



# CITY COUNCIL

CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII 96813-3065

**ERNEST Y. MARTIN**  
COUNCIL CHAIR  
DISTRICT 2  
TELEPHONE: (808)768-5002  
FAX: (808) 768-1222  
EMAIL: [emartin@honolulu.gov](mailto:emartin@honolulu.gov)

August 5, 2011

TO: ~~Mr. Clayton Wong, Fiscal Officer~~  
FROM: Council Chair Ernest Y. Martin  
RE: 2011 NACo Annual Conference Trip Report

Attached is the report and findings of the NACo Annual Conference in Portland, OR, July 17-19, 2011

If you have questions regarding the foregoing, please do not hesitate to call me directly.

Attachment

**Sunday, July 17, 2011**

Register for Conference

**9:30 a.m. – 11:30 am Opening General Session**

- ❖ President Glen Whitley welcomed NACo members and provided opening remarks
- ❖ Guest Speakers:
  - **Mr. Bob Woodruff, ABC Correspondent and Founder The Bob Woodruff Family Foundation for Traumatic Brain Injury**
    - Mr. Woodruff spoke about his experience as a reporter and his journey from a local TV anchor, a Foreign Correspondent for ABC to finally co-anchor of ABC World News.
    - Mr. Woodruff also spoke about the day his convoy was attacked by rebel forces in Iraq and his experiences as a traumatic brain injury survivor.
  - **Under Secretary Francisco J. Sanchez, Under Secretary of Commerce for International Trade**
    - Mr. Sanchez spoke about President Obama's efforts to strengthen U.S. commerce and its competitiveness in worldwide trade market.
    - Mr. Sanchez also spoke the Federal government's plan to promote trade and investment that will in turn help create jobs, specifically in the U.S. export market.

**1:30 p.m. – 2:45 p.m. Educational Session Block I**

- ❖ *The Path of Zero Waste*
  - Guest Speakers:
    - Honorable Dave Somers, Council Chair, Snohomish County, WA
    - Mr. Mike Huyke, General Manager, Republic Services, Inc., Corvallis, OR
    - Ms. Susan Robinson, Director, Federal Public Affairs, Waste Management, Seattle, WA
    - Mr. Salud Carbajal, Supervisor, Santa Barbara County, CA
    - Mr. Mark Schleich, Deputy Director of Public Works, Santa Barbara County, CA
  - The two county officials discussed their counties' efforts towards zero waste.
    - Snohomish County encourages recycling of all household wastes, including their new initiative to recycle e-waste.
    - Snohomish also implemented a program similar to an online swap meet where people post items on the web for people to exchange goods for free.

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- Santa Barbara County noted that their county exceeds California's state law that requires communities to recycle 50 percent of their waste.
- Santa Barbara County discussed the challenges faced in determining the location of a new landfill. To address this issue, the County decided to move forward with initiatives to recycle as much as possible and pursue Conversion plants to address the increase in waste stream.
- Santa Barbara County noted that they are exploring the use of matching federal grants to help construct the plant.
- The two vendors discussed their individual programs and efforts to help municipalities reach their recycling and sustainability goals.
  - Waste Management highlighted their efforts, such as using the natural gas from the landfill to fuel their fleet trucks.
  - Waste Management also wanted to stress that municipalities could get more participation from households in recycling if there is one waste stream and not separate it in to separate bins.
  - Waste Management briefly discussed efforts being made in other countries regarding new technologies in disposing of waste. Most of the efforts have been made in Japan and Europe but the facilities are smaller and may not be able to accommodate larger municipalities.
  - Republic Services is a private contractor to recycle organic waste for Oregon communities.
  - Republic Services noted that the product they produce is certified organic and is marketed commercially.

### **3:15 p.m. – 4:30 p.m. Educational Session Block II**

#### *❖ Getting the Public Involved: Raising Awareness of County Government*

- Guest Speakers:
  - Mr. Larry Liddell, Public Information Officer, Tunica County, MS
  - Mr. Todd McGee, Director of Communications, North Carolina Associations of County Commissioners
  - Ms. Jessica Beyer, Public Information Specialist, Blue Earth County, MN
- Mr. Liddell discussed President Whitley's initiative "County Government Works." NACo instituted a contest amongst all counties to come with programs/initiatives that involve all citizens of their county to help increase public participation.

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- The guest speakers introduced the winners of those counties that entered the contest for the metropolitan, suburban and rural size communities.
- The contest evaluated the following criteria and best practices:
  - Citizen participation
  - Involvement of elected officials
  - Amount of positive media coverage generated by the event(s).
  - How the program was program by the county (i.e. press release, social media, utility mailers, etc.)
- Winners of the contest:
  - Metropolitan (population of over 500,000) – Bernalillo County, New Mexico
  - Suburban/Mid-Size County (population between 100,000 and 500,000) – Manatee County, Florida
  - Rural County (population less than 100,000) – Cape May County, New Jersey

### **Monday, July 18, 2011**

#### **9:00 am – 10:15 am Educational Session Block III**

- ❖ *Smart Communities and Smart Buildings: How They Improve the Economy, Environment and Experience*
  - Guest Speakers:
    - Ms. Cassie Roach, Executive Director, State & Local Government, Cisco, San Jose, CA
    - Ms. Lisa Peterson, AIA, Partner, Sera Architects, Portland, OR
    - Mr. Ray Rapuano, AIA, Business Development Manager, Cisco (worked on building several of Cisco's campuses; used technology to drive intelligent buildings; grow sustainability, LEED and green standards within company), San Jose, CA
    - Mr. Tom Shircliff, Chairman, Envision Charlotte Steering Committee Intelligent Buildings (Public/Private partnerships with counties, city and local utilities to try to make sure they drive local communities to reach sustainable goals.), Charlotte, NC
- ❖ Speakers discussed innovative approaches, solutions, technologies and programs, which resulted in lower costs, improved sustainability and spurred economic development for the municipalities.
- ❖ Two projects in the City of Portland were highlighted - Edith Green Wendell Wyatt (EGWW) building and Oregon Sustainability Center (OSC). The EGWW is a low energy building and the OSC is a zero energy building

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- ❖ **Speaker identified issues and trends that have been in use to created Sustainable Communities:**
  - Buildings are responsible for more carbon emission than the transportation or industrial industries.
    - The trend is to design building that have a smaller carbon footprint and reduce its energy consumption
  - Energy Generation:
    - The trend is to use technology that we used in the 1920's and 30's such as dams. We are moving away from coal and natural gas energy plants and exploring renewable energy such as wind, solar and bio-gas.
  - Trend to energy independence
    - The first step in achieving a 80% global warming pollution reduction by the year 2050 is to:
      - Building more green buildings
      - Use more energy efficient lighting
      - Increase fuel efficiency
      - Use renewable fuels
  - Increasing the goals for the reduce emissions. Goal of 100% reduction by the year 2030.
  - Market driven innovation
    - Increase the number of LEED certified buildings
    - Improved workplace

### **10:45 am – 12:00 pm Attended Educational Session Block III**

#### ❖ *Going Green Without Going Into the Red*

- Guest Speakers:
  - Mr. Steve Swendiman, Managing Director, NACo Financial Services Center, Washington, DC
  - Ms. Sophia Cavalli, Procurement and MWESB Supervisor, Multnomah County, OR
  - Ms. Cathy B. Horton, Director, Chemical Solutions, Hoover, Inc., Glenwillow, OH
  - Mr. Scott Zintz, Professional Staff, Independent Stationers, Inc., Plainfield, IL
- Workshop speakers explained how municipalities could meet “green” mandates within budgetary limitations.

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- Catawba County development an EcoComplex that manages their waste recovery system.
  - This complex consists of:
    - Landfill
    - Landfill Gas-to-Energy Facility
    - Biosolids Processing Facility
    - Wood Gasification Energy Facility
    - Proposed Research Turf Farm (using grey water, biosolids, boiler ash and compost)
    - Proposed Brick Specialist (using gray water and biosolids)
    - Proposed Soil Composting Facility (using gray water, biosolids, boiler ash, heat electricity, wood feedstock and vegetation)
    - Proposed Greenhouse Facility (using wood feedstock, carbon dioxide, heat electricity, biosolids, and boiler ash)
    - Proposed Biodiesel facility in partnership with Appalachian State University

### **2:15 p.m. – 4:00 p.m. Attend General Session**

- ❖ President Glen Whitley welcomed NACo members and provided closing remarks
- ❖ Guest Speakers:
  - ***Mr. Aron Ralston, Mountain Climber and Inspiration for the Film 127 Hours***
    - Mr. Ralston spoke about his experience as a mountain climber and his experience
    - After being pinned by a half-ton boulder for nearly a week in a remote three-foot-wide canyon crevasse, Mr. Aron Ralston escaped death by severing his right forearm with a dull pocketknife.
    - After applying a tourniquet, he hiked and rappelled for five hours through Blue John Canyon in southern Utah before searchers in a helicopter miraculously rescued him.
    - His life-altering experience was chronicled in the New York Times bestselling book, *Between a Rock and a Hard Place*.
    - Ralston's story was adapted into a movie by Oscar-winning director Danny Boyle, entitled *127 Hours*.

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**Tuesday, July 19, 2011**

### **9:00 am – 10:15 am Educational Session Block V**

#### **❖ *Think Globally, Act Locally: The National Export Initiative and Your County***

- **Guest Speakers:**
  - **Honorable Valerie Brown, Immediate NACo Past President**
  - **Mr. Mark Calhoon, Department of Commerce**
  - **Ms. Courtney Gregoire, National Export Initiative**
  
- **Speakers identified resources that can help counties engage in international trade development, partner with state trade agencies, and implement locally-driven export strategies.**
  
- **Mr. Calhoon described several export initiatives that the State of Washington is pursuing.**
  - **Partner with US Dept. of Commerce, Small Business Association and Small Business Development Centers to expand exports**
  - **\$3 million new state funding to help those businesses with export training**
  - **Help the agricultural industry to increase competitiveness – “Farm-to-Market Initiative”**
  - **Attract foreign students and encourage Washington students to study abroad**
  - **Strengthen and expand international partnership relationship – Trade mission, etc.**
  - **Seek fully-funded federal transportation reauthorization act that includes national freight program**
  
- **Washington’s State Department of Commerce is focusing on increasing the number of WA companies exporting to 10,500 firms or 30%. The department is also provides assistance through the Dept. of Agriculture and Commerce, trying to achieve \$600 million in export sales by 2015. They also want to increase general statewide exports by approximately 35%, to over \$100 billion per year by 2015.**
  
- **The department also participates in a business matchmaking program where they teach firms; 1) how to export; 2) conduct market research; 3) provide credit and financing; and 4) how to move goods. The State coordinates Trade Events and provides Marketing to help provide exposure for local firms to the international market.**

City Council  
City and County of Honolulu

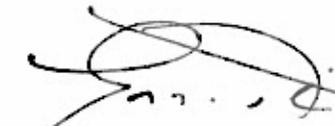
# CLAIM FOR TRAVEL REIMBURSEMENT

Date: 8/02/11

Traveler: Ernest Y. Martin  
Event: NACo 2011 Annual Conference  
Location: Portland, Oregon  
Dates: From 7/15/11 To 7/20/11

Description	Amount	Notes:
1. Registration Fee	490.00	
2. Airfare	529.88	
3. Hotel	1231.90	
4. Meals	48.18	
5. Ground Transportation	45.00	Taxi, 7/20/11
6. Tips		
7. Other		
Other		
Other		
8. Adjustment		
TOTAL REIMBURSEMENT	2344.96	

This is to certify that the above data, based upon receipts submitted to Council Administrative Support Services via a CCLTRVL02 form, is accurate. Further, I am claiming reimbursement for expenses associated with a trip in which City business was conducted and personal funds were used to advance payment.

  
\_\_\_\_\_  
Signature of Traveler

8/02/11  
\_\_\_\_\_  
Date