DEPARTMENT: Public Works Department  

RECOMMENDED ACTION AND JUSTIFICATION:

Presentation of the logos to be used for the Mariposa County Solid Waste & Recycling Division and Mariposa recycling educational efforts etc. Also presentation of the draft Web Design for Public Works and Solid Waste & Recycling. Overview of the collaboration with the Mariposa High School student Carl Boyer.

Staff recommends approval of the designs as proposed.

Steve Engfer, Solid Waste Manager will present the items in a Power Point Presentation.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

Previous Board direction to design the logos.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

No recycling logo will hinder planned County efforts to educate regarding recycling programs.

Financial Impact? ( ) Yes ( ) No  
Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded  
Current FY Cost: $  
Annual Recurring Cost: $  

Amount in Budget: $  
Additional Funding Needed: $  
List Attachments, number pages consecutively.

Source:  
Internal Transfer  
Unanticipated Revenue  
Transfer Between Funds  
Contingency  
( ) General  ( ) Other  
4/5’s vote  
4/5’s vote  
( ) No Action Necessary

CLERK’S USE ONLY:  
Res. No.:  
Vote – Ayes: 5  
Noes:  
Absent:  
( ) Approved  
5) Minute Order Attached  

The foregoing instrument is a correct copy of the original on file in this office.

Attest: MARGIE WILLIAMS, Clerk of the Board  
County of Mariposa, State of California
By: Deputy

COUNTY ADMINISTRATIVE OFFICER:  
Requested Action Recommended  
No Opinion  
Comments:

CAO:  

Revised Dec. 2002
TO: Mariposa County Board of Supervisors

FROM: Steve Engfer, Solid Waste Manager

SUBJECT: Recycling Logo’s & Web Page Design

Background

Previously staff brought forward some items regarding recycling to the Board that included the creation of a logo and other educational items in order to create an identity for the source reduction, reuse and recycling programs of Mariposa County. The Board reviewed some preliminary logo designs and gave direction to create a few more logos and bring the item back for review and approval. At the time it was suggested to utilize the County outline with the logo. With that in mind staff moved forward with the design work.

Staff coordinated with Mariposa County High School student Carl Boyer to create the logo as a part of his studies with Mr. Hebern’s multi media class. This was a great opportunity to move the logo creation forward and provide a local student with “real world” experience in graphic design. In addition to the logo Carl also has created a web page for the Public Works Department & Solid Waste & Recycling Division. This will help convey important information about the Mariposa County integrated waste system.

Staff verified the compatible format type of the Web Page (Microsoft Front Page) with Technical Services, Rick Peresan and that information was provided to Carl. The web page is in draft form, but the basics are in place and will be ready for publication later this spring.

Attached you will find the logos and a sample of the Web Page. The logo is based upon previous Board input and incorporates a very simple and easy to reproduce format.

Recommendation

Staff recommends approval of the logos & web design and also a thank you to the High School, Mr. Hebern and especially Carl Boyer.
The logos will be accompanied with "Mariposa County Recycling" and other wording for letterheads and also brochures etc. Also wording would be included for each program as they relate to the type of materials with a color coding for easy reference.

Blue for metals, white goods, beverage containers etc., Green for organics-brush tree trimmings lawn clippings etc., red will be used for household hazardous waste, oils etc. The black and white version is set for reproduction on letters etc.

Attached is a sample of the navigation page & fonts for the web page. The web page will be presented at the meeting through a Power Point presentation. This will convey a truer view of the web page.
TO: JIM PETROPULOS, Public Works Director
FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: APPROVAL OF RECYCLING LOGO AND WEB PAGE DESIGNS FOR THE MARIPOSA COUNTY SOLID WASTE AND RECYCLING DIVISION Resolution No. 04-212

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on May 18, 2004

ACTION AND VOTE:

B) Presentation and Request for Approval of Recycling Logos and Draft Web Page Design for the Mariposa County Solid Waste and Recycling Division and Overview of the Collaboration with Designer, Mariposa County High School Student Carl Boyer

BOARD ACTION: Steve Engfer, Solid Waste and Recycling Manager, introduced Carl Boyer, Mariposa High School student, who worked on the logo and web page design as a part of his studies with a multimedia class. Steve gave a presentation on the draft logo and web page design. Discussion was held and suggestions offered for changes. (M)Stetson, (S)Pickard, Res. 04-212 was adopted approving the logo design as discussed/Ayes: Unanimous. Supervisor Parker suggested that the County Administrative Officer and Technical Services Director be involved in the web page design.

CC: Rich Inman, County Administrative Officer
    Rick Peresan, Technical Services Director
    File