



# County of Santa Cruz

0123

## DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 950604070  
(931) 454-2160 FAX (631) 454-2395 TDD (931) 454-2123

JOHN A. FANTHAM  
DIRECTOR OF PUBLIC WORKS

**AGENDA: OCTOBER 26, 1999**

October 14, 1999

SANTA CRUZ COUNTY BOARD OF SUPERVISORS  
701 Ocean Street  
Santa Cruz, California 95060

**SUBJECT: RESOLUTION TO SUPPORT SUBMISSION OF  
USED OIL RECYCLING OPPORTUNITY GRANT**

Members of the Board:

Attached for your consideration is a resolution supporting the submission of a grant application to the California Integrated Waste Management Board (CIWMB) for enhancements to the oil recycling programs currently in place.

Under the direction of your Board, County staff has coordinated the Santa Cruz County Regional Oil Recycling Program for the County and the Cities of Capitola, Santa Cruz, Scotts Valley, and Watsonville since 1994. The County of Santa Cruz relies on regular annual renewals of this block grant funding to finance ongoing oil drop-off, curbside collection, and support of public awareness efforts.

Needs arise from time to time to expand or enhance the oil recycling programs that are too costly to be covered under regular block grant funding. Besides the block grants, the CIWMB also offers a competitive Used Oil Opportunity Grants Program for such one-time expenses. Opportunity grants are often submitted by regional partnerships, as the CIWMB rates such regional applications higher in the evaluation process. The County of Santa Cruz has benefitted in the past from two such regional opportunity grants. A television ad campaign promoting used oil recycling, which was aired throughout the central coast region, was funded by an opportunity grant awarded to Association of Monterey Bay Area Governments in 1996. An opportunity grant awarded in 1998 to the County of Monterey, as the regional sponsoring agency, has resulted in the establishment of two new state-certified used oil collection centers in Santa Cruz County, as well as the establishment of an agricultural oil collection program.

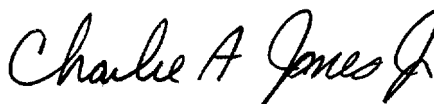
On October 1, 1999, Public Works submitted an application for the Fifth Cycle Local Government Used Oil Opportunity Grant to the CIWMB with a request for \$758,041 in grant funds. The purpose of this grant is to expand and improve used oil collection for agricultural enterprises and multi-family homes and to promote the use of re-refined oil to the public and to fleet managers at private businesses and public agencies. Pursuant to CIWMB grant submittal requirements, a resolution from your Board supporting this submission must be delivered to the CIWMB by October 29, 1999, to allow further consideration of the application. The other jurisdictional partners in this regional grant will also be submitting resolutions, as required by the CIWMB. A summary of this application and selected letters of support are attached for your review. The full grant application package is on file with the Clerk of the Board.

If this grant is approved, Public Works will return to your Board for approval of a contract with the CIWMB to conduct the recycling project and a resolution to accept unanticipated revenue in the amount of grant funds awarded. We will also bring to your Board one or more independent contractor agreements with vendors and local jurisdictions to help in carrying out grant projects.

It is therefore recommended that the Board of Supervisors take the following action:

1. Adopt the attached resolution to authorize the submittal of a local Government Used Oil Opportunity Grant application to the California Integrated Waste Management Board on behalf of the Counties of Santa Cruz and San Benito and the incorporated cities within their boundaries; and the Salinas Valley Solid Waste Authority and its member cities, namely, City of Salinas, City of Greenfield, City of Soledad, City of Gonzales, and Ring City.
2. Direct Public Works to forward a certified copy of the approved resolution to the California Integrated Waste Management Board by October 29, 1999.

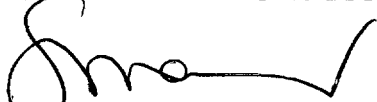
Yours truly,

*For*   
 JOHN A. FANTHAM  
 Director of Public Works

JS:mg

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

copy to: Public Works

BEFORE THE BOARD OF SUPERVISORS  
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

RESOLUTION NO. \_\_\_\_\_

On the motion of Supervisor  
duly seconded by Supervisor  
the following resolution is adopted:

RESOLUTION AUTHORIZING SUBMITTAL OF A LOCAL  
GOVERNMENT USED OIL OPPORTUNITY GRANT APPLICATION

WHEREAS, the people of the State of California have enacted the California Oil Recycling Enhancement Act that provides funds to cities and counties for establishing and maintaining local used oil collection programs that encourage recycling or appropriate disposal of used oil; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for the administration of the program within the State of California setting up necessary procedures governing application by cities and counties under the program; and

WHEREAS, the applicant will enter into an agreement with the State of California for development of the project;

NOW, THEREFORE, BE IT RESOLVED, that the Santa Cruz County Board of Supervisors authorizes the submittal of a regional application on behalf of the Counties of Santa Cruz and San Benito and the incorporated cities within their boundaries; and the Salinas Valley Solid Waste Authority and its member cities, namely, City of Salinas, City of **Greenfield**, City of **Soledad**, City of Gonzales, and Ring City, to the California Integrated Waste Management Board for a Local Government Used Oil Opportunity Grant – **Fifth** Cycle.

BE IT FURTHER RESOLVED, that the Director of Public Works of the County of Santa **Cruz**, or his designee, is hereby authorized and empowered to execute in the name of the above named cities/counties all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

RESOLUTION NO. \_\_\_\_\_

Page -2-

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this o day f 1999, by the following vote:

AYES: SUPERVISORS

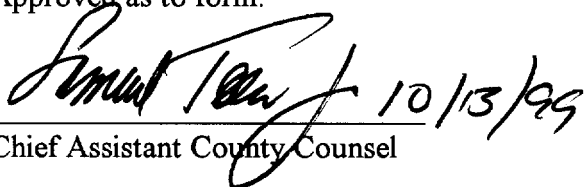
NOES: SUPERVISORS

ABSENT: SUPERVISORS

\_\_\_\_\_  
Chairperson of said Board

ATTEST: \_\_\_\_\_  
Clerk of said Board

Approved as to form:

 10/13/99

Chief Assistant County Counsel

Distribution: County Counsel  
Public Works

0127

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD USED OIL & HHW GRANTS  
**APPLICATION COVER SHEET**

Applicant: County of Santa Cruz	
Department or Agency: Department of Public Works	
Street Address: 701 Ocean Street, Room 410	
Mailing Address (if different from street address):	
City & Zip Code Santa Cruz, CA 95060	County: Santa Cruz

Regional Participants (if applicable): Santa Cruz County is the lead jurisdiction, with the City of Santa Cruz, the County of San Benito, the Salinas Valley Solid Waste Authority and its member cities (including the Cities of Salinas, King City, Soledad, Greenfield and Gonzales) participating in the program.

Primary Contact (Name & Title): Jeffrey Smedberg, Recycling Programs Coordinator	
Phone: 83 1-154-2373	Fax: 83 1-454-2385
Email Address: recycle@co.santa-cruz.ca.us	

Finance Officer (Name & Title): Carol Kelly, Director of Administrative Services	
Phone: 83 1-454-2160	Fax: 83 1-454-2385
Email Address:	

Program Director (Name & Title): John A. Fantham, Director of Public Works	
Phone: 83 1-454-2 160	F a x : 8 3 1 1 5 4 - 2 3 8 5
Email Address:	

Assembly District(s): Districts 27 and 28
Senate District(s): District 15

Brief Description of Project (3-5 Sentences): The proposed program elements are: (1) Development of a regional used oil collection pilot program for multiresidential complexes; (2) Educational outreach to underserved DIYers in priority neighborhoods; (3) Promotion of re-refined motor oil to agricultural businesses, racetrack enthusiasts, fleet managers, and retail and wholesale stores that sell motor oil; and (4) Statewide promotion of agricultural oil recycling opportunities using "Earth's 911" Hotline.

Total Grant Resuest: \$758,041.00

Certification: I declare, under penalty of perjury, that all information submitted for the Board's consideration for allocation of grant funds is true and accurate to the best of my knowledge and belief.

Signature: <i>John A. Fantham</i>	Date: 12/1/99	Phone: 83 1-454-2160
Print Name and Title of Person Authorized by Resolution: John A. Fantham, Public Works Director		

## Table of Contents

0128

<b>Application Cover Sheet Form (Exhibit A)</b>	page 1
<b>Table of Contents</b>	page 2
<b>Letter of Intent</b> (Resolutions--To be submitted by 10/29/99)	page 3
<b>Proposal Narrative: INTRODUCTION</b>	page 4
• RESIDENTIAL COLLECTION-Regional <i>MultiFamily Complex Collection Pilot</i>	
Section 1: Need	page 5 - 6
Section 2: Objectives	page 6
Section 3: Methodology	page 6-7
Section 4: Evaluation	page 7
• PUBLICITY AND EDUCATION-	
<i>Component A: Outreach to Underserved DIYers in Priority Neighborhoods</i>	
Section 1A: Need	page 8
Section 2A: Objectives	page 8
Section 3A: Methodology	page 8-10
Section 4A: Evaluation	page 10-11
<i>Component B: Regional Promotion of Re-Refined Oil</i>	
Section 1B: Need	page 12
Section 2B: Objectives	page 12
Section 3B: Methodology	page 12-15
Section 4B: Evaluation	page 15-16
<i>Component C: Statewide Promo of Agricultural Collection Centers</i>	
Section 1C: • Need	page 17
Section 2C: Objectives	page 17
Section 3C: Methodology	page 17-19
Section 4C: Evaluation	page 19
• SECTION 5: Budget	page 20
• SECTION 6: Completeness, Experience, Letters of Support	page 20
• SECTION 7: Jurisdictional Fleet Using Re-Refined Oil	page 20
• SECTION 8: Green Procurement Policy	page 20
• SECTION 9: Cost-Savings for Program Expansion	page 20-2 1
• SECTION 10: Establishment of Infrastructure	page 21
• SECTION 11: Promotes Regional Partnership	page 21
<b>ATTACHMENTS:</b>	
a) Map of Region to be Served	page 22
b) Brief Biographies of Key County Staff & Regional Partner's Experience	page 23-24
c) Letter of Support – Senator Bruce McPherson	page 25
d) Letter of Support – Assembly Speaker Pro Tern Fred Keeley	page 26
e) Letter of Participation/Support – Ecology Action	page 27
f) Letter of Participation/Support-Earth's 9 11	page 28
g) Letter of Participation/Support-Environmental Media Associates	page 29
h) Letter of Participation/Support-Outdoor Life Network	page 30
i) Letter of Participation/Support – TCI Cable	page 31
j) Los Angeles Times Ad (as an example)	page 32
k) Letter of Participation/Support – Hill/Knowlton	page 33
l) Letter of Participation/Support/Price Quote – Ross/Campbell	page 34-37
m) Letter from City of Watsonville Regarding Illegal Dumping	page 38
n) County of Santa Cruz Re-refined Oil Use Documentation	page 39-42
o) County of Santa Cruz Green Procurement Policy	page 43-50
p) Summary of Used Oil & HHW Grants form, Exhibit E	page 51
m) Work Statement forms, Exhibit C	page 52-58
n) Budget Itemization, Exhibit D	page 59-60



# County of Santa Cruz

0129

## DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 950604070  
(831) 454-2160 FAX (831) 454-2385 TDD (831) 454-2123

JOHN A. FANTHAM  
DIRECTOR OF PUBLIC WORKS

October 17, 1999

MERCY CAPUTI  
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD  
Used Oil Grant Program  
8800 Cal Center Drive, MS #4  
Sacramento, CA 95826

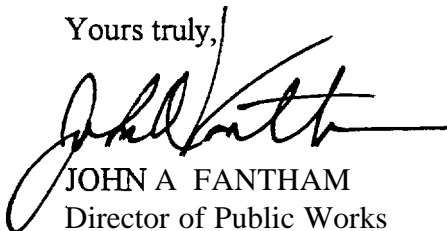
SUBJECT: APPLICATION FOR USED OIL OPPORTUNITY GRANT

Dear Ms. Caputi:

The County of Santa Cruz is pleased to submit the accompanying regional application for the Fifth Cycle Local Government Used Oil Opportunity Grant on behalf of jurisdictions and agencies in the central coast region. We will be requesting a resolution from the Santa Cruz County Board of Supervisors authorizing the submittal of the grant application and authorizing the County to enter into an agreement with the State of California. As required under California Integrated Waste Management Board grant submittal guidelines, this resolution will be submitted to your office by October 29, 1999.

If you have any questions regarding this application, please contact Jeffrey Smedberg of my staff at (831) 454-2373.

Yours truly,



JOHN A. FANTHAM  
Director of Public Works

JS: bbs

Enclosure

AFUB

30

## Proposal Narrative

0130

### **Introduction**

The County of Santa Cruz proposes to fulfill the role of lead jurisdiction in a regional program that will benefit residents and businesses within the Counties of Santa Cruz and San Benito, including all of the incorporated and unincorporated areas therein, and the member cities of the Salinas Valley Solid Waste Authority (Salinas, King City, Soledad, Gonzales, and Greenfield). Additionally, one component of the proposed work plan will benefit agricultural growers throughout California. Resolutions from the local government partners will be submitted to the CIWMB by 10/29/99. Letters of participation and/or support from other regional partners are included in the "Attachments" section.

Although the County of Santa Cruz (hereafter referred to as "the County") will manage the program, each participating local government will have an opportunity to register input into how the services will be implemented in their area and each will receive follow-up reports on services rendered. A subcontract will be executed between the County and the regional partners identified in this proposal to cover costs of program implementation. The County and its regional partners are prepared to implement all of the proposed program components immediately if this grant proposal is successful and will be able to complete programmatic implementation within the timeframe of the grant period. The proposed program components are:

### **RESIDENTIAL COLLECTION –**

#### ***REGIONAL MULTI-RESIDENTIAL COMPLEX COLLECTION PILOT PROGRAM***

This pilot is one of two which targets multiresidential housing complexes. It will provide seven complexes with weekly collection of used oil along with other recycling services—a program that does not currently exist in our region. The other proposed program is described under *Publicity and Education-Component A*, and would implement an intensive outreach and incentive program to guide residents in priority neighborhoods, including multifamily complexes, toward using the existing community collection centers. Based on the performance of each of these approaches, we will determine the most productive and cost effective means to serve residents living in multifamily residential units.

### **PUBLICITY AND EDUCATION**

#### ***Component A: OUTREACH TO UNDERSERVED DIYERS IN PRIORITY NEIGHBORHOODS***

Educational outreach to underserved "do-it-yourselfers" throughout the region, including:

- migrant laborers at their residences and places of employment;
- residents of multifamily housing complexes;
- neighborhoods where illegal dumping is an issue; and
- other neighborhoods where large concentrations of DIYers reside.

#### ***Component B: REGIONAL PROMOTION OF RE-REFINED OIL***

Regional promotion of re-refined motor oil to agricultural businesses, racetrack enthusiasts, both public and private fleets, and retail and wholesale businesses selling motor oil.

#### ***Component C: STATEWIDE PROMO OF AGRICULTURAL COLLECTION CENTERS***

Collaboration with the statewide hotline, Earth's, 9 11 (1-800-CLEANUP, and their website: 1800cleanup.org) to provide growers with localized information regarding nearby collection centers, additional oil recycling services, and other resource conservation opportunities.



SACRAMENTO OFFICE  
STATE CAPITOL, ROOM 3076  
SACRAMENTO, CA 95814  
(916) 445-5843  
FAX (916) 445-8081

DISTRICT OFFICE  
701 OCEAN STREET  
SANTA CRUZ, CA 95060  
(831) 454-3108  
FAX: (831) 425-5124

DISTRICT OFFICE  
7 JOHN STREET  
SALINAS, CA 93901  
(831) 753-6386  
FAX: (831) 753-6385

# California State Senate

SENATOR  
BRUCE McPHERSON  
FIFTEENTH SENATORIAL DISTRICT

STANDING COMMITTEES  
OF THE SENATE  
01/31  
EDUCATION & CHAIR  
APPROPRIATIONS  
CRIMINAL PROCEDURE  
ENVIRONMENTAL QUALITY  
REVENUE & TAXATION



September 27, 1999

Mercy Caputi  
California Integrated Waste management Board  
8800 California Center Drive MS-14  
Sacramento, CA 95826

Dear Ms. Caputi:

I am writing **this** letter to express my support for the **County of Santa Cruz' grant proposal to the California Integrated Waste Management Board for the Fifth Cycle Used Oil Opportunity Grant funds.**

Non-point source pollution is one of the most serious environmental issues affecting coastal communities in California. Regional programs that are designed to prevent used oil pollution in the greater Monterey Bay region are essential to protecting our watersheds and the Monterey Bay National Marine Sanctuary. The proposed program would (1) develop a regional multi-family residential collection pilot program; (2) outreach to migrant laborers; (3) implement a model promotion program to encourage the use of re-refined motor oil; and (4) work with "Earth's 9 11" hotline to promote agricultural oil recycling opportunities throughout the Monterey Bay region and the state.

Pollution caused by motor oil is an issue that affects us all. The proposed program would provide significant enhancements to the region's existing used oil prevention services and would serve as a model for other coastal communities throughout the state. I would urge you to give the proposal your most serious consideration. Thank you for your attention to my request.

Sincerely,

A handwritten signature in black ink that reads "Bruce McPherson".

BRUCE McPHERSON  
State Senator  
15<sup>th</sup> Senate District

BM/mw

Assembly  
California Legislature

FRED KEELEY  
Speaker pro Tem



0132

September 29, 1999

Mercy Caputi  
California Integrated Waste Management Board  
8800 California Center Drive MS-14  
Sacramento, CA 95826

Dear Ms. Caputi:

This letter expresses my support for Santa Cruz County's grant proposal to the California Integrated Waste Management Board for the Fifth Cycle Opportunity Grant. Regional programs that are designed to prevent used oil pollution in the greater Monterey Bay Region are essential to protecting our watersheds and the Monterey Bay National Marine Sanctuary.

The proposed program would provide significant enhancement to the region's existing used oil diversion programs and would act as a model for other communities throughout the State. The County intends to develop a regional multi-family residential collection pilot program, outreach to migrant laborers, implement a model promotion program to encourage the use of re-refined motor oil, and work with "Earth's 911" hotline to promote agricultural oil recycling opportunities throughout the Monterey Bay Region and the State.

Pollution caused by used motor oil is an issue that affects us all. Please fund the proposal submitted by the County of Santa Cruz.

Sincerely,

Molly Ober for  
**FRED KEELEY, MEMBER**  
27<sup>th</sup> Assembly District

