

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

DEPT: Environmental Resources

BOARD AGENDA # *B-4

Urgent Routine

AGENDA DATE September 29, 2015

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Proclaim the Week of October 19 through October 25, 2015 as Second Chance Week in Stanislaus County, in Conjunction with National and Statewide Events Promoting Reuse and Recycling Activities

STAFF RECOMMENDATIONS:

1. Proclaim the week of October 19 through October 25, 2015, as Second Chance Week in Stanislaus County.
2. Adopt a Resolution proclaiming October 19 through October 25, 2015, as Second Chance Week in Stanislaus County.

FISCAL IMPACT:

The Department of Environmental Resources (DER) and the City of Modesto will be partnering and sharing the costs associated with Second Chance Week. The County's share of costs for advertising and promotional supplies is estimated to be less than \$1,000. The cost for these items including staff time will be funded from DER's AB 939/Source Reduction and Recycle budget.

BOARD ACTION AS FOLLOWS:

No. 2015-454

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

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

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
CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Proclaim the Week of October 19 through October 25, 2015 as Second Chance Week in Stanislaus County, in Conjunction with National and Statewide Events Promoting Reuse and Recycling Activities

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 19 through October 25, 2015, is being proclaimed Second Chance Week. The Director of Environmental Resources is requesting the Board of Supervisors proclaim this same week as "Second Chance Week" in Stanislaus County. Second Chance Week 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, 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, 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, preserve and improve the environment.

To promote reuse during Second Chance Week, DER proposes to partner with the City of Modesto, Salvation Army, Center for Human Services, Modesto Pregnancy Center and Cal SAFE in addition to the fire stations and libraries within both jurisdictions. The fire stations and libraries will be contacted and asked to be a collection site for new and gently used baby clothes donated by the public. The items collected will be delivered to the Salvation Army, Center for Human Services, Modesto Pregnancy Center, and Cal SAFE the following week for distribution. Collected items will be used to help families in need within Stanislaus County. This will be the third year the County and the City of Modesto have partnered together for second chance week. This information is available on the department web site at <http://stancounty.com/er/> and also DER's dedicated recycling web site www.stanislausrecycles.org.

To further promote the reuse program, DER will create flyers advertising Second Chance Week that will be distributed to collection sites and surrounding businesses. In addition newspaper advertisements will be placed in all of the County newspapers. DER will deliver the flyers and containers prior to Second Chance Week, and will collect the containers at the end of that week.

POLICY ISSUE:

Proclaiming the week of October 19 through October 25, 2015, as Second Chance Week is consistent with the Board's priorities of A Safe Community, A Healthy Community, and Effective Partnerships by providing 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 the Week of October 19 through October 25, 2015 as Second Chance Week in Stanislaus County, in Conjunction with National and Statewide Events Promoting Reuse and Recycling Activities

STAFFING IMPACTS:

Existing department staff will be coordinating this event.

CONTACT PERSON:

Jami Aggers, Director of Environmental Resources. Telephone: 209-525-6700

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

Date: September 29, 2015

2015-454

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

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

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

Item # *B-4

THE FOLLOWING RESOLUTION WAS ADOPTED:

IN RE: Recognizing October 19 through October 25, 2015, as Second Chance Week in Stanislaus County, in Conjunction with National and Statewide Events Promoting Reuse and Recycling Activities

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 19 through 25, 2015, 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



File No.