

POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

AGENDA ITEM III. A.

December 19, 2008

Barbara J. Steck, AICP
Deputy Director
Fresno Council of Governments
2035 Tulare St., Suite 201
Fresno, CA 93721

Dear Ms. Barbara Steck,

As a representative of the California Product Stewardship Council (CPSC), I would like to take this opportunity to offer my time and resources to assist in educating your policy committee and board about Product Stewardship, otherwise known as Extended Producer Responsibility (EPR). CPSC is an association of local governments. Our mission is to shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.

What is Product Stewardship/EPR?

Extended Producer Responsibility (EPR) is a strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public; while encouraging product design changes that minimize a negative impact on human health and the environment at every stage of the product's lifecycle. This allows the costs of treatment and disposal to be incorporated into the total cost of a product. It places primary responsibility on the producer, or brand owner, who makes design and marketing decisions. It also creates a setting for markets to emerge that truly reflect the environmental impacts of a product, and to which producers and consumers respond.

AB939, passed in 1989, clearly defined the waste management hierarchy as source reduction first, followed by recycling. To date, there has been little focus on source reduction. The majority of the focus has been on back-end solutions reliant on recycling, which are costly and a burden to local government. Government agencies cannot continue to manage the waste stream alone. The businesses that design and manufacture products are the only ones who can effect source reduction by re-designing their products with the environment in mind. Producer responsibility drives product and packaging re-design.

CPSC supports the California Integrated Waste Management Board (CIWMB) in its efforts to move away from time-consuming, product-by-product legislation. There simply is not enough money in local budgets or the state budget to follow bills through the complex legislative process for every product of concern. CPSC supports the CIWMB's "framework approach" to product stewardship. The framework approach would provide a comprehensive, yet flexible method for managing products that meet a list of criteria including high cost to manage, hazard, volume in the waste stream, or have significant impacts on the environment. A "framework" approach is holistic and serves as an alternative to the current piecemeal approach with different laws, management, and funding methods.

What can my community do to support Product Stewardship/EPR?

Signing the CPSC Pledge and adopting a resolution in support of Product Stewardship accomplishes two important goals:

- Engages your community and local elected officials in a discussion about product stewardship, which calls attention to both the need for and benefits of EPR.
- Shows our lawmakers that there is support across the State of California for EPR “Framework Legislation.”

As an additional option, making a financial contribution to CPSC, a 501(c)(3) corporation made up of local government representatives and other partners, continues the important work being done to achieve these goals for our communities. While it is critical that we have funding to continue this work, a financial contribution is not a pre-requisite to participating or receiving assistance from CPSC. Some jurisdictions are using grant funds from the Department of Conservation, in-kind donations, or other means to support CPSC

Presentation and Resolution

Attached, I have included a sample resolution for you to start with. We recommend this format as it demonstrates the message we desire to deliver to our representatives. We ask you to consider adopting such a resolution, and forwarding a copy to the CPSC as well as directly to your state representatives. We encourage you to consider joining us as we approach the state legislature for enabling legislation in support of EPR.

Based on our conversation today, and barring any schedule changes, I look forward to presenting to your Policy Advisory Committee on February 20th and to your Policy Board on February 26th. I welcome any questions at those meetings.

Bob Gedert
CPSC Associates Support Representative
Bob@CalPSC.org
(559) 593-5298

Product Stewardship Tools Included with this Package

CPSC Brochures

Who is CPSC?

EPR Framework Questions & Answers

CPSC Framework Principles

CPSC Pledge

Model Local Government Resolution

Sample Letter to Legislators

RESOLUTION NO. _____
RESOLUTION OF THE (Jurisdiction name)
SUPPORTING EXTENDED PRODUCER
RESPONSIBILITY

WHEREAS, approximately _____ tons of discarded materials and products are currently sent to disposal from our community on an annual basis at a cost of \$_____ per ton; and

WHEREAS, on February 8, 2006 California's Universal Waste Rule (CCR, Title 22, Division 4.5, Chapter 23) became effective; and

WHEREAS, the Universal Waste Rule bans landfill disposal of certain products that are deemed hazardous, including household batteries, fluorescent bulbs and tubes, thermostats and other items that contain mercury, as well as electronic devices such as video cassette recorders, microwave ovens, cellular phones, cordless phones, printers, and radios; and

WHEREAS, it is anticipated that the list of Universal and other waste products determined to be hazardous and therefore banned from landfills will continue to grow as demonstrated by the ban of treated wood effective January 2007 and sharps in September 2008; and

WHEREAS, state policies currently make local governments responsible for achieving waste diversion goals and enforcing product disposal bans, both of which are unfunded mandates; and

WHEREAS, Universal Waste management costs are currently paid by taxpayers and rate payers and are expected to increase substantially in the short term unless policy changes are made; and

WHEREAS, local governments do not have the resources to adequately address the rising volume of discarded products; and

WHEREAS, costs paid by local governments to manage products are in effect subsidies to the producers of hazardous products and products designed for disposal; and

WHEREAS, costs paid in (year) for managing household batteries was equivalent to over \$_____ per ton and the costs paid by the operator of the (Name) Transfer Station to properly dispose of fluorescent tubes was over \$_____ per ton; and

WHEREAS, if (Jurisdiction name) were able to collect all of the batteries and fluorescent tubes generated in (Jurisdiction name), such a service cost would more than all of the other current household hazardous waste programs combined (or language that is true for your jurisdiction; and

WHEREAS, the Board/City Council of (Jurisdiction name) supports statewide efforts to hold producers responsible for Universal Waste products and other product waste management costs; and

WHEREAS, there are significant environmental and human health impacts associated with improper management of Universal Waste, sharps, and other products; and

WHEREAS, Extended Producer Responsibility (EPR) is a policy approach in which producers assume responsibility for management of waste products and which has been shown to be effective; and

WHEREAS, when products are reused or recycled responsibly, and when health and environmental costs are included in the product price, there is an incentive to design products that are more durable, easier to repair and recycle, and less toxic; and

WHEREAS, EPR framework legislation establishes transparent and fair principles and procedures for applying EPR to categories of products for which improved design and management infrastructure is in the public interest; and

WHEREAS, the California Product Stewardship Council (CPSC) is an organization of California local governments working to speak with one voice in promoting transparent and fair EPR systems in California; and

WHEREAS, in (Date), the (Jurisdiction name) adopted a municipal Zero Waste Plan, and this plan emphasizes the need to incentivize manufacturers to reduce the toxics in their products and design them to be reusable and recyclable; and

WHEREAS, the (Jurisdiction name) wishes to incorporate EPR policies into the City's and County's product procurement practices to reduce costs and protect the environment; and

WHEREAS, in January 2008 the California Integrated Waste Management Board adopted a Framework for an EPR System in California; and

WHEREAS, in July 2008 the National Association of Counties adopted a resolution in support of a framework approach to EPR; and

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE (Jurisdiction name) that the Board/Council of the (Jurisdiction name) that by adoption of this Resolution, the (Jurisdiction name) urges the California Integrated Waste Management Board to continue taking timely action to implement the Framework for an EPR System in California to manage Universal and other waste products; and

BE IT FURTHER RESOLVED, that the Board/Council of (Jurisdiction name) urges the California Legislature to enact framework EPR legislation which will give producers the incentive to design products to make them less toxic and easier to reuse and recycle; and

BE IT FURTHER RESOLVED, that the (staff/solid waste director) of (Jurisdiction name) be authorized to send letters to the League of California Cities, the California State Association of Counties, and the California Integrated Waste Management Board, and the State legislature and to use other advocacy methods to urge support for EPR Framework legislation and related regulations; and

BE IT FURTHER RESOLVED, that the Chair of the Board/Council of (Jurisdiction name) be authorized to sign the California Product Stewardship Council (CPSC) Pledge of Support and participate by contributing \$_____ to CPSC to educate and advocate for EPR policies and programs; and

BE IT FURTHER RESOLVED, that the (Jurisdiction name) encourages all manufacturers to share in the responsibility for eliminating waste through minimizing excess packaging, designing products for durability, reusability and the ability to be recycled; using recycled materials in the manufacture of new products; and providing financial support for collection, processing, recycling, or disposal of used materials; and

BE IT FURTHER RESOLVED, that the (Jurisdiction name) and its member agencies develop producer responsibility policies such as leasing products rather than purchasing them and requiring producers to offer less toxic alternatives and to take responsibility for collecting and recycling their products and the end of their useful life.

PASSED AND ADOPTED by the Board of the (Jurisdiction name), State of California on _____ by the following vote:

AYES:

NOES:

ABSENT:

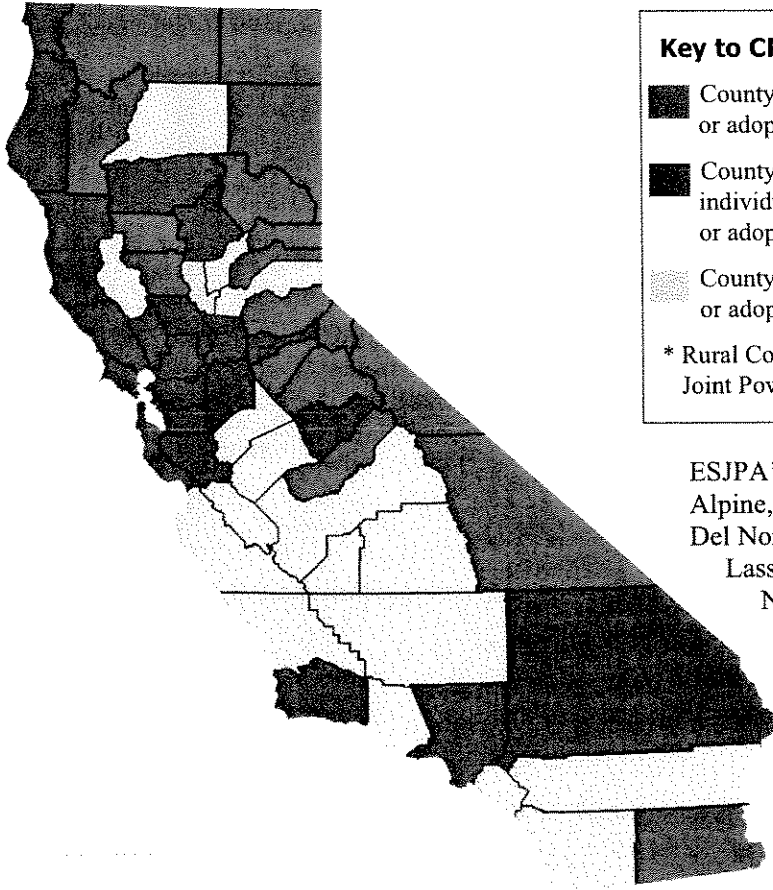
ABSTAIN:

Signed: _____ Date: (mo/day/year)
(Name), Chair

ATTEST: _____
(Name), Clerk
(Jurisdiction name)

Who is CPSC?

CPSC Associated Counties (11/1/08)



Key to CPSC Associated Counties:

-  County has either signed the CPSC pledge or adopted an EPR resolution
-  County in ESJPA* has not individually signed the CPSC pledge or adopted an EPR resolution
-  County has not signed the CPSC pledge or adopted an EPR resolution

* Rural Counties' Environmental Services Joint Powers Authority (ESJPA)

ESJPA's 22 member counties are:

Alpine, Amador**, Butte**, Calaveras, Colusa, Del Norte**, El Dorado, Glenn, Imperial, Inyo, Lassen, Madera, Mariposa**, Modoc, Mono, Nevada, Plumas, Sierra, Siskiyou, Tehama**, Trinity, Tuolumne.

****Note:** ESJPA's participation in CPSC does not signal participation by each individual county member of the ESJPA. While several ESJPA members are bringing the CPSC pledge to their County Supervisors for approval, Amador, Butte, Del Norte, Mariposa and Tehama Counties are the only ESJPA member counties that have signed the pledge.

Local government agencies in the following jurisdictions are participating in the California Product Stewardship Council (11/1/08):

Counties (15)

- | | | |
|---------------------|-------------------------|----------------------|
| ▪ Alameda County | ▪ San Bernardino County | ▪ Santa Clara County |
| ▪ Butte County | ▪ San Francisco County | ▪ Santa Cruz County |
| ▪ Mariposa County | ▪ San Joaquin County | ▪ Solano County |
| ▪ Napa County | ▪ San Mateo County | ▪ Tehama County |
| ▪ Sacramento County | ▪ Santa Barbara County | ▪ Yolo County |

Cities (38)

- Amador City
- Burbank
- Chula Vista
- Covina
- Cupertino
- Diamond Bar
- Dixon
- Dublin
- El Cerrito
- Elk Grove
- Folsom
- Fresno
- Indian Wells
- Isleton
- La Verne
- Lemon Grove
- Los Altos Hills
- Los Gatos
- Monrovia
- Monte Sereno
- Morgan Hill
- Oakland
- Palo Alto
- Pasadena
- Rohnert Park
- Rio Vista
- Sacramento
- San Dimas
- San Francisco
- San Juan Capistrano
- San Joaquin
- San Jose
- Santa Cruz
- Santa Monica
- Sierra Madre
- Union City
- Vacaville
- Vernon

Local Government Associations (26)

- Amador County Integrated Solid Waste Management Agency
- Association of Bay Area Governments, Bay Area Hazardous Waste Management Facility Allocation Committee
- Association of Bay Area Governments (ABAG), SF Estuary Project
- Bay Area Clean Water Agencies
- Bay Area Stormwater Management Agencies Association
- California Council of Directors of Environmental Health (CCDEH)
- California Stormwater Quality Association
- Central Contra Costa Solid Waste Authority
- Contra Costa Clean Water Program
- Del Norte Solid Waste Management Authority
- East Bay Municipal Utility District
- Humboldt Waste Management Authority
- Los Angeles County Integrated Waste Management Task Force
- Los Angeles County Sanitation District
- Marin County Joint Powers Authority
- Mendocino Solid Waste Management Authority
- Mojave Desert and Mountain Recycling Authority
- Monterey Regional Waste Management District
- Napa County Environmental Management
- Rural Counties' Environmental Services Joint Powers Authority (ESJPA)
(Counties of Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Imperial, Inyo, Lassen, Madera, Mariposa, Modoc, Mono, Nevada, Plumas, Sierra, Siskiyou, Tehama, Trinity, Tuolumne)
- Sacramento Business Environmental Resource Center
- Sacramento County Department of Water Resources
- Sacramento Regional County Sanitation District
- Santa Clara Valley, CLEAN South Bay
- Sonoma County Waste Management Agency
- West Valley Clean Water (Campbell, Los Gatos, Monte Serena, Saratoga)

Partners (20)

- Allied Waste, Daly City
- California Resource Connections Inc.
- CR&R Waste and Recycling Services
- Environmental Innovations
- Executive Communications
- Gill's Onions
- Grassroots Recycling Network
- Green Party of Los Angeles County
- Keep California Beautiful
- Long Beach Coalition for a Safe Environment
- Main Street Moms
- Marin Sanitary Service
- Pacific Recycling Solutions
- ReUse Arizona
- Reverse Logistics Association
- Sierra Club Napa
- Takayama Consulting
- Teleosis Institute
- Total Recycling Associates
- The Watershed Project

Extended Producer Responsibility

Questions and Answers

Extended Producer Responsibility (EPR), also known as Product Stewardship, is an adopted strategic policy priority for the California Integrated Waste Management Board (CIWMB). CPSC supports the CIWMB in making that policy a reality. EPR provides an opportunity to use market forces to create sustainability, drive environmental benefits, and save local governments a lot of money!

What is EPR?

EPR is a policy which ensures that responsibility for end-of-life product management is shared with the producers, and all entities involved in the product chain, instead of just the general public; EPR encourages product design changes that minimize a negative impact on human health and the environment at every stage of the product's lifecycle. This allows the costs of treatment and disposal to be incorporated into the total cost of a product. It places primary responsibility on the producer, or brand owner, who makes design and marketing decisions. It also creates a setting for markets to emerge that truly reflect the environmental impacts of a product, and to which producers and consumers can respond.

Why change the current system?

Californians are generating more waste than ever before. We recycle a lot more, which is great, but recycling alone is not enough. Placing potentially useful resources in the ground is not sustainable - it is wasteful! It costs a lot to safely manage products that contain hazardous or toxic substances. Local governments need relief from these costs. It is time for producers to help pay for the management of products they create and profit from. EPR will send economic signals to the producers and the market will sort out the best solutions. Right now, there is no economic link between production and waste management costs. Until that link is made through EPR, producers have little incentive to change product and packaging design. In short, EPR can help fix a broken economic system.

If EPR is a market-based approach, is there still a role for government?

Yes, but not in the traditional way. Instead of government designing and running programs to recover, dispose or otherwise properly manage products at the end of their useful life, EPR calls for producers to design and implement product stewardship programs that meet state goals. Producers may carry out this responsibility by themselves or participate in a group with others, called a stewardship organization.

Government will have a role in ensuring the same rules apply to all producers and to oversee a process that identifies products, and which sets performance goals and recovery rates. Just as it is hard to imagine a ball game without players, it is hard to image a ballgame without referees and a rule book.

Who exactly are "producers"? Why not call them manufacturers?

Producers are defined as one of the following: the direct manufacturer that sells or distributes a product in California under its own name or a brand name; an entity that is not a manufacturer but is

the owner or licensee of a trademark or brand name of a product sold or distributed in California; or an entity that imports the product into California for sale or distribution.

The CIWMB does not refer to “producers” as “manufacturers” because the term “manufacturer” is too narrow. For example, many companies that we think of as manufacturers are actually brand owners, while the manufacturer is located overseas and works under contract for the brand owner. It is the brand that is advertised. Also, many retailers are producers as they sell products under their own brand. Generally, the producer will be the brand owner.

What products will be affected?

At this point we don’t know. Initially, a few products would be selected based on their impact on society in terms of the environment, public health, and cost to taxpayers and rate payers for their end-of-life management. Consideration would also be given as to whether or not there are good opportunities for improvements in design and manufacture. Given the high number of products meeting those criteria and the significant resources required to conduct individual legislative processes for each product, the CIWMB and the CPSC recommend a more streamlined, broad based approach. This approach is called “EPR Framework.”

What is meant by an EPR “Framework” approach?

Rather than implementing EPR through individual pieces of legislation for each product, under a Framework approach, there is one law that gives state government the authority, through regulation, to address multiple products. The state would develop a public process to identify priority products, and then use this process to select products that should be covered by a Product Stewardship Program. This law would also provide state government with the authority to develop rules, set goals and targets, and establish oversight so there is a level playing field for all producers.

Is EPR a “one-size-fits-all” solution?

No. An EPR Framework approach would be flexible and customized for each product category. A consistent and predictable process for each product type would make it easier for all stakeholders to understand how to participate in the process. All decisions would be made through a public process. While goals would be established by state government with public input, producers would determine how to achieve the goals. This allows producers, who best know their products, the opportunity to identify the most efficient system for sustainable design, reducing toxicity and waste, reuse, recycling, and ultimately disposing of their products.

Are “take back programs” considered EPR programs?

The short answer is sometimes. Take back programs may or may not be EPR. It depends on whether or not the producers share in the management or the costs of taking back their discarded products. For example, when state government collects an advanced recycling fee at the point of sale, the fee may subsidize a state recycling program. Such a program may be successful at collecting materials, but it does not provide an incentive for manufacturers to make their products differently nor does it establish the economic link between production and waste management costs. Instead, it simply creates a costly bureaucracy and leaves the producers with no incentive to re-design the product.

What happens to the existing reuse, recycling, and waste management infrastructure under an EPR Framework scenario?

Based on EPR programs being implemented elsewhere, most producers would contract for waste management related services. In some cases the producers may pay another organization, called a stewardship organization, to carry out their responsibilities for product management at the point of discard. This organization would then negotiate contracts with reuse, recycling, and waste management companies and local governments. For example, in British Columbia, the Paint Stewardship Organization pays the local governments, haulers and retailers directly for each gallon of paint collected at public facilities, private collections, and retail outlets.

A producer could also choose to set up its own take back program, just for its product. This is currently done by Sony and Caterpillar. Setting up its own take back program provides the producer with an incentive to design products that are easy to refurbish and reuse or recycle, because they directly benefit. Even in these situations, waste management companies may be hired to collect and haul old products.

How do we know the products would be reused or recycled responsibly, rather than sent to a landfill or incinerator?

After consultations with producers and other stakeholders, the state would establish recovery rates for each product category. Producers would have to submit annual reports explaining their progress toward achieving the recovery rates and the recovery rates could be adjusted over time to encourage higher levels of environmental and public health protection. Current laws governing the safe and proper handling of materials would remain in effect.

There are three incinerators in California which can only incinerate the waste remaining after pulling out the recyclables. Pharmaceutical products are an exception because one of the current legal options for managing unused medications is incineration. Consequently, in this product category, incineration does occur.

How can I get involved and show my support for EPR in California?

- The California Product Stewardship Council has a variety of tools to assist local governments, businesses, health officials, citizens and others interested in advancing EPR.
- Donate to CPSC. Local governments can support CPSC through Assocate's fees. Businesses and individuals can help us continue this important work by making tax-deductible contributions.
- The CIWMB's EPR website identifies other organizations actively supporting EPR.
- You can also contact companies and elected officials directly to voice your support for EPR.

Have a question that we haven't answered? Send questions to: Heidi@CalPSC.org



California Product Stewardship Council
Northwest Product Stewardship Council



Framework Principles for Product Stewardship Policy

The following principles are intended to guide development of product stewardship policies and legislation that governs multiple products. It is primarily aimed at state legislation but is also intended as a guide for local and federal policy.

1. Producer Responsibility

- 1.1 All producers selling a covered product into the State are responsible for designing, managing, and financing a stewardship program that addresses the lifecycle impacts of their products including end-of-life management.
- 1.2 Producers have flexibility to meet these responsibilities by offering their own plan or participating in a plan with others.
- 1.3 In addressing end-of-life management, all stewardship programs must finance the collection, transportation, and responsible reuse, recycling or disposition of covered products. Stewardship programs must:
 - Cover the costs of new, historic and orphan covered products.
 - Provide convenient collection for consumers throughout the State.
- 1.4 Costs for product waste management are shifted from taxpayers and ratepayers to producers and users.
- 1.5 Programs are operated by producers with minimum government involvement.

2. Shared Responsibilities

- 2.1 Retailers only sell covered products from producers who are in compliance with stewardship requirements.
- 2.2 State and local governments work with producers and retailers on educating the public about the stewardship programs.
- 2.3 Consumers are responsible for using return systems set up by producers or their agents.

3. Governance

- 3.1 Government sets goals and performance standards following consultation with stakeholders. All programs within a product category are accountable to the same goals and performance standards.

- 3.2 Government allows producers the flexibility to determine the most cost-effective means of achieving the goals and performance standards.
- 3.3 Government is responsible for ensuring a level playing field by enforcing requirements that all producers in a product category participate in a stewardship program as a condition for selling their product in the jurisdiction.
- 3.4 Product categories required to have stewardship programs are selected using the process and priorities set out in framework legislation.
- 3.5 Government is responsible for ensuring transparency and accountability of stewardship programs. Producers are accountable to both government and consumers for disclosing environmental outcomes.

4. Financing

- 4.1 Producers finance their stewardship programs as a general cost of doing business, through cost internalization or by recovering costs through arrangements with their distributors and retailers. End of life fees are not allowed.

5. Environmental Protection

- 5.1 Framework legislation should address environmental product design, including source reduction, recyclability and reducing toxicity of covered products.
- 5.2 Framework legislation requires that stewardship programs ensure that all products covered by the stewardship program are managed in an environmentally sound manner.
- 5.3 Stewardship programs must be consistent with other State sustainability legislation, including those that address greenhouse gas reduction and the waste management hierarchy.
- 5.4 Stewardship programs include reporting on the final disposition, (i.e., reuse, recycling, disposal) of products handled by the stewardship program, including any products or materials exported for processing.

Adopted by Northwest Product Stewardship Council: May 19, 2008

www.productstewardship.net

Adopted by California Product Stewardship Council: June 4, 2008

www.calpsc.org

Developed with support from **Product Policy Institute**

www.productpolicy.org

National and California EPR Resolutions

NATIONAL ASSOCIATION OF COUNTIES

--Resolution supporting EPR Framework Policy & EPR for lamps, batteries, and paint

"NACo's adoption of the Extended Producer Responsibility framework is a great step forward for our environment," says Commissioner Victoria Reinhardt, Ramsey County, Minnesota. "Smart design protects the environment and saves money by preventing costly waste."

Reinhardt was the author of the framework resolution for NACo, in addition to three other product-specific producer responsibility resolutions for paint, electronics, and mercury-containing lamps. The National Association of Counties adopted the resolutions at their annual meeting in Kansas City, Missouri July 2008.

SOLID WASTE ASSOCIATION OF NORTH AMERICA

-- [1] Technical Policy 2.1 Product Stewardship has been posted on the SWANA web site (<http://www.swana.org>) under Technical Divisions/Technical Policies

In 2001, SWANA issued a technical policy on product stewardship[1]. The purpose of that policy was to establish guiding principles for SWANA and its members to use in developing programs to safely and cost-effectively manage products at the end of their useful life. To achieve that result, product stewardship efforts should aim to encourage product Manufacturers to take increasing responsibility to reduce the adverse environmental impacts of their products and packaging through improved product design and end-of-life management of the products they produce. In that policy, SWANA committed to promote product stewardship in an advocacy role as a voice for its members in the solid waste management profession.

CALIFORNIA PRODUCT STEWARDSHIP COUNCIL

-- Mission Statement: *see bottom of page.*

REGIONAL COUNCIL OF RURAL COUNCILS

-- Policy Adopted by RCRC Board, March 21, 2007

"RCRC supports producer responsibility for financing and arranging the collection and recycling of their products at end-of-life. Producer responsibility removes the financial burden from local governments and makes recycling become a cost of doing business. Placing the responsibility with manufacturers/retailers will additionally provide incentive for products to be redesigned in a manner to eliminate or reduce their impact and to increase their recyclability. RCRC prefers producer responsibility through product take-back by the manufacturers/retailers. RCRC will consider the reasonable use of Advanced Recycling Fees and Advanced Disposal Fees."

CALIFORNIA LEAGUE OF CITIES

--Policy Adopted by League of Cities Board, February 7, 2008

"The League supports legislation implementing the concept of manufacturer responsibility. This includes, but is not limited to, encouraging or providing incentives for e-waste recycling, requiring manufacturers of computer, CRT or other electronic products considered universal wastes, to operate or fund comprehensive, extended producer responsibility programs."

CALIFORNIA OCEAN PROTECTION COUNCIL

-- Resolution on Reducing and Preventing Marine Debris Adopted February 8, 2007

(excerpt) "FURTHER RESOLVES to identify the following top priority solutions from the June 2006 Plan of Action prepared by the Plastic Debris Project:

1. Reduce the sources of plastic marine debris – The California Redemption Value Program (CRV) has proven to be enormously successful at diverting over 60 percent of aluminum, glass and certain plastic containers to recycling centers. Placing a value on these items has assured that the majority get collected. The state should look closely at extending the CRV or similar Extended Producer Responsibility programs to include other plastics commonly found in marine debris. ..."

CALIFORNIA COUNCIL OF DIRECTORS OF ENVIRONMENTAL HEALTH

Resolution on Extended Producer Responsibility

-- Adopted June 13, 2007

CALIFORNIA LOCAL GOVERNMENTS

Extended Producer Responsibility Resolutions and Ordinances

-- Since February 2006, 40 California cities, counties and local government associations have passed variations of an EPR resolution.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

Strategic Directive-5: PRODUCER RESPONSIBILITY

-- Adopted February 13, 2007

"It is a core value of the CIWMB that producers assume the responsibility for the safe stewardship of their materials in order to promote environmental sustainability.

Specifically, the CIWMB will:

- Utilize existing Board authority to foster "cradle-to-cradle" producer responsibility.
- Seek statutory authority to foster "cradle-to-cradle" producer responsibility.
- Analyze the feasibility of various approaches to increasing producer responsibility, including during the product design and packaging phases, and make recommendations to the CIWMB Board by December 2007, and annually thereafter.
- Build capacity and knowledge in CIWMB on Extended Producer Responsibility (EPR) issues and solutions.
- Develop and maintain relationships with stakeholders that result in producer-financed and producer-managed systems for product discards.

PLEDGE OF SUPPORT

The California Product Stewardship Council (CPSC) is a coalition of local government, their associations and organizations related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues (Associates). Together with non-government organizations (NGOs) individuals, and businesses (Partners) across California they form a network supporting product stewardship and extended producer responsibility (EPR). CPSC is a federally recognized 501(c)(3) non-profit public benefit California corporation that exists by means of your monetary and in-kind contributions in addition to private and public grant funding.

CPSC MISSION: To shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.

CPSC FUNCTIONS:

1. Build relationships among local government and other stakeholders to increase capacity and knowledge in order to bring about producer financed and managed systems for life cycle and end of life management of their products.
2. Develop practical local and statewide EPR policy and educational tools such as model ordinances, legislation, newsletters, articles, policy briefings, PowerPoint presentations, etc.

The undersigned supports the mission and functions of the California Product Stewardship Council and will advocate in support of product stewardship and EPR.

Affiliation (check one): ☐ **Associate - Local Government (City, County, Association)**
☐ **Partner - Individual, Business, NGO, Organization**

Signature

Date

Name (print)

Title

Organization/Jurisdiction (city, county, regional agency)

Department/Agency

Mailing Address (street address or POB, city, zip)

Telephone (with area code)

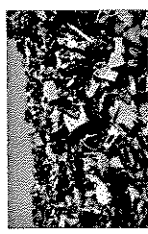
Email

☐ **Check here if you are including or will provide a financial contribution to CPSC**

Please sign, include contribution, and mail to CPSC, P.O. Box 216381, Sacramento, CA 95821

U.S. waste production

Growing...and changing!

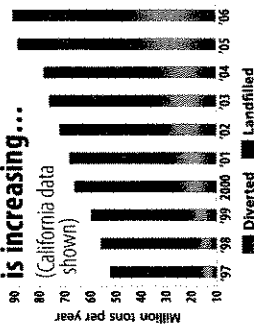


A century ago, when local governments assumed responsibility for solid waste, it consisted mostly of coal ash left over from heating and cooking. The rest was mainly food, with a small amount of simple manufactured products like paper and glass. Today, manufactured products and associated packaging make up 75% of what we throw out.

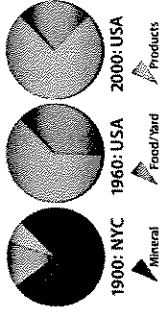
In California, while the amount of waste *diverted* from landfills has certainly increased in recent years, the amount of waste we still send to landfills has changed very little. Californians will send about the same amount of solid waste to landfills this year as we did in 1990: 40 million tons.

That's because diversion addresses these consumer products at the end of their lives. It does nothing

Waste production is increasing...



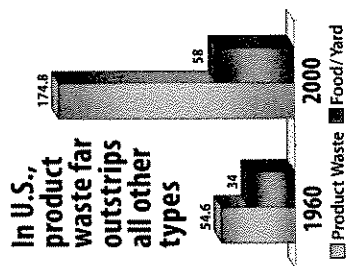
...and changing.



to provide incentives to reduce the generation or consumption of wasteful products—and it's generation and consumption that have exploded in recent years.

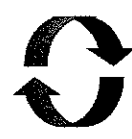
The simple fact is that existing recycling efforts and disposal bans aren't reducing total waste generation. Despite our best efforts, we're losing the battle.

Effective waste management can't be an afterthought. It must be a key part of product design, manufacturing, packaging and retailing.



Help make Producer Responsibility the standard in California!

- 1 Pass Resolutions, Ordinances, Plans and Policies**
Use model EPR plans and policies on our website.
- 2 Advocate for Statewide Legislation**
Add producer responsibility to whatever advocacy efforts your jurisdiction is pursuing in Sacramento.
- 3 Join CPSC and Speak with a Unified Voice**
Participate in CPSC and help us speak with a unified voice here in California. There IS power in numbers. Contact CPSC at the address below.



California Product Stewardship Council

P.O. Box 216381
Sacramento, CA 95821

www.caproductstewardship.org

Heidi Sanborn
Executive Director
Phone: 916-485-7753
Email: heidi@caproductstewardship.org

Funded by a grant from the California Integrated Waste Management Board, Zero Waste — You Make it Happen. © 2008 by the California Integrated Waste Management Board (CIWMB). All rights reserved. This publication, or parts thereof, may not be reproduced without permission from CIWMB.

Developed with support from The Product Policy Institute

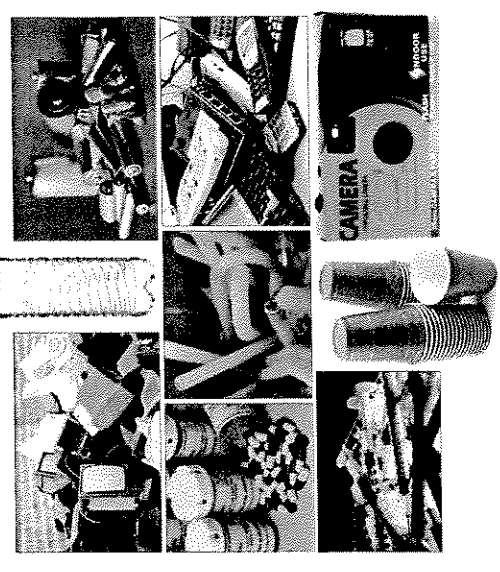
Printed on 100% recycled paper, 50% post consumer content, with vegetable inks, using wind-power.



California Product Stewardship Council

A Better Way

Product Stewardship

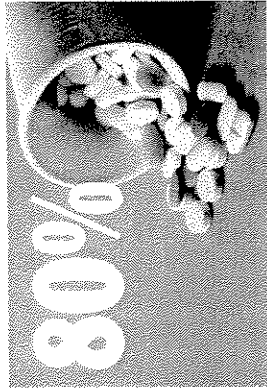


Most of the companies that make this stuff aren't paying a nickel to recycle it. In fact, they designed it for disposal—and you're picking up the tab!

We think it's time to change that.

\$100,000,000

The cost of collecting and properly recycling or disposing of hazardous products easily exceeds \$100 million a year in California.



A recent study by the U.S. Geological Survey found pharmaceuticals in 80% of the streams they tested. Half the streams had seven or more drugs.

There's a long list: Batteries...syringes... electric switches...cell phones...aerosol cans... electronic equipment...fluorescent light tubes... computer monitors...thermometers...

These and hundreds of other products make our lives easier...until we don't need them anymore. Then, if they're not disposed of responsibly, the acids, mercury and other heavy metals they contain become a danger to our health and the environment.

The U-Waste Ban: A for effort, F on the final

California's Universal Waste Ban prohibits an array of residentially generated hazardous products from normal household trash disposal, effective early 2006. Treated lumber was banned in January 2007, and needles and other "sharps" will be banned in September 2008. Pharmaceuticals are expected to be added soon.

Unfortunately, the state-mandated bans must be enforced by local governments.

And they don't have the money to do it.

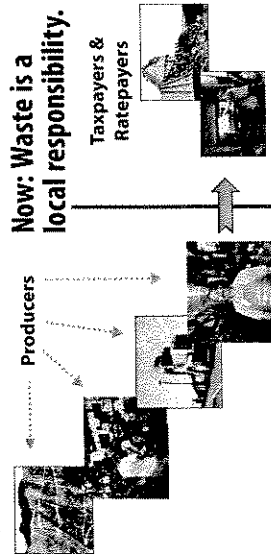
It's the classic unfunded mandate—a government directive without the resources to enforce it. The intentions were good, but the responsibility is misplaced onto local governments.

Two systems. No connection.

We currently operate under two completely separate and disconnected systems. One system designs, manufactures and sells products to us and then effectively rides off into the sunset.

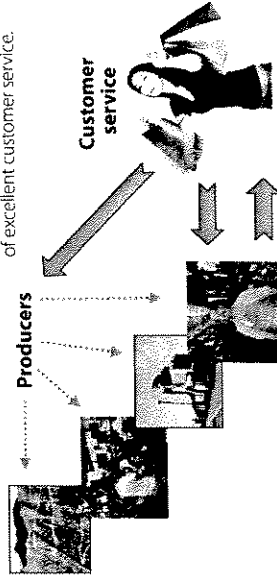
Once the consumer is done with those products, the other system is engaged when local governments—and their taxpayers—become financially responsible for managing the disposal of these private goods, many of which are toxic and disposable by design.

These two systems don't communicate with each other. Local governments don't have any input into how toxic or durable the products are, and manufacturers don't have to design creative and safe ways to dispose of them at the end of their useful life.



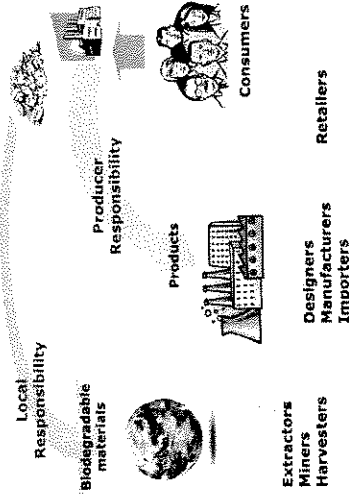
A better way: Producer Responsibility

Extended Producer Responsibility (EPR), or Product Stewardship, means whoever designs, produces, sells or uses a product takes responsibility for minimizing its environmental impact through all stages of the product's life cycle. And the producer, having the greatest ability to minimize impacts, has the most responsibility. Product recycling should be an extension of the marketing system, mirroring the production and distribution process in a kind of "reverse retail" process; and it should be managed through commercial arrangements—all as part of excellent customer service.



Implement Producer Responsibility

We suggest that manufactured product discards be managed by producers or their agents. Local governments should focus limited resources on managing things that are grown—like yard trimmings and food scraps.



The Producer Responsibility idea is picking up support:

- Some manufacturers, retailers and local governments in the U.S. have started to implement policies and programs that have EPR components. Manufacturers are already doing this in other countries...the same manufacturers that aren't doing it here.
- Taxpayer groups like EPR because it relies on the market—not tax dollars—to solve the problem. And there is still a role for government:
 - Laws are needed to provide manufacturers the level playing field they want. These programs need standards, transparency and accountability to achieve the desired results. And that means they need legislative mandates.
 - Local government also has a critical role to play in leading the transition to Producer Responsibility. The **Take It Back Network** in Washington State—created by local governments partnering with retailers, charities and green groups—demonstrates that retailers can provide more convenient take-back services than the few locations local governments can provide.

Join the campaign. We'll tell you how.

See the back for ways you can help demand Producer Responsibility from companies who design, manufacture and sell the products we use daily.

POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

AGENDA ITEM III. B.

**Please refer to the website
for the 2009-210
Draft Overall Work Program
www.fresnocog.org**

POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

AGENDA ITEM III. C.

POTENTIAL 2009 SACRAMENTO "ONE VOICE" ADVOCACY ISSUES

POTENTIAL CARRYOVER ADVOCACY ISSUES FROM 2008 "ONE VOICE" PROGRAM

ADVOCACY ISSUE	REQUEST	PRIORITY IN 2008 ONE VOICE PROGRAM	PART OF OTHER 2009 LOBBYING EFFORTS	2009 PRIORITY
SUPPORT PORT CONTAINER FEES FOR THE SAN JOAQUIN VALLEY	Support legislation that includes the San Joaquin Valley region as a recipient of any new port container fees collected at the California ports to mitigate the emissions associated with freight movement to and from the ports through the Valley. Additionally, ensure that exporters of valley agricultural products do not carry an unfair burden of any port fees that may be enacted.SB 974 (Lowenthal) was vetoed by Governor in 2008.	#1 Priority	State "Valley Voice"	
WATER: SURFACE WATER STORAGE	Support funding to meet the surface water storage needs of Fresno County via new bond monies, legislation, or other avenues of funding.	#3 Priority		
CALIFORNIA PARTNERSHIP FOR THE SAN JOAQUIN VALLEY	Support Funding to Ensure Sustainability of the Partnership.	#4 Priority	State "Valley Voice"	
SEEK THE ESTABLISHMENT OF A NEW SAN JOAQUIN VALLEY DESIGNATION AS AN AIR QUALITY ENTERPRISE/EMPOWERMENT ZONE AT THE STATE AND FEDERAL LEVEL	The new designation would recognize that the Valley has a unique air quality and economic situation that calls for additional state and federal resources to effectively meet the unique challenges that face the Valley.	#6 Priority	Federal "One Voice" and State "Valley Voice"	

POTENTIAL CARRYOVER ADVOCACY ISSUES FROM 2008 "ONE VOICE" PROGRAM

ADVOCACY ISSUE	REQUEST	PRIORITY IN 2008 ONE VOICE PROGRAM	PART OF OTHER 2009 LOBBYING EFFORTS	2009 PRIORITY
HIGH-SPEED RAIL	Support the following points in California High-Speed Rail: 1. Support annual appropriation of Proposition 1A funding through the state budget. 2. Support the San Joaquin Valley as a test track for high-speed rail and support the location of a maintenance station in Fresno County.	#7 Priority		
#2 Priority from 2008 One Voice was to "Maximize Fresno County's regional share of Proposition 1B, Proposition 1C, and Proposition 84 bond monies". The programs within these bond measures that we focused on including Proposition 1B's Goods Movement Emissions Reduction Program, Trade Corridors Improvement Fund, and State and Local Partnership Program have been resolved in 2008 as well as Proposition 1C's Housing Bond Program and Proposition 84's Local and Regional Parks Program. However, under SB 375, we would support using Proposition 84 bond monies to offset the potential costs to MPOs and Local Governments to associated with implementation.				
#5 Priority from 2008 One Voice was "Supporting Establishing the San Joaquin Valley Affordable Housing Trust". The trust was established in 2008 so this has been resolved.				

POTENTIAL NEW ADVOCACY ISSUES FOR 2009 "ONE VOICE" PROGRAM

ADVOCACY ISSUE	REQUEST	PART OF OTHER 2009 LOBBYING EFFORTS	2009 PRIORITY
SENATE BILL 375	1. Advocate for funding through Proposition 84's Sustainable Communities Grant Program (\$90 million available for local and regional planning funds) and other sources to adequately assist Regional Transportation Planning Agencies and local governments in SB 375 implementation. 2. Advocate for CEQA exemption and/or streamlining for transportation projects that are consistent with a Sustainable Communities Strategy. 3. Advocate for local agencies to be able to use the EIRs and EIS prepared for the Regional Transportation Plan when performing project-level CEQA analysis for transportation projects.	State "Valley Voice"	
PROTECT TRANSPORTATION FUNDING PROGRAMS	Protect Proposition 42 (Transportation Congestion Improvement Act), Proposition 1A (2006 Initiative), and other transportation funds from being diverted to other purposes in the state budget.	State "Valley Voice"	
CHILDCARE CENTER LEGISLATION	Seek legislation to improve current childcare center services through advancements in electronic billing and reimbursement as well as retooling the contracting system to reduce duplication of effort and fragmentation of services. These strategies would increase efficiency, reduce bottlenecks and reduces wasteful spending due to inefficient antiquated systems of delivering childcare services in California. This legislation would have no fiscal impact and would require the Department of Education to redirect existing resources.		
FRESNO COUNTY STARBOND PROGRAM	Seek state legislation to create a "Starbond" program for the San Joaquin Valley. The bonds raise funds to finance infrastructure and improvements that help attract tourist dollars to the Valley.	Federal "One Voice"	
FEDERAL ECONOMIC STIMULUS PACKAGE	PLACEHOLDER	Federal "One Voice" and "Valley Voice"	
STATE BUDGET	PLACEHOLDER		

ADVOCACY ISSUE	REQUEST	PART OF OTHER 2009 LOBBYING EFFORTS	2009 PRIORITY
SAN JOAQUIN VALLEY BLUEPRINT PLANNING PROCESS	Provide as information only in packets.	Information Only	
FRESNO COG 2009 LEGISLATIVE PLATFORM	Provide as information only in packets.	Information Only	
COMMENTS...			

2009 FRESNO COG'S SACRAMENTO "ONE VOICE"
TRIP PARTICIPANTS
AS OF 2/6/09

1. **Bob Whalen**, Mayor, City of Clovis
2. **Armando Lopez**, Mayor, City of Parlier
3. **Amarpreet Dhaliwal**, Mayor, City of San Joaquin
4. **David Karstetter**, Mayor Pro Tem, City of Kingsburg
5. **Glenda Hill**, Mayor Pro Tem, City of Orange Cove
6. **Pete Chavez**, Mayor Pro Tem, City of Reedley
7. **Victor Ruiz**, Mayor Pro Tem, City of Sanger
8. **Julia Hernandez**, Mayor Pro Tem, City of San Joaquin
9. **Mike Derr**, Mayor Pro Tem, City of Selma
10. **Rico Aguayo**, Councilmember, City of Fowler
11. **Cynthia Sterling**, Councilmember, City of Fresno
12. **Andreas Borgeas**, Councilmember, City of Fresno
13. **Esther Gonzalez**, Councilmember, City of Orange Cove
14. **Steve Rapada**, Councilmember, City of Reedley
15. **Alan Bengyel**, City Manager, City of Orange Cove
16. **Rocky Rogers**, City Manager, City of Reedley
17. **DB Heusser**, City Manager, City of Selma
18. **Jeff Witte**, Assistant City Manager, City of Clovis
19. **Margaret Mims**, Sheriff, County of Fresno
20. **Juan Garza**, Superintendent, Kings Canyon Unified School District
21. **Ron Hudson**, Deputy Superintendent, Kings Canyon Unified School District
22. **Preston Prince**, Executive Director, Housing Authorities
23. **Tony Boren**, Executive Director, Council of Fresno County Governments
24. **Mark Garza**, Site Director, Kings Canyon Unified School District
25. **Lydia Zabrycki**, Director of Business Partnering, Quad Knopf
26. **Erik Valencia**, Public Relations, Kings Canyon Unified School District
27. **Darius Assemi**, Granville Homes Inc.
28. **Jeffrey Roberts**, Granville Homes, Inc.
29. **Jennifer Dansby**, Transportation Planner, Council of Fresno County Governments
30. **Marla Day**, Executive Assistant, Council of Fresno County Governments
31. **Steve Samuelian**, Consultant, California Consulting, LLC.

POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

AGENDA ITEM III. D.

Section 5316 Jobs Access Reverse Commute JARC FACT SHEET

PROGRAM PURPOSE:

The JARC program provides funding to support projects designed to transport welfare recipients and eligible low-income individuals to and from employment activities and employment related activities, particularly to suburban and rural job locations.

FTA FUNDING

JARC program funding is available for the following amounts for the fiscal years:

FY 2007	\$505,727
FY 2008	\$547,871
FY 2009	\$235,639

COORDINATED PLANNING

All projects selected for funding must be derived from a coordinated public transit-human services transportation plan as required by federal guidance. Grant applications must include a Coordinated Plan Certification.

ELIGIBLE APPLICANTS

- Private non-profit organizations.
- State or local governmental authority.
- Operators of public transportation services, including private operators of public transportation services.
- Tribal Governments.

ELIGIBLE ACTIVITIES

Expenses that support development and maintenance of transportation services include: Capital; Planning; Operating and Mobility Management.

LOCAL MATCHING REQUIREMENTS

Federal share of eligible capital and planning costs may not exceed 80% of the net cost Activity.

The Federal share of the eligible operating costs may not exceed 50% of the net operating costs of the activity.

PROJECT SELECTION PROCESS

Fresno COG will conduct its own regional competitive selection process for small-urban New Freedom grant applications. A final list of selected projects will be published and submitted to the FTA for funding.

PLANNING REQUIREMENTS

To be eligible for funding, New Freedom projects in urbanized areas must be included in the Metropolitan Transportation Plan prepared and approved by the metropolitan planning organization (MPO), the Transportation Improvement Program (TIP) approved jointly by the MPO and the Governor, and the Statewide Transportation Improvement Program (STIP) developed by a State and jointly approved by FTA and the Federal Highway Administration (FHWA). Projects outside urbanized areas must be included in, or be consistent with the Statewide Long-Range Transportation Plan, as developed by the State, and must be included in the STIP.

ADDITIONAL INFORMATION

Please contact Todd Sobrado at Fresno COG for more information.

Section 5317 New Freedom Program FACT SHEET

PROGRAM PURPOSE:

The New Freedom program provides funding to assist transit operators and public agencies provide "new" transportation services for individuals with disabilities above and beyond the minimum currently required by the Americans with Disabilities Act of 1990 (42 U.S.C. 12101, et seq.).

FTA FUNDING

New Freedom program funding is available for the following amounts for the fiscal years:

FY 2007	\$182,740
FY 2008	\$197,405
FY 2009	\$84,904

COORDINATED PLANNING

All projects selected for funding must be derived from a coordinated public transit-human services transportation plan as required by federal guidance. Grant applications must include a Coordinated Plan Certification.

ELIGIBLE APPLICANTS

- Private non-profit organizations.
- State or local governmental authority.
- Operators of public transportation services, including private operators of public transportation services.
- Tribal Governments.

ELIGIBLE ACTIVITIES

Expenses that support development and maintenance of transportation services include: Capital; Planning; Operating and Mobility Management.

LOCAL MATCHING REQUIREMENTS

Federal share of eligible capital and planning costs may not exceed 80% of the next cost Activity.

The Federal share of the eligible operating costs may not exceed 50% of the net operating costs of the activity.

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ADDITIONAL INFORMATION

Please contact Todd Sobrado at Fresno COG for more information.

POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

AGENDA ITEM III. E.

SJV Blueprint Update

The San Joaquin Valley COGs have been engaged in Blueprint planning for the past two and a half years in an effort to develop and help implement a vision for the Valley to the year 2050. Major accomplishments to date include: 1) determining the community's values related to quality of life issues; 2) developing a vision that reflects those values; 3) engaging member agencies (the 62 cities and 8 counties in the Valley) and the community-at-large in scenario planning exercises that ultimately led to the endorsement of a preferred growth scenario in each county. (Detailed information on the scenarios is available at www.valleyblueprint.org) The locally selected scenarios were then forwarded to UC Davis so that they could be included in the Valleywide analysis. During the process, the COGs conducted hundreds of meetings and outreach events that reached thousands of individuals. The COGs also conducted an extensive media campaign that included radio, television, newspapers, web-based and library components. The outreach was broad based and inclusive.

On January 26th, nearly 600 participants attended the Valleywide Blueprint Summit held in Fresno. A range of planning related topics was covered, including, a report on the Sacramento Area Blueprint, a visual image survey of different housing types and a discussion on how the four alternative Valley Blueprint scenarios were developed. Participants were given an opportunity to discuss the pros and cons of each scenario at their tables and through Q & A. The four scenarios are described as:

Scenario A

The "recent trends" scenario is an effort to portray a continuation of development patterns from the recent past forward into the future. Each county has defined its own starting point and development trends. Limited protections for agriculture and environmental space are implemented county by county. Average dwelling units per acre for new residential development = 4.3.

Scenario B

The "locally combined" scenario is an assembly of scenarios created by each county to represent a desired new direction for the future. This scenario, like the "recent trends", has unique inputs and target densities for each county. A greater emphasis was placed on protection of ag land and environmental resources. Average dwelling units per acre for new residential development = 5.9.

Scenario B+

(Included based on direction from the San Joaquin Policy Council) Reflects the land use assumptions of Scenario B and provides more transportation infrastructure that cross county boundaries. Average dwelling units per acre for new residential development = 5.9.

Scenario C

The "valley-wide hybrid" scenario is a unified projection of what the San Joaquin Valley might look like if all the counties chose more compact growth forms emphasizing safe, walkable, bikeable communities to accommodate significant transit opportunities and protect open space. New urban growth is encouraged within existing spheres of influence or specifically selected planning areas. Average dwelling units per acre for new residential development = 10.

Member Agencies: The cities of Clovis, Coalinga, Firebaugh, Fowler, Fresno, Huron, Kerman, Kingsburg, Mendota, Orange Cove, Parlier, Reedley, San Joaquin, Sanger, Selma & Fresno County

At the end of the day, the attendees were asked to weigh in on their preferred scenario. Performance measures were provided for each scenario showing how outcomes differed based on various development assumptions. The results of the query showed the following preferences:

Scenario A	4%
Scenario B	10%
Scenario B+	33%
Scenario C	53%

In summary, only 4% of those in attendance wanted to stay with the status quo, while 96% recommended moving toward increased densities and smart growth principles. 53% of the group was willing to strive for the highest density category of 10 dwelling units per acre.

The results from all of the outreach on the four Valleywide scenarios will be presented to the Regional Policy Council (2 elected officials from each of the 8 counties) on March 27th. It is anticipated that they will endorse one of the scenarios as the preferred and will forward that endorsement back to the local agencies so that they can begin their own process of integrating the Blueprint into their general plans. All of the COGs are committed to assist with this process.

At the same time, the eight Valley COGs will be moving forward with the fourth year of the Blueprint Planning Process. Tasks outlined for the upcoming year include:

- *Valleywide Blueprint Final Report and Toolkit for Implementation*
- *Translate Valley Blueprint principles into local implementation strategies and develop local government commitment*
- *Convene meetings with local officials to discuss funding challenges of local government (and related "fiscalization of land use")*
- *Address new greenhouse gas directives (SB 375) Develop adequate modeling tools for compliance with SB 375*
- Address the increasing of residential densities
 - Determine the impact of various development densities on the fiscal health of cities and counties in the San Joaquin Valley
 - Determine the market demand for higher density residential housing projects
- Greenprint - incorporate Farmland Conservation Model Program mapping, that includes improved information on water resources into the Blueprint for each of the Valley Counties
- Work with Central California Economic Development Corporations and the Partnership for SJV to address jobs/housing issue
- Continue Blueprint's Valleywide presence by maintaining partnership with Great Valley Center for website oversight and production of one Valleywide Blueprint event
- Continue Using Adopted Methods to Measure the Effectiveness of the Regional Blueprint Plan
- Continue Extensive Public Outreach Efforts

In the midst of this comprehensive planning process, two pieces of legislation have been approved by the Governor (AB 32 and SB 375) that will greatly impact land use and transportation planning at the local and regional levels. All of the implications of these climate change/greenhouse gas mandates have yet to be determined, but we know for sure that they will have a tremendous effect on the way that COG and its member agencies approach their planning processes. We will continue to monitor these mandates.

Forum narrowly backs limits on Valley sprawl

Nearly 600 attend Blueprint Project summit in Fresno.

Monday, Jan. 26, 2009

By Russell Clemings / The Fresno Bee

A public forum Monday narrowly endorsed tight limits on future urban sprawl in the San Joaquin Valley, setting the stage for a debate that culminates this spring with votes by government officials throughout the region.

Fifty-three percent of the nearly 600 people attending the San Joaquin Valley Blueprint Project's public summit at the downtown Fresno Convention Center said they preferred a plan that would put 31 people, or 10 homes, on an average acre of new development, compared with 13 people, or about four homes, under present trends.

The recommendation now goes to a panel consisting of elected officials from each of the eight Valley counties. Its fate there is uncertain. Many of those officials have already said they back a third option for 18 people, or about six homes, per acre.

"I'm worried that we'll come up with a great plan and then people will come out of the woodwork and start taking potshots at it," said Ed Thompson, California director for the American Farmland Trust, who spoke shortly before the vote.

The 2-year-old state-funded Blueprint program is billed as an effort to sketch a broad vision of the Valley at midcentury. Its major goals are to preserve farms and wildlife by reducing sprawl, and to cut air pollution and greenhouse gas emissions by reducing the number of miles driven by the region's residents.

When completed, the Blueprint will not be binding on the region's cities and counties. But state transportation and affordable housing funds could be tied to how well a local agency follows the plan. The significance of that wasn't lost on Madera County Supervisor Frank Bigelow, who also spoke.

"Cities will have less control, counties will have less control, special districts will have less control" over the way they build, Bigelow said.

Moreover, the group attending the summit was largely white, about half older than 50 and skewed toward planners and other government officials, Bigelow noted, questioning whether those present represented a true cross-section of the increasingly Hispanic Valley.

Mike McCoy, co-director of the Information Center for the Environment at the University of California at Davis and a leader of the computer work that went into the future growth scenarios, cautioned against placing too much emphasis on the average housing densities in each version. Small towns will likely have lower housing densities than the average. Part of cities like Fresno may be much higher than average.

Similarly, Keith Berghold, Fresno's interim planning director, advocated looking at the scenarios in a broad rather than specific way. He described the Blueprint as "the first step of many steps" needed to define the Valley's future. But he said it is an important one.

"This is the beginning of a conversation we need to have," he said.



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Fresno COG "One Voice" Meetings

Agenda Overview

DRAFT January 23, 2009

• *invited* • *confirmed*

Saturday, February 7, 2009

Group traveling on flight with us should be at airport by 5:30 am.

Flight

American Airlines

Saturday, February 7, 2009

Depart Fresno - #540 7:00 am

Arrive Dallas 12:10 pm

Depart Dallas - #1296 1:25 pm

Arrive Washington 5:10 pm

Transportation has been arranged to pick up our group from the airport and transport to the hotel.
(SuperShuttle Transportation Systems)

Hotel

Hilton Garden Inn

815 14th Street NW

Washington DC 20005

Phone: 202-783-7800

Fax: 202-783-7801

Dinner on your own

Sunday, February 8th

Free time for sightseeing

5:00 PM **Staff Briefing and Snack,** Cleveland Room in the Hilton Garden

Dinner on your own

Monday, February 9th

Cannon House Office Building Room 121

- 8:30am **Meet at the Hilton Garden for Travel to Cannon Building**
- 9:30am **“One Voice” Funding and Policy Priorities**
Jaclyn Schneider, Legislative Director to Representative **Jim Costa**
Jason Lumia, Legislative Director to Rep. **Dennis Cardoza**
Lacey Kiriakou, Legislative Assistant for Rep. **George Radanovich**
Damon Nelson, Legislative Director for Rep. **Devin Nunes**
- 11:00am **Break**
- 11:30am **New Opportunities Panel: The Economic Stimulus Program**
Cheryl Parker Rose, Intergovernmental Relations Director to the Speaker.
Kate Hallahan, Clerk, House Appropriations Committee on Transportation- HUD
Ron Thaniel, Assistant Executive Director, U.S. Conference of Mayors
White House National Economic Council or Office of Urban Policy.
- 12:30pm **Lunch: *Rayburn or Longworth Cafeterias***
- 1:30pm **New Opportunities Panel: Surface Transportation Reauthorization**
Amy Scarton, Counsel, House Transportation & Infrastructure/Highways & Transit
Kathy Dedrick, Senior Policy Director for Transportation ,
Senate Environment and Public Works Committee
Arthur Guzzetti, Vice President-Policy for American Public Transit Association
- 2:30pm **Break**
- 3:00pm **New Opportunities Panel: COPS and Byrne Program Resources**
Cory Ray, Public Liaison Specialist External Affairs Division COPS Office
Jeff Spalding, Counsel for Senate Judiciary Committee’s Terrorism, Technology
and Homeland Security Sub-committee
Representative of the Justice Department Byrne Program
- 4:00pm *Adjourn*
- 6:00pm *Group or Individual Dinners*

Tuesday, February 10th

- 9:30am **Meeting with Senator Boxer and Staff , Hart 112**
Senator Barbara Boxer
Laura Schiller, Chief of Staff to Barbara Boxer
Bridget Petruczok, Legislative Assistant – Transportation
Ashley Harvard, Staff Assistant for in charge of Water Resources
Danielle Leone, Legislative Aide – transportation
- 10:30am *Return to Cannon House Office Building Room 121*
- 11:00am **Perspectives 2009: Rep. Jim Costa**
- 11:30am **New Opportunities Panel: *Climate Change and Energy Independence***
Gerard Waldon, Staff Director and Chief Counsel
House Select Committee on Energy Independence and Global Warming.
Bettina Poirier, Staff Director and Chief Counsel
Senate Environment and Public Works Committee
White House Staffer for climate change and energy issues
- 12:30pm **Lunch: Rayburn or Longworth Cafeterias**
- 1:30pm **California Leadership Focus** (to appear throughout the agenda)
Nancy Pelosi, Speaker of the House, 8th District
George Miller, Chairman Education & Labor Committee, 7th District
Henry Waxman, Chairman of Energy and Commerce Committee, 30th District
Ellen Tauscher, Chairman of Strategic Forces Subcommittee, 10th District
Loretta Sanchez, Chairwoman Intelligence, Information Sharing and Terrorism
Risk Assessment Subcommittee, 36th District
Zoe Lofgren, Chairman of the Elections and Immigration, Citizenship, Refugees,
Boarder Security, and International Law Subcommittees, 16th District
- 2:00pm **New Opportunities Panel: *Housing and Community Development***
Gail Laster, Professional Staff Member, House Financial Services Committee
Frank Vaccarello, HUD Office of Intergovernmental Relations,
Cardell Cooper, Executive Director, National Community Development
Association.
- 3:00pm **Governor Schwarzenegger's Office**
Linda Ulrich, Chief of Staff to Governor Schwarzenegger, (202) 624-5270
Dave Lucas, Housing/Stimulus
Eric Swelund, Transportation/ Infrastructure, Environment
Karen Quarles, Immigration, Crime, Homeland Security
- 3:20pm **Capitol Hill Tour**
Congressman Radanovich's office has arranged a Capitol tour for those interested.
- 3:30 *Adjourn*
- 6:30pm **Reception in Honor of Fresno COG Delegation and Staff – Hilton Garden**
- 7:30pm *Group or Individual Dinners*

Wednesday, February 11th

- 10:00 AM **Perspectives 2009: Representative Devin Nunes**
- 10:30am *Transfer to Senate 331 Hart Office Building*
- 11:00am **Meeting with Senator Diane Feinstein and Staff**
Review of “One Voice” Funding and Policy Priorities
Hart Senate Office Building Room 331
Senator Dianne Feinstein
Ryan Hunt, Legislative Assistant on Appropriations
Matthew Nelson, Legislative Assistant on Transportation
Chris Thompson, Chief of Staff
- Transfer to Either White House, Hilton Garden or Cannon 121
- 12:00pm **White House Briefing with Intergovernmental Relations Office**
Hilton Garden & Inn Conference Room
Cecilia Muñoz, Director of Intergovernmental Affairs for President Obama
- 2:00pm **New Opportunities Panel: *Immigration Policy***
Administration Staff member from Homeland Security
Blake Chisam, Counsel for Immigration, Citizenship, Refugees, Border Security,
and International Law Subcommittee
Janice Kaguyutan, Chief Counsel, Immigration, Border Security and Refugees
- 3:00pm **Perspectives 2009: Representative Dennis Cardoza**
- 3:30pm **Perspectives 2009: Representative George Radanovich**
- 4:00 pm *Adjourn*
- 6:00pm **Closing Dinner - Hilton Garden**

Thursday, February 12, 2009

Shuttle will pick up group to go to airport at 4:35 – 4:50 am.

Thursday, February 12, 2009

Depart Washington - #1271 7:05 am

Arrive Dallas 9:40 am

Depart Dallas #1885 11:05 am

Arrive Fresno 12:40 pm

Transportation has been arranged to pick up our group from the hotel at 5 am and transport to the airport. (SuperShuttle Transportation Systems)

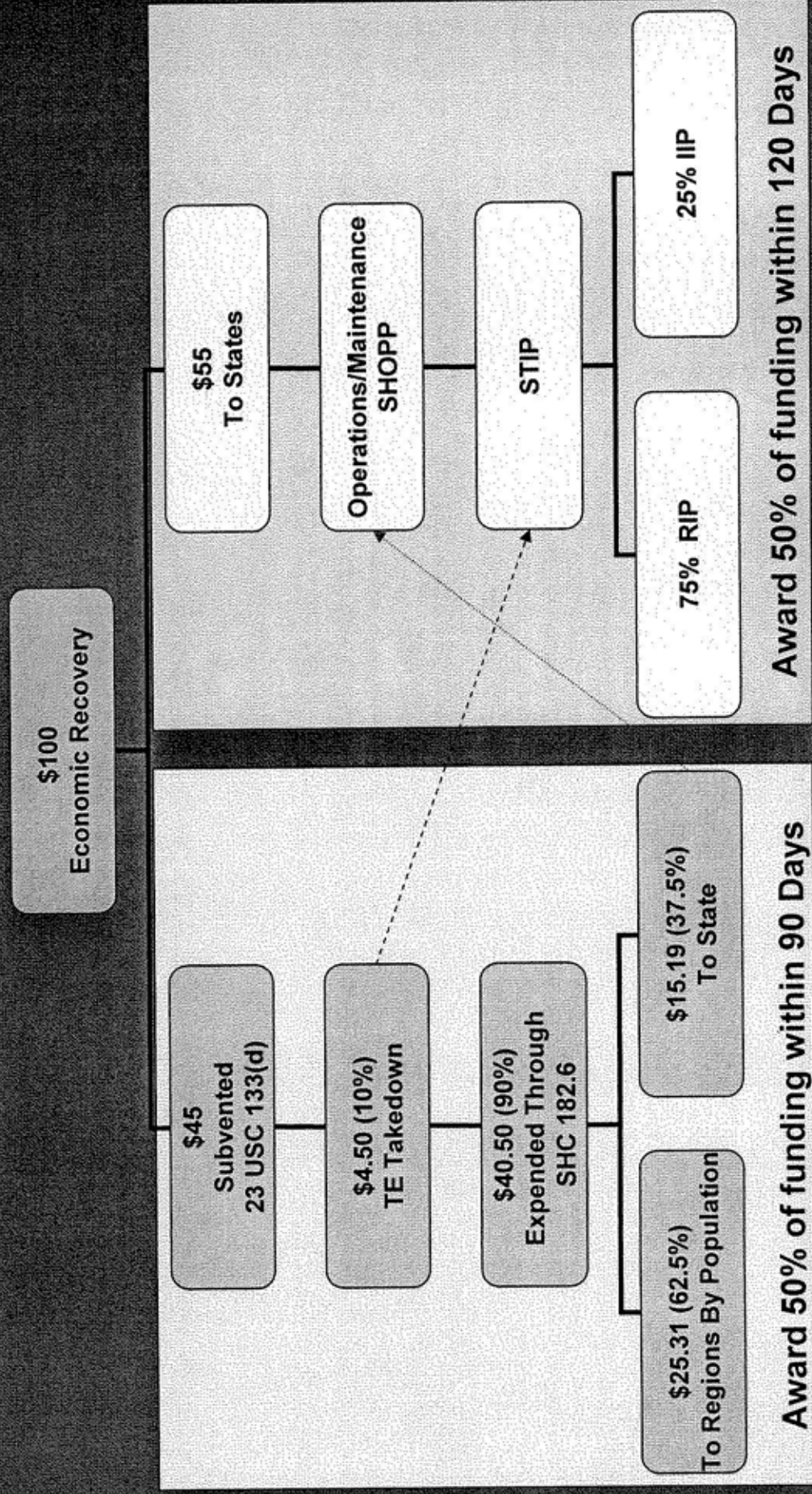
POLICY ADVISORY COMMITTEE

ACTION/DISCUSSION ITEMS

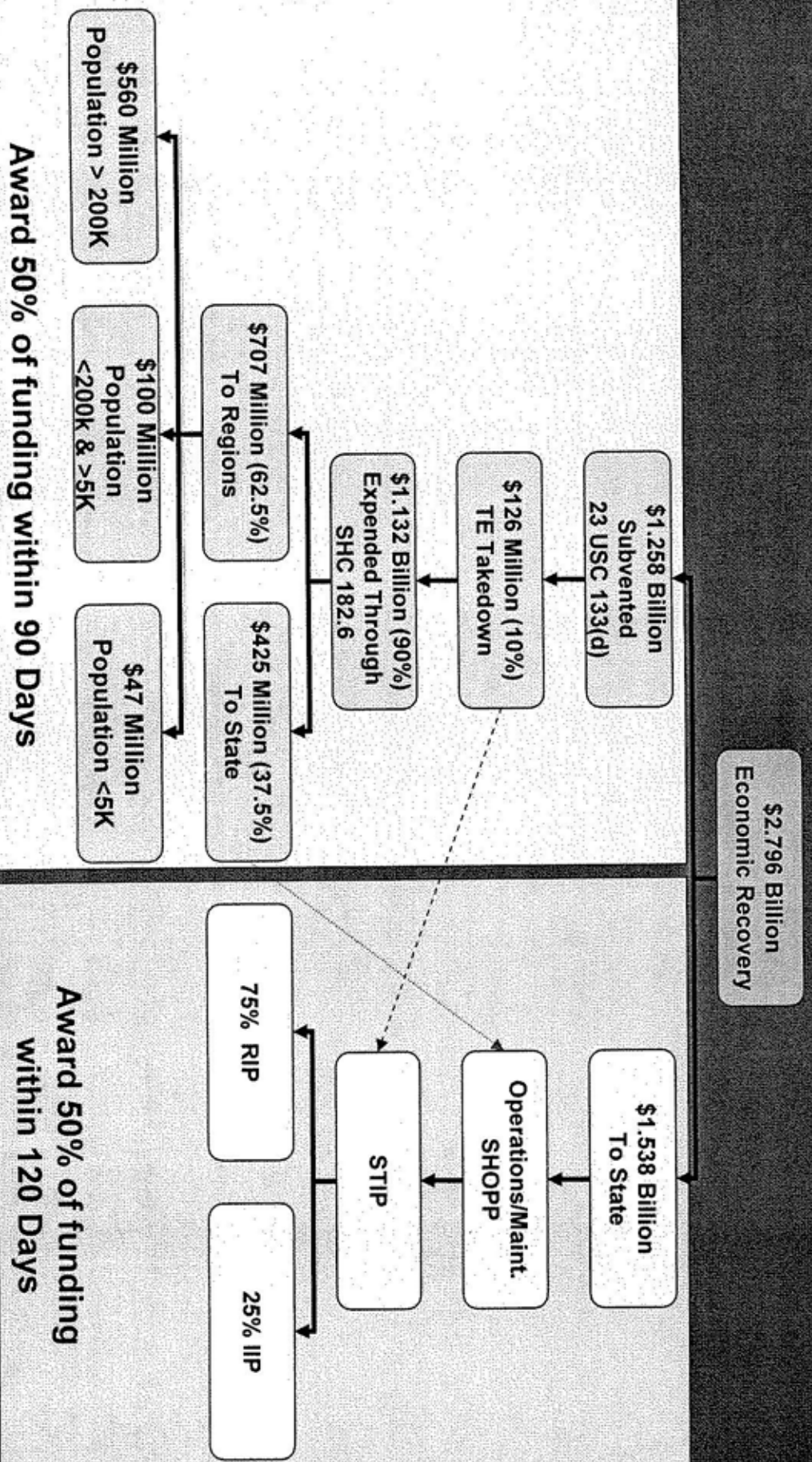
AGENDA ITEM III. G.

HOUSE APPROPRIATIONS BILL

FLOW OF FUNDING



HOUSE APPROPRIATIONS BILL CALIFORNIA DISTRIBUTION



Remaining Funds Must Be Awarded No Later Than August 1, 2010