

City of Alexandria, Virginia

MEMORANDUM

16
4-23-02

DATE: APRIL 10, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: APPROVAL FOR GRANT APPLICATION TO THE NATIONAL ASSOCIATION FOR PLASTIC CONTAINER RECOVERY, AND GRANT AWARDS FROM THE U.S. EPA AND WASTE MANAGEMENT/RECYCLE AMERICA

ISSUE: City Council consideration of a grant application and two grant awards.

RECOMMENDATION: That City Council:

- (1) approve the application for a \$4,000 grant from the National Association for Plastic Container Recovery (NAPCOR) for development of a recycling collection program targeting plastic bottles at special events in the City of Alexandria;
- (2) approve the receipt of the \$5,000 grant award from the U.S. Environmental Protection Agency (EPA) for development and support of electronics recycling programs; and
- (3) approve the receipt of \$3,000 from Waste Management/Recycle America in recognition of the City's outstanding 2001 America Recycles Day Program.

DISCUSSION: It is the goal of the City's Department of Transportation and Environmental Services to seek non-City funding to support as many of its new recycling initiatives as possible. Below is a summary of the grant application and two grants that have been awarded to the City which City Council is being asked to officially accept:

\$4,000 Grant Application to NAPCOR for special events recycling program

Each year, NAPCOR awards grants ranging from \$1,500 to \$5,000 to municipalities, non-profit groups, and private business groups for the development of plastic bottle recycling programs at special events, colleges, or in curbside recycling programs. In the middle of March, the City applied for \$4,000 to develop a plastic bottle recycling program for selected special events (e.g., Red Cross Waterfront Festival) during the summer of 2002. The City does not currently integrate any recycling into its special events, and this grant will provide staff with the opportunity to evaluate the possibility of doing so.

The grant funds will be used to do the following:

- (1) Design a collection system for plastic bottles at selected special events in Alexandria.
- (2) Measure the amount of plastic diverted from the waste stream.
- (3) Advertise the plastic bottle recycling program in the promotional material (e.g., brochures) for each special event where this pilot program will occur.
- (4) Utilize the City's recycling mascot, Robbie the Recycling Squirrel, to educate attendees at these special events about the plastic bottle recycling program.

Staff learned about this grant the day of the deadline (March 15), and submitted the grant application that day, with the understanding that Council approval is needed.

\$5,000 award from U.S. EPA for electronics recycling programs

Each year, the U.S. EPA awards Solid Waste Management Assistance grants competitively to municipalities for the development of local programs to support waste reduction, recycling, and buying recycled materials. This year, the U.S. EPA targeted some of its grant funding for electronics recycling programs to prevent hazardous materials in electronics (e.g., lead and cadmium) from entering the waste stream by way of landfills or waste-to-energy plants.

The City of Alexandria has been awarded a \$5,000 grant from the U.S. EPA to develop electronics recycling programs. The City proposes to use the \$5,000 to support a one-day electronics recycling collection event and its weekly electronics recycling collection program at the household hazardous waste collection center on Wheeler Avenue.

Funds from the grant will be used by the Department of Transportation and Environmental Services (T&ES) for the following activities to promote and manage the one-day and weekly electronics recycling programs:

- (1) Solicit proposals from local electronics recyclers for collection, processing, and transportation of electronics equipment, and include the recyclers in the planning for the events.
- (2) Promote the events through direct mail, advertisements, and press releases.
- (3) Provide support from T&ES Solid Waste Division employees at the collection event and at the weekly recycling collection center.
- (4) Evaluate the results of the collection programs.

\$3,000 Award from Waste Management/Recycle America for America Recycles Day

Waste Management/Recycle America sponsors a recognition program each year to reward

communities that have outstanding promotional programs for America Recycles Day. The City of Alexandria has been recognized as one of nine national award winners for 2001, and with City Council approval, will receive \$3,000 that will be used by T&ES to expand its promotion of America Recycles Day to include the following activities in 2002:

- (1) Provide additional America Recycles Day programs in local schools.
- (2) Expand America Recycles Day contests and prizes for residents.
- (3) Enhance America Recycles Day event at Market Square.
- (4) Promote new America Recycles Day partnerships with local businesses.

FISCAL IMPACT: Application for \$4,000 grant from NAPCOR. No matching funds are required from the City of Alexandria. Receipt of \$5,000 grant from U.S. EPA, and receipt of \$3,000 award from Waste Management/Recycle America.

STAFF:

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