

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

DEPT: Environmental Resources

BOARD AGENDA # \*A-7

Urgent  Routine

AGENDA DATE November 6, 2012

CEO Concurs with Recommendation YES  NO   
(Information Attached)

4/5 Vote Required YES  NO

SUBJECT:

Approval to Proclaim November 15, 2012, as "America Recycles Day" in Stanislaus County

STAFF RECOMMENDATIONS:

1. Proclaim November 15, 2012, as "America Recycles Day" in Stanislaus County.
2. Adopt a Resolution proclaiming November 15, 2012, as "America Recycles Day" in Stanislaus County.

FISCAL IMPACT:

There is minimal fiscal impact associated with this item as the total cost of activities related to America Recycles Day in staff time and promotional supplies will be approximately \$800, which will be funded using the Department of Environmental Resources existing budgeted appropriations.

BOARD ACTION AS FOLLOWS:

No. 2012-551

On motion of Supervisor Monteith, Seconded by Supervisor Withrow

and approved by the following vote,

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

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None


1)  Approved as recommended

2)  Denied

3)  Approved as amended

4)  Other:

MOTION:



ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

## Approval to Proclaim November 15, 2012, as “America Recycles Day” in Stanislaus County

### DISCUSSION:

“America Recycles Day,” a campaign instituted by the National Recycling Coalition, is the only nationally recognized day dedicated to encouraging Americans to recycle and buy recycled products. Since its inception in 1997, the America Recycles Day campaign has grown to include millions of Americans pledging to increase their recycling habits at home and work, and to buy products made with recycled materials. Residents in every State of the nation participate in America Recycles Day events. Held annually on November 15<sup>th</sup>, millions of people become better informed as a result of the national America Recycles Day campaign. The Board of Supervisors has proclaimed November 15<sup>th</sup> “America Recycles Day” for the past several years.

The Department of Environmental Resources (Department) supports the purpose set forth by America Recycles Day which is to promote the social, environmental, and economic benefits of recycling and to encourage more people to join the movement toward creating a better natural environment. Departmental outreach efforts encourage individuals, businesses, communities and government agencies to work together as good stewards of natural resources. In addition, local residents are also encouraged to take unwanted items such as paint, household chemicals, batteries, and electronic waste to the county-operated Household Hazardous Waste Facility located at 1710 Morgan Road, Modesto, where they will be recycled, reused, or properly disposed of. Using resources wisely will help preserve and improve the environment and build a stronger economy.

While America Recycles Day is a nationally recognized day dedicating attention to recycling, the Department provides education and outreach to the Stanislaus County communities year-round to promote recycling. Presentations in schools and libraries, a recycling poster contest, used oil filter exchange events, participation in Green Night with the Modesto Nuts, and participation in Earth Day are good examples of the Department’s education and outreach efforts.

In the “spirit” of America Recycles Day, the Department this year will participate with the City of Modesto Solid Waste Department staff to set up a display at the Tenth Street Plaza, 1010 10<sup>th</sup> Street, on November 15, 2012. In prior years, the Department partnered with the City of Turlock to set up displays at local Lowes Home Improvement Stores, participated in recycling events at local Home Depot stores, and hosted a Green Ideas Expo at Harvest Hall. Included in this year’s display will be numerous outreach materials and items that contain recycled content. Staff will be onsite to promote recycling and reuse, and the public will have the opportunity to stop at the display and pledge to recycle, ask questions, and show their support to recycling. This information is also available on the Department website at <http://www.stancounty.com/er/>

### POLICY ISSUE:

Approval of this agenda item proclaiming November 15, 2012, as “America Recycles Day” is consistent with the Board’s priorities of 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 November 15, 2012, as "America Recycles Day" in Stanislaus County

**STAFFING IMPACTS:**

There are no staffing impacts associated with this item.

**CONTACT PERSON:**

Jami Aggers, Interim Director of Environmental Resources and Parks and Recreation  
Telephone: (209) 525-6770

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

Date: November 6, 2012

No. No. 2012-551

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

Item # \*A-7

THE FOLLOWING RESOLUTION WAS ADOPTED:

IN RE: RECOGNIZING NOVEMBER 15, 2012, AS "AMERICA  
RECYCLES DAY"

WHEREAS, to focus the nation's attention on the importance of recycling, businesses, industries, state agencies, nonprofit organizations and individuals have joined together to celebrate "America Recycles Day" and are encouraging their employers, staff, customers, membership and all citizens to pledge to start or enhance recycling programs and buy recycled products on November 15;

WHEREAS, participating in America Recycles Day is one way citizens can help raise awareness about the need to reduce waste by reusing, recycling and buying recycled products;

WHEREAS, 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 about the excellent programs they have established, the growth of markets for recyclables, the importance of buying recycled products, the need to expand the collection of recyclable materials, and the benefits of investments in recycling by small and large businesses; and

THEREFORE, BE IT RESOLVED that November 15, 2012, is America Recycles Day and the Stanislaus County Board of Supervisors does hereby urge all residents, educators and businesses to participate in its local, regional and statewide celebratory and educational activities.

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

*Christine Ferraro*

File No.