



County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS

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THOMAS L. BOLICH
DIRECTOR OF PUBLIC WORKS

AGENDA: FEBRUARY 27, 2001

February 14, 2001

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: DEPARTMENT OF CONSERVATION FUNDING REQUEST

Members of the Board:

On May 9, 2000, your Board approved a resolution in support of a funding request to the Department of Conservation (DOC) for activities to promote beverage container recycling and litter reduction. The funding request attached to the resolution included three expense requests, 1) a \$20,000 contribution for regional, tri-county advertising through the Central Coast Recycling Media Coalition, 2) \$10,000 for purchase of an electronic message board for the Buena Vista Landfill, and 3) \$10,250 for purchase of magnetic informational sheets promoting bottle redemption and recycling centers to non-Waste Management customers.

The entire funding request was approved by DOC and a check for \$40,250 was received by Public Works after the start of the new fiscal year. Due to DOC's timing for these funding requests, the expenses outlined in the application were not included in the 2000/2001 budget. As a result, Public Works returned to your Board on November 21, 2000, with a resolution accepting this funding as unanticipated revenue. During deliberations on this matter, your Board expressed concerns over the previously approved funding associated with the refrigerator magnets and directed Public Works to return with other possible uses for the \$10,250 allocated for this specific item.

Public Works has reviewed the list of projects that DOC recommends which include many types of information distribution programs such as the magnets. We found that many of their suggestions are already in practice in our county; however, we did find several that may offer some added benefit.

1. We could promote recycling to residents not subscribing to Waste Management collection services through the distribution of recycling crates at the landfill and transfer station. Conceptually, the recycling crates would be given away at the

County solid waste and recycling facilities in “faire” type events. Mailers publicizing these events would be sent to all residents not subscribing to Waste Management collection services. The crates and recycling service information would be distributed to select residential self-haulers that agree to use the containers for storing and hauling **recyclables** to our drop-off centers at the landfill and transfer station. Recycling crate sets cost \$25 - \$30. To provide for a larger distribution of crates with the limited funds available, we would charge a nominal \$10 fee for each set and the accompanying information packets. The \$10,250 in DOC funds would provide for outreach efforts and distribution of approximately 500 recycling crate sets and recycling information packets.

2. A second electronic message board can be purchased for use at the Ben Lomond Transfer Station where there are higher numbers of self haul customers. The message board would be programmed periodically with information on new or seasonal recycling opportunities, bottle and can redemption center information, and other waste reduction activities being promoted by our County. It is Public Works’ opinion that we should evaluate the effectiveness of the message board being installed at the Buena Vista Landfill later this year before purchasing a second unit, in a future DOC funding cycle.
3. Public Works is working with the Parks, Open Space and Cultural Services Department (Parks) to establish recycling services in our County parks. Funding has already been allocated for purchase of containers, but additional funding could be used for purchase and installation of informational signs to further support recycling in our parks and at home. Public Works and Parks are still evaluating different styles of collection containers and do not anticipate starting full scale installation until this summer. Purchase of signs for County Parks recycling would be more appropriate at the time the collection stations are installed later this year and could be included in our next DOC **funding** cycle application or directly **funded** through the Solid Waste and Recycling Budget.
4. Funding could also be used to contract with a local service organization, such as the Volunteer Center, to organize an “Adopt-a-Block” program for neighborhood litter removal. Adopt-a-Block programs are organized around groups of neighbors in areas where litter has become a problem. Volunteers organize periodic clean-up events in their neighborhoods and are supported by government contributions of bags, safety vests, litter tongs and free disposal of collected refuse. These programs can improve the quality of life in our neighborhoods and foster community spirit. Contracting for organization, outreach and supply of materials for an Adopt-a-Block program could range **from** \$15,000 to \$25,000 per year and may be considered in future DOC **funding** requests or directly funded through the Solid Waste and Recycling Budget.
5. As originally recommended, distribution of the magnetic sheets (approximately 4" X 7") with redemption and recycling center information is another approved use of current year DOC funding and would focus on non-Waste Management customers

who would benefit most from this information. To derive further benefit from this outreach opportunity, we could also include information on Waste Management's new "Recycle Only" collection service. Approximately 35-40% of all unincorporated households in Santa Cruz County elect to utilize other means of handling their refuse and **recyclables**. A durable information source, such as a magnet, would provide readily available information to those residents who elect not to utilize Waste Management collection services. The \$10,250 in DOC **funding** would provide for purchase and distribution of magnets to all non-Waste Management customers.

Based on our review of these five alternatives, Public Works is recommending the **\$10,250** in DOC **funding** be utilized for distribution of recycling crates to residents not currently subscribing to Waste Management collection services (Alternate No. 1). The fair events that are scheduled to be held at the Buena Vista Landfill and Ben Lomond Transfer Station will also allow us to disseminate important waste reduction and recycling material to those residents who would benefit most from this information.

It is therefore recommended that the Board of Supervisors approve the use of **\$10,250** in 2000/01 Department of Conservation funding for distribution of recycling crates to residents not currently subscribing to Waste Management collection services.

Yours truly,



THOMAS L. BOLICH

Director of Public Works

RPM:bbs

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Public Works Department