

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council

FROM: Jennifer Mellon, Senior Management Analyst 

DATE: April 5, 2009 (CC Meeting of May 6, 2009)

SUBJECT: Consider Authorizing Submittal of a Beverage Container Recycling and Litter Reduction Act Grant Application for \$9,559 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 \$9,559 for Fiscal Year 2009/10. 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.

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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 the Arts Festival, Day in the Park, 3rd 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
- 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

Attachment A

Funding Request Form Summary

City/County: Moorpark
 Eligible Amount: \$9,559

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

The City of Moorpark will expand recycling awareness by participation at large community events including Day in the Park, 3rd of July Fireworks Extravaganza, Country Days, Roam'n Relics Car Show, and private sport tournaments at Arroyo Vista Community Park. Staff will also procure new, permanent beverage recycling containers for City Parks, Bus Stops, and Facilities. The City of Moorpark will also host at least one clean-up event per year such as Coastal Clean-up Day.

Supermarket site restriction: No

Selected Activities	Amount														
Beverage Container Collection Programs	\$6,600														
<table border="1" style="width: 100%;"> <tr> <td>Public Parks / Recreational Areas</td> <td>Government / Office Buildings</td> </tr> <tr> <td>Curbside - Residential</td> <td>Curbside - Commercial</td> </tr> <tr> <td>Curbside - Multi-family</td> <td></td> </tr> <tr> <td colspan="2">Entertainment Venues</td> </tr> <tr> <td>Community Centers</td> <td></td> </tr> <tr> <td colspan="2">Community Events</td> </tr> <tr> <td>Fairs</td> <td></td> </tr> </table>	Public Parks / Recreational Areas	Government / Office Buildings	Curbside - Residential	Curbside - Commercial	Curbside - Multi-family		Entertainment Venues		Community Centers		Community Events		Fairs		
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Litter Clean-up	\$1,500														
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Personnel	\$1,000														
<table border="1" style="width: 100%;"> <tr> <td>Program Administrator</td> <td></td> </tr> </table>	Program Administrator														
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Advertising / Promotional	\$259														
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Recycling Education	\$200														
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Grand Total	\$9,559														

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