

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

DEPT: Environmental Resources

BOARD AGENDA #: *A-3

AGENDA DATE: November 8, 2016

SUBJECT:

Approval to Proclaim November 15, 2016, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

BOARD ACTION AS FOLLOWS:

No. 2016-554

On motion of Supervisor Chiesa, Seconded by Supervisor O'Brien
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, 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: Elizabeth A. King
ELIZABETH A. KING, Clerk of the Board of Supervisors

File No.

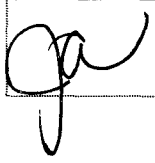
**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
AGENDA ITEM**

DEPT: Environmental Resources
Urgent Routine

BOARD AGENDA #: *A-3

AGENDA DATE: November 8, 2016

CEO CONCURRENCE: *phc*



4/5 Vote Required: Yes No

SUBJECT:

Approval to Proclaim November 15, 2016, as America Recycles Day in Stanislaus County, a Nationally Recognized Day to Encourage Americans to Recycle

STAFF RECOMMENDATIONS:

1. Proclaim November 15, 2016, as America Recycles Day in Stanislaus County.
2. Adopt a Resolution proclaiming November 15, 2016, 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 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 fourth consecutive year, the Department is partnering with the City of Modesto, Solid Waste Department staff in hosting an America Recycles Day event on November 15, 2016, at the State Theatre located at 1307 J Street, Modesto. The State Theatre will be showing the award winning environmental film Racing to Zero. Racing to Zero is a documentary that tracks

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San Francisco's waste stream diversion tactics and presents innovating new solutions to manage waste. The innovative methods and programs presented in Racing to Zero provide a blueprint for change that can hopefully, one day, be applied throughout the country.

Admission to the event is free and there will be two screenings of Racing to Zero at 11:00 am and 6:30 pm. The director, Christopher Beaver, and producer, Diane Fuller, will be on hand to introduce the film and for a question and answer period after each showing.

Outreach and marketing efforts to promote the event include, but are not limited to: reaching out to all Charter and home schools, elementary, junior high and high schools and Modesto Junior College (MJC) students. MJC students who attend a showing will be awarded extra credit in their Environmental Studies class. Event posters will be placed in all County libraries along with each city within the County. Advertisements will appear in all local newspapers and the Modesto View and Stanislaus Magazine. An ad will also be placed at the pumps at each Cruiser's gas station within the County. A press release promoting America Recycles Day will appear in the Modesto Bee and an article will be printed in Stanislaus Magazine.

POLICY ISSUE:

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. The Board of Supervisors has the authority to proclaim November 15, 2016, as America Recycles Day in Stanislaus County.

FISCAL IMPACT:

Sufficient appropriations exist in the Fiscal Year 2016-2017 adopted Final Budget to cover any ancillary costs associated with this program.

BOARD OF SUPERVISORS' PRIORITY:

The recommended actions are consistent with the Board's priorities of Effective Partnerships, A Well Planned Infrastructure System, and the Efficient Delivery of Public Services. Waste reduction strategies are critical to support the Department's mission of a safe and healthy environment and improving the quality of life in the community through a balance of science, education, partnerships, and environmental regulation.

STAFFING IMPACT:

Department staff currently serve as administrator of all AB 939 programs which includes America Recycles Day. Administration includes, but is not limited to, providing recycling outreach and education to county residents and program development and implementation. America Recycles Day will be implemented, conducted and completed by current Department staff.

CONTACT PERSON:

Jami Aggers, Director of Environmental Resources, 209-525-6770

ATTACHMENT(S):

1. America Recycles Day Resolution

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

Date: November 8, 2016

2016-554

On motion of Supervisor Chiesa Seconded by Supervisor O'Brien
and approved by the following vote,
Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, and Chairman Monteith
Noes: Supervisors: None
Excused or Absent: Supervisors: None
Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

Item # *A-3

Proclaiming November 15, 2016, 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, 2016; and

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; and


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; and

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 the Stanislaus County Board of Supervisors does hereby proclaim November 15, 2016, as America Recycles Day in Stanislaus County.

BE IT FURTHER RESOLVED that 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.

ATTEST: **ELIZABETH A. KING, Clerk**
Stanislaus County Board of Supervisors,
State of California



File No.