



Agenda Report

TO: CCCSWA BOARD OF DIRECTORS
FROM: ASHLEY LOUISIANA, OFFICE ASSISTANT
AND CCCSWA STAFF
DATE: SEPTEMBER 16, 2009

SUBJECT: OUTREACH ACTIVITIES UPDATE

SUMMARY

This year CCCSWA staff has actively been attending public events in our service area, making waste reduction programs and recycling awareness to our public an even greater ambition. We are attending special events not only to make our organization a better known one to our local residents, but to further learn from each event, take note of their different waste management plans, and make changes to them to help our member agencies better comply with California State Law SB 2176.

RECOMMENDED ACTION

1. This is an update only. No additional action is required.

COMPLETED OUTREACH & PUBLIC EDUCATION ACTIVITIES FOR AUGUST AND SEPTEMBER 2009

The CCCSWA performed the following outreach and public education activities:

1. **Lafayette Chamber of Commerce 2009 Art & Wine Festival Committee Meeting (August 27).** Bart Carr attended this meeting to represent the CCCSWA, event recycling and Green Zone coordination.
2. **Lafayette Trial Farmers Market (Sep. 3, 10, 17).** City of Lafayette hosted three trial farmers markets this month. Bart Carr attended the first two markets to manage a small CCCSWA booth. Program information was provided to the market manager so he could continue to have our information at the third market. Public participation was high at all three trial events. Board will be updated when information is provided as to this event continuing throughout the season.
3. **Lafayette Art & Wine Festival (Sep. 19-20).** Bart Carr, Ashley Louisiana, Janelle Cameron and Janna McKay attended this weekend event. Bart worked with the Lafayette Chamber of Commerce for 6 months prior to the event to coordinate recycling and food waste collection. Bart also coordinated the formation of the first "Green Zone" for this event, including local 'green' organizations and companies. To make sure this area of the event got attention and awareness, the event had engaging environmental questions posted around the grounds guiding people to find the

answers in the Green Zone. Among other techniques to engage residents in recycling, we learned a lot of new information which will guide us in the future with other outreach activities.

4. **Walnut Creek Walnut Festival (Sep. 26-27)**. Janna McKay, Christina Leard and Janelle Cameron will represent the CCCSWA booth and informational brochures will be passed out.
5. **Moraga Pear Festival (Sep. 26)**. Lois Courchaine and Janelle Cameron will manage the CCCSWA booth and give out informational brochures. Ashley Louisiana has coordinated with Town of Moraga employee Jay Ingram, and event manager John Haffner, to ensure recycling will be present at this event. Seven students in the Miramonte High School Sustainability Club have been scheduled to volunteer as the recycling committee. Wearing CCCSWA recycling volunteer vests, these students will interact with the public, reinforce recycling, and maintain all recycling efforts at the event. Recycling collection containers have also been reserved for this event, boosting collection volume from two containers to fifteen.

PLANNED OUTREACH & PUBLIC EDUCATION ACTIVITIES FOR OCTOBER 2009

The CCCSWA plans to support the following outreach and public education activities:

1. **Lafayette Chamber of Commerce Green Committee Meeting (on-going)**. Support Chamber of Commerce committee activities to promote sustainable business practices, including waste reduction and recycling, in Lafayette and regional businesses. Bart Carr is the CCCSWA staff contact.
2. **Member Agency Farmers Markets (on-going)**. All member agency farmers markets are still in contact with the CCCSWA and are still being provided with information brochures to have at City/Town information booths.