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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: September 13, 2018
TIME: 1:30 p.m. – 3:30 p.m.
LOCATION: Vector Control Training Room
1580 Berger Drive
San Jose, CA 95112

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 Berger Drive Facility, 1555 Berger Drive San Jose, California by VTA bus lines 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.

Bicycle parking racks are available in the front of Buildings 1 and 2.

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 July 12, 2018 **

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. Annual Green Business Presentation** - Lisa Rose (15 min)

5. HHW Outreach Plan FY17-18** - Kristen Van Kley (15 min)

6. SMM Food Waste Reduction RFP** – Lina Prada-Baez (10 minutes)

7. Recycling and Waste Reduction Commission (RWRC) Update** - RWRD Staff (10 min)

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

8. **Division Manager's Report****– RWRD Staff (5 min)
 - A. **Disposal Reporting System** – <https://eservices.sccgov.org/disposalreporting>
 - B. **Other** –
9. **Subcommittee Reports and Updates**** (20 min)
 - A. **Enforcement** – Roel Meregillano
 - B. **Household Hazardous Waste** – Alana Lowrie
 - C. **Legislation** – Lori Topley
 - D. **Operations** – Cheri Donnelly
 - E. **Public Education** – Karin Hickey
 - F. **Source Reduction/Recycling** – Lina Prada-Baez
 - G. **South Bay Green Gardens** – Karen Koppett
10. **Program Update**** (5 min)
 - A. **Green Business** – presentation
 - B. **Composting Education** – no report
 - C. **Recycling Hotline** – Report
11. **IC Update**** - Mark Bowers (5 min)
12. **Items for Future Agenda/Guest Speakers** (5 min)
13. **Informational Updates and Announcements** (15 min)
14. **Adjournment****

Note: Next Meeting Date is October 11, 2018

(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)
- Recycling brokers (Julie Muir)
- Regional EPS model ordinance on ice chests, meat trays, pool toys, egg cartons, etc.
- Recycling Markets (Ricky Lopez)
- Grocery Chain Backhaul and Distribution Facilities (Mark Bowers)

PURPOSE

The purpose of this project is to research and design a program that will prevent residents from wasting food in Santa Clara County.

PROJECT SCOPE OF WORK

Food waste is significant problem throughout the U.S. and Santa Clara County is no exception. A study by the USDA shows that in 2010, 21% of the available food supply in the United States at the consumer level went uneaten. [1] Reducing residential food waste will require first that residents become aware that food waste is happening in their home and second that residents change their behaviors to reduce food waste from occurring. Given the complexity of educating residents on food waste prevention, this project lends itself to designing a project using the full Community Based Social Marketing (CBSM) process to leverage the effectiveness of interpersonal connection at the community level at engaging people to make complex behavior changes.

Task 1 – Review and Evaluate Existing Research and Literature

There is already a good mix of research on food waste prevention available (ReFED's [Roadmap to Reduce Food Waste](#), [NRDC](#), Oregon's [Wasted Food Measurement Study](#), etc.) (attach Lori's summaries) The Proposer should review existing research and literature, and utilize it to inform any remaining market research needed. If significant research gaps exist, The Proposer may recommend primary research be conducted.

Some local waste characterizations have been conducted and may be useful in terms of what is being disposed curbside:

[City of Palo Alto: 2017 Waste Characterization Study](#)

City of Palo Alto residential study

City of Santa Clara data/results

Include Cupertino Residential Waste Characterization Study when completed

[It should be noted that U.S. EPA](#) and [StopWaste.org](#) tools have already been developed and should be leveraged.

Task 2 – Develop Community Based Social Marketing (CBSM) project that encourages residential food waste prevention

Proposer will develop and propose two to five CBSM pilot project concepts, to target that will have maximum impact and reach throughout Santa Clara County that the project team can choose from. Solutions should include measurable outcomes, prescribed plan, delivery method, and relevant metrics for measuring success.

Approaches to potential CBSM projects should engage residents directly (e.g., food preservation campaign, food waste challenge, date labeling education, etc.) and clearly not focus solely on advertising.

The RWRC Source Reduction and Recycling Subcommittee will work with the subcommittee to develop concepts using A-F below. The subcommittee will review and choose the CBSM project

to be implemented. The contractor will implement the chosen project and provide results and metrics monthly.

- A. Select the behavior/behaviors to target
- B. Uncover barriers/benefits from research conducted in Task 1
- C. Develop strategies to reduce barriers and increase benefits
- D. Develop a pilot and conduct
- E. Evaluate pilot and adjust as appropriate. Conduct second pilot if necessary.
- F. Review results, design scalable program that can be used by individual cities or Countywide. Develop and recommend evaluation criteria.

For more information on CBSM, visit:

<https://sustainability.upenn.edu/sites/default/files/pdf/CBSM%20%20FINAL1.pdf>

<http://www.cbsm.com/public/world.lasso>

[1] Buzby, J.C., Wells, H.F., & Hyman, H. (2014). The estimated amount, value, and calories of postharvest food losses at the retail and consumer levels in the United States. *Economic Information Bulletin* No. (EIB-121), U.S. Department of Agriculture, Economic Research Service. i-33.

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2018 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, and household batteries.
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**.
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 containers, other problem containers, 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: James R. Griffith – Chair, Linda J. LeZotte – Vice-Chair, Mary-Lynne Bernald, Lan Diep, Susan M. Landry, 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.

TAC Legislative Summary

September 2018

Page 1

- **AB 1036** (McCarty) and **AB 1288** (Eggman) – Both bills address lack of composting infrastructure.
Status: Two-year bills, not currently active
- **AB 1884** (Calderon) – Straws Upon Request. Would prevent a food facility, as defined in Section 113789 of the Health and Safety Code, where food may be consumed on the premises from providing single-use plastic straws to consumers unless requested by the consumer.
Status: On Governor's Desk
- **AB 2110** (Eggman) – Right to Repair Act. Requires the original equipment manufacturer of electronic equipment or parts sold and used in the state to, among other things, provide to independent repair providers and owners of the equipment certain parts, tools, and information, including diagnostic and repair information, as specified, for the purpose of providing a fair marketplace for the repair of that equipment. The bill would authorize a city, county, city and county, or the state to impose civil penalties for a violation of these provisions.
Status: In Committee on Privacy and Consumer Protection – hearing cancelled at request of author
CAW: Sponsoring
- **AB 2115** (Santiago) – Collection Vehicle Safety. Requires driver overtaking stopped waste service vehicle to pass at a safe distance without interfering with safe operation and at a speed not exceeding 15 mph.
Status: On Governor's Desk
- **AB 2308** (Stone) – Ban cigarettes with single-use filters.
Status: In Governmental Organization and Health Committees – no further action
- **AB 2379** (Bloom) – Plastic Microfiber Pollution. Would require all clothing made from more than 50% or more synthetic fiber include a label that warns of plastic microfiber shedding.
Status: Ordered to inactive file by author
- **AB 2766: (Berman)** - Reinstates California's successful Plastic Market Development (PMD) program for an additional five years. Prior to sunset on December 31, 2017, the PMD program ensured that between 75-80% of all plastic bottles were collected, processed, and manufactured into new products right here in California.
Status: In Appropriations Committee suspense file
CAW: Sponsoring.
- **AB 2779** (Stone/Calderon/Bloom) – Connect the Cap. Would require leashed bottle caps. This is a resurrection of AB 319 which died on third reading.
Status: Ordered to inactive file by author
SWANA: Watch
CAW: Support
CPSC: Support
- **AB 2921** (Low) – Polystyrene Recycling. Would authorize polystyrene food service packaging (PFP) manufacturers and polystyrene resin producers to form or designate an organization consisting of PFP manufacturers and resin producers, to be known as the Polystyrene Food Service Packaging Recycling Organization. The PFP Recycling Organization would collect a polystyrene food service packaging assessment fee to be used by the organization to carry out the requirements of the act and for appropriate projects and programs that would further the purposes of the act, including awarding grants to public entities for programs designed to increase community access to PFP recycling, to promote efforts to recycle PFP, and to reduce or abate litter from PFP.
Status: In Natural Resources Committee – Hearing cancelled by Author – probably dead
SWANA: Oppose
CPSC: Oppose
- **AB 3178** (Rubio) – Good Faith Effort. This bill would make findings, including, among others, that under China's National Sword import policy, many recyclable materials are now banned and may no longer be imported into that country, which has had a profound impact on California efforts to meet state recycling objectives. The bill would require the department, when evaluating a jurisdiction's good faith effort to implement a diversion program, to also consider whether China's National Sword import policy caused the absence or loss of a market for recyclable materials that necessitated the disposal of those materials as a temporary measure to avoid a public health threat, as specified. The bill would also require the department to consider the extent to which the jurisdiction has made efforts to reduce contamination and improve the quality of recycled materials and the extent to which the lack of an available market for one or more types of recyclable materials, which prevented the jurisdiction from fully implementing its diversion programs, was the result of circumstances beyond the reasonable control of the jurisdiction.
Status: On Governor's Desk

TAC Legislative Summary

September 2018

Page 2

- **SB 168** (Wieckowski) – Minimum Recycled Content. Requires CalRecycle, on or before January 1, 2023, to establish minimum content standards for beverage containers that are constructed of metal, glass, or plastic, or other material, or any combination thereof. The bill would require the department, on or before January 1, 2020, to provide to the Legislature a report on the establishment and implementation of an extended producer responsibility program to replace the current California beverage container recycling program, as specified.

Status: Dead in Committee

SWANA: Support

CPSC: Support

- **SB 452** (Glazer) – Bottle Bill Fix. Restore recycling incentives for recyclers to 2015 levels. Passed with amendments to remove provisions related to the pilot program.

Status: Headed to Governor's Desk? (Ordered to engrossing and enrolling)

CAW: Support

SWANA: Oppose unless amended

- **SB 1335** (Allen/Hill) – Sustainable Packaging for the State of California Act of 2018. Prohibits a food service facility in a state agency or large state facility, on and after January 1, 2021, from dispensing prepared food to a customer using disposable food service packaging unless the type of disposable food service packaging is accepted for recovery by the recycling or composting program serving the state agency or large state facility and it has been demonstrated to the satisfaction of the department that the type of disposable food service packaging is recovered for recycling or composting at a rate of 75% or more.

Status: Headed to Governor's Desk? (Ordered to engrossing and enrolling)

SWANA: Support, but checking if 75% requirement is workable

CAW: Sponsoring

ReThink Disposable August 2018 Field Outreach Summary	Campbell	Cupertino	Gilroy	Los Altos	Los Altos Hills	Los Gatos	Milpitas	Monte Sereno	Morgan Hill	Mountain View	Palo Alto	San Jose	Santa Clara	Saratoga	Sunnyvale	Santa Clara County	Total
Target number of businesses	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
Businesses suggested (warm leads list)	0	6	1	0		0	3		2	12	0	33	5	0	8		70
Contact made	1	16	0	0		0	3		0	7	1	8	8	0	0		43
Target businesses	1	4	0	0	N	0	2	N	2	2	5	9	6	0	0		26
Signed up	0	1	0	0	o	0	1	o	0	2	0	7	0	0	1		12
Implementing changes	0	0	0	0	n	0	0	n	0	0	0	0	0	0	0		0
Certified Businesses	0	0	0	0	e	0	0	e	0	0	0	0	0	0	0		0
Total points of contact made with businesses in City	2	27	0	0	N/A	0	8	N/A	2	18	6	29	15	0	6		107
Total number of businesses contacted in Cities	2	21	0	0	N/A	0	6	N/A	2	11	6	24	14	0	1		81

City	Business Name	Field outreach status	Step in ReThink Disposable Process
Campbell	El Guapo Taqueria	Signed up	Business agreement has been signed and logged into Google Drive folder
Cupertino	House of Falafel Cupertino	Signed up	Observed operations, 4 points of communication with owner, Business Agreement Form filled out, selected source reduction recommendations.
Milpitas	Taqueria Los Cunados	Signed up	Observed operations, photo release and business agreement have been filled out. 4 points of communication with owner. Selected recommendations. Work to select and purchase reusable product.
Mountain View	Clocktower Coffee	Signed up	Observed operations, business agreement form has been filled out, 4 points of communication with owner, selected recommendations.

City	Business Name	Field outreach status	Step in ReThink Disposable Process
Mountain View	Los Altos Taqueria	Signed up	Observed operations, business agreement form has been filled out, 5 points of communications with owner, selected source reduction recommendations, select and purchase reusables for implementation.
Palo Alto	Como Esta Taqueria	Signed up	Business agreement has been signed and logged into Google Drive folder
Palo Alto	El Gruillense Taqueria	Signed up	Business agreement has been signed and logged into Google Drive folder
San Jose	B2 Coffee	Signed up	Observed operations, gathered baseline data, 3 points of communication with owner, Business Agreement Form and Photo Release form filled out, selected packaging reduction practices.
San Jose	La Victoria Taqueria 1	Signed up	Observed operations, RTD auditor and business owner are selecting which source reduction practices to implement. 5 points of communication with owner. Business Agreement Form filled out.

City	Business Name	Field outreach status	Step in ReThink Disposable Process
San Jose	La Victoria Taqueria 2	Signed up	Observed operations, RTD auditor and business owner are selecting which source reduction practices to implement. 5 points of communication with owner. Business Agreement Form filled out.
San Jose	La Victoria Taqueria 3	Signed up	Observed operations, RTD auditor and business owner are selecting which source reduction practices to implement. 5 points of communication with owner. Business Agreement Form filled out.
San Jose	La Victoria Taqueria 4	Signed up	Observed operations, RTD auditor and business owner are selecting which source reduction practices to implement. 5 points of communication with owner. Business Agreement Form filled out.
San Jose	La Victoria Taqueria 5	Signed up	Observed operations, RTD auditor and business owner are selecting which source reduction practices to implement. 5 points of communication with owner. Business Agreement Form filled out.

City	Business Name	Field outreach status	Step in ReThink Disposable Process
San Jose	Pasta Fresca	Signed up	Observed operations, photo release and business agreement have been filled out, 2 points of communication. RTD auditor and owner are selecting which source reduction practices.
Sunnyvale	Ruby Market/Taqueria	Signed up	Observed operations, gathered baseline data, 6 points of communication with owner, Business Agreement Form filled out, selected packaging reduction practices, owner is in process of selecting and purchasing product.

City	What kinds of disposables are on site	Source Reduction Recommendations	Date signed up
Campbell	Plastic Cutlery, Paper beverage cups, plastic sauce cups, lids, straws		8/29/2018
Cupertino	paper water cups and plastic cutlery.	Replace paper water cups with reusable, pull options for disposable and reusable packaging at self - serve stations, more consistent use of metal cutlery for dine in, don't pre-load napkins and disposable cutlery in to-go orders, change order system to opt-in if cutlery is desired when placing an on-line order with Uber and "DoorDash" and "UberEats"	4/11/2018
Milpitas	plastic sauce cups, water cups and cutlery as well as paper water cups and inefficient napkin dispensers	Replace disposable beverage cups, cutlery, and sauce cups with reusables for on-site dining. Reduce use of lids.	7/3/2018
Mountain View	Plastic cutlery and sauce cups, paper water cups, individually wrapped sweetener packets, disposable stir sticks, inconsistent use of reusable mugs and plates for dine-in.	Replace disposable water cup and sauce cups with reusables for dine-in, implement bulk sweeteners, prioritize and more consistent use of reusable mugs and plates for dine-in, replace disposable stir stick with reusable spoon and clean / dirty jars.	3/24/2018

City	What kinds of disposables are on site	Source Reduction Recommendations	Date signed up
Mountain View	Plastic cutlery, plastic beverage cups with lid and straw for specialty beverages, plastic sauce cups	Replace disposable bowls, sauce cups, and cutlery with reusable for dine-in, replace disposable cup, lid and straw for specialty beverages with reusable for dine-in, don't automatically load take-out orders with unnecessary disposables.	4/25/2018
Palo Alto	Plastic Cutlery, Paper beverage cups, plastic sauce cups, lids, straws		8/29/2018
Palo Alto	Plastic Cutlery, Paper beverage cups, plastic sauce cups, lids, straws		8/29/2018
San Jose	Paper plates and bowls, plastic utensils	Reusable coffee cups, saucers, pastry plates, bulk sweeteners , place disposable water cups behind the counter, and offer a \$0.25 BYO discount.	6/6/2018
San Jose	Paper and polystyrene clamshells, paper plates, plastic watercups, sauce cups and utensils, paper trayliner and foil wrap	Eliminate EPS clamshells; replace paper plates with reusable plastic plates; replace plastic cutlery with stainless steel; replace disposable water cups with reusable tumbler.	7/17/2018

City	What kinds of disposables are on site	Source Reduction Recommendations	Date signed up
San Jose	Paper and polystyrene clamshells, paper plates, plastic watercups, sauce cups and utensils, paper trayliner and foil wrap	Eliminate EPS clamshells; replace paper plates with reusable plastic plates; replace plastic cutlery with stainless steel; replace disposable water cups with reusable tumbler.	7/17/2018
San Jose	Paper and polystyrene clamshells, paper plates, plastic watercups, sauce cups and utensils, paper trayliner and foil wrap	Eliminate EPS clamshells; replace paper plates with reusable plastic plates; replace plastic cutlery with stainless steel; replace disposable water cups with reusable tumbler.	7/17/2018
San Jose	Paper and polystyrene clamshells, paper plates, plastic watercups, sauce cups and utensils, paper trayliner and foil wrap	Eliminate EPS clamshells; replace paper plates with reusable plastic plates; replace plastic cutlery with stainless steel; replace disposable water cups with reusable tumbler.	7/17/2018
San Jose	Paper and polystyrene clam shells, paper plates, plastic watercups, sauce cups and utensils, paper trayliner and foil wrap	Eliminate EPS clamshells; replace paper plates with reusable plastic plates; replace plastic cutlery with stainless steel; replace disposable water cups with reusable tumbler.	7/17/2018

City	What kinds of disposables are on site	Source Reduction Recommendations	Date signed up
San Jose	water cups, water cups, plastic stir sticks	Expand and prioritize reusables for on-site.	6/4/2018
Sunnyvale	Plastic Cutlery, Paper beverage cups, plastic sauce cups, lids, straws	Replace disposable chip bowls and taco plates with reusable wooden chip bowls, and taco plates, replace disposable agua Fresca cups (2 sizes) and one size of water cups with reusable, reduce disposable lids for drink and sauce cups, disposable sauce cups will be by request only, change DoorDash ordering to make cuterly for delivery opt-in.	4/25/2018

City	Annual Packaging Reduction (# of pieces)	Annual Waste Reduction (lbs)	Annual Cost Savings (\$)	Date of Completion	Highlights
Campbell					Second location in San Jose
Cupertino					Business is purchasing reusable items and requesting reimbursement. Staff is waiting for confirmation of purchase.
Milpitas					
Mountain View	-	-	-	-	Business has been unresponsive for months. Recommendation to focus on engaged businesses. (8/9/18)

City	Annual Packaging Reduction (# of pieces)	Annual Waste Reduction (lbs)	Annual Cost Savings (\$)	Date of Completion	Highlights
Mountain View					Business is purchasing reusable items and requesting reimbursement. Staff is waiting for confirmation of purchase.
Palo Alto					Outreach conducted in Spanish.
Palo Alto					Outreach conducted in Spanish.
San Jose					Loacted in San Pedro Square. Business is purchasing reusable items and requesting reimbursement. Staff is waiting for confirmation of purchase.
San Jose					Owner signed up entire chain of 5 restaurants

City	Annual Packaging Reduction (# of pieces)	Annual Waste Reduction (lbs)	Annual Cost Savings (\$)	Date of Completion	Highlights
San Jose					Owner signed up entire chain of 5 restaurants
San Jose					Owner signed up entire chain of 5 restaurants
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San Jose					Owner signed up entire chain of 5 restaurants

City	Annual Packaging Reduction (# of pieces)	Annual Waste Reduction (lbs)	Annual Cost Savings (\$)	Date of Completion	Highlights
San Jose					Staff is waiting for receipts.
Sunnyvale					The manager is obtaining her father's (owner) approval of the items she will be purchasing.

NAME	CITY	SOURCE REDUCTION PRACTICES	BASELINE PACKAGING IMPACTS QUANTIFIED	PROJECTED IMPACTS OF RECOMMENDATIONS
Gunn High School	Palo Alto	Transition cafeteria to reusables.	N/A	N/A
Santa Clara Valley Water District	San Jose	Transition cafeteria from all disposable to all reusables and bulk dispensers for onsite dining and reduce disposable packaging for take-out orders. Implement reusable take-out container exchange program for employees ordering for to-go. 25 disposable packaging items have been targeted for reduction or elimination.	<ul style="list-style-type: none"> • Disposable Packaging Usage is 1,531,258 single use items • Cost Impact of Disposable Packaging is \$31,910.44 • Waste Generation is 22,481 pounds 	<ul style="list-style-type: none"> • Pieces of Disposable Packaging Eliminated: 1,171,205 single use items • Targeted Disposable Items Reduced by 75% • Net Cost Savings: \$15,757 • Waste Prevented from needing sorting/hauling: 16,520 pounds
Stanford's Axe and Palm Café	Stanford	Transition café from all disposable to reusable and bulk dispenser for onsite dining. Reduce disposable packaging walking out for take-out. Implement BYO campaign. 36 disposable packaging items have been targeted for reduction or elimination.	<ul style="list-style-type: none"> • Disposable Packaging Usage is 1,357,500 single use items • Cost Impact of Disposable Packaging is \$39,137 • Waste Generation is 14,204 pounds (or 7.1 tons) 	<ul style="list-style-type: none"> • Pieces of Disposable Packaging Eliminated: 849,910 single use items • Targeted Disposable Items Reduced by 75% • Net Cost Savings: \$24,157 • Waste Prevented from needing sorting/hauling: 10,875 pounds (or 5.4 tons)
Mitchell Park Community Center	Palo Alto	Mitchell Park Community Center is interested in offering reusable foodware to facility renters.		
Oshman Family Jewish Community Center (JCC)	Palo Alto	Work with the JCC's head Chef and Café Manager to find reusable alternatives for prepped and pre-packaged lunches and snacks for camps, after school programs, and preschool.	Collecting.	

NAME	PHASE OF AUDIT AND CERTIFICATION PROCESS	NOTES	UPDATE
Gunn High School	N/A	Need to purchase mechanized dishwashing and reusables. Many stakeholders and meetings with nutrition services.	CWF dropped from the program due to lack of communication in a timely manner.
Santa Clara Valley Water District	15+ points of contact in person, email, and phone. Three site visits. Observations and baseline data gathered. ReThink Disposable recommendations with projected impacts report submitted and reviewed with project stakeholders. Research on dishwashers and reusables gathered and shared.	Timeline has been delayed due to staff changes and waiting to issue RFP and finalize new food vendor before agreeing to implementation.	RFP process for new food vendor will be complete by mid September 2018 and we will have a better idea if they elect to move forward on the Cafeteria transition. Stakeholders are still very excited to move forward.
Stanford's Axe and Palm Café	One project kick-off meeting. Three site visits. Baseline data gathered and quantified. ReThink Disposable recommendations and projections report submitted with research on potential reusable packaging products.		Next meeting with project stakeholders to review recommendations and projections report is 9/7/2018. This meeting will determine next steps and a timeline for implementation.
Mitchell Park Community Center		Potential partnership b/t CWF, Zero Waste Palo Alto and SC RWRC TAC.	First meeting with project stakeholders scheduled for 9/10/2018.
Oshman Family Jewish Community Center (JCC)	Three meetings with head chef. Source reduction recommendations provided and selection of practices to pilot. Research and selection of reusable options that are durable and have multi-compartment functionality, non-toxic and easy to wash in a commercial dishwasher.		



San José State
UNIVERSITY

College of Social Science • Department of Environmental Studies • Center for Development of Recycling • www.RecycleStuff.org
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**Santa Clara County Recycling Hotline and Website
4th Quarter Report: April 1, 2018 – June 30, 2018**

1) Budget Status

- a) The remaining budget for FY 17-18 was expended in this quarter.

2) Completed Projects and Activities

a) Staffing and Staff Management

- i) The CDR student managers are expected to remain unchanged through the 18-19 academic year: Jaime Vega, Administrative Manager; Ingrid Velasquez, Project Manager; Stephanie Koo, HHW Manager. New student staff were recruited for the spring semester and at the end of the semester for the summer months.

b) Website improvements/changes

- i) The Service Agreement (SA) between the CDR, the SJSURF, and the CDR webmaster was completed. Some costs for website maintenance and improvements are shared between CDR's contracts with San Mateo and Santa Clara County. Completed tasks include:

- (1) Link disclaimer updated
- (2) Recycle by image search added to the home page
- (3) Enabled function to email data to listings (companies)
- (4) Enabled company profiles to be assembled for printing
- (5) Revise functions in the manager portal, improved city listing function
- (6) Revise functions in the staff portal
- (7) Repair functionality of the call/inquiry tracking system
- (8) Improve search bar, all search function for "Category, all"

c) Contract with Recyclist (Emily Coven)

- i) TAC provided funding to CDR for outreach projects to promote the use of RecycleStuff.org. *Recyclist* entered into a service agreement with CDR/SJSURF to implement projects that are described below. Emily Coven, Recyclist CEO, assigned Laura Ofstad to complete the tasks. Ms. Ofstad is scheduled to review her work at the July Public Education sub-committee meeting.

- ii) RecycleStuff.org SEO assessment. An assessment of the ranking of the RecycleStuff.org site on search engines was completed. It documented changes necessary to improve its search rankings and by achieving Search Engine Optimization (SEO) best practices. These changes would improve search rankings that could result in expanded public awareness and use of the site.

- (1) The recommendation from Recyclist to implement SEO protocols was acted on by the IC which agreed to fund improvements. The County processed a budget augment with the Board of Supervisors and a subsequent agreement with SJSURF. A Service Agreement between CDR and a subcontractor was developed to implement the recommendations.

(2) The CDR hired a programmer, Thomas Underwood, to implement the recommendations provided by Recyclist. Mr. Underwood edited RecycleStuff to implement and maximize SEO protocols including SEO best practices, title tags, meta-tags, H1 tags, alt tags, and restructuring of pages. CDR ran a series of tests to assure that the search rankings of RecycleStuff had improved.

- iii) Facebook advertising. Facebook ads were developed and appeared in the 3rd and 4th quarter. The objective was to 1) increase web traffic by having people click through to RecycleStuff.org, and 2) to generate an increased awareness of the site. The target audience was residents of all ages and genders Santa Clara County. Two ads were finalized for A/B testing based on student feedback. These two ads ran simultaneously for 2 weeks, splitting the daily ad budget between them. We then assessed results and for comparison purposes targeted a different audience and ran a second 2 week round of ads in the 4th quarter. We split the \$2,000 Facebook ad budget evenly between the first and second ad runs. For both two-week segments, we spent about \$71/day, or about \$35 per ad per day for 28 days. After all 4 weeks of ads were completed, Recyclist assembled a report detailing ad performance and our suggestions for how students can run Facebook ad campaigns in the future. This information will be provided to the Public Education Sub-committee for consideration.
- iv) Media Kit. To benefit city residents and businesses with managing discards, Recyclist completed research on a media kit to promote RecycleStuff.org. A tagline was finalized, the RecycleStuff.org logo was revised, a promotional graphic was created and a press release was developed. Recyclist assembled a media kit (comprised of billing inserts, social media posts, and a press release) that cities in Santa Clara County can use to promote RecycleStuff. To generate awareness of RecycleStuff and generate web traffic, Recyclist designed a promotional graphic that cities can add to their websites to encourage their residents to click through to RecycleStuff.
- v) Leveraging Partnerships. Recyclist researched potential local community partners that could help spread the word about RecycleStuff via their own websites and social media. Recyclist developed recommendations on how CDR's student staff can sustain these efforts. Actions with cities were a critical recommendation.
- b) CDR tabulated information from callers about "where did you hear about us." This data was provided to the HHW subcommittee chair.

3) Projects and Activities in Progress

- a) Listing Updates. CDR student staff has begun contacting each of the approximately 1600 listings in the RecycleStuff database to update. We expect this project to continue through the calendar year.
- b) City Guides. The CDR Project Manager will begin contacting cities to update their City Guides during the fall semester.
- c) Website Improvements. In the first quarter CDR expects to review RecycleStuff for possible improvements.
- d) Staff Activities
 - i) Students continue to staff the HHW facility Thursday-Saturday and special events.
 - ii) New student staff will be recruited prior to the start of the fall semester.
 - iii) Staff training procedures and materials will be reviewed prior to the fall semester.
- e) San Mateo County. CDR continues to operate RecycleStuff.org as the recycling website for San Mateo County (SMC). This benefits SCC by linking the resources of an adjacent county and sharing operational and maintenance costs of RecycleStuff.
- f) We anticipate acting on the outreach recommendations from Recyclist. CDR will provide information from the media kit to cities and the SJSU public relations staff.

- g) The contract for the RecycleStuff.org chatline expires in December. The chatline was added to RecycleStuff so CDR could respond in real time to questions from site visitors. A recommendation will be forwarded to the TAC and/or the TAC IC.
 - h) Unusual Information Requests. The hotline typically receives many unusual information requests. Here's a few from the past quarter.
 - i) How to discard a mattress that contained a decomposing body
 - ii) Multiple ballasts from a remodel
 - iii) Where to pick-up used paint for a project
 - iv) Biomedical facility seeking permit information
- 4) Inquiry Tracking: This report is attached in a separate document.**
- 5) Invoice: The SJSU Research Foundation will process and send an invoice.**

2018 Recycling Hotline/Website/Email Inquiry Tracking

2018	Number of Telephone Inquiries																	Web	E-mail	Question Type													
	Campbell	Cupertino	Gilroy	Los Altos	Los Altos Hills	Los Gatos	Milpitas	Monte Sereno	Morgan Hill	Mtn. View	Palo Alto	San Jose	Santa Clara	Saratoga	Sunnyvale	Unincorporated	Undeclared	Out of County	Call Total	RecycleStuff.org *	E-mail	Inquiry Total	1-Recycle Start-up	2-City Programs	3-Recycle / Reuse	4-Inter-org. Referrals	5-Publications	6-General Info.	7-Undeclared	8-HHW	Total **		
January	10	4	15	11	5	20	13	2	15	15	6	220	18	24	28	4	13	7	430	43,382	22	43,834	2	16	87	32	0	4	0	289	430		
February	6	2	9	17	4	11	10	1	22	19	3	301	10	11	21	6	8	4	465	79,448	13	79,926	0	9	31	21	0	12	0	392	465		
March	15	7	21	32	3	27	17	2	21	18	2	360	29	10	34	0	0	1	599	56,989	14	57,602	0	3	3	12	0	16	0	565	599		
April	15	9	36	52	9	31	22	1	31	24	6	583	180	18	171	0	17	1	1,206	72,378	11	73,595	0	2	2	57	0	20	17	1,108	1,206		
May	7	2	16	7	2	24	16	0	24	17	2	356	59	4	19	0	9	3	567	55,055	15	55,637	0	0	1	41	0	14	5	506	567		
June	2	3	6	2	1	4	17	0	9	10	0	212	11	2	6	0	1	0	286	56,219	5	56,510	0	1	3	3	0	3	1	275	286		
July																			0												0		
August																			0													0	
September																			0													0	
October																			0													0	
November																			0													0	
December																			0													0	
Total	55	27	103	121	24	117	95	6	122	103	19	2,032	307	69	279	10	48	16	3,553	363,471	80	367,104	2	31	127	166	0	69	23	3,135	3,553		

City Population ***	42,696	60,091	55,615	31,361	8,568	30,601	74,865	3,630	44,513	81,527	69,721	1,051,316	129,604	31,435	153,389	87,666	n/a	n/a				1,956,598											
Population as % of County	2.18%	3.07%	2.84%	1.60%	0.44%	1.56%	3.83%	0.19%	2.28%	4.17%	3.56%	53.73%	6.62%	1.61%	7.84%	4.48%	n/a	n/a															
% of Tele Inquiries-YTD	1.55%	0.76%	2.90%	3.41%	0.68%	3.29%	2.67%	0.17%	3.43%	2.90%	0.53%	57.19%	8.64%	1.94%	7.85%	0.28%	1.35%	0.45%	100.00%														
% of Inquiry Type -YTD																							0.06%	0.87%	3.57%	4.67%	0.00%	1.94%	0.65%	88.24%	100.00%		
% of Total Referrals-YTD																																	

* Represents page views ** Some residents may call with more than one question type *** State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2017 and 2018. Sacramento, California, May 2018.

Monthly history



Statistics for:
recyclestufforg.ipage.com

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2018	6166	8462	43382	90164	3.68 GB
Feb 2018	25852	36246	79448	126793	4.68 GB
Mar 2018	5259	7791	56989	100624	4.03 GB
Apr 2018	18014	25140	72378	119328	4.60 GB
May 2018	9295	12056	55055	105019	3.88 GB
Jun 2018	5850	8074	56219	104858	4.06 GB
Jul 2018	230	247	788	1997	111.70 MB
Aug 2018	0	0	0	0	0
Sep 2018	0	0	0	0	0
Oct 2018	0	0	0	0	0
Nov 2018	0	0	0	0	0
Dec 2018	0	0	0	0	0
Total	70666	98016	364259	648783	25.03 GB