

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

DEPT: Environmental Resources

BOARD AGENDA # *B-2

Urgent Routine

AGENDA DATE November 4, 2014

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Proclaim November 15, 2014, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

STAFF RECOMMENDATIONS:

1. Proclaim November 15, 2014, as America Recycles Day in Stanislaus County.
2. Adopt a Resolution proclaiming November 15, 2014, as America Recycles Day in Stanislaus County.

FISCAL IMPACT:

The Department of Environmental Resources (Department) and City of Modesto will be partnering and sharing the costs associated with America Recycles Day. The County's share of costs for advertising and promotional supplies is estimated to be \$1,000. The cost for these items including staff time will be funded from existing appropriations in the Fiscal Year 2014-2015 Final Adopted Environmental Resources AB 939 - Source Reduction and Recycle Budget.

BOARD ACTION AS FOLLOWS:

No. 2014-549

On motion of Supervisor Withrow, Seconded by Supervisor Chiesa
and approved by the following vote,

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

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

ATTEST:


CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Proclaim November 15, 2014, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

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 15th, millions of people become better informed as a result of the national America Recycles Day campaign. The Board of Supervisors has proclaimed November 15th as 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.

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

For the second consecutive year, the Department is partnering with the City of Modesto Solid Waste Department staff in hosting an America Recycles Day event on November 15, 2014, from 11:00 am to 4:00 pm at Regal Cinemas, 3969 McHenry Ave., Modesto. Participating vendors will include City of Modesto Solid Waste, Department of Environmental Resources Solid Waste and Hazardous Materials Divisions, Bertolotti Disposal, Boyett Petroleum, Covanta Stanislaus Inc., Gilton Resource Recovery, Great Valley Center, United Cerebral Palsy, Modesto Junk, Prime Shine and Stanislaus Regional Transit.

Included at the event will be free e-waste, battery, cell phone, and thermostate/thermometer collections, paper shredding, and beverage container recycling. Solid Waste and Hazardous Materials staff will be on site to promote recycling and reuse and answer questions regarding the county's recycling programs. This information is also available on the Department's web site at www.stancounty.com/er/.

POLICY ISSUE:

Proclaiming November 15, 2014, 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, 2014, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

STAFFING IMPACTS:

Current DER staff will be coordinating this event.

CONTACT PERSON:

Jami Aggers, Director of Environmental Resources. Telephone: 209-525-6770

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

Date: November 4, 2014

No. 2014-549

On motion of Supervisor Withrow Seconded by Supervisor Chiesa

and approved by the following vote,

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

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

Item # *B-2

IN RE: RECOGNIZING NOVEMBER 15, 2014, 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, 2014;

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, 2014, is America Recycles Day and the Stanislaus County Board of Supervisors does hereby urge all residents, educators and businesses to participate in their local, regional and statewide celebratory and educational activities.

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

