

DEPARTMENT OF PUBLIC WORKS

BUREAU OF SANITATION  
BOARD REPORT NO.

CD: ALL

IMPLEMENTATION OF LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD)  
ELEMENTARY SCHOOL "RECYCLING EXCELLENCE" AWARDS PROGRAM

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RECOMMENDATIONS

1. Authorize the Bureau of Sanitation (BOS) to implement the LAUSD "Recycling Excellence" Awards Program.
2. Forward this Board Report to the Mayor and the City Council for approval to issue award checks not to exceed a total of \$10,000 annually to LAUSD elementary schools within City of Los Angeles that successfully fulfill the winning criteria outlined in the "Recycling Excellence" Awards Program.
3. Authorize the Controller to issue checks totaling no more than \$10,000 annually for the "Recycling Excellence" Awards Program.

FISCAL IMPACT STATEMENT

Funding for this program has been placed in the Curbside Recycling Trust Fund 444, Account XXX. No general funds will be used for this program.

TRANSMITTALS

1. Rules, Eligibility, and Guidelines
2. Promotional Flyer

DISCUSSION

The purpose of the LAUSD "Recycling Excellence" Awards Program is to offer cash awards to eligible LAUSD schools that document their recycling program and waste prevention initiatives according to the Rules, Eligibility, and Guidelines provided by BOS. Only LAUSD schools that are participating in the voluntary Joint City-LAUSD Blue Bin Recycling Program will be eligible to participate in the "Recycling Excellence" Awards Program.

**JOINT CITY-LAUSD BLUE BIN RECYCLING PROGRAM**

In September 2005, BOS partnered with LAUSD Office of Environmental Health and Safety (OEHS) to provide a free curbside blue bin recycling program to all LAUSD elementary schools located within the City limits.

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This program is an extension of the citywide residential curbside blue bin recycling program operated by BOS. Each participating school receives a total of seven 60-gallon or 90-gallon blue recycling bins, which are serviced weekly by BOS staff. The school also receives, as needed, smaller 12-gallon recycling containers for classrooms and offices provided by OEHS. There is NO cost to the schools.

The original pilot for this program began in 2001 with a total of ten (10) elementary schools located in various parts of the City, but was not implemented citywide due to a number of challenges. In fall of 2005, staff from the BOS and LAUSD discussed various solutions to overcome existing impediments to this program and agreed to restart the joint recycling program with the goal of making recycling readily available to all LAUSD elementary schools located within the City.

Currently, as of October 2006, this program promises to be a great success with a total number of participating schools expanding to 146 with additional schools showing great interest in the program. Once fully implemented, the estimated total number of participating elementary schools will be over 400, and thousands of additional tons of paper, plastic, and other recyclables will be diverted from the landfills. The estimated cost saving to LAUSD will exceed \$2 million in collection costs each year.

As an educational supplement to this program, staff regularly schedules and provides recycling presentations to 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> grade classes in both public and private elementary schools, with priority given to schools participating in the blue bin pilot program. The presentation takes about 30 minutes and provides important information on the general concepts of recycling and waste management. Many promotional items are distributed as prizes during the presentations. During the last fiscal year, a total of 185 recycling presentations were provided to nearly 6,000 students. This number is expected to increase as more schools join this program.

**LAUSD "RECYCLING EXCELLENCE" AWARDS PROGRAM**

LAUSD "Recycling Excellence" Awards Program was patterned after New York City's successful awards program called "The Golden Apple Award." The Golden Apple Award is open to all New York City schools, grades K-12, and offers annual cash awards to schools that establish creative programs to improve school recycling and waste prevention programs.

The LAUSD "Recycling Excellence" Awards Program will offer cash prizes in identical categories, but only LAUSD elementary schools

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that are participating in the Joint City-LAUSD Blue Bin Recycling Program will be eligible to apply for this award.

All LAUSD schools that wish to participate must be enrolled in the Joint City-LAUSD Blue Bin Recycling program at the time the application is submitted. The cash reward will be awarded to schools that demonstrate and document exemplary reduce, reuse, and recycling practices as follows:

First Place Winner:	\$ 2,000
Second through Ninth Place Winner:	<u>\$ 1,000 (x 8)</u>
	\$10,000 total

Implementation of the LAUSD "Recycling Excellence" Awards Program citywide could result in the capture of additional tons of recyclable material collected from the schools. It will provide a powerful incentive for those schools that have not yet decided to participate in the Joint City-LAUSD Blue Bin Recycling Program. It is estimated that a significant number of additional schools may be recruited using this "Recycling Excellence" Awards Program.

Schools in the City will be given advance notice that the program is being offered in their district. This program seeks to increase recycling awareness in regards to the materials that can be recycled in the curbside program.

**BENEFITS**

This pilot program will be advantageous to the City because:

1. This program assists in meeting the City's landfill diversion goals as mandated by the California Integrated Waste Management Act (AB939).
2. This program will strongly encourage LAUSD elementary schools which have not yet joined the voluntary Joint City-LAUSD Blue Bin Recycling Program, to participate by providing a significant monetary incentive.
3. Public awareness will be heightened which will increase involvement and participation of residents in the city's curbside recycling program, increasing the likelihood of capturing recyclables. The implementation of the "Recycling Excellence" Awards Program will increase the total number of schools participating in the recycling program and this will, in turn, improve economic and environmental

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conditions by reducing tonnage disposal at landfills and increasing recyclables entering the market.

4. The expected long-term impact will be a sustained lower contamination rate and a higher recycling rate in the city.

STATUS OF FINANCING

Funds in the amount of \$10,000 are available in the Curbside Recycling Trust Fund 444, Account VXXX.

( MC KC JS NG ECZ )

Respectfully submitted,

APPROVED AS TO FUNDS:

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CRAIG V. BLOOMQUIST, Director  
Office of Accounting

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RITA L. ROBINSON, Director  
Bureau of Sanitation

Date\_\_\_\_\_

Prepared by:  
Mark Shin, SRCRD  
(213) 485-3903