



JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

County of Santa Cruz

0209

DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 95060
(831) 454-2160 FAX (931) 454-2385 TDD (831) 454-2123

AGENDA: MAY 9, 2000

April 27, 2000

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: SUBMITTAL OF THE DEPARTMENT OF CONSERVATION'S CITY/COUNTY
FUNDING REQUEST FORM

Members of the Board:

Pursuant to Section 145 8 1 (a)(4)(A) of the California Beverage Container Recycling and Litter Reduction Act, the Department of Conservation's Division of Recycling (Division) is required to distribute a total of \$10,500,000 to eligible cities and counties for beverage container recycling and litter cleanup activities.

Unincorporated Santa Cruz County has been allocated \$40,250 for fiscal year 1999/2000. This figure was based upon the population of the unincorporated county, as stated in the Annual Demographic Report submitted to the Governor by the Department of Finance. These funds will be made available to cities and counties annually, and they must be used for the specific purpose of promoting the collection and recycling of beverage containers. Public Works advocates the use of these funds for a variety of activities.

As stated in our letter to the Board dated March 30, 2000, Public Works recommends the allocation of \$20,000 to the Central Coast Recycling Media Coalition (CCRMC), which is using funds from jurisdictions in the tri-county area (Santa Cruz, Monterey, and San Benito), to promote beverage container recycling on local television and radio programs. The CCRMC has requested 50 percent of these funds from every city and county entity in the tri-county area to fund the production and airing of these public service announcements. By pooling our resources, we avoid duplicating efforts and can purchase larger media buys for less.

Public Works recommends the purchase of an electronic message board to promote beverage container recycling to those residents who choose not to subscribe to curbside collection. This message board would be located at the entrance to the Buena Vista Landfill gatehouse at an estimated cost of \$10,000 and would be programmed and updated by staff to provide information on local beverage container recycling programs.

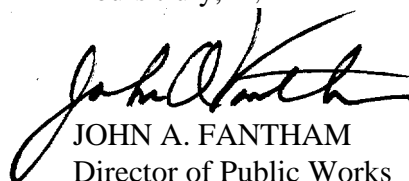
We also recommend an allotment of \$10,250 toward local public education efforts. Public Works would like to promote recycling through the purchase and distribution of refrigerator magnets, which would provide specific information regarding beverage container redemption locations in areas of the county that do not heavily subscribe to curbside collection and are most in need of this important information,

A copy of the funding Request Form for this program is attached for your reference. The Division must first approve the specific programs proposed for funding prior to distribution of funds. After Division approval, we will return to your Board to accept the funds as unanticipated revenue along with the necessary documents to implement the approved program expenditures.

It is therefore recommended that the Board of Supervisors take the following action:

1. Adopt the attached resolution authorizing the Department of Public Works to submit the Department of Conservation Division of Recycling's City/County Funding Request Form for promoting the collection and recycling of beverage containers.
2. Authorize the Director of Public Works to sign the Department of Conservation Division of Recycling's City/County Funding Request Form on behalf of the County.

Yours truly,

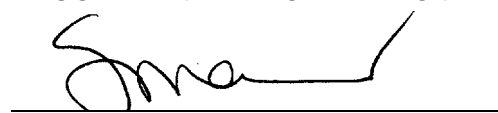


JOHN A. FANTHAM
Director of Public Works

RLB:mg

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer
copy to: Public Works
DOCM

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. _____

0211

On the motion of Supervisor
duly seconded by Supervisor
the following resolution is adopted:

DEPARTMENT OF CONSERVATION
CALIFORNIA BEVERAGE CONTAINER RECYCLING ENDOWMENT

WHEREAS, the people of the State of California have, enacted the California Beverage Container Recycling and Litter Reduction Act that provides funds to cities and counties for beverage container recycling and litter cleanup activities; and

WHEREAS, the California Department of Conservation's Division of Recycling has been delegated the responsibility for the administration of the program within the State of California, setting up necessary procedures for cities and counties or their designees under the program; and

WHEREAS, per Section 145 8 1 (a)(4)(E) of the California Beverage Container Recycling and Litter Reduction Act, the eligible participant must submit the request form by the due date and time in order to request funds from the Department of Conservation's Division of Recycling.

NOW, THEREFORE, BE IT RESOLVED that the Santa Cruz County Board of Supervisors authorizes the submittal of the Funding Request Form to the Department of Conservation's Division of Recycling. The Director of Public Works, is hereby authorized and empowered to execute the funding request form in the name of the County of Santa Cruz specified in the Section 1458 1 (a)(4)(A) of the California Beverage Container Recycling and Litter Reduction Act and provide information regarding this program to the Department of Conservation's Division of Recycling upon request.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this ____day of_____ 2000, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairperson of said Board

ATTEST: _____

Clerk of said Board

Approved as to form:



~~Chief Assistant~~ County Counsel

Distribution: County Counsel
Public Works

DOCM



DEPARTMENT OF
CONSERVATION

Division of
Recycling

City/County Funding Request Form

FY 1999/2000

0212

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City or County Name Santa Cruz County		Eligible Funding Amount \$40,250	Funding Cycle FY 1999/2000
Entity Submitting the Form (i.e. County, Lead Jurisdiction, or JPA) County of Santa Cruz Public Works, 7131 Ocean Street Santa Cruz, CA 95060		Mailing Address City State Zip	
Contact Person John A. Fantham, Director of Public Works	Telephone (831) 454-2160	Fax No. (831) 454-2385	

Recycling and/or Litter Reduction Activities:

To qualify to receive funds, each activity listed below must meet one or more of the following criteria:

- (1) Primary emphasis is collection and recycling of beverage containers at large venues: public areas, residential communities or schools.
- (2) Primary emphasis is public education promoting beverage container recycling and/or litter prevention.
- (3) Primary emphasis is beverage container/litter abatement in public places including community clean-up projects or other related activities involving the recycling of beverage containers.

Please list/describe each beverage container recycling and/or litter reduction activity for which the funds will be expended:

\$20,000 contribution to a regional, tri-county, television and radio advertising campaign to promote beverage container recycling.

\$10,000 toward the purchase of an electronic sign to be erected at the County landfill to encourage residents who haul their own garbage to recycle beverage containers at the County recycling center or other certified redemption centers. The sign can be programmed and updated to keep the recycling messages current.

\$10,250 toward the distribution of refrigerator magnets that will promote existing beverage container recycling redemption rates distributed in areas of the County that do not heavily subscribe to curbside collection.

- Has your city/county prohibited the siting of a supermarket site recycling center? ☐ YES ☒ NO
- Has your city/county caused a supermarket site recycling center to close its business? ☐ YES ☒ NO
- Has your city/county adopted a land use policy that restricts or prohibits the siting of a supermarket site recycling center within its jurisdiction? ☐ YES ☒ NO
- Has your city/county received funding from the Department of Conservation, Division of Recycling's Grant Program? ☐ YES ☒ NO If yes, which year? _____

THE SUBMISSION OF FALSE INFORMATION WITH INTENT TO DEFRAUD IS A CRIME PUNISHABLE BY SUBSTANTIAL FINES, UP TO THREE YEARS IMPRISONMENT, OR BOTH. KNOWING THIS, I CERTIFY UNDER PENALTY OF PERJURY THAT THE FACTS REPRESENTED HEREIN ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature of Representative Authorized to Expend Funds (Named on Resolution):	Date 12000
City or County Name Santa Cruz County	

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Return this form by May 31, 2000 to: Division of Recycling, Industry Services Branch, City/County Payments, 801 K Street, MS 15-59, Sacramento, CA 95814.

Santa Cruz County
Total Funds Available: \$40,250

Expense Category:	Estimated Expenditure:
Regional, tri-county television and radio advertising	\$20,000
Electronic sign	\$10,000
Refrigerator magnets and postage	\$10,250
Total Estimated Expenditures:	

Questions regarding this form should be directed to the Industry Services Branch (916) 327-7361.