



# County of Santa Cruz

## DEPARTMENT OF PUBLIC WORKS

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

THOMAS L. BOLICH  
DIRECTOR OF PUBLIC WORKS

### AGENDA: APRIL 23, 2002

April 11, 2002

#### SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street  
Santa Cruz, California 95060

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

#### Members of the Board:

Pursuant to Section 14581 (a)(4)(A) of the California Beverage Container Recycling and Litter Reduction Act, the Department of Conservation 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. This year the Division is combining two funding cycles. Unincorporated Santa Cruz County has been allocated \$38,401 for fiscal year 2001/2002 and \$38,401 for fiscal year 2002/2003. These figures were based upon the population of the unincorporated county, as stated in the Annual Demographic Report submitted to the Governor by the Department of Finance. After this year 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 for your reference is a copy of the City/County Funding Request Form outlining Public Works' recommendations for the use of these funds for fiscal year 2001/2002 and 2002/2003.

Public Works recommends the allocation of \$20,000 from each funding cycle (\$40,000 total) 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 approximately 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 we can purchase larger media buys for less.

It is recommended that \$18,401 be allocated to fund Spanish language television commercials on KSMS to promote local beverage container recycling programs within Santa Cruz County. It is also recommended that an allotment of \$18,401 be allocated to purchase recycling containers for unincorporated area schools, which are not participants in the Public School Resource Conservation Program. Upon receipt of funds, the department will recommend contracting with Ecology Action to acquire and distribute the containers and to assist schools in setting up recycling collection. This effort will facilitate future expansion of the Resource Conservation Program to these schools.

A resolution authorizing the Department of Public Works to submit these Funding Request Forms to the Department of Conservation, California Beverage Container Recycling Fund was passed and adopted by your Board on May 9, 2000. A copy of the resolution is included with the attached copy of the funding request form.

It is therefore recommended that the Board of Supervisors authorize the Director of Public Works to sign the Department of Conservation Division of Recycling City/County Funding Request Form on behalf of the County.

Yours truly,

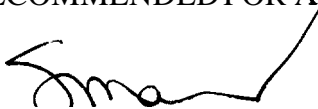


THOMAS L. BOLICH  
Director of Public Works

MS:mg

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Public Works

**City/County Funding Request Form  
FY 2001/2002 and 2002/2003**

0245



*Please complete this form and return to the Department of Conservation by April 30, 2002.  
if your mailing or contact information is incorrect, please make the necessary changes.*

*Field Representative: Rhonda Andrade*

City/County Name <b>Santa Cruz County</b>				Eligible Funding Amounts <b>\$38,401</b>		Funding Cycles <b>FY 2001/2002</b>	
				<b>\$38,401</b>		<b>FY 2002/2003</b>	
City/County Mailing Address <b>701 Ocean Street, Room 410</b>		City <b>Santa Cruz</b>	County	State <b>CA</b>	Zip <b>95060</b>	Federal ID or Tax Reporting # <b>94-6000534</b>	
City/County Contact Person <b>R. Patrick Mathews / <sup>Mari</sup>Segura</b>		Telephone Number <b>(831)454-2160</b>	Fax Number <b>(831)454-2385</b>	E-Mail Address <b>mari.segura@co.santa-cruz.us</b> <b>patrick.mathews@co.santa-cruz.us</b>			
Please check if you are a: Lead Agency <input type="checkbox"/> or JPA <input type="checkbox"/>		Name of Lead Agency or JPA Submitting Form on Behalf of City/County					
Lead Agency/JPA Mailing Address		City	County	State	Zip	Federal ID or Tax Reporting #	
Lead Agency/JPA Contact Person		Telephone Number	Fax Number	E-Mail Address			

*Identify your beverage container activity(ies) that you plan on implementing with your city/county payment program funds. Include estimated dollar amounts. Check all boxes that apply.*

<b>Permanent Mobile Drop-off or Collection Recycling Program</b>			Subtotal \$ <b>18,401</b>
<input checked="" type="checkbox"/> Schools	<input type="checkbox"/> Airports	<input type="checkbox"/> Theme Parks	<input type="checkbox"/> Recycling Bins
<input type="checkbox"/> Restaurants/Bars	<input type="checkbox"/> Gas Stations	<input type="checkbox"/> Curbside Collection Services	<input type="checkbox"/> Special Events
<input type="checkbox"/> Shopping Mall	<input type="checkbox"/> Drop-Off Collection Services	<input type="checkbox"/> Public Transit	<input type="checkbox"/> Hotels
<input type="checkbox"/> Theatres	<input type="checkbox"/> Governmental Buildings	<input type="checkbox"/> Civic Centers	<input type="checkbox"/> Businesses
<input type="checkbox"/> College/University	<input type="checkbox"/> Sports Complexes	<input type="checkbox"/> City/County Parks	<input checked="" type="checkbox"/> Other <b>7% overhead to administer funding</b>
<b>Curbside Recycling Program</b>			Subtotal \$
<input type="checkbox"/> Commercial	<input type="checkbox"/> Apartments	<input type="checkbox"/> Residential	<input type="checkbox"/> Other
<input type="checkbox"/> Mobile Home Parks	<input type="checkbox"/> Senior Housing	<input type="checkbox"/> Collection Services	
<input type="checkbox"/> Condominiums	<input type="checkbox"/> Recycling Bins	<input type="checkbox"/> Supplies/Liners/Gloves	
<b>Beverage Container Litter Cleanup Projects in Public Places</b>			Subtotal \$
<input type="checkbox"/> Events	<input type="checkbox"/> Beach	<input type="checkbox"/> Roadway	<input type="checkbox"/> Other
<input type="checkbox"/> Public Parks	<input type="checkbox"/> Adopt-A-:	<input type="checkbox"/> School	
<input type="checkbox"/> Volunteer Incentives	<input type="checkbox"/> Recreational Areas	<input type="checkbox"/> Sports Complexes	
<b>Promotional or Advertising Program</b>			Subtotal \$ <b>58,401</b>
<input type="checkbox"/> Promotional Items	<input type="checkbox"/> Billboard/Signs	<input type="checkbox"/> Newsletter/Brochures	<input checked="" type="checkbox"/> Other
<input type="checkbox"/> Utility Bill Insert	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Print Ads	<b>7% overhead and labor to administer funding</b>
<input type="checkbox"/> Web Page Ad	<input checked="" type="checkbox"/> Media (TV, Radio, Video)	<input type="checkbox"/> Local Media Ads With The Department's Assistance in Media Buys	
<b>Educational Program</b>			Subtotal \$
<input checked="" type="checkbox"/> School Education	<input type="checkbox"/> Recycling Hotline	<input type="checkbox"/> Brochures/Flyers	<input type="checkbox"/> Other
<input type="checkbox"/> Workshops	<input type="checkbox"/> Exhibits/Demos	<input type="checkbox"/> Fairs	<b>(part of above subtotals)</b>
<input type="checkbox"/> Bulletin Board	<input type="checkbox"/> Assemblies	<input type="checkbox"/> Educational Packets	
<input checked="" type="checkbox"/> Public Education	<input type="checkbox"/> Recycling Guide	<input type="checkbox"/> Puppet Show/Live Production	
<b>Personnel/Other</b>			Subtotal \$
<input type="checkbox"/> Recycling Coordinator	<input type="checkbox"/> Contractor/Consultant	<input type="checkbox"/> Other	
<input type="checkbox"/> Grant Administration	<input type="checkbox"/> Staff		

<b>Cooperative Marketing/Buy Recycled</b>			<b>Subtotal \$</b>
<input type="checkbox"/> Facilitate conversion of recycled materials into new products by assisting to establish a new business	<input type="checkbox"/> Buy or use products made from recycled beverage container material	<input type="checkbox"/> In rural areas – share cost for back hauling recycled materials to market, share purchase of equipment or initiate co-op for purchase of recycled materials	
<b>Equipment/Supplies/Other</b>			<b>Subtotal \$</b>
<input type="checkbox"/> Vehicle/Truck	<input type="checkbox"/> Liners/Bags	<input type="checkbox"/> Safety Equipment (gloves etc.)	<input type="checkbox"/> Other
<input type="checkbox"/> Recycle Bins	<input type="checkbox"/> Equipment	<input type="checkbox"/> Storage Container	
(The total of the two Eligible Funding Amounts listed on the front of this page)			<b>GRAND TOTAL \$</b> <b>\$76,802</b>

<ul style="list-style-type: none"> <li>Describe the goals or outcomes (versus outputs) to be achieved. <b>SEE ATTACHED</b> (Examples: 1) Change in volume of beverage containers recycled; 2) Change in beverage container recycling awareness.)</li> </ul>	
<ul style="list-style-type: none"> <li>Explain how the projected outcomes will be measured and measurement data collected. <b>SEE ATTACHED</b></li> </ul>	
<ul style="list-style-type: none"> <li>Has your city/county prohibited the siting of a supermarket site, caused a supermarket site to close its business or adopted a land use policy that restricts or prohibits the siting of a supermarket site within its jurisdiction since 1/1/2000? If yes, please provide an explanation. (Provide a copy of any policy or ordinance relating to beverage container recycling.) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</li> </ul>	
<ul style="list-style-type: none"> <li><b>Program/Project Evaluation:</b> Briefly describe the outcomes (effectiveness of your project(s) funded in fiscal year 1999/2000 (first cycle). (Examples: 1) Change in volume of beverage containers recycled as measured by pre/post tonnage reports; 2) Change in beverage container recycling awareness as measured by pre/post consumer surveys.)</li> </ul> <p style="text-align: center;"><b>SEE ATTACHED</b></p>	
<b>SELF-CERTIFICATION</b>	
I (name) _____, (title) _____ certify that the city or county of has expended <b>\$39,142.97</b> from the Department of Conservation's 1999/2000 city/county payment program for beverage container recycling activities.	
<b>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.</b>	
Signature of Representative or Designee Authorized to Expend Funds	Title (Named on Resolution)
Printed Name of Above Representative or Designee	Date

This form must be received by **April 30, 2002**. Send to: Department of Conservation, Division of Recycling, Community Outreach Branch, City/County Payments, 801 K Street, MS 20-24, Sacramento, CA 95814-3533, fax (916) 322-8758 or e-mail it to your field representative. If you need assistance please call (916) 322-0613 or 1-BOO-RECYCLE and ask for your field representative.

Attachment to:  
Department of Conservation  
City/County Funding Request Form  
FY 2001/2002 and 2002/2003

0247

Describe the goals or outcomes (versus outputs) to be achieved.  
*(Examples: 1) Change I volume of beverage containers recycled; 2) Change in beverage container recycling awareness.)*

1) Schools:

- o expand number of schools with recycling containers
- o assess individual school container requirements
- o assess bids on containers
- o install containers
- o assist school administration with container servicing

2) Media:

- o increase public awareness of beverage container recycling on regional basis
- o increase public awareness of local beverage container recycling opportunities
- o promote recycling

Explain how the projected outcomes will be measured and measurement data collected.

1) Schools:

- pre-program waste audit and post-program audit will be conducted to identify disposal and recycling composition & quantities
- data of number of containers placed at individual schools

2) Media:

- outcomes measured by comparing number of positive responses before & after 'runs' and number of ads broadcasted and times
- data collected with survey at landfill of public users, conducted 4 times a year

Has your city/county prohibited the siting of a supermarket site, caused a supermarket site to close its business or adopted a land use policy that restricts or prohibits the siting of a supermarket site within its jurisdiction since 1/1/2000? If yes please provide an explanation.  
*(Provide a copy of any policy or ordinance relating to beverage container recycling.)*

Yes

No

Program/Project Evaluation: Briefly describe the outcomes (effectiveness of your project (s) funded in fiscal year 1999/2000 (first cycle). *(Examples: 1) Change in volume of beverage containers recycled as measured by pre/post tonnage reports; 2) Change in beverage container recycling awareness as measured by pre/post consumer surveys.)*

1) Central Coast Recycling Media Coalition:

Ads run on KCBA Television; many prime spots, very effective, increase in general public awareness, and increased recycling.

- measurement by poll at recycling centers, phone calls from public viewers
- measurement by phone calls and inquiries from the public

2) Message Board:

Acquired and pending installation due to site remodel and construction.

3) Recycling Crates (Non-Waste Management):

Acquired and distribution underway and ongoing

- measurement by phone poll -public - "using crates to recycle bottles and cans"

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

RESOLUTION NO. 127-2000

~~0211~~

On the motion of Supervisor Beautz 0248  
duly seconded by Supervisor Almquist  
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 14581 (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 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.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 9th day of May 2000, by the following vote:

AYES: SUPERVISORS Beautz, Symons, Campos, Almquist & Wormhoudt

NOES: SUPERVISORS None

ABSENT: SUPERVISORS None

**MARDI WORMHOUDT**

Chairperson of said Board

ATTEST: **SUSAN M. ROZARIO**

Clerk of said Board

Approved as to form:

*Quigley L. New*  
~~Chief Assistant~~ County Counsel

Distribution: County Counsel  
Public Works

STATE OF CALIFORNIA	1	SS
COUNTY OF SANTA CRUZ	1	
I, SUSAN A. MAURIELLO, County Administrative Officer and ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz, State of California do hereby certify that the foregoing is a true and correct copy of a resolution passed and adopted by and entered in the minutes of the said board. in witness whereof I have hereunto set my hand and affixed the seal of the said Board on <u>5/12</u> 2000.		
SUSAN A. MAURIELLO, County Administrative Officer		
By <i>[Signature]</i> Deputy		

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