

Agenda Report

TO: CITY COUNCIL

March 29, 2004

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION OF THE SUBMITTAL OF A REQUEST FOR 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 approving a request for pre-designated funds in the amount of \$39,463 for the Fiscal Year 2004/2005 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 for the current funding cycle is \$39,463 based on an amount calculated per capita.

This is the fifth 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 May 3, 2004.

PROPOSAL

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

1. Beverage Container Litter Cleanup in Public Places	\$ 6,463
2. Advertising Program	15,000
3. Educational Program	8,000
4. Personnel – Outreach consultant(s)	<u>10,000</u>
Total	\$ 39,463

Program 1: The Rose Bowl recycling program started with the 2002 Bowl Championship Series game and is an ongoing partnership between the Department of Public Works and the Los Angeles Conservation Corps. Approximately 21 tons of beverage containers were recycled from the 2003 UCLA football games and the 2004 New Year's Day game.

The 2005 funds will enable the City of Pasadena to refine its program at the Rose Bowl by increasing outreach to vendors and staff and placing permanent large, collection containers for year-round recycling.

Program 2, 3, 4: These programs will be used to continue the education and outreach that has successfully been implemented in the past. This includes promoting beverage container recycling during the month of April for Earth Day and Environmental Awareness Month in November. The Fifth Open House for Educators and litter reduction workshops at schools will be included in the educational programs component. In addition, a second year media awareness campaign will feature display ads on a weekly basis that reinforce the message to reduce litter and recycle beverage containers. Neighborhood beautification in cooperation with the Parks and Natural Resources Division's tree-planting workdays, beverage container collection at neighborhood block parties and special events such as the Community Picnic and Employees Recognition Day will also continue.

FISCAL IMPACT

The funding award is \$39,463 for Fiscal Year 2004/2005. The proposals will be funded 100 percent by the grant funds. 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,


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