

# Agenda Report

TO: CITY COUNCIL

April 29, 2002

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 pre-designated funds in the amount of \$38,948 for the Fiscal Year 2003 (State Fiscal Year 2001/2002) and \$38,948 for Fiscal Year 2004 (State Fiscal Year 2002/2003) 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 per year 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 \$38,948 per year based on an amount calculated per capita.

This is the third 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 30, 2002.

## **PROPOSAL**

The Department of Public Works & Transportation will continue to allocate this fund to enhance recycling outreach programs. Staff is proposing to spend the funds as follows:

1. Develop a permanent recycling program at the Rose Bowl	\$10,000
• Signage	
• Information Packets for Vendors	
• Stickers or sleeves to convert existing bins	
• Collection Bags	
2. Arroyo Seco Fest	12,000
3. Beverage Container Litter Cleanup in Public Places	25,000
4. Promotional Program	10,000
5. Education	5,000
6. Personnel – Outreach consultant	10,000
7. Buy Recycled – Market Development	5,000
8. Supplies	896
<b>Total</b>	<b>\$77,896</b>

On January 3, 2002, the Public Works Department in partnership with the Department of Conservation and the California Integrated Waste Management Board provided a beverage container recycling program for the Bowl Championship Series (BCS) game. This one-day effort diverted 5.3 tons of material from the landfill, but more importantly, opened a window of opportunity to implement recycling on a permanent basis at other Rose Bowl events such as UCLA games and concerts. The Los Angeles Conservation Corps collected the containers at the BCS game and has expressed strong interest in participating in a permanent program in exchange for the value of the containers.

The City will utilize 400+/- recycling containers that have been in storage since the last Super Bowl game played in the Rose Bowl. The containers will be labeled or sleeved to identify the Rose Bowl/City of Pasadena.

The remainder of the funds will be used to continue education and outreach that has been in place. This includes promoting beverage container recycling at Arroyo Seco Fest; litter reduction workshops at schools; neighborhood beautification in cooperation with Parks and Natural Resource tree planting workdays, working with Human Resources on waste reduction, purchase of recycled content products to increase markets and newspaper and other media promotion.

**FISCAL IMPACT**

The funding award is \$38,948 for Fiscal Year 2003 (State Fiscal Year 2001/2002) and \$38,948 for Fiscal Year 2004 (State Fiscal Year 2002/2003). 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 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.

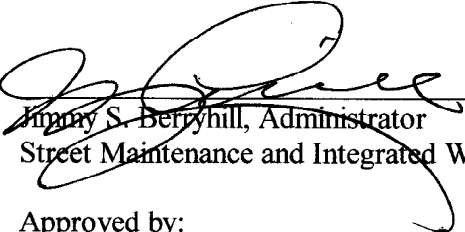
Respectfully submitted,

  
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