

**City of Palmer**  
**Action Memorandum No. 15-055**

**Subject:** Approve a Community Council Grant in the amount of \$250 to Valley Community for Recycling Solutions

**Agenda of:** May 26, 2015

**Council Action:** Approved

**Originator Information:**

**Originator:** Joe Hannan  
**Date:** May 7, 2015      **Requested agenda date:** May 26, 2015

**Department Information:**

Route to:	Department Director:	Signature:	Date:
_____	Community Development	_____	_____
_____	Finance	_____	_____
_____	Public Safety	_____	_____
_____	Public Works	_____	_____

**Approved for presentation by:**

	Signature:	Remarks:
City Manager	<u><i>Joseph A. Hannan</i></u>	_____
City Attorney	_____	_____
City Clerk	_____	_____

**Certification of Funds:**

Total amount of funds listed in this legislation: \$ 250

This legislation (√):

Has no fiscal impact       Creates a positive impact in the amount of: \$ \_\_\_\_\_  
 Negative impact in the amount of: \$ 250

Funds are (√):

Budgeted      Line item(s): 01-02-10-6069  
 Not budgeted      Affected line item(s): \_\_\_\_\_

General fund assigned balance (after requested budget modification): \$ \_\_\_\_\_

Enterprise unrestricted net position (after requested budget modification): \$ \_\_\_\_\_

Director of Finance Signature: *[Signature]*

**Attachment(s):**

- Council Community Grant Request
- Staff Evaluation of Request

**Summary statement:**

Valley Community for Recycling Solutions (VCRS) a \$250 grant to match \$250 help finance outreach to increase recycling June through September, 2015.

**Administration recommendation:** Approve the \$250 grant request.

The VCRS request and staff evaluation are attached.

**Financial**

**Council Requests to Date**

Legislation #	Requestor	Amount Requested	Amount Awarded	(Line Item Appropriation - \$10,000)
				Updated Balance:
AM 15-011	Martin Luther King Day	\$ 250	\$ 250	9,750
AM 15-031	Grow Palmer	\$ 3,000	\$ 1,000	\$ 8,750
AM 15-033	Chamber of Commerce – 2015 Colony Days	\$ 500	\$ 500	\$ 8,250
AM 15-034	Palmer Arts Council – Who let the Girls Out	\$ 1,000	\$ 1,000	\$ 7,250
AM 15-035	Palmer Museum of History and Art – Our People, Our Land, Our Images Exhibit	\$ 4,650	\$ 1,000	\$ 6,250
AM 15-038	2015 Palmer High Grad Blast	\$ 500	\$ 500	\$ 5,750
AM 15-054 (May 26 agenda)	Palmer High School Football (Note: Marketing line item used for this appropriation)	\$ 485	\$	\$
AM 15-055 (May 26 agenda)	Valley Community for Recycling	\$ 250	\$	\$



**City of Palmer • City Manager's Office**  
231 W. Evergreen Avenue • Palmer, AK 99645  
Phone: 907-745-3271 Fax: 907-745-0930

### Council Community Grant Application

Program, service, project or event title: Outreach to increase recycling  
Date(s) of program, service, project or event: June through Sept. 2015

#### Applicant Information

Name: Valley Community for Recycling Solutions (VCRS)  
Address: P.O. Box 876464  
City: Wasilla State: AK Zip: 99687  
Phone: 907.745.5544 Email: marketing@valleyrecycling.org

#### Organization Information

Name of organization/group: Valley Community for Recycling Solutions  
Type of organization:  Non-profit  Volunteer community group  Other

#### Funding Request

Amount of Request: \$ 250<sup>00</sup>  
Matching funds provided by applicant: \$ \_\_\_\_\_

#### Project Summary Information

In the space below, provide a concise, on paragraph summary of your proposed program, service, project or event and how it promotes economic development for the City of Palmer.

As a non-profit, VCRS provides education and the opportunity for our community to reduce, reuse and recycle for the long-term good of all. We operate the recycling facility located next to the animal shelter at the MSB central landfill. In May of 2014, we obtained the equipment that allows us to increase our capacity to reduce the amount of material going into the landfill. In July of 2014, we improved the residential recycling drop off area to handle more customers and to control the wind. Because we could only handle our natural growth with the equipment previously in place, we quit doing outreach 8 wks. ago. We are now ready to reinstate and expand

our outreach efforts so that every resident in the Matsn borough knows that there is a recycling facility for them, ready to receive their recyclables for free and reduce the footprint of the landfill. By recovering resources from the waste stream, VCRS is able to make materials available for local economic development and help our municipalities reduce their garbage bills.

### Project Scope of Work

Please list the steps to be taken to conduct the program, service, project or event. Be sure to address issues such as: beginning and ending date, who will work to conduct the event/project, clean-up team, where is the project going to occur (location).

VCRS plans a one-on-one outreach program. Our volunteers will be greeting community members at various public locations within and around the city of Palmer. We are scheduling volunteers to be at the entrance of local retail stores and also plan to be present at Friday Fling and other events. The recycling efforts will begin this summer and continue into the fall. We plan to get our recycling flyer with our hours & location & what items we recycle into the hands of community members. We also plan to update and expand the educational signage in our residential dropoff area.

### Eligibility

Describe how your program, service, project or event meets the eligibility guidelines.

As a non-profit organization, VCRS serves the Mat-Su Borough by providing the community recycling program. VCRS operates in a business manner to maximize revenue from the materials collected at the recycling center. We have a broad membership and support from those that use our service.

### Matching Funding Source

Describe source of matching funding. Have alternate sources of funding been explored?

VCRS will match the funds from the City of Palmer with donations from our members. The UPS store in Palmer is donating in-kind printing services which will be used as a match as well.

### Community Benefit

Please indicate how the results of your program, service, project or event will enhance economic development or generally benefit the City of Palmer. Describe the expected number of participants to be attracted by the event or project. Please explain how your organization will evaluate the community benefit of your event. Examples might include surveys, registrations, sign-in sheets, number of people served, etc.

*Good recycling programs are a visible sign of a healthy, sustainable community. Our ultimate goal is to have every household and business in the city of Palmer recycling. We will be able to identify the benefit of our outreach efforts by the increased number of vehicles coming through our drive thru, as we keep an accurate count daily, as well as an increase in material processed on our baling floor.*

#### Detailed Budget

##### Revenue:

Source:	Cash	In-Kind	Total
<i>City of Palmer</i>	\$ 250	\$	\$ 250
<i>UPS Store Palmer</i>	\$	\$ 200	\$ 200
<i>VCRS</i>	\$ 200	\$	\$ 200
<i>VCRS</i>	\$	\$ 1000	\$ 1000
	\$	\$	\$
Totals	\$ 450	\$ 1200	\$ 1650

##### Expenditures:

Item/Service:	Cash	In-Kind	Total
<i>Printing</i>	\$ 250	\$ 250	\$ 500
<i>VCRS Staff</i>	\$	\$ 850	\$ 850
<i>Supplies</i>	\$ 200	\$ 100	\$ 300
	\$	\$	\$
	\$	\$	\$
Totals	\$ 450	\$ 1200	\$ 1650

Applications may be submitted at any time to the address listed above. Please allow at least six weeks lead time for application review and City Council agenda scheduling.

Applicant signature:

Mollie A Bayne

Date:

5/5/2015

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For Office Use Only

Date received by Manager's Office:

5/6/2015 - JSP

City Council agenda date:

Action Memorandum No.:

City Council:

Approved

Denied

Date Manager's Office notified applicant of request outcome:

Project Name: Outreach to Increase Recycling June through September, 2015 – Valley Community for Recycling Solutions

Reviewer Name: Joe Hannan

Date: May 7, 2015

## Qualification Pre-Check

All items listed below must be present before further review of application.

- Event must be accessible to all members of the community.
- Event must take place within Palmer city limits or within one mile of city limits.
- Event has received funding from the City in the past. List the years funding was received: \_\_\_\_\_
- If event was supported by a City grant in the past, the post event report from the previous event is complete.

	Application Elements	Expectations	Points Earned	
	10 pts	7 pts.	3-0 pts	
Accessibility & Strategic Priorities	The application clearly states the economic benefits and the reader/evaluator easily understands the benefits to the community and residents of the City.	The application states the benefits, however it is not clear and/or the reviewer/evaluator must assume or use reason to determine the benefits to the community and residents of the City.	The application does not clearly demonstrate the benefits and/or the reader/evaluator cannot determine through reasoning the benefits to the community or residents of the City.	10
	The application clearly addresses how the project meets one or more of the City's Economic Development Strategic Priorities.	The application attempts to address how the project meets one or more of the City's Economic Development Strategic Priorities; however, the reviewer/evaluator must assume or use reason to determine how the project is addressing a strategic priority(s).	The application does not clearly demonstrate how the project is addressing a strategic priority and/or the reader/evaluator cannot determine through reasoning how the project is addressing a strategic priority.	10
Fiscal	The application clearly states how much financial or in-kind services are being requested for the project.	The application contains information regarding financial and/or in-kind services as part of the project; however, it is not clear and the reviewer/evaluator must assume or use reason to determine what is being requested.	The application does not clearly state what is being requested and/or the reviewer/evaluator cannot determine through reasoning.	10
	The application includes a project budget which demonstrates sound fiscal practices and reviewer/evaluator can easily understand.	The application includes a project budget; however, the reviewer/evaluator has questions or has to use reason to understand the overall budget for the project.	The application does not include a project budget or the reviewer/evaluator cannot understand and/or has significant concerns about the budget as presented.	10
Benefit	The application clearly states how the community will benefit as a result of the event.	The application states the degree of benefits; however, it is not clear and the reviewer/evaluator must assume or use reason to determine the how the community will benefit as a result of this grant.	The application does not clearly demonstrate the degree of benefits and/or the reviewer/evaluator cannot determine the how the community will benefits as a result of this grant.	10
Reporting	The application clearly states how and when the City will receive a post event report on this project.	The application attempts to address how a post event report will be given to the City; however it is unclear and the reviewer/evaluator must assume or use reason to determine how and when the report will be presented.	The application does not attempt to address how a post event report will be given to the City or the reviewer/evaluator cannot determine how the report will be presented.	10
			<b>Total:</b>	<b>60</b>