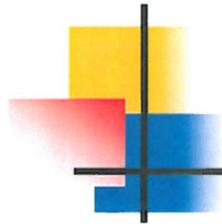




San Jose State University
Center for the Development of Recycling

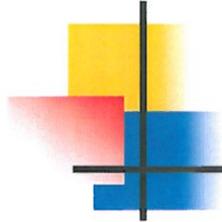
Santa Clara County's Recycling Information Resource

Bruce Olszewski (Ol-chef-ski)
Environmental Studies Dept.
San Jose State University



Mission

- The Center for the Development of Recycling (CDR) is a university-based non-profit environmental research and service-learning organization
 - Provides reuse and recycling sources to businesses and residents
 - Primary activity is to operate the Recycling Hotline and Website
 - Trains service-learning college students while they operate CDR
- Faculty-managed service-learning students earn academic credit as they work on environment-related projects for businesses, government agencies, consultants, and non-profit organizations
 - Prepares student staff for professional environmental careers
- Located in the Department of Environmental Studies
 - San Jose State University (SJSU)
- Financial accounting provided by the SJSU Research Foundation

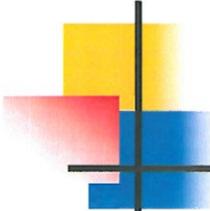


Brief History of CDR

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

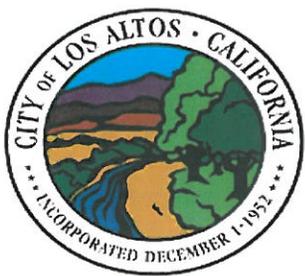
- 1991: Establishes Call Center/Hotline, Guides and Publications
 - Contracts with Santa Clara County (on behalf of 15 cities)
 - CDR creates Recycling Information Clearinghouse

- 2001: www.RecycleStuff.org launched
 - Funded by grants and donations: HP, Seagate, IBM, Zanker, Peninsula, Western Waste, City of San Jose, County IWM
 - 2007: Web Site Revision
 - 2013: Web Site Revision



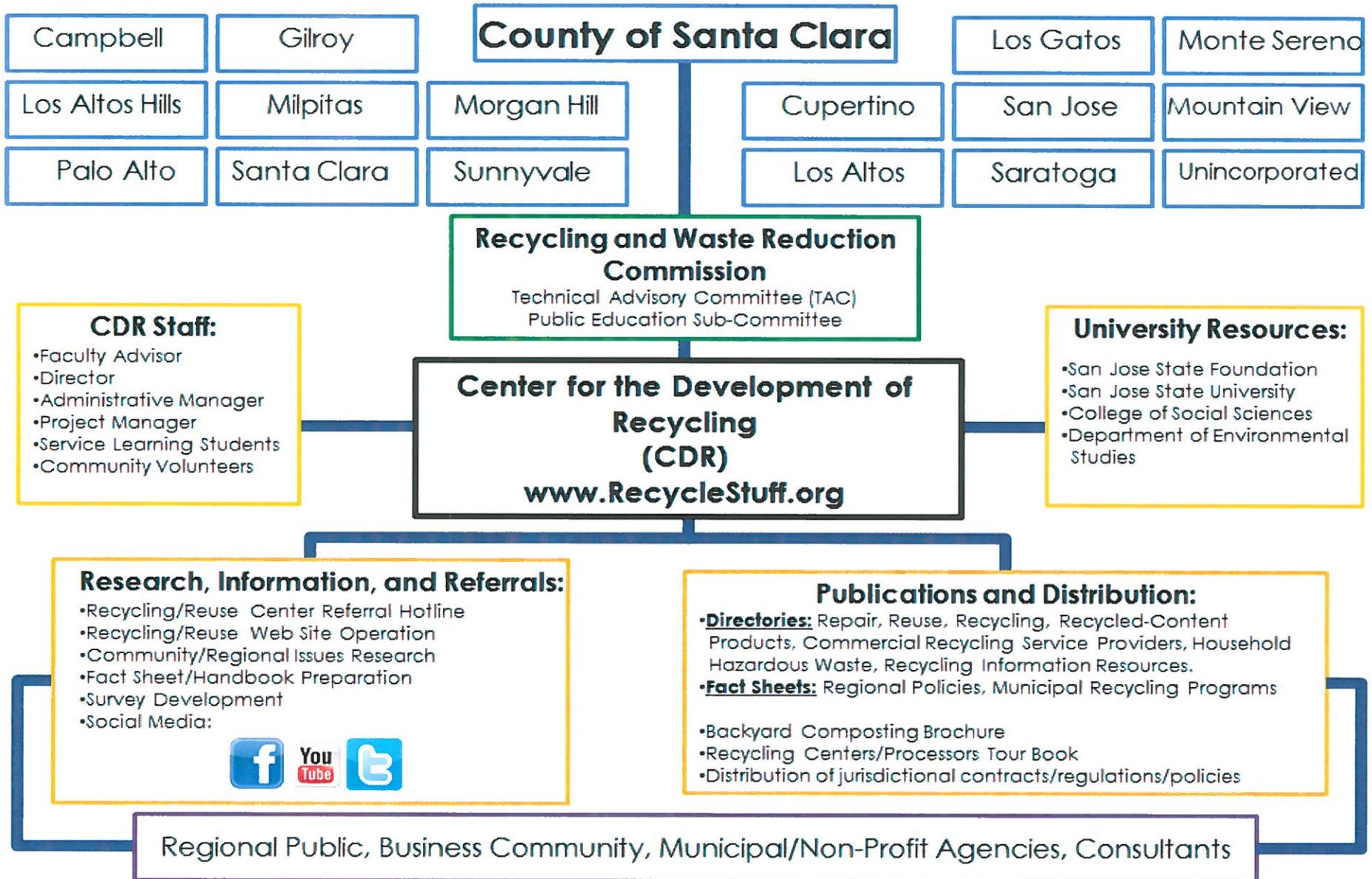
CDR Service Area: Santa Clara County

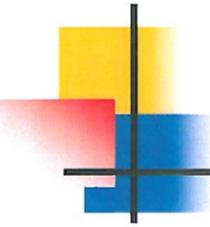
16 Jurisdictions, 1.8M Residents, 69K Businesses



CDR Organization and Services

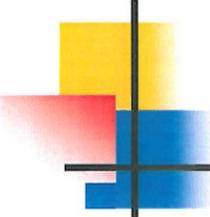
City, County, University Coordination





Contract Administration CDR Organization & Mgmt.

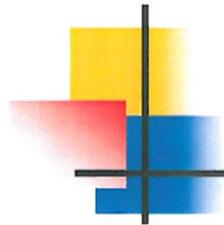
- Contract Administration
 - County IWM contracts with SJSU Research Foundation
 - Overhead: Building, Utilities, Accounting Services, Insurance
 - CDR Budget Dispersal: Operating, Foundation OH
 - Contract Totals, 1990-2012: \$2,000,000+
- Activities: Call Center/Hotline, M-F 9a-5p
 - Process information requests (calls, emails, drop-ins);
 - Conduct research, implement projects, manage website
 - Other Contracts: Water Conservation, Waste Audits, Surveys
 - Support for local government environmental programs/projects
- Staffing
 - Director \$ (Faculty Member): Manage all activities, contract compliance
 - Project Manager \$ (Student): Manage projects, website
 - Admin Manager \$ (Student): Track/Record/Report activities, lead phone staff, manages outreach
 - Service-Learning Student Staff: (~20-35/year)
 - Implement projects, staff hotline
 - Compensation = Env.S. 193 Service-Learning Internship
 - 1 unit: 38 hours 2 units: 76 hours 3 units: 114 hours
 - 1991-2012: Donated hours 67,000 @ \$12/hr. = \$804,000



CDR Information Services

Using *RecycleStuff* and *CDR Resources*, staff:

- Research, produce, and disseminate publications via RecycleStuff
- Refer inquiries to private recycling company services and city services
 - Curbside
 - Large item pick up
 - Household hazardous waste
- We research questions
 - Don't have the information? CDR staff has it or will research it!
 - Research unusual information requests
10,000 cases/bad beer, cartons of rancid crackers, misprinted software, etc.
- Respond to recycling and reuse/donation questions: residents, businesses, govts
 - Calls, Emails, Web
 - 2001: 900 visitors/month (first year of web service)
 - 2009: 7,900 average monthly inquires
 - 2012: 16,000 average monthly inquiries



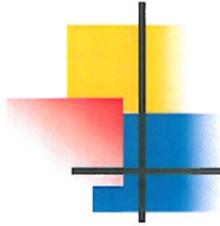
RecycleStuff.Org Components

- City Programs/Services/Contacts
- Recycle & Reuse Center Search Functions
- Company Search Function
- Recycling Guides and Directories
- Did You Know? Quick Quirky Facts
- Junk Mail Kit
- "How-to" Home Composting Guide
- CDR Produced Publications (17 in total)
- Recycling Quiz
- Links:
 - Cities, Household Hazardous Waste, State, USEPA, Recycling Info Sources

CDR Researches and Produces Guides and Directories

- Recycling Centers in Santa Clara County
- Reuse in Santa Clara County
- City Garbage & Recycling Services in Santa Clara County
- Public Service Numbers for Recycling in S.C. County
- Commercial Recycling Providers
- Junk Mail Reduction Kit
- Office Recycling Equipment and Suppliers
- Appliance Recycling and Reuse
- Guide to Backyard Composting
- Recycling Information Resource Guide
- Construction & Demolition Recycling Guide





RecycleStuff.org

Santa Clara County's Official Recycling Website

- www.RecycleStuff.org
 - CDR-developed faculty-managed student-operated website
- Annual information updates:
 - City Services: garbage and recycling programs
 - Private Services: Reuse, Recycling
 - Publications: Guides, Directories, Information Resources
 - Links: Cities, Counties, State, National
 - Listings: 1,150 Listings, 30 Categories, 615 Materials
 - 52,000+ Data points
 - Data points = Company Name, contact, mailing address, location address, contact email, company email, materials reused/recycled

Services

SPECIAL PROGRAM SUPPORT

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



Transitioning Students into the Workforce

Courses > CDR > Internship > Career! > Taxpayer!!

■ Student Internships, Govt.

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

■ Out of County:

- Alameda, Fremont;
- Willits, Sacramento
- USEPA



■ Recycling Businesses

- S.V. Leadership Group
- Zanker Resources
- Green Team
- Norcal Systems
- Allied
- BFI
- L.Altos Garbage Company
- Raisch Products
- Waste Management Inc.
- Joint Venture
- Environmental Partnership

■ Local Government

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

CDR Experience + College = Transition into the recycling workforce (next pg.)

CDR/SJSU Service-Learning Student Transition: Employment as Government Recycling Specialists



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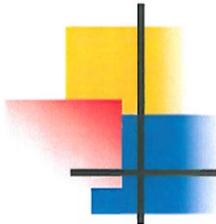
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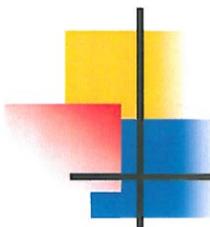
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CDR/SJSU Service-Learning Student Transition: Employment as Government Recycling Specialists



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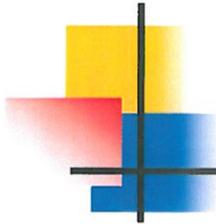
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CDR/SJSU Service-Learning Students Transition: Employment as Recycling Service Providers



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CDR/SJSU Service-Learning Student Transition: Employment with Local Recycling Businesses/Nonprofits



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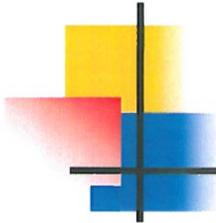
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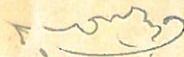


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CDR/SJSU Service-Learning Student Transition: New Business, Non-Profit, cont....



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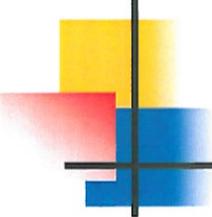
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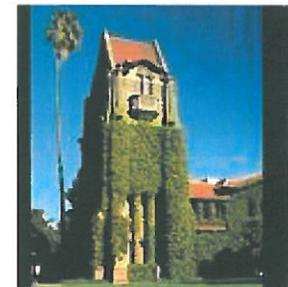
Stephen C. Blaylock
President

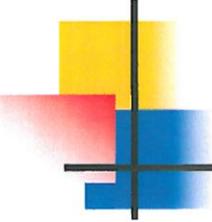
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- Maximizes Efficient Use of Public Resources
 - Supports AB939 public education requirements
 - Leverages existing University infrastructure resource
- CDR Generates Recycling/Reuse Business
 - Recyclables create jobs/employment
 - Boosts exports, boosts tax revenues
 - \$10 billion state industry
- Creates Quality Job Candidates
 - Experience improves quality
 - Provides interns to all cities
 - Reduces costs to government
- Government/University partnership
 - “Model of a Metropolitan University serving its community”
 - Recognized in 1997 by President Caret
 - Provides pre-professionals for internships/careers
- Environmental Benefits via Recycling
 - Maximized energy savings (EPA)
 - Reduced air pollution and GHG’s
 - Reduced water pollution





Contact Information

- Center for the Development of Recycling
- Santa Clara County Recycling Hotline
 - 1-800-533-8414
 - (408) 924-5453 (local/out of 800 area)
 - (408) 924-5359 (Spanish/Vietnamese)
 - info@recyclestuff.org
 - www.RecycleStuff.org
- Director
 - Bruce Olszewski
 - (408) 924-5350
 - Bruce.Olszewski@sjsu.edu

**MINUTES OF A MEETING OF THE ENVIRONMENTAL COMMISSION OF THE
CITY OF LOS ALTOS, HELD ON MONDAY, OCTOBER 14, 2013 AT
7:00 P.M. AT LOS ALTOS COMMUNITY MEETING CHAMBERS,
1 NORTH SAN ANTONIO ROAD,
LOS ALTOS, CALIFORNIA**

ESTABLISH QUORUM

PRESENT: Eyre, Bray, Keller Reed, Hedden, Ardehali, Yuan
ABSENT: None

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

Received comments from Karen Janowski regarding home delivery of junk mail and plastic wrappings.

SPECIAL PRESENTATION

Kisha Christal, Ecology Action, presented information on PG&E Direct Install and Energy Efficiencies Programs followed by questions and answers.

ITEMS FOR CONSIDERATION/ACTION

1. Commission minutes

Action: Minutes were corrected and upon a motion by Vice Chair Hedden, seconded by Commissioner Ardehali, the Commission unanimously approved the minutes of the meeting of September 9, 2013.

2. Environmental public information forums

Action: Commissioners approved the subcommittee presentation and next steps for public education and outreach.

3. City website

Action: Appointed subcommittee of Commissioners Reed, Yuan and Vice Chair Hedden to review content and organization of the environmental information on the City website.

4. Disposal and management of expanded polystyrene (EPS) ban

Chair Eyre, Vice Chair Hedden and Commissioner Ardehali will be available to assist staff with outreach and survey of EPS products used in local food establishments.

INFORMATIONAL ITEMS

5. Monthly staff report

Received information and announcements from City staff and reviewed the 2013 Environmental Commission Work Plan.

COMMISSIONERS' REPORTS AND COMMENTS

POTENTIAL FUTURE AGENDA ITEMS

ADJOURNMENT Chair Eyre adjourned the meeting at 9:23 p.m.



DATE: December 9, 2013

AGENDA ITEM # 2

TO: Environmental Commission

FROM: J. Logan, Staff Liaison

SUBJECT: Environmental Public Information Forums

RECOMMENDATION:

Review and discuss opportunities, topics and methodology for public education and outreach

BACKGROUND

The Environmental Commission Work Plan, Goal 1, is to provide community education outreach activities in accordance with the Council approved work plan goals to advance natural resource conservation and environmental quality in Los Altos.

The Commission determines topics and opportunities for approved public forums related to sustainability. An example of public outreach activities were public forums held prior to the award of the waste disposal contract and a study to determine both Municipal and Community Green House Gas emissions for the City. Current outreach efforts include the design and analysis of a survey to the community to facilitate and gain public input for the Los Altos Climate Action Plan and coordination with the Climate Action Plan consultant firm and with the Community Development Department. An additional topic is single-use bags and issues involved with polystyrene products.

DISCUSSION

The Environmental Commission is continuing discussion regarding community education and outreach activities.

To that goal, a Commission subcommittee is exploring topic ideas and approaches on additional ways to engage the public via education and information forums, various outreach mechanisms. The subcommittee will guide this discussion.

The subcommittee is currently composed of Environmental Commission members Zahra Ardehali, Chris Keller and Vice Chair Gary Hedden. They will present an update to the public education and information outreach plan.



DATE: December 9, 2013

AGENDA ITEM # 3

TO: Environmental Commission

FROM: J. Logan, Staff Liaison

SUBJECT: City Website

RECOMMENDATION:

Review and discuss City website and content on environmental related topics

BACKGROUND

The Environmental Commission seeks to maintain environmental content on the City website that is relevant and high value information in a manner that is visually pleasing, navigates well, and provides and serves the community. Content topics are:

- Recycling
- Hazardous Waste Disposal
- Greening an Event
- Greenhouse Gas Inventory
- Green Building
- Alternatives in Transportation
- Water Conservation
- Storm Water Protection
- Sustainable Eating
- Landscaping with Native Plants
- Tree Protection
- Local Creeks
- About the Commission
- City of Los Altos

DISCUSSION

Environmental Commissioners review the environmental content listed above that is on the City website and will offer suggestions and edits. Subcommittee members are Commissioners Bray, Reed and Yuan.



DATE: December 9, 2013

AGENDA ITEM # 4

TO: Environmental Commission
FROM: J. Logan, Staff Liaison
SUBJECT: Disposal and Management of Expanded Polystyrene (EPS)

RECOMMENDATION:

A. Receive staff report on status of public outreach for EPS

BACKGROUND

The issue of restrictions on single use bags and polystyrene foam food containers was presented to the City Council at the January 10, 2012 Council meeting as a strategy to help mitigate effects of litter in storm water. City Council authorized staff to submit the City of Los Altos' Baseline Trash Load and Short-Term Trash Load Reduction Plan to the San Francisco Regional Water Quality Control Board. This Plan lists trash control measures that the City of Los Altos will need to implement in order to reduce the City's trash loads 40% by July 2014 as required by the Municipal Regional Storm water Discharge NPDES Permit (MRP). Two such control measures include prohibiting dispensing single use plastic bags at the checkout stands of retail establishments and prohibiting the use of polystyrene foam food containers at food service facilities.

During City Council meeting in January, February and March 2013, Council took action on staff recommendations and approved ordinances for the ban on plastic bags and approved proposals for public outreach and information to the community.

DISCUSSION

On January 8, 2013, the City of Los Altos City Council authorized staff to prepare an ordinance regulating the use of expanded or extruded polystyrene (EPS) food foam containers. Los Altos is one of several cities in Santa Clara County that have chosen to participate in a regional effort to reduce environmental impacts related to EPS foam food service container-ware. The objective of the ordinance, if adopted, would prohibit food vendors from providing prepared food or beverages in disposable food service container-ware made from EPS. This would significantly reduce foam food container-ware in urban litter and the amount that reaches local water ways and ultimately, San Francisco Bay and the Pacific Ocean.

The City of San Jose acted as the Lead Agency in the California environmental Quality Act (CEQA) process and Los Altos, like all other participating jurisdictions, are "responsible

agencies” in this effort. The purpose of a regional approach is to ensure uniform, consistent regulations over a broader geographical area. This strategy provides several benefits including consistency for consumers and retailers and a level playing field for competing businesses in neighboring communities.

The City of San Jose has completed the Initial Study and Negative Declaration and adopted the resolution and ordinance. San Jose’s action saved the City of Los Altos time and money since the City of San Jose already had a consultant on board and the County’s Recycling & Waste Reduction Commission (RWRC) provided funds to include the participating cities in the Initial Study.

City staff is preparing an ordinance regulating the use of the polystyrene foam food container-ware by restaurants and food service establishments to be presented to the City Council at the December 10, 2013 meeting.

Public education is part of the lead-up activities for the community and food services establishments. Staff can use assistance from the Environmental Commission to:

1. Visit food service establishment (FSE) to determine if alternatives are needed to EPS products and to survey what products are being used
2. Invite FSEs to participate in a Vendor Fair on November 4, 2013. Los Altos FSE owners/managers that still use EPS can attend this event to look at alternative products if they are interested.
3. Identify community volunteers who can assist staff in this effort

Commissioners Ardehali, Chair Eyre and Vice Chair Hedden will report on their public education and outreach activities.



DATE: December 9, 2013

AGENDA ITEM # 5

TO: Environmental Commission

FROM: J. Logan, Staff Liaison

SUBJECT: Monthly Staff Report

RECOMMENDATION:

Receive information and announcements from City staff

BACKGROUND

Staff monthly updates will be discussed as listed below.

DISCUSSION

1. Climate Action Plan report to Council on December 10, 2013
2. Updated Work Plan and assignments
3. Council Reports and Council Meeting Attendance
October 22, 2013 - Commissioner Bray
November 12, 2013 – Commissioner Keller
November 26 - Commissioner Yuan
December 10, 2013 – Commissioner Hedden

Attachment: Environmental Commission 2013/14 Work Plan (October, 2013)

ENVIRONMENTAL COMMISSION
2013/14 Work Plan
(October 2013)

Goal	Projects	Assignments	Target Date	Status
Community education and outreach	City website – Environment information	<ul style="list-style-type: none"> Revise document recommending healthy and sustainable chemicals/products used inside and outside the home (Ardehali) Q&A on CAP Subcommittee appointed to review contents and organization of environmental information on City website 	Dec. 2013	Ardehali and staff in progress
	Public information forums to the community (quarterly)	<ul style="list-style-type: none"> Develop proposal for initial event on waste, disposal & recycling (Ardehali, Hedden, Keller) 	Dec 2013	Ardehali Bray, Hedden, Yuan in progress
	City performance Dashboard	<ul style="list-style-type: none"> Identify parameters and sources of information (Bray) 	Feb 2014	In progress
Climate Action Plan	City performance Dashboard	<ul style="list-style-type: none"> Identify parameters and sources of information (Bray) 	TBD: Dependent on CAP timetable	Waiting for approval of CAP Report on Dec.10, 2013
	Aid in developing, Public input to a Los Altos Climate Action Plan	<ul style="list-style-type: none"> Determine next steps after Council approves 2020 goal (Eyre, Bray, Hedden) 	Council action Dec. 10, 2013	EC assist with public education and outreach

Watershed stewardship	Signage on bridges over local streams	<ul style="list-style-type: none"> Take photos of bridges over streams and recommend where creek signage should be placed (Eyre, Keller) Review plans for creek signage on new Fremont Ave bridge over Permanente Creek when design is finalized 	<p>Done</p> <p>Under design by Engineering Dept.</p>	<p>Staff preparing signs and installation</p> <p>On hold pending engineering</p>
	Stream water quality	<ul style="list-style-type: none"> Receive status of new SCVURPPP study data on water quality of local streams Incorporate stream quality data into Dashboard (Bray) Review Storm Drain Master Plan when released. Encourage labeling of storm drain inlets with signage that specifies the recipient stream 	<p>Data not available for local level Report in progress</p> <p>Engineering Report in progress</p>	<p>In Progress</p> <p>In Progress</p>
Solid waste diversion and source reduction practices	MTWS diversion rate	<ul style="list-style-type: none"> Staff to provide suggestions for next steps 	Pending report	On hold
Restrictions for use of selected environmentally-harmful products	Single use plastic bag ban	<ul style="list-style-type: none"> Provided community outreach 	Done	Assisted with outreach and educ. efforts
	Expanded polystyrene (EPS) ban	<ul style="list-style-type: none"> City is participating with City of SJ in EIR process 	Waiting ordinance and Council action Dec 10, 2013.	Assistance with outreach and educ.
Green business practices	Green purchasing and operational practices	<ul style="list-style-type: none"> Investigate applicability of Green Business Initiative program to Los Altos businesses 	Under discussion	Project under discussion