



# STAFF REPORT – CITY COUNCIL MEETING

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**TO:** Honorable Mayor and City Council Members

**FROM:** Tabatha Miller, Assistant City Manager

**PREPARER:** Tabatha Miller, Assistant City Manager

**DATE:** February 18, 2026

**TITLE:** **Approve a \$2,500 Sponsorship for Bright and Green to Provide Reusable Dishware at Community Events, Including the Saturday Arcata Farmers' Markets.**

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## RECOMMENDATION:

It is recommended that the Council approve a \$2,500 sponsorship for Bright & Green to provide reusable dishware at Arcata community events, including the Arcata Farmers' Market.

## INTRODUCTION:

Bright & Green is a local reuse and waste-reduction organization that has supported City departments and community partners through reusable dishware, event services, education, and waste-reduction reporting. These services directly support state-mandated waste prevention requirements and align with the City's adopted Zero Waste and Climate Action priorities.

Reuse and waste-reduction infrastructure provided by Bright & Green is formally listed in Humboldt County's 2025 Comprehensive Economic Development Strategy (CEDS) under the City of Arcata, identifying this work as an active economic development initiative tied to workforce development, regulatory compliance, and community resilience.

Approval of this funding would allow the City to move from informal reuse participation to a structured, budgeted, and reportable program that can be evaluated annually and adjusted as needed.

## BACKGROUND:

California has shifted from a recycling-focused system to a reuse-first approach.

- **Senate Bill (SB) 54 (Plastic Pollution Prevention Act)** requires reductions in single-use packaging and the development of reuse infrastructure.
- **SB 1383 (Organics Diversion Law)** requires waste prevention, education, and contamination reduction, with reuse recognized as an eligible compliance activity.

The City of Arcata has already demonstrated leadership through its Strategic Plan, Zero Waste Action Plan, and SB 1383 Implementation Plan. Bright & Green provides turnkey reuse services that directly support implementation of these adopted policies.

## Program Benefits

A formal partnership would provide:

- Measurable progress toward SB 54 and SB 1383 compliance
- Reduced reliance on single-use materials at City and community events
- Consistent waste-reduction data and reporting
- Support for nonprofits and free community events
- Local workforce development and green job creation

### **DISCUSSION:**

The proposed \$2,500 sponsorship supports the City Council's goal of providing leadership in environmental stewardship and climate change preparedness by advancing zero-waste initiatives. The sponsorship also supports progress toward SB 54 and SB 1383 compliance.

Funding would support the provision of reusable dishware at community and nonprofit events in Arcata, including the Saturday Arcata Farmers' Markets.

### **BUDGET/FISCAL IMPACT:**

The Council has previously expressed support for Bright & Green and discussed allocating American Rescue Plan Act (ARPA) funds to the organization to further its zero-waste goals. However, those funds were ultimately reallocated to support Police Department staffing in order to expend the funds prior to December 31, 2024. That expenditure was offset by \$269,000 in General Fund dollars, which were set aside for City Council-directed projects.

Those projects include the current Economic Strategic Plan, wayfinding signage, and other related economic development initiatives. Staff recommend allocating \$2,500 from the Community Projects FY 2025-26 Budget (Account 101-10-01-52104) for an initial sponsorship of Bright & Green to provide reusable dishware at Arcata community events.

If desired future sponsorships could be funded through Solid Waste Franchise Fees to support SB 54 and SB 1383 compliance-related partnership projects.

### **RECOMMENDED COUNCIL ACTION:**

Motion to approve a \$2,500 sponsorship for Bright and Green to provide reusable dishware at Arcata community events, including the Arcata Farmers' Market. Consent Calendar vote.