



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by Wm Date 5/8/08
General Manager

DATE: May 9, 2008
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Update on Department of Conservation City Payment Program

ANNUAL CITY/COUNTY DOC PAYMENT PROGRAM

The State Department of Conservation (DOC) has sent out official notices to member jurisdictions regarding the 2008/2009 Payment Program. For the last several years, MRWMD staff has completed and submitted the payment application for the following member cities: Carmel-by-the-Sea, Del Rey Oaks, Marina, Pacific Grove, Sand City, and Seaside. The Monterey application is completed and submitted by Monterey staff.

Each city is eligible to receive a minimum of \$5,000 or an amount calculated by the Department, on a per capita basis, whichever is greater. Applications for the 2008/2009 year must be submitted by June 30, 2008. Eligible activities for the use of these funds include: support for new or existing curbside recycling programs, public education promoting beverage container recycling, and litter prevention and cleanup.

Over the last several years, member jurisdictions have pooled all or a portion of these DOC funds with the District to help support our regional recycling and litter reduction advertising campaign. This advertising is conducted under the umbrella of the Central Coast Recycling Media Coalition (CCRMC), a tri-county cooperative program with an annual budget of \$120,000.

Funding has been utilized this fiscal year to produce two new television and two new radio advertisements which have been running under the tagline "Protect Your Central Coast" along with the development of a new website www.ProtectYourCentralCoast.org which has links to CCRMC member jurisdictions. In the first six months the website was visited more than 4,500 times. The new television ads can be viewed on the internet using the following links: <http://youtube.com/watch?v=BI7WQdpgDqw>, and <http://youtube.com/watch?v=orYYukYH104>.

Staff will notify City Managers that the DOC applications will again be completed for the cities, and to request their continued consideration of and participation in our regional recycling and litter reduction advertising campaign.

STRATEGIC PLANNING IMPACT

- A6a: Program focus on public awareness, increased diversion of organics and commercial wastes, proper management of hazardous and prohibited materials, litter abatement, and sustainability.
- A6d: Annually review & assess District's public education & outreach efforts; expand external communications: website, brochures, annual report, & annual community newsletter.


Jeff Lindenthal