

# Agenda Report

TO: CITY COUNCIL

May 15, 2000

FROM: City Manager

SUBJECT: AUTHORIZATION OF THE SUBMITTAL OF A REQUEST FOR FUNDS TO THE DEPARTMENT OF CONSERVATION, DIVISION OF RECYCLING, FOR BEVERAGE CONTAINER RECYCLING AND LITTER CLEANUP ACTIVITIES

## **RECOMMENDATION**

It is recommended that the City Council:

1. Adopt a resolution approving a request for predesignated funds in the amount of \$41,653 from the California Department of Conservation for beverage container recycling and litter cleanup activities.
2. Authorize the City Manager or designee to enter into an agreement with the California Department of Conservation's Division of Recycling to execute all necessary forms for the purpose of securing payments and to carry out the required activities under the program to encourage beverage container recycling and to reduce litter.

## **BACKGROUND**

The California Department of Conservation (DOC) is required to distribute \$10,500,000 to eligible cities and counties pursuant to the California Beverage Container and Litter Reduction Act (Section 14581(a)(4)(A)). The City of Pasadena's share is \$41,653 based on an amount calculated per capita.

This is the first year of funding for this noncompetitive grant. Each year the DOC will provide to each city and county a funding request form. It is the responsibility of the cities and counties to complete the funding request form and return it with a resolution. The deadline for submittal is May 31, 2000.

## **PROPOSAL**

The Department of Public Works & Transportation, Street Maintenance and Integrated Waste Management Division proposes a radio campaign targeted to Spanish speaking residents to recycle beverage containers and eliminate litter. The campaign will:

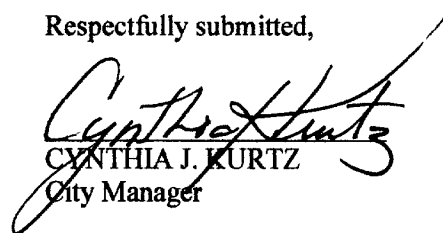
- Help listeners identify which containers are recyclable
- Provide information to residents about curbside recycling and buy back centers where they may recycle beverage containers
- Encourage beverage container recycling for monetary savings
- Encourage beverage container recycling to help keep Pasadena beautiful

The campaign will provide a service to residents who may use the radio as their primary source of news and information and who may be unaware of the benefits of beverage container recycling.

### FISCAL IMPACT

The funding request grant award is \$41,653. The proposal will be funded 100 percent by the grant funds. The DOC will make annual payments based upon a fiscal year beginning July 1<sup>st</sup> of each year. Payments will be issued on or near June 30<sup>th</sup> of the respective fiscal year. The City of Pasadena is not required to provide matching funds.

Respectfully submitted,




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