

# Agenda Report

Date: September 10, 2001

TO: CITY COUNCIL  
FROM: CITY MANAGER  
SUBJECT: RECOGNIZE REVENUE FROM THE BEVERAGE CONTAINER RECYCLING AND LITTER PREVENTION GRANT AWARD IN THE AMOUNT OF \$41,380 FROM THE CALIFORNIA DEPARTMENT OF CONSERVATION, DIVISION OF RECYCLING

## RECOMMENDATION

It is recommended that the City Council:

1. Authorize the City Manager to enter into an agreement with the California Department of Conservation, Division of Recycling, to promote beverage container recycling and litter prevention activities in the City of Pasadena.
2. Approve a journal voucher recognizing and appropriating \$41,380 in revenues from the California Department of Conservation, Division of Recycling, to Account #6461, Fund #406, Organization #764140, Project #93003, the Beverage Container Recycling and Litter Prevention Grant.

## BACKGROUND

On March 91, 2001, the City Council approved submittal of a grant application to the California Department of Conservation, Division of Recycling, for a Beverage Container Recycling and Litter Prevention Grant (City of Pasadena Resolution Number 7981). On June 18, 2001 the City of Pasadena was notified that the application was approved for funding in the amount of \$41,380.

The California Department of Conservation, Division of Recycling, (DOR), 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 a per capita calculation. This is the second year of funding for this noncompetitive grant.

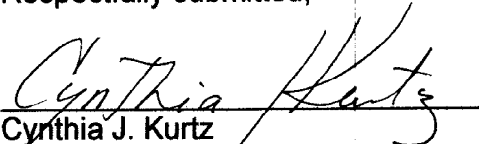
First year funds provided an extensive outreach campaign on Spanish-language radio to encourage Pasadena's Latino population to recycle beverage containers and reduce litter. The first year grant monies also helped launch a neighborhood litter reduction and beautification project in conjunction with the North Arroyo Neighborhood Association and Cleveland Elementary School students. The 2002 funds will provide additional campus and neighborhood anti-litter and educational events through partnerships with schools and neighborhood associations. Some of the funds will be used for a portable exhibit board and a portion of the funds will be leveraged with other grant monies to hold a special environmental awareness event in coordination with America Recycles Day.

Grant funds must be expended between July 1, 2001 and June 30, 2002.

**FISCAL IMPACT**

The Beverage Container Recycling and Litter Prevention Grant award is \$41,380 for the current fiscal year. This action by City Council increases FY 2002 Refuse Collection Fund revenues and appropriations in Account #6461, Fund #406, Organization #764140, Project #93003, by \$41,380.

Respectfully submitted,

  
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