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Green Scene energy event brings in more vendors and more consumers *1,000 turn out, despite construction work that blocked traffic*

Pleasanton's Green Scene environmental fair is growing, with its highest attendance so far, about 1,000 people who turned out for the lunchtime event, despite roadwork on Hopyard Road that made it difficult to reach.

Part of the high turnout is a change in the focus of the event, according to Laura Ryan, the city's energy and sustainability manager.

"This is more consumer oriented," Ryan said, explaining that the original concept of the fair was to draw professionals, such as contractors and building managers.

The event was a success for the vendors, too, as the crowd took advantage of foods and desserts for sale, fresh foods from the farmers market, one of several organizations that set up two booths. Information was also available from dozens of firms selling or promoting energy-saving products.

"We had 100 exhibitors. Last year, we ended up with 87," Ryan said. She said this year, she worked to draw in more local vendors.

On hand were firms offering green home and garden designs, eco-friendly products and gifts, energy efficiency, water conservation and solar information, along with resources such as public transit firms to help people shrink their carbon footprints.

"Awesome event," Santino Bernazzani told Ryan. "Every year, it gets better and better."

Patti Chung has attended all three Green Scene fairs so far to find out more about "how to go green."

"I found really great information," Chung said, chatting with Jan Barcus from Wheels, the Tri-Valley bus service.

Beyond promoting energy efficiency, the Green Scene fair is energy efficient itself. The fair, which was held outdoors for the first time, is a "zero-waste, carbon-neutral event."