



Legislation Details (With Text)

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Title: Resolution Authorizing Grant Application for the 2019 Community Waste Reduction and Recycling Grant

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Attachments: 1. 2019-CWRAR-RFP.pdf, 2. Go Bagless Campaign 2019-CWRAR.pdf, 3. Grant pre-Approval Request- CWRAR.pdf, 4. 19-0126 Resolution.pdf

Date	Ver.	Action By	Action	Result
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Resolution Authorizing Grant Application for the 2019 Community Waste Reduction and Recycling Grant

Department: Field Operations
Council District: Citywide

Public Hearing: N/A
Advertising Date/By: N/A

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PURPOSE:

The City Grant Policy requires Council approval on all grant applications requiring a local match. The Community Waste Reduction and Recycling Grant requires at least a 20% cash match of the requested grant amount. Therefore, the grant requires \$11,809 local match, for a total grant project budget of \$41,745.

BACKGROUND:

The Greensboro Field Operations Department's Solid Waste Management Division applied for state grant funds on February 19, 2019 to the NC Department of Environmental Quality (NCDEQ). The Division of Assistance and Customer Service (DEACS) administers the Community Waste Reduction and Recycling Grant to assist local governments with expanding, improving and implementing waste reduction and recycling programs in North Carolina. Due to the timing of the grant application and other staff commitments, March 19th is the first opportunity for City Council to review this as an agenda item.

The proposed project will support our existing recycling services while also strengthening the city's Recycling Program. The goal is to reduce the amount of bagged recycling by half and reduce the amount of plastic bags, wrap, and film from being sent to the recycling center by one third, while still nurturing Greensboro's culture of recycling. This will result in less tangles in recycling screens, which will in turn decrease maintenance downtime and increase the overall efficiency of the recycling center. If approved and awarded, the grant funds will be used to establish Greensboro's Go Bagless!

Outreach Campaign involving multi-faceted and multi-lingual advertisements which will aim to provide a wide reach and frequent impression of educational messages to the public.

BUDGET IMPACT:

City match funds of \$11,809 will leverage \$29,936 in state funds. The local match funds will be provided from the Department's general funds for a total grant project fund of \$41,745.

RECOMMENDATION / ACTION REQUESTED:

City Council approval is requested for this grant application to purchase and distribute advertising in print media communications aimed toward reducing the amount of plastic bags, wrap and film being sent to recycling and establish the Greensboro's Go Bagless! Outreach Campaign.