

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 Page -2-

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.
- 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.
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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 Page -2-	ON NO	
Cruz, State of	PASSED AND ADOPTED by the Board of California, this day of	d of Supervisors of the County of Santa 200 1, by the following vote:
AYES:	SUPERVISORS	
NOES:	SUPERVISORS	
ABSENT:	SUPERVISORS	
ATTEST:Cle	erk of said Board	Chairperson of said Board
Approved as	s to form:	
	ant County Counsel County Counsel Public Works	

City/County Funding Request Form FY 2000/2001



Say 322 FY 2000/200 Say 39.32 FY 2000/200 Say 39.32 FY 2000/200 Say 39.32					
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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.

City/County Funding Request Form FY 2000/2001 Expenditures Worksheet

Provide estimated funding amounts for each activity described on the front of this form.

ACTIVITY	ACTIVITY EXPENSE DESCRIPTION	ESTIMATED EXPENDITURES
Regional Advertising	Contribution toward trf County regional advertising campaign. Funds will be used toward production and/or airing of beverage container recycling commercials.	\$20,000
Scale for Recycling Center	Funds will be used toward the purchase of a scale. Scale will be used at the County Recycling Center.	\$4,000
Local	Funds will be used toward production and/or airing of local beverage container recycling public service announcements promoting local recycling opportunities.	\$5,932
Recycling Crates for Schools	Funds wili be used'to purchase recycling: crates for County schools.	\$10,000

TOTAL ESTIMATED EXPENDITURES ALL ACTIVITIES

\$39,932

52