan M. Landry, Chair ~ Mary-Lynne Bernald ~ Pam Foley ~ Linda J. LeZotte ~ Anthony Phan ~ Rod Sinks ~ Nancy Smith ~ Mike Wasserman ~ Kathy Watanabe

# County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County  
Recycling and Waste Reduction Division

1555 Berger Drive, Building 2, Suite 300  
San Jose, CA 95112-2716  
(408) 282-3180 FAX (408) 280-6479  
www.ReduceWaste.org



## **2019 LEGISLATIVE POLICIES AND PRIORITIES** **INTEGRATED WASTE MANAGEMENT**

The County supports:

1. Improved Integrated Waste Management Programs including efforts to promote sustainable resource management; a reduction in greenhouse gases generated from the use of material resources and the collection and disposal of wastes; the standardization of the use of terms; local government authority to direct waste to permitted facilities; local jurisdiction compliance with state waste diversion mandates; and improved accuracy of the State-mandated reporting.
2. **Expanded Product Stewardship and Producer Responsibility** that reduces the amount and toxicity of solid waste generated and shifts physical and financial responsibility to the producers of products for the recovery and disposal of problem wastes through manufacturer implemented take-back programs for products such as pharmaceuticals, sharps, fluorescent lamps, household batteries and single-use items.
3. Securing local Integrated Waste Management program **funding and financing**; local solid waste franchising and fee-setting authority; compensation for the collection, recycling, and disposal of waste; and alternative funding sources.
4. Expansion of **Recycling, Composting, and Organics programs and facilities** to strengthen markets for recyclable materials and finished bio-products, encourage the production and purchase of products containing recycled-content materials, and implement a statewide recycling information network.
5. Banning disposal of **organics** in landfill.
6. **Energy recovery from landfill gas**, wood wastes, and other source-separated biomass.
7. Performance standards and use of **alternative cover for landfills**, limited to the quantities required, to protect public health and safety and minimize nuisances.
8. Legislation to further address **litter control** and abatement problems in California including enforcement, outreach campaigns, a reduction in single-use items, other problem materials, and the cleanup of littered areas.
9. Regulations that prohibit the release of **radioactive or radiation-contaminated materials** into the recycling stream.
10. Requirements that products containing hazardous waste be designed, manufactured, and used in ways that avoid harm to workers and the environment and shall be managed and recycled using proper processes and procedures according to environmental regulations and Department of Toxic Substances Control guidelines.

**Commissioners:** Susan M. Landry, Chair ~ James R. Griffith, Vice-Chair ~ Mary-Lynne Bernald ~ Lan Diep ~ Linda J. LeZotte ~ Pat Showalter ~ Rod Sinks ~ Mike Wasserman ~ Kathy Watanabe

11. Elimination of local government **liability under Superfund for the disposal of ordinary municipal waste**, expedited de minimis settlements for hazardous material generated by local government operations, and allocation of costs on the basis of toxicity rather than the volume of municipal waste. Superfund reform should also provide a level of protection to third party investors, lenders, and developers of Brownfield sites.
12. Preventing adoption of state and federal laws and global treaties that preempt local government from protecting public health and the environment.
13. Legislation and regulations that support Countywide Food Rescue efforts.

**Green Business Program  
FY20**

City	Enrolled Prior to FY20	Certified Prior to FY20	Re-certified Prior to FY20	Enrolled in FY20	Certified in FY20	Re-certified in FY20	2nd Re-certification in FY20	3rd Re-certification in FY20	Dropped from Program	Total Recertified	Total Enrolled	Total Certified
Campbell	40	12	6	0	0	0	0	0	12	6	40	12
Cupertino	94	35	9	3	1	1	0	0	10	10	97	36
Gilroy	25	10	8	0	0	0	0	0	2	8	25	10
Los Altos	22	18	11	1	0	1	0	0	4	12	23	18
Los Altos Hills	2	2	0	0	0	0	0	0	2	0	2	2
Los Gatos	71	36	9	1	0	1	0	0	17	10	72	36
Milpitas	24	9	1	0	0	0	0	0	6	1	24	9
Monte Sereno	0	0	0	0	0	0	0	0	0	0	0	0
Morgan Hill	42	20	3	1	0	0	0	0	13	3	43	20
Mountain View	141	81	28	12	2	7	2	1	35	35	153	83
Palo Alto	442	111	24	2	1	0	1	0	75	24	444	112
San Jose	450	233	71	7	2	5	0	0	131	76	457	235
Santa Clara	89	34	9	2	0	1	1	0	13	10	91	34
Saratoga	13	6	2	0	0	0	0	0	4	2	13	6
Sunnyvale	26	51	26	0	0	0	0	0	19	26	26	51
Unincorporated <sup>(1)</sup>	8	4	0	3	0	1	0	0	1	1	11	4
<b>TOTAL</b>	<b>1489</b>	<b>662</b>	<b>207</b>	<b>32</b>	<b>6</b>	<b>17</b>	<b>4</b>	<b>1</b>	<b>344</b>	<b>224</b>	<b>1521</b>	<b>668</b>

1 - all inquiries are placed under Unincorporated as many of those inquiring do not state the city their business is in.

2 - this is total enrolled since inception of the program and represents both those businesses that have been certified and those still in process



**San José State**  
UNIVERSITY

---

College of Social Science • Department of Environmental Studies • Center for Development of Recycling • www.RecycleStuff.org  
800/533-841, 408/924-5453 • Fax 408/924-5477 • info@recyclestuff.org • One Washington Square • San Jose, California 95192-0204

---

**Santa Clara County Recycling Hotline and Website**  
**2<sup>nd</sup> Quarter Report: October 1, 2019 – December 31, 2019**

**1) Budget Status**

- a) The 2nd quarter ended within average monthly expenditures for the fiscal year.

**2) Completed Projects and Activities**

a) Outreach

- i) In 2018, the IC funded ads to promote use of the RecycleStuff website on Facebook. Based on its success, \$500 was allocated by the IC/TAC to run the ads again in FY 19-20. CDR ran two ads in sequence at \$250 each over two weeks. The first ad, "Pick-up Truck Dump Run," ran from Dec 26, 2019 – Jan 2, 2020. The second ad, "Garage Clutter," ran from Jan 1, 2020 – Jan 6, 2020. In the first week, visits to RecycleStuff.org increased 1321% over the same period one year earlier. In the second week, web visits increased by 906%. A report is included with this report.

b) Availability of HHW.org and RecycleStuff.org on city websites.

- i) CDR operates the recycling/reuse/discard hotline and website to benefit landfill diversion programs for the cities of Santa Clara County. CDR staff reviewed the websites of each city for the availability of links to the county/TAC-IC-sponsored websites sites. 3 cities have no links to HHW.org and 10 had no links to RecycleStuff.org. We encourage cities to provide its residents and businesses with these resources.

c) The Guide to City Garbage and Recycling Services has been completed and is posted on the RecycleStuff.org website. The data from each city guide was also used to update the searchable city listings on RecycleStuff.org.

d) CRV Project.

- i) CDR conducted a phone survey of locations listed on the CalRecycle website that claim to redeem CRV beverage containers. Out of 1,194 CRV redemption (recycling) centers in California, 263 are located within Santa Clara County. We confirmed that 263 locations, approximately 66 (25.1%) accepted beverage containers for CRV, and 197 (74.9%) did not accept beverage containers for CRV. A report is attached.

e) Recycled-Content Art.

- i) CDR staff researched artists whose work consists of recycled-content material. This project is provided to cities and/or organizations considering events that promote reuse, recycling, waste reduction and/or environmental awareness (Earth Day, art fairs, and holiday events).

f) Green Living Guide: Green, Greener, Greenest.

- i) CDR staff created this guide to assist residents with 3 levels of "green" for those pursuing greener lifestyles. It is posted on RecycleStuff.org under the Recycling Academy page.

g) Buy, Sell, or Donate Items Online.

- i) CDR staff researched locations where people can buy, sell, or donate goods. It is posted on RecycleStuff.org under the Recycling Academy page.
- h) Staffing and Staff Management
  - i) CDR is largely staffed by service-learning (S/L) students who earn academic credit in exchange for work. There are also 3 paid student managers. In 2019, 41 S/L students provided 5,175 no-cost hours valued at \$77,625 (at \$15/hr.).
  - ii) Sokmara Souey has replaced Nitza Marquez, who graduated in December (yay Nitza!), as the CDR Administrative Manager.
  - iii) CDR was staffed by 23 service-learning students enrolled in the Fall semester.

### 3) Projects and Activities in Progress

- a) Listing Updates.
  - i) CDR student staff are continuing to contact each of the approximately 1600 listings in the RecycleStuff database to update. We expect this project to continue throughout the third quarter of FY 19-20.
- b) New Listings.
  - i) CDR staff will begin research into new recycling/reuse service providers in the 3<sup>rd</sup> quarter.
- c) Spring semester staff.
  - i) CDR will be training new students who arrive with the start of the Spring semester on January 23, 2020.
- d) Website improvements/changes
  - i) A portion of CDR's budget is allocated for website maintenance. The CDR webmaster was assigned multiple tasks including website maintenance and improvements.
- e) San Mateo County.
  - i) CDR continues to operate RecycleStuff.org as the recycling website for San Mateo County (SMC).
- f) Staffing the HHW facility and outreach event
  - i) Students continue to assemble information packets, staff special events, and staff the HHW facility Thursday-Saturday.
- g) National Directory of Recycling Information.
  - i) This guide lists trade organizations, publications, and government agencies with interests and responsibilities for recycling and waste reduction. Data has been collected and the guide is going through the editing process.
- h) Service-learning students are working on multiple projects that can be entered on the RecycleStuff website.
  - i) A list of students and projects is attached.
- i) Strange but True! Unusual Information Requests.
  - i) The hotline receives many unusual information requests. Here are a select few from this quarter: how to discard bloody sheets, wanted us to do soil testing for lead, how to discard mold found in a house, how to discard 'chemicals used to make coke,' thought we were the SJP.

**4) Inquiry Tracking:** In 2019, CDR's resources were used by 994,745 who either used the website, call center, email or chat service.

**5) Invoice:** The SJSU Research Foundation will process and send an invoice.

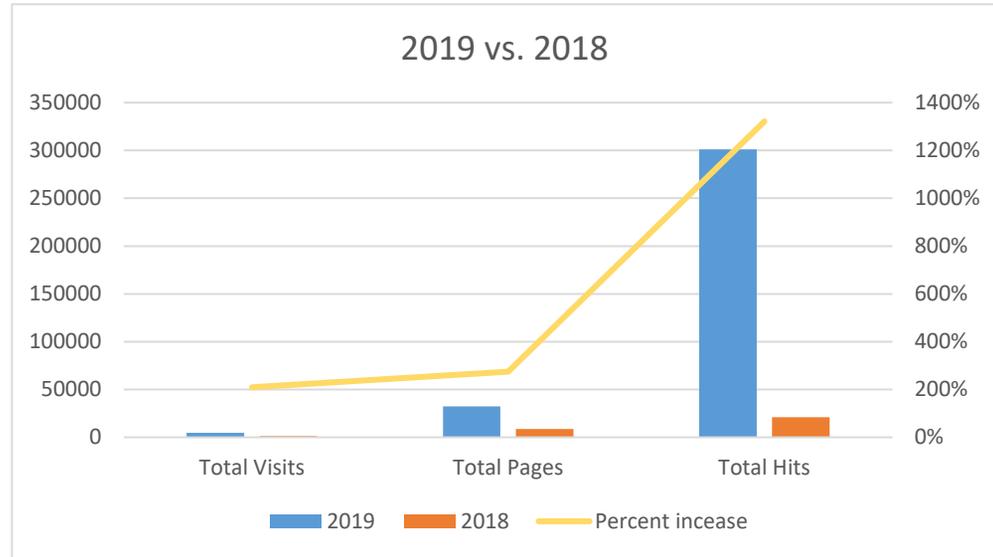


**Results of RecycleStuff.org Facebook Advertising Campaign**  
**2 Ads Ran**

**Ad 1\*: 2019 Compared with Dec. 2018**

Year	Total Visits	Total Pages	Total Hits
2019	4547	32377	300969
2018	1470	8652	21173
<b># difference</b>	3077	23725	279796
<b>Percent increase</b>	209%	274%	1321%

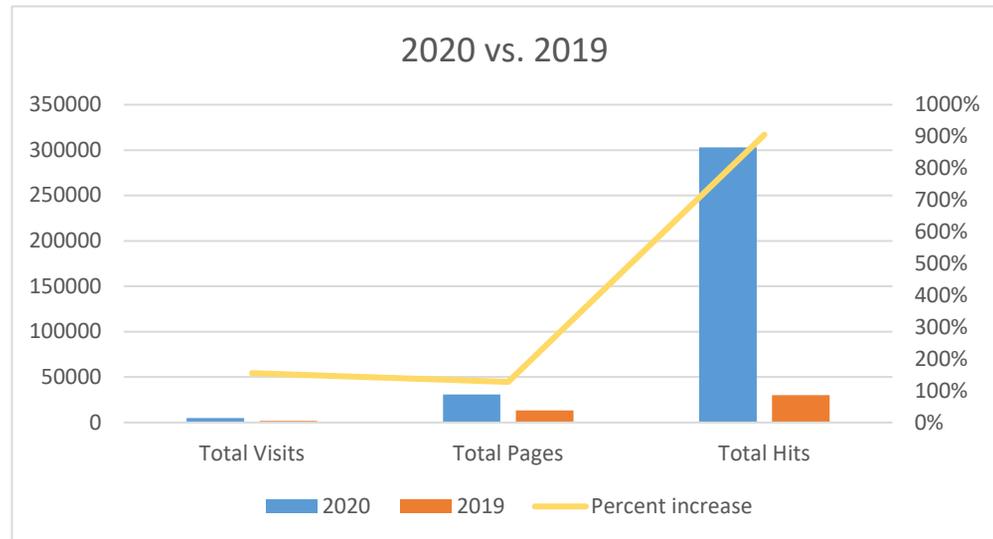
\*Ad 1 ran from Dec. 26- Jan 2



**Ad 2\*\*: Jan. 2020 Compared with January 2019**

Year	Total Visits	Total Pages	Total Hits
2020	4958	30802	303186
2019	1938	13521	30146
<b># difference</b>	3020	17281	273040
<b>Percent increase</b>	156%	128%	906%

\*\*Ad 2 ran from Jan. 1-Jan. 6





Department of Environmental Studies  
 Center for the Development of Recycling  
 One Washington Square  
 San Jose, CA 95192-0204

Santa Clara/San Mateo County  
 Recycling and Household  
 Hazardous Waste (HHW)  
 Hotline/Website

Tel: (408) 924-5453  
 Fax: (408) 924-5426  
 Toll-Free (800) 533-8414  
 www.recyclestuff.org  
 info@recyclestuff.org

**Availability of Links to County Recycling /HHW Website (RecycleStuff.org, HHW.org)**  
**On City Websites: Santa Clara County**

City	HHW.org Yes/No URL	Recyclestuff.org Yes/No URL
Campbell	Yes <a href="https://www.ci.campbell.ca.us/201/Hazardous-Waste">https://www.ci.campbell.ca.us/201/Hazardous-Waste</a>	Yes <a href="https://www.ci.campbell.ca.us/200/Recycling">https://www.ci.campbell.ca.us/200/Recycling</a>
Cupertino	Yes <a href="https://www.cupertino.org/our-city/departments/environment-sustainability/garbage-recycling/household-hazardous-waste">https://www.cupertino.org/our-city/departments/environment-sustainability/garbage-recycling/household-hazardous-waste</a>	Yes <a href="https://www.cupertino.org/our-city/departments/environment-sustainability/garbage-recycling">https://www.cupertino.org/our-city/departments/environment-sustainability/garbage-recycling</a>
Gilroy	Yes <a href="http://www.cityofgilroy.org/223/Household-Hazardous-Waste">http://www.cityofgilroy.org/223/Household-Hazardous-Waste</a>	No
Los Altos	Yes <a href="https://missiontrail.com/LosAltos/residential-hazardous.html">https://missiontrail.com/LosAltos/residential-hazardous.html</a>	No
Los Altos Hills	Yes <a href="http://www.losaltoshills.ca.gov/225/City-Resources">http://www.losaltoshills.ca.gov/225/City-Resources</a>	No
Los Gatos	Yes <a href="https://www.losgatosca.gov/331/Household-Hazardous-Waste-Disposal">https://www.losgatosca.gov/331/Household-Hazardous-Waste-Disposal</a>	Yes <a href="https://www.losgatosca.gov/322/Recycling-Services">https://www.losgatosca.gov/322/Recycling-Services</a>
Milpitas	No	Yes, hard to locate <a href="http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/recycling-garbage/reuse-buy-recycled/">http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/recycling-garbage/reuse-buy-recycled/</a>
Monte Sereno	No	No
Morgan Hill	Yes <a href="http://www.morgan-hill.ca.gov/432/Household-Hazardous-Waste">http://www.morgan-hill.ca.gov/432/Household-Hazardous-Waste</a>	No

Mountain View	Yes <a href="https://www.mountainview.gov/depts/pw/recycling_and_zero_waste/hazard/default.asp">https://www.mountainview.gov/depts/pw/recycling_and_zero_waste/hazard/default.asp</a>	No
Palo Alto	N/A Operates city specific HHW center	No
San Jose	Yes <a href="https://www.sanjoseca.gov/your-government/environment/recycling-garbage/residents/what-goes-where/household-hazardous-waste">https://www.sanjoseca.gov/your-government/environment/recycling-garbage/residents/what-goes-where/household-hazardous-waste</a>	Yes, under ‘Donate your Stuff’ <a href="https://www.sanjoseca.gov/your-government/environment/recycling-garbage/residents/what-goes-where/donate-your-stuff">https://www.sanjoseca.gov/your-government/environment/recycling-garbage/residents/what-goes-where/donate-your-stuff</a>
SJSU	N/A	Yes <a href="http://www.sjsu.edu/fdo/departments/maintops/operations/recycling/info/">http://www.sjsu.edu/fdo/departments/maintops/operations/recycling/info/</a>
Santa Clara	Yes <a href="http://santaclaraca.gov/government/departments/public-works/environmental-programs/residential-garbage-recycling">http://santaclaraca.gov/government/departments/public-works/environmental-programs/residential-garbage-recycling</a>	No
Saratoga	No Links to West Valley Recycling and Collection <a href="http://westvalleyrecycles.com/serviceareas/singlefamily-universalwaste.html">http://westvalleyrecycles.com/serviceareas/singlefamily-universalwaste.html</a>	No
Sunnyvale	Yes <a href="https://sunnyvale.ca.gov/property/recycling/waste.htm">https://sunnyvale.ca.gov/property/recycling/waste.htm</a>	No
Unincorporated East/West	Yes <a href="https://www.sccgov.org/sites/rwr/Pages/rwr.aspx">https://www.sccgov.org/sites/rwr/Pages/rwr.aspx</a>	Yes <a href="https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx">https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx</a>
Unincorporated South	Yes <a href="https://www.sccgov.org/sites/rwr/Pages/rwr.aspx">https://www.sccgov.org/sites/rwr/Pages/rwr.aspx</a>	Yes <a href="https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx">https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx</a>
Unincorporated, Burbank Sanitary District	Yes <a href="https://www.greenwaste.com/burbank-sanitary-district/residential-services/burbank-sanitary-district-special-waste-handling">https://www.greenwaste.com/burbank-sanitary-district/residential-services/burbank-sanitary-district-special-waste-handling</a>	Yes <a href="https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx">https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx</a>
Unincorporated, Stanford University	Yes <a href="https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx">https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx</a>	Yes <a href="https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx">https://www.sccgov.org/sites/rwr/res/Pages/Unincorp.aspx</a>

CDR Service-Learning Student Hours and Activities: Quarterly Report 2019 (Oct., Nov, Dec.)				
Student	Calls	Emails	Hours	Project(s)
Aaliyah Avelar	344	1	130.557	Company Updates (Letters A,K,L)
Anthony Nguyen	378	0	135	Recyclability of Clothes
Bontu Godena	132	6	125.79	Company Updates (Letters E - G)
Barbara Gonzalez	226	0	110.16	Recycled Art Fair
Tingyu Gong	341	3	124.75	Company Updates (Numbers, I, J)
Daisy Hernandez	39	0	55.86	Yellow Pages "Used" Categories, SCC Paper Compost Programs, Company Update "U-Haul" propane tanks
Edlin Hernandez	387	7	208.2	CDR on Nextdoor, SCC CRV, Company Update (Letter C)
Jenny Hou	64	0	31.77	CRV Data to RecycleStuff
Susie Liang	54	2	45.03	Research
Luz Maria Marquez	128	1	72.75	SMC Logos, SMC in Store Redemption, Comapany Update (Letter B)
Aron Mey	641	6	271.34	CRV Buy-Back in SMC
Caroline Niemiec	370	23	135.5	Green Living
Valere Ossie	36	0	33.67	CRV SC data into Website, Company Updates (Letter D, H)
Jose Ruiz	405	12	182.5	CRV Buy-Back
Sokmara Soeuy	486	2	180.25	Buy, Sell, Donate Online Resources; SMC In Store Redemption
Salette Zamora	192	0	113.5	E-waste Programs
Leonardo Mendoza	342	0	135.25	Phones and Facility
Andy Phung	289	4	90.4	Website Improvements and facility
Jessica Costa De Muner	200	0	47.67	National Recycle Doc, Company Updates (Letter K,L,M)
Fabian Palacios	14	0	45.25	Facebook Ads
TOTALS	5068	67	2275.197	Note: Service-Learning Staff hours do not include paid CDR Student Managers

## CRV Redemption Locations in Santa Clara County

**Purpose of the project:** The purpose of this project was to verify locations that redeem California Refund Value (CRV) beverage containers in Santa Clara County.

**How the project was conducted:** Staff from the Center for Development of Recycling called each source identified on the CalRecycle as accepting CRV. Each source was asked if they accept and redeem CRV containers.

**Background:** The CalRecycle website lists 1,194 CRV redemption (buy-back) centers statewide. 263 are located within Santa Clara County.

**Results:** Of those 263 CRV redemption locations identified on the CalRecycle website, 66 (25.1%) accepted beverage containers. 197 (74.9%) do not redeem CRV.



Figure 1. Accuracy of CalRecycle locations that claim to accept CRV.

**Discussion:** The information recorded accounted for business in Santa Clara County that answered the phone. However, some sources were excluded on the basis of inaccurate contact information provided by CalRecycle, no knowledge of a refund program, or simply not answering the phone.

**Conclusion:** The CalRecycle website that contains information on where CRV may be redeemed is 25.1% accurate and is therefore an unreliable source of information.

**Recommendations:** CalRecycle needs to provide accurate information.

**Actions:** CDR used the data from this project to update the RecycleStuff.org website with accurate CRV redemption information.