



ECOS
ENVIRONMENTAL
♦ COUNCIL ♦
OF SACRAMENTO

2012 SACRAMENTO
**EARTH
DAY**

**FREE
EVENT**

SUNDAY, APRIL 22

11AM-5PM AT SOUTHSIDE PARK
WWW.SACRAMENTOEARTHDAY.NET

A PAID ADVERTISING SUPPLEMENT TO SACRAMENTO NEWS & REVIEW

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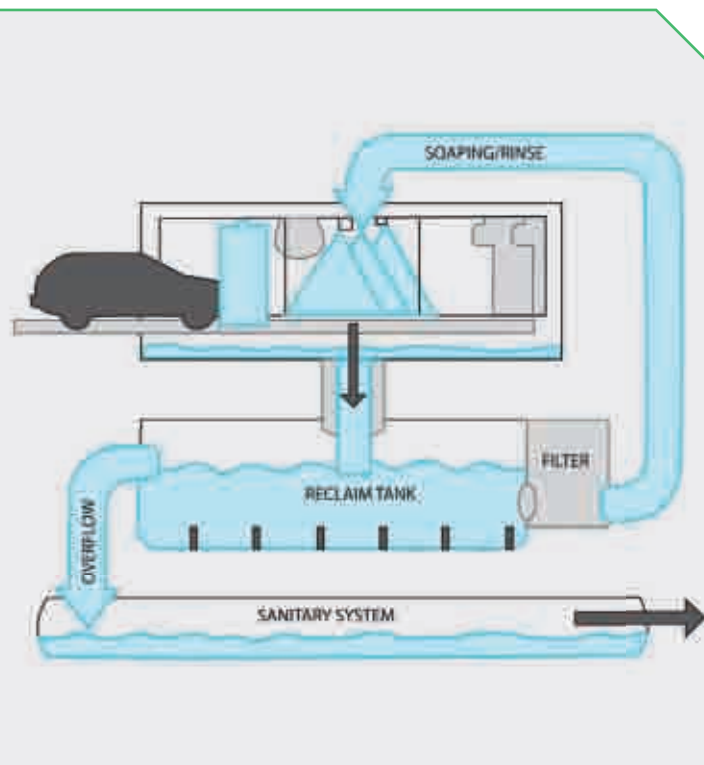
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Quick Quack Car Wash takes pride in being environmentally friendly by conserving and recycling its water. Quick Quack reclaims 100 percent of the water used in its 100-foot car-washing tunnel due to a piece of filtering equipment that allows soapy rinse water to be reused. Only their spot-free final rinse uses fresh water, bringing the average fresh-water consumption down to 8 gallons per vehicle. That's about one-tenth the amount of water used to wash a car in the driveway, which Quick Quack estimates uses between 50 and 150 gallons of fresh water.

Quick Quack Car Wash uses only biodegradable and nontoxic soaps which break down naturally in the sewer system without harming wildlife.

Quick Quack also wants to encourage people to stop washing their cars at home. Washing a car in the driveway sends runoff into storm drains, where toxic soaps are then flushed into natural drainage areas. This pollutes groundwater and local waterways, which often end up in major rivers or the ocean.

Many touch-free full-service car washes rely on harsh chemicals and corrosive acids to remove dirt, which can be harmful to the environment as well as Quick Quack employees.

Quick Quack is also a proud member of Water-Savers, a car wash industry program dedicated to raising awareness for water conservation and environmentally friendly practices at professional car washes. Quick Quack Car Wash was also the first Sacramento area car wash to be certified as a green car wash by the Sacramento Business Environmental Resource Center (BERC).

In addition to being environmentally friendly, Quick Quack Car Wash is also known for its free self service vacuums and unlimited "wash all you want" car wash memberships starting \$14.99 per month. Quick Quack has seven conveniently located Sacramento area locations. More information can be found online at DontDriveDirty.com or on the Quick Quack Car Wash mobile app for iPhone and Android.

Q&A

with JON ELLISON

What is ECOS and what organizations does it support?

The Environmental Council of Sacramento (ECOS) is a coalition of 17 member organizations and more than 100 individual members who care about the environment and promote sustainable living in the Sacramento area. ECOS supports government agencies like the Sacramento Metropolitan Air Quality Management District and the California Air Resources Board, as well as nongovernment organizations like the local chapter of Sierra Club, Breathe California and WALKSacramento. Our member organizations are: Stone Lakes Nat'l Wildlife Refuge, Physicians for Social Responsibility, Sierra Club Sacramento Group, Sacramento Housing Alliance, Sacramento Old City Association, Sacramento Natural Foods Coop, SEIU Local 1000, Sacramento Area Bicycle Advocates, Gray Panthers, Sacramento Audubon Society, Save Our Sandhill Cranes, Sacramento County Young Democrats, Sacramento Vegetarian Society, Save the American River Association, Sacramento chapter of California Native Plant Society, Sacramento Green Democrats and Ubuntu Green.

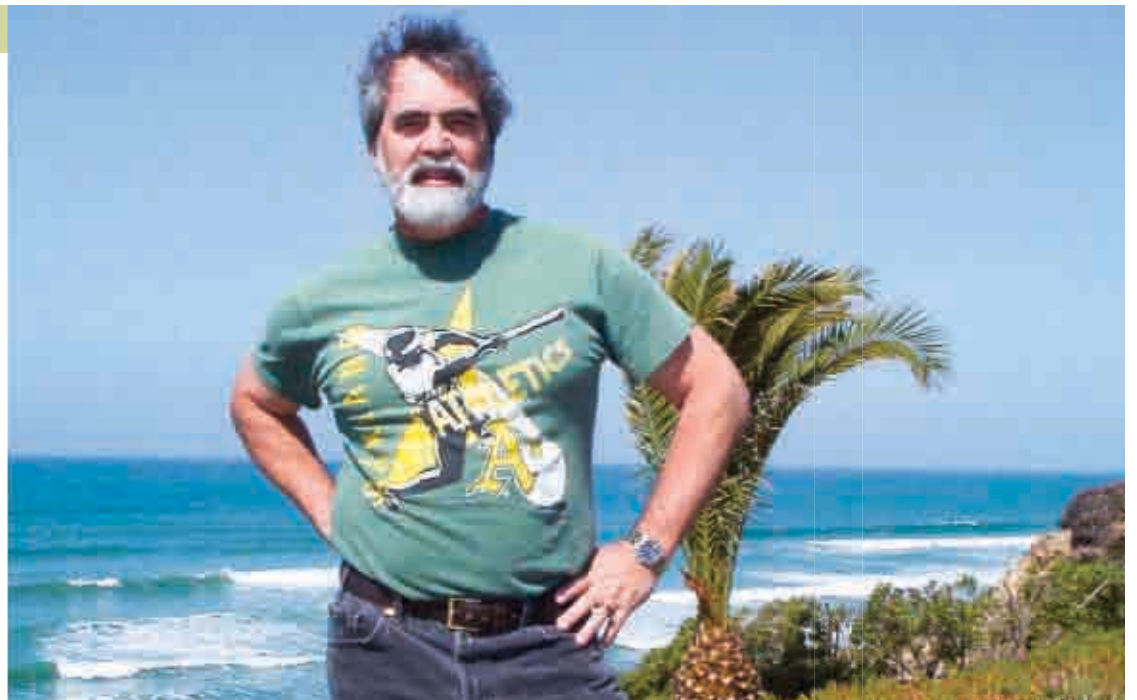
What is Earth Day?

Earth Day is a celebration of our efforts to protect and preserve our planet for ourselves and future generations. It was started in 1970 and many consider it the birth of the modern environmental movement. Sacramento was one of the cities across the nation that had an Earth Day celebration that first year, and ECOS was born from that effort. 1970 brought the death of Jimi Hendrix, the last Beatles album, and Simon & Garfunkel's "Bridge Over Troubled Water." Protest was the order of the day, but saving the planet was not the cause.

Although mainstream America remained oblivious to environmental concerns, the stage had been set for change by the publication of Rachel Carson's New York Times bestseller "Silent Spring" in 1962. The book represented a watershed moment for the modern environmental movement and raised public awareness and concern for living organisms, the environment and public health. Earth Day 1970 capitalized on the emerging consciousness, channeling the energy of the anti-war protest movement and putting environmental concerns front and center. Remember, this is not so much for ourselves than for our children and our children's children—a change of world view from "me" to "we"—we have no other choice to enjoy our planet as we have known it.

How did you first get involved in hosting Earth Day?

Ten years ago the group of local environmentalists that had been supporting Sacramento's Earth Day celebrations went on to other things, so it was natural for our nonprofit environmental organization to take the lead in causing an Earth Day celebration each year. ECOS solicits sponsorships from Sacramento area organizations that care about preserving our planet and living sustainably to underwrite the cost of staging the Earth Day celebration, which is free to the public.



How is this year's event different from years past?

Our theme for Sacramento Earth Day 2012 is "Build a Greener Future." Every Sacramento Earth Day celebration is different due to a different mix of vendors, entertainers and participants each year. One of the favorite family-oriented features is Radio Disney, which interactively teaches youth about environmental responsibility. We will have amplified entertainers from the stage throughout the day—who perform for free as their way of contributing to Earth Day.

Where do you see ECOS in five years?

In five years, I see ECOS as an even stronger environmental advocate with a larger number of both organizational and individual members, as well as increased revenue that will result in more staff for our nonprofit. When we challenge development and other projects that will hurt the environment, ECOS is "consulted with." We want to continue to be successful in challenging unwise plans that will irreparably damage the Earth in the Sacramento area through litigation, so proponents will take our admonitions even more seriously.

What are some of the ways our readers can support the mission of Earth Day year-round?

What each of us can do is become educated about how we can live more sustainably without significantly changing our lifestyles and share those changes with friends and neighbors. Youth is the key to our future, so parents and grandparents should develop habits that can be observed by kids like recycling, buying locally, using cloth bags when shopping, biking / walking, not wasting water and driving more environmentally friendly motor vehicles. Come to the April 22, 2012 Earth Day celebration at Southside Park and learn how you can do these things.

How can our readers support ECOS and get involved?

ECOS can always use more members. Our individual memberships are \$36 per year and family memberships are \$60 per year. People can become members at the Earth Day celebration, that is where my wife and I became ECOS members. One can also visit www.ecosacramento.net to become a member. Remember, all these costs are tax-deductible. We can also use people to participate on one of our committees—Land Use; Habitat; Organizational Development; and Transportation / Air Quality / Climate Change—where policy advocacy is discussed. We elect 10 at-large board members each year, and many come from our committees.

DID YOU KNOW?

- Americans use **2,500,000 PLASTIC BOTTLES** every hour, most of which are thrown away.
- By far the most important non-CO2 greenhouse gas is **METHANE**, and the number one source of methane worldwide is animal agriculture.
- Methane is **21 TIMES MORE** powerful a greenhouse gas than CO2.
- Unlike carbon dioxide which can remain in the air for more than a century, methane cycles out of the atmosphere in just eight years. So, lower methane emissions translate to a quicker **COOLING** of the earth.
- If just 25 percent of U.S. families used **10 FEWER PLASTIC BAGS** a month, we would use more than 2.5 billion fewer bags a year, thus less of these terrible, nonbiodegradable bags will be disposed of into our environment
- We could feed **3.7 BILLION** malnourished humans if we fed them the grains that we feed the animals.



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Sac Green Cleaners, LLC is a local small business aiming to provide much needed cleaning services while being environmentally conscious. For us, consuming fewer PETRO products is imperative. We use a silicone-based working fluid branded Green Earth Cleaning. Unlike its counterpart, Green Earth Cleaning contains no volatile organic compounds (VOCs), almost all of which are toxic and harmful to humans at high levels. Also, our silicone-based fluid actually leaves clothes feeling softer, looking brighter, and smelling better. All of our water-based soaps and conditioners for laundry and wet cleaning are environmentally friendly, too.

To encourage recycling, we have a hanger-recycling program. In exchange for good SGC hangers, customers will receive \$1 off toward their order. This will help reduce the waste of 3.5 billion wire hangers, which adds up to more than 315,000 pounds of steel per year! Our poly

bags used to cover your cleaning are 100 percent recyclable and can be recycled through the blue bins provided by your county recycler. And for our premier clients, we use natural wood finished hangers and re-useable clothing bags.

In addition to our product line being environmentally conscious, our facility takes the highest standard in being green. Instead of air-conditioned rooms, we use a thermodynamic water fan. Instead of refrigeration, we use cooling towers to bring cold water to our dry clean machine. Even our boiler is a green, more efficient burning machine that uses half the energy needed for the same power output. All these features and more help us reduce cost and CO2 production.

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OUR VISION

is to provide the best value of any sewage collection utility in California, as measured by cost and level of service.

OUR MISSION

is to efficiently collect sewage from homes and businesses within the Sacramento area.

The Sacramento Area Sewer District is a local utility that provides sewage collection service 24/7 to more than one million people in the Sacramento region, including the unincorporated areas of Sacramento County; the cities of Citrus Heights, Rancho Cordova, and Elk Grove; and portions of the cities of Folsom and Sacramento.

We own and maintain 4,300 miles of sewer pipes and collect about 110 million gallons of sewage every day from homes and businesses with the Sacramento area – that's enough sewage to fill a football field more than 25 stories high – and we respond to about 6,000 sewer service calls every year!

EVENTS

Visit our booth at one of the following community events throughout the Sacramento region in 2012.

- Fair Oaks Spring Festival, May 5 & 6
- Russian Yamarka Festival, May 19
- Safetyville Family Safety Expo, June 16
- Elk Grove Giant Pumpkin Festival, October 6 & 7
- Safetyville Halloween Festival, October 20

2012 SACRAMENTO EARTH DAY STAGE TIMES & PERFORMERS

El Milagro Ballet Folklorico of Sacramento

Ballet Folklorico El Milagro's traditional folk dances have been featured at many church events, educational institutions and community events. The group consists of a variety of members ranging from ages 4-18 who are proud to share their life experiences by performing traditional dances.



Gorgeous George / JD Valerio

In early 2012, Valerio joined forces with Matt Remenar (drums), Dare (guitar), Robert Folger (bass) and Lynnae Vana (vocals) to form Gorgeous George. The best description of Gorgeous George is acoustic rock with a flare of folk.

Fo'shange

Fo'shange is a Caribbean funk ensemble led by the poetry of Vincent Kobelt. The band features Russell Brown on guitar, Clark Goodlow on the keyboard, Bink Wills on drums, Pastel on flute, Larry Lee on base, Jaroba on saxophone, and Brotha Mac on congas. Fo'shange's 2012 fall release will be entitled "Pinch of Salt."



Be Brave Bold Robot

Be Brave Bold Robot is a collection of people who are known to joyfully weep wispy ghost tears of music in any given area where they might happen to find themselves being allowed to be, for the enjoyment of people who might happen to be mulling around said given area, wondering what to do with themselves for that particular time being.



James Israel & Friends

James Israel is a singer-songwriter who plays original music with a bite. From up-tempo rock to whimsical folk to bittersweet blues sounds, James has been captivating audiences in and around Sacramento since he moved down from the foothills near Nevada City in 1993. He plays guitar and harmonica.

Jen Rogar & The Adorables

Jen Rogar is a singer-songwriter who has performed in and around Sacramento since 1997. The Adorables (how that name came about is top secret!) include an incredible line-up of immensely talented Sacramento musicians and SAMMIES hall-of-famers Mike Farrell on electric guitar, Kristine David on back-up vocals, Carol La Dou on bass and Neil Franklin on drums / cajon.



THE CREST THEATRE APRIL 27, 2012

RECEPTION 5:00 — FILMS 6:30-10:00

Sacramento Wild & Scenic On Tour

More info: caheartlandproject.org

Tickets on sale now at: thecrest.com



Free local food at reception provided by Sacramento Natural Foods Co-Op.
Wine and beer by Sierra Nevada Brewing for purchase.

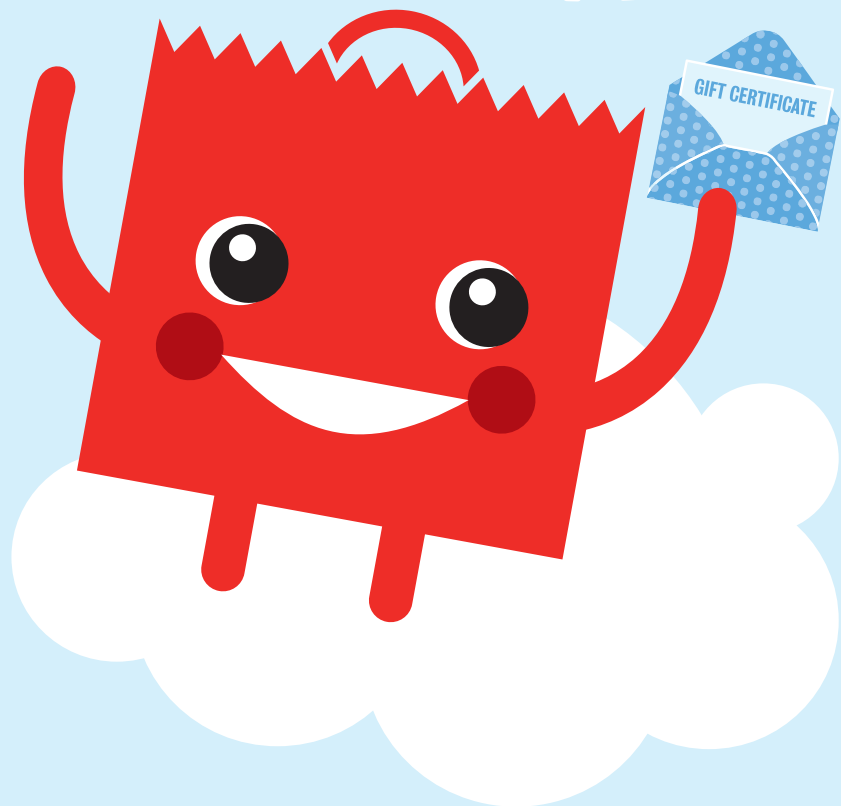
films to change your world



\$10 films
\$15 films+reception
\$25 films+reception+discounted ECOS membership



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DEPARTMENT OF WATER RESOURCES
STORMWATER UTILITY
Stormwater Quality Program



SMUD



SILVER

**Andy Sawyer /
Carol Bingham**



BRONZE



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Councilman Kevin McCarty
Councilman Rob Fong

Earl Withycombe / Andrea Rosen
Green Technical Education
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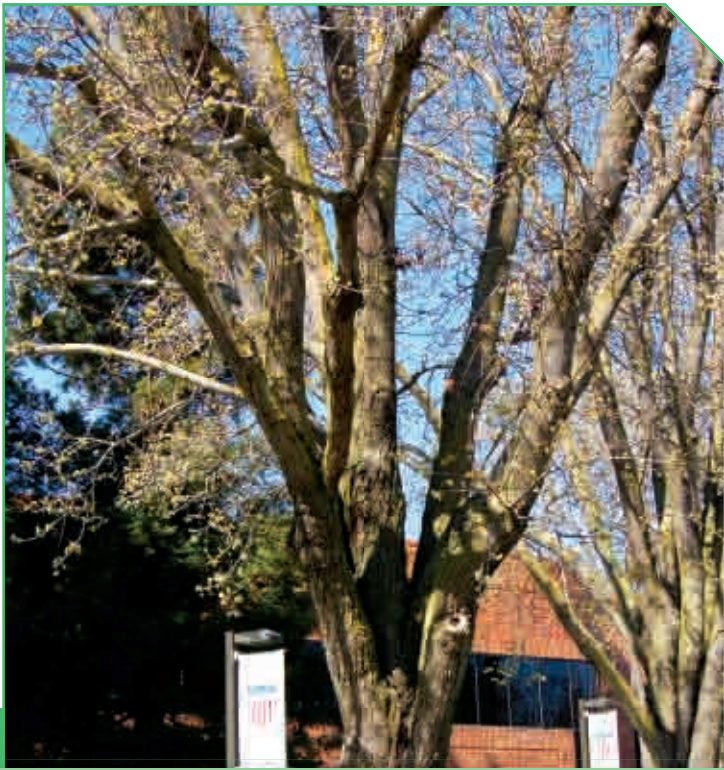


DID YOU KNOW?

- **3.5 BILLION** people live on less than \$2 a day in a world of opulence
- Glass produced from **RECYCLED GLASS** instead of raw materials reduces related air pollution by 20 percent and water pollution by 50 percent.
- 70 percent of the **RAINFORESTS** have been burned to raise livestock, either for raising them or growing grains for them.
- It takes **20 GALLONS** of water to produce 1 lb. of soybeans and other grains, but it takes 5,000 gallons of water to produce 1 lb. of beef.
- Every year we throw away **24 MILLION TONS** of leaves and grass; leaves alone count for 75 percent of our solid waste in the fall.
- Every ton of recycled office paper saves 380 gallons of **OIL**.
- About 1 percent of U.S. landfill space is full of **DISPOSABLE DIAPERS**, which can take 500 years to decompose.
- Every second in the **USA**, chickens, pigs, turkeys, cows, sheep produce 89,000 lbs. of excrement.
- 55 percent of **FRESH WATER** use in the USA goes to the production of livestock.
- Replacing each 75 watt light bulb with energy **EFFICIENT** bulbs results in one less ton of carbon dioxide released into the atmosphere.
- Animals raised for food in the US produce 130 times the amount of waste that people do. The **WASTE**, containing vast amounts of nitrates, pathogens and hormones, is stored in huge open cesspools, euphemistically dubbed by the meat industry as "lagoons."
- **ENERGY** saved from one recycled aluminum can will operate a TV set for three hours and is the equivalent to half a can of gasoline.
- At the current rate the **HUMAN** population on Earth is using 1.3 Earth's worth of resources.

**Find out more
about Earth Day
and our sponsors
at our website!**





The City of Rancho Cordova continues to lead as a green city.



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The city of Rancho Cordova is committed to sustainable living practices and continually strives to be a leader and a resource for the community. As a result, the city proactively implements various policies and programs to improve the quality of life for residents, as well as provides education and incentives to qualified homeowners and businesses. The city of Rancho Cordova continues to lead as a green city within the region.

Promotes Citywide Sustainable Building

As a community leader in sustainability, the city regularly promotes green building and design. Rancho Cordova City Hall is a Leadership in Energy and Environmental Design (LEED) certified building and the city is currently pursuing LEED Silver for the renovation of their Police Department. Within the city limits there are seven LEED certified buildings and 25 Energy Star buildings. The City was awarded grant funding for Brownfield developments and completed the first low-income rental project in the region utilizing solar panels.

Sustainable Public Works and Citywide Projects

The city has installed LED and solar technology on street lights throughout the community and has made notable improvements to streets such as International Drive Extension and Folsom Boulevard. The city has put more than 84 miles of overlay made from the rubber of recycled tires. Rancho Cordova also utilizes water efficient landscaping throughout the city.

Waste Reduction and Recycling Policies

The city applies recycling ordinances for multi-family housing units and businesses. City Hall also employs regular recycling policies and practices throughout its building. Rancho Cordova continues to support businesses and community groups that organize E-waste events throughout the year in coordination with California Electronic Asset Recovery (CEAR). The city also offers services to residents to pick up and recycle hazardous materials for free.

Green Building Codes and City Policies

The city of Rancho Cordova offers reduced permit fees to any ongoing building projects within city limits that include solar panels. The city also provides a flat residential rate of \$250 for solar inspections for community members who have installed solar panels.

Alternative Transportation and Community Connectivity

Rancho Cordova has also focused on connecting the community by increasing access to alternative modes of transportation including: 10 miles of bike trails along the American River Parkway, new sidewalks, walkways and bike trails. The city has also made the light rail more accessible by providing five convenient light rail stations throughout the city, as well as subsidizing shuttle rides for commuters.

Green Awards and Energy Efficient Programs

The city is partnering with SMUD and plans to install electric vehicle charging stations at City Hall and the Rancho Cordova Library, furthering its commitment to environmental sustainability. City Hall was awarded an Energy Star Award for its green building. The City of Rancho Cordova was awarded the Business Environmental Resource Center (BERC) award in 2011 for sustainable business practices. SMUD offers residents Voluntary Curtailment Programs (VCP) as well as online energy profiles (EPO) to residents, which helps residents and businesses monitor their energy use and control their energy costs. The city also has energy management programs for residents and was funded grants to install sub-meters throughout the community.