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001779

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUM
(FOR AUDITOR'S U)
AC 2800133

TO: CITY ATTORNEY	2. FROM (ORIGINATING DEPARTMENT): ENVIRONMENTAL SERVICES DEPARTMENT, WASTE REDUCTION AND DISPOSAL DIVISION	3. DATE: 07/30/07
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4. SUBJECT:
ESD'S APPLICATION FOR THE CALIFORNIA DEPARTMENT OF CONSERVATION RECYCLING GRANT

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.) KIP STURDEVAN; 858-573-1214 MS 1103 B	6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.) STEPHEN GREALY; 858-573-1275 MS 1103 B	7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input type="checkbox"/>
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8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	41210	41221		9. ADDITIONAL INFORMATION / ESTIMATED COST:
DEPT.	755			If awarded, the City would receive \$149,736.05 and would match \$49,810.
ORGANIZATION	2320			
OBJECT ACCOUNT	3219	9544		
JOB ORDER	7435			
C.I.P. NUMBER	N/A			
AMOUNT	\$49,810	\$149,736.05	5	

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT	<i>[Signature]</i>	8/12/07	8	DEPUTY CHIEF	<i>[Signature]</i>	8/11/07
2	EOCP	<i>[Signature]</i>	8/14/07	9	COO	<i>[Signature]</i>	
3	POR/EAS	<i>[Signature]</i>	8/13/07	10	CITY ATTORNEY	<i>[Signature]</i>	8/20/07
4	LIAISON OFFICE	<i>[Signature]</i>	8/15/07	11	ORIG. DEPT	<i>[Signature]</i>	8/21/07
5	(FINANCIAL REVIEW) <i>FM</i>	<i>[Signature]</i>	8/15/07	DOCKET COORD: _____ COUNCIL LIAISON _____			
6	Auditors (FINANCIAL REVIEW)	<i>[Signature]</i>	8/17/07	<input checked="" type="checkbox"/> COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 9/4/07			
7	GRANTS	<i>[Signature]</i>	8/17/07				

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

RESOLUTION 1. Authorize the Mayor or his designee to accept and expend \$149,736.05 in grant funds from the California Department of Conservation – Division of Recycling for the purchase and installation of trash and recycling containers throughout Mission Trails Regional Park, Sunset Cliffs Natural Park, Ocean Beach and La Jolla Shores/Kellogg Park; 2. Authorize the Auditor and Comptroller to accept, appropriate and expend funds when grants are secured; 3. Authorize the Auditor and Comptroller to establish a special interest-bearing fund for the grants; 4. Authorize ESD director to administer and operate this program.

11A. STAFF RECOMMENDATIONS: Approve the requested actions.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): The four sites involved are located in Council districts 1, 2 and 7.

COMMUNITY AREA(S): Mission Trails Regional Park and Shoreline Parks (Sunset Cliffs Natural Park, Ocean Beach and La Jolla Shores/Kellogg Park).

ENVIRONMENTAL IMPACT: This activity (applying for and expending grant funds and matching City funds) is not a "project" and is therefore not subject to CEQA pursuant to State CEQA guidelines section §15060(c)(3). This activity (placing recycling and trash bins in public parks and providing educational programs to support this activity) is categorically exempt from CEQA pursuant to State CEQA guidelines sections § 15301, 15303, 15306 and 15311.

HOUSING IMPACT: None

OTHER ISSUES: None

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REPORT TO THE CITY COUNCIL
EXECUTIVE SUMMARY SHEET

DATE REPORT ISSUED: July 30, 2007
ATTENTION: Council President and City Council
ORIGINATING DEPT: Environmental Services Department (ESD)
SUBJECT: California Department of Conservation Recycling Grant
COUNCIL DISTRICT(S): 1, 2 and 7
STAFF CONTACT: Stephen Grealy, Recycling Program Manager, (858) 573-1275

REQUESTED ACTION:

1. Authorize the Mayor or his representative to accept and expend \$149,736.05 in grant funds from the California Department of Conservation – Division of Recycling (DOC) for the purchase and installation of trash and recycling containers throughout Mission Trails Regional Park, Sunset Cliffs Natural Park, Ocean Beach and La Jolla Shores/Kellogg Park.
2. Authorize the Auditor and Comptroller to accept, appropriate and expend funds when grants are secured.
3. Authorized the Auditor and Comptroller to establish a special interest-bearing fund for the grants.
4. Authorize ESD director to administer and operate this program.

STAFF RECOMMENDATION:

Approve the requested actions. Please note that the grant application deadline precluded ESD from obtaining this resolution in a timely manner. The notification of award will be released on September 2007.

EXECUTIVE SUMMARY:

This project is a partnership between the City of San Diego's ESD and Park and Recreation Department (P&R), to develop and implement a comprehensive recycling and litter reduction program at target San Diego parks. The project would include installation of special recycling and refuse containers, provision of collection equipment and a comprehensive public education and outreach campaign to promote "away from home" recycling in four of the most popular City parks: Mission Trails Regional Park, the second largest urban park in the nation; Sunset Cliffs Natural Park, a dedicated regional resource based park included in the City of San Diego's Multiple Species Conservation Plan; Ocean Beach and La Jolla Shores/Kellogg Park, two of the most popular beaches in the City.

The selected areas are very well attend throughout the year, have a need for recycling infrastructure and will serve as pilot programs and models for future expansion of the City's efforts to extend recycling at all its parks and shoreline areas. The selected areas will significantly increase general awareness about recycling in the City, and assist the City in meeting state mandated recycling goals. The selected areas are also very popular tourist points, which will assist in projecting and solidifying nationally and internationally, the image of the City of San Diego as an environmentally responsible city.

FISCAL CONSIDERATIONS:

ESD is eligible for \$149,736.05 from a DOC funded grant pursuant to Public Resources Code (PCR), Division 12.1, Chapter 7, section 14581 (a)(6). ESD will be responsible for \$49,810 in matching funds, from the Recycling Enterprise Fund. These matching funds are budgeted in ESD's FY08 budget. Some revenues will be realized from the recycling containers located at Mission Trails Regional Park. The

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revenues received cannot be estimated at this time because they are dependent on the participation by park visitors, the contamination, and the recycling markets. In addition, this is a pilot program.

PREVIOUS COUNCIL COMMITTEE ACTION:

As a result of previous council approvals, in 2000 ESD received \$6,840,000 from a DOC grant to expand automated recycling collections to a minimum of 190,000 City of San Diego single-family homes, which allowed for the City's expansion of the very successful curbside recycling program. In 2004, ESD worked in a partnership with Keep California Beautiful on a \$50,000 grant they received for purchasing recycling containers for Balboa Park, and Horton Plaza and UTC shopping malls.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

The special recycling and refuse bins proposed on this project have been successfully used at other cities such as Solana Beach, Encinitas, Oceanside, Lancaster, San Clemente and Long Beach, among many others. All these cities have experienced enhancement in the communities' cleanliness and safety, which are also our goals. The expectation is that communities will benefit from the program by:

1. Eliminating or minimizing litter problem at the selected locations.
2. Reducing vandalism of recycling and refuse bins.
3. Enhancing public safety by decreasing confrontations between staff and scavengers.

An educational/outreach campaign is also planned, involving proper container signage and a possible media event documenting the kick-off of the program at each community.

KEY STAKEHOLDERS:

The program includes close evaluation of the use and convenience of the containers for each site. A community survey will be conducted to assess the program's strengths and weaknesses and to address public concerns and suggestions. ESD will work with P&R staff, Mission Trails National Park Foundation, Sunset Cliffs Natural Park Recreation Council, La Jolla Park and Recreation Council and La Jolla Town Council to evaluate the program and look for ways to improve it and expand it to all City parks and shoreline areas.



Elmer L. Heap, Jr.
Environmental Services Director



R.F. Haas
Deputy Chief of Public Works

RECEIVED
07 AUG 23 PM 12:10
CITY CLERKS OFFICE
SAN DIEGO, CA

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9/14

(R-2008-132 Corr.)

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION OF THE CITY OF SAN DIEGO AUTHORIZING
A GRANT APPLICATION AND RELATED ACTIONS FOR
TRASH AND RECYCLING PROGRAMS AT FOUR CITY PARKS.

WHEREAS, the California Department of Conservation – Division of Recycling has grant funds available for recycling and litter reduction; and

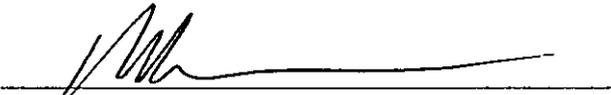
WHEREAS, such grant funding, if received, would be used by the City for its “away from home” recycling campaign to provide trash and recycling containers at Mission Trails Regional Park, Sunset Cliffs Natural Park, Ocean Beach Park, and La Jolla Shores / Kellogg Park, as well as education and outreach programs; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the Mayor or his designee is authorized to apply for and take all necessary actions to secure funding in the amount of \$149,736.05. from the California Department of Conservation – Division of Recycling, to purchase and install trash and recycling containers in Mission Trails Regional Park, Sunset Cliffs Natural Park, Ocean Beach Park, and La Jolla Shores / Kellogg Park.
2. That, subject to approval by the Mayor of final grant terms, the City Auditor and Comptroller is authorized to accept, appropriate, and expend grant award funds, and to establish a separate interest bearing account for such grant funds consistent with grant requirements.
3. That the Environmental Services Department Director is authorized to administer and operate the program when such grant funds are received.

4. That the above activity (applying for and expending grant funds) is not a project and therefore is not subject to the California Environmental Quality Act pursuant to CEQA Guidelines section 15060(c)(3); and that the above activity (placing recycling and trash bins in public parks and providing educational programs) is categorically exempt from the California Environmental Quality Act pursuant to CEQA Guidelines sections 15301, 15303, 15306, and 15311.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 
Michael P. Calabrese
Chief Deputy City Attorney

GCL:MPC:mb
08/20/07
8/30/07 Corrected
Aud.Cert:2800133
Or.Dept:ESD
R-2008-132

I hereby certify that the foregoing resolution was passed by the Council of the City of San Diego, at its meeting of _____.

ELIZABETH S. MALAND, City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor