

CITY OF OAKLAND

AGENDA REPORT

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TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Public Works Agency
DATE: November 12, 2008

RE: **Information Report Describing Use of Annual Grant Funds Received From California Department of Conservation for Bottle and Can Recycling**

SUMMARY

On April 15, 2008, the City Council passed Resolution No. 81215 C.M.S., authorizing the appropriation of grant funds from the California Department of Conservation (DOC) City/County Payment Program. On April 8, 2008, the Public Works Committee directed staff to return with a report describing the recycling grant and how the funds are used. This report provides background information about the grant requirements, how the City has made use of the funds to promote recycling and increase recycling opportunities in Oakland and how the City measures program effectiveness.

FISCAL IMPACT

This report is informational only; no fiscal impacts are included.

BACKGROUND

Oakland City Council established a waste diversion goal of 75% by the year 2010 through Council Resolution No. 77500 CMS, and through Resolution No. 80286 CMS adopted the Zero Waste Strategic Plan for achieving zero waste by 2020. Funds made available from the DOC assist the City in increasing recycling opportunities and awareness, contributing toward meeting the City adopted waste reduction goals.

The California Beverage Container Recycling & Litter Reduction Act, revised in October 2007, provides funding from the unredeemed California Refund Value (CRV) of beverage containers sold in the previous calendar year statewide then allocated per capita to cities and counties through the City/County Payment Program. Use of these funds is restricted to beverage container recycling and litter reduction, and may be used in any capacity approved by the DOC that increases beverage container recycling opportunities or recycling awareness in the community.

Funds come to cities in the form of block grants. The annual allocation of DOC City/County Payment Funds for FY 2008-09 is \$108,998. The City has applied for and received this block grant funding annually since FY 1999-00.

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KEY ISSUES AND IMPACTS

The DOC allows use of the funds for residential programs for two years during the initial implementation phase of any bottles and cans recycling program. In FY 2007-08, Public Works Agency (PWA) staff began a campaign to reach the under-served community of apartment and condominium residents. Data from the year 2000 Waste Characterization Study by StopWaste.Org shows that 44% of waste generated by the multi-family housing sector is recyclable, indicating an opportunity to achieve measurable recycling improvements in this sector through use of the DOC grant funds.

DOC funds are being used this fiscal year to:

- Develop and produce new recycling program posters for multi-family housing residents
- Develop and produce new door-hanger program brochures for multi-family housing residents
- Develop and produce a new building manager recycling information kit
- Design and purchase recycling caddies to assist residents of multi-family dwellings to sort materials
- Provide door-to-door caddy delivery services to each unit in multi-family buildings requesting assistance

The new information kit for managers consists of a brochure describing all recycling collection services available to multi-family residential dwellings, a poster describing what materials are recyclable in the city's recycling program and a sample door-hanger available for each resident. Once owners and/or managers receive the information packet, they may request door-to-door delivery of recycling caddies and door hangers (as described in the brochure) for each residential unit. Civicorps Schools (formerly known as East Bay Conservation Corps) provides the door-to-door delivery service at no cost to the property owners or tenants. All of these products and services are fully funded through DOC grant funds.

During FY 2008-09 staff continues to focus on recycling in multi-family buildings and to explore additional messaging and marketing through public transit opportunities, bill inserts, promotional give-aways at events, and radio advertising. After one year, we will measure the success of this program by counting the number of buildings that subscribe to new recycling service and/or revive an existing program, and use this information to evaluate and improve program outreach in this sector.

In response to the DOC's emphasis on recycling in public spaces, over the last several years PWA staff has primarily used the grant funds to develop recycling capacity in association with the parks and public streets. In FY 2007-08, these grant funds were used to purchase integrated street litter/recycling containers for the Chinatown Pedestrian Improvement Project. Although

we cannot measure the effectiveness of our efforts in pounds of bottles and cans recycled through these street containers, we have provided opportunities to recycle bottles and cans at approximately 50% of street litter containers city-wide where none existed previously.

Over the last several years, PWA staff has used the DOC City/County Payment grant to improve Oakland's infrastructure for recycling in public spaces, and for promotion of residential recycling by funding the following activities and purchases:

- Purchase and installation of 211 stainless steel pyramid recycling tops to retrofit existing concrete street litter containers
- Purchase and installation of 399 new street litter containers with recycling capacity
- Purchase and installation of outdoor recycling systems for 25 City parks
- Purchase of interior recycling containers for City facilities
- Production and distribution of outreach materials for the new weekly residential recycling collection program in FY 2004-05

Initial efforts focused on retrofitting existing litter containers by installing recycling tops. Since FY 2002-03, when high quality integrated litter/recycling containers became available, the grant funds have mainly been used to buy very attractive street litter containers for merchant districts. Both new and retrofitted containers are designed to allow for safe and convenient recovery of source-separated cans and bottles by the public.

In FY 2003-04, DOC grant funds were used to improve recycling in City facilities. Staff purchased internal recycling and trash collection containers for a unified program and created posters, stickers and education handouts for employees. In FY 2004-05, PWA staff used DOC grant funds to cover some costs of The New Weekly Pickup media campaign, which introduced the one-cart recycling program to Oakland residents. Residential recycling tonnage has increased by 40% or 11,215 tons annually, because of this program improvement.

SUSTAINABLE OPPORTUNITIES

Economic: Recycling provides green collar, union jobs in the community.

Environmental: Recovering and recycling bottles and cans prevents pollution and conserves natural resources. Recycling reduces green house gas emissions.

Social Equity: Increasing recycling opportunities throughout the community improves public access to recycling for all.

DISABILITY AND SENIOR CITIZEN ACCESS

Staff knows of no impacts on the disabled or senior citizen communities.

RECOMMENDATION(S) AND RATIONALE

This is an informational report only; staff is not making a recommendation to the City Council.

ACTION REQUESTED OF THE CITY COUNCIL

This is an informational report only, and no action is requested of the City Council.

Respectfully submitted,



Raul Godinez II, P.E.
Director, Public Works Agency

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APPROVED AND FORWARDED TO THE
PUBLIC WORKS COMMITTEE:



Office of the City Administrator

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