

## DRAFT

### Summary of PG&E – Santa Clara County Take-it-Back Partnership Agreement

#### BACKGROUND

The California Take-It-Back (TIB) Partnership is a voluntary collaboration of state government, city and county government, businesses, non-profit agencies, and non-governmental organizations to promote and facilitate recycling of certain hazardous wastes generated by California households. One such hazardous waste is fluorescent lamps. PG&E has voluntarily joined the California TIB Partnership and is planning to work with Santa Clara County to provide public outreach and recycling bags intended to facilitate the recycling of spent fluorescent lamps.

#### RECOMMENDATIONS

PG&E representatives have held discussions with the Santa Clara County Department of Environmental Health regarding specific activities to be undertaken in this partnership. These are as follows:

1. Ads will be run in the San Jose Mercury News to promote fluorescent lamp recycling with an emphasis on recognizing Santa Clara County retailers who function as fluorescent lamp collection centers in the Take-it-Back partnership. The intent is to encourage existing retailers to continue and to provide incentive for others to join.
2. Ads will be run in South Bay Hispanic and Asian newspapers to promote the fluorescent lamp recycling message in these communities.
3. CFL recycling bags will be provided to the County along with printed information about recycling. (The bags and printed information are intended for use by the County as part of a CFL recycling education effort in Santa Clara County schools).
4. PG&E, HHW, TIB Partnership and the County Board of Supervisors will conduct a media event to recognize the Retail recycling Partners that work with the HHW Program to collect fluorescent lamps.

#### REASONS FOR RECOMMENDATIONS

Fluorescent lamps contain traces of mercury. As of February 8, 2006, California regulations prohibited the disposal of household hazardous wastes, including fluorescent lamps, in the trash. Promoting proper disposal and providing free and convenient ways to recycle will help ensure fluorescent lamps are managed properly. The partnership will also help to reduce the County's burden of managing the recycling effort.

#### FISCAL IMPLICATIONS

No fiscal implications to Santa Clara County are expected.

PG&E will cover the costs of ad development and newspaper insertions as well as costs to purchase the recycling bags and recycle the bulbs collected in the bags that are given away.

Estimated costs to be covered by PG&E are as follows:

Ad development and insertion - \$26,000

CFL recycling bags and recycling fees - \$10,000

#### ESTIMATED IMPLEMENTATION SCHEDULE

Provide recycling bags – 10/31/07

Run ads – 11/15/07 through 12/15/07

Conduct Board of Supervisors media event – 11/15/07 – 11/30/07