



CENTRAL CONTRA COSTA
SOLID WASTE AUTHORITY

Agenda Report

TO: CCCSWA BOARD OF DIRECTORS
FROM: LOIS COURCHAIINE, PROGRAM MANAGER
ASHLEY LOUISIANA, OFFICE ASSISTANT
DATE: JANUARY 21, 2010

SUBJECT: SPECIAL EVENTS RECYCLING TOOLKIT

SUMMARY

During the past year, Board Members requested that staff increase participation in community events in our service area. In response, the CCCSWA had a presence at 16 events in 2009.

Additionally, in October 2009, the Executive Director reported that Authority staff had participated in the Walnut Creek Art & Wine Festival, the Lafayette Art & Wine Festival, and the Moraga Pear Festival. During those events staff assessed their recycling programs and, as such, developed a recycling model “toolkit” for those within our service area who host/manage events. Because city permit staff will be using the toolkit, a draft was sent for their review and comments which were then integrated into the final version. These toolkits have been produced on compact computer discs and will be distributed to cities’ staff and to special events coordinators during the permitting and event planning process.

RECOMMENDED ACTION

1. Discuss and provide direction, if any, to Staff.

DISCUSSION

State Requirements: In September 2004, California State Law AB 2176 was signed by the governor, requiring recycling to be available and convenient to the public attending large venues and events (2,000 or more attendees), while promoting planning for recycling at those locations during design and operation. Being that the Authority reports to the state annually on behalf of its member agencies (including diversion statistics at community events), staff is presenting the attached recycling model to be included into the event permitting process. Event coordinators must submit their waste management/recycling plan and post-event documentation as part of their special event permit requirement. These documents are submitted to the member agency city staff and will be a part of the CCCSWA reporting statistics beginning this year.

CCCSWA Involvement: In assisting local events with recycling in 2009, staff found four recycling issues that coordinators often have difficulties with. Accordingly, we created an event recycling model to inform the coordinators about; 1) the benefits of recycling, 2) obtaining recycling containers, 3) volunteer coordination and 4) tracking recycling results. Although some event coordinators in the CCCSWA service area have implemented recycling into their events, many do not, and need to be provided with information and resources to make recycling easy to accomplish. Understanding event planners have many other details to

attend to; the recycling guide is designed to make the recycling component as easy as possible.

Below is a list of special events that staff is told will be held within the Authority’s jurisdiction this year that plan to have 2,000 or more attendees. The Authority will contact local organizations and City/Town Chambers within the next month to complete this list.

2010 CCCSWA Member Agency Special Events

Event	Month	Location
Tree Lighting	November	Danville
Fine Arts Fair*	June	Danville
Fall Arts and Crafts Fair	October	Danville
Fourth of July Parade	July	Danville
Fourth of July Parade	July	Moraga
Community Fair*	May	Moraga
Reservoir Run	October	Lafayette
Art & Wine Festival*	September	Lafayette
Walnut Creek on Ice	Nov. - Jan.	Walnut Creek
Pacific Fine Arts Festival	April	Walnut Creek
Walnut Festival	September	Walnut Creek
Art and Wine Festival*	June	Walnut Creek
Fourth of July Parade	July	Orinda

**Indicates CCCSWA will have a booth*

The Authority will also have a booth at the following events that do not plan to have 2,000 or more attendees:

- Lamorinda Earth Day Celebration, Lafayette
- Wagner Ranch Nature Festival, Orinda

In addition to attending the above indicated events and providing the coordinators with the toolkit, staff will provide waste reduction and recycling information to local farmers’ markets as provided in previous years.

CONCLUSION

Because the Authority’s staff is small, we believe that leveraging our resources to help member agencies’ staff and special events coordinators will ensure maximum waste reduction and recycling at special events; thereby providing beneficial outcomes for all stakeholders.

ATTACHMENT

- A. Recycling at Community Events guide