



DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

801 K STREET, MS 19-01, SACRAMENTO, CALIFORNIA 95814 • (916) 322-4027 • WWW.CALRECYCLE.CA.GOV

July 7, 2011

RE: Use of Grant/Program Funds for Purchase of Promotional Items

Dear Grantee:

As the primary contact for one or more open grants/direct payment programs ("grant") with the Department of Resources Recycling and Recovery (CalRecycle), we are sending you this letter as guidance regarding restrictions on the use of state funds for the purchase and distribution of certain previously authorized giveaway items. Please include this letter and the attached Question and Answer sheet in your grant file for easy reference.

On February 18, 2011, Governor Jerry Brown's Office instructed all state agencies to "...immediately review the use of all promotional items and disallow further purchases of such items..." In recognition that some items have a functional purpose associated with an environmental or public health and safety benefit, CalRecycle requested and received an exemption from this directive for certain items. The following describes giveaway items that are now ineligible and also types of functional items that remain eligible for state funding under CalRecycle's grants.

Ineligible Expenses - Promotional Giveaway Items

As of April 11, 2011, the purchase of promotional giveaway items are no longer an eligible expenditure and distribution of these items is prohibited; expenditures made prior to April 11, 2011 are eligible pursuant to the terms of the grant agreement. Ineligible giveaway items *include but are not limited to* key chains, letter openers, squeeze toys, coffee mugs, water bottles, frisbees, hats, t-shirts, chip clips, pens, pencils, beanie babies, screwdrivers, coloring books, calendars, pencil holders, magnets, dried sponges, flash drives, reusable bags, etc. If you have any questions regarding these or other items, please contact your CalRecycle grant manager/program advisor.

Eligible Expenses – Functional Items

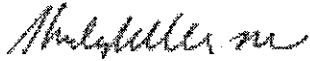
Program items that have a functional purpose associated with an environmental or public health and safety benefit remain eligible expenditures. Examples *include but are not limited to* marine absorbent bilge pads, oil drain containers, oil funnels, oil shop rags, new oil filters for exchanges, cardboard creepers, dirty filter carrying containers, maps of collection centers, tide charts, beverage container collection equipment and materials (for applicable beverage container recycling grants), tire gauges (for applicable tire grants), etc. If you have any questions regarding these or other items, please contact your CalRecycle grant manager/program advisor. Note: expenditures for functional items must be in compliance with the terms of the grant agreement.

Publicity and advertising such as newspaper ads, brochures, flyers, and utility inserts remain eligible activities.



This guidance is issued in order to comply with the Governor's directive and we recognize that it may present an inconvenience in implementing your grant project. You may contact your CalRecycle grant manager/program advisor or the grant program manager to explore other options for expending your grant funds. We appreciate your commitment to implementing programs that promote recycling, cleanup and enforcement programs, and the proper management of special waste streams, as well as your understanding in this matter.

Sincerely,



Shirley Willd-Wagner
Chief, Financial Resources Management Branch

Attachment



DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

801 K STREET, MS 19-01, SACRAMENTO, CALIFORNIA 95814 • (916) 322-4027 • WWW.CALRECYCLE.CA.GOV

Questions and Answers Use of CalRecycle Grant/Direct Payment Funds for Purchase of Giveaway Items July 2011

As of April 11, 2011, promotional giveaway items are ineligible expenses under CalRecycle grant/direct payment programs ("grant"). Functional items purchased pursuant to the terms of the grant agreement remain eligible expenses.

1. *What are promotional giveaway items and what are functional items?*

Promotional items are giveaways that serve no true functional/programmatic purpose when distributed. Promotional items include but not limited to key chains, letter openers, squeeze toys, coffee mugs, water bottles, frisbees, hats, t-shirts, chip clips, pens, pencils, beanie babies, coloring books, calendars, pencil holders, magnets, dried sponges, flash drives, reusable bags, etc.

Functional items are items that have a functional purpose associated with an environmental or public health and safety benefit. Examples include but are not limited to marine absorbent bilge pads, oil drain containers, oil funnels, oil shop rags, new oil filters for exchanges, cardboard creepers, dirty filter carrying containers, maps of collection centers, tide charts, beverage container collection equipment and materials (for applicable beverage container recycling grants), tire gauges (for applicable tire grants), etc.

2. *Are promotional giveaway items approved and purchased before April 11, 2011, eligible expenditures?*

Yes, as long as the purchase was made in accordance with the terms of the grant agreement.

3. *Are functional items purchased anytime during the grant term eligible expenditures?*

Yes, as long as the purchase was made in accordance with the terms of the grant agreement.

4. *Can we distribute items that were already purchased?*

Functional items as defined can be distributed anytime during the grant term. Promotional giveaway items should not be distributed, regardless of when the items were purchased.

5. *Can we provide a reusable bag to individuals as an alternative to plastic bags at outreach events?*

No, reusable bags are considered promotional giveaway items.



6. *Can we provide "recycle totes" as part of our beverage container program?*

Yes, "recycle totes" purchased for collection infrastructure are considered functional and are eligible expenses if included in the grant agreement.

7. *What about items partially grant-funded by CalRecycle and partially funded by another source?*

These will be reviewed on a case-by-case basis. Contact your grant manager/program advisor.

8. *Are giveaway items made from recycled content material eligible?*

Refer to #1 of the Questions and Answers above. Regardless of the material, only functional items are eligible expenditures.

9. *Are calendars that promote recycling behavior eligible?*

In general, calendars are considered promotional giveaways and are therefore ineligible expenditures. However if a grantee wishes to purchase "space" in a calendar, similar to how you would purchase an ad in a newspaper, it could be considered publicity/advertising and might be an eligible expenditure. **Prior written approval from the grant program supervisor is required.**

CCC SIGNS

NEW Sign! Our new combo sign now available! This sign combines the oil drop and filter for CCCs that collect both. The sign is 18"x24", vertical, and is available in styrene (floppy plastic) and static cling. Use the attached link to place an order. Depending on the response to the sign, we may add additional sizes and languages.

<http://www.calrecycle.ca.gov/UsedOil/Forms/CalRecycle735.xls>



Spanish Signs – We are in the process of ordering updated Spanish Used Oil Collection Center (18"x24") symbolic sign in styrene. This sign has been out of stock for some time. The sign will be updated with the current CalRecycle logo and information. We anticipate the signs to be available by September. Sign orders for these signs will be shipped out once we receive stock.

Incentive Claims Question – We have received several inquiries from CCC operators wondering if they can still collect the incentive claim (40 cents/gallon) if their oil hauler is picking up the oil for free and *paying the CCC* for their oil. The answer is YES! The incentive claim is intended for collecting oil from the public or business regardless if the hauler is paying the CCC for the oil. Remember, not too long ago a CCC had to pay for their oil pick up and hauling. Both PRC (48600-48695) and CCR (18600-18659.5) are silent on this issue. Check with your hauler(s) on what is being offered in your area and *negotiate!*

Filter Collection Information on CCC Website – **NEW!** The filter graphic along with “Used Oil Filters Accepted” has been added to CalRecycle’s CCC location website! The graphic and language are on both the English and Spanish websites. Along with our CCC database cleanup (below), the CCC location site will be updated with filter collection information. Maybe those CCCs that don’t collect filters will reconsider!

STP Truck Plaza
7891 Stockton Blvd
Sacramento, CA 95823
(916) 896-5676
CalRecycle #: 34-C-09150 [Map](#)



CCC Update Page 2

CCC Database Cleanup – CCC staff and summer students are busy cleaning up and updating our CCC database. All 3,200 CCCs and 830 Industrial Generator’s (IG) will be contacted and their information

verified. Email address information will be added to the database and if filters are collected/recycled. Filter collection information will also be added to our public CCC location site.

UO Outreach Contract – The used oil outreach contract for revamping the 3,000 mile myth campaign, piloting a new used oil filter collection program, and developing a new statewide used oil and filter campaign was awarded to SAESHE in late June. SAESHE is located in Southern California and currently manages Los Angeles County’s used oil program. SAESHE is very innovative and we are looking forward fresh new look in used oil recycling program. The contract term is 18 months.

BG/OPP Annual Report - Used Oil and Filter Collection Data – As a reminder when filling out the Annual Report Collection Tab for used oil and filter collection numbers from CCCs, curbside collection, ABOPs, PHHWF, and other special collection events, you will need to obtain the collection data from your collection points. The Calrecycle Claims Data **DOES NOT** accurately reflect all used oil and filters collected in your jurisdiction. Some CCCs may not submit claims but continue to collect used oil and filters from the public. Obtaining this information can occur during site visits or directly contacting the collection point(s). Oil collection data is important for oil collection trends and analysis of the incentive program. If you have any further questions regarding this issue, please contact your grant manager/advisor for more information.

For CCC related questions or to order signs, please contact Tracey Cottingim at (916) 341-6690 or email UsedOilCCC@calrecycle.ca.gov.

Thank you for your continued support of the CCC Program!

The CCC Team

Cheryl Williams

Tracey Cottingim

Baljot Biring

Meenal Gounder - student

Rajneel Ram - student

Mary Pitto

From: grants@calrecycle.ca.gov
Sent: Tuesday, August 09, 2011 6:00 PM
To: Mary Pitto
Subject: Program Update for the Rubberized Pavement Grant Program (formerly known as the Rubberized Asphalt Concrete Grant Program)

Rubberized Pavement Grant Program

CalRecycle's Rubberized Pavement (Pavement) Grant Program, formerly known as the Rubberized Asphalt Concrete (RAC) Grant Program, anticipates applications for the FY 2011/12 to be released in September 2011. Additionally, the Pavement program will combine the Targeted RAC Grant Program and the RAC Chip Seal Grant Program into one grant program.

CalRecycle has developed a new online grant management system named GSMWeb that allows applicants/grantees the ability to submit grant applications, reports, and payments. We hope you will find the new system user-friendly and a step toward achieving greater efficiency and ease in obtaining your Pavement Grant Program funds. To access this system, you will need to obtain a CalRecycle WebPass at <https://secure.calrecycle.ca.gov/WebPass/>. You may do this now, or wait until you receive notification of the application release via our listserv.

Below are some tentative grant cycle dates:

DATE:	ACTIVITY:
September 14, 2011	Application Release!
October 25, 2011	Application Due Date
November 29, 2011	Secondary Due Date (for Resolutions, Environmentally Preferable Purchases and Practices (EPPP) Policy, etc.)
January 2012	Grant Awards
Feb/Mar 2012	Grant Agreement Packages sent to Applicants
May/June 2012	Grant Agreements Due

We strongly recommend you get on your Board or Council's agenda now in order to meet the Secondary Due Date for Resolutions. (A reminder: resolutions may be authorized for up to 5 years.) For resolution examples, please visit our website at <http://www.calrecycle.ca.gov/Grants/ResExample.htm>.

Also to those interested in the use of tire derived aggregate as an alternative to conventional lightweight aggregates in civil engineering projects, CalRecycle is proud to announce the new Tire Derived Aggregate (TDA) Grant Program. If you are interested, please sign up for important grant announcements and updates via our listserv at the TDA Grant Program website (<http://www.calrecycle.ca.gov/Tires/Grants/TDA/default.htm>).

For more information regarding the Pavement Grant Program, please visit <http://www.calrecycle.ca.gov/Tires/Grants/Pavement/default.htm>. Please feel free to contact us with any questions or concerns.

Thank you,
Grants Team

To subscribe to or unsubscribe from the Rubberized Pavement Grant Program listserv or other listservs, please go to <http://www.calrecycle.ca.gov/listservs/>.

For information on Rubberized Pavement Grant Program go to
<http://www.calrecycle.ca.gov/Tires/Grants/Pavement/default.htm>.

For information on Rubberized Asphalt Concrete Grant Program go to
<http://www.calrecycle.ca.gov/Tires/Grants/RAC/default.htm>.