

# Agenda Report

TO: CITY COUNCIL

April 21, 2003

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO SUBMIT A REQUEST FOR PRE-DESIGNATED GRANT FUNDS TO THE CALIFORNIA 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 authorizing the submittal of a request for pre-designated grant funds to the California Department of Conservation, Division of Recycling, for beverage container recycling and litter cleanup activities in the amount of \$39,140 for Fiscal Year 2003/2004.
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.

## **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 for the current funding cycle is \$39,140 based on an amount calculated per capita.

This is the fourth 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, 2003.

## PROPOSAL

On January 3, 2002, the Department of Public Works formed a partnership with the Department of Conservation and the Los Angeles Conservation Corps to provide beverage container recycling for the Bowl Championship Series (BCS) game. This effort opened a window of opportunity to implement recycling at other Rose Bowl events and as a result beverage container recycling took place at all of the UCLA home games and the 2003 Rose Bowl game. Ultimately 24.75 tons of materials were diverted from the landfill during a one-year period of football games.

The 2003 funds will enable the City of Pasadena to continue and improve its program at the Rose Bowl. Permanent three-yard locking containers will be purchased to store beverage containers within the Rose Bowl concourse area, thus capturing more containers discarded by refreshment booth vendors. The program for the 2003 season will also focus on mitigating loss of materials to scavengers and educating hospitality and vendor crews

The remainder of the funds will be used to continue education and outreach that has been implemented successfully in the past. This includes promoting beverage container recycling during the month of April for Earth Day, Environmental Awareness Month in November, and the new Arroyo Fest in June. The Fourth Open House for Educators and litter reduction workshops at schools will be included in the educational programs component. A sustained media awareness campaign will feature display ads on a weekly basis for Fiscal Year 2003/2004 to reinforce the message to reduce litter and recycle beverage containers. Neighborhood beautification, in cooperation with Parks and Natural Resources' tree-planting workdays, and beverage container collection at neighborhood block parties and special events will also continue.

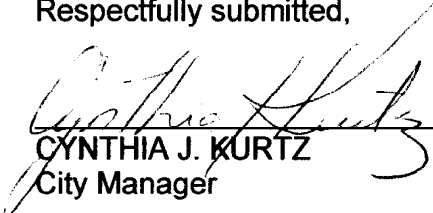
The Department of Public Works will allocate these funds, as described above, to enhance recycling outreach programs as follows:

1. Beverage Container Litter Cleanup in Public Places	\$ 6,340
2. Advertising Program	15,300
3. Educational Program	7,500
4. Rose Bowl/Recycling & Planning/Implementation	5,000
5. Special Events Planning/Implementation	<u>5,000</u>
Total	\$ 39,140

**FISCAL IMPACT**

The funding award is \$39,140 for Fiscal Year 2003/2004. The proposals will be totally funded 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,

  
CYNTHIA J. KURTZ  
City Manager

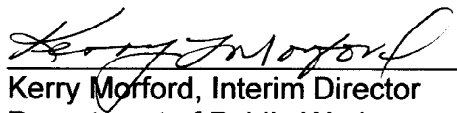
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