

Organization Name Los Angeles Conservation Corps	
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Title Project Manager	Email Address rskillman@lacorps.org
Project Type	
<input type="checkbox"/> Schools <input checked="" type="checkbox"/> Large Venue <input type="checkbox"/> Multi-family Dwellings	
<input type="checkbox"/> Businesses <input type="checkbox"/> Bar & Restaurant <input type="checkbox"/> Fitness Facilities	
<input type="checkbox"/> Entertainment/Hospitality Venue <input type="checkbox"/> Other _____	

Project Description

Project Description

The grant enabled LACC to provide recycling collection services at the LA Memorial Coliseum and Rose Bowl parking lots, inside the Rose Bowl and increase recycling education through outreach and use of signage at these two venues.

Project Goal(s)

The goals of this project were to provide beverage container collection at the LA Memorial Coliseum parking lots during five games, provide collection at the Rose Bowl during six UCLA games and the Rose Bowl game, increase beverage container collection by five percent as compared to the previous year, and promote the beverage container recycling via PSA's at the two venues during home football games.

Project Location

LA Coliseum and Rose Bowl (Pasadena).

Community Needs Met

This project enabled the community to capture a large volume of beverage containers from the two venues.

Collection of CRV Material

LACC provided collection services for five games at the LA Memorial Coliseum and six games (in addition to the Rose Bowl game) at the Rose Bowl.

Problems/Solutions

The LACC had difficulties gaining access inside the Rose Bowl and was only able to perform four Bowl Picks during the 2004 football season. Security issues and lighting problems have been addressed and as a result the LACC will be able to perform bowl picks at every UCLA football game inside the rose Bowl during the 2005 season. Scavengers were also a problem. In order to reduce scavenging the LACC closely monitored bins and had the 40-yard container removed the day after the event.

Promotional/Education Components

LACC set up six to seven recycling stations (Depots) throughout the parking lots operated by the Los Angeles Memorial Coliseum and Rose Bowl. The Depots were marked with large banners and Department of Conservation advertising materials. Corps members also served as Recycling Educators and roved through the crowd, handed out bottle bags to collect CRV material, taught the public about beverage container recycling, answered questions about collection services at the event.

Project Timeframe

Coordination and planning for each football game takes approximately one week and consisted of the following:

- Scheduling the work crews
- Scheduling delivery of the 3-divisional storage container from Active Recycling
- Meeting with venue officials prior to each game
- Obtaining security passes for the work crews
- Obtaining parking passes for all LACC vehicles

Cost

Budget

Personnel	<u>\$ 52,541.97</u>	
Equipment	<u>\$ 15,828.02</u>	(Workman vehicle & trailer \$11,255, bags & liners \$1,002.93, radio rental 1,491.69, banners 2,078.40)
Operating Expenses	<u>\$ 1,251.01</u>	(transportation)
TOTAL EXPENSES	\$ 69,621.00	

Resources/Other Funding

The City of LA General City Purposes funding was used to support the participation of teams of Clean & Green students at three of the USC Trojans football games during the 2004 season. This represented a match of \$8,920. The LACC also leveraged the project with a \$250/per game in-kind financial commitment from Active Recycling. Active provided a three-divisional container and transportation to and from the venue. This represented an in-kind donation of \$3,250.

Project Achievements

Benefits/Accomplishments (CRV collected/money generated, cost savings (i.e. lower waste hauling bill), improvements etc.)

CRV Material Collected	1st Year 2004	2nd Year 2005
Aluminum (lbs.)	2,765	112,320
Plastic (lbs.)	5,085	116,640
Glass (lbs.)	20,290	207,360
Recycling Total	28,140	436,320

Testimonials/Photos

