

City Council Agenda Items  
and  
Contracts, Leases or Agreements

7/2/2013

City Council Meeting Date  
Agenda Items Only

Brian Pugh  
Submitted By

Solid Waste  
Division

Transportation  
Department

Action Required:

Resolution authorizing acceptance of a 2013 Curbside Value Partnership Recycling Marketing Grant and approving a budget adjustment.

\$ 10,000.00

Cost of this request

\$ 20,000.00

Category / Project Budget

Services & Charges

Program Category / Project Name

5500.5000.5342.00

Account Number

\$ -

Funds Used to Date

Recycling

Program / Project Category Name

31304 / 1

Project Number

\$ 20,000.00

Remaining Balance

Solid Waste

Fund Name

Budgeted Item

Budget Adjustment Attached

Don M... 6/11/13  
Department Director Date

Previous Ordinance or Resolution # 122-13

Chris Kelly 6-12-13  
City Attorney Date

Original Contract Date: N/A

Original Contract Number: N/A

Paul A. Parker 6-12-2013  
Finance and Internal Services Director Date

Received in City 06-11-13 P03:28  
Clerk's Office  
*WSP*

Don M... 6-13-13  
Chief of Staff Date

Received in Mayor's Office  
ENTERED  
6/12/13 BCP

Freddie Jordan 6/12/13  
Mayor Date

Comments:

To: Fayetteville City Council

Thru: Mayor Lioneld Jordan  
Don Marr, Chief of Staff  
Terry Gulley, Transportation Director

From: Brian Pugh, Waste Reduction Coordinator *BP*

Date: June 10th, 2013 *B*

Subject: Resolution Authorizing Acceptance of a 2013 Curbside Value Partnership Recycling Marketing Grant and approving a budget adjustment.

## RECOMMENDATION

Fayetteville City Administration recommends authorizing acceptance of a 2013 Curbside Value Partnership (CVP) Recycling Marketing Grant valued at \$25,000 and approving a budget adjustment.

## BACKGROUND

The Solid Waste & Recycling Division recently began participating in a program run by the Curbside Value Partnership that assists partner communities in developing education and outreach for their residential recycling programs. As part of these efforts, they are offering this grant opportunity exclusively to members of their program. The CVP's Test Kitchen Grants is used to award a maximum of four communities up to \$25,000 each which includes a \$10,000 matching cash award and up to \$15,000 of in-kind marketing and creative support by CVP's marketing and creative team.

## DISCUSSION

Preliminary work with CVP has revealed the City's recycling program as having high awareness and high participation. The marketing campaign needed to reach the City's goal of 70% participation by 2015 is classified as a "Step it Up" campaign. In relation to those goals the grant will be used to design a traditional advertising campaign – including radio, print, and video ads – as well as for purchasing the advertising space necessary to broadcast the ads. The \$10,000 cash award will be used in the advertising campaign to help in developing and placing the ads. Communities must be willing to match the \$10,000 for creation of the advertising and staff has funds budgeted for these types of ads in the recycling promotional activities budget. Up to \$15,000 of in-kind services provided by CVP will make up the remainder of the grant award.

While Solid Waste & Recycling staff has been conducting education activities, traditional advertising has been in the planning stages. Receiving professional help in the form of this grant will ensure our recycling education campaign is effective and will facilitate in constructing a coherent message to place on advertisements throughout the city in conjunction with the unveiling of the new recycling mascot.

## BUDGET IMPACT

The \$10,000 will be received into a Capital Improvement Project- 31304 and a budget adjustment is attached to recognize the revenue. This is a matching portion of the grant and funds have been budgeted in the Solid Waste and Recycling operational budget - Promotional Activities - 5500.5000.5342.00. There will be \$15,000 given to the City in the form of in-kind services for creation of a marketing campaign.

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION AUTHORIZING ACCEPTANCE OF A 2013 CURBSIDE VALUE PARTNERSHIP EDUCATION RECYCLING MARKETING GRANT IN THE AMOUNT OF \$10,000.00, AND APPROVING A BUDGET ADJUSTMENT

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1. That the City Council of the City of Fayetteville, Arkansas hereby authorizes acceptance of a 2013 Curbside Value Partnership education recycling marketing grant in the amount of \$10,000.00.

Section 2. That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution as Exhibit "A".

**PASSED and APPROVED** this 2<sup>nd</sup> day of July, 2013.

APPROVED:

ATTEST:

By: \_\_\_\_\_  
**LIONELD JORDAN, Mayor**

By: \_\_\_\_\_  
**SONDRA E. SMITH, City Clerk/Treasurer**

**City of Fayetteville, Arkansas  
Budget Adjustment Form**

V12.0724 A. 5  
2013 Curbside Value Partnership  
Recycling Marketing Grant  
Page 4 of 4

<b>Budget Year</b>	Division: Solid Waste & Recycling Department: Transportation Services	<b>Request Date</b>	<b>Adjustment Number</b>
2013		6/10/2013	

**BUDGET ADJUSTMENT DESCRIPTION / JUSTIFICATION**

This budget adjustment recognizes revenue received from the 2013 Curbside Value Partnership grant award. The funding will be used to develop and purchase advertising for the recycling marketing campaign.

<table style="width:100%;"> <tr> <td style="width:30%;">Division Head</td> <td style="width:30%;"><i>[Signature]</i></td> <td style="width:40%;">Date</td> <td align="center">6/13/12</td> </tr> <tr> <td>Budget Director</td> <td><i>[Signature]</i></td> <td>Date</td> <td align="center">6/14/12</td> </tr> <tr> <td>Department Director</td> <td><i>[Signature]</i></td> <td>Date</td> <td align="center">6-13-2013</td> </tr> <tr> <td>Finance Director</td> <td><i>[Signature]</i></td> <td>Date</td> <td align="center">6-13-13</td> </tr> <tr> <td>Chief of Staff</td> <td><i>[Signature]</i></td> <td>Date</td> <td align="center">6/17/13</td> </tr> <tr> <td>Mayor</td> <td><i>[Signature]</i></td> <td>Date</td> <td></td> </tr> </table>	Division Head	<i>[Signature]</i>	Date	6/13/12	Budget Director	<i>[Signature]</i>	Date	6/14/12	Department Director	<i>[Signature]</i>	Date	6-13-2013	Finance Director	<i>[Signature]</i>	Date	6-13-13	Chief of Staff	<i>[Signature]</i>	Date	6/17/13	Mayor	<i>[Signature]</i>	Date		<p>Prepared By: <u>Brian Pugh</u></p> <p>Reference: _____</p> <p align="center">Budget &amp; Research Use Only</p> <p>Type:    A        B        C        D        E        P</p> <p>General Ledger Date _____</p> <p>Posted to General Ledger _____</p> <p>Checked / Verified _____</p>
Division Head	<i>[Signature]</i>	Date	6/13/12																						
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Mayor	<i>[Signature]</i>	Date																							

TOTAL BUDGET ADJUSTMENT		10,000	10,000	
		Increase / (Decrease)		Project.Sub
Account Name	Account Number	Expense	Revenue	Number
Promotional activities	5500.5060.5342.00	20,000	-	31364 . 1
Commercial grants	5500.0950.4305.00		10,000	31304 . 1
Promotional activities	5500.5060.5342.00	(10,000)		31304 . 1

