

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** The Honorable City Council

**FROM:** Jennifer Mellon, Senior Management Analyst 

**DATE:** April 1, 2008 (CC Meeting of April 16, 2008)

**SUBJECT:** Consider Authorizing Submittal of a Beverage Container Recycling and Litter Reduction Act Grant Application for \$9,483 to the California Department of Conservation

**SUMMARY**

Staff is requesting Council consideration to submit a grant application for a Beverage Container Recycling and Litter Reduction Act Grant.

**DISCUSSION**

The California Beverage Container Recycling and Litter Reduction Act provides funding to cities and counties for beverage container recycling programs. The funding source is the California Redemption Value (CRV) premium that is paid when consumers purchase beverages in glass bottles, cans, and plastic containers.

Funding is distributed on a per capita basis and Moorpark is entitled to receive \$9,483 for Fiscal Year 2008/09. The City completes an on-line funding request form (Attachment A) to receive the money; no City resolution is required.

Eligible activities for the expenditure of these grant funds are defined in the law as:

- Support for new or existing curbside recycling programs;
- Neighborhood drop-off recycling programs;
- Public education promoting beverage container recycling;
- Litter prevention and cleanup;
- Cooperative regional efforts among two or more cities and counties, or both;
- Other beverage container recycling programs.

Honorable City Council  
April 16, 2008  
Page 2

Staff's recommends Council approve the grant application to receive funds to be used to support various City beverage container recycling projects, programs, and future initiatives such as:

- Recycling promotion and collection at City and community large events such as 3<sup>rd</sup> of July, Country Days, Roam'n Relics, and private sports tournaments at AVRC;
- Coastal and Inland Waterways Clean Up Day, the third Saturday in September;
- Procurement of permanent beverage recycling containers at park facilities;
- Research and recommendation of implementing a portable recycling container donation program for community organizations to use at their community events;
- Citywide newsletter, school information handouts, videos, and advertisements promoting beverage container recycling.

This is an annual, recurring grant from the State Department of Conservation Division of Recycling. Upon acceptance and approval of the City's grant application funds are received by the City.

**STAFF RECOMMENDATION**

Approve grant application and authorize City Manager or his authorized designee to execute all documents on City's behalf.

Attachment A: Funding Request Form Summary

## Funding Request Form Summary

City/County: Moorpark  
Eligible Amount: \$9,483

### Contact for Funding Request Form

Ms. Jennifer Mellon  
Senior Management Analyst  
City of Moorpark  
799 Moorpark Avenue

Moorpark, CA 93021-  
**Phone:** (805) 517-6247 ext.  
**Fax:** (805) 532-2550 ext.  
**Email:** jmellon@ci.moorpark.ca.us

### Project Description

Continue to publicize recycling of CA REdemption value beverage containers with direct mail advertising, utility bill inserts, student education, and recreation guides. Host at least one clean-up event per year such as Coastal Clean-up Day. Expand beverage recycling awareness at large events including 3rd of July, Country Days, Roamn Relics Car Show, and Private Sport Tournaments at Arroyo Vista Park. Begin a beverage container recycling temporary container rental program for community groups who wish to recycle at their private large events. Procure new, permanent beverage recycling containers for City Parks. Promote curbside recycling and certified buy back centers, and manage staff time to manage these programs.

Supermarket site restriction: No

Selected Activities	Amount														
<b>Beverage Container Collection Programs</b>	<b>\$3,500</b>														
<table border="1" style="width: 100%;"> <tr> <td>Public Parks / Recreational Areas</td> <td>Curbside - Residential</td> </tr> <tr> <td>Curbside - Commercial</td> <td>Curbside - Multi-family</td> </tr> <tr> <td colspan="2"><b>Entertainment Venues</b></td> </tr> <tr> <td>Community Centers</td> <td></td> </tr> <tr> <td colspan="2"><b>Community Events</b></td> </tr> <tr> <td>Fairs</td> <td></td> </tr> <tr> <td colspan="2"><b>Equipment / Supplies</b></td> </tr> </table>	Public Parks / Recreational Areas	Curbside - Residential	Curbside - Commercial	Curbside - Multi-family	<b>Entertainment Venues</b>		Community Centers		<b>Community Events</b>		Fairs		<b>Equipment / Supplies</b>		
Public Parks / Recreational Areas	Curbside - Residential														
Curbside - Commercial	Curbside - Multi-family														
<b>Entertainment Venues</b>															
Community Centers															
<b>Community Events</b>															
Fairs															
<b>Equipment / Supplies</b>															
<b>Litter Clean-up</b>	<b>\$2,500</b>														
<table border="1" style="width: 100%;"> <tr> <td>Public Parks / Recreational Areas</td> <td>Community Events</td> </tr> <tr> <td>Equipments / Supplies</td> <td></td> </tr> </table>	Public Parks / Recreational Areas	Community Events	Equipments / Supplies												
Public Parks / Recreational Areas	Community Events														
Equipments / Supplies															
<b>Personnel</b>	<b>\$2,000</b>														
<table border="1" style="width: 100%;"> <tr> <td>Program Administrator</td> <td></td> </tr> </table>	Program Administrator														
Program Administrator															
<b>Recycling Education</b>	<b>\$1,000</b>														
<table border="1" style="width: 100%;"> <tr> <td>General Public</td> <td>Workshops / Presentations</td> </tr> <tr> <td>Recycling Guides / Booklets / Brochures</td> <td></td> </tr> </table>	General Public	Workshops / Presentations	Recycling Guides / Booklets / Brochures												
General Public	Workshops / Presentations														
Recycling Guides / Booklets / Brochures															
<b>Advertising / Promotional</b>	<b>\$483</b>														
<table border="1" style="width: 100%;"> <tr> <td>Promotional Items</td> <td>Print Ads / Flyers / Posters</td> </tr> </table>	Promotional Items	Print Ads / Flyers / Posters													
Promotional Items	Print Ads / Flyers / Posters														
<b>Grand Total</b>	<b>\$9,483</b>														

These funds may not be used for activities unrelated to beverage container recycling or litter reduction. [Public Resources Code 14581.(a)(4)(C)]