



# Agenda Report

**TO:** CCCSWA BOARD OF DIRECTORS  
**FROM:** ASHLEY LOUISIANA, OFFICE ASSISTANT  
AND CCCSWA STAFF  
**DATE:** OCTOBER 22, 2009

**SUBJECT: OUTREACH ACTIVITIES UPDATE**

## SUMMARY

This year CCCSWA staff has actively been attending public events in our service area, increasing waste reduction programs and recycling awareness to our public. 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 which requires recycling at community events.

## RECOMMENDED ACTION

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

## COMPLETED OUTREACH & PUBLIC EDUCATION ACTIVITIES FOR OCTOBER 2009

No community events were staffed during October.

## PLANNED OUTREACH & PUBLIC EDUCATION ACTIVITIES FOR NOVEMBER & DECEMBER 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.

## **Summary of Special Events Recycling Methods and Strategies**

Since February 2009, CCCSWA staff has participated in 17 local community events. While 10 of those were environmental events, staff also attended large community events that attracted a majority of local residents.

Several steps were accomplished in order to increase the visibility and branding of the Authority:

1. Staff created new brochures for CCCSWA programs that are attractive and informative,
2. Designed an improved CCCSWA event booth,
3. Designed and purchased CCCSWA reusable shopping bags. These bags have proven to be very popular at events and are great for holding items. They also reiterate our branding effort, and when used for shopping trips, are good for the environment,
4. Shirts were ordered for each staff member to create a more uniform feel, and again, to further brand our organization,
5. Designed and purchased recycling vests for volunteers
6. Purchased 40 Extreme recycling containers for use by event coordinators.

### Staff Impressions

Frequently, our booth was located in general public information sections of events. Although these areas did not get as much foot traffic as vendor locations, staff was always answering questions and talking to onlookers.

The most common questions/comments were:

- a. How can I start to compost at home and where can I purchase a compost bin, and
- b. Is (e.g. Styrofoam) recyclable and where can I take it.

Composting inquiries were frequent. As such, staff decided to raffle a Smith & Hawkin home compost bin at events. This was tested at the Moraga Pear Festival, where staff received over 100 raffle tickets. To ensure that the bin would be utilized by a CCCSWA service area ratepayer, the raffle winner was required to be a resident of one of our member agencies. While we are raffling home compost bins for free at events, the raffle ticket strategy was successful in attracting residents to our booth, thereby facilitating conversation about waste reduction and recycling programs and information.

Staff wanted to attend local community events to implement recycling strategies and gather important recycling information. We assisted event coordinators with recycling at:

1. Walnut Creek Art & Wine Festival
2. Lafayette Art & Wine Festival
3. Moraga Pear Festival

### Strategies for Special Events Recycling

Generally, we chose service area events based on anticipated participation levels of CCCSWA residents. To increase the recycling rates at these events, staff assisted event coordinators with potential layouts for recycling and garbage containers that would be placed side by side at each “block” or row of booths/food vendors.

Event participants were asked to collect their recyclables throughout the day and place them behind their booth so volunteers could routinely collect them. At the Art & Wine festivals, this method of collection proved to work well because of the large amount of wine and beer bottles, and cardboard boxes they came in.

At the Lafayette Art & Wine Festival, Bart Carr of the CCCSWA headed up a team of recycling volunteers who wore new CCCSWA recycling volunteer vests. The team set up waste collection containers, placed out correct signage, and maintained recycling, food waste, and garbage stations throughout the two day event. An

advantage to these vests is that they are walking recycling reminders. They show a large 'three arrow recycling sign' on the back, which hopefully engraves "recycle!" in the minds of any event participant. We also used this method at the Moraga Pear Festival. Additionally, the "vested volunteers" distributed brochures and reusable CCCSWA shopping bags. This made the CCCSWA much more interactive with residents and got information out to our local public more than simply having a booth alone.

At both the Walnut Creek and Lafayette Art & Wine Festivals, staff assisted the event coordinators with designing a "Green Zone." This zone consisted of environmental information booths. Organizations like PG&E, Smart Car and East Bay Mud were invited to have a booth. To attract participants to this section of the event, strategies had to be created. At the Walnut Creek Art & Wine Festival, 'green zone passports' were given to participants who purchased wine or beer. By visiting the Green Zone, participants were entered into a raffle to win a trip to the Napa Valley. At the Lafayette Art & Wine Festival, signs were hung around the event grounds with environmental questions. Participants were given a chance to answer these questions in the Green Zone for a prize.

CCCSWA staff decided that the perfect place to get information from the public about our programs and services would be at the events we attend. Lois Courchaine developed a survey to gather public input. Among the related information requested was:

- a. Where residents receive most of their waste diversion and recycling information, and,
- b. Whether they know how to properly dispose of toxic materials

The survey asked the resident to provide the CCCSWA with the city/town they live in so staff can properly calculate the information based on each city/town (this information is currently being reviewed). The Board will be provided with the results in 2010. The surveys allowed staff to connect with residents and gather valuable information in a very simple way. Residents who completed the survey received a reusable CCCSWA shopping bag for their time.

During the past events season, staff learned a great deal about methods for improving: a) communication with the public at events and b) event recycling logistics. For example, an Art & Wine Festival will have a very different recycling plan compared to a children's event, a street fair, or a food event like a pear festival.

While we closely assisted event coordinators this year, we are in the process of creating a standard event recycling plan that will include the information gathered this year at local events. With this plan, all CCCSWA service area event coordinators will be provided with the hands-on methods and information staff has gathered to improve next year's events. Further information regarding the special event recycling plan will be provided to the Board in 2010, prior to next year's event season.