

Napa County 2013 Watershed Symposium



Engaging Urban Populations in Resource Stewardship



A Tradition of Stewardship
A Commitment to Service

Steve Lederer
Director of Public Works
County of Napa

Presentation Overview

- Stewardship
- Urban Environments
- Awareness & Education
- Results Through Outreach
- Taking Action
- Example Programs & Opportunities
- Recognizing Urban Stewardship



Stewardship

- ◆ Wealth of Natural Resources in the County
- ◆ Stewardship takes many forms
- ◆ People make a difference
- ◆ Every action counts!
- ◆ Opportunities abound



Urban Environments

- ◆ Most of the population is located in urbanized areas

- Our Cities, Towns & Enclaves



- ◆ The Napa Valley – A river runs through it!

- Our most populated areas are adjacent to rivers, creeks and streams

- ◆ Turning challenges into opportunities

- "Engaging urban populations in resource stewardship"

Awareness & Education

- ◆ KEY - Build environmental awareness
 - Opportunities to connect, learn & take ownership
- ◆ Presentations, outings and field-trips
 - Classroom/community presentations, docent walks, field-trips, fish & wildlife viewing
- ◆ Events and resources
 - Community events, Farmer's Markets, Earth Day, local news/calendars, online/web access



Results Through Outreach

- ◆ Providing targeted education & outreach
 - Some examples supporting resource stewardship



Taking Action

- ◆ Achieving stewardship – involvement and hands-on opportunities
 - Providing ways to connect, learn and take ownership



Programs & Opportunities

◆ Green Business Programs



- Recognizing those that do good
- Committing to standards and practices to create an environmentally friendly and sustainable community for residents, visitors and animals alike
- Promoting 'green markets' for local services and goods



Programs & Opportunities

◆ Household Hazardous Waste Programs

- Purpose: Reduce illegal dumping and appropriate disposal of toxics in landfills
- Collection & Reduction focused
- Mostly cleaning products, pesticides, auto products, and paints
- Legislative Advocacy: Extended Producer Responsibility
- Public education to reduce household hazardous waste



Programs & Opportunities

◆ Composting Programs

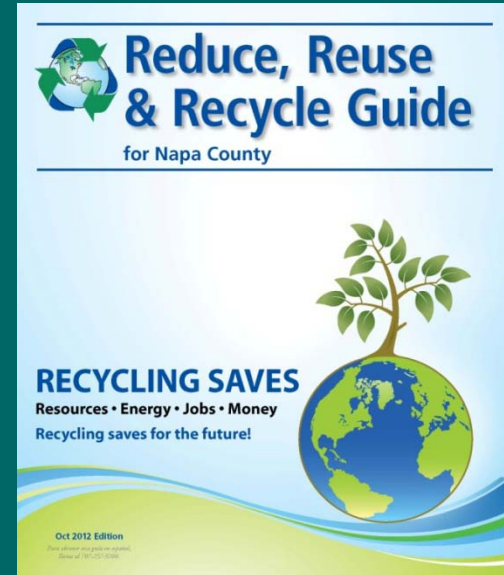
- Keeps valuable organics out of landfills
- Returns compost back to local agriculture and landscapes
- Use improves soil structure, reduces erosion and conserves water
- Reduces landfill methane gas – a potent GHG



Programs & Opportunities

◆ Recycling & Litter Programs

- Recycling keeps valuable resources circulating in the economy
- Products using recycled materials conserve energy and water
- Litter abatement protects waterways
- County/Cities offer convenient curbside collection
- CalRecycle funds support education, equipment, businesses, institutions & community organizations



Programs & Opportunities

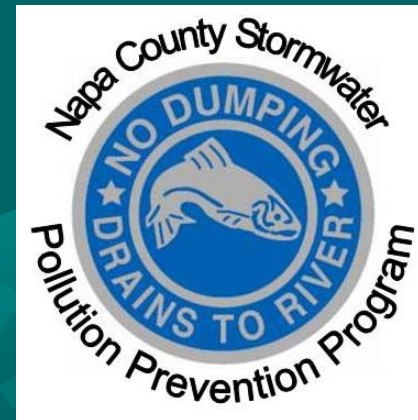


◆ Water Conservation

- Crucial to meet 20% by 2020 reduction goal
- Protects local supplies and provides more for the environment
- Rebates available for toilet retrofits, grass removal, washer replacement, and rainwater harvesting
- Community workshops and outreach conducted throughout the year
- Free water-saving devices available throughout most of the county

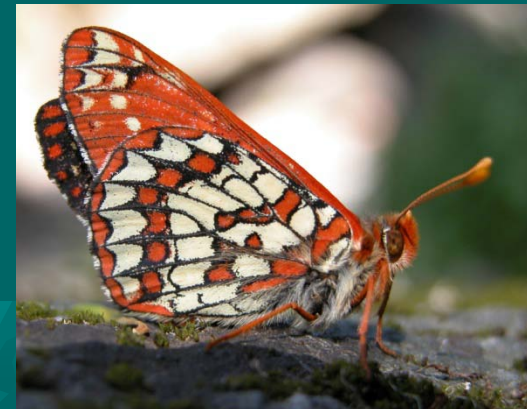
Programs & Opportunities

- ◆ Napa Countywide Stormwater Pollution Prevention Program (NCSPPP)
 - City/County coordinated awareness and prevention program
 - Funds 1st - 8th grade classroom presentations
 - Supports Our Water Our World (OWOW) Point of purchase education of less toxic chemicals
 - Only water down the drain!



Recognizing Urban Stewardship

- ◆ Everyone can make a difference
- ◆ Let your passion motivate you
 - Opportunity abounds in Napa County
- ◆ Get involved
 - As an individual → As a coordinator/leader
- ◆ Celebrate your success
 - For yourself and for others





Questions, Discussion & Contact Information



A Tradition of Stewardship
A Commitment to Service

Steve Lederer
707-253-4351

steven.lederer@countyofnapa.org

www.countyofnapa.org