



FY 2011-12

GRANT #

RBC23-11-104

# City of Sunnyvale

Department of Resources Recycling and Recovery

## Beverage Container Recycling Grant Program

### Background

Baylands Park (site), located in Sunnyvale, CA, is a popular special event venue. The 70-acre park is reserved most weekends from Spring through Fall for special events. Prior to grant funding, the site lacked the infrastructure for beverage container recycling. Special event recycling bins stored by the City of Sunnyvale (city) needed to be ordered, delivered and retrieved after every park event. Due to the barriers involved, event recycling did not always occur. In early 2012, the city was awarded \$5,983 in beverage recycling funds.



### Grant Project Goals

The primary goals of the project were to:

- Obtain 100 percent event recycling participation.
- Increase bottle and can collection at the site.
- Train park staff and event organizers on event recycling.

### Outcome and Accomplishments

- A TuffShed and ClearStream dual stream collection frames, liners, and billboard attachments were purchased.
- Meetings were held with park staff and additional onsite training was provided for event organizers. Training consisted of demonstrations on how to set up frames, location and proper installation of liners, and how to spot "hot-spots" so as to change out liners in timely manner. Each meeting lasted approximately two hours.
- Special event litter has significantly decreased.
- Due to consistent outreach and education to the community groups that use the park, awareness is much higher.
- All recyclables were processed as a regular part of materials recovery facility operations thereby keeping costs down.

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## Challenges

- Area homeless sometimes actively scavenge recyclables from containers while events are in progress.
- Park staff had discovered that it was common for certain caterers to take the higher value CRV materials when organizers are not present.
- There has been some resistance by groups whose perception is that littering is acceptable as long as it is eventually picked up.
- There has been some difficulty by the public in determining what is potentially recyclable.

## Lessons Learned and Recommendations

In September 2013, the recycling shed was broken into; it was assumed that scavengers were looking for CRV materials. It was decided that it was best to leave the storage shed unlocked, but instead a metal chain link enclosure gate would remain locked. In the event that someone climbed the gate in search of CRV materials, they would see only frames and liners inside.

## Snapshot

Grant Program: Beverage Container Recycling

Grant Program Website: <http://www.calrecycle.ca.gov/BevContainer/Grants/>

Grant Number: RBC23-11-104

Grant Type: Beverage Container Recycling

Year Awarded: 2011

Funding: \$5,983

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