



Agenda Report

TO: CCCSWA BOARD OF DIRECTORS
FROM: ASHLEY LOUISIANA, OFFICE ASSISTANT
DATE: JUNE 14, 2010
SUBJECT: OUTREACH ACTIVITES UPDATE

SUMMARY

CCCSWA staff participates in outreach, public education, and assistance activities throughout the year to promote waste reduction and recycling programs in the Authority service area. Informational brochures are also distributed to events where staff can't attend, including all Member Agency farmers markets.

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.

COMPLETED OUTREACH & PUBLIC EDUCATION ACTIVITIES

CCCSWA staff participated in the following outreach and public education activities during June 2010:

1. **Walnut Creek Art & Wine Festival (June 5-6)**. Ashley Louisiana sits on the Walnut Creek Art & Wine Festival Committee to assist the Walnut Creek Chamber of Commerce with their waste diversion goals. A comprehensive recycling program was developed for the two-day event, along with other waste diverting activities. Buena Vista Elementary School students, teachers and parents volunteered to assist with all recycling efforts and food waste collection. Canyon middle school students also participated in a creative project to paint four recycling carts that were used at the event.

The committee and CCCSWA staff partnered with four Walnut Creek Green Business Certified businesses to host a Green Raffle, with prizes including an electronic scooter donated from Green Wheelin' Scooters, an organic beauty basket from Inner Sense Beauty, a 'No More Plastic Bags' lunch kit from One-Small-Step, and a gift card to Caffe California. The Authority also donated a Norseman Earth Machine compost bin as a prize.

Staff and volunteers also managed the 'Exchange Your Plastic Bag' station where event participants could exchange any plastic bag for a reusable bag donated from four Walnut Creek retail and grocery stores, including Safeway, Trader Joes, Target and Whole Foods. The station was able to divert 314 plastic bags out of the waste stream. The Authority had CCCSWA reusable bags at this station as well, and CCCSWA reusable bags were passed out at the Authority booth.

Home Compost Program Instructors Linda Mizes and Billi Haug also attended the event to host composting demonstrations three times per day. The demonstrations were broken down into three different topics; worm composting, mulching and backyard composting. The instructors also distributed program information and answered any questions. During the worm composting demonstration, and throughout both days of the event, containers of compost worms, donated from Monster Worms Worm Ranch, were given away for free to anyone who wanted to compost at home.

2. **California Product Stewardship Council (June 6)**. Lois Courchaine is a Board Member of this state-wide organization. She participated in a full-day Board retreat in Soquel CA, where current California legislation was discussed.
3. **Kaiser Retiree Association (June 9)**. Lois Courchaine gave a presentation on special waste streams to approximately 100 people. Topics included proper pharmaceuticals and sharps disposal.
4. **“Trashed” Movie Presentation (June 16)**. The CCCSWA purchased the rights to show the movie “Trashed” as a learning experience. The first presentation was shown at the Town Hall Theater in Lafayette to almost 100 people. It was sponsored by the local organization Sustainable Lafayette. Bart Carr and Ashley Louisiana represented the Authority at the presentation and managed a small table display with brochures and program information. In the next year, staff will offer the DVD to other local organizations throughout the CCCSWA service area for similar presentations.

FUTURE OUTREACH & PUBLIC EDUCATION ACTIVITIES

CCCSWA staff plans to participate in the following outreach and public education activities during July and August 2010:

1. **Orinda 4th of July Celebration (July 4)**. Lois Courchaine and Janelle Cameron will participate at this event to manage the CCCSWA booth and distribute waste diversion information. Ashley Louisiana is working with the Orinda Association to ensure that recycling will be available at the event.
2. **Danville Hot Summer Nights Car Show (July 29 & August 26)**. Ashley Louisiana is working with David Miller, the event organizer, to develop a recycling program for the July and August events. Orinda Intermediate School (OIS) students have been scheduled to volunteer and assist with the recycling efforts for both dates. The Authority will also have a booth at the event to promote waste diversion programs and distribute information.
3. **GreenFest (August 14)**. Billi Haug, a CCCSWA Home Compost Program Instructor, will participate in the Contra Costa Association of Realtors (CCAR) second annual GreenFest event in Walnut Creek. Billi will host a CCCSWA Home Composting table to promote the program, answer questions and distribute informational brochures. The event focus is on sustainable practices and will provide a wide variety of ‘green’ vendors.

ONGOING OUTREACH & PUBLIC EDUCATION ACTIVITIES

1. **Lafayette Chamber of Commerce Green Committee**. Bart Carr is a chairperson on this committee which meets on a monthly basis to develop and promote sustainable business practices, including waste reduction and recycling, for Lafayette and regional businesses.

2. **Sustainable Contra Costa.** Lois Courchaine sits on the Board of Directors for this local organization which meets once per month to develop relationships between groups and individuals that support environmental and social justice causes. The committee is currently working on a schools project to facilitate conversations between teachers and administrators from various schools throughout Contra Costa County.
3. **Sustainable Lafayette.** Bart Carr is a Board member for this local organization which meets on a monthly basis to develop and promote sustainable living practices for the community of Lafayette.
4. **Member Agency Farmers Markets.** The Authority supports all farmers markets in the CCCSWA service area by providing the event organizers with CCCSWA waste diversion brochures which are available at the information booth.
5. **Walnut Creek Green.** Lois Courchaine is a member of this committee. The focus is to promote green business practices throughout Walnut Creek. This committee is made up of a partnership between the Walnut Creek Chamber of Commerce, the Downtown Business Association and the City of Walnut Creek.

ATTACHMENT

- A. Walnut Creek Art & Wine Festival Photos (June 5-6)