



# Agenda Report

**TO:** CCCSWA BOARD OF DIRECTORS  
**FROM:** ASHLEY LOUISIANA, OFFICE ASSISTANT  
**DATE:** MAY 11, 2010  
**SUBJECT:** COMMUNITY EVENT ACTIVITIES

**SUMMARY**

In response to Board direction, staff participated in several community events in the Authority’s service area in 2009. Special events typically take place from April through October each year, a period staff calls the “Special Events Season”. Staff’s goal for attending a large number of events last year was to identify the most effective practices to implement event recycling programs, which supported the development of the Staff prepared “Community Event Recycling Toolkit”. The Toolkit, which was shared with the Board at the conclusion of last years event season, includes event recycling tips, collection information, task schedules, contact information for material collection and donations, and required recycling documentation. The documentation will help increase event diversion and assist Authority staff with annual diversion reporting to Cal-Recycle.

A goal for the 2010 special events season is to assist member city permit staff in implementing their use of the Community Event Recycling Toolkit. Additionally, CCCSWA staff assists at events by providing both the Toolkit and technical assistance to organizers at events, such as Danville’s “Hot August Nights,” where the Authority does not have a booth. Staff has participated or will be participating in the following community events for the 2010 event season:

Event	Month	Location
Nature Festival	April	Orinda
Earth Day Festival	April	Lafayette
County Connection Earth Day	April	Walnut Creek
Community Fair	May	Moraga
Art & Wine Festival	June	Walnut Creek
4 <sup>th</sup> of July Celebration	July	Orinda
Art & Wine Festival	September	Lafayette
Fall Crafts Festival	October	Danville

**RECOMMENDED ACTION**

1. No Board action is recommended. This report is submitted for information, to engage discussion and to provide the opportunity for Board direction, if any.

## DISCUSSION

California State Law AB 2176 mandates recycling at events with two thousand (2,000) or more attendees per day, and where the event is either sponsored by local government or where there is an entrance fee. Although most community events in the Authority service area do not fall under AB 2176, it's still beneficial for member city permit staff—where sponsors are issued permits for their events—to provide the Toolkit to organizers as a guide and reference. Authority staff will continue to work with member city staff to provide the Toolkit to event organizers so as to foster recycling in the most efficient manner possible. The Authority website was also updated to include event recycling information and all reporting documents have download links for convenient access.

Beginning in April 2010 staff has participated in the following community events by staffing a booth in addition to providing recycling information at farmer's markets throughout our service area:

1. **Wagner Ranch Nature Festival: Orinda (April 18)** Linda Mizes, a CCCSWA Home Composting Workshop Instructor, attended this event to manage a home composting and recycling information booth.
2. **County Connection Earth Day Event: Walnut Creek (April 24)** Janelle Cameron attended this event to represent the Authority and give out recycling program information. This event provided recycling opportunities for event visitors using the Authority's wire and bag containers.
3. **Lafayette Earth Day Festival (April 25)** Bart Carr attended this event as a member of Sustainable Lafayette and to represent the CCCSWA. Extensive recycling opportunities were provided for participants. There were 12 x 64-gallon recycling carts and 10 x 32 -gallon garbage carts. It was estimated that the garbage carts were only 25% full and the recycling carts were approximately 70% full by the end of the event. There were also 10 CCCSWA wire and bag recycling containers used at 40% full.

For the first time separate food waste collection (for delivery to EBMUD for digestion) was also provided. Lafayette Boy Scouts volunteered for this effort. Food vendors were asked to give out one type of plastic plates, cups and utensils. Participants were then asked to scrape their plates into the compost bins and then put all plates, cups and utensils into a wash bin. Everything was then washed and donated for reuse. Recycling signage and compost instructions were also posted throughout the event. (See attachment A).

4. **Moraga Community Fair (May 8)** Ashley Louisiana attended this event to represent the Authority and pass out recycling information. Ashley worked with the Moraga Chamber of Commerce pre-event to ensure that recycling would be available to event visitors. The garbage dumpster (4-yard) was full by the end of the event, but the recycling dumpster (4-yard) was overflowing, mostly with collapsed cardboard boxes. Next year the event will need more recycling space with the same amount of garbage space.

In June and July 2010 staff will participate in the following community events in addition to providing recycling information at farmer's markets throughout the service area:

1. **Walnut Creek Art & Wine Festival (June 5-6)** Ashley Louisiana is currently working with the Walnut Creek Chamber of Commerce to "green" the Art & Wine Festival and make it as environmentally sustainable as possible (see Attachment B). The event will provide recycling for visitors. Recycling carts will be placed next to all garbage carts (50 of each) and recycling signage

will be posted. Allied Waste Services and Waste Management are donating large 20 and 30 yard dumpsters for the event.

Volunteers will collect empty wine/beer glass bottles and cardboard from the back of booths to ensure that those materials will be recycled. Event participants will also have the opportunity to enter the eco-raffle for Green prizes donated from local Certified Green Businesses.

Food waste collection, and ultimate transport to EBMUD, will also be provided in the main food vendor area. There will be six compost carts each day for a total of twelve carts for the entire weekend. Signage and instructions will be posted throughout the grounds, and recycling/compost announcements will be heard through stage announcements. Both students and parents from Buena Vista Elementary School have volunteered to collect food waste at the event.

The Authority booth will also host composting demonstrations each day. CCCSWA Home Composting Workshop Instructors, Linda Mizes and Billi Haug, will instruct the 10-15 minute demonstrations. Composting worms, donated from Monster Worms, will be given out at the demonstrations as well. The goal is for visitors to start their own compost system at home with the worms and all information taken away from the demonstration.

There will also be an 'Exchange Your Bag' station where participants can exchange any plastic bag they have for a reusable bag. All bags are being donated from Target, Safeway and Whole Foods in Walnut Creek, as well as CCCSWA reusable bags.

2. **Orinda 4<sup>th</sup> of July Celebration (July 4)** Authority staff is scheduled to attend this event to manage a booth and distribute recycling program information to event visitors. The Orinda Association was provided with the CCCSWA Event Recycling Toolkit and Authority staff will provide recycling assistance as needed.

## ATTACHMENTS

- A. Lafayette Earth Day Photos (April 25)
- B. Walnut Creek Business Focus (May 2010 Issue): Art & Wine 2010