



CITY OF LONG BEACH

C-16

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard 9th Floor • Long Beach, CA 90802 • (562) 570-6383 • Fax (562) 570-6012

May 17, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to electronically apply for and implement the 2010/2011 CalRecycle Beverage Container Recycling City/County Payment Program grant. (Citywide)

DISCUSSION

CalRecycle provides block grants to local jurisdictions to promote the collection and recycling of beverage containers and litter abatement. The City utilizes these grant funds to promote recycling through litter clean-up activities, beverage container collection programs, various advertising and media outlets such as newspaper advertisements, brochures and social media postings, sponsoring municipal band concerts, refuse truck signs and unique promotional items at Citywide events.

CalRecycle allocates funds to each jurisdiction annually. The grant amount is calculated on a per capita basis. The grant period began July 1, 2010 and will run until the City exhausts the funds. CalRecycle does not require a resolution of the City Council authorizing the grant application.

This letter was reviewed by Deputy City Attorney Amy Burton on April 13, 2011, and by Budget Management Officer Victoria Bell on May 2, 2011.

SUSTAINABILITY

The City of Long Beach currently reports a 69 percent waste diversion rate. These funds will allow us to continue efforts to keep the City of Long Beach litter free.

TIMING CONSIDERATIONS

City Council action on this matter is requested on May 17, 2011, in order to submit the grant application to CalRecycle before the May 31, 2011 deadline.

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Page 2

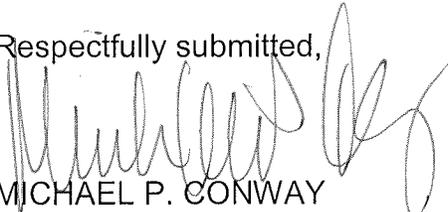
FISCAL IMPACT

The City of Long Beach will receive approximately \$125,000 to continue to fund beverage container recycling and litter abatement activities. The grant is currently budgeted in the Refuse and Recycling Fund (EF 330) in the Department of Public Works (PW). Matching funds are not required. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

MPC:JAK:at:bs

APPROVED:



PATRICK H. WEST
CITY MANAGER