

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

126



FROM: Community Health Agency/Environmental Health

SUBMITTAL DATE:
January 27, 2004

SUBJECT: Report by the Unified Program Hazardous Materials Advisory Committee (UPHMAC) of Activities during 2003 Earth Day Awareness Month

RECOMMENDED MOTION: That the Board of Supervisors read and accept the attached report from the UPHMAC regarding activities for 2003 Earth Day Awareness Month.

BACKGROUND: In April 2003, the Unified Program Hazardous Materials Advisory Committee (UPHMAC) requested a proclamation from the Board of Supervisors for Earth Day Awareness Month. The proclamation opened the door to increasing public awareness and garnered interest and support for Earth Day. Activities promoting Earth Day were planned for the Galleria at Tyler in Riverside, The Promenade in Temecula, Westfield Shoppingtown in Palm Desert, and the Regional Environmental Expo at Cal State University - San Bernardino (CSUSB). Through the County's Department of Environmental Health, Hazardous Materials Division and with cooperation from both the City of Riverside and the City of Corona, and event sponsors staged these events highlighting various environmental programs and services. The Earth Day fairs included contests, tabletop and equipment displays, and interactive environmental programs for children. A combined estimated 15,000 people were given related information and referrals through these 2003 events.

Departmental Concurrence

GR:LR:rz

Gary Root, Director
Environmental Health

FINANCIAL DATA	Current F.Y. Total Cost:	\$	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$	Budget Adjustment:	
	Annual Net County Cost:	\$	For Fiscal Year:	02/03

SOURCE OF FUNDS:	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

- Dept't Recomm.: Consent
- Per Exec. Ofc.: Consent
- Policy
- Policy

Earth Day 2003 Summary Report

The Unified Program Hazardous Materials Advisory committee (UPHMAC) sponsored the Department of Environmental Health Hazardous Materials Management Division's Earth Day Activities to increase public awareness of environmental issues. The Goal of Earth Day Celebration is to provide a forum for educating residents about the many resources and services that are available to the community to protect public health and our environment. Earth Day 2003 activities were provided at three of the major malls in Riverside County as well as participation at the Regional Environmental Expo at California State University, San Bernardino. All total, approximately 15,000 people were provided with informational handouts and items made with recycled content.

Proclamation

On April 1, 2003 the Riverside County Board of Supervisors presented an Earth Day Proclamation for the month of April which was accepted by two members of the UPHMAC. The Proclamation's message encouraged an educational approach to Earth Day awareness, the importance of protecting public health and the environment from hazardous materials, and the conservation of valuable natural resources. Highlighted in the Earth Day Proclamation were two new grant programs: The sharps (hypodermic needles, syringes and lancets) collection program and CESQG's (Conditionally Exempt Small Quantity Generators) a program designed to take hazardous waste from small businesses at a reduced cost.

Event Dates and Locations

April 15, 2003	The Promenade in Temecula (Kids Craft)
April 22, 2003	Westerfield Shopping Town in Palm Desert (Earth Day Event)
April 26, 2003	The Promenade in Temecula (Earth Day Event)
April 26, 2003	Environmental Expo- California State University, San Bernardino
May 4, 2003	The Galleria at Riverside (Earth Day Event)
May 9, 2003	Westerfield Shopping Town in Palm Desert (Kids Craft)

Advertising

Advertising for the Earth Day included a promotional effort by the PennySaver that provided information on proper disposal of household hazardous waste as well as recycling tips. This project was jointly funded by three county departments and was mailed to over 600,000 households. The Earth Day events were also prominently displayed on several regional web sites including Senator Barbara Boxer's Home page.

Sponsors

The following sponsors provided goods and services to the Earth Day activities: UPHMAC Sub Committee, City of Corona, City of Riverside, County of Riverside, Department of Environmental Health, Riverside County Waste Management Department, Riverside County Flood Control District, Riverside county Fire Department, Eastern Municipal Water District, WRCOG, University of California, Riverside-Extension, South Coast Resource Conservation and Development Council, Pepsi Bottling Company, and International Rectifier-Hexfit.

Recommendations

The Earth Day activities, inspired by the UPHMAC and coordinated by the County of Riverside Department of Environmental Health, Hazardous Materials Management Division, were viewed as a great success. The focused effort required six months of planning. Mall officials and CSUSB have already extended invitations to County staff to return next year. Suggestions include promoting events through school districts and coordinating with a variety of service organizations. Advance publicity is key to attracting interest. Earth Day presents a unique, short term project to disperse the message of "Earth Day-Every Day, and working toward the goal of providing a healthy environment now and for future generations.