

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: DOC BEVERAGE CONTAINER
RECYCLING GRANTS

DATE: 07-21-08

Approved

Date

7/24/08

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Authorize the City Manager to submit four grant applications to the California Department of Conservation totaling \$1.3 million to support the Environmental Services Department's efforts to expand recycling programs at City venues, parks, public spaces, and schools and to execute such grant agreements accepting the grants and any collateral documents.

OUTCOME

The City will apply for funding from the California Department of Conservation (DOC) to provide convenient beverage container recycling opportunities in the programs identified in the above recommendation.

BACKGROUND

The DOC, Division of Recycling administers the California Beverage Container Recycling and Litter Reduction Act (Act) which governs the recycling of California Redemption Value (CRV) beverage containers. The primary goal of the recycling program is to achieve an 80% recycling rate for all aluminum, glass, plastic, and bi-metal beverage containers sold in California. The DOC also supports efforts to reduce greenhouse gas emissions, such as those exemplified in the California Global Warming Solutions Act (Chapter 488, Statutes of 2006).

This grant cycle, DOC is providing up to \$1.5 million to promote increased recycling of beverage containers throughout the state, pursuant to Public Resources Code (PRC), Division 12.1, Chapter 7, Section 14581(a)(6). Organizations interested in applying for the grant must have submitted a Phase 1 Concept Form to the Department by May 16, 2008. ESD submitted five concepts for the following five program areas: venues; parks; public litter cans; schools; and

special events. Four concepts, excluding special events, were approved to compete in Phase 2, the submittal of full proposals. Proposals are due August 15, 2008.

ANALYSIS

Each of the four proposals support increased landfill diversion rates as originally established by AB939 (50% diversion by 2000), and the recently adopted Green Vision goals and Council Resolution to achieve 75% waste diversion by 2013 and Zero Waste by 2022. Given San Jose's population of nearly 1 million and visitors (over 1.2 million annually), all current diversion efforts provide a modest amount support to each area with the focus of recycling away from home, whether at work, at play, or while learning. The capacity to adequately serve these audiences requires a substantial funding increase.

The majority of the funding will be used for supplies and materials to create infrastructure, provide technical assistance, and promote the programs via robust community awareness campaigns. It is imperative for San Jose to have a sizeable funding source to provide much-needed resources to these target areas in order to fully maximize its diversion potential.

The targeted program areas are traditionally underserved and are not set up to deal with waste diversion as an operational element, yet are highly desirable and expected by the public and business community. Key objectives across all areas include:

- Providing convenient bottles and cans collection away from home
- Meeting increasing demand for services
- Preventing litter in parks, schools, business districts, and on streets
- Outreaching to large, culturally diverse audiences
- Promoting overall environmental stewardship and sustainable practices
- Creating new and enhancing on-going partnerships with local organizations, including: Resource Area for Teachers (RAFT), San Jose Conservation Corps (SJCC), San Jose Downtown Association, the Convention and Visitors Bureau (CVB), Keep San Jose Beautiful, and the Comcast Corporation.

These programs will benefit the community by reducing greenhouse gas emissions, preventing litter, and stimulating the market for post-consumer recycled-content products, all leading to a more sustainable city. San Jose plays a significant role in assisting the state to meet its 80% beverage container recycling goal through multi-pronged, comprehensive programs.

The grant award decision is expected in October 2008. If awarded, the grant(s) will be administered by ESD's Integrated Waste Management Division. Payments are made on a reimbursement basis, after project costs are incurred and documented. The project must commence in December 2008 with a minimum term of one year, up to three years total, based on individual project implementation needs.

EVALUATION AND FOLLOW-UP

Staff does not anticipate any additional follow-up with Council at this time.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This item, at this time, does not meet the above criteria requiring additional notification; however, if all four concepts are awarded, the total funds may exceed \$1 million. This item will be posted on the City's Council Agenda Website for the August 12, 2008 Council Meeting.

COORDINATION

This memo has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

FISCAL/POLICY ALIGNMENT

This proposal is aligned with Green Vision Goal 5, *Divert 100 percent of the waste from landfill and convert waste to energy*, and the Zero Waste goals, to establish San Jose as a national environmental leader.

COST SUMMARY/IMPLICATIONS

If the City is awarded any or all of the grants (minimum amount of \$200,000 up to \$1.3 million), the grant(s) will be used to purchase supplies and materials to create and enhance the infrastructure of the respective programs. Since grant funding is received on a reimbursement basis, the Environmental Services Department may bring forward for Council consideration

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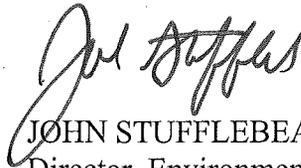
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budget adjustments to Non-Personal/Equipment appropriation. No further budgetary action is required at this time.

CEQA

Not a project.



JOHN STUFFLEBEAN
Director, Environmental Services

For questions please contact Jo Zientek, Deputy Director of Environmental Services,
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