

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Environmental Resources *[Signature]*

BOARD AGENDA # *B-15

Urgent Routine

AGENDA DATE May 19, 2009

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Apply for Beverage Container Recycling Funds from the California Department of Conservation for Fiscal Year 2009-2010 to Promote Beverage Container Recycling and Litter Cleanup

STAFF RECOMMENDATIONS:

Authorize the Director of the Department of Environmental Resources, or her designee, to apply for Beverage Container Recycling Funds from the California Department of Conservation for Fiscal Year 2009-2010 to promote beverage container recycling and litter clean-up on behalf of the unincorporated areas of Stanislaus County.

FISCAL IMPACT:

Approval of this item will provide approximately \$29,896 in Fiscal Year 2009-2010 to the Department of Environmental Resources' Beverage Container Recycling Account for expenses to promote beverage container recycling and litter clean-up in the unincorporated areas of Stanislaus County. The exact amount of the award is not yet known, but is anticipated to not exceed 10% in additional funds or the total amount of \$32,885.

BOARD ACTION AS FOLLOWS:

No. 2009-334

On motion of Supervisor Grover, Seconded by Supervisor Monteith

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Grover, Monteith, and Chairman DeMartini

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

Approval to Apply for Beverage Container Recycling Funds from the California Department of Conservation for Fiscal Year 2009-2010 to Promote Beverage Container Recycling and Litter Cleanup

DISCUSSION:

In the 1980's, Assembly Bill 2020 (AB 2020), more commonly known as the "Bottle Bill," was enacted. It was this legislation that created the point-of-purchase surcharge on most bottled beverages, such as soda pop, wine coolers, beer, etc.

Changes to AB 2020 were made in 1999 prior to the "sunset" of the legislation. The most significant change for local government was the return of some of the surcharge monies to the local level for the enhancement of beverage container recycling efforts. Specifically, Section 14581 (a) (4) (A) of the Beverage Container Recycling and Litter Reduction Act was revised to require that \$10.5 million be returned annually to cities and counties on a per capita basis. Jurisdictions can apply for funds either individually or jointly.

For the period of Fiscal Year 2009-2010, Stanislaus County's funding is expected to be \$29,896. Funds will be used to supplement existing recycling efforts as follows:

1. The Recycling Poster Contest in elementary and middle schools throughout the unincorporated areas of the County;
2. Production of a recycling calendar using winning Poster Contest entries;
3. Updating and redesign of recycling pages on the County web site;
4. Equipment and supplies such as recycling containers and signs for public areas;
5. Advertising, which is tailored to support local programs;
6. Promotional items to support these programs and close the loop through the purchase of end-use items such as park benches/tables containing recycled content; and
7. Staffing costs associated with the administration of recycling activities.

The Board of Supervisors last approved applying for these funds on May 20, 2008. In an effort to streamline the application process and to reduce the use of paper, the Department of Conservation has instituted an online application process. All funding request applications are now submitted electronically. A hard copy of the funding request form will be available after the online form is completed. Additionally, the Department will return to the Board to formally accept the Beverage Container Recycling Funds upon award of funds. At that time, any necessary budget adjustments will be made.

POLICY ISSUE:

The Board of Supervisors should determine if applying for Beverage Container Recycling funds from the California Department of Conservation is consistent with the Board's priorities of effective partnerships and the efficient delivery of public services. Recycling programs such as these assist Stanislaus County jurisdictions in meeting the 50% waste diversion mandate as specified by statute.

Approval to Apply for Beverage Container Recycling Funds from the California Department of Conservation for Fiscal Year 2009-2010 to Promote Beverage Container Recycling and Litter Cleanup

STAFFING IMPACTS:

There are no staffing impacts associated with this item.

DENISE LONDON

From: CityCounty@conservation.ca.gov
Sent: Wednesday, May 20, 2009 12:22 PM
To: Denise London
Cc: Gordon Ford; Denise London
Subject: Stanislaus County's Funding Request Form has been submitted.

Congratulations!

Stanislaus County's" Funding Request Form (FRF) has been successfully submitted. The FRF will be reviewed and you will be contacted if there are any questions. Once all FRFs have been approved and processed, your check will be mailed directly to the payment mailing address identified in your profile.

Changes to the city or county mailing address should be reported, as soon as possible, to the Statewide Technical Assistance and Resources (STAR) branch at (916) 322-0613.

Funding Request Form Summary

Eligible Amount: \$ 29,896

Contact for Funding Request Form:

Ms. Denise London
 3800 Cornucopia Way, Ste. C
 Modesto, CA 95358
Tel: (209) 525-6788 ext.
Fax: (209) 525-6774 ext.
Email: dlondon@envres.org

Project Description:

Promote and market Recycling Poster Contest to the 35 schools in the unincorporated area of the County. Award presentation and the publication, production and distribution of the 2010 Recycling Calendar. Continue to grow number of presentations within the schools, libraries, businesses and other entities. Continue to publicize recycling programs utilizing mascot and developing program for very large audiences.

Super market site restriction:

Selected Activities	Amount
Beverage Container Collection Programs	\$ 2,030
Public Parks / Recreational Areas, Government / Office Buildings	
Advertising / Promotional	\$ 15,000
Promotional Items, Other (Recycling Calendar)	
Recycling Education	\$ 3,000
Schools (Elementary, Middle) , General Public, Recycling Hotline / Website, School / Assemblies / Shows, Other (Recycling Poster Contest)	
Personnel	\$ 9,866
Recycling Coordinator	
Grand Total	\$ 29,896



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Changes to the city or county payment mailing address should be reported, as soon as possible, to the Community Outreach Branch at (916) 322-0613.

Status: FRF has been submitted for approval.

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For a printable copy of your completed FRF, click PRINT VIEW, then from your browser toolbar, click FILE then PRINT. THIS IS YOUR FILE COPY

Funding Request Form Summary

City/County: Stanislaus County
Eligible Amount: \$29,896

Contact for Funding Request Form

Ms. Denise London
Stanislaus County
3800 Cornucopia Way, Ste. C
Modesto, CA 95358-
Phone: (209) 525-6788 ext.
Fax: (209) 525-6774 ext.
Email: dlondon@envres.org

Project Description

Promote and market Recycling Poster Contest to the 35 schools in the unincorporated area of the County. Award presentation and the publication, production and distribution of the 2010 Recycling Calendar. Continue to grow number of presentations within the schools, libraries, businesses and other entities. Continue to publicize recycling programs utilizing mascot and developing program for very large audiences.

Supermarket site restriction: No

Selected Activities

Selected Activities	Amount
Advertising / Promotional	\$15,000
Promotional Items Other (Recycling Calendar)	
Personnel	\$9,866
Recycling Coordinator	
Recycling Education	\$3,000
General Public Recycling Hotline / Website	
School / Assemblies / Shows Other (Recycling Poster Contest)	
Schools	
Elementary Middle	
Beverage Container Collection Programs	\$2,030
Public Parks / Recreational Areas Government / Office Buildings	
Grand Total	\$29,896

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

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PLEASE CLICK NEXT BUTTON TO SUBMIT THE FORM...

Status: FRF has not been saved.

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City/County Payment Program

Profile Summary

City / County: Stanislaus County

Payment Mailing Address:
Environmental Resources
P.O. Box 3150
Modesto, CA 95358

Contact:
Ms. Denise London
Job Title: Resource Management Specialist
Tel: (209) 525-6788 ext.
Fax: (209) 525-6774 ext.
Email: dlondon@envres.org

Secondary Contact:
Mr. Gordon Ford
Job Title: Treasurer
Tel: (209) 525-4467 ext.
Fax: (209) 342-6203 ext.
Email: fordg@stancounty.com

Your User-name: StanislausCounty

Thank you for completing the Profile for the on-line application process.

To make changes to the Profile, continue to the Funding Request Form and select the Profile tab at the top of the form.

To access the Funding Request Form (FRF), [click here](#). Please complete and submit the FRF to the Department no later than the due date. PRC Section 14581(a)(4)(E) requires the forms to be submitted no later than 90 days of receipt of the form from the Department. The Department is unable to accept funding request forms submitted after the due date.

If you have any questions, check the program [Guidelines](#), or call us at (916) 322-0613.

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DENISE LONDON

From: CityCounty@conservation.ca.gov
Sent: Monday, June 22, 2009 10:21 AM
To: Denise London
Cc: Gordon Ford; Denise London
Subject: Stanislaus County's Funding Request Form has been approved.

Congratulations!

Stanislaus County's" Funding Request Form has been Approved.
The Department will notify you when the State Controller's Office is able to process your payment after July 1st.

Your check will be mailed directly to the primary contact address identified in your profile.

Changes to the city or county mailing address should be reported, as soon as possible, to the Statewide Technical Assistance and Resources (STAR) branch at (916) 322-0613.