

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 12, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: GRANT APPLICATION TO THE COCA-COLA/NATIONAL RECYCLING COALITION, RECYCLING BIN GRANT PROGRAM FOR RECYCLING CONTAINERS

ISSUE: Grant application to the Coca-Cola/National Recycling Coalition, Recycling Bin Grant Program for 20 recycling containers.

RECOMMENDATION: That City Council authorize the City Manager to:

- (1) Submit the grant application (due March 12, 2010), requesting 20 recycling containers, and
- (2) Execute all documents that may be required.

BACKGROUND: Although grant application information was made available to the public on February 3, Transportation and Environmental Services staff was unable to complete a docket memo in February due to the snow storm response requests.

The Vision statement of the City of Alexandria 2008 Eco-City Charter states,

We see Alexandria as a city where social well-being is supported by a strong economy and sustained by a healthy environment. Specifically, we envision Alexandria as a city that: Minimizes Waste: Where we reuse and recycle materials and significantly reduce our volume of solid waste and toxic chemical releases.

Currently, The City does not provide for any recycling collection at athletic fields used by the public, and this grant would enable us to provide such containers in a pilot program.

City Council previously approved an application for this grant on October 14, 2008, but the City was not awarded the grant at that time. This is the first request for applications that has been posted since then.

DISCUSSION: The Coca-Cola/National Recycling Coalition, Recycling Bin Grant Program supports local community recycling goals providing containers to selected grant recipients for the collection of recyclables in public settings. The Department of Transportation and Environmental Services (T&ES) and the Department of Recreation, Parks and Cultural Activities (RPCA) have partnered to create a pilot recycling program for three major athletic fields: Minnie Howard, Fort Ward and Frank Mann/Cora Kelly fields. It is anticipated with education and the new, easily identified bins, recycling will increase, and contribute to the City's recycling goal of 35 percent (which exceeds the state mandate of 25 percent), and will reinforce the recycling done at home and school. The funder, Coca-Cola, does not require any labeling or endorsement on the bins.

This docket item is being submitted after the grant application was submitted because the grant availability was not announced until February 3, 2010. On February 5, 2010, T&ES and RPCA staff members were assigned to "Snow Duty." Staff did not return to the office until February 16, 2010. Staff organized, planned and finalized the grant application during the last two weeks of February.

FISCAL IMPACT: There are no matching requirements for this grant. If awarded, the donation of up to 20 bins would defray city costs by \$50 per bin, or a maximum of \$1000.

The City is responsible for the normal administrative costs associated with this grant, as well as the staff hours involved in the receipt and distribution of the donated units.

STAFF:

Rich Baier, Director, Transportation & Environmental Services

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