

THE GREENEST



NOTHING CONJURES an image of America like its county fairs. Farm animals, peach pies, blue ribbons, Ferris wheels, and fireworks symbolize this uniquely American summer family tradition. This year the Marin County Fair is combining the red, white and blue of America's history and present with the green of America's future.

Three thousand county fairs celebrate local traditions throughout the United States, from Maine to Maui, Alaska to Arkansas. The Marin County



Photovoltaic panels on the roof of the Exhibit Hall.

Fair is part of a network of 75 fairs in California, and is overseen by the State of California Division of Fairs and Expositions.

This year, inspired by SolFest, held every August at the Solar Living Center in Hopland, and the Bioneers conference held here every October, we decided to integrate sustainability and celebrate environmental leadership at the 2008 Marin County Fair. Our hope is to create a model of what county fairs can aspire to environmentally and to move towards the County of Marin goal to create a sus-

We used to look at environmentalism as a hobby for the high-minded. But conserving energy and living a "green" lifestyle is actually the most patriotic thing you can do today. It fights global warming, protects nature, shrinks our dependence on foreign oil and makes America a model others want to follow. Green is the color of patriotism. Green is the new red, white and blue.

Thomas Friedman, author of *The World is Flat* and New York Times columnist

tainable future.

While we were working towards our certification as a Green Business in recent months, we decided to set the bar as high as we could and produce The Greenest County Fair on

The panels feed two 100-kilowatt Xantrex inverters. The solar array size is 205.6 kilowatts. By producing 374,000-kilowatt hours from the sun per year, the Marin Center will prevent the emission of 133 tons of equivalent carbon dioxide, 24 tons of volatile organic compounds and 183 pounds of particulate matter.

Marin joined the ranks of over 25 fairgrounds statewide by installing a major photovoltaic project. The California Construction Authority secured financing and funding from the PG&E Self-Generation Incentive Program and federal zero-percent interest Clean Renewable Energy Bonds.

The World's First Solar-Powered Stage will feature daily magic and vaudeville performances by Dr. Solar at the fair.

Energy Efficiency

Energy efficiency is proving to be the cleanest, cheapest eco-innovation. Thanks to the California Energy Commission, Kenwood Energy, and the Marin Energy Management Team, all of the lighting fixtures in the Exhibit Hall and Meeting Rooms were replaced with more energy-conserving fluorescent bulbs. This lighting retrofit creates savings of nearly \$20,000 per year, while improving lighting levels and quality.

We replaced the 35-year-old HVAC units in the Exhibit Hall, resulting in a cost savings of about \$18,500 per year, while improving comfort and reliability. The cost savings will be greater than the payments on the low-interest loan that the County of Marin

Earth, an ambitious and challenging mission.

Below you will find a review of everything we plan to do in 2008 to reduce, re-use, and recycle—to green our community celebration. As we learn more about the possibilities for effective change, we also know that we have more to do in 2009.

Sun Power

Schott Solar photovoltaic panels—744 in total—have been installed on the roof of the Exhibit Hall, generating 40% of our annual kilowatt usage.

COUNTY FAIR ON EARTH



obtained from the California Energy Commission, meaning that energy savings are paying for this capital improvement.

All of this is particularly important with the passage of State of California Assembly Bill 32 that mandates the reduction of greenhouse gases. These two projects eliminated the emission of 122,000 pounds of CO₂ from the atmosphere annually, which is equal to the amount offset by about 16 acres of trees. We are now working on a lighting retrofit and new HVAC units for the Marin Veterans' Memorial Auditorium to be completed later in 2008.

Becoming a Green Campus

We worked with the Community Development Agency Sustainability Team Business Coordinator, Dana Armanino, to join the County of Marin's Green Business Program and became certified in April. This county fair now pledges to:

- ▶ Comply with all applicable environmental regulations and strive to exceed compliance
- ▶ Conserve energy, water, material

and other resources

- ▶ Develop and implement practices that prevent pollution and waste
- ▶ Be an environmentally responsible business within our community
- ▶ Strive for continuous improvement

Our staff is working with the sustainability team to develop policies and programs that will help make the Marin County Fair healthy, vibrant and sustainable for many generations into the future.

The Marin County Fair has joined over 1,000 Bay Area businesses in the Green Business Program. For more information on the Green Business certification process, visit www.marinsustainability.org.

Saving Water

Twenty-three new Sloan Waterfree urinals are now installed in the men's restrooms of the Marin Veterans' Memorial Auditorium and Exhibit Hall buildings. By using the touch-free, completely hygienic Sloan Waterfree system, we help the environment by conserving an average of 40,000 gallons of fresh water per urinal, annually! In total, we will conserve approximately 920,000 gallons of fresh water annually! For more information visit www.marinwater.org. Also, thanks to the support of the Marin Municipal Water District, water-efficient, 1.6 gallon toilet fixtures have been installed in all fairgrounds restrooms.

In addition to the new urinals and fixtures, the fair is saving fresh water by having the lawns and landscape at the fairgrounds irrigated by reclaimed water provided by the Las Gallinas Sanitary District. Reclaimed water is also in use at the new restrooms at the Marin Veterans' Memorial Auditorium and Lagoon Park.



Healthy Food and Beverages

We are planning to green the operations of the 28 food and beverage concessions at this year's fair with the following measures:

- ▶ All food concessionaires will offer Healthy Food Choices as part of their fair menus.
- ▶ They will use biodegradable or compostable cups, plates and serving dishes.
- ▶ The food concessionaires will work closely with the new waste-diversion and recycling services of Marin Conservation Corps.
- ▶ Yokayo Biofuels will collect oil from all the food concessionaires and reuse it for their biodiesel company.
- ▶ Butler Amusements plans to have their five food trailers in the carnival offer Healthy Food Choices; use compostable cups, plates and dishes; and collect their cooking oil for reuse as biofuels.

Waste-Diversion and Recycling Services

The Marin Conservation Corps (MCC), Marin Sanitary Service, and Good Green Graces will partner to offer new on-site waste-diversion and recycling services, including:

- ▶ Placement of new waste-diversion stations at the food courts and dining tents on the fairgrounds, with new signage and containers. These stations will offer pre- and post-consumer composting and recycling services and will be staffed by the Marin Conservation Corps.
- ▶ The MCC staff will tour the fairgrounds to pick up more plastic containers, aluminum cans, and glass bottles, and staff 50 new recycling containers set throughout the fairgrounds.



THE GREENEST COUNTY FAIR ON EARTH

Marin Marketplace

The Marin Marketplace will feature the new *Green Street* to focus on local green businesses, services, and products.

Entertainment + Education

The fair will feature entertainers and keynote speakers that celebrate environmental themes in their performances and programs.

Dr. Solar – This popular magician and vaudevillian will perform daily on The World’s First Solar-Powered Stage.



Walking Tree Man – This new “tree” stiltwalker will celebrate the benefits of trees and forests as he strolls the fairgrounds and interacts with visitors of all ages.

Earth Capades – An environmental vaudeville show that features juggling, comedy, and audience participation will appear in the 800-seat Marin Veterans’ Memorial Auditorium daily. The two shows are called **Waste Reduction Production** and **The Planetary Circus**, proving that saving the planet can be fun.

Danny Seo – Danny Seo is a green lifestyle expert, featured guest on the CBS Morning Show, and author of six books. He will give a talk and sign copies of his books on Wednesday, July 2.

Betty Biodiesel – The Bay Area’s

Zenn
Electric Car



favorite *Eco MC* will both entertain and educate fair audiences on going green.

Youth In Arts – Youth in Arts mentor artists will lead hands-on workshops making block prints, sculptures, masks and more out of recycled and found materials on July 2.

Daring to Dream: Martin Eberhard and the Tesla Roadster – Tesla founder Martin Eberhard will talk about the future of electric cars on Thursday, July 3.

Green Transportation

The Marin Alt Fuel Expo outdoors on the fairgrounds will be the most comprehensive, technologically advanced exposition of alternative fuel and high-MPG vehicles ever held in Marin County. Over 20 vehicles will be showcased, including ones using hybrid technology, electricity, compressed natural gas, plug-in hybrid technology, high-MPG gasoline, ethanol, and biodiesel.

Fair Exhibits

The Marin County Fair features over 11,000 exhibits and 4,000 participants. This fair incorporates green themes into the competitive exhibits program. Highlights of the **new** contests include:

- From Trash to Treasure
- Decorated Windows
- Light Bulb Sculpture
- Recycled Glass Art
- Design Your Own Water Bottle
- Backyard Compost Competition
- Celebrate Arbor Day

The Green Life

Spreading the gospel of green lifestyle choices, the Marin County Fair will showcase 6,000 square feet of fun and informative ways you can green your daily life in the Exhibit Hall. No finger-wagging or guilt here—come and enjoy some of the interactive exhibits and find out how easy it can be to make changes that make our world better for everyone.

Backstage Hospitality

Headline concert acts need TLC backstage when on tour, including their stop at this county fair. Suite Treatments will provide the hospitality with a “reuse, reduce, and recycle” attitude.

Green Landscape + Water Tech

Partnering with the Parks and Open Space Department, the Fair will install six new John Deere Eagle Irrigation Control Clocks. These clocks

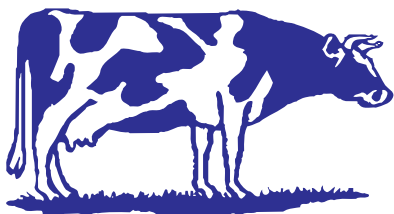
THE GREENEST COUNTY FAIR ON EARTH

predict temperature, wind, soil and planting conditions to conserve water and irrigate the lawns, trees, and landscaping only when needed. These California Irrigation Management Information System (CIMIS) controllers are linked to weather stations and satellites all over the state and the National Oceanic and Atmospheric Administration (NOAA).

The Parks and Fair staff will also work together with Brocco and Sons of Sonoma to use a magnesium chloride dust control product from the salt ponds of the San Francisco Bay to cover six acres on the fairgrounds. This dust treatment, used by organic vineyards and agriculture and in the production of tofu, provides an earth-friendly and pedestrian-friendly covering for the fairgrounds.

The Barnyard Goes Green

The Fair will use a new product, Showbed, in the demonstration tent in the Barnyard, on the Ham Bone Express pig racing track, and in the cages in the Fur and Feathers Tent.



Made with recycled paper and featured in shades of green, Showbed is a colorful, dust free, absorbent and comfortable bedding for the fair's popular farm animals.

Plans call for straw and manure used in the Barnyard to be collected and then trucked to an organic farm in West Marin after the fair.

Paperless Portal

Sign up for the Marin County Fair (and Marin Center) E-News at www.marinfair.org. Subscribe to our monthly e-mail newsletter and be the first to find out about upcoming

"Treat the earth well: it was not given to you by your parents, it was loaned to you by your children. We do not inherit the Earth from our Ancestors, we borrow it from our Children."

Native American Proverb

events, special discounts, volunteer opportunities, and more. The premiere edition of the Fair newsletter will be e-mailed in June. Your e-mail address will not be shared with other organizations, and you can easily unsubscribe at any time. Save paper and subscribe!

Printing

The Fair is striving to print all of the fair publications from this Magazine to the Exhibitors' Guide to stationery with recycled, post-consumer paper content.

Awards

Hundreds of Marinites receive trophies, plaques and blue, red and green ribbons as recognition of achievement. This year many of the special awards will be made



with recycled glass, ribbons will use recycled paper content, and the rosettes will be 20-100% cotton. We are searching for even more earth-friendly ribbons for the 2009 Fair.

Guest Services

The Fair's communication materials, from web site to Marin Center Magazine, will encourage guests to go green in a variety of fun ways:

- ▶ Using the new map designed by Joe Breeze of the Marin County Bicycle Coalition and published in this Magazine (see page 48), Fair visitors can cycle to the fairgrounds and park their bike in the Bicycle Valet Parking area near the Main Gate. Valet parking will be available daily from 11 a.m. to 7 p.m.

- ▶ Fair guests will be invited to bring their reusable water bottles for their day at the fair. Water fountains will be highlighted on the map.

- ▶ Start a fair carpool! Gather family and friends and ride to the county fair together.

Even with all of these measures, we realize going green is an ongoing process. We will go green in 2008, and get greener still in 2009 and years to come.

—JIM FARLEY

