



Agenda Report

TO: CCCSWA BOARD OF DIRECTORS
FROM: ASHLEY LOUISIANA, OFFICE ASSISTANT
DATE: JULY 19, 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 July 2010:

1. **Orinda 4th of July Celebration (July 4)**. Janelle Cameron and Janna McKay represented the Authority at this event. Recycling information was distributed along with program brochures and CCCSWA reusable bags. Jim Arth at the City of Orinda worked with the Orinda Association to assure that recycling was available.
2. **Commercial Recycling Focus Groups (July 14-15)**. Bart Carr worked with Harriette Heibel and staff to host two focus groups regarding the changes in Commercial Recycling within the next couple of years that the Board and staff have been discussing. Staff wanted to give local businesses the opportunity to give the Authority feedback and input about their recycling programs, challenges, services, costs and any changes they want to see in the future. The focus groups were held at the Lafayette Library and The Gardens at Heather Farm in Walnut Creek.
3. **2010 Lafayette Art & Wine Festival Committee Meeting (July 20)**. Ashley Louisiana attended the first of many Committee meetings for the upcoming Lafayette Art & Wine Festival on September 18-19th. Staff has assisted this Committee for the past two years in developing the 'Green Zone' and helping to manage all recycling and waste diversion efforts at the event.
4. **Danville Hot Summer Nights Car Show (July 29)**. Ashley Louisiana worked with David Miller, the event organizer, to develop a recycling program for the July 29th and August 26th events. Orinda

Intermediate School (OIS) students volunteered for both dates to assist with all waste diversion efforts.

Susan Talatala and Jennifer Brennan from Allied Waste Services, and Rhonda Neal from Valley Waste Management, graciously volunteered their time to staff the Authority booth on July 29th (today) while Lois Courchaine and Ashley Louisiana are attending the July Board meeting. Once the Board meeting concludes, CCCSWA staff will return to staff the event booth for the remainder of the evening. Recycling information, program brochures and CCCSWA reusable bags will be available, and staff will be prepared to answer any questions or give assistance.

FUTURE OUTREACH & PUBLIC EDUCATION ACTIVITIES

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

1. **GreenFest (August 14)**. Billi Haug, a CCCSWA Home Composting Program Instructor, will participate in the Contra Costa Association of Realtors (CCAR) second annual GreenFest event in Walnut Creek. Billi will staff a CCCSWA Home Composting booth 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.
2. **Danville Hot Summer Nights Car Show (August 26)**. Ashley Louisiana worked with David Miller, the event organizer, to develop a recycling program for the July 29th and August 26th events. Orinda Intermediate School (OIS) students are scheduled to volunteer and assist with the recycling efforts for both dates. Bart Carr and Paul Morsen will staff the Authority booth, answer questions, and pass out informational brochures and CCCSWA reusable bags.

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 recycling information and program 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.