

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

DEPT: Environmental Resources *EMA*

BOARD AGENDA # *A-5

Urgent

Routine

AGENDA DATE August 19, 2008

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 12 through October 18, 2008, as "Second Chance Week" in Stanislaus County

STAFF RECOMMENDATIONS:

1. Proclaim the week of October 12 through October 18, 2008, as "Second Chance Week" in Stanislaus County.
2. Adopt a Resolution proclaiming October 12 through October 18, 2008, as "Second Chance Week" in Stanislaus County.

FISCAL IMPACT:

There is no fiscal impact associated with this item. The Departments of Environmental Resources and Animal Services which will be partnering in the events associated with Second Chance Week, plan on using existing budget appropriations and/or donations to cover related costs.

BOARD ACTION AS FOLLOWS:

No. 2008-585

On motion of Supervisor DeMartini, Seconded by Supervisor Grover

and approved by the following vote,

Ayes: Supervisors: O'Brien, Grover, Monteith, DeMartini and Chairman Mayfield

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:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

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 12 through October 18, 2008, is being deemed "Second Chance Week" across the State of California and the United States. The Board of Supervisors is being asked to approve 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 October 30, 2007, 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 Department of Animal Services and contact local businesses and veterinary offices to ask that they donate pet supplies that are new or gently used. The items collected by DER will be delivered to Animal Services to be given away on a designated day, which locally is being called, "Make A Difference Day." During this designated day, those that adopt a pet at the Stanislaus County Animal Shelter 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.

This partnership effort allows both Departments the opportunity to create awareness and educate County residents about reuse programs, as well as to enlighten them about the additional services being provided by Animal Services such as the dog training classes that are offered to newly adoptive pet owners once per month.

To further promote the reuse program, the Department of Animal Services will create flyers advertising and promoting "Second Chance Week" that will be distributed to the 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 the following week. "Make A Difference Day," will be held on the following Saturday, October 25, 2008, at the Department of Animal Services facility, located at 2846 Finch Road, Modesto.

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POLICY ISSUES:

The Stanislaus County Board of Supervisors should determine if proclaiming the week of October 12 through October 18, 2008, as “Second Chance Week” is consistent with the Board’s priorities of a safe community, a healthy community and effective partnerships.

STAFFING IMPACT:

There is no staffing impact associated with this item.

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

Date: **August 19, 2008**

No. 2008-585

On motion of Supervisor DeMartini Seconded by Supervisor Grover

and approved by the following vote,

Ayes: Supervisors: O'Brien, Grover, Monteith, DeMartini, and Chairman Mayfield

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

IN RE: Recognizing October 12 through October 18, 2008, 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; and

THEREFORE, BE IT RESOLVED that October 12 through 18, 2008, 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

Christine Ferraro

File No.