

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** The Honorable City Council

**FROM:** Mary Lindley, Parks, Recreation, and Community Services Director 

**Prepared by:** Shaun Kroes, Management Analyst 

**DATE:** April 19, 2007 (CC Meeting of May 2, 2007)

**SUBJECT:** Consider Authorizing Submittal of a Beverage Container Recycling and Litter Reduction Act Grant Application for \$9,515 to the California Department of Conservation Division of Recycling

**SUMMARY**

The City Council is being asked to consider approving the submittal of the City's application for a Beverage Container Recycling and Litter Reduction Act Grant.

**DISCUSSION**

The California Beverage Container Recycling and Litter Reduction Act (the bottle bill) was amended in 2000 to provide funding to cities and counties. The funding source is the California Redemption Value (CRV) premium that is paid when consumers purchase beverages in glass bottles, cans, and plastic containers.

The funding is distributed on a per capita basis. Moorpark is entitled to receive \$9,515 for Fiscal Year 2007/08. A City must complete a funding request form to receive the money. Online submittal of the Funding Request is all that the state requires; 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;

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- Litter prevention and cleanup;
- Cooperative regional efforts among two or more cities and counties, or both;
- Other beverage container recycling programs.

These funds may not be used for activities unrelated to beverage container recycling or litter reduction. It is staff's recommendation that the City Council approve the grant application and that the money be used to support various City beverage container recycling projects and programs. These projects may include existing City activities and services such as:

Events and activities –

- Recycling promotion and collection at City and community events such as 3<sup>rd</sup> of July and Country Days;
- Coastal and Inland Waterways Clean Up Day, the third Saturday in September (September 15, 2007).

Public information efforts –

- Citywide Newsletter ;
- School packet inserts;
- Curbside recycling promotional videos for Channel 10;
- Residential Recycling Rewards program;
- Multifamily Housing Recycling Guide.

This is an annual grant from the State Department of Conservation Division of Recycling.

**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:** \$9,515

### Contact for Funding Request Form

Mr. Shaun Kroes  
 Management Analyst  
 City of Moorpark  
 799 Moorpark Avenue

Moorpark, CA 93021-  
**Phone:** (805) 517-6257 ext.  
**Fax:** (805) 532-2550 ext.  
**Email:** skroes@ci.moorpark.ca.us

### Project Description

Publicize recycling of CA redemption value beverage containers with direct mail advertising to every business and residence; utility bill messages; host at least one community clean up event each year, such as Coastal Cleanup & Inland Waterway Cleanup Day; expand beverage container recycling at public events, including 3rd of July, Country Days, Roamn Relics, and at Arroyo Vista Community Park; re-educate residents and businesses about recycling beverage containers (especially water bottles) by promoting the curbside recycling program and the locations of local buy back centers; procurement of promotional materials to advertise beverage container recycling; staff time to manage recycling programs.

**Supermarket site restriction:** No

Selected Activities	Amount
<b>Beverage Container Collection Programs</b>	<b>\$3,000</b>
Public Parks / Recreational Areas	
<b>Litter Clean-up</b>	<b>\$3,000</b>
Community Events Equipments / Supplies	
<b>Personnel</b>	<b>\$2,000</b>
Program Administrator	
<b>Recycling Education</b>	<b>\$1,000</b>
General Public Workshops / Presentations	
Recycling Hotline / Website	
<b>Advertising / Promotional</b>	<b>\$515</b>
Promotional Items Print Ads / Flyers / Posters	
<b>Grand Total</b>	<b>\$9,515</b>

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