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County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS

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JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

AGENDA: APRIL 11, 2000

March 30, 2000

SANTA CRUZ COUNTY BOARD OF SUPERVISORS
701 Ocean Street
Santa Cruz, CA 95060

SUBJECT: FORMATION OF A TRI-COUNTY REGIONAL MEDIA COALITION

Members of the Board:

This year marks a very important deadline for cities and counties throughout California. This is the year when we must divert 50 percent of our solid waste stream from landfilling. In order to encourage our residents and businesses to recycle and to make the most efficient use of our public sector radio and TV advertising dollars, representatives from jurisdictions in the tri-county region (Santa Cruz, Monterey and San Benito Counties), have been meeting to develop a regional public education campaign. This working group is informally calling itself the Central Coast Recycling Media Coalition (CCRMC).

Jurisdictions represented at the first meetings include Monterey Regional Waste Management District, the Salinas Valley Solid Waste Authority, the counties of Santa Cruz, Monterey, and San Benito, and the cities of Santa Cruz, **Scotts Valley** and Watsonville.

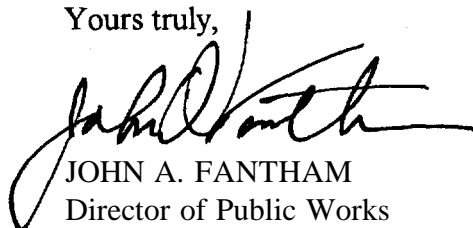
For the current fiscal year, jurisdictions have tentatively pledged a total of \$35,000 towards its first television ads about waste reduction and recycling. The group anticipates kicking off the campaign with two TV spots which encourage multi-family and business recycling, 'as well as developing a television ad in Spanish encouraging the curbside recycling of some of the **lesser-known recyclables**, such as paperboard, junk mail, magazines, etc.

Santa Cruz County Public Works recommends a contribution of \$3,500 towards this regional campaign for the remainder of the current fiscal year, funding which would come from monies already allocated in our public education budget. The Salinas Valley Solid Waste Authority will be acting as the fund administrator for the CCRMC.

Future funding of the CCRMC is expected to come from state subsidies. Counties and cities throughout California will receive Department of Conservation (DOC) funds for the "Bottle Bill" program to be used toward litter and curbside recycling activities. These endowments are based on population. The CCRMC will be asking each jurisdiction to allocate 50 percent of their future DOC funds towards funding of the regional campaign, Public Works will bring the DOC application and future funding requests to your Board for approval at a future date.

It is therefore recommended that the Board of Supervisors approve a not-to-exceed contribution of \$3,500 toward the Central Coast Recycling Media Coalition in solid waste public education funds for regional public education in fiscal year 1999100.


Yours truly,



JOHN A. FANTHAM
Director of Public Works

RLB:bbs

RECOMMENDED FOR APPROVAL:



County Administrative Officer

copy to: Public Works Department

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