

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

DEPT: Environmental Resources

BOARD AGENDA # *A-5a

Urgent Routine

AGENDA DATE November 8, 2011

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Proclaim November 15, 2011, as "America Recycles Day" in Stanislaus County

STAFF RECOMMENDATIONS:

1. Proclaim November 15, 2011, as "America Recycles Day" in Stanislaus County.
2. Adopt a Resolution proclaiming November 15, 2011, as "America Recycles Day" in Stanislaus County.

FISCAL IMPACT:

There is no fiscal impact associated with this item as activities related to America Recycle Day will be supported using the Department of Environmental Resources existing budgeted appropriations.

BOARD ACTION AS FOLLOWS:

No. 2011-683

On motion of Supervisor De Martini, Seconded by Supervisor O'Brien

and approved by the following vote,

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

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, 2011, as "America Recycles Day" in Stanislaus County

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 "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. In addition, local residents are also encouraged to take unwanted items such as paint, household chemicals, batteries, and electronic waste to the County-operated Household Hazardous Waste Facility where they will be recycled, reused, or properly disposed of. Using resources wisely will help preserve and improve the environment and build a stronger economy.

While America Recycles Day is a nationally recognized day dedicating attention to recycling, the Department provides education and outreach to our communities year-round to promote recycling. Presentations in schools and libraries, a recycling poster contest, used oil filter exchange events, and participation in Green Night with Modesto Nuts, Earth Day and Beyond Earth Day are good examples of the Department's education and outreach efforts. In the "spirit" of America Recycles Day, the Department this year will participate with City of Turlock staff to set up a display at Lowe's Home Improvement, 3303 Entertainment Way, Turlock, on November 15, 2011. In prior years, the Department hosted a Green Ideas Expo at Harvest Hall and participated with City of Modesto staff to set up displays in local Home Depot stores. Included in this year's display will be numerous outreach materials and items that contain recycled content. Staff will be onsite to promote recycling and reuse, and the public will have the opportunity to stop at the display and pledge to recycle, ask questions, and show their support to recycling.

POLICY ISSUE:

Approval of this agenda item proclaiming November 15, 2011, 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.

STAFFING IMPACTS:

There are no staffing impacts associated with this item.

Approval to Proclaim November 15, 2011, as "America Recycles Day" in Stanislaus County

CONTACT PERSON:

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