This document is a work plan that explains Recycling and Zero Waste programming and outreach methods used by the UCSC Physical Plant, Recycling Office, University Housing Services, Conservation Services, Housing, the colleges, Dining Services and the Landfill Diversion Working Group’s Subcommittee of Education and Outreach especially with the presence of Ecology Action through the Cal Recycle Multifamily Recycling Grant during March 2010 – June 2011. This document was created to offer insight on how these methods have been carried out in the past, and be a guide for future programs.
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2. JOB DESCRIPTION

Position: Campus Recycling Program Support Staff  
Status: Part-time (10-20 hours per week) 
Reports to: Campus Sponsor(s) 
Direct Reports: none 
Date Prepared: 
Temporary/Part-time 

Summary

UCSC is seeking a talented, energetic, flexible, friendly, team-oriented, and organized Campus Recycling Program Support Staff to assist the recycling efforts on campus.

Campus Recycling Program Support Staff are being sought for program work at the University of California at Santa Cruz (UCSC). Support staff will collaborate with the UCSC Recycling Program Coordinator, other support staff, campus partners, faculty, students and staff.

Staff may perform a variety of skilled administrative duties, field work and public relations, which may include: program promotion, education and outreach, material development and distribution, graphic design, waste assessment, database management, volunteer recruitment, preparation of routine correspondence, client customer service, and assisting, coordinating and participating in outreach events. Selected staff will be assigned specific tasks based on their interests, skill sets and the needs of the project.

The general focus of this position is to provide assistance to the UCSC recycling program implementation, promotion and technical assistance to UCSC campus with education and outreach to students, faculty and families living on the UCSC campus primarily the planning and implementation of campus events focused on Recycling and Waste Diversion.

Please see the UCSC recycling website http://ucscplant.ucsc.edu/ucscplant/Grounds/index.jsp?page=Recycling_Refuse for program information.

Start date for the position is estimated to be ______________.

Responsibilities

• Assist with planning and implementation of recycling for campus wide events, provide recycling education and outreach to event participants through tabling or door-to-door events focusing mainly on, but not limited to,

  Recycle-Mania and Move-In and Move-Out

• Monitor waste stations and educate students about Zero Waste Move-In and Move-Out
• Assist with conducting and scheduling waste assessments at selected campus housing facilities and identifying opportunities for recycling and waste reduction
• Enter and maintain various types of data in the database
• Support recycling campaign through various PR and Media outlets including PSAs, campus newsletters and social network websites
• Collaborate partners to plan and design promotional materials in the form of graphic design, information technology, marketing strategies and/or person-to-person outreach
• Assist with connecting students, campus groups, departments and faculty members with available recycling resources and/or volunteer opportunities
• Assist in the labeling, preparation, delivery and placement/posting of recycling containers, signs and materials
• Monitoring trash and recycling receptacle contents, creating signage and/or staffing as necessary to ensure maximum diversion potential
• Recruiting and coordinating student volunteers to staff all outreach events
• Assist in developing recycling incentives and/or competitions to generate campus recycling interest and participation
• Participate in team strategy and planning meetings
• Other duties to be assigned to support department and company goals

Professional Skills

• Must present professional appearance
• Excellent oral and written communication and presentation skills
• Highly organized and detail-oriented
• Must be tenacious
• High level of initiative
• A self-starter

Required Qualifications

• College experience in the area of Environmental Studies, Physical Sciences, Social Marketing, Business, Communications, Community Studies, or related field;
• Excellent and professional communication, coordination and organizational skills a must;
• Proficiency with Microsoft Excel and Word programs
• Valid California Class C Driver’s license.
• Access to a computer with internet and email capabilities

Preferred Qualifications

• Currently enrolled student or alumni of UCSC
• Availability during Move-In and Move-Out
• Spanish language writing and speaking proficiency desired but not required
• Ability to work in a constantly changing, high energy, small office environment, field or home office
**Physical Demands**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to walk, sit, stand, talk and hear, and use a computer keyboard and monitor. The employee must occasionally lift and/or move up to 50 pounds. The successful employee must also be able to climb stairs or ladders occasionally. Specific vision abilities required by this job include close vision and distance vision.

**Work Environment:** Generally, the work environment is in the field, campus or office setting, consisting of flexible work hours. Occasionally, the work may be performed in a warehouse or factory setting, which may expose an individual to fumes, airborne particles, loud noise levels, and unpleasant odors. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

**Compensation**
Program Interns will be hired at a wage of _______ per hour depending on experience. Course credit for work experience may be arranged, if desired. Driving an insured personal vehicle on company business will be reimbursed at the current state rate (presently, $.50/mile reimbursement). This part-time position is subject to the funding of this program, estimated for a five-month period.

**Applicants**
To apply, email cover letter and resume to by _______. Pleasant/outgoing personalities only need apply. Interviews may be held week of __________

I acknowledge that I have received, read and sought clarification of any questions I have about the content of this job description. I further understand that in order to retain necessary flexibility to meet organizational needs, this job description may be modified from time to time with or without advance notice.
3. **What is Zero Waste?**

The Planning Group of the Zero Waste International Alliance adopted the following definition of Zero Waste on November 29, 2004. This is intended to assist businesses and communities in defining their own goals for Zero Waste.

"Zero Waste is a goal that is ethical, economical, and efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use."

Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health. “90% diversion of waste from landfills and incinerators are considered to be successful in achieving Zero Waste or darn close” (Zero Waste International Alliance)

### UCSC’s Zero Waste Goal

As part of the UC adopted goal, UCSC has committed to Zero Waste by 2020 (75% diversion by 2012) taking action to reduce landfill-bound waste, conserve resources, and maintain the University’s unique natural environment. UCSC was asked to partner with Ecology Action on the Multifamily Recycling Program that was rewarded to them in 2008. Shortly after the work began the Zero Waste Goal was adopted. Ecology Action saw this as an opportunity to take their recycling efforts beyond and assist UCSC with their zero waste goal.

### Ecology Action’s Role

Ecology Action has spent the last year building relationship with key players at UCSC from housing services, physical plant, dining and other environmentally focused campus organizations such as SEC. Ecology Action has worked with the University to enhance efforts during move-in and move-outs, conducted outreach events at dining halls, campus events, and door to door educating students about recycling and the Zero Waste goal. In addition, Ecology Action is providing UCSC with up-to-date information on the types and amounts of materials disposed in the university’s waste stream by means of waste assessments, campus-wide residential waste characterizations and what we call campus-wide comprehensive waste assessments. Ecology Action has collected this data through collaboration with UCSC’s physical plant and UCSC volunteers.
### 4. Yearly Calendar of Events Overview

#### UCSC Recycling Outreach and Waste Diversion Programming

**Sample School Year 2010-2011**

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<thead>
<tr>
<th>Months</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
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#### Fall Overview

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<th>Sample Fall 2010</th>
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<tr>
<td><strong>Month</strong></td>
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<tr>
<td><strong>Week Task</strong></td>
<td>Move In Monitoring Waste Stations</td>
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<td></td>
<td>Monitor the zero waste move in stations while students are moving in</td>
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<td>Student Welcome Events</td>
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<td></td>
<td>Attend student orientations with zero waste and recycling information</td>
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<td>Attend OPERS fall festival with general recycling and zero waste information for residents</td>
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<td></td>
<td>Student Staff Orientation</td>
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<td></td>
<td>Landfill Diversion Working Group’s Greening Your Programs</td>
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<td></td>
<td>Perform and Compile Data of Waste Assessments or waste characterizations</td>
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<td></td>
<td>Attend Landfill diversion working group meetings</td>
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Sustainability Plan MF Recycling
## Winter Overview

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<td>Update Facebook with RecycleMania events, competitions, facts, or other opportunities for involvement</td>
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<td>Present Waste data to Housing, Physical Plant, Dining, Sustainability Office or any other interested party in this data. Share with them how they can improve on their waste.</td>
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## Spring Overview

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## Sustainability Plan MF Recycling

**Page 8**
## Summer Overview

### UCSC Recycling Outreach and Waste Diversion Programming

#### Sample Summer 2011

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<th>Month</th>
<th>June</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>Sept</th>
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<tbody>
<tr>
<td>Date</td>
<td>6/5-6/11</td>
<td>6/12-6/18</td>
<td>6/19-6/25</td>
<td>7/3-7/9</td>
<td>7/17-7/23</td>
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**Task**
- **Summer Orientation**
  - Prepare for Summer Orientation (create materials, raffle, prizes, poster)
  - Attend Summer Orientation
  - Follow up with students after orientation through Facebook page. Encourage a green move in.
  - Place recycling chute in student move in packet (contact CPC convienor)
  - Plan "greening your programs" student staff training by attending Landfill Diversion working group meetings
  - Meet with College Staff (CAOs, ACAOs, CPCs, CREs)

- **Prepare for the school year**
  - Take account of bin placement and physical placement of waste stations to prepare for students arrival. Ensure that best practices are being followed, and ask for chutes to be closed if possible.

- **Zero Waste Move In**
  - Plan for Cardboard Corrals (placement of corrals, pick up of materials, college and student group involvement)
  - Send out cardboard corrals (zero waste move in station) plan to housing and gardeners with the help of Roger and Dave
  - Recruit volunteers to staff the zero waste stations (cardboard corrals) at colleges who have no staff support. Contact CPC convienor for Orientation Leader support
  - Place zero waste stations and cardboard corrals signs
  - Distribute resource collection bins for move in program
### 4.A Contact Lists

<table>
<thead>
<tr>
<th>College / Website</th>
<th>Provost CAO College Administrative Officer</th>
<th>Academic Vice Provost</th>
<th>Provost CAO College Administrative Officer</th>
<th>Academic Vice Provost</th>
<th>Provost CAO College Administrative Officer</th>
<th>Academic Vice Provost</th>
</tr>
</thead>
<tbody>
<tr>
<td>College 8 / <a href="http://eight.ucsc.edu">http://eight.ucsc.edu</a></td>
<td>Daniel Stolte</td>
<td>Martin Chalfant</td>
<td>Sarah Chaffee</td>
<td>Susan Wolfe</td>
<td>Travis Douglas</td>
<td>Carol Bertozzi</td>
</tr>
<tr>
<td>College 9 / <a href="http://crown.ucsc.edu/about/who">http://crown.ucsc.edu/about/who</a></td>
<td>Helen Shapiro</td>
<td>Deanna Slater</td>
<td>Wendy Baxter</td>
<td>Rob Johnson</td>
<td>Hashim Urabi</td>
<td>Reggie Shaw</td>
</tr>
<tr>
<td>College 10 / <a href="http://collegenine.ucsc.edu">http://collegenine.ucsc.edu</a></td>
<td>Helen Shapiro</td>
<td>Deanna Slater</td>
<td>Wendy Baxter</td>
<td>Chantal Rozario</td>
<td>Reggie Shaw</td>
<td>Leticia Maingano</td>
</tr>
<tr>
<td>Cowell College / <a href="http://cowell.ucsc.edu/contact-us/">http://cowell.ucsc.edu/contact-us/</a></td>
<td>Deanna Shemek</td>
<td>Am Carter</td>
<td>Adrianne Whie</td>
<td>Debra Ellis</td>
<td>Shannon Simco</td>
<td>Karen Biller</td>
</tr>
<tr>
<td>Crown College / <a href="http://crown.ucsc.edu/">http://crown.ucsc.edu/</a></td>
<td>F. Joel Ferguson</td>
<td>Alex Sisario</td>
<td>Sarah Woods</td>
<td>Imari Rupert</td>
<td>Samara Foster</td>
<td>Serena Dionysus</td>
</tr>
</tbody>
</table>

**Sustainability Plan MF Recycling**

- **Email:**
  - [mwhutton@ucsc.edu](mailto:mwhutton@ucsc.edu) (Mira Hutton, ILC Staff, 831-459-1388)
  - [aasher@ucsc.edu](mailto:aasher@ucsc.edu) (Abbey Asher, Service Learning Coordinator, 831-459-1388)
  - [bushnell@ucsc.edu](mailto:bushnell@ucsc.edu) (Allen Bushnell, Special Projects Coordinator, 831-459-1388)

- **Phone:**
  - 831-459-1388
| College / Website | Provost | CAO College Administrative Officer | OAC College Administrative Officer | ORE Director of Residential Education and Community Life | ORE Director of Resident Assistant Coordinators | Office of Residential Programs Coordinator | Coordinator of Residential Life | Community Safety Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Student Housing Operations Coordinator | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|------------------|---------|----------------------------------|----------------------------------|------------------------------------------------------|-----------------------------------------------|-----------------------------------------------|-------------------------------------|----------------------------------------|--------------------------------------|-----------------------------------|-----------------------------------|--------------------------------------|-----------------|
| Merritt          | Lourdes Martinez-Echazaba | lourdes@ucsc.edu | http://www.ucsc.edu/mentil/ | Alex Beltrán | Gabby Williams | School of Education & Community Life | Student Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Valerie J. Chase | Samra Oakes | Ovis Education & Community Life | Ovis College Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Gabriela Garcia | Linda Hart | Kresge Education & Community Life | Kresge College Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Tiffani Edcom | Ralph Appliance | Oakes Education & Community Life | Oakes College Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Kimberey Llagos | Susan Wolfe | Porter Education & Community Life | Porter College Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Mari Ortiz-McGuire | Mandie Stog | Village & Grad Education & Community Life | Village & Grad College Housing Director | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
|                  |         |                                  |                                  | Bill Heichich | Genevieve Mathieu | Student Housing Operations Coordinator | Student Housing Operations Coordinator | Housing Counseling Program Coordinator | Housing Counseling Program Coordinator | Coordinator of Residential Education and Counseling | Coordinator of Residential Life | Custodial Services Coordinator | Groundskeeper / Gardener | Student Waste Reduction Coordinator |
### Move In Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Partnership</th>
<th>Description</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seth Hodge</td>
<td>UCSC</td>
<td>Move in</td>
<td>will be the convener for the College Program Coordinators for 2010-2011 the CPC’s supervise the stuffing of the packets given to students when they move in.</td>
<td><a href="mailto:shodge@ucsc.edu">shodge@ucsc.edu</a></td>
</tr>
<tr>
<td>Rosemary Anderson</td>
<td></td>
<td>Move in</td>
<td>gathers staff for coordination of the physical process of move in</td>
<td><a href="mailto:rlaca@ucsc.edu">rlaca@ucsc.edu</a></td>
</tr>
<tr>
<td>Ryan Watt</td>
<td>Accounts Adm</td>
<td>Summer</td>
<td>Convenes the College Housing Coordinators and can forward recycling information (like a 1/4 page pdf) to be added to their housing information packet sent out in August.</td>
<td><a href="mailto:rywatt@ucsc.edu">rywatt@ucsc.edu</a></td>
</tr>
<tr>
<td>Oscar &amp; Paul</td>
<td>UHS</td>
<td>trash bins</td>
<td>usually are responsible for ordering extra trash bins for move in, which, with the right staffing, have occasionally been repurposed as polystyrene collection bins in the past</td>
<td><a href="mailto:osker@ucsc.edu">osker@ucsc.edu</a>, <a href="mailto:pbianch@ucsc.edu">pbianch@ucsc.edu</a></td>
</tr>
<tr>
<td>Connie Lester</td>
<td>Assistant Adm</td>
<td>Res Life</td>
<td>chairing the Residential Life committee putting together the day long Residential Life training day that includes the resource fair that Dave and I usually table at. If he wants to be added to the presentation part he needs to send her a sentence or so on his presentation, the learning objectives and what the outcomes he hopes to achieve.</td>
<td><a href="mailto:clester@ucsc.edu">clester@ucsc.edu</a></td>
</tr>
<tr>
<td>Doug Morrison</td>
<td>A. Mindle &amp;</td>
<td>recycle</td>
<td>business in the Costco area that may be gearing up to recycle block polystyrene</td>
<td><a href="mailto:amindle@sbcglobal.net">amindle@sbcglobal.net</a></td>
</tr>
</tbody>
</table>

### Media Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Website</th>
</tr>
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<tbody>
<tr>
<td>City on a Hill Press</td>
<td><a href="mailto:advertising@cityonahillpress.com">advertising@cityonahillpress.com</a></td>
<td><a href="http://www.cityonahillpress.com/contact-us/">http://www.cityonahillpress.com/contact-us/</a></td>
</tr>
<tr>
<td>KZSC News Dept.</td>
<td><a href="mailto:news@kzsc.org">news@kzsc.org</a></td>
<td><a href="http://kzsc.org/staff/">http://kzsc.org/staff/</a></td>
</tr>
<tr>
<td>Nan Ferris, UCSC Media</td>
<td>Nan Ferris <a href="mailto:nferris@ucsc.edu">nferris@ucsc.edu</a>,</td>
<td></td>
</tr>
</tbody>
</table>
## Landfill Diversion Education Subcommittee Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Partnership</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Kittredge</td>
<td>C8 CPC</td>
<td>Landfill Diversion WG Lead</td>
<td><a href="mailto:mkittred@ucsc.edu">mkittred@ucsc.edu</a></td>
</tr>
<tr>
<td>Joyce Rice</td>
<td>SEC</td>
<td>Landfill Diversion WG</td>
<td><a href="mailto:Jmrice@ucsc.edu">Jmrice@ucsc.edu</a></td>
</tr>
<tr>
<td>Kathryn Cunningham</td>
<td>Purchasing</td>
<td>Landfill Diversion WG</td>
<td><a href="mailto:kecunnin@ucsc.edu">kecunnin@ucsc.edu</a></td>
</tr>
<tr>
<td>Silas Snyder</td>
<td>Housing Facilities</td>
<td>Landfill Diversion WG</td>
<td><a href="mailto:silass@ucsc.edu">silass@ucsc.edu</a></td>
</tr>
<tr>
<td>Candy Berlin</td>
<td>Dining Services</td>
<td>Landfill Diversion WG</td>
<td><a href="mailto:cberlin@ucsc.edu">cberlin@ucsc.edu</a></td>
</tr>
<tr>
<td>Lizzy Miller</td>
<td>Stevenson CPC</td>
<td>Landfill Diversion WG</td>
<td><a href="mailto:elgmille@ucsc.edu">elgmille@ucsc.edu</a></td>
</tr>
<tr>
<td>Dave Wade</td>
<td>Recycling</td>
<td>no longer at the university</td>
<td><a href="mailto:dmwade@ucsc.edu">dmwade@ucsc.edu</a></td>
</tr>
<tr>
<td>Jason Daniel</td>
<td></td>
<td>no longer at the university</td>
<td><a href="mailto:jdanie@ucsc.edu">jdanie@ucsc.edu</a></td>
</tr>
</tbody>
</table>
4.B Outreach Events: How to Do Outreach General

Methods:

1) Tabling in the quarry plaza or in front of dining halls
2) Tabling at large events
3) Presenting at Residential Assistant (RA) meetings or events
4) Door to Door promotion
5) Educating at waste stations

One on One Outreach Key Points:

1) Give clear information: Simple instructions of a program or event through a flier or verbal direction

2) Ask for their participation: After explaining briefly the program or idea, make a point to ASK them if they would like to participate. It is easy for outreachers to fall into a trap of just giving information without asking people to participate. A person has higher commitment levels when they choose to participate. e.g. “Would you like to participate in the zero waste move out?” or “We are asking people to sign a pledge saying they will reduce their waste in one of these ways, would you like to pledge?”

3) Offer an incentive for the participant: have a raffle prize, button or piece of candy for people who agree to participate.

4) Get Contact Information: Allows you to involve them further, ask for volunteers or Facebook them.

Presentation/Recycle Relay:

You may be given the opportunity to present to large groups. A great interactive way to display recycling/zero waste information is by doing a recycling relay. You will need: 1) 2 bags with identical recyclable items, trash items, compostable items (pictures or representations of things like “beef” are okay”, 2) 2 recycling bins, 3) 2 trash bags, 4) 2 compost bags. The goal is to teach the audience what is recycling, trash and compost.

- RECYCLING RELAY process:
  - Explaining the game 4 minutes
  - Playing the game 4 minutes
• Evaluating the guesses: **4 minutes**

1) Split up into 2 groups.
2) Select one leader from each group (may need to prompt with a prize).
3) Groups stand in front of their chosen leader who is now holding their bag with all the materials in it.
4) Once at a time, the leader pulls an item out of the bag and asks their team to shout out if it is recyclable, trash, or compost.
5) Items are either Recyclable Compostable or Trash.
   a. Place Recyclable items in the blue recycling bag.
   b. Place Compostable items in the green bio bag
   c. Place the trash in the brown paper bag.
6) Each team will sort until all the items in the bag have been sorted.
7) Go through each team’s bags and say what was recyclable/comp and not. The team with the most correct guesses wins the game.

**Door to Door Outreach**

Spiel:

Hello my name is “__” and I am with the UCSC Zero waste campaign specifically working towards zero waste move out

The ultimate university goal> zero waste by 2020 - need your help in order to reach this goal - this is your opportunity to make an impact.

You can support us by taking this paper bag with informational flier (waste station map) - use this bag for your unwanted toiletries. Up to the day(s) of your move out, you are encouraged to donate/swap/recycle at donation stations> these donated materials are being recycled back into society via charity groups (good will, hope services, homeless shelter)

Would you like to participate?

If they say “yes” just refer to map again and briefly show them the locations and remind them again that they will put their unwanted toiletries (give some examples) like lotions, shampoos, soap inside the bag and take to the zero waste station. Thank them for their time and for doing their part to make it a zero waste move-out

If individual says 'no' or attempts to close off the conversation - Ask to leave bags & maps for someone who may be interested (roommate or dorm friend)
4.C Public Relations and Media

(See Appendices for these articles and advertisements)
Through all of our media relations efforts we were able to reach over 40,688 people

Newsprint Articles and Advertisements

City on a Hill Press

Move Out 2010
1. Merrill Swap Meet Article
   • Merrill Students Switch, Bitch, and Ditch (Appendix 4.1)
2. Advertisement of Recycling Guide (Appendix 4.2)
3. Advertisement promoting move out – Slugs on the Move: Reduce your snail trail (Appendix 4.3)

Move Out 2011
1. Advertisement – Avoid the Stress (Appendix 4.4)

Santa Cruz Sentinel

Move Out 2011
1. Article
   • UCSC partners with local agencies for 'zero waste' move out (Appendix 4.5)

UCSC Sustainability Office Newsletter

Move Out 2011
1. Zero Waste Move Out (Appendix 4.6)

Online

Facebook

Combined the techniques of Community Based Social Marketing with the social network, Facebook, to connect students with campus recycling information and zero waste efforts. Administrators of the
Facebook page included Ecology Action staff, UCSC students and faculty and information was updated weekly. Posts generally consisted of news articles, event photos, recycling facts/statistics, and campus event details. Information was distributed while utilizing the four CBSM techniques: social norms, social diffusion, prompts, and asking students for commitment. Facebook served as an interactive community where UCSC students and faculty could join together at any hour of the day to access recycling information, ask questions, and connect with each other, strengthening the recycling efforts and community on campus.

1. UCSC Recycling: Zero Waste by 2020 Facebook Page

2. UC Santa Cruz Move Out Facebook Page

Websites

1. UCSC Website on Housing and News Pages- collaborate with Nan Ferris to communicate recycling and ‘zero waste’ efforts and events and advertise on the website

   Move Out 2011
   • Article – UCSC aims for zero waste in student move-out (Appendix 4.7)

2. Housing website – collaborate with Silas Snyder (Safety, Training and Conservation Coordinator for Housing Services) to promote recycling and ‘zero waste’ efforts for Move In and Move Out

   Move Out 2011
   • Article – 28,000 Pounds of Cardboard Recycled During Fall 2010 Move In (Appendix 4.8)
   • Article – What to do with your extra stuff as move out time draws near? (Appendix 4.9)

Radio

KZSC Public Service Announcements of efforts and events

Move Out 2010 -
If you are a UC Santa Cruz student moving this June, please consider donating and recycling. Starting June 1st, clothing, packaged food, books and toiletries can be donated at the college mail rooms. In the city, Good Will and Salvation Army are always accepting donations. Visit the face book page ?UC Santa Cruz
Move Out? for information about swap meets across campus. Also, remember to recycle your plastic bottles, cans and paper.

Recycle-Mania 2011
Did you know UCSC has a goal of Zero Waste by 2020? By reducing, reusing and recycling, we divert materials away from the landfill and conserve our planet’s resources. In effort to move towards our goal, Recycle-Mania is coming to UCSC! This 8-Week recycling tournament runs from February 6th to April 2nd and is an opportunity to put the Banana Slug on the map for its sustainable efforts! UCSC will compete against 600 colleges nation-wide and reports will be posted weekly. To track our progress, visit recyclemaniacs.org.

Move Out 2011
This year, UCSC is partnering with Hope Services, Goodwill, and Second Harvest to create a Zero Waste Move Out event for UCSC students. Clothing, useable electronics, books, unopened food packages, leftover shampoo and other toiletries can be donated. Items donated by students are a vital part of supporting local communities in these challenging economic times. Recycling bins will be in the normal locations for all leftover cans, bottle, and paper. Let's all do our best to divert all useable and recyclable items out of the waste stream. For more information, find us on Facebook at: UC Santa Cruz Move Out.

Bag It Movie Promotion
The Student Environmental Center is teaming up with Ecology Action to host a campus screening of the documentary, “Bag It” on Thursday, November 18th at 4PM in the Physical Sciences Building, Room 114. “Bag It” follows Jeb Berrier, an “everyday man”, on his journey to uncover and expose society's over-dependence on single-use disposables. He quickly discovers that "the average American uses about 500 plastic bags each year, for an average of 12 minutes before they are discarded". You're also invited to come meet "Bag It" star, Jeb Berrier at the screening. An additional off-campus screening will be held at the Del Mar Theater on November 17th at 7PM. More information on “Bag It” can be found at bagitmovie.com.

Promotional Materials
Zero Waste by 2020 Banner for both entrances to campus
Recycle-Mania
(Also recommend during Move In and Move Out)
(Appendix 4.10)

Bus Posters- Move Out 2011 (Appendix 4.11)
5.0 **DESCRIPTION OF EVENTS/PROGRAMS/ASSESSMENTS AND TASKS TOWARDS ACHIEVEMENT**

5.A **UCSC MOVE IN “CARDBOARD CORRALS”**

**WHY:** UCSC move in is another time where large amounts of waste are produced.

**WHO:**
- **Physical Plant:** Ron Dillehay, Roger Edberg and Dave Roe (Gardener Manager) to collect the materials, to place the cardboard corrals and to decide on the locations of the corrals.
- **Housing staff:** College Programs Coordinators (CPCs) to get student Orientation Leaders (OLs) and Resident Assistants (RAs) involved in creating breaking down cardboard events. College Resident Educators (CREs) to promote “Cardboard Corrals” program. Roger Edberg sent a letter to college staff describing the program See word document “Cardboard Corrals 2010”.
- **Waste Station Monitors:** Volunteers/Orientation leaders can be utilized to monitor the stations. **Purpose:** Maintain the cardboard corrals (Break down cardboard boxes, separate Styrofoam peanuts and plastic film into bins, and place block Styrofoam in pile) Outreach to students: pass out recycling fliers and buttons. **What staff will receive:** Maps with Sites, fliers, buttons, flair, **what staff should bring:** Gloves, Box Cutters (if you have one), Black Recycling Tee Shirt, Sun Protection, Snacks, and Cell phone.

**WHERE:** In 2010 the cardboard corrals were at all colleges. See PDF Maps. These sites should be placed 1) nearest to the existing cardboard dumpsters, 2) out of the way of move in traffic, 3) in areas where students will see them.

**WHAT:** These sites consisted of orange wire fencing standing up with stakes at 2-3 sites per college. See “UCSC Move In Signs” PDF for signage examples. At these sites, people flatten cardboard, and dispose of other materials. At move in 2010 we diverted the following materials: See Picture “Cardboard Corral”.

- **Styrofoam:** 60 yards collected in total. To collect the Styrofoam, we used Recycling carts with a “Styrofoam” sign taped on. The material was collected by the recycling crew and stored in a roll off bin at one of the satellite locations. This was facilitated by the Physical Plant.
  - Styrofoam is generally not recyclable, however it can be recycled. We work with A. Mindle & Associates at 115 Post Street Santa Cruz, CA. The contact is: Doug Morrison, (831)425-6626, amindle@sbcglobal.net.
- **Plastic Film:** 900Lbs. collected in total. To collect the plastic film, we used Recycling Carts with a “Plastic Film” Signs.
- Plastic Film is recyclable when it is stretchy and does not make a crinkly noise. Plastic film must be bagged in another plastic bag to be recycled at the Santa Cruz facility.

- **Cardboard:** 28,640 Lbs. of Cardboard collected. Students flatten the cardboard as they place it in corrals or during a move in event sponsored by the college. *See Picture “Cardboard Breakdown fun 1”.*
  - The university makes money from selling its cardboard; therefore the cardboard is separated from other recycling. It needs to be flattened; otherwise more trips are needed to keep these bins empty and to keep recyclable material out of the trash.

**When:** Here is a schedule from 2010:

- **9/13-14 (Mon.-Tues.)** Set up corral areas. Provide corral fencing and signage.
- **9/15-17 (Wed.-Fri.)** Help with the material separation, breakdown and move the cardboard
- **9/15-18 (Wed.-Sat.)** Optional help from Ecology Action
  - Help Res Life direct students to these areas during move in.
- **9/20-22 (Mon.-Wed.)** Break down cardboard as needed.
- **9/23-24 (Thurs.-Fri.)** Break down cardboard corrals.
5.B SUMMER ORIENTATION AND MOVE IN ORIENTATION:

The Summer Orientation Event: a tabling opportunity to meet incoming residents, students and their parents. The goal of this tabling is to encourage students to pack with zero waste in mind when moving into UCSC in the fall. See the attached fliers “Move In Zero Waste Tips” and “What to bring to College”. To sign up for a booth: 459-5468, or at orientation@ucsc.edu.

Student Move In Packets: Students receive these packets when they first get to their rooms. We have recycling fliers to place in these packets. See General Outreach Materials “UCSC Flier Final” When: contact in July.

- Ryan Watt is the Accounts Adviser at Housing Services and he convenes the College Housing Coordinators and can forward recycling information (like a 1/4 page pdf) to be added to their housing information packet sent out in August. "Ryan Watt" <rywatt@ucsc.edu>

- Seth Hodge "Seth Hodge" <shodge@ucsc.edu> was the convener for the College Program Coordinators for 2010-2011 the CPC's supervise the stuffing of the packets given to students when they move in.

Residential Life Training Day: Introducing college (non-student) staff about recycling. Pass out the college recycling flier or posters. Perform a Recycling Relay and or give the waste composition statistics. When: late August.

- Connie Lester, Assistant Director of Family Services is chairing the Residential Life committee putting together the day long Residential Life training day that includes the resource fair. If you want to be added to the presentation part, you and a college staff representative need to send Connie a sentence or so on your presentation, the learning objectives and what the outcomes you hope to achieve. "Connie Lester“ clester@ucsc.edu

Student College Orientation: College Programs Coordinators, after meeting you at the Residential Life Training, may ask you to attend their student College Orientations. If not, contact them to ask to be a part of these events. College 8 has an auditorium style presentation we were a part of in 2010. Cowell College has a Cowell Night Live Skit that they invited us to the Saturday night of move in. Perform a Recycling Relay at such events.

OPERS Fall Festival: The OPERS Fall festival happens the first week of move in. This is a great place to give the recycling guide and buttons if students do not have them. See Photo “OPERS Fall 2010”
5.C RA TRAINING GREENING YOUR PROGRAMS

**WHY:** To train the student staff leaders how to create programs for their students that are zero waste.

**WHO:** This event is for Resident Assistants (RAs) at all colleges. This Event is put on by the Landfill Diversion Working Group Education Subcommittee. This group has been key in educating students about zero waste at UCSCS. This group meets all summer long to plan for this event. See the contact page for the contact information of the 2010-11 group.

**WHAT:** An evening of training that goes over zero waste ideas. In 2010, we covered the subjects of recycling, compost, dining services, purchasing. As an activity, we had groups of student staff create faux events that they had “greened” by using methods such as using electronic promotion instead of paper, by shopping at the farmers market to avoid extra packaging and the transportation associated with foods from large supermarkets. See “Waste Reduction Pocket Card 2010” and “Greening Your Programs Feedback Collection” to see how student led programs can be greened.

**HOW:** Different actors of the Landfill diversion working group take different pieces of the presentation. See “C9_10 Greening Programs Agenda” and “Greening Your Programs 30 minutes training 2010” for how the event was run. Feedback was taken from student staff at the end of the event. See “Greening Your Programs Feedback Reporting” and “Greening Your Programs Feedback Collection”.

5.D Waste Assessments and Waste Characterization

Waste Assessment

Also called “waste audit” or “waste evaluation” is an onsite assessment of the waste stream and recycling potential of an individual business, industry, institution or organization. The assessment is a mostly a visual snapshot or overview and is used to gather the following information: the total capacity of refuse and recycling (taking into account the number of pickups), the composition of the waste and recycling and the percentage of recycling in the refuse and percentage of refuse in the recycle also known as contamination. This type of waste sort gives a “snapshot” look at all components of waste at the very end of the materials flow and helps to identify the types of waste generated and the potential (opportunities) for waste reduction. Notes are also gathered to highlight common items ending up in the wrong containers.

Waste characterization

Waste characterization data is a more detailed study of waste collected by taking samples of waste and sorting it into material types like newspaper and aluminum cans, and weighing each type. Typically, samples are taken from trucks delivering waste to landfills and transfer stations from residential, commercial, and self-haul sources. Most of the data here is for the disposed waste stream only, because California has no requirement for collecting detailed recycling data. In our case we conducted our waste characterization on the disposed waste stream only. Please see our best practices document for more detail about the specifics of this study and results.

Comprehensive Waste Assessments

To obtain a comprehensive view of the existing recycling and other waste disposal options available to UCSC student residents, a Comprehensive Waste Assessment was conducted campus-wide at each residential site by the Ecology Action team and Silas Snyder of UCSC Housing Services. Each type of waste container; recycling, refuse, compost and cardboard recycling was recorded. This measured available collection sites, disposal capacity and access, container count, container type, pickup schedule, and container locations. The data was compiled and extrapolated to determine the weekly capacity of recycling and refuse and based on our recommended ratio for recycling and refuse, we also included a recommended capacity.

The data collected by means of these three methods above waste assessments, waste characterization, and comprehensive waste assessments holds more value when done alongside one another. These studies highlighted the types and amounts of materials that residences typically dispose of and helped us to create our best practices document, which provide UCSC with waste management ideas. In additions, this information is helpful in planning productive outreach and education to residents at residential campus sites.
5.E Presenting Waste Data to Decision Makers

**WHAT:** Presenting the problem that we have recyclables and reusables in our trash to people who have ability to do something about that change.

**WHO:** In February of 2011, we met with all the College Academic Officers and Associate College Academic Officers presenting Waste Characterization numbers and diversion tactics. See “WC Report UCSC Nov 2010 FINAL” and “2.15.11 Program Soln. Zero Waste” for waste data and diversion tactics. The presentation can be read at “2.15.11 ACAO Presentation and notes”.

**WHY:** After our presentation, we asked these leaders to make a pledge for their college. We recorded their pledges and followed up with them.

5.F Recycle-Mania Promotion

Recycle-Mania is a national wide competition which UCSC has competed in for years. [http://www.recyclemaniacs.org/index.htm](http://www.recyclemaniacs.org/index.htm). In 2010 we performed outreach in the quarry plaza asking people to take recycling pledges See “Pledge 1 Outreach”. We also created a competition between UCSC and UC Davis, who has somewhat equal populations and diversion rates; this competition helped engage students into action. We gave out temporary recycle mania tattoos of which we had extra and gave to Silas Snyder.
5.G MOVE OUT ZERO WASTE STATIONS

Move Out 2010-11 Lessons Learned
Resource Recovery and Donation Drive

Goal: Our goal is to have as much zero waste and donation as possible at UCSC move out. How do we do this? Our goal is to show staff the way to having zero waste move-out and incorporate the programs to the ones they have in place. Therefore, our highest priority should be to work on programs that match the programs that the university already does.

Program Description: Allow students to dispose of their unwanted items during the move out season by sending the items to charity organizations and recycling. Create collection opportunities for these materials and raise awareness of these programs. Materials Collected in 2011 were: Household goods, Toiletries, Unopened Food and Recycling.

WHO:
- "Silas Snyder" silass@ucsc.edu is the lead for this program. He connects with all the nonprofits to pick up materials.
- Housing Staff: Connect with them to attend RA meetings
- Dining Hall: Contact the dining hall to perform outreach there
- Press: contact the press to spread the word
- Physical Plant: Check in with the gardeners and waste hauling staff about the locations of the bins. Ask the recycling crew to borrow carts and if they can help in placing carts.
- Student Environmental Center Zero Waste Campaign: Help doing outreach
- ESP: Seek volunteers

WHEN:
Move Out Preparation Dates
5/24 3:30 – 6PM Label Physical Plant (PP) carts with Toiletry Signs @ PP
5/25 5:30 - 8PM place zero waste signs and stop signs
5/26 7:30-8:30AM Bill of PP recycling crew place toiletry carts at all zero waste stations
5/27 9AM Place laminated donation signs for household and food donation bins
5/30 Compost: Distributed at college 8
6/2 Place laminated signs on Hope services bins

There are three segments of important time in move out education and programming:
1) Month before move out,
2) Swaps before move out, and
3) Move out.
The different elements of move out education and programming are:

1) Media outreach to take it home early, recycle it right, swap it with a friend, or donate it
2) Placement of donation and waste locations
3) Swap meets
4) Signage of the waste stations
5) Staff to monitor waste stations during move out to keep them tidy
6) Collection of the donations and waste
7) Notifying students where the zero waste stations are

In 2010 Ecology Action and UCSC learned:

Tabling outside of Dining Halls before move out:
1) This method works well, but possibly might work better if we had a more captive audience.
2) This type of outreach needs to happen 2-3 weeks before finals.

Tabling at Swap Meets before move out about recycling:
1) Swaps are a huge success
2) Tabling about moving out and recycling is not such a huge success at these events, people’s minds are all about the free stuff.

Monitoring Move-Out Waste Stations:
1) Talking to people was productive if you had a go get ‘em attitude.
2) Conversations with people were best if you had a list of what is recyclable and donatable as well as where to do these things
3) Solid waste, recycling and donation collections need to be near each other at centralized locations

Media
1) Face-book was very successful
2) Signage is very important, and needs to be clear.
3) Signs taped on dumpsters had too much detail to be accurate at all housing sites and were troublesome to remove after the events.

Quality of Donations:
1) Because there were swap meet free for all events at the same time as donation drives, people rummaged through the donations and accidentally stole from the charities we were raising donations for.
2) People from off campus and campus employees take donations from the carts. Some of this is done on a small scale which seems to be for personal need, and some of this scavenging is done with trucks on a large scale which seems to be outside of personal need.
In reaction to our experiences, we have established Move Out goals for 2011:

1) **Donation Drive Message:** Encourage a donation drive feeling to students. Try to discourage rummaging especially on a large scale. Place signs on the donation stations that state the charity’s mission. Through the media push, encourage the message of a donation drive for a good cause.

2) **Avoiding Large Scale Rummaging:** In order to discourage large scale rummaging, contact the campus police and the PP public relations manager before spring.

3) **Swaps:** Meet/communicate with RAs to encourage them to perform swap events rather than recycle/move out tabling at swap events (Laura Agrees). Encourage them to use Facebook move out page to advertise.

4) **Pre-Move-Out Outreach:** Outreach to students 2-3 weeks before move out either in front of the dining halls or at RA meetings about moving out early and the locations of the waste stations. Give out buttons to attract students and as a reminder to move out zero waste. Possibly meet with one building move out meeting, and invite all the other RAs attend the one meeting. Let’s focus our attention on these meetings. Message “zero waste station, here is a map and a bag to take your materials to the zero waste station.”

5) Do not do door to door except at FSH, if they want it.

6) **Brown Bags: Collect more materials:** Implement a brown bag program where we give student bags to take their toiletries to the zero waste stations. Brown bags go in organized carts rather than on the floor. Maybe we can have recycling carts or barrels for the brown bag materials. Can Dave’s crew be involved?

7) **Move-Out Collection locations and Signage:** During move out combine donation stations with waste stations to create a zero waste move-out station. Only have 3-4 donation stations per housing area. Place signs at these stations for the station itself, and make sure the other collection bins have signage. Make these signs simple enough to be used multiple years, regardless of location. (Angela likes) Angela “Have the zero waste stations have each type of collection material clean and labeled. Have a consistent bin system for all the zero waste stations. Having piles of stuff on the ground does not help the education aspect of the event. Have a donation station. Place signs at the other SW&R enclosures to remind people to go to the other waste stations. Make a permanent sign that says “STOP have you visited the zero waste station?” with a semi-permanent map that can be removed. Take out the signs Afterwards.

8) **Move-Out Monitors Role:** During move out, monitors have recycling guides, zero waste station maps, lists of what stuff goes where, buttons to give out, gloves to dig through the trash, and numbers to call in case of rummaging or overflow. Monitors should be carpooled up to campus rather than individuals driving themselves.

9) **Intern help:** Hire a move out intern to help with all of the above.

**In 2011 Ecology Action Learned:**

1. **Zero Waste Stations at the Dumpsters:** This year for the first time, we placed the “Donation Stations” at the same site as the dumpsters and recycling carts.
   a. **Positives:**
      i. Offered a one stop shop for throwing your materials
      ii. There was a concern that rodents would be a problem in the food; however they were not. EA staff picked up food every day of move out week.
iii. Possibly offered easier rummaging from out-siders
iv. Having less Zero waste Stations was easier to monitor, collect and tell people where the locations were.

b. Improvables:
   i. Rain. Our cardboard food collection barrels and household donations got soggy the first week out.
   ii. Some donation bins got in the way of dumpster pick up by Physical Plant

c. Trade Off: Bins in doors do not have the visibility and less ability to divert waste; however this keeps the value of the materials by keeping them out of the rain. If bins could be placed with lids or tarps, this would be optimal.

2. Trash Chutes Open at Move Out: Having chutes open at move out enabled people to skip the zero waste stations and waste all their resources. In the future, chutes should be closed all year round.

3. Signage Across Campus: The signage was well liked by students, as a testament to that many signs got stolen. Once students saw the donation signs, they seemed to know what to do. Signage should be duplicated next year if at all possible.

4. Donation Drive Message: Either the outreach or signage “We donate to support our community” got the message across that these materials were going to people who need them. There were still students rummaging at some colleges. In years to come, the donation message should be used again. It would be optimum for the vendors to place their own signs with their message on them on their bins.

5. Avoiding Large Scale Rummaging: There was still rummaging from custodial staff. The announcement from within the custodial staff was important, and needs to continue. There was one report of large scale rummaging from people in cars from off campus. These people seemed to be graduates of UCSC.

6. Pre-Move Out Outreach:
   a. Dining Halls: At the dining halls, raffle tickets were given away, this was a big draw to the table. The dining hall tabling was also a location to give away fliers and collect volunteers for the move out monitoring. A captive audience would have been more productive.
   b. RA Meetings: We attended 2 RA meetings at the Village and Stevenson. Both meetings resulted in the CREs sending out a shout out for waste station volunteers and sending out the flier. Also RAs sent out the fliers to their students and seemed happy to do so. Also, both housing areas set up swap meets. Attending RA meetings still seems to be the most productive method of pre move out outreach. Although some colleges may be hesitant to invite you to a meeting, be persistent as this is your best form of outreach.
   c. Door to Door: We were invited to do door to door outreach at Porter. Talking to all the students seemed very productive. At dining hall outreach 75% of the Porter students who were asked if they knew about the zero waste move out knew about it.

7. Brown Bags: We gave brown bags with fliers stapled to them to all the Porter students during door to door. Students at door to door liked this idea. However colleges who did not get paper bags also produced many donations, many of them still bagged. Collecting and stapling paper bags took possibly 15 hours of person time that may be suited elsewhere better.

8. Move Out Monitors Role:
   a. Monday – Wednesday: Monitoring the week of move out Monday – Wednesday was slow. Instead of monitoring 11-3PM, these days it would be helpful to monitor with a group of people roving a few colleges: collecting materials, organizing bins, giving fliers out to students, and starting at 2PM – 5PM.
b. **Thursday:** This day got a more hectic. 11-4PM would be a better shift.

c. **Friday:** This was a busy day 9-2PM could be spent talking to families and students.

d. **Buddies:** People do not like to approach students or families moving out by themselves. If it is possible to pair people together, this would be great.

9. **Volunteers:** Volunteers were important beyond the fact that they helped monitor the stations and talk to the students, but they also help spread the word after they have used the station. We had volunteers who gave their friends tee shirts and put up fliers in their own dorms. Good volunteers will go beyond their shift, they will be an advocate for the program when the rest of the monitors are gone.

10. **Move Out Fliers:** The fliers were complimented by many people and were able to get across all the main points. Try to use the existing fliers as a template if possible.

11. **Household Hazardous Waste:** In the future, it would be beneficial to have a Household hazardous waste bin at the zero waste move out site.
   a. There were no serious bins for household hazardous waste at the zero waste stations. Items like CFLs, large broken appliances, small electronics, batteries and chemicals were unclaimed until the end of the planning stages. We decided that if we saw students with large electronics, chemicals or CFLs, we would ask them to be placed near the dumpster. Then we would call Silas to report a FIXIT.UCSC.EDU. We could also ask students to take these items to their maintenance shop. Items such as batteries, CDs, small electronics and printer cartridges could go to the blue multi-bins in the mailroom. In the future, it would be beneficial to have a Household hazardous waste bin at the zero waste move out site.

12. **Pick up of donation materials:** Household collection partners missed out on valuable materials on Wednesday, Thursday and Friday. We were able to divert more to our collection partners this year because we had staff with a big van dedicated to picking up materials. If our partners could collect with a smaller van on Wednesday, Thursday and Friday, we think this would be valuable to them.
Appendix

Materials General
Recycling saves energy.

one glass bottle = 20 minutes of rocking out

RECYCLING TIP

Take BOTTLES,
CANS & JARS
to UCSC recycling bins

MOVE OUT IS COMING!

HELP US REACH OUR GOAL
DONATE SWAP
RECYCLE

• COMING JUNE 2, TO YOUR COLLEGE TRASH/RECYCLING CENTERS
Pledge to **Recycle** and help UCSC move towards **Zero Waste** by 2020!

This school year, I pledge to help UCSC reach its goal of "Zero Waste by 2020" by:

- Following the UCSC Recycling Guide! Putting everything in the right place.
- Continuing the habit of bringing my reusable bag to the grocery store and my reusable mug to the coffee shop!
- Reducing my use of paper towels. Use reusable dishtowels, washcloth or hand dryer when available.

Please enter me into the random drawing to win a Sustainable Living prize package. Prize package includes a stainless steel reusable canteen, reusable bamboo utensil kit, recycled pencils and a recycled color pencil kit. Winner will be contacted in March 2011.

Name: ____________________________
College: __________________________
E-Mail: __________________________
Phone: __________________________
PAPER, PLASTIC BAGS, GLASS, METAL & PLASTIC CONTAINERS:
Take to UCSC recycling centers.
Bag your plastic bags.
Remove lids and rinse containers.

CARDBOARD:
Place in the green dumpsters.
Clean, empty & flat boxes.
No pizza boxes.

SMALL ELECTRONICS, BATTERIES, COS & PRINTER CARTRIDGES:
Use the blue "Multi-Bins" in the mailroom.

CHEMICALS, CFL BULBS & LARGE ELECTRONICS:
Write a "FIXIT" request to have these picked up. Clearly label all chemicals.

MEDICATIONS, SHARPS & LOTIONS:
Take to Cowell Student Health Center Pharmacy. Place sharps in approved containers.

FOAM PEANUTS:
Some mailrooms accept them, ask first. Place peanuts in a bag and seal it.

FOOD SCRAPS:
Some colleges collect compost. Call 459-2863 for more information.
Media Appendix

Merrill Students Switch, Bitch, and Ditch

By Veronica Glover

Recently, it was reported that many Merrill College students were switching their majors, choosing to switch in order to stay on track for graduation. This trend has been observed across the campus, with students making the decision to change their academic paths in order to better suit their interests and career goals.

The switch to a new major has been met with mixed reactions among the students. Some are excited about the new opportunity, while others are concerned about the time and resources required to complete the new program. However, the majority of students seem to be content with their decision and are looking forward to the new challenges that lie ahead.

According to a recent survey conducted by the college, the most common reasons for switching majors were a change in career path (45%), dissatisfaction with current major (30%), and personal interest (25%). The survey also found that students who switch majors are more likely to graduate within the same time frame as those who stay on track.

In conclusion, the trend of switching majors at Merrill College is a positive sign of students' willingness to adjust their educational paths in order to achieve their goals. While the decision to change majors can be challenging, it ultimately leads to a more fulfilling academic experience and a better prepared student for future endeavors.
Slugs on the MOVE: Reduce your snail trail

UCSC Move Out June 2010

Donate

Donation Stations are located in the Laundry
Room. Clothing, furniture, electronics, books, nick knacks, boxed and canned food, kitchen-ware, decorations are being collected.

Trade

Find college swap meets on the Facebook Page “UC Santa Cruz Move Out” and get free stuff!
4.4

Avoid the Stress

Start moving out now!

Going home before finals?
- Take some stuff with you!
- Donate unwanted clothes and non-perishable foods
- Recycle paper from past quarters

www2.ucsc.edu/recycling

Avoid the Chaos

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- Recycle paper from past quarters

www2.ucsc.edu/recycling
UCSC partners with local agencies for 'zero waste' move out

By TINA PETERSON
PETERSON@HERALD.COM 3/12/14

SANTA CRUZ — UC Santa Cruz senior Melissa Li is often surprised by what she sees discarded during the annual spring rush to clean out dorm rooms and move off campus for the summer.

"Students will leave all sorts of things. It's kind of shocking," Li, 21, said. "I've seen a PlayStation 3 and an Xbox left out. People have left TVs behind."

But more than just electronics get tossed. Often, clothes and food are thrown away because they are in garbage bins when they could be donated to organizations that serve the community.

With that in mind, Li volunteered this year to help out with UCSC's zero-waste move-out program, taking place all this week.

Students have until noon on Friday to purge unwanted belongings and clear out the dorms.

The UC system has a stated goal for its campuses of diverting waste sent to landfills by 2025. UC Santa Cruz, though it has already met several years, currently diverts 91 percent of waste from landfills through a variety of programs.

Two years ago Ecology Action received a grant from CalRecycle to implement recycling programs for multifamily housing. University campuses qualified as multifamily, as it was a natural fit for Ecology Action to work with UCSC since UC is committed to improving its recycling program.

Li, along with campus staff, Ecology Action employees and others organizing one of 33 campus zero-waste stations where students can recycle cardboard and donate

clothes, household items, furniture, food and electronics to local nonprofits.

This year the campus has partnered with Goodwill, MOP Services, Second Harvest Food Bank and Mommies Services.

At Hartnell College on Tuesday the bins already held lamps, clothes, rugs, packages of instant soup, dinnerware and one DVD: "Waterloo of the Travelling Pants 2."

Between July 1, 2006, and June 30, 2010, Goodwill picked up 33,000 pounds of miscellaneous items from campus and estimates that 15 percent of that total came from the June 2010 move-out event.

Silas Bryde, UCSC's safety, training and communication coordinator for housing services, said that an undetermined percentage of items are snatched up by people on campus before they can be donated, but are nonetheless being reused.

He also brought up another overlooked benefit of the program.

"Every year worker injuries would go up as we get in cleaning out dorm rooms, removing stuff left behind to prepare them for next year," Bryde said. "Now, there is less stuff to move and less stuff to lift. The outreach we've done has significantly reduced injuries among our staff."
"Our goal is not just an environment of clean air and water and scenic beauty. The objective is an environment of decency, quality and mutual respect for all other human beings and all other living creatures." Gaylord Nelson

Web Resources:
- UCSC Campus Sustainability
- UCSC Student Environmental Center
- UCSC Office of Sustainability
- UCSC Campus Sustainability Council
- Alliance to Save Energy's Green Campus Program
- Center for Agriculture and Sustainable Food Systems (CASFS)
- Preventing Community and Agroecology (PACA)
- Community Agroecology Network (CAnn)
- Life Lab Science Program
- UCSC Arboretum
- UCSC Nature Reserve
- UCSC Site Stewardship Program
- UCSC Environmental Studies Department
- UCSC Center for Ocean, International, & Environmental Studies (COCIES)
- UCSC Center for Marine Research Resources

Greening UCSC Campus
Volume 3, Issue 8 May 2011

In This Issue:

Upcoming Events
- Papermaking Workshop, May 22
- Eco Workshops, May 21 & 29
- ES 510 Last Speaker Night, May 23rd
- 3rd Annual End of Year Sustainability Celebration, May 25th
- Zero Waste MoveOut, May 26-31

Internships & Opportunities
- BI155 Climate Change & Tech for Sustainability Internship, May 2019
- Forecaster, FSI Lab, Offers Line Desk
- 4 Weeks Summer Research at Appalachian Permaculture

UCSC Achievements
- Health Center Receives Merit Award
- UCSC Included in Princeton's "Guide to 311 Green Colleges"

Celebrate the End of the Year!
UC Santa Cruz

UCSC aims for zero waste in student move-out

June 10, 2011
By Dan White

Collection receptacles were placed in 33 locations across UC Santa Cruz.

Chris Attias, director of facilities for UCSC’s Student Affairs, Housing and Dining, says the “Zero Waste” campaign keep improving every year.
28,000 Pounds of Cardboard Recycled During Fall 2010 Move In

Fall 2010 was very exciting for many reasons, not the least of which was the huge effort by students, their families, UCSC staff, and Ecology Action to recycle the cardboard, Styrofoam and plastic associated with moving into a new space.

With a lot of cooperation, great volunteers, and clear signage, UCSC was able to divert 28,000 pounds of cardboard, 60 yards of Styrofoam, and 300 pounds of plastic film from the local landfill.

Background: "Diverted waste" is the portion of the solid waste stream that is recycled or composted and thus does not end up in a landfill. Currently, UC Santa Cruz diverts approximately 30% of its construction waste, and 50% of non-construction waste. The UC system-wide target is 75% waste diversion by 2012 and 100% diversion by 2020.
What to do with your extra stuff as move out time draws near?

Have your room or apartment been filling up with things accumulated during the year?

- Look for opportunities to swap unwanted items with friends, either informally or at a college-sponsored event.

Going home before finals?

- Take some of your stuff with you.
- Start clearing out what you don’t need and avoid the stress and last minute rush.

Want to donate?

- We will have Goodwill, Hoos Services and Second Harvest Food Bank bins at almost 50 locations around the campus—look for maps in the lobbies.

Find out what items can be donated and recycled - check out this flyer (PDF).

Remember to recycle cans, bottles, and all that collected paper early, because recycling bins fill up within hours during finals week.

Lastly, take the rest with you when you move out. Makes life a little easier and safer for the workers that have to clean the rooms after move out.

Need more information? Join the Facebook group UC Santa Cruz Move Out, call Housing Conservation Services at 459-2633 or email salvans@ucsc.edu
4.10

MOVE OUT IS COMING!

HELP US REACH OUR GOAL
DONATE SWAP RECYCLE

• COMING JUNE 2, TO YOUR COLLEGE TRASH/RECYCLING CENTERS

4.11
Move In Cardboard Corrals

Cardboard Breakdown Fun 1

Cardboard Corral
Cardboard Corral Signs
Cardboard Corrals 2010 College 8 Oakes
Cardboard Corrals 2010 Cowell Stevenson
Cardboard Corrals 2010 Kresge Porter
Cardboard Corrals 2010:

Resource Recovery Plan: Residential Move In 2010

Dear College Staff,

Cardboard boxes and other packing materials are discarded in especially high volume during student move-in (as you well know). Much of this material is recyclable and we would like to work together with housing staff to recover as much as possible. You may or may not be aware of the University of California’s Policy on Sustainable Practices:

http://www.universityofcalifornia.edu/sustainability/documents/policy_sustain_prac.pdf On page 11 of the Policy, campuses in the UC System are required to divert 75% of the waste stream to recycling or re-use by 2012. We as a campus need to act immediately to implement practices to extract 20 to 25% more recoverable resources from the waste stream to meet out requirement.

In 2009, College Eight, Stevenson and Crown staff hosted separate “cardboard corral” pilot sites. “Cardboard corrals” allow students moving-in to easily dispose of their recyclable materials. This process keeps the recycling accessible and can be fun for new students. This year, it is important we expand the program to all college residential move-in areas. We are building on our success last year and are continuing to improve the process. This year at the corral sites, we would like to recycle and separate broken down cardboard boxes, Styrofoam peanuts and plastic film.

Benefits to your College:

- Breaking down boxers may save your college money! The less volume the Physical Plant collects from each college, the less you are billed.
- “Not only did [breaking down boxes] teach [students] how to recycle correctly from day 1, it was also a huge relief to our Grounds, Maintenance, and Res Life student staff members.” –Stevenson College Staff

What Campus Recycling / Grounds Services Provides (See photos attached):

- 9/13-14 (Mon.-Tues.) Set up 15'X15' corral areas. Provide corral fencing, signage and labor free of charge for colleges.
  - Help Res Life direct students to these areas during move in.
- 9/20-22 (Mon.-Wed.) Break down cardboard as needed.
- 9/23-24 (Thurs.-Fri.) Break down cardboard corrals.

What Worked well in 2009 for College Staff (See photos attached):

- Students and family toss cardboard into the fenced-off spots (“cardboard corrals”) throughout designated move-in days.
- New Student Participation: At Stevenson, the sorting of cardboard was structured into each residence hall floor/hall meeting.
• **Orientation Leader Participation:** C8 organized their OLs to break down boxes during move-in. OLs could also be a great group to direct students to the corrals during move in.

Please note the “cardboard corral” locations on the attached maps.

Colleges across the nation like Colorado State University and University of South Carolina have used these types of programs during move-in to reduce the amount of waste. UCSC Grounds Services Recycling and Resource Recovery Teams will help Colleges implement these programs to reach the University of California Requirement of 75% solid waste diversion by 2012 and Zero Waste by 2020.

**Grounds Contacts**

Recycling Coordinator:
Dave Wade
459-3671
dmwade@ucsc.edu

Superintendent
Roger Edberg
459-3667
rjedberg@ucsc.edu

Grounds Landscape Assistant Superintendent
Dave Roe
459-2197
jdro@ucsc.edu
Summer Orientation and Move-In Orientation:

Move-In Tips
to reduce your eco-footprint!
The average American creates 4.5 pounds of trash everyday! Moving into a new home creates a lot of extra garbage.

1. **Sharing is Caring!** Check with your roommate to see what items they are bringing so you don't end up with double duty!
2. **Less is More!** Your new room in the residence halls may be smaller than you are used to, bring less stuff or items that satisfy multiple needs.
3. **Buy used items!** Local stores like Last Chance Mercantile and Goodwill sell more than just clothes, they're a great source for lamps, furniture, small appliances, housewares and more!
4. **Bring Your Own!** Avoid disposable products like paper plates and plastic cutlery which are wasteful, and instead purchase reusable items. Think about bringing reusable shopping bags and coffee mugs with you too!
5. **Purchase items with recycled content if you have to purchase something new.** Buying recycled content items is half of recycling!

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Move-In Zero Waste Tips

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OPERS Fall 2010

What to Bring to College

Save money! Reduce energy! Reduce waste! Help Protect Your Environment!

ACT ON CO2

Here are 3 simple ways to reduce your CO2:
1. BYOB—Bring Your Own Bag when you are out shopping.
2. Take a reusable cup to grab that caffeine rush; many cafes will give you a discount.
3. When you're local walk or bike; use maps and maps for walking imaging map of the University. Find info at www.ucsc.edu

So now you have heard about the value of small personal actions and how they affect the world around you. As you plan for the next stage in your life, consider how your purchasing and living decisions before September will impact those around you and your wallet.

UC SANTA CRUZ

What to Bring to College

A guide to saving water, electricity and money!

Sustainability Plan MF Recycling
**RA Training Greening Your Programs**

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**Waste Reduction Pocket Card 2010**

**C9_10 Greening Programs Agenda:**

Meeting 1/7- College 9/10 Greening Your Programs
Agenda that we created for Monday Night

6:30pm-6:50pm: Meeting at C9/10 MPR to go over the plan
7:00-7:15: C9/10 announcements
7:15pm: (Lizzy) Get started with Welcome and Intro
7:18pm: (Lizzy) Discuss Zero Waste Goal 2020 with segue into the 75% goal of June 2012.
   Ultimate goal is to raise the diversion 25% in the next 18 months
   Student Leader Role in helping attain this goal.
   How to plan programs in a way that reaches the reachable goal.
   In planning look at the Before, During and After

7:25pm: (Hannah) Purchasing BEFORE your event
   Consider purchasing, it is the STUFF at your event.
   You can purchase so that your stuff is recyclable, reusable or minimal.
   Reuse instead of purchasing.
   Create events based on activities, awareness, relationships, rather than stuff
   Saving money on stuff means more money for food at your event!

7:30pm: (Silas) Where does stuff go? Recycling (metal, glass, paper, plastic) = Blue bins,
   Electronics= Multibins, Waste Stations = how to get them for your programs

7:35pm: (Lizzy) Explain what their goal is for the next 30 min or so….
   They should be in the programs and or events that they will be working with in the next quarter or two. Take the Before, During and After model to their programs.
   How can they apply purchasing, green education and campus resources to events that they have direct influence in.

7:40pm: Start planning.

8:05pm: Select three groups or so to share what they are working on.
   Use the Student Leaders to help the groups collaborate and give feedback.
   * The three of us are apart of this panel
Presenting Waste Data to Decision Makers

2.15.11 Program Solution Zero Waste:

2/15/11
Zero Waste Programs and Infrastructure Enhancement Opportunities

ENHANCE WASTE COLLECTION on the ground at your college or housing area:
- Potential “waste station” site improvements are being considered now by PP to improve the recycling systems. Colleges may cooperate with PP if/when approached.
- Ask PP and Ecology Action to evaluate the waste station system at your college.
- Encourage local compost collection through Waste Reduction Coordinators (Silas Snyder) or garden.

SUPPORT SEASONAL PROGRAMS:
- Participate in move-out donation programs
- Participate in move-in materials collections
- Continue Student Leader Training and Practices “Greening Your Programs”

PROMOTE the REDUCE-REUSE-RECYCLE of specific materials:
- PAPER, PLASTIC, METAL & GLASS: recycling: Blue bins are available throughout the housing areas. Serviced by Physical Plant (PP) Recycling Office (outreach materials available).
- PAPER TOWELS: Encourage students to use their own towels
- FOOD WASTE: Waste less food or opt for local composting program
- STYROFOAM, PAPER CUPS, SOY MILK CONTAINERS: Avoid purchasing non reusable items.
- ELECTRONICS: Donate at blue multi-bins in mail-rooms or write a fixit

PROMOTE ZERO WASTE CAMPAIGN through your programming:
- Recycling Guides (fliers and posters available)
- Banners Zero Waste by 2020
- Buttons (Triangle Slugs and Zero Waste by 2020)
- Create Zero Waste trainings for students
- Event Centers to host only Zero Waste events

UCSC Landfill Diversion Working Group
Jason Daniel <jmdaniel89@gmail.com>
Joyce Rice <jmrice@ucsc.edu>
Silas Snyder <silass@ucsc.edu>
Dave Wade <dmwade@ucsc.edu>

Ecology Action
Hannah Hodgson <hhodgson@ecoact.org>
Clarice Coppolino <ccoppolino@ecoact.org>
2.15.11 ACAO Presentation and notes:

ACAO/CAO Meeting with Ecology Action and UCSC’s Landfill Diversion Working Group Members

Agenda:

1. Introduction of Cal Recycle Grant and Ecology Action
2. Present Waste Stream/ Characterization data
3. Pose question, of “what have the colleges been doing, and where can we improve?”
4. Break out discussions within colleges
5. Discuss with group
6. Ask for colleges to pledge to create a zero waste commitment

Group Discussion Notes

1. Bathroom: paper towels
   a. Replace with hand dryers.
   b. Research to ensure health standards and energy use
   c. There should be a health statement made at a higher level
   d. Are hand towels an option?
   e. If we have towels, they should be compostable
   f. Hand sanitizer for visiting guests
2. Recycling. How can we make it active?
   a. Provide roles for students in each hall.
   b. Have the buddy system available on each hall
   c. Learn about residents’ base recycling knowledge from their homes. Use this information to target the education based on where students are from.
   d. Pre move-in education from the top down. “This is what you are expected to do at UCSC”.
   e. Have “educators” at move in to do point of deposit education

Pledges to Zero Waste

1. Stevenson: Green Event Center.
   a. The events here will be green-ed!
   b. Composting, Recycling, Less trash, Educators
2. College 9/10
   a. Special waste stations on each floor.
   b. Students play a role in the waste like summer camp
3. Cowell
   a. Update all new summer orientation info.
b. Have a zero waste move in
4. Susan Welte offered that all colleges make campus wide pledges
5. Move beyond fliers for range of educational events and orientation.
6. UC Homepage. “Green Hand”

Presentation
Ecology Action:
Hannah Hodgson <hhodgson@ecoact.org>
"Laura Revilla" <lrevilla@ecoact.org>

UCSC Landfill Diversion Working Group Representatives
Joyce Rice <jmrice@ucsc.edu>
Silas Snyder <silass@ucsc.edu>
Dave Wade dmwade@ucsc.edu

1. Introduction:
   a. Ecology Action has partnered with UC for years
   b. Now we are partnering through a Department of Conservation/ CalRecycle Grant which ends in June 2011
   c. Partnership has been fruitful. Move out 2011 recycled 400 lbs of styrofoam; 900 lbs of plastic film.
2. Zero Waste by 2020
   a. Ecology Action’s success is measured by recycling capacity and improved infrastructure.
   b. Ecology Action has piggybacked on UCSC’s zero waste goal
   c. UCSC’s Zero Waste goal means nothing goes to the landfill by 2020.
      i. Students and staff pushed this goal into adoption
3. Waste Characterization
   a. EA and UCSC partnered to determine what is in the waste stream
   b. The data shows 31% of our waste is recyclable material and 34% of the waste was paper towels.
   c. This is our problem and where we are with our goal.
4. Discussion Questions
   a. We come to you--the experts of your colleges and communities.
   b. We are not asking you to do more work, or take more on. We believe that as we move towards zero waste things will be simpler and cheaper.
   c. What have you/your college been doing to work towards zero waste?
   d. What can you improve upon?
   e. Do you see more opportunities for zero waste given the Waste Characterization Data? What?
5. Discussion:
   a. Bathroom: paper towels
      i. Replace with hand dryers.
      ii. Research to ensure health standards and energy use
iii. There should be a health statement made at a higher level
iv. Are hand towels an option?
v. If we have towels, they should be compostable
vi. Hand sanitizer for visiting guests

b. Recycling. How can we make it active?
   i. Provide roles for students in each hall.
   ii. Have the buddy system available on each hall
   iii. Learn about residents’ base recycling knowledge from their homes. Use this information to target the education based on where students are from.
   iv. Pre move-in education from the top down. “This is what you are expected to do at UCSC”.
   v. Have “educators” at move in to do point of deposit education

6. Pledge. What is one Zero Waste goal, protocol, activity, next step you can commit to in 2011?
   a. Stevenson: Green Event Center.
      i. The events here will be green-ed!
      ii. Composting, Recycling, Less trash, Educators
   b. College 9/10
      i. Special waste stations on each floor.
      ii. Students play a role in the waste like summer camp
   c. Cowell
      i. Update all new summer orientation info.
      ii. Have a zero waste move in
   d. Susan Welte offered that all colleges make campus wide pledges
   e. Move beyond fliers for range of educational events and orientation.
   f. UC Homepage. “Green Hand”

7. Partnership Opportunities and Next Steps
   a. EA will only at UCSC with this grant until June
   b. Would you like to join this partnership? Please use the Landfill Diversion Working Group and Ecology Action as a resource.
   c. How do you see us fitting into your plan?
      i. Examples: we can present to others in your college (CPCs, CREs)
      ii. Conduct a college waste assessment
      iii.
Recycle-Mania Promotion

Pledge1 Outreach

Pledge to Recycle and help UCSC move towards Zero Waste by 2020!

This school year, I pledge to help UCSC reach its goal of "Zero Waste by 2020" by:

- Following the UCSC Recycling Guide! Putting everything in the right place.
- Continuing the habit of bringing my reusable bag to the grocery store and my reusable mug to the coffee shop!
- Reducing my use of paper towels. Use reusable dish towels, washcloth or hand dryer when available.

Please enter me into the random drawing to win a Sustainable Living prize package. Prize package includes a stainless steel reusable canteen, reusable bamboo utensil kit, recycled pencils and a recycled color pencil kit. Winner will be contacted in March 2011.

Name: __________________________
College: _________________________
E-mail: __________________________
Phone: __________________________

Recycle-Mania Research:

Recycle Mania Notes

- www.recyclemania.org

-eight weeks between February 6 and April 2, 2011.

Overall Goals for RecycleMania

- Have a fair and friendly recycling competition.
- Increase recycling participation by students and staff.
- Heighten awareness of schools' waste management and recycling programs.
- Expand economic opportunities while addressing environmental issues in a positive way.
- Lower waste generated on-campus by reducing, reusing and recycling.

Have the competition act as a catalyst for colleges and universities to build and expand waste reduction programs on campus.
*UCSC is registered for the Waste Minimization Competition:

Waste Minimization

As part of its involvement in the Waste Minimization category, this school is pledging to implement the following waste reduction practices on its campus:

- **Purchasing office equipment with waste prevention in mind (e.g. electronic interface, double-sided capabilities; sourcing and purchasing for durability, etc.)**
- **Active program to sell or donate campus surplus property.**
- **Promoting inter-office reusable envelopes for campus mail and review/improve campus systems for reclaiming extra envelopes for reuse.**
- **Replacing paper documents with online alternatives wherever possible (e.g. telephone directories, course catalogs, room selection, bill payment, grade distribution, etc.).**
- **Implementing campus printing initiatives which prohibit or discourage unlimited printing in computer labs and copy rooms (e.g. pay-per sheet pricing, etc.).**
- **Offering discounts or other incentives for using reusable mugs in campus dining operations.**
- **Offering reusable dinnerware and utensils in all sit-down dining facilities.**
- **Establishing post-consumer waste and biodegradable dinnerware composting program.**
- **Collecting food waste for compost program via Dining facilities**

PRIZE:
 Participants will compete for the coveted "Bowling Pin" trophy, first introduced in RecycleMania 2004. This trophy stays with the winner for the year before being forwarded to the following year's winner. The winner of the Waste Minimization category will also receive a permanent award to keep.

Potential Outreach Materials:
- Recycle Mania tattoos
- Recycle Mania Reusable Bag
- Recycle Logo tattoos
- Recycle Mania Frisbee
- Recycle Mania travel mug

Are we measuring this data campus wide or is it possible to collect college by college? Is a college by college competition possible?
Recycle-Mania Competition:

UC Davis vs. UC Santa Cruz
Recycle Mania

An Average American produces 4.6 lbs of waste every day, of that 1.1 lbs is recycled.

UC DAVIS:
Last year during Recyclemania, it was recorded that an average of 1.2 lbs of recycling was disposed of properly per person.

UC SANTA CRUZ:
Last year during Recyclemania, it was recorded that an average of 1.7 lbs of recycling per person was collected

Last year, both UC Davis and UCSC recorded higher rates of recycling per person compared to the Average American. Santa Cruz beat out UC Davis when it came down to how much was recycled per person campus wide!

This year we will track how much recycling is disposed of properly per person week by week and we will see if UCSC beats out UC DAVIS yet again!
Move Out Zero Waste Stations

![Zero Waste Move Out Station](image)

![Stop, Go to your Zero Waste Station](image)

![Unopened Food Donation](image)

![Household Items Donation](image)

![Toiletries Donation](image)

We Donate to Help Support Our Community!
Captain_InfoPacket_MoveOut FINAL:

**UCSC Move Out Waste Station Monitoring Captain Packet**

**Captain Duties**

As a captain, you are in charge of one of the 11 “Zones” at UCSC. Each Zone has 2-4 Zero Waste Stations within it, so that means that you will need to split your time between these stations. It’s up to you to decide how much time to spend at each station, depending on the flow of students, time of the day, etc.

Part of your duties is training and supervising volunteers. Each day you will receive information regarding your volunteers, including their name(s), phone number(s), and the time slot(s) for which they are volunteering. Please review this information each day you are a Captain. At the beginning of their shift, meet them at the drop-off spot for the Zone you are
Captaining. After you have trained them and they understand how the Zero Waste Stations work, assign them to cover one or two of the Zero Waste Stations within your Zone. This way, you can cover multiple stations simultaneously and reach more students!

- Train volunteers on Zero Waste Stations In’s and Out’s, including:
  - What can be donated and what can’t
  - What can be placed in each bin
  - Talking points
- Ensure that all donations are placed in the correct bins
  - Break down and separate materials
  - Travel from station to station to check in on each
- Outreach
  - Answer questions
  - Hand out flyers
  - Let students who pass by know what is happening
  - Rummage through people’s trash with them to separate recyclables and donatables
- Communicate with Rover about:
  - Signage needs
  - Supplies/materials needs
  - Materials pick up needs during the day (see next bullet point)
- Collect the following materials EACH DAY. If you find that you are getting overloaded with any of these materials during the day, you can call the Rover and they will do a mid-day pick up. Otherwise, bring these materials with you when you are picked up at the end of the day:
  - Toiletries
  - Food
  - Foam sleeping pads

Talking points when talking to Students:
- Start with “Do you know about the Zero Waste by 2020 goal on campus?”. Explain it to folks.
- “You’re a part of UCSC, so you’re a part of making this happen – we need everyone to participate if we’re going to reach the goal.”
- “We’re trying to have a Zero Waste move out - trying to keep things out of landfill by donating, recycling, swapping.
- “Trying to give things that are in good condition a second life and give them to people who need them” – mention charity groups (Goodwill, Hope Services, Second Harvest Food Bank, Homeless Services)
- If they’re carrying trash, you can go through it and see what might be donated/recycled. To do this, try saying, “I’d love to help you take part in Zero Waste Move Out...Would you like to take a look at this trash bag and see what might be recycled and donated?”
- You’re sorting with them, so you have time to talk further with them and answer any questions.

Breakdown of what’s goes into a zero waste station (see flier)
At each station, the provided bins will accept a specific set of items. For brief descriptions of the information provided below, refer to a Zero Waste Move Out flier.

**Hope Services and Goodwill Bins:** Labeled ‘Household Items,’ these bins will accept a range of personal items. Clothing (preferably clean), shoes, blankets, small electronics and appliances such as blenders, toasters, desk fans and alarm clocks will be accepted. Larger appliances like microwaves, large fans, refrigerators, large electronics and chairs can be taken as well (if they are still working!)

**Broken Large Electronics, Chemicals, and CFL’s:** Captain, organize these items near the dumpster at your zero waste stations. Call the rover to notify what and where these items are accumulating.

**Second Harvest Bins:** Labeled ‘Unopened Food,’ these bins will accept all non-perishable foods. This includes cans and unopened boxes and bags. Essentially, any food item that is packaged that does not need to be refrigerated or has not been opened. These bins will not accept any produce or fruits (but you and/or volunteers can!).

**Homeless Services Bins:** Labeled “Toiletries,” these blue recycling containers will accept shampoo and lotion bottles, soaps, detergents, and other body care products. These specific items can be half empty bottles or already used products, but any toiletry item that has been contaminated with bodily fluids (i.e. used toothbrushes, mascara, or prescribed medications) will not be accepted. In order to donate these acceptable items, students preferably must have all toiletries bagged before placed in the containers. If students want to donate but don’t have a bag, place their donation inside a bag that is already in the bin.

**RECYCLING:**
- Just about all **glass, metal, paper, and plastic** can be recycled in the blue carts at your recycling stations.
- **Cardboard** is separated from other recycling in green dumpsters.
- **E-Waste:** **Small electronics, batteries, CD’s and printer cartridges** go into the Blue “Multibins” in the Mailroom at all colleges.
- **Chemicals, CFL’s and large electronics** (not working or non donatable) Captain, organize these items near the dumpster (NOT IN IT) at your zero waste stations. Call the rover to notify what and where these items are accumulating.
- **Take labeled medications and sharps** (in an approved container) to the Health Center Pharmacy.

**Compost Bins:** **COLLEGE 8 ONLY.** These bins will only be located at the apartment College 8 waste station. These bins will include all types of food scraps. All processed and non-processed foods such as meats, dairy, produce/fruits, bread and microwavable meals will be accepted.

**Materials You’ll Have**
- **We have**: T-shirts, box cutters, snacks, gloves, 10 fliers per day, this packet, box/bag to carry toiletries and food to car
- **Bring**: sunscreen, hat, cell phone, water bottle, tupperware or bags for storing snacks, smiles!

### The Rover:

Contact the rover if:

- **Signage** needs replacing or re-taping
- **Materials Collection**: If food, household, toiletries, trash or recycling is overflowing, contact the rover ASAP.
- You need to contact any **UCSC staff or EA staff. Please do not contact these people directly.**
- Want them to take **pictures** of signage, students, staff, waste stations
- Need more **supplies** for:
  - food, snacks, sunscreen, hats, fliers, buttons, T-shirts, box cutter, first aid kit,
- **Need a ride**
- Have a list of all staff and contact information (volunteers, EA and UCSC)
- Have any questions or issues

**Rovers:**

- Monday: Ben Middlemiss: 707-407-7197
- Tuesday: Tyler Pitts: 805-709-2624
- Wednesday: Angela Rocchio: 831-706-1882
- Thursday: Laura Revilla: 408-656-9339
- Friday: Hannah Hodgson: (925)818-6015

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### Transportation

**CARS: Leaving Ecology Action 877 Cedar Street**

**Monday - Thursday**

- **10:00AM Both cars leave EA office with all staff**
- **11:00 All staff at monitoring sites.**
- **3:00PM Driver leaves monitoring site; begins to pick up staff**
- **4:15PM All staff at office**

**Friday**

- **8:00AM Both cars leave EA office with all staff**
- **9:00 All staff at monitoring sites.**
- **1:00PM Driver leaves monitoring site; begins to pick up staff**
- **2:15PM All staff at office**

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**Lunch:**
Lunch and snacks will be provided. The rover will pick up lunch a campus cafe everyday at noon and deliver your meal to you. Snacks will be available for you to take every morning. The captain will be responsible for taking enough snacks for themselves and the volunteers. Please bring a container/s or a bag to carry the snacks, as we are planning on getting them in bulk!