



**JOHN A. FANTHAM**  
DIRECTOR OF PUBLIC WORKS

# County of Santa Cruz

## DEPARTMENT OF PUBLIC WORKS

701 OCEAN STREET, ROOM 410, SANTA CRUZ, CA 95060-4070  
(831) 454-2160 FAX (831) 454-2385 TDD (831) 454-2123

**AGENDA: MARCH 21, 2000**

March 9, 2000

### SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street  
Santa Cruz, California 95060

**SUBJECT: ACCEPTANCE OF USED OIL RECYCLING OPPORTUNITY GRANT**

Members of the Board:

On October 26, 1999, your Board approved Resolution 463-99 Authorizing Submittal of a Local Government Used Oil Opportunity Grant Application to the California Integrated Waste Management Board (CIWMB). The application was approved with minor modifications and a slight reduction in the requested funding level. The CIWMB has provided an agreement with the County of Santa Cruz to carry out the used oil recycling program described in the application. The agreement, which must be returned to the CIWMB by March 29, 2000, to avoid losing the offered grant funds, is attached for your review, along with the project work statement and budget.

Under terms of the agreement, the County of Santa Cruz would be the lead agency in a regional partnership with non-profit agencies and local jurisdictions including the County of San Benito, the Salinas Valley Solid Waste Authority, and the cities of Santa Cruz and Watsonville to supplement existing oil recycling activities by expanding and improving used oil collection for agricultural enterprises and multi-family residences, and by promoting the use of re-refined oil to the public and to fleet managers at private businesses and public agencies.

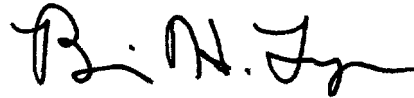
As this project was not anticipated during budget hearings, a Resolution Accepting Unanticipated Revenue is attached for your Board's approval to authorize receipt and appropriation of grant funding from the CIWMB. All expenses of Public Works to carry out the project are included in the approved project budget.

Once the grant agreement has been executed by your Board and the CIWMB, Public Works will return to your Board for approval of one or more independent contractor agreements with vendors and local jurisdictions to assist in carrying out grant projects.

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

1. Approve a grant agreement with the California Integrated Waste Management Board (CIWMB) for a Used Oil Opportunity Grant-Fifth Cycle in the amount of \$662,346.00 to conduct regional oil recycling program enhancements.
2. Adopt a Resolution Accepting Unanticipated Revenue in the amount of \$662,346.00 from the CIWMB to facilitate the oil recycling program.
3. Authorize the Director of Public Works to sign the grant agreement on behalf of the County of Santa Cruz.

Yours truly,

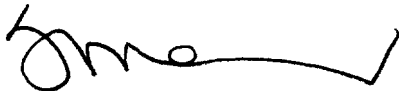


For JOHN A. FANTHAM  
Director of Public Works

JS:bbs

Attachments

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Public Works Department

AOUB



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

0265

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

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

RESOLUTION ACCEPTING UNANTICIPATED REVENUE

WHEREAS, the County of Santa Cruz is a recipient of funds from California Integrated Waste Management Board for the Used Oil Opportunity Grant Fifth Cycle program; and

WHEREAS, the County is a recipient of funds in the amount of \$662,346.00 which are either in excess of those anticipated or are not specifically set forth in the current fiscal year budget of the County; and

WHEREAS, pursuant to Government Code Sections 29130(c), 29064(b), such funds may be made available for specific appropriation by a four-fifths vote of the Board of Supervisors;

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County Auditor-Controller accept funds in the amount of \$662,346.00 into Public Works Department

Index No. 625110 Revenue Subobject No. 0894

and that such funds be and are hereby appropriated as follows:

<u>INDEX NO.</u>	<u>ACCOUNT NO.</u>	<u>PRJ/UCD</u>	<u>ACCOUNT NAME</u>	<u>AMOUNT</u>
625110	3590		DPW Services	\$662,346.00

\*\*\*\*\*

DEPARTMENT HEAD: I hereby certify that the fiscal provisions have been researched and that the Revenue(s) (~~has been~~) (will be) received within the current fiscal year.

By B.N. Z  
Asst. Department Head  
Date 3/8/00



\*\*\*\*\*

COUNTY ADMINISTRATIVE OFFICER    /\_\_\_/Recommended to Board

0266

/\_\_\_/Not Recommended to Board

\*\*\*\*\*

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this of day \_\_\_\_\_, 2000, by the following vote (requires four-fifths vote approval):

AYES:            SUPERVISORS

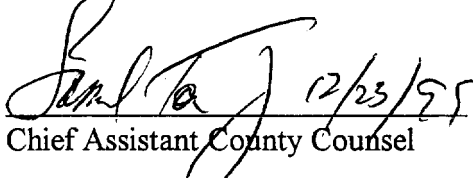
NOES:           SUPERVISORS

ABSENT:        SUPERVISORS

\_\_\_\_\_  
Chairperson of the Board

ATTEST: \_\_\_\_\_  
Clerk of the Board

APPROVED AS TO FORM:

  
Chief Assistant County Counsel

APPROVED  
AS TO ACCOUNTING DETAIL:

\_\_\_\_\_  
Auditor-Controller

Distribution:    Auditor-Controller  
                     Public Works Department



**GRANT AGREEMENT**

CIWMB110 (NEW 10/96)

0267

GRANT NUMBER

UOG5-99-3028

NAME OF GRANT PROGRAM

1999/2000 Used Oil Opportunity Grants - Fifth Cycle

GRANT RECIPIENT'S NAME

Santa Cruz County

TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER

TOTAL GRANT AMOUNT NOT TO EXCEED

\$662,346.00

TERM OF GRANT AGREEMENT

FROM January 1, 2000

TO: April 30, 2002

THIS AGREEMENT is made and entered into on this 1<sup>st</sup> day of January, 2000, by the State of California, acting through the Executive Director of the California Integrated Waste Management Board (the "State") and Santa Cruz County (the "Grantee"). The State and the Grantee, in mutual consideration of the promises made herein, agree as follows:

The Grantee agrees to perform the work described in the Work Statement attached hereto as Exhibit A according to the Budget attached hereto as Exhibit B

The Grantee further agrees to abide by the provisions of the following exhibits attached hereto:



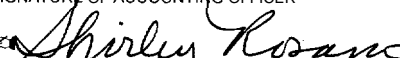
Exhibit C -Terms and Conditions

Exhibit D - Procedures and Requirements

Exhibits A, B, C, and D attached hereto and the State approved application are incorporated by reference herein and made a part hereof.

The State agrees to fund work done by the Grantee in accordance with this Agreement up to the Total Grant Amount Not to Exceed specified herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates entered below.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD		GRANTEE'S NAME (PRINT OR TYPE) Santa Cruz County	
SIGNATURE 		GRANTEE'S SIGNATURE 	
Ralph E. Chandler, Executive Director	DATE	TITLE (Authorized representative )	DATE
		GRANTEE'S ADDRESS (INCLUDE STREET, CITY, STATE AND ZIP CODE)	
<b>CERTIFICATION OF FUNDING</b>			
AMOUNT ENCUMBERED BY THIS AGREEMENT  \$662,346.00	PROGRAM/CATEGORY (CODE AND TITLE)  1999/2000 Used Oil Opportunity Grants - Fifth Cycle		FUND TITLE  CA Used Oil Recycling
	(OPTIONAL USE)		
RIOR AMOUNT ENCUMBERED OR THIS AGREEMENT	ITEM  391 0-602-01 00	CHAPTER  817	STATUTE  1991
TOTAL AMOUNT ENCUMBERED TO DATE \$662,346.00	FISCAL YEAR  1999/2000		
OBJECT OF EXPENDITURE (CODE AND TITLE)  6100-51843-702			
hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T a A.NO	BR NO
SIGNATURE OF ACCOUNTING OFFICER 		DATE  12-23-99	



## WORK STATEMENT

Applicant County of Santa Cruz Date: 9/28/99Reporting and Expenditure Category Residential Collection – Regional Multiplex Collection Pilot

Activity Number	Description of Activity	Staff or Contractor	Time Period
(1)	Form a project steering committee comprised of representatives from each of the participating jurisdictions.	Staff	1/1/00 – 2/28/00
(2)	Coordinate with the steering committee to establish site selection criteria including building management policies, access for collection equipment, and space for storage and staging of material prior to pickup. One or more complexes will be chosen from the City of Santa Cruz, the County of Santa Cruz, the County of San Benito, and two among the member Cities of the Salinas Valley Solid Waste Authority.	Staff	3/1/00 – 4/30/00
(3)	Coordinate with the steering committee the selection of seven multiresidential complexes to participate in the pilot	Staff	5/1/00 – 5/30/00
(4)	Work with the management of each building to determine best locations for storage infrastructure and signage.	<b>Ecology Action</b>	7/1/00 – 9/30/00
(5)	Negotiate with current curbside oil recycling service providers throughout the region to add the selected buildings to the hauler's curbside routes.	<b>Ecology Action</b>	5/1/00 – 6/30/00
(6)	Conduct a written survey to establish a baseline of oil recycling behavior prior to the onset of curbside service.	<b>Ecology Action</b>	5/30/00 – 6/30/00
(7)	Coordinate installation of appropriate storage cabinets in recycling areas.	<b>Ecology Action</b>	7/1/00-9/30/00
(8)	Conduct door-to-door outreach employing doorhangers and handbills that will be left at each unit. Produce and include informational pieces on the new programs in all appropriate internal communications to tenants. Also distribute oil recycling containers.	<b>Ecology Action</b>	9/30/00 – 5/30/01
(9)	Conduct program cost analysis to develop cost and diversion projections for deploying the collection approach for the entire region.	<b>Ecology Action</b>	11/30/01 – 1/30/02
(10)	Conduct a second survey to determine the change in oil recycling behavior which corresponds with the curbside program.	<b>Ecology Action</b>	7/1/01 – 10/30/01
(11)	Prepare report that compares the cost and diversion performance of the pilot collection program with the effectiveness of the intensive outreach program proposed under the Public Education component.	<b>Ecology Action</b>	11/30/01 – 1/30/02

## WORK STATEMENT

Applicant County of Santa CruzDate: 9/28/99Reporting and Expenditure Category Publicity & Education – Outreach to Underserved DIYers in Priority Neighborhoods

Activity Number	Description of Activity	Staff or Contractor	Time Period
(1)	Negotiate with eight collection centers near the target neighborhoods to honor a coupon for re-refined oil (RRMO) and an oil filter and commit to stocking RRMO for at least one year	<i>Ecology Action</i>	<i>3/1/00 – 5/1/00</i>
(2)	Arrange coupon program with eight quick lube business for discounted oil change with RRMO. Provide these businesses with bulk re-refined oil at no charge as an incentive for honoring the coupon and committing to stock RRMO for at least one year.	<i>Ecology Action</i>	<i>3/1/00 – 5/1/00</i>
(3)	Purchase RRMO and distribute to each participating center.	<i>Ecology Action</i>	<i>5/1/00 – 6/1/00</i>
(4)	Create a bilingual incentive coupon. One side of the coupon will be good for 5 free quarts of RRMO and a filter. The coupon will be redeemable only if the customer brings in used motor oil for recycling at the same time. The other side of the coupon will be good for an oil change with RRMO, discounted by the cost of the oil.	<i>Ecology Action</i>	<i>5/1/00 – 6/1/00</i>
(5)	Develop or adapt an existing English/Spanish language brochure to depict proper oil handling and disposal techniques.	<i>Ecology Action</i>	<i>3/1/00 – 7/1/00</i>
(6)	Solicit partnerships with five large cultivation companies in the region. Arrange 30 in-field presentations and distribute educational literature, a drain pan style oil recycling container, and the incentive coupon.	<i>Ecology Action</i>	<i>5/1/00 – 7/1/00</i>
(7)	Recruit and train bilingual/bicultural students to conduct door-to-door outreach at labor camps and in other priority neighborhoods.	<i>Ecology Action</i>	<i>7/1/00 – 10/30/00</i>
(8)	Canvas labor camps in the region reaching approximately 1,000 residents. Distribute a drain-type used oil container, an English/Spanish language brochure, and the incentive coupon to each resident.	<i>Ecology Action</i>	<i>7/1/00 – 10/30/00</i>
(9)	Canvas approximately 1,000 residents in priority neighborhoods. Distribute a drain-type used oil container, an English/Spanish language brochure, and the incentive coupon to each resident.	<i>Ecology Action</i>	<i>3/1/00 – 5/1/00</i>
(10)	Select ten multifamily complexes representing the range of DIYers in the target region with regards to building management and demographics.	<i>Ecology Action</i>	<i>3/1/00 – 5/1/00</i>

## Exhibit A

Applicant County of Santa CruzDate: 9/28/99Reporting and Expenditure Category Publicity & Education – Outreach to Underserved DIYers in Priority Neighborhoods

Activity Number	Description of Activity	Staff or Contractor	Time Period
(11)	Work with building managers to develop an outreach approach to the selected multifamily complexes.	<i>Ecology Action</i>	3/1/00 – 5/1/00
(12)	Conduct initial door-to-door outreach to distribute a doorhanger containing a survey and incentive coupons.	<i>Ecology Action</i>	8/1/00 – 10/30/00
(13)	Conduct a second door-to-door outreach to distribute a doorhanger containing a survey and incentive coupons.	<b>Ecology Action</b>	5/1/01 – 7/1/01
(14)	Compare baseline survey data with end-of-pilot data to determine the effectiveness of the program.	<b>Ecology Action</b>	10/30/01 – 12/30/01
(15)	Compare program costs with costs of pilot collection to determine the optimum oil capturing system for the target audience.	<b>Ecology Action</b>	10/30/01 – 12/30/01



WORK STATEMENT

Applicant County of Santa Cruz Date: 9/28/99

Reporting and Expenditure Category Publicity & Education – Regional Promotion of Re-Refined Motor Oil

Activity Number	Description of Activity	Staff or Contractor	Time Period
(1)	Collect contact information for all fleet managers in the region. Establish baseline of the use of RRMO by public and private fleets in the region.	<i>Ecology Action</i>	3/1/00 – 6/30/00
(2)	Collect grower contact information from Farm Bureaus. Establish baseline of the current use of RRMO by growers in the region. Prioritize growers with larger farm parcels.	<i>Ecology Action</i>	3/1/00 – 6/30/00
(3)	Identify RRMO distributors.	<i>Ecology Action</i>	3/1/00 – 6/30/00
(4)	Solicit jobbers to regularly stock RRMO by offering them a premium which will provide them with ten 5-gallon containers of RRMO free, under the condition that they commit to stock the re-refined product for <b>at least one year</b> .	<i>Ecology Action</i>	3/1/00 – 6/30/00
(5)	Assist jobbers to incorporate information supporting RRMO into their customer newsletters at least twice during the grant period, and jobbers will be encouraged to post on-site signage (designed under this grant) to remind growers to purchase RRMO.	<i>Ecology Action</i>	5/1/00 – 3/1/02
(6)	Develop a marketing packet demonstrating the performance, availability, and advantages of RRMO.	<i>Ecology Action</i>	4/1/00 – 6/30/00
(7)	Develop a video encouraging growers to trial RRMO in their farming equipment and vehicles.	<i>Ross Campbell</i>	3/1/00 – 8/1/00
(8)	Purchase a TV/VCR to play a looped version of the testimonial video to growers at Jobber sites, Expo events, and pertinent grower meetings.	<i>Ecology Action</i>	7/1/00
(9)	Present video at Agricultural Expo events, Farm Bureau meetings, crop-specific association meetings, pesticide re-issuance meetings, and at jobber sites.	<i>Ecology Action</i>	7/1/00 – 11/30/00
(10)	Recruit three driver/owners to trial and promote RRMO.	<i>Ecology Action</i>	3/1/00 – 5/30/00
(11)	Implement an incentive program for retail stores to stock RRMO.	<i>Ecology Action</i>	3/1/00 – 6/30/00

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## Exhibit A

Applicant County of Santa CruzDate: 9/28/99Reporting and Expenditure Category Publicity & Education – Regional Promotion of Re-Refined Motor Oil

Activity Number	Description of Activity	Staff or Contractor	Time Period
(12)	Purchase RRMO and distribute to participating retail outlets.	<b>Ecology Action</b>	4/1/00 – 8/30/00
(13)	Develop bilingual coupons offering one free quart of RRMO with the purchase of four or more quarts of the re-refined product. Assemble coupons onto Point of Purchase display information.	<i>Ecology Action</i>	3/1/00 – 6/30/00
(14)	Modify a segment of the Earth's 911 Hotline to provide current information on the nearest location to purchase RRMO, as well as locations to recycle their waste oil and filters at the closest <i>Agricultural Used Oil Collection Centers</i> . Promote the Hotline through television Public Service Announcements, the grower "testimonial video," and the RRMO promotional packets.	<i>Ecology Action</i>	3/1/00 – 8/30/00
(15)	Develop grower incentive coupons good for five dollars off a five gallon container of oil.	<b>Ecology Action</b>	3/1/00 – 6/30/00
(16)	Assemble mailings that include the Ross Campbell fleet video, the marketing packet, information explaining where to purchase RRMO, and printed literature that describes the advantages of RRMO.	<b>Ecology Action</b>	6/30/00 – 8/30/00
(17)	Distribute marketing packets to priority fleet managers. Follow-up mailings with phone calls and both schedule and hold in-person meetings.	<i>Ecology Action</i>	6/30/00 – 3/30/01
(18)	Deliver grower incentives via Farm Bureau offices, at agricultural-related events, and at Jobber sites selling RRMO.	<b>Ecology Action</b>	7/1/00 – 3/30/01
(19)	Distribute RRMO promotional materials and coupons at Watsonville Speedway.	<b>Ecology Action</b>	6/1/00 – 10/30/00 6/1/01 – 10/30/01

## WORK STATEMENT

Applicant County of Santa Cruz Date: 9/28/99Reporting and Expenditure Category Publicity & Education—Statewide Promo of Agricultural Collection Centers

Activity Number	Description of Activity	Staff or Contractor	Time Period
(1)	Conduct research to identify all existing agricultural collection centers throughout the State.	<i>Ecology Action</i>	<i>3/1/00 – 4/30/00</i>
(2)	Work with CIWMB, <i>Earth's 911</i> , and recycling agencies throughout the State to develop a script to guide callers through the system.	<i>Ecology Action</i>	<i>5/1/00 – 8/30/00</i>
(3)	Create a steering committee comprised of Farm Bureau and Agricultural Commissioner representatives, CIWMB staff, and oil industry representatives. Schedule committee to meet quarterly or as needed throughout the implementation of this component.	<i>Ecology Action</i>	<i>3/1/00 – 3/30/02</i>
(4)	Conduct celebrity recruitment for the PSAs and a press conference.	<i>Environmental Media Association</i>	<i>3/1/00 – 5/30/00</i>
(5)	Coordinate the production of two 30-second PSAs including the scripting and the procurement of studio time, professional editing services, and post production expertise.	<i>Environmental Media Association</i>	<i>5/1/00 – 9/30/00</i>
(6)	Coordinate paid advertising space during agricultural programming in all media markets that reach growers.	<i>Ecology Action</i>	<i>8/1/00 – 12/30/01</i>
(7)	Create a marketing package for master tapes to be distributed statewide.	<i>Ecology Action</i>	<i>9/1/00 – 10/30/00</i>
(8)	Promote PSA to station managers statewide in order to generate an increased "free-media" for the campaign.	<i>Ecology Action</i>	<i>9/1/00 – 3/30/02</i>
(9)	Organize and host a high profile media event featuring celebrities.	<i>Hill &amp; Knowlton</i>	<i>1/1/01 – 1/30/01</i>

## WORK STATEMENT

Applicant County of Santa Cruz Date: 9/28/99Reporting and Expenditure Category Grant Administration

4.2

Activity Number	Description of Activity	Staff or Contractor	Time Period
(1)	Negotiate and manage subcontracts as needed with the appropriate community partners and businesses who will assist the County in implementing the proposed program components.	Staff	1/1/00 – 4/30/02
(2)	Evaluate all program components and produce a progress report and other relevant documentation. Provide training and technical assistance for the same to all regional partners.	Ecology Action	1/1/00 – 4/30/02
(3)	Direct or assist in programmatic implementation (local government staff from regional partners).	Staff & Regional Partners	1/1/00 – 4/30/02
(4)	Produce and maintain an audit file including progress reports and payment requests which complies with CIWMB audit requirements; submit payment requests to CIWMB; process subcontractor payment requests.	Staff	1/1/00 – 4/30/02

# BUDGET EXHIBIT B

LOCAL GOVERNMENT USED OIL RECYCLING OPPORTUNITY GRANT -- 5TH CYCLE

## TOTAL PROPOSED ITEMIZATION

### RESIDENTIAL COLLECTION

#### REGIONAL MULTI-FAMILY COMPLEX COLLECTION PILOT

Contractor cost to implement	Ecology Action, 18 months at 25% FTE	\$39,000
per service survey		
doorhanger/survey	350 households \$ .70 (with perforations)	\$245
return postage	affixed to sway instruments	\$123
Door-to-door promo literature (bilingual)		
doorhanger	350 households (two rounds) at \$.50	\$250
Spanish/English brochure	350 at \$.50 (attached to doorhanger)	\$250
Hardware for Seven Complexes		
storage cabinets	\$1000 each complex	\$7,000
signage	\$400 per sits (3 satellite signs, and two near storage cabinet)	\$2,800
used oil container	150 DIY households at \$3.50 each	\$525
Cost for hauler to collect	52 pickups at \$25, five complexes	\$9,100
Contractor mileage/travel cost	\$.24/mile (30 trips at 70 miles average miles)	\$504
Phone	long distance	\$250
Residential Collection Subtotal		10,047

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### PUBLICITY AND EDUCATION

#### COMPONENT A -- OUTREACH TO UNDESERVED DIY'ERS IN PRIORITY NEIGHBORHOODS & A MULTIFAMILY PROMOTION PIL

##### Seasonal Laborer Outreach (in-field and at home)

Contractor cost to implement	Ecology Action, 18 months at 35% FTE	\$54,600
in-field presentations costs (reaching 2700 workers)		
container & label (English/Spanish)	2700 at \$3.50	\$9,450
coupon	2700 at \$.15/ piece	\$405
Spanish/English brochure	2700 at \$.50/piece	\$1,350
van to transport containers	14 days @ 75/day	\$1,050
display board & graphics	\$1000 & \$250 respectively	\$1,250
Labor Camps door-to-door costs (reaching 1000 households)		
container & label (English/Spanish)	1000 at \$3.50	\$3,500
coupon	1000 \$.15/ piece (attached to doorhanger)	\$150
doorhanger	1000 households at \$.50	\$500
at-cost labor to canvas	students at \$13/hour (includes taxes and insurance)	\$3,250
van to transport containers	10 days at \$75/day	\$750
Coupon Incentives (15% return on 2700 coupons = 405 redemptions)		
re-refined oil	five quarts at \$1.10/quart (half of all redemptions)	\$1,117
filter	\$5.00 average/per filter (half of all redemptions)	\$1,013
re-refined oil (fast change shop)	oil supplied to shops (half of all redemptions)	\$1,117
Phone	long distance	\$250
Mileage	\$.24/mile (30 trips at 70 miles average miles)	\$504
Subtotal		\$80,256

##### Priority Neighborhood Outreach

Contractor cost to implement	Ecology Action, 18 months at 20% FTE	\$31,200
Person-to-person in 3 neighborhoods (1000 households)		
container & label (English/Spanish)	1000 at \$3.50	\$3,500
coupon	1000 at \$.15/ piece	\$150
Spanish brochure	1000 at \$.50/piece	\$500
van to transport jugs & students	15 days @ 75/day	\$1,125
at-cost labor to canvas	students at \$13/hour (includes taxes and insurance)	\$13,000
Coupon Incentives (15% return on 1000 coupons = 150 redemptions)		
re-refined oil	five quarts at \$1.10/quart (half of all redemptions)	\$343
filter	\$5.00 average/per filter (half of all redemptions)	\$375
re-refined oil (fast change shop)	oil supplied to shops (half of all redemptions)	\$413
Phone	long distance	\$250
Mileage	1000 miles at \$.24/mile	\$240
Subtotal		\$51,166

##### Intensive Multi-Family Complex Outreach Pilot

Contractor cost to implement	Ecology Action, 18 months at 35% FTE	\$54,600
Door-to-door at 10 complexes (500 households)		
doorhanger	1000 at \$.50 (two waves)	\$500
coupon	1000 at \$.15 (two waves attached to doorhanger)	\$150
Spanish/English brochure	500 at \$.50/piece (attached to door hanger)	\$250
at-cost labor to canvas	students at \$13/hour (includes taxes and insurance)	\$5,200
Coupon Incentives (75 redemptions = 15% return)		
re-refined oil (collection centers)	five quarts at \$1.10/quart (half of all redemptions)	\$209
filters (collection centers)	\$5.00 average/per filter (half of all redemptions)	\$188
re-refined oil (last change shop)	oil supplied to shops (half of all redemptions)	\$209
Survey (500 households, pre and post outreach)		
doorhanger/survey (two rounds)	\$.70 each (w/perforations)	\$700
return postage for survey	\$.35 each	\$350
Phone	long distance	\$250
Mileage	1000 miles at \$.24/mile	\$240
Subtotal		552,846

Component A Total \$194,268

**PUBLICITY AND EDUCATION****COMPONENT B - REGIONAL PROMOTION OF RE-REFINED MOTOR OIL**

Contractor cost to implement	Ecology Action, 18 months at 90% FTE	\$140,000
Promotional Video for Fleets (50 packets)		
Ross-Campbell, Inc. video info. packet postage & reproduction	'Make a Change for the Better' (shipping only). 50 pieces at \$4.00	\$50 5200
Promotional Video for Growers (250 packets)		
production of ag-specific video	Ross Campbell (see attached cost detail)	\$31,070
companion brochure to video	Ross Campbell	\$2,050
video sleeve art & production	Ross Campbell	\$3,000
TV/VCR for Jobbers and Expos	all-in-one	\$350
Reaching Growers		
booth space	two expos	\$800
funnels	500 for ag expos (\$1.50 each) with printed info.	\$750
oil coupon (2000 distributed)	\$5 off 5 gal. (15% return = 300 redemptions) + production	\$1,800
on-site signage at jobbers	color reproduction	\$100
oil incentives to jobbers	55 gallons to each of 10 jobbers	\$2,500
Racetracks Promotions		
re-refined oil for drivers	distributed to drivers for trialing	\$2,000
spectator coupon (4000 distributed)	4000 at \$.15 each (15% redemption = 600 returns)	\$600
re-refined oil	5 quarts at \$1.10/quart (300 redemptions at collection centers)	\$1,650
filters	\$5.00 average/per filter (300 redemptions at collection centers)	\$1,500
re-refined oil	oil supplied to shops (300 redemptions at rapid oil change shops)	\$1,850
prizes for spectators (2 per night)	20 events, free quicklube oil change (\$30 value)	\$1,200
booth space	10 events at \$100	\$1,000
booth hardware	graphics, table	\$500
re-refined brochure and supplier list	2000 pieces at \$.20 each	\$400
two banners and hanging space rental	vinyl 10 ft x 5 ft (two colors)	11,000
Sticking Re-Refined in Collection Centers and Rapid Oil Change Shops		
premium for 10 quick change centers	One 55-gal. trial bad of re-refined per shop	\$2,300
premium for 10 collection centers	10 cases per store at \$1.10 per quart	\$1,320
point-of-purchase displays	graphics, art work, production of 16 displays	\$800
discount tear-off sheet	1 qt free with purchase of 4 qts or re-refined (2000 takers)	\$2,200
Phone	long distance	\$300
Mileage	50 trips at 50 miles, \$.24/mile	\$600

Component B Subtotal **\$201,690****PUBLICITY AND EDUCATION****COMPONENT C - STATEWIDE PROMOTION OF AGRICULTURAL COLLECTION CENTERS**

Contractor staff cost to implement	Ecology Action, 18 months at 20% FTE	\$31,200
Contractor mileage/travel cost	\$.24/mile (30 trips at 275 miles)	\$1,980
PSA production costs	Contractor to be selected at \$25,000 per PSA (1 PSA)	\$25,000
"Celebrity procurement"	contract with Environmental Media Association	\$10,000
Ad space in 8 media markets statewide	cable and broadcast network spots "seeding" the PSAs	\$25,000
Reproduction & packaging PSAs		
duplication and coding	100 coded beta masters (\$30 each)	\$3,000
customization	Earth's 911	\$2,000
video sleeve production	100 at \$5.00 each, plus commissioned art	\$2,000
story board production	100 at \$3.00	\$300
Media kick-off event	contracted to Hill and Knowlton	\$5,000
Travel		
media kickoff event	San Jose-LA (air & ground transport & one night accommodations)	\$360
PSA production event	San Jose-LA (air & ground transport & one night accommodations)	\$360
Phone	long distance	\$250
Tracking media effectiveness	Earth's 911 cost to produce quarterly reports	\$2,000

Component C Subtotal **\$108,450****OTHER PERSONNEL COSTS**

Evaluation of all program elements	Contractor cost (10% of contractor implementation line items)	\$35,060
Steering and coordination	3 partnering agendas. 100 hr each at \$85/hr, fully loaded rate	\$19,500
	Subtotal of Grant Implementation Costs	\$619,015
Grant administration	County of Santa Cruz cost at 7% of grant implementation costs	\$43,331
	Subtotal of Other Personnel Costs	\$97,891

Grand Total **\$662,346**