



**DATE:** August 6, 2015

**TO:** Planning & Organization Committee/Recycling Board

**FROM:** Wendy Sommer, Deputy Executive Director  
Meri Soll, Senior Program Manager

**SUBJECT:** Clean Water Action - Nonprofit Grantee Presentation

---

### **BACKGROUND**

The Recycling Board has awarded grants through the Grants to Nonprofits program for the past seventeen years via an open Request for Proposal process. In that time, the Recycling Board has awarded approximately \$7.65 million dollars in grant funding from the Competitive and Reuse grants program. The Board has requested periodic status reports on grant recipients. Staff has selected Clean Water Action to provide an update and brief presentation to the Recycling Board, highlighting their recent grant work relating to their “ReThink Disposable” program.

### **DISCUSSION**

Clean Water Action was awarded \$45,000 in FY 13/14 to provide technical assistance and outreach to food-related businesses to reduce the amount of take-out packaging and single use products consumed in Alameda County. A major focus of the grant was to promote the “Rethink Disposable” campaign as a recent study has found that take-out food and beverage packaging is the major input of trash to San Francisco Bay. In addition, the study showed that fast food venues, take-out restaurants, cafes, grocery and convenience stores are the major sources for this single use packaging found in the bay. Therefore these types of businesses were targets for the campaign. Staff from Clean Water Action (CWA) will provide outcomes, metrics and lessons learned as a result of grant activities.

Due to CWA’s high-quality work and performance, staff has awarded CWA with subsequent professional services contracts (as opposed to grants) to continue to implement the ReThink Disposable campaign. In FY 14/15, a \$10,000 contract was awarded to CWA to develop a suite of ReThink Disposable videos highlighting business that successfully transitioned from disposable to reusable food ware. Video compilation is in progress and anticipated to be complete end of calendar year 2015. An additional \$10,000 contract has been put in place this fiscal year for CWA to provide training to the Cascadia consulting firm’s StopWaste Business Assistance Team to implement ReThink Disposable program with Alameda County businesses as well as provide ongoing in-field technical support.

Miriam Gordon and Samantha Sommer from Clean Water Action will present the above programs.

### **RECOMMENDATION**

This item is for information only.