



REPORT TO COUNCIL **18**

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

Consent
October 17, 2006

Honorable Mayor and
Members of the City Council

Title: Recycling in Parks and Public Places Program Update

Location/Council District: Citywide

Recommendation: Adopt a **Resolution:** 1) approving the purchase of educational signage and recycling can lids to promote the Recycling in Parks and Public Places Program; and 2) authorizing a budget amendment in the amount of \$70,000 for purchase of educational signage and recycling can lids.

Contact: Robert J. Fleming, Park Operations Manager, 808-6301
Gary Reents, Utilities Director, 808-1433

Presenters: Not applicable

Department: Parks and Recreation and Utilities

Division: Park Operations and Solid Waste

Organization No: 4728 and 3141

Description/Analysis

Issue: The Department of Parks and Recreation, in partnership with the Solid Waste Division, operates the Recycling in Parks and Public Places Program. The program promotes public awareness of recycling's value and provides opportunities for recycling in parks and public places.

To improve the program, educational signage encouraging people to deposit recyclable materials in blue recycling cans will be placed in park picnic and high use areas and lids will be attached to all park recycling cans to increase public awareness of, and participation in, recycling. The lids will be the same blue color of the park recycling cans and have a 5.5 inch hole in the center for deposit of recyclable materials. An overview of the program and summary of the proposed improvements are included in Attachment 1, and an illustration of the educational signage is included in Attachment 2.

Policy Considerations: The Recycling in Parks and Public Places Program is consistent with the City's goal to achieve sustainability and livability. The program is consistent with the California Public Resource Code and the California Integrated Waste Management Act of 1989's

(AB 939) goals for solid waste diversion. The program will help the citizens of the City of Sacramento enjoy the many environmental benefits to the environment of recycling.

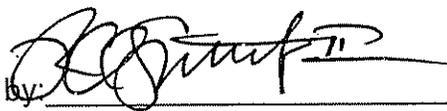
Environmental Considerations: The Recycling in Parks and Public Places Program is not a project within the meaning of the California Environmental Quality Act and will have no significant impact on the environment.

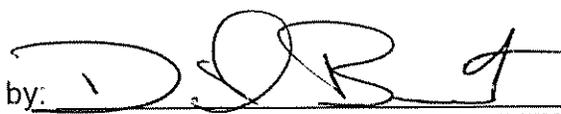
Commission/Committee Action: The Parks and Recreation Commission supported the recommended program improvements and direction of the Recycling in Parks and Public Places Program at their July 6, 2006 meeting.

Rationale for Recommendation: Only 46% of the material collected in parks has been able to be recycled, which equates to a 54% materials contamination level. The Department of Parks and Recreation and the Solid Waste Division want to increase the level of recycling education and percentage of collected material recycled in parks. Staff research has determined that attaching lids to recycling cans and installing educational signage in parks increases opportunities for the public to recycle in parks and enhances the program's onsite recycling education efforts.

Financial Considerations: Staff estimates the total cost for the recycling lids and educational signage to be \$70,000. The Solid Waste Division's operating budget will provide funding for the lids and signs, so no General Fund appropriation is required. The budget for Park Operations will be amended for the cost of the lids and offset by set asides in the Solid Waste Division's operating budget. Park Operations will track costs of the program and request reimbursement from the Solid Waste Division through Journal Voucher.

Emerging Small Business Development (ESBD): ESBD policies and procedures will be followed for purchase of the recycling can lids and educational signs.

Approved by: 
ROBERT G. OVERSTREET II
Director of Parks and Recreation

Approved by: 
GARY REENTS
for Director of Utilities

Recommendation Approved

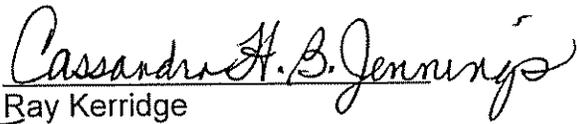

Ray Kerridge
City Manager

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Attachment 1**Background Information**

City Council approved the Recycling in Parks and Public Places Program on August 24, 2004. The program provides recycling opportunities in City of Sacramento parks and public facilities. Park visitors generate nearly 10,000 tons of waste per year.

The Solid Waste Division estimates approximately 2,100 tons of recyclables could be collected annually through a successful park and public places recycling program. The success of the Recycling in Parks and Public Places Program is measured by increased public awareness of recycling's benefits as well as by the amount of recycled material collected.

The primary objective of the program is to increase public awareness of recycling's benefits. The Department of Parks and Recreation will continue its effort to educate the public at large using a variety of mechanisms, including outdoor signage, billboard advertising, signage on Integrated Waste vehicles, publications, public service announcements, and promotional inserts into park and facility permits issued to customers.

The Recycling in Parks and Public Places Program makes it easy for Sacramento citizens to recycle when they visit City parks and public facilities. By making it easier to recycle, the City of Sacramento does its part to protect and preserve the natural environment.

Program Update

The Department of Parks and Recreation, in partnership with the Utilities Department, implemented the Recycling in Parks and Public Places Program citywide in the summer of 2005. The program was advertised in City utility bill inserts, internal and external City publications, Department of Utilities and Department of Parks and Recreation publicity materials, and on the sides of Solid Waste trucks. The program is staffed with three full-time employees who collect commingled recycled materials seven days a week from 1,500 blue recycling cans in city parks.

Park Maintenance staff has collected 183,000 pounds of material from recycling cans in City parks from program inception (July 2005) to present. Of that amount, 46% (85,020 pounds), or roughly half, of the material has been able to be recycled. The remaining 54% (97,980 pounds) of the material was found to be contaminated and not eligible for recycling.

The Solid Waste Division's "In the Parking Lot" recycling program is an ongoing program citywide. This program encourages recycling in parks through the placement of 30 recycling containers in park parking lots. These containers are painted blue and have the universal recycling logo.

The Solid Waste Division continues to provide recycling services at many City facilities in high traffic areas including community centers and adjacent parking lots, Old Sacramento, the Convention Center, golf courses, the Crocker Art Museum and elsewhere.

The Special Event Services Division of the Department of Parks and Recreation made recycling receptacles a standard requirement in 2003; Park Safety Services and Park Reservations followed suit with event applications filed after April 2004.

The Solid Waste Division provides both trash and recycling services at all City sponsored events.

Looking Forward

Staffing

After assessing the Recycling in Parks and Public Places Program for one program year, it became apparent to staff that the program was understaffed. The Departments of Parks and Recreation and Utilities agreed to ask City Council to approve one additional full-time position to augment program staffing as part of the fiscal year 2006-07 budget. City Council approved the additional position as part of the FY 2006-07 budget.

Program Efficiency

As mentioned above, only 46% of the material collected has been able to be recycled which equates to a 54% materials contamination level. While program success is primarily measured by increased public awareness of the recycling's benefits, it is also measured by the amount of recycled material collected.

Staff estimates that the high contamination rate is the result of a number of factors including, but not limited to: food waste contamination, wet and soiled material placed in cans, and placement of non-recyclable material into recycling cans. The absence of lids on the recycling cans in parks may cause park patrons to mistake the recycling can for a garbage can. Staff recommends that all recycling cans be fitted with lids to increase the amount of non recyclable materials collected. Lids will be the same blue color of the park recycling cans and have a 5.5 inch hole cut into the center for the deposit of recyclable materials. The lids will be attached to the cans with a cabling mechanism that will reduce the possibility the lids will be separated from the cans. Staff estimates the cost of the recycling can lids to be \$55,000. The Solid Waste Division has agreed to finance the purchase of the lids.

In addition to the attachment of lids to the park recycling cans, staff recommends that educational signage encouraging people to deposit recyclable materials in blue recycling cans be placed in park picnic and other high use areas. The addition of signage will increase public awareness of recycling. Staff estimates the cost of the signs to be \$15,000. The Solid Waste Division has agreed to finance the purchase of the signs.

The public has expressed their displeasure with the color and type of recycling can currently in use and a desire for a cluster-style unit that combines garbage and recycling disposal similar to the units in use outside City Hall. In response to public feedback, the Department of Parks and Recreation will provide the City Council with a proposal at a future date for a program upgrade using a new style of can in high-use parks citywide.



**PARK YOUR
RECYCLES
HERE!**

**Blue Cans are for clean,
dry recyclable materials only.**

- Cans • Plastics
- Glass • Mixed Paper

**YOU MAKE
THE DIFFERENCE!**

RESOLUTION NO.

Adopted by the Sacramento City Council

**RESOLUTION AUTHORIZING PURCHASE OF EDUCATIONAL SIGNAGE,
RECYCLING CAN LIDS, AND ASSOCIATED BUDGET AMENDMENT
FOR THE RECYCLING IN PARKS AND PUBLIC PLACES PROGRAM**

BACKGROUND

- A. City Council approved the Recycling in Parks and Public Places Program on August 24, 2004.
- B. The Department of Parks and Recreation and the Solid Waste Division want to increase the level of recycling education and amount of recycled material collected in city parks.
- C. Staff research has determined that installing recycling educational signage in parks and attaching lids to recycling cans in parks enhances the program's public education efforts onsite and increases opportunities for the public to recycle in parks.
- D. The total cost for the recycling lids and educational signage is \$70,000. The Solid Waste Division's operating budget will provide funding for the lids and signs

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

- Section 1. The purchase of educational signage and recycling can lids to promote the Recycling in Parks and Public Places Program is approved.
- Section 2. The FY07 Parks and Recreation Department's Operating Budget is amended to purchase educational signage, can lids, equipment, and supplies as follows:

<u>Receptacle lids, equipment, and supplies</u>	
101-450-4728-4404	\$70,000
101-450-4728-4374	<\$70,000>
415-450-4728-4384	\$70,000

