

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

DEPT: Environmental Resources

BOARD AGENDA # *A-4

Urgent

Routine

AGENDA DATE November 3, 2015

CEO Concurs with Recommendation YES NO

4/5 Vote Required YES NO

(Information Attached)

SUBJECT:

Approval to Proclaim November 15, 2015, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

STAFF RECOMMENDATIONS:

1. Proclaim November 15, 2015, as America Recycles Day in Stanislaus County.
2. Adopt a Resolution proclaiming November 15, 2015, as America Recycles Day in Stanislaus County.

FISCAL IMPACT:

The Department of Environmental Resources 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 2015-2016 Final Adopted Environmental Resources AB 939 - Source Reduction and Recycle Budget.

BOARD ACTION AS FOLLOWS:

No. 2015-546

On motion of Supervisor Chiesa, Seconded by Supervisor O'Brien

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) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:

ATTEST:


CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Proclaim November 15, 2015, 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 third consecutive year, the Department is partnering with the City of Modesto Solid Waste Department staff in hosting an America Recycles Day event on November 14, 2015, from 10:00 am to 2:00 pm at Cruisers, 4931 McHenry Ave., Modesto. In the spirit of America Recycles Day reusable bags will be handed out which will contain green ideas, resources and opportunities provided by local businesses. Information on City and County recycling programs and the County's current recycling guide will also be included. The event will include free e-waste, waste tire, battery, cell phone, thermostat/thermometer collection, paper shredding, and beverage container recycling. Solid Waste staff will be on site to answer questions from residents and promote the county's recycling and disposal programs. Event information will be available on the Department's recycling web site at www.stanislausrecycles.org.

POLICY ISSUE:

Proclaiming November 15, 2015, 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, 2015, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

STAFFING IMPACTS:

Existing department staff will be coordinating this event.

CONTACT PERSON:

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

IN RE: RECOGNIZING NOVEMBER 15, 2015, 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, 2015;

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, 2015, 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.