

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Environmental Resources *SJK*

BOARD AGENDA # *A-5

Urgent Routine

AGENDA DATE October 11, 2011

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Proclaim, in Conjunction with National and Statewide Events, October 15 through October 21, 2011, as "Second Chance Week" in Stanislaus County

STAFF RECOMMENDATIONS:

1. Proclaim the week of October 15 through October 21, 2011, as "Second Chance Week" in Stanislaus County.
2. Adopt a Resolution proclaiming October 15 through October 21, 2011, as "Second Chance Week" in Stanislaus County.

FISCAL IMPACT:

The Department of Environmental Resources and Stanislaus Animal Services Agency will be partnering in the events associated with Second Chance Week. Staffing costs and related advertising are accounted for in existing budgeted appropriations.

BOARD ACTION AS FOLLOWS:

No. 2011-612

On motion of Supervisor DeMartini, Seconded by Supervisor Withrow

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, and Chairman Monteith

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Proclaim, in Conjunction with National and Statewide Events, October 15 through October 21, 2011, as "Second Chance Week" in Stanislaus County

DISCUSSION:

"Second Chance Week" is a public awareness campaign held nationwide and in California each October to promote reuse, repair, resale, and donation opportunities. Items that might otherwise have been thrown away are given a "second chance." This year, the week of October 15 through October 21, 2011, is being proclaimed "Second Chance Week." The Board of Supervisors is being asked to approve proclaiming this same week as "Second Chance Week" in Stanislaus County which will allow individuals and communities the opportunity to reaffirm their commitment to conservation and apply the concept that reuse is the best form of recycling.

In addition to joining in the "spirit" of recycling by approving this request, the Countywide Integrated Waste Management Plan, which was updated and approved by the Board of Supervisors on June 28, 2011, includes a waste management hierarchy of which, source reduction (reuse) is identified as the highest priority. Consistent with this hierarchy, the Department of Environmental Resources (DER) encourages individuals, businesses, communities, and government agencies to work together as good stewards of natural resources. Using resources wisely helps to build a stronger economy and preserve and improve the environment.

To promote reuse during Second Chance Week, DER proposes to partner with the Stanislaus Animal Services Agency and the SPCA of Stanislaus, as follows: local businesses and veterinary offices will be contacted and asked to be a collection site for new and gently used pet supplies donated by the public. The items collected will be delivered to Stanislaus Animal Services Agency and the SPCA of Stanislaus to be given away the following week, which locally is being called, "Make A Difference Week." During this designated week, those that adopt a pet will be given the opportunity to select a donated item to take home such as a pet caddy, a brush/comb, a collar, etc., thus offering an additional incentive.

To further promote the reuse program, DER will create flyers advertising Second Chance Week that will be distributed to collection sites and surrounding businesses. DER will deliver collection containers, along with the flyers, to participating retail stores and veterinary offices prior to Second Chance Week, and will also collect them at the end of that week. Make a Difference Week will be held October 22 through October 29, 2011, at the Stanislaus Animal Services Agency facility located at 3647 Cornucopia Way, Modesto, and at the SPCA of Stanislaus facility located at 4733 Yosemite Boulevard, Modesto.

POLICY ISSUE:

Approval of this agenda item proclaiming the week of October 15 through October 21, 2011, as "Second Chance Week" is consistent with the Board's priorities of A Safe Community, A Healthy Community, and Effective Partnerships. It provides a program that supports the Department's mission to promote a safe and healthy environment and improve the quality of life in the community through a balance of science, education, partnerships, and environmental regulation.

Approval to Proclaim, in Conjunction with National and Statewide Events, October 15 through October 21, 2011, as "Second Chance Week" in Stanislaus County

STAFFING IMPACTS:

There are no staffing impacts associated with this item.

CONTACT PERSON:

Sonya K. Harrigfeld, Director of Environmental Resources. Telephone: 209-525-6770

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: October 11, 2011

No. 2011-612

On motion of Supervisor DeMartini Seconded by Supervisor Withrow
and approved by the following vote,
Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, and Chairman Monteith
Noes: Supervisors: None
Excused or Absent: Supervisors: None
Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

Item # *A-5

IN RE: Recognizing October 15 through October 21, 2011, as "Second Chance Week"

WHEREAS, to focus the nation's attention on the importance of reusing, reducing and recycling, businesses, industries, state agencies, nonprofit organizations and individuals have joined together to celebrate "Second Chance Week" and are encouraging their employers, staff, customers, membership and all citizens to pledge to start reusing or enhance current recycling programs by reusing items that might otherwise be thrown away;

WHEREAS, participating in Second Chance Week is one way citizens can help raise awareness about the need to reduce waste by reusing, reducing and recycling;

WHEREAS, reusing, reducing and recycling saves millions of dollars in disposal costs, creates jobs and is recognized as an easy way for everyone to help protect the environment by avoiding unnecessary use of important resources;

WHEREAS, state, county and community leaders need to spread the word that reuse is the best form of recycling, and promote the excellent programs they have established, the growth of markets for reuse and resale, the importance of repairing and donation programs, and the benefits of investments in reusing, reducing and recycling by small and large businesses;

THEREFORE, BE IT RESOLVED that October 15 through 21, 2011, is Second Chance Week and the Stanislaus County Board of Supervisors does hereby urge all residents, educators and businesses to participate in local, regional and statewide celebratory and educational activities.

ATTEST: **CHRISTINE FERRARO TALLMAN, Clerk**
Stanislaus County Board of Supervisors,
State of California

