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The County of Santa Cruz

AUGUST 2010

ENTERPRISER

Recycling and waste reduction opportunities for businesses and agencies in the unincorporated County of Santa Cruz



Breaking Ground

in Santa Cruz
for the Monterey Bay
National Marine Sanctuary
Exploration Center





Breaking Ground

in Santa Cruz for the Monterey Bay National Marine Sanctuary Exploration Center

Santa Cruz is in the heart of the Monterey Bay National Marine Sanctuary. Being business owners and residents of Santa Cruz means understanding and supporting the health and preservation of our local Sanctuary. Imagine being able to see our immense national marine sanctuary up close and explore its many underwater treasures without even getting your feet wet. The new Monterey Bay National Marine Sanctuary Exploration Center will do just that!

Santa Cruz was chosen over 23 other regional sites to be the home of the new Sanctuary Exploration Center. The National Marine Sanctuary Foundation has partnered with the National Ocean and Atmospheric Association and the City of Santa Cruz to develop the Sanctuary Exploration Center just steps away from the ocean and the Santa Cruz Beach Boardwalk, at the old "Fun Spot." The 12,600 sq.ft. Sanctuary Exploration Center will feature free admission with interactive exhibits, classroom space, and environmentally

sensitive LEED-certified construction. Construction began following a groundbreaking ceremony on July 12, 2010.

For the many Santa Cruz businesses located near or on the wharf, this new, state-of-the-art facility will entice visitors and locals to the area, creating business opportunities and revenue for Santa Cruz County. The Grand Opening is scheduled for Summer 2012.

The Foundation is currently conducting a \$3 million "Sea Beyond the Beach" fundraising Capital Campaign to support the numerous interactive interpretive exhibits that will help visitors understand the issues impacting the marine ecosystem and their personal role in ocean health. This is a great opportunity for Santa Cruz businesses to contribute to protecting our local underwater treasure. For more information go to <http://www.exploracruz.org> or contact the Capital Campaign Manager, Mark DiOrio at mark@nmsfocean.org.

Build It Green Training

Hosted by the County of Santa Cruz and City of Santa Cruz, these two Build It Green training courses will help you to position yourself for success in the green building market. Both courses will be held at the Emeline Facility, located at 1080 Emeline Avenue in Santa Cruz.



Certified Green Building Professional (CGBP) September 23-24, 2010, 8 AM – 5 PM

Learn the fundamentals of designing, building and marketing healthier, higher quality homes.

- Learn the science of buildings; energy, water, indoor air quality and materials
- Build the home; design, structure, envelope, systems, interiors and finishes
- Learn how to market the benefits of green building to your customers
- Get listed in the Certified Green Professionals Directory

Green Home Retrofitting & Remodeling* October 14-15, 2010, 8 AM – 5 PM

Position yourself for success in the new green retrofit market.

- Learn a step-by-step process to determine if new homes, nearly new homes, or existing homes have potential for green energy efficiency upgrades
- Walk through a whole house evaluation so you'll be able to assist homeowners to determine if their home is a candidate for indoor air quality upgrades and energy and/or water savings
- Expand your understanding of: building integrity, building performance testing, indoor air quality liabilities and solutions, best practices in heating & cooling, mechanical ventilation, insulation installation, effective hot water systems, landscaping and water conservation

*Course fulfills CGBP recertification requirements.

Become a Build It Green member and register early to receive discounts on registration fees. Members receive a \$50 discount on registration. For CGBP, register by August 23, 2010 for a \$50 Early Bird discount on registration. For Green Home Retrofitting & Remodeling, register by September 14, 2010 for the Early Bird discount. Cost for each training program is \$350 for members and \$400 for non-members who register by the Early Bird deadlines. After Early Bird deadline, registration fees are \$400 for members, \$450 for non-members.

For more information about the training programs and membership, and for registration, please visit www.BuildItGreen.org, or call (510) 845-0472, ext. 603.



Local Waste Task Force Meetings Open To Public

Are you concerned about issues related to trash and recycling in Santa Cruz County? The Integrated Waste Management Local Task Force meets regularly to discuss issues of concern and make recommendations to local elected officials. Members of the task force include staff of the Cities of Santa Cruz, Watsonville, Scotts Valley, Capitola, and the County of Santa Cruz, as well as a citizens' representative. Meetings are open to the public. The next scheduled meeting will be from 3-5pm on Thursday, September 2, 2010, at the City of Capitola Community Room, 420 Capitola Ave. For agendas and more information go to:



<http://www.dpw.co.santa-cruz.ca.us/Facilitiesittingproject/LocalTaskForce.htm>

Ban On Plastic Bags Coming Soon



Californians use 19 billion plastic bags a year, and the state spends more than \$25 million a year to try to keep them from blowing across our cities and counties. Despite our best efforts, studies show that Californians recycle less than 5 percent of the plastic bags they use. They take 1,000 years to biodegrade. Huge numbers wind up as health hazards to marine mammals: Plastic bags kill an estimated 1 million seabirds and 100,000 other animals every year, whether from eating them or getting tangled in them. Nearly 2 million barrels of oil a year are wasted to make the plastic bags used by Californians, enough to produce about 40 million gallons of gasoline. Paper bags have their own environmental consequences, including the loss of forest habitat and the highly toxic byproducts of paper milling. The solution? Reusable bags.

Recently the County Board of Supervisors voted to consider a new ordinance which would put limits on single-use plastic and paper carry-out bags at retail outlets within the county. Each of the cities in Santa Cruz County is considering similar ordinances. The practical impact of these ordinances would be that retailers could no longer provide plastic bags at checkout and would have to charge a fee for paper bags. The ordinance will come back to the Board of Supervisors after environmental review for final approval. To see the full text of the proposed County Ordinance, go to: http://govstream.co.santa-cruz.ca.us/BDSvData/non_legacy/agendas/2010/20100413/PDF/056.pdf

The State of California is considering taking similar action on a statewide basis. Recently the State Assembly passed AB 1998, which would also limit single-use bags in retail outlets. The bill is now before the State Senate, and Governor Schwarzenegger has indicated he will sign it if it is approved. The text of the state bill is available at: http://www.leginfo.ca.gov/pub/09-10/bill/asm/ab_1951-2000/ab_1998_bill_20100528_amended_asm_v96.html Note that if the state bill passes, it would preempt local ordinances.

What does all this mean? Soon most retailers in our area will be asked to phase out single-use bags in favor of reusable bags. This will allow retailers to eliminate a significant expense while doing their part for a greener planet.



Fluorescent Light Bulb Recycling For Businesses

Did you know...

- Throwing fluorescent light bulbs in the trash is a violation of state law?
- The mercury from one bulb is enough to contaminate 6,000 gallons of water forever?

Did you know that businesses in California...

- Must store waste tubes in a designated area with universal waste signage/labeling?
- Must ensure and prove waste tubes are destined for a recycling facility?
- May only accumulate waste for up to one year?
- Must keep proof of recycling records?
- Must train staff on handling, clean ups and storage?

Tired of going to the landfill every few months, or taking valuable time out of your day to do so? Worried that all of those tubes you are holding in your back room are a state violation liability?

Many local stores that sell fluorescent light bulbs provide convenient recycling for residential customers. Now there is an option for commercial customers as well.

HOPE Services of Santa Cruz is launching a new recycling service for businesses, school districts, medical centers, and property managers in the county, large and small.

HOPE Services will provide businesses with a leak proof, state compliant storage box and liner, twist tie, box sealing tape, free on-site storage evaluation, recycling certificate, recycling fees and free pick up and delivery.

Also available are plastic pails for used battery storage and shipping. This system will come with a label to cover the positive end of the battery and a pre-paid Fed Ex label. Once full, simply call Fed Ex and it goes right to the recycler.

Contact HOPE Services of Santa Cruz for pricing and more info at (831) 600-1510.



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Recycling Resources

Recycle Information Line 831-454-2333

- What and where to recycle (recorded message)

GreenWaste Recovery 831-426-2711

Curbside Refuse, Recycling and Yard Waste Collection 800-665-2209

- Begin new service
- Report missed recycling or trash service
- Request delivery or removal of carts
- Obtain oil recycling jugs

County Public Works Dept. 831-454-2160
www.santacruzcountyrecycles.org

- Apartments and business recycling inquiries
- Complaints, compliments or suggestions

Household Hazardous Waste 831-454-2606

- (recorded message)
- Schedule for free disposal
 - Non-hazardous alternatives
 - Free surplus paint

Buena Vista Landfill 831-454-2430

- (recorded message)
- Recycling Center: 479-1055
(Operated by the California Grey Bears)

Ben Lomond Transfer Station 831-454-2430

- (recorded message)
- Recycling Center: 338-1728
(Operated by the Valley Women's Club)

City of Santa Cruz Resource Recovery Facility 831-420-6270

- (landfill)
- Open to Unincorporated County residents in Davenport and Bonny Doon only

Para información en español sobre el reciclaje en las áreas no incorporadas del condado de Santa Cruz, favor de llamar al (800) 665-2209.