



THOMAS L. BOLICH
DIRECTOR OF PUBLIC WORKS

County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 96060
(831) 454-2160 FAX (831) 454-2385 TDD (831) 464-2123

AGENDA: MARCH 27, 2001

March 15, 2001

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 1458 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 \$39,932 for fiscal year 2001/2002. 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.

These funds 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. Attached you will find a Funding Request Form, outlining our recommendations for the use of these funds for fiscal year 2001/2002.

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 u-i-county area to fund the production and airing of these public service announcements. By pooling our resources, we avoid duplicating efforts, and purchase larger media buys for less.

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

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Public Works recommends the purchase of a scale for the recycling center at the Ben Lomond Transfer Station at an estimated cost of \$4,000 to provide a more efficient system for weighing of **recyclables** and redemption value containers. The scale would enable recycling center workers to weigh large loads of redemption containers, eliminating the need for hand-counting.

Public Works recommends an allotment of \$5,932 toward local television public service announcements to promote our county recycling centers. These ads would differ from those produced by the CCRMC, in that they will be publicizing our specific county programs, instead of the more generic recycling message.

We also recommend an allotment of \$10,000 toward the purchase of recycling crates for schools in the unincorporated county. Crates would be distributed to schools demonstrating an interest in starting or expanding recycling programs in their classrooms.

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 the purpose of 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,

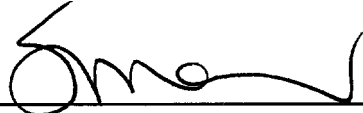


THOMAS L. BOLICH
Director of Public Works

RPM:mg

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

copy to: Public Works

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

RESOLUTION NO. _____

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

RESOLUTION AUTHORIZING THE SUBMITTAL OF FUNDING REQUEST
FOR THE DEPARTMENT OF CONSERVATION CONTAINER RECYCLING
AND LITTER REDUCTION FUNDS

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, setting up necessary procedures for cities and counties or their designees under the program; and

WHEREAS, per Section 14581 (a)(4)(E) of the California Beverage Container Recycling and Litter Reduction Act, the eligible participant must submit the Funding 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 AND ORDERED that the County of Santa Cruz Board of Supervisors authorizes the submittal of the Funding Request Form to the Department of Conservation's Division of Recycling.

BE IT FURTHER RESOLVED AND ORDERED that the Director of Public Works be authorized to sign all necessary forms hereto for the purposes of securing payments and to implement and carry out the objectives specified in the Section 14581 (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,

RESOLUTION NO. _____

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PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this d a y o f _____ 200 1, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairperson of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:

D. McRae 3-12-01
Chief Assistant County Counsel

Distribution: County Counsel
Public Works

RPM:mg

City/County Funding Request Form

FY 2000/2001

0331



City Or County Name Santa Cruz County		Eligible Funding Amount \$39,932	Funding Cycle FY 2000/2001
City Submitting This Form On Behalf of City Or County (i.e., Lead Agency or JPA) COUNTY OF SANTA CRUZ DEPARTMENT OF PUBLIC WORKS		Federal I.D Or Tax Reporting Number 946000534	
Mailing Address 11 OCEAN STREET, ROOM 410	City SANTA CRUZ	County SANTA CRUZ	State CA
Address Where Payment Should Be Mailed (If different from mailing address)		Zip 95060	
Contact Person Name and Title Patrick Mathews, Solid Waste Manager	Telephone (831) 454 2160	Fax No. (831) 454 2385	E-Mail Address p@trick.mathews@co.santa-cruz.us
Proposed Recycling and/or Litter Reduction Activities:			
To be eligible for funding, each activity 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, school, multi-family dwellings and businesses.			
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 describe each activity for which the funds will be expended:			
Regional television and radio advertisements promoting beverage container recycling in the Tri-County area.			
Scale for use at County Recycling Center will be used to weigh recyclables and CA redemption containers.			
Local television public SVC announcements publicizing opportunities in Santa Cruz County.			
Purchase and distribution of recycling crates for use in County schools.			
<ul style="list-style-type: none"> Explain how the outcome of these activities will be evaluated: Public Works will monitor the volume and revenue collected at each site. 			
Has your city/county prohibited the siting of a supermarket site recycling center?		<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
Has your city/county caused a supermarket site recycling center to close its business?		<input type="checkbox"/> YES <input checked="" type="checkbox"/> 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? Provide a copy of any policy or ordinance relating to beverage container recycling (optional).		<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
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 or Designee Authorized to Expend Funds (Named on Resolution)		Title Director of Public Works	
Printed Name of Above Representative or Designee THOMAS L. BOLICH		Date	

Return this form to the Department of Conservation, Division of Recycling, Community Outreach Branch, City/County Payments, 801 K Street, MS 18-55, Sacramento, CA 95814-3533. If you need assistance please call (916) 322-0613 or 1-800-RECYCLE.

