



CITY COUNCIL AGENDA REPORT

MEETING DATE: SEPTEMBER 20, 2004

ITEM NUMBER:

SUBJECT: BEVERAGE CONTAINER RECYCLING GRANT BUDGET ADJUSTMENT

DATE: SEPTEMBER 9, 2004

FROM: PUBLIC SERVICES DEPARTMENT

PRESENTATION BY: WILLIAM J. MORRIS – PUBLIC SERVICES DIRECTOR

**FOR FURTHER INFORMATION CONTACT: DONNA THERIAULT, MANAGEMENT ANALYST
(714) 754-5024**

RECOMMENDATION:

Approve Budget Adjustment #05-015 in the amount of \$30,946 for the California Beverage Container Recycling and Litter Reduction Grant for Fiscal Year 2004-2005.

BACKGROUND:

The Department of Conservation's Division of Recycling administers the California Beverage Container Recycling and Litter Reduction Act which governs the recycling of Redemption/Refund Value (CRV) beverage containers including aluminum, glass, plastic, and bi-metal containers. The goal of the State's recycling efforts is to reach and maintain an 80 percent recycling rate for all CRV beverage containers. To reach this goal, the Division of Recycling is required to distribute a total of \$10.5 million annually to eligible cities and counties State wide for beverage container recycling and litter cleanup activities.

Grant funds are distributed on a non-competitive, per capita basis. The City of Costa Mesa is an eligible city and has received \$30,946 for fiscal year 2004-2005.

The Division of Recycling is hoping to promote through this program the following activities:

- Collection of CRV beverage containers.
- Provide new ways/locations to recycle CRV beverage containers.
- Promote and educate the public on the recycling of beverage containers.
- Purchase "end market" products made from recycled plastic.

To date, the City has received \$62,080 in grant funds for the purchase of fencing, picnic tables, benches, and trash containers made from recycled plastic lumber for various City parks. Grant funds were also used to purchase the interpretive signs at Fairview Park.

ANALYSIS:

The City is programmed to receive \$30,946 in grant funds to assist the State in their efforts to recycle glass, aluminum, and plastic beverage containers. The City, through a grant received by the Costa Mesa Sanitary District, currently has recycling barrels to collect the beverage containers at various locations in the City. Each Fire Station and every floor in City Hall has a recycling collection container as well as the softball fields at TeWinkle Park and the new Soccer Complex on Fairview Road.

City staff proposes to use the current \$30,946 of grant funds to promote and educate the public on the benefits of recycling beverage containers. This program will help satisfy a State requirement imposed on the City, and will help meet the City's Source Reduction and Recycling Element (SRRE) of the General Plan. The promotion and education program would include cable television spots, brochures, and a newspaper insert in the Daily Pilot to be distributed to the general public. Staff also intends to purchase additional picnic benches, park signs, and other recycled plastic products for use in our City parks.

ALTERNATIVES CONSIDERED:

The City Council could choose to not approve the attached budget adjustment, in which case the City would return the grant funds to the Department of Conservation and would not participate in the efforts to promote the recycling of beverage containers. However, the City would need to find other methods and funds to promote beverage container recycling as required by the City's adopted Source Reduction and Recycling element of the General Plan.

FISCAL REVIEW:

The attached Budget Adjustment 05-015 (Attachment 1) appropriates the grant revenue received in July for the City's participation and promotion of the beverage container recycling program.

LEGAL REVIEW:

A legal review is not required.

CONCLUSION:

It is recommended that the City Council approve the attached Budget Adjustment appropriating the grant funds for the City's participation and promotion of the beverage container recycling program.

DONNA THERIAULT
Management Analyst

WILLIAM J. MORRIS
Director of Public Services

MARC R. PUCKETT
Director of Finance

DISTRIBUTION: City Manager
City Attorney
Finance Director
Deputy City Clerk
Staff

ATTACHMENTS: 1 [Budget Adjustment 05-015](#)

Beverage Container Recycling Grant BA September 8, 2004

4:00 pm