



## Upper Valley Waste Management Agency Board Agenda Letter

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**TO:** Board of Directors  
**FROM:** Jill Pahl - Manager  
Upper Valley Waste Management Agency  
**REPORT BY:** Belinda Yamate, Secretary, 253-4471  
**SUBJECT:** Pollution Prevention Week and Coastal Cleanup Day Proclamation.

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### **RECOMMENDATION**

#### **POLLUTION PREVENTION WEEK AND COASTAL CLEANUP DAY PROCLAMATION.**

REQUESTED ACTION: Approval of a proclamation declaring Pollution Prevention Week during the week of September 19th through September 25th, 2005 and Coastal Cleanup Day on September 17th, 2005.

### **EXECUTIVE SUMMARY**

National Pollution Prevention Week is the third full week in September each year. This week is an opportunity for individuals, businesses, and government to emphasize and highlight their pollution prevention and sustainability activities and achievements, expand current pollution prevention efforts, and commit to new actions.

National Pollution Prevention Week is the time when businesses, environmental groups and citizens can join forces for a common cause. By sharing information about pollution prevention (P2), businesses can become more competitive, businesses and government can realize cost savings, and environmental quality can be enhanced.

California Coastal Cleanup Day is the premier volunteer event focused on the marine environment in the country. On this day, 50,000 volunteers turn out to over 700 cleanup sites statewide to conduct what has been hailed by the Guinness Book of World Records as "the largest garbage collection" (1993). Since the program started in 1985, over 650,000 Californians have removed more than 10 million pounds of debris from our state's shorelines and coast. When combined with the International Coastal Cleanup, organized by The Ocean Conservancy and taking place on the same day, California Coastal Cleanup Day becomes part of one of the largest volunteer events of the year.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

Although Pollution Prevention Week and Coastal Cleanup Day are two distinct events, the goal of both is to raise public awareness of pollution issues. The intent of this proclamation is to recognize the common purpose of both events. Coastal Cleanup Day concentrates on litter removal and prevention of future pollution to waterways, including motor oil and other common toxics. Litter removal is a fitting way to celebrate Pollution Prevention Week as well, although a wide variety of other activities are appropriate.

**Pollution Prevention Week:** Pollution Prevention Week has been a successful annual event since its establishment in 1993. It is now recognized as National Pollution Prevention Week and, in California, is sponsored by the California Department of Toxic Substances Control. The goal of Pollution Prevention week is to increase pollution prevention awareness in both residential and commercial communities and highlight the potential for protecting the environment while also improving economic competitiveness. Pollution Prevention is an approach that seeks to eliminate or reduce pollution at the source instead of managing pollution after it is generated.

**Coastal Cleanup Day:** The California Coastal Commission first organized California Coastal Cleanup Day in 1985 with approximately 2,500 volunteers. In 1986 the Ocean Conservancy became the coordinating agency to expand the concept to nations around the world. In 1993, California Coastal Cleanup day was recognized by the Guinness Book of World records as the "largest garbage collection" ever organized, with 50,405 volunteers. Since then, the reach of Coastal Cleanup Day has steadily spread inland in a continuing effort to "stop trash where it starts." Since 1985, over 506,000 Californians removed more than 7.5 million pounds of debris from the state's shorelines. Coastal Cleanup Day takes place every year on the third Saturday of September from 9 a.m. to noon. The event allows communities to demonstrate their desire to protect water quality for both human and environmental health.

### **SUPPORTING DOCUMENTS**

A . Proclamation

Recommendation: Approve

Reviewed By: Jill Pahl