

Agenda Report

TO: CITY COUNCIL

March 19, 2001

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 City Council:

1. Adopt a resolution approving a request for predesignated funds in the amount of \$41,380 from the California Department of Conservation for beverage container recycling and litter cleanup activities.
2. Authorize the City Manager or her 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 \$41,380 based on an amount calculated per capita.

This is the second year of funding for this noncompetitive grant. Each year the DOC provides 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 April 25, 2001.

PROPOSAL

The Department of Public Works & Transportation, Street Maintenance and Integrated Waste Management Division proposes that the funds be expended as follows:

1. **Pasadena City College campus anti-litter campaign and neighborhood cleanup.** The grant funds provide an opportunity to launch an anti-litter and recycling campaign in response to neighborhood priorities. The program will partner with the Earthwise Club, a student organization devoted to recycling and environmental issues, Neighborhood Connections, the local neighborhood associations, area merchants and PCC.

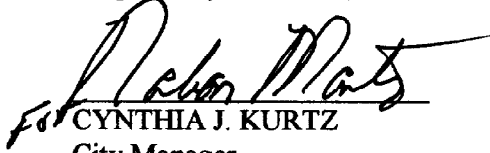
The type of containers proposed for purchase includes a metal outer bin with an opening designed to accommodate beverage containers but discourage trash deposit. Inside the bin is a wheeled recycling cart that can be removed easily for recyclables collection. The emptying and maintenance of the bins will be the responsibility of the recipients. The PCC campaign will serve as a template for future citywide anti-litter and recycling projects.

Recycling Containers (30 – 50) Metal, weatherproof outer enclosures with removable wheeled 30-35 gallon interior carts	\$20,000
PCC Neighborhood Clean Sweep Campaign (Gloves, brooms, trash bags etc. for 100 person volunteer cleanup crew)	500
Citywide anti-litter education campaign Paid advertising; educational packets and promotional incentives	6,500
2. Fabrication of a portable (30” X 36”) folding exhibit board The board will show the life cycle of cans, bottles and paper with photographs, text and illustrations. The exhibit will be transported to schools and organizations for presentations and be on display at special events.	5,000
3. Conduct a special event or festival, such as Arroyo Seco Fest, to promote beverage container collection.	4,380
4. Coordination of Grant Activities	<u>5,000</u>
Total	\$41,380

FISCAL IMPACT

The funding award is \$41,380. The proposals will be funded 100 percent by the grant funds, with the exception of a special event, where the funds will be leveraged with Used Oil Grant Monies. The DOC will make annual payments based upon a fiscal year beginning July 1st of each year. Payments will be issued on or near June 30th of the respective fiscal year. The City of Pasadena is not required to provide matching funds.


Respectfully submitted,


FOR CYNTHIA J. KURTZ
City Manager

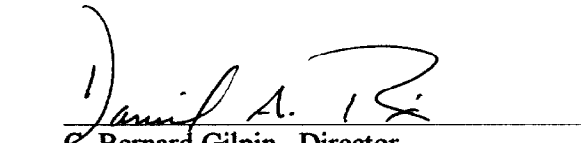
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