

Agenda Report

Date: August 14, 2000

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: RECOGNIZE REVENUE FROM THE BEVERAGE CONTAINER RECYCLING AND LITTER PREVENTION GRANT AWARD IN THE AMOUNT OF \$41,653 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 \$41,653 in revenues from the California Department of Conservation, Division of Recycling, to Account #6461, Fund #406, Organization #764140, Project #93000, the Beverage Container Recycling and Litter Prevention Grant.

BACKGROUND

On May 15, 2000, 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 7870). On July 11, 2000, the City of Pasadena was notified that the application was approved for funding in the amount of \$41,653.

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 \$41,653 based on an amount calculated per capita. This is the first year of funding for this noncompetitive grant. Public Works Recycling staff plans to submit grant proposals annually each spring as long as this grant remains funded by the State.

Pasadena's grant proposal sought to fund a radio campaign targeted to Spanish speaking residents encouraging them to recycle beverage containers and to prevent the accumulation of litter. Grant funds will be expended from July 2000 through June 2001 and will focus on the following:

- Help radio listeners identify which beverage containers are recyclable.
- Provide information to residents about curbside recycling and buy back centers where they may recycle beverage containers.
- Encourage beverage container recycling for monetary savings, as residents are educated how to exchange beverage containers for their California redemption value (CRV).
- Encourage beverage container recycling to help keep Pasadena beautiful.

This campaign will provide a service to Spanish speaking Pasadena residents who may use the radio as their primary source of news and information and who may currently be unaware of the benefits of beverage container recycling. The grant funds expire June 30, 2001.

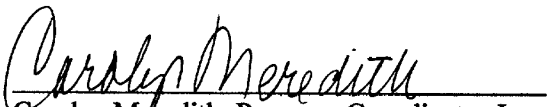
FISCAL IMPACT

The Beverage Container Recycling and Litter Prevention Grant award is \$41,653 for the current fiscal year. This action by City Council increases FY 2001 Refuse Collection Fund revenues and appropriations in Account #6461, Fund #406, Organization #764140, Project #93000, by \$41,653.


Respectfully submitted,


Cynthia J. Kurtz
City Manager

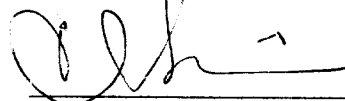
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