

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/10/2008		Item Number: <u>A-7</u>	
AGENDA ITEM: Presentation of the California State Department of Conservation's Comprehensive Recycling Community Program.			
Contact Person/Dept.: Catherine A. Vargas		Phone Number: 310-253-6411	
Fiscal Impact: Yes ☐ No ☐		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master E-Mail Notification List (11/05/08)			
Department Approval: Charles D. Herbertson (10/30/08)		City Attorney Approval: Carol Schwab (by H. Baker) (11/05/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (11/04/08)		City Manager Approval: Jerry B. Fulwood (11/05/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council receive a presentation from the Department of Conservation (DOC) regarding the Comprehensive Recycling Community (CRC) Program for a Single-Family Community Outreach Event on December 3rd and 4th, 2008 <u>BACKGROUND:</u> The DOC has developed the CRC Program to help communities increase beverage container recycling by implementing coordinated, sustainable programs. This is a unique collaborative effort between state and local Governments to develop and implement strategies or best practices that increase the recycling of beverage container material. The DOC intends to increase beverage container recycling in targeted communities with the ultimate goal of increasing beverage container recycling to 80% statewide. By establishing partnerships with targeted communities, the DOC will facilitate efforts to provide more recycling opportunities by enhancing beverage container recycling infrastructure and promoting the recycling message to the public. Culver City is one of four cities statewide that was selected to participate in the program this year. The other three cities are Riverside, South Lake Tahoe, and Tracy.			

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DISCUSSION:

DOC is working closely with Public Works Environmental Programs and Operations to implement a comprehensive recycling outreach program for schools, businesses and residents. DOC performs all outreach activities in collaboration with City staff.

Over the past several months, a number of events were held including the CRC kickoff event at Culver City's farmers market; two CRC hosted recycling concerts at Culver Studios, and a recycling workshop for CCUSD school teachers.

During the first week of December, the DOC will host a community outreach event over a two day period. Between the hours of 9:00am – 6:00pm, a team of approximately 25-30 individuals will walk all of the single family residential neighborhoods to distribute marketing materials designed to promote Culver City's recycling programs. An in depth training will occur the day before the event to ensure all participants are aware of the intricacies of the Public Works Environmental Programs Refuse and Recycling programs.

FISCAL ANALYSIS:

There is no fiscal obligation to participate in the program. Recycling staff time spent on this program is included within the scope of the current fiscal year work plan and budget.

ATTACHMENTS:

Sample recycling door hanger

MOTIONS:

That the City Council:

Receive and file the presentation from the DOC.