

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

DEPT: Environmental Resources *KL*

BOARD AGENDA # *B-10

Urgent

Routine

AGENDA DATE June 22, 2010

CEO Concurs with Recommendation YES NO

4/5 Vote Required YES NO

(Information Attached)

SUBJECT:

Approval for the Department of Environmental Resources to Sponsor and Organize a Green Ideas Expo on November 4, 2010, at the Stanislaus County Agricultural Center

STAFF RECOMMENDATIONS:

Approve the Department of Environmental Resources to sponsor and organize a Green Ideas Expo, to be held on November 4, 2010, at the Stanislaus County Agricultural Center.

FISCAL IMPACT:

Should the Board of Supervisors approve the staff recommendation, the total estimated cost of \$4,550 to host the Green Ideas Expo will be reimbursed to the Department of Environmental Resources by the California Department of Resources Recycling and Recovery, Recycling Market Development Zone's Zone Incentive Fund. There is no fiscal impact to the General Fund.

BOARD ACTION AS FOLLOWS:

No. 2010-381

On motion of Supervisor Chiesa, Seconded by Supervisor Monteith

and approved by the following vote,

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

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:

Green technology innovation is becoming increasingly important to businesses in Stanislaus County who are proactively working to preserve the quality of the environment and to achieve a more sustainable community while at the same time exploring efficient and cost-effective business practices. Integrating green technologies into business operations effectively includes the reuse of wastes, recycling of wastes, and harnessing of clean energy.

The Recycling Market Development Zone (RMDZ) program, administered by the Department of Environmental Resources (Department), provides funding to promote recycling education and outreach programs to local businesses. The RMDZ combines recycling with economic development to start new businesses, expand existing ones, create jobs, and divert waste from landfills. Technical and financial RMDZ program assistance is provided as a combined effort by the Stanislaus County Zone Administrator, i.e., the Department, and the California Department of Resources Recycling and Recovery (CalRecycle).

The California Integrated Waste Management Act of 1989, otherwise known as Assembly Bill (AB) 939, went into effect on January 1, 1990. AB 939 requires all jurisdictions within the State to maintain a 50% diversion rate from landfill disposal. To meet the AB 939 mandate, Stanislaus County and its incorporated cities were each required to develop a plan to implement waste diversion programs, called the Source Reduction and Recycling Element (SRRE). The SRRE identified source reduction, recycling, and educational programs that would be implemented to meet the 50% diversion mandate. Currently, the Department's successful outreach programs have been largely focused on the educational system through local public schools and libraries. The Green Ideas Expo would expand upon this plan to include the commercial sector, while also increasing awareness within the public sector. The proposed Green Ideas Expo, therefore, would enhance the RMDZ and AB 939 programs.

The Green Ideas Expo would be a local event that provides awareness to the community showing how the recycling and reuse of wastes originally destined for disposal can be made into new products and commodities, and to create a synergistic effect by inspiring new green ideas, innovation, and networking opportunities between businesses. Local businesses would be invited to participate in the Green Ideas Expo as booth vendors displaying products and/or services that directly include reuse, recycling, or harnessing clean energy for public exposition. The public would be invited to attend the exposition at no charge. Local agencies with an interest would be invited to participate as booth vendors or speakers. No booth space fee would be charged to vendors, although a requirement for proof of general liability insurance in the amount of \$1,000,000 for each occurrence naming Stanislaus County as an additional insured, or equivalent, would be required.

The local cities have been contacted regarding the Green Ideas Expo and most have responded favorably indicating their support. In addition, the City of Turlock has already provided a list of businesses as potential vendors for the proposed Green Ideas Expo.

The budget for the Green Ideas Expo would involve the following, totaling \$4,550:

- \$600 for 250 customized brochures printed in soy ink and made with recycled-content paper;
- \$1,500 for the placement of two Modesto Bee event advertisements (on Sundays) to run in the summer or fall of 2010;
- \$150 for postage to mail brochures to potential booth vendors;
- \$1,300 for the design and placement of one advertisement in Stanislaus magazine to promote the RMDZ program and the Green Ideas Expo;
- \$1,000 to design and order 100 color posters and 1,000 color flyers to promote the Green Ideas Expo, printed with soy ink and made with recycled-content paper; and
- No cost for use of the Stanislaus County Agricultural Center.

Costs for the above budgeted items would be reimbursed to the Department from the CalRecycle RMDZ program Zone Incentive Fund (ZIF). The Department has received written pre-approval to use ZIF funding as described, and the funds need to be encumbered no later than June 30, 2010. Once each proposed budget line item has been completed, reimbursement would be requested. As the Green Ideas Expo will also provide educational community outreach, AB 939 special revenue funding would be used for any unanticipated expenses beyond the budgeted amount of \$4,550.

Many innovative businesses reside in Stanislaus County who wish to enhance their operations by integrating green practices and technologies into existing methods. As a good steward of the environment, the Department's hosting of the Green Ideas Expo offers an exciting opportunity to share information with the local commercial and public sectors that will increase awareness, encourage innovation, protect our environment, and potentially create jobs. If this event proves to be successful, the Department will consider hosting this event on an ongoing basis.

POLICY ISSUE:

The Board of Supervisors should determine if approving the Department of Environmental Resources' recommendation to sponsor and organize a Green Ideas Expo is consistent with the Board's priorities of a strong local economy, effective partnerships, and a well-planned infrastructure system.

STAFFING IMPACTS:

There are no staffing impacts associated with this item. The Department can accommodate the planning, administration, and hosting of the Green Ideas Expo with existing staff who already perform similar tasks for the RMDZ and AB 939 programs.

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