

LRB – RESEARCH AND ANALYSIS

JUNE 3, 2008 AGENDA

ITEM 16, FILE 090150

PUBLIC WORKS COMMITTEE

JAMES CARROLL

Resolution #090150 is a resolution amending Common Council File # 080430 to increase the amount of State of Wisconsin Recycling Efficiency Grants awarded to the City of Milwaukee.

BACKGROUND

1. The State of Wisconsin's Recycling Efficiency Incentive Grant rewards Responsible Units that have made efforts to improve the efficiency of their recycling programs. As part of the State of Wisconsin's deficit reduction plan, the Department of Natural Resources reduced the \$1.9 million that was expected to be available for the 2009 Recycling Efficiency Incentive Grant Program by \$400,000 to \$1.5 million. The \$1.5 million was divided among the Responsible Units of Governments that successfully submit applications. After the number of successful applicants is determined, each qualified applicant receives a distribution based on a flat per capita rate (approximately \$0.30).
2. Milwaukee is eligible for this grant because of its partnership and coordination of education and outreach initiatives with the Wisconsin Be Smart Coalition, formerly the Wisconsin Waste Reduction Coalition. The Wisconsin Be Smart Coalition was founded in 1995 to reduce the amount of waste generated by residents and businesses throughout southeast Wisconsin through a regionally coordinated waste reduction campaign. The Coalition combines the expertise and resources of local government, state agencies, non-profit organizations, businesses and environmental organizations to sponsor Be Smart (Save Money and Reduce Trash) programs. More than 45 partners participate.
3. On July 30, 2008, the Common Council adopted File # 080430 that authorized the application, acceptance and expenditure of \$226,850 for the 2009 State's Recycling Efficiency Incentive Grant. DPW is using the funding from the 2009 grant to fund the third year (2010) of a Recycling Outreach, Education, and Promotion campaign that is being conducted under a contract entered into with Staples Marketing Communications and certified EBE subcontractor Mosaic Communications (File #070545). (Because of how and when this grant is awarded, the 2009 funding is budgeted primarily for 2010 costs.)

The 2009 grant will also be used to fund the recycling processing costs of electronic scrap collected from the public at Sanitation's Self Help Sites, as well as cover other recycling program costs related to education and compliance.

DISCUSSION

1. Because there were fewer qualified applicants than anticipated, the Recycling Efficiency Incentive Grant amount awarded to Milwaukee is \$329,596.58, \$102,746.58 more than the \$226,850 authorized by Common Council File #080430.
2. Approximately \$62,500 (\$39,000 salary & \$23,500 fringe benefits) of the additional Recycling Efficiency Incentive Grant dollars (\$102,746.58) will be used to continue funding the Recycling Assistant position, with the balance used for other eligible recycling program expenses. The Recycling Assistant position was created in 2008 with funding provided by the 2008 Recycling Efficiency Incentive Grant (File # 080172). The position was filled in March 2009.

FISCAL IMPACT

1. This resolution amends File # 080430 by changing the 2009 Recycling Efficiency Incentive Grant amount from \$226,850.00 to \$329,596.58.
2. The resolution also directs that the Positions Ordinance be amended to extend the Recycling Program Assistant position's authority until December 31, 2010 unless the Recycling Efficiency Incentive Grant is extended. Currently, the authority for the position expires on December 31, 2009 unless the Recycling Efficiency Incentive Grant is extended.

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