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# County of Santa Clara

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

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www.RedcueWaste.org



## TECHNICAL ADVISORY COMMITTEE MEETING AGENDA

**DATE:** Thursday, September 10, 2015

**TIME:** 1:30 p.m. – 3:30 p.m.

**→ NEW LOCATION:** Sustainable Alternatives Feed Enterprise  
1080 Walsh Ave  
Santa Clara, CA 95050

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

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

### 1. Call to Order and Introductions

### 2. Approval of Draft Minutes Meeting of August 13, 2015 \*\*

### 3. Public Presentations

(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. Regional Odor Mitigation – Scott McGourty/Agustin Moreno (10 min)

### 5. NGO nominations by December – Rob D'Arcy (5 min)

### 6. RWRC Update\*\* – RWRD Staff (10 min)

### 7. Division Manager's Report/Updates on Countywide Programs – RWRD Staff \*\* (10 min)

#### A. Disposal Reporting System - Update

#### B. Other –

### 8. Subcommittee Reports and Updates\*\* (20 min)

#### A. Eco-Gardener – Peggy Horning

#### B. Enforcement – Stan Chau

#### C. Household Hazardous Waste – Alex Wykoff

#### D. Legislation – Mark Bowers

**Commissioners:** James R. Griffith, Chair; Michael F. Kotowski, Linda J. LeZotte, Manh Nguyen, Teresa O'Neill, Jan Pepper, Greg Scharff, Rod Sinks, Cat Tucker, Mike Wasserman

- E. Operations** – Cynthia Palacio
- F. Public Education** – Sandra Jensen
- G. Source Reduction/Recycling** – Karen Gissibl
- H. Ad Hoc Food Rescue** –Karen Gissibl
- I. Ad Hoc Zero Waste** – Heidi Melander

**9. Program Update\*\* (5 min)**

- A. Green Business** – Report
- A. Composting Education** – No Report
- B. Recycling Hotline** – No Report

**10. Items for Future Agenda/Guest Speakers (5 min)**

**11. Informational Updates and Announcements (15 min)**

**12. Adjournment\*\***

Note: Next Meeting Date is October 8, 2015

*(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)
- CalRecycle 75% diversion (Matthew Krupp)
- Community based social marketing (Karen Gissibl)
- Smoking ban (Matthew Krupp)
- Litterati on Instagram (Julie Muir)
- TraX (Julie Muir)
- Evaluate long term disposal and processing capacities and opportunities for regional cooperation (TAC Chair)
- Recycling brokers (Julie Muir)
- Multi-Family outreach material for HHW (Alex Wykoff)

	Qtr 1 2015				Qtr 2 2015			
	Jan - Mar				April - June			
	Date	Payment	Tonnage	DRS Data	Date	Payment	Tonnage	DRS Data
Landfill	Due 06-15-15				Due 09-15-15			
Guadalupe	05/18/15	\$184,268.80	37,760	05/15/15				
Kirby Canyon	05/15/15	\$231,053.36	47,347	05/14/15				
Newby Island	06/09/15	\$791,877.60	162,270	05/15/15				
Pacheco Pass	closed				closed			
Palo Alto	closed				closed			
Zanker Material	06/12/15	\$196,083.28	4,992	06/15/15				
Zanker Road	06/12/15	\$24,151.12	1,937	06/15/15				
NDF								
ABC Recycles	6/15/2015	\$4,026.00	825	6/15/2015				
EcoBox	6/22/2015	\$450.42						
Green Team	closed				closed			
GreenWaste Recovery	06/15/15	\$41,406.80	8,485	06/15/15				
Leo Recycle	6/15/2015	\$4,650.64	953	6/15/2015				
Mission Trails	taken in County				taken in County			
Pacheco Pass	06/10/15	\$24,775.76	5,077	04/27/15	08/06/15	\$18,641.60		
Pacific Coast Recycling	06/24/15	\$9,472.08	1,941	04/02/15				
Premier	06/15/15	\$33,538.53	6,873	06/15/15				
Rock Tenn	closed				closed			
San Martin	06/10/15	\$96,672.80	19,810	04/15/15	07/20/15	\$98,214.88		
Superior Demolition	06/10/15	\$488.00	100	06/10/15				
Valley			13,612	06/02/15				
Z-Best	06/12/15	\$8,408.24	1,723	06/03/15				
Zanker Material	with landfill		35,189	06/15/15				
Zanker Road	with landfill		3,008	06/15/15				
report and payment mailed	7/29/2015							

	Qtr 3 2015				Qtr 4 2015			
	July - September				October - December			
	Date	Payment	Tonnage	DRS Data	Date	Payment	Tonnage	DRS Data
Landfill	Due 12-15-15				Due 03-15-16			
Guadalupe								
Kirby Canyon								
Newby Island								
Pacheco Pass	closed				closed			
Palo Alto	closed				closed			
Zanker Material								
Zanker Road								
NDF								
ABC Recycles								
EcoBox								
Green Team	closed				closed			
GreenWaste Recovery								
Leo Recycle								
Mission Trails	taken in County				taken in County			
Pacheco Pass								
Pacific Coast Recycling								
Premier								
Rock Tenn	closed				closed			
San Martin								
Superior Demolition								
Valley								
Z-Best								
Zanker Material								
Zanker Road								
report and payment mailed								



**Household Hazardous Waste  
TAC Subcommittee**

September 10, 2015

**TO:** RWRC Technical Advisory Committee  
**FROM:** Alex Wykoff, HHW Subcommittee Chair  
**RE:** Strategic Outreach Plan

**RECOMMENDATION**

The HHW Subcommittee request that the RWRC Technical Advisory Committee form a HHW Strategic Outreach Plan Ad Hoc Group or assign the Plan development to the Public Education Subcommittee.

**BACKGROUND**

Over the past six years, participation in the HHW Program has decreased as evidenced by the table below with the exception of a modest gain in FY 2015. The cities and county desire to increase participation above the highest year to deliver services to a greater percentage of the population.

Historical changes in HHW participation.

FY10	FY11	FY12	FY13	FY14	FY15
34629	32216	29106	24663	23728	25,126

At the September 1, 2015 HHW Subcommittee meeting, members voted in support of forwarding a recommendation to develop a cohesive strategic HHW outreach plan developed by an Ad Hoc group or the Public Education Subcommittee for the purpose of increasing HHW participation across the County. After reviewing current outreach tactics, both by the County and participating cities, members identified the need for a Plan to address gaps in outreach as well as having a document that steers outreach efforts. Examples of outreach expansion include source reduction, HHW product point-of-sale education, print media advertisements and applying successful online and social media tactics proven successful during the 2015 San Jose Earthquakes soccer season funded through the CalRecycle used motor oil competitive grant. Outreach tactics will be measured for effectiveness and targeted to multi-family and single family dwellings.

**Green Business Program  
FY16**

City	Enrolled Prior to FY16	Certified Prior to FY16	Re-certified Prior to FY16	Enrolled in FY16	Certified in FY16	Re-certified in FY16	2nd Re-certification in FY16	3rd Re-certification in FY16	Dropped from Program	Total Recertified	Total Enrolled	Total Certified
Campbell	40	12	6	1	0	0	0	0	12	6	41	12
Cupertino	94	35	9	12	1	0	0	0	10	9	106	36
Gilroy	25	10	8	1	0	0	0	0	2	8	26	10
Los Altos	22	18	11	4	0	0	0	0	4	11	26	18
Los Altos Hills	2	2	0	0	0	0	0	0	2	0	2	2
Los Gatos	71	36	9	2	0	0	0	0	17	9	73	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	10	1	0	0	0	35	28	151	82
Palo Alto	442	111	24	2	0	0	0	0	75	24	444	111
San Jose	450	233	71	26	0	0	0	0	131	71	476	233
Santa Clara	89	34	9	8	1	0	0	0	13	9	97	35
Saratoga	13	6	2	0	0	0	0	0	4	2	13	6
Sunnyvale	26	51	26	4	0	0	0	0	19	26	30	51
Unincorporated <sup>(1)</sup>	8	4	0	0	0	0	0	0	1	0	8	4
<b>TOTAL</b>	<b>1489</b>	<b>662</b>	<b>207</b>	<b>71</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>344</b>	<b>207</b>	<b>1560</b>	<b>665</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