



County of Santa Cruz ⁰¹⁰⁵

DEPARTMENT OF PUBLIC WORKS

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JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

AGENDA: NOVEMBER 2, 1999

October 21, 1999

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: RESOLUTION PROCLAIMING NOVEMBER 15
"AMERICA RECYCLES DAY" AND ADOPTING
ZERO WASTE AS A LONG-TERM GOAL

Members of the Board:

Attached for your consideration is a resolution in support of the third annual nationwide celebration of America Recycles Day. Last year, more than 2 million Americans participated in 4,143 events in 44 states, the District of Columbia, Puerto Rico, and the Virgin Islands.

America Recycles Day is a nationwide effort with public and private sponsors. Public agency supporters include the United States Environmental Protection Agency, the United States Postal Service, the Office of the Federal Environmental Executive, the United States Conference of Mayors, and over twenty state governmental agencies. The Environmental Defense Fund and the National Recycling Coalition are among non-profit organizations supporting the event. Industry sponsors include Home Depot, Waste Management, and the Steel Recycling Institute, to name a few.

One prominent organization, the National Association of Counties, has given the event its endorsement while reaffirming its long-standing policy of encouraging counties, states and the federal government to support the reduction of waste as a key component of a comprehensive solid waste management program. Participating in America Recycles Day, they affirm, is one way counties can help raise awareness about the need to reduce waste by reusing, recycling, and buying recycled products.

In many communities, America Recycles Day is commemorated by encouraging residents to recycle and buy recycled products. These messages are already well heeded in Santa Cruz County and can be demonstrated by citing two examples: Residents' participation in curbside recycling is high in all jurisdictions in the county and County Purchasing's aggressive buy recycled program has established 3 0% post-consumer recycled paper stocked in copy machines and

re-refined motor oil in County fleet vehicles as the standard. While more improvement can be achieved in these areas, a more appropriate celebration of America Recycles Day in Santa Cruz County would be to expand our horizon by setting our sights on a higher goal.

For the past decade our County, along with all other jurisdictions in California, has been working toward the goal established in 1989 by Assembly Bill 939, of 50 percent landfill diversion in the year 2000. Much progress toward this goal has been achieved through great effort, and although we have not yet reached it, we have substantial programs in place and others in the concept phase which will undoubtedly allow us to surpass this mandated goal.

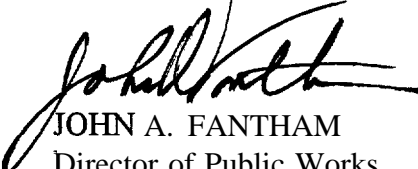
In point of fact, our County's efforts have not been driven entirely by state mandate. In 1989 your Board adopted the Santa Cruz County Solid Waste Management Plan which was prepared before the passage of Assembly Bill 939 and contained waste diversion goals more rigorous than the subsequent state goals.

The County's waste reduction efforts have been fueled by the inherent long-term cost effectiveness and environmental benefit their achievement would afford our residents. As we are approaching the landmark 50% waste diversion milestone, this is an appropriate time to establish a goal to supersede the one we are about to achieve.

As waste always represents lost opportunity, we are encouraging the County to pursue a long-term goal of entirely eliminating waste and help us aim toward a brighter future.

It is therefore recommended that the Board of Supervisors adopt the attached resolution proclaiming November 15, 1999, as America Recycles Day in Santa Cruz County and encouraging the County to pursue zero waste as a long-term goal for Santa Cruz County.

Yours truly,

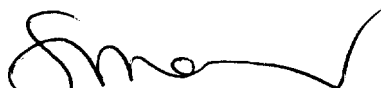


JOHN A. FANTHAM
Director of Public Works

JS:rw

Attachment

RECOMMENDED FOR APPROVAL:



County Administrative Officer

copy to: Public Works

RPVR

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

0107

RESOLUTION NO. _____

On the motion of Supervisor
duly seconded by Supervisor
the following resolution is adopted:

RESOLUTION PROCLAIMING "AMERICAN RECYCLES DAY"
AND ENCOURAGING A ZERO WASTE LONG-TERM GOAL
FOR SANTA CRUZ COUNTY

WHEREAS, each year, residents of the United States generate more than 217 million tons of municipal solid waste - more than 4.4 pounds per person per day; and

WHEREAS, though the nation has reached an overall recycling rate of more than 28 percent, more can be done, especially in "closing the loop" by purchasing products made with recycled content; and

WHEREAS, the placement of materials in waste disposal facilities, such as landfills and incinerators, wastes natural resources, wrongly transfers liabilities to future generations, and has the potential to cause damage to human health; and

WHEREAS, avoiding the creation of waste or discards in the first place is the most economically efficient and environmentally sustainable resource management strategy; and

WHEREAS, a resource recovery-based economy will create and sustain more productive and meaningful jobs than a disposal-based economy; and

WHEREAS, with the appropriate economic incentives, manufacturers can and will produce and businesses will sell products that are durable and repairable and that can be safely recycled back into the marketplace or nature; and

WHEREAS, government is ultimately responsible for establishing criteria needed to eliminate waste, for creating the economic and regulatory environment in which to achieve it, and for leading by example.

NOW, THEREFORE, BE IT RESOLVED that November 15, 1999, is hereby proclaimed as "America Recycles Day" in Santa Cruz County; and

The County of Santa Cruz hereby encourages the pursuit of zero waste as a long-term goal in order to eliminate waste and pollution in the manufacture, use storage, and recycling of materials. This goal can be achieved through action plans and measures that significantly reduce waste and pollution. These measures will include encouragement of residents, businesses and agencies to judiciously use, reuse, and recycle materials, and motivation of businesses to manufacture and market less toxic and more durable, repairable, reusable, recycled, and recyclable products.

This resolution shall become effective upon adoption.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz,
State of California, this d a y o f 1999, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

0108

Chairperson of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:

D. McRae 10-19-99
Chief Assistant County Counsel

Distribution: County Counsel
 Public Works