

## 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.



## SANTA CRUZ COUNTY BOARD OF SUPERVISORS Page -2-

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,

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

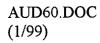
RESOLUTION NO.

|                                    |                                      |                                 | the motion of Supervis                                |   |
|------------------------------------|--------------------------------------|---------------------------------|---|---|
|                                    |                                      |                                 | y seconded by Supervis<br>following resolution is     |   |
| ,                                  |                                      |                                 | _   | •   |
| <u> </u>                           | RESOLUTION ACC                       | <u> JEPTING UN</u>              | IANTICIPATED REV                                      | <u>ENUE</u>                               |
|                                    |                                      |                                 | uz is a recipient of fund<br>d Oil Opportunity Gran   |   |
| which are either                   |                                      | nticipated or a                 | t of funds in the amour<br>are not specifically set f |   |
|                                    |                                      |                                 | nt Code Sections 29130<br>tion by a four-fifths vo    |   |
| No<br>Cruz County Au<br>Department | OW, THEREFORE, uditor-Controller acc | BE IT RESO<br>cept funds in the | LVED AND ORDERE the amount of \$662,346               | D that the Santa<br>.00 into Public Works |
| Index No                           | 625110                               | Revenue Sub                     | oobject No(   | 0894                                      |
| and that such fu                   | ands be and are hereb                | y appropriate                   | d as follows:   |   |
| INDEX NO.                          | ACCOUNT NO.                          | PRJ/UCD                         | ACCOUNT NAME  | AMOUNT                                    |
| 625110                             | 3590                                 |                                 | DPW Services  | \$662,346.00                              |
| *****                              | ******                               | ******                          | *******   | ******                                    |
| •                                  |                                      | •                               | fiscal provisions have vithin the current fiscal      |   |
|                                    |                                      | <i></i>                         | epartment Head  |   |
|                                    |                                      |                                 |   |   |



| *****          | *********            | ************   |      |
|----------------|----------------------|--|------|
| COUNTY AD      | MINISTRATIVE OFFICER | //Recommended to Board   | 0266 |
|                |                      | //Not Recommended to Board   |      |
| *****          | *********            | *************  |      |
|                | •                    | the Board of Supervisors of the County of Santa, 2000, by the following vote |      |
| AYES:          | SUPERVISORS          |  |      |
| NOES:          | SUPERVISORS          |  |      |
| ABSENT:        | SUPERVISORS          |  |      |
|                |                      | Chairperson of the Board   |      |
|                | rk of the Board      |  |      |
| APPROVED       | AS TO FORM:          | APPROVED AS TO ACCOUNTING DETAIL:  |      |
| Chief Assistan | at County Counsel    | Auditor-Controller   |      |

Distribution: Auditor-Controller Public Works Department





#### **GRANT AGREEMENT**

CIWMB110 (NEW 10/96)

NAME OF GRANT PROGRAM

0267 GRANT NUMBER UOG5-99-3028

| 1999/2000 Used Oil Opportunity Grants - Fifth Cy<br>GRANT RECIPIENT'S NAME | cle                             |                 |                          |                     |               |                       |        |
|--|---------------------------------|-----------------|--------------------------|---------------------|---------------|-----------------------|--------|
| Santa Cruz County  |                                 |                 |                          |                     |               |                       |        |
| AXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER                           |                                 | TOTAL GRANT     | T AMOUNT NOT             | TO EXCEED           |               |                       |        |
| ERM OF GRANT AGREEMENT   |                                 | \$662,346       | 3.00                     |                     |               |                       |        |
| ROM January 1, 2000  |                                 | то: АргіІ З     | sn 2002                  |                     |               |                       |        |
| 'HIS AGREEMENT is made and entered into on this                            | 1 <sup>st</sup> day of January  | '               |                          | alifornia, acting t | hrough the    | Executive Director of | of the |
| California Integrated Waste Management Board (the                          |                                 |                 |                          |                     |               |                       |        |
| promises made herein, agree as follows:                                    |                                 |                 |                          |                     |               |                       |        |
| The Grantee agrees to perform the work described in                        | the Work Statement attache      | ed hereto as    | Exhibit A acc            | ording to the Bu    | dget attach   | ned hereto as Exhibit | Β      |
| The Grantee further agrees to abide by the provisions                      | s of the following exhibits att | tached heret    | o:                       |                     |               |                       |        |
| Exhibit C -Terms and Conditions  | 3                               |                 |                          |                     |               |                       |        |
| Exhibit D - Procedures and Requ  | uirements                       |                 |                          |                     |               |                       |        |
| Exhibits A, B, C, and D attached hereto and the Stat                       | e approved application are in   | ncorporated     | by reference h           | nerein and made     | e a part he   | reof.                 |        |
| The State agrees to fund work done by the Grantee i                        | n accordance with this Agree    | ement up to     | the Total Gra            | nt Amount Not to    | o Exceed s    | specified herein.     |        |
| N WITNESS WHEREOF, the parties hereto have ex-                             | ecuted this Agreement as of     | the dates e     | ntered below.            |                     |               |                       |        |
|  |                                 | GRA             | NTEE'S NAME (P           | RINT OR TYPE)       |               |                       |        |
| CALIFORNIA INTEGRATED WASTE MANAGEM  | ENT BOARD                       | Sar             | nta Cruz Cour            | nty                 |               |                       |        |
| SIGNATURE  |                                 | GRA             | NTEE'S SIGNATI           | JRE                 |               |                       |        |
| Ø  | T                               | Ø               | _                        |                     |               |                       |        |
| Ralph E. Chandler, Executive Director                                      | DATE                            | TITL            | .t<br>horized representa | tivo.               |               | DATE                  |        |
|  | I                               |                 |                          | S (INCLUDE STREET   | Γ, CITY, STAT | E AND ZIP CODE)       |        |
|  |                                 |                 |                          |                     |               |                       |        |
|  | CERTIFICATION                   | ——<br>N OF FUND | ING                      |                     |               |                       |        |
| MOUNT ENCUMBERED BY THIS GREEMENT  | PROGRAM/CATEGORY (CODE          | E AND TITLE)    |                          |                     | FUND TI       | TLE                   |        |
| \$662,346.00   | 1999/2000 Used Oil (            | Opportunity (   | Grants - Fifth           | Cycle               | CA L          | Jsed Oil Recycling    |        |
| RIOR AMOUNT ENCUMBERED   | (OPTIONAL USE)                  |                 |                          |                     |               |                       |        |
| OR THIS AGREEMENT  | ITEM                            |                 | CHAPTER                  | STATUTE             |               | FISCAL YEAR           |        |
| OTAL AMOUNT ENCUMBERED TO  | 391 o-602-01 00                 |                 | 817                      | 1991                |               | 1999/2000             |        |
| *ATE \$662,346.00  | OBJECT OF EXPENDITURE (C        | CODE AND TITL   | Ē)                       |                     | •             |                       |        |
| hereby certify upon my own personal knowledge t                            | S .                             | lable TaA       | .NO                      | BR NO               |               |                       |        |
| of the period and purpose of the expenditure stated                        | above.                          |                 |                          | DATE                |               |                       |        |
| Shirly Rosano  |                                 |                 |                          | 12-23-              | - 55          |                       |        |
| ,                                    |                                 |                 |                          |                     |               |                       |        |



# Exhibit A

#### WORK STATEMENT

Applicant County of Santa Cruz

Date: <u>9/28/99</u>

Reporting and Expenditure Category <u>Residential Collection – Regional Multiplex Collection Pilot</u>

| 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               | !/1/00 – 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 <sup>-</sup> 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.  | Ecology Action      | 7/1/00 — 9/30/00            |      |
| (5)             | Negotiate with current curbside oil recycling service providers throughout the egion to add the selected buildings to the hauler's curbside routes.  | Ecology Action      | 5/1/00 6/30/00              |      |
| (6)             | Conduct a written survey to establish a baseline of oil recycling behavior prior 10 the onset of curbside service.   | Ecology Action      | 5/30/00 6/30/00             | 52   |
| (7)             | Coordinate installation of appropriate storage cabinets in recycling areas.  | Ecology Action      | 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 listribute oil recycling containers.  | Ecology Action      | 9/30/00 – 5/30/0 <b>I</b>   |      |
| (9)             | Conduct program cost analysis to develop cost and diversion projections for leploying the collection approach for the entire region.   | Ecology Action      | 11/30/0 <b>I</b> - 1/30/02  |      |
| (10)            | Conduct a second survey to determine the change in oil recycling behavior which corresponds with the curbside program.   | Ecology Action      | 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.  | Ecology Action      | <b>I</b> 1/30/01 – 1/30/02  | 0268 |
|                 |  |                     |                             |      |

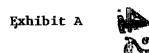
#### WORK STATEMENT

Applicant County of Santa Cruz

\_Date: <u>9/28/99</u>

Reporting 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  | Ecology Action      | 3/1/00 - 5/1/00   |      |
| (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.  | Ecology Action      | 3/1/00 5/1/00     |      |
| (3)             | Purchase RRMO and distribute to each participating center.   | Ecology Action      | 5/1/00 6/1/00     |      |
| (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. | Ecology Action      | 5/1/00 6/1/00     |      |
| (5)             | Develop or adapt an existing English/Spanish language brochure to depict proper oil handling and disposal techniques.  | Ecology Action      | 3/1/00 - 7/1/00   | 53   |
| (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.   | Ecology Action      | 5/1/00 - 7/1/00   |      |
| (7)             | Recruit and train bilingual/bicultural students to conduct door-to-door outreach at labor camps and in other priority neighborhoods.   | Ecology Action      | 7/1/00 – 10/30/00 |      |
| (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.  | Ecology Action      | 7/1/00 – 10/30/00 |      |
| (9)             | Canvas approximately 1,000 residents in priority neighborhoods.  Distribute a drain-type used oil container, an English/Spanish language prochure, and the incentive coupon to each resident.  | Ecology Action      | 3/1/00 – 5/1/00   |      |
| (10)            | Select ten multifamily complexes representing the range of DIYers in the arget region with regards to building management and demographics.  | Ecology Action      | 3/1/00 – 5/1/00   | 0269 |



Applicant County of Santa Cruz

Reporting 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.                          | Ecology Action      | 3/1/00 – 5/1/00           |
| (12)            | Conduct initial door-to-door outreach to distribute a doorhanger containing a survey and incentive coupons.                 | Ecology Action      | 8/1/00 <b>– 1</b> 0/30/00 |
| (13)            | Conduct a second door-to-door outreach to distribute a doorhanger containing a survey and incentive coupons.                | Ecology Action      | 5/1/01 - 7/1/01           |
| (14)            | Compare baseline survey data with end-of-pilot data to determine the effectiveness of the program.                          | Ecology Action      | 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. | Ecology Action      | 10/30/01 12/30/01         |
|                 |   |                     |                           |
|                 |   |                     |                           |
|                 |   |                     |                           |
|                 |   |                     |                           |

0270

#### xhibit A

#### WORK STATEMENT

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

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

| ivity 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.  | Ecology Action      | 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.   | Ecology Action      | 3/1//00 <b>~</b> 6/30/00 |     |
| (3)          | Identify RRMO distributors.  | Ecology Action      | 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 al least one year.                        | Ecology Action      | 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 10 post on-site signage (designed under this grant) to remind growers to purchase RRMO. | Ecology Action      | 5/1/00 - 3/1/02          | 55  |
| (6)          | Develop a marketing packet demonstrating the performance, availability, and advantages of RRMO.  | Ecology Action      | 4/1/00 <b>~</b> 6/30/00  | Ŋ   |
| (7)          | Develop a video encouraging growers to trial RRMO in their farming equipment and vehicles.   | Ross Campbell       | 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.  | Ecology Action      | 7/1/00                   |     |
| (9)          | Present video at Agricultural Expo events, Farm Bureau meetings, cropspecific association meetings, pesticide re-issuance meetings, and at lobber sites.   | Ecology Action      | 7/1/00 11/30/00          |     |
| (10)         | Recruit three driver/owners to trial and promote RRMO.   | Ecology Action      | 3/1/00 5/30/00           |     |
| (11)         | mplement an incentive program for retail stores to stock RRMO.   | Ecology Action      | 3/1/00 -6/30/00          |     |
|              |  |                     |                          | 027 |

Exhibit A

Applicant County of Santa Cruz

Reporting and Expenditure Category

Publicity & Education - Regional Promotion of Re-Refined Motor Oil

| ctivity Number | Description of Activity  | Staff or Contractor | Time Period                            |
|----------------|--|---------------------|--|
| (12)           | Purchase RRMO and distribute to participating retail outlets.  | Ecology Action      | 4/1/00 <b> 813010J</b>                 |
| (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.   | Ecology Action      | 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 Agricultural Used Oil Collection Centers. Promote the Hotline through television Public Service Announcements, the grower "testimonial video," and the RRMO promotional packets. | Ecology Action      | 3/1/00 - 8/30/00                       |
| (15)           | Develop grower incentive coupons good for five dollars off a five gallon container of oil.   | Ecology Action      | 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.   | Ecology Action      | 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.  | Ecology Action      | 6/30/00 – 3/30/01                      |
| (18)           | Deliver grower incentives via Farm Bureau offices, at agricultural-related events, and at Jobber sites selling RRMO.   | Ecology Action      | 7/1/00-3/30/0 <b>I</b>                 |
| (19)           | Distribute RRMO promotional materials and coupons at Watsonville Speedway.   | Ecology Action      | 6/1/00 – 10/30/00<br>6/1/01 – 10/30/01 |
|                |  |                     |  |
|                |  |                     |  |

#### Exhibit A

#### WORK STATEMENT

Applicant County of Santa Cruz

Date:<u>9/28/99</u>

Reporting 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.   | Ecology Action                  | 3/1/00 4/30/00                   |
| (2)             | Work with CIWMB, Earth's 911, and recycling agencies throughout the State to develop a script to guide callers through the system.  | Ecology Action                  | 5/1/00 8/30/00                   |
| (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. | Ecology Action                  | 3/1/00 3/30/02                   |
| (4)             | Conduct celebrity recruitment for the PSAs and a press conference.  | Environmental Media Association | 3/1/00 – 5/30/00                 |
| (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.   | Environmental Media Association | 5/1/00 9/30/00                   |
| (6)             | Coordinate paid advertising space during agricultural programming in all media markets that reach growers.  | Ecology Action                  | 8/1/00 <b>–</b> 12/30/0 <b>I</b> |
| (7)             | Create a marketing package for master tapes to be distributed statewide.  | Ecology Action                  | 9/1/00 1 0/30/00                 |
| (8)             | Promote PSA to station managers statewide in order to generate an increased "free-media" for the campaign.  | Ecology Action                  | 9/1/00 – 3/30/02                 |
| (9)             | Organize and host a high profile media event featuring celebrities.   | Hill & Knowlton                 | 1/1/0 <b>I</b> = 1/30/01         |
|                 |   |                                 |                                  |



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### WORK STATEMENT

| Applicant County of Santa Cruz                          | Date: <u>9/28/99</u> |
|---|----------------------|
| Reporting and Expenditure Category Grant Administration |                      |

| 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<br>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 B

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

TOTAL PROPOSED ITEMIZATION

|  | TOTAL PROPOSED <b>(TEMIZATION</b>  |                  |
|--|--|------------------|
| RESIDENTIAL COLLECTION   | k  |                  |
| REGIONAL MULTI-FAMILY COMPLEX COL                                    |  |                  |
| ntractor cost to implement   | Ecology Action, 18 months at 25% FTE   | \$39,000         |
| er service survey  |  |                  |
| doorhanger/survey  | 350 households S.70 (with perforations)  | \$245            |
| return postage<br>Door-to-door promo literature (bilingual)          | affixed to sway instruments  | \$123            |
| doorhanger   | 350 households (two rounds) at \$.50   | \$250            |
| Spanish/English brochure   | 350 at \$, 50 (attached to doorhanger)   | \$250            |
| landware 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 33.50 each   | \$525            |
| Cost for hauler to collect<br>Contractor mileage/travel cost         | 52 pickups at \$25, five complexes<br>\$.24/mile (30 trips at 70 miles average miles)  | \$9,100<br>\$504 |
| Phone  | long distance  | \$250            |
|  | Residential Collection Subtotal  | 10.047           |
| PUBLICITY AND EDUCATION  |  |                  |
| ***************************************                              | TOTAL TO THE TOTAL | MOTON            |
| COMPONENT A - OUTREACH TO UNDE                                       | SERVED <b>diy'ers</b> in <b>priority neighborhoods &amp;</b> a <b>multifamily pro</b>  | MOTION           |
| Seasonal Laborer Outreach (in-field and Contractor cost to implement | at home) Ecology Action, 1 8 months at 35% FTE   | \$54,600         |
| n-field presentations costs (reaching 2700                           |  | 72 7,00          |
| container & label (English/Spanish)                                  | 2700 at \$3.50   | \$9,45           |
| coupon   | 2700 at \$.15/ piece   | \$40             |
| Spanish/English brochure   | 2700 at \$.50/piece  | \$1,35           |
| van to transport containers  | 14 days @ 75/day<br>\$1000 & \$250 respectively  | \$1,05           |
| display board & graphics<br>abor Camps door-to-door costs (reaching) |  | \$1,25           |
| container & label (English/Spanish)                                  | 1000 at \$3.50   | \$3,50           |
| coupon   | 1000 \$.15/ piece (attached to doorhanger)   | \$15             |
| doomanger  | 1000harseholdsatS.50   | \$50             |
| at-cost labor to canvas  | students at \$13/hour (includes taxes and insurance)   | \$3,25           |
| van to transport containers  | 10 days at \$75/day  | \$75             |
| Coupon Incentives (15% return on 2700 COL                            |  |                  |
| re-refined oil<br>filter   | five quarts at \$1.10/quart (half of au redemptions)<br>\$5.00 average/per filter (half of all redemptions)  | \$1.11<br>51.01  |
| re-refined oil (fast <b>Change</b> shop)                             | oil supplied to shops (half of all redemptions)  | 51.01<br>\$1.11  |
| Phone  | long distance  | \$25             |
| Mileage  | \$.24/mile (30 hips at 70 miles average miles)   | \$50             |
|  | Subtotal   | \$80,25          |
| Priority Neighborhood Outreach Contractor cost to implement          | Ecology Action, 18 months at 20% FTE   | \$31,20          |
| Person-to-person in 3 neighborhoods (100                             |  | 401,20           |
| container 6 label (English/Spanish)                                  | 1000 at \$3.50   | \$3,50           |
| сопроп   | 1000 at \$.15/ piece   | \$15             |
| Spanish brochure   | 1000 at \$.50/piece  | \$50             |
| van to transport jugs & students                                     | 15 days @ 75/day   | \$1,12           |
| at-cost labor to canvas  | students at \$13/hour (includes taxes and insurance)   | \$13,00          |
| Coupon incentives (15% return on1000 co<br>re-refined oil            |  |                  |
| filter   | five quarts at \$1.10/quart (half of all redemptions) \$5.00 average/per filter (half of all redemptions)  | 341              |
| re-refined oil (fast change shop)                                    | oil supplied to shops (half of all redemptions)  | 337<br>541       |
| Phone  | long distance  | . \$25           |
| Mileage  | 1000 miles at \$.24/mile   | \$24             |
|  | Subtotal   | \$51,16          |
| ntensive Multi-Family Complex Outread                                |  |                  |
| Contractor cost to implet  | Ecology Action, 18 months at 35% FTE   | \$54,60          |
| Door-to-door at 10 complexes (500 houseld doornanger                 | nolds)<br>1000 at \$.50 (two waves)  |                  |
| coupon   | 1000 at \$.15 (two waves attached to doorhanger)   | \$50<br>\$15     |
| Spanish/English brochure   | 500 at \$.50/piece (attached to door hanger)   | \$2              |
| at-cost labor to canvas  | students at \$13/hour (includes taxes and insurance)   | \$5,20           |
| Coupon incentives (75 redemptions = 15%                              | •  |                  |
| re-refined oa (collection centers) ~<br>filters (collection centers) | . "five quarts at \$1.10/quart (half of all redemptions) \$5.00 average/per filter (half of an redemptions)  | \$20             |
| re-refined oil (last change shop)                                    | 53.00 average/per inter (nair or an redemptions)  oil supplied to shops (half of all redemptions)  | \$18<br>\$ 2     |
| Survey (500 households, pre and post ou                              | itreach)   | ٠.               |
| doorhanger/survey (two rounds)                                       | \$.70 each (w/perforations)  | \$700            |
| return postage for survey  | \$.35 each   | \$3!             |
| Phone  | long distance  | \$25             |
| Mileage  | 1000 miles at \$.24/mile   | \$24             |
|  | Subtotal   | 552,84           |
|  |  | <b>A</b> 4 =     |
|  | Component A Total  | \$194,26         |
|  |  |                  |

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| contractor cost to implement  Feelogy Action, 18 months at 90% FTE  \$140,000  FROSS-Campbell, Inc. video inc. packet postage & reproduction of ag-specific video companion brochure to video video seleva at \$4,000  Fromotional Video for Grovers (250 packets) production of ag-specific video companion brochure to video video seleva at \$4,000  FROSS Campbell (see attached cost detail)  FROSS Campbell (see attached cost detail)  S31,077  FROSS Campbell (see attached cost detail)  S32,077  FROSS Campbell (see attached cost detail)  S32,077  FROSS Campbell (see attached cost detail)  S33,077  FROSS Campbell (see attached cost detail)  S34,077  FROSS Campbell (see attached cost detail)  S35,077  S35,078  S36,078  S37,078  S37,078  S38,078  S38,078  S38,078  S39,078  |   | N OF RE-REFINED MOTOR OIL  |   |
|--|---|--|---|
| Ross-Campbell, inc. video into, packet by production of 50 pieces at \$4.00 50 pieces pieces premium for 10 quick change centers and kaping space rent with \$4.00 pieces at \$4.00 pieces premium premium for 10 quick change centers apprehium for 10 quick change cente  | ontractor cost to implement   |  | \$140,000   |
| Ross-Campbell, inc. video into, packet by production of 50 pieces at \$4.00 50 pieces pieces premium for 10 quick change centers and kaping space rent with \$4.00 pieces at \$4.00 pieces premium premium for 10 quick change centers apprehium for 10 quick change cente  | romotional Video for Fleets (50 packets)  |  |   |
| possage & reproduction  possage & reproduction  production of ag-specific video companion brochure to video video sleeve aff & production  TVV/CR for Jobbers and Expos  locating Growers  booth space   | , , ,   | 'Make a Change for the <b>Better"</b> (shipping only).   | \$50  |
| production of ap-specific video companion brothure to video sleeve at 4 production TVVCR for or bothers and Expos alt-in-one 32.06 (cross sleeve at 4 production TVVCR for or bothers and Expos alt-in-one 35.00 (cross sleeve at 4 production 35.00 (   |   |  | 5200  |
| production of ap-specific video companion brothure to video sleeve at 4 production TVVCR for or bothers and Expos alt-in-one 32.06 (cross sleeve at 4 production TVVCR for or bothers and Expos alt-in-one 35.00 (cross sleeve at 4 production 35.00 (   | romotional Vidao for Growers (250 packets)  |  |   |
| companion brochure to video video slever at & production TVIVCR for Jobbers and Expos  all-in-one  S350  ceaching Growers  booth space funnels  S01 croppon (2000 distributed) on-site signage at Jobbers oil incentives to jobbers oil incentives to jobbers oil incentives to jobbers oil incentives to jobbers oil coupon (2000 distributed) on-site signage at Jobbers oil incentives to jobbers oil coupon (2000 distributed) on-site signage at Jobbers oil incentives to jobbers oil incentives to jobbers oil coupon (2000 distributed) on-site signage at Jobbers oil incentives to jobbers oil incentives oil incentives to jobbers oil incentives to jobbers oil incentives to jobbers oil incentives oil incentives to jobbers oil incentives to jobbers oil incentives oil incentiv   |   | Ross Campbell (see attached cost detail)   | \$31,070  |
| asaching Growers booth space funnels on-site signage at Jobbers oil coupon (2000 distributed) on-site signage at Jobbers stacetracks Promotions re-refined oil for drivers spectator coupon (4000 distributed) spectator coupon (4000 distributed) of signage at 1, 10 distributed to drivers for trialing re-refined oil of crivers spectator coupon (4000 distributed) spectator coupon (4000 distributed) oil supplied to shops (2000 redemptions at collection centers) spectator or spectators (2 per night) booth space oil overeits, free quicklube oil change (300 redemptions at rapid oil change 30ops) filters re-refined borthure and supplier list two barners and hanging space rental who barners and hanging spac   | companion brochure to video   | Ross Campbell  | \$2.050   |
| sexhing Growers booth space funnels 500 for ag expos (\$1.50 each) with printed info. \$75 oil coupon (2000 distributed) on-site signage at jobbers oil neartwest to jobbers 55 gallons to each of 10 jobbers \$2.50 sacetracts Promotions re-refined oil for drivers spectator coupon (4000 distributed) re-refined oil \$2.00 fifthen \$3.00 distributed) \$4000 at ±15 seach (15% redumption = 600 returns) re-refined oil \$5.00 average/per filter (300 redemptions at collection centers) \$1.65 fifthen \$5.00 average/per filter (300 redemptions at collection centers) \$1.65 fifthen \$5.00 average/per filter (300 redemptions at collection centers) \$1.65 booth space \$1.65 booth hardware re-refined prochure and supplier list two beaners and hanging space rental spremtum for 10 quick change centers point-of-purchase displays discount tear-off sheet \$1.10 filter \$1.1  | •   | •  | \$3,000   |
| booft space funnels Silocore age expose (\$1.50 each) with printed info. Since the spinage at jobbers oil incentives to job  | V/VCR for Jobbers and Expos   | aii-in-one   | \$350   |
| funnels of all coupon (2000 distributed) on-site signage at jobbers oil normal coupon (2000 distributed) on-site signage at jobbers oil normal coupon (2000 distributed) on-site signage at jobbers oil normal coupon (2000 distributed) on-site signage at jobbers oil normal coupon (2000 distributed) of color reproduction oil coupon (2000 distributed) of color reproduction oil coupon (2000 distributed) of color revertined oil off officers speciator coupon (2000 distributed) of color revertined oil officers oil supplied to shope (2000 distributed) oil supplied to shope (2000 redemptions at collection centers) oil coupon (2000 distributed) oil supplied to shope (2000 redemptions at rapid oil change shops) (2000 pieces are 3.20 each two banners and hanging space rental who banners and hanging space rental spenium for 10 quick change centers point-of-purchase displays of the color of 10 collection centers and Rapid oil Change Shops one S-gal. Ital bad of re-refined per shop (2000 pieces are \$2.00 pieces are \$2.00 each premium for 10 collection centers and Rapid oil Change Shops one S-gal. Ital bad of re-refined per shop (2000 pieces are \$2.00 pieces are \$2.00 each premium for 10 collection centers and Rapid oil Change Shops (2000 pieces are \$2.00 each premium for 10 collection centers and Rapid oil Change Shops (2000 pieces are \$2.00 each premium for 10 collection centers and Rapid oil change Shops (2000 pieces are \$2.00 each premium for 10 collection centers and Rapid oil change Shops (2000 pieces are \$2.00 each premium for 10 collection centers and Rapid oil change Shops (2000 pieces are \$2.00 pieces ar  | •   | Non-service.   | €90   |
| oil coupon (2000 distributed) color reproduction on site signage at jobbers color reproduction of site signage at jobbers of site signage at jobbers of corresponditudes of the site signage at jobbers of site site site site site site site site   |   |  |   |
| consideracks Promotions re-refined oil for drivers speciator coupon (alono distributed) re-refined oil filters re-refined oil filters re-refined oil prizes for speciators (2 per night) booth space 100 per refined brochure and supplier list two beanners and hanging space rental 100 per refined brochure and supplier list 100 per refined prochure and supplier list 100 per refined brochure and supplier list 100 per refined prochure and supplier list 100 per refined brochure and supplier list 100 per refined prochure and supplier list 100 p   |   |  |   |
| odilincentives to jobbers 55 gallons to each of 10 jobbers 52,20 accertacks Promotions re-refined oil for drivers speciator coupon (4000 distributed) 4000 at 1.15 each (15% fedemption = 600 returns) 52,00 average/ber filter (300 redemptions at collection centers) 51,55 filters 5,00 average/ber filter (300 redemptions at collection centers) 51,55 prizes for speciators (2 per night) 5 quarts at \$1.10 (quart (300 redemptions at collection centers) 51,55 prizes for speciators (2 per night) 5 quarts at \$1.10 (quart (300 redemptions at collection centers) 51,50 pot (300 prizes for speciators (2 per night) 51,20 pot (300 prizes for speciators (2 per night) 51,20 pot (300 prizes for speciators (2 per night) 61,200 prizes for speciators (2 per night) 71,200 prizes at \$2.0 each 71,200 prizes at \$2.0 eac   |   |  | \$10  |
| re-refined oil for drivers speciator coupon (4000 distributed) 4000 at 1.15 each (15% redemption = 600 returns) 52,00 re-refined oil 5 quarts at \$1.10(quart (300 redemptions at collection centers) \$1,55 filters \$5.00 average/per filter (300 redemptions at collection centers) \$1,50 prizes for speciators (2 per night) oil supplied to shops (300 redemptions at collection centers) \$1,50 prizes for speciators (2 per night) 20 events, free quicklube oil change (\$30 value) \$1,00 booth hardware graphics, table 2000 prizes at \$2.00 each visit two beanners and hanging space rental two beanners and hanging space rental voluments and representation for 10 quick change centers premium for 10 quick change centers premium for 10 quick change centers one 55.9al. bital bad of re-refined per shop \$2.30 prize filter (200 prizes at \$1.10 per quart \$1.30 prizes prizes at \$1.10 per quart \$1.30 prizes at \$1.30 \$1.30   | * * *   |  |   |
| re-refined oil for drivers speciator coupon (4000 distributed) 4000 at 1.15 each (15% redemption = 600 returns) 52,00 re-refined oil 5 quarts at \$1.10(quart (300 redemptions at collection centers) \$1,55 filters \$5.00 average/per filter (300 redemptions at collection centers) \$1,50 prizes for speciators (2 per night) oil supplied to shops (300 redemptions at collection centers) \$1,50 prizes for speciators (2 per night) 20 events, free quicklube oil change (\$30 value) \$1,00 booth hardware graphics, table 2000 prizes at \$2.00 each visit two beanners and hanging space rental two beanners and hanging space rental voluments and representation for 10 quick change centers premium for 10 quick change centers premium for 10 quick change centers one 55.9al. bital bad of re-refined per shop \$2.30 prize filter (200 prizes at \$1.10 per quart \$1.30 prizes prizes at \$1.10 per quart \$1.30 prizes at \$1.30 \$1.30   | acetracks Promotions  |  |   |
| spectator coupon (4000 distributed) re-refined oil re-refined oil s quarts at \$1.10 (quart (300 redemptions at collection centers) \$1,55 prizes for spectators (2 per night) booth space booth hardware re-refined brochure and supplier list two beanners and hanging \$pace rental will be special or to quick change centers premium for 10 collection centers and repair oil iChange Shops premium for 10 quick change centers point-of-purchase displays discount tear-off sheet those there is a \$1.00 graphics, table graphi   |   | distributed to drivers for trialing  | \$2,00  |
| re-refined oil 5 quarts at \$1.10/quart (300 redemptions at collection centers) \$1,55 filters \$5,00 average/per filter (300 redemptions at collection centers) \$1,55 prizes for speciators (2 per night) 200 events, free quicklube oil change (\$30 value) \$1,200 booth hardware graphics, table \$1,000 credemptions at rapid oil change shops) \$1,85 prizes for speciators (2 per night) 200 events at \$1,000 credemptions at rapid oil change shops) \$1,85 prizes for speciators (2 per night) 200 events at \$1,000 credemptions at rapid oil change shops) \$1,200 booth hardware graphics, table \$1,000 credemptions at rapid oil change (\$30 value) \$1,200 praphics, table \$1,200 praph   |   | · · · · · · · · · · · · · · · · · · ·  |   |
| filters  | •   | · · · · · · · · · · · · · · · · · · ·  |   |
| re-refined oil prizes for speciators (2 per night) booth space booth hardware re-refined brochure and supplier list two banners and hanging space rental winyl 10 ft x 5 ft (two colors) premium for 10 quick change centers premium for 10 quick chan   |   | ·  | -   |
| prizes for spectators (2 per night) booth space booth hardware re-refined brochure and supplier list two banners and hanging space rental to fit x 5 ft (two colors)  11,00 coss 55,00 component B subtotal to the refined per shop 0 in C 55,90,1,1,1,1,1,1,1,1,1,1,1,1,1,1,1,1,1,1,   |   |  |   |
| booth space   10 events at \$100   51,00   booth hardware re-refined brochure and supplier list two banners and hanging space rental   2000 pieces at \$2,0 each   winyl 10 ft x 5 ft (two colors)   11,00   licking Re-Refined in Collection Centers and Rapid Oil Change Shops   22,00 pieces at \$2,0 each   winyl 10 ft x 5 ft (two colors)   11,00   licking Re-Refined in Collection Centers and Rapid Oil Change Shops   22,00   premium for 10 quick change centers   10 cases per store at \$1,10 per quart   51,32   graphics, aft work, production of 16 displays   388   discount tear-off sheet   10 cases per store at \$1,10 per quart   51,32   graphics, aft work, production of 16 displays   580   litingge   50 trips at 50 miles, \$2,24/mile   50 trips at 20 m  |   |  |   |
| booth hardware graphics, table 2000 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 ft x 5 ft (two colors) 11,00 pieces at \$.20 each viryl 10 pieces at   |   |  |   |
| re-refined brochure and supplier list two banners and hanging space rental viryl 10 ft x 5 ft (two colors) 11,00  licking Re-Refined in Collection Centers and Rapid Oil Change Shops permium for 10 quick change centers premium for 10 collection centers and Rapid Oil Change Shops permium for 10 collection centers point-of-purchase displays discount tear-off sheet 1 qt free with purchase of 4 qts or re-refined per shop 10 cases per store at \$1.10 per quart 51,32 discount tear-off sheet 1 qt free with purchase of 4 qts or re-refined (2000 takers) 52,20 long distance 50 trips at 50 miles, \$.24/mile 560  Component B Subtotal 5201,69   | •   |  |   |
| two banners and hanging space rental viryl 10 ft x 5 ft (two colors)  11,00  1   | _   | •  |   |
| premium for 10 quick change centers premium for 10 collection centers 10 cases per store at \$1.10 per quart \$1.20 per quart \$1  |   | ·  |   |
| premium for 10 quick change centers premium for 10 collection centers premium for 10 collection centers 10 cases per store at \$1.10 per quart \$1.30 per quart  | tocking De Defined in Collection Contact or   | nd Panid Oil Change Shorts   |   |
| premium for 10 collection centers point-of-purchase displays graphics, at work, production of 16 displays discount tear-off sheet 1 q f free with purchase of 4 qts or re-refined (2000 takers) 2,200 chone dileage 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtota  |   |  | \$2.30  |
| point-of-purchase displays discount tear-off sheet 1 qt free with purchase of 4 qts or re-refined (2000 takers) \$2,20 frome long distance 50 trips at 50 miles, \$.24/mile \$360 from the subtotal \$201,65  |   | · · ·  |   |
| discount tear-off sheet long distance soft 4 qts or re-refined (2000 takers) significance soft and property and stance soft an   | •   | · · · · · · · · · · · · · · · · · · ·  |   |
| Prince dileage 50 trips at 50 miles, \$.24/mile \$30 miles, \$.25/miles \$31,26 miles  |   |  |   |
| Section   Sect   | discount teac.off sheet   |  |   |
| PUBLICITY AND EDUCATION  COMPONENT C STATEWIDE PROMOTION OF AGRICULTURAL COLLECTION CENTERS  Contractor staff cost to implement  |   | · · · · · · · · · · · · · · · · · · ·  |   |
| ComPONENT C - STATEWIDE PROMOTION OF AGRICULTURAL COLLECTION CENTERS  Contractor staff cost to implement Contractor mileage/travel cost SSA production costs Celebrity procurement* Contractor to be selected at \$25,000 per PSA (1 PSA) Contract with Environmental Media Association Cable and broadcast network spots*seeding* the PSAs Celebrity procurement* Contract with Environmental Media Association Cable and broadcast network spots*seeding* the PSAs Celebrity production & packaging PSAs duplication and coding Customization Customi  | Phone   | long distance  | \$30  |
| COMPONENT C - STATEWIDE PROMOTION OF AGRICULTURAL COLLECTION CENTERS  Contractor staff cost to implement Contractor mileagetravel cost S24/mile (30 trips at 275 miles) S25A production costs Celebrity procurement Contractor to be selected at \$25,000 per PSA (1 PSA) Contractor to be selected at \$25,000 per PSA (1 PSA) Contractor to be selected at \$25,000 per PSA (1 PSA) Contract with Environmental Media Association S10,00 Celebrity procurement Contractor to be selected at \$25,000 per PSA (1 PSA) Contract with Environmental Media Association S10,00 Celebrity procurement Cable and broadcast network spots "seeding" the PSAs Contractor of th   | Phone   | long distance<br>50 trips at 50 miles, \$.24/mile  | \$2,20<br>\$30<br>\$60<br>\$201,69  |
| Contractor staff cost to implement Contractor mileage/travel cost S24/mile (30 trips at 275 miles) Celebrity procurement Contract with Environmental Media Association Celebrity procurement Contract with Environmental Media Association Celebrity procurement Contract with Environmental Media Association Celebrity procurement Celeb   | Phone<br>Mileage  | long distance<br>50 trips at 50 miles, \$.24/mile  | \$30<br>\$60  |
| Contractor to be selected at \$25,000 per PSA (1 PSA) \$10,000 per PSA (1 PSA) \$  | Phone<br>Mileage<br>PUBLICITY AND EDUCATION   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30<br>\$60  |
| Celebrity procurement"  Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization  Video sleeve production 100 at \$5.00 each, plus commissioned art \$2.00 each production 100 at \$3.00 each, plus commissioned art \$2.00 each production 100 at \$3.00 each plus commissioned art \$2.00 each production 100 at \$3.00 each plus commissioned art \$2.00 each plus each each each each each each each each  | Phone<br>Mileage<br>PUBLICITY AND EDUCATION<br>COMPONENT C = STATEWIDE PROMOTI  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  ION OF AGRICULTURAL COLLECTION CENTERS   | \$30<br>\$60<br>\$201,69  |
| cable and broadcast network spots "seeding" the PSAs  \$25,00  Reproduction & packaging PSAs  duplication and coding customization video sleeve production story board production Media kick-off event Travel media kickoff event PSA production event PSA production event PSA production event Phone Phone Phone Pracking media effectiveness  Evaluation of all program elements Steering and coordination  Steering and coordination  County of Santa Cruz cost at 7% of grant implementation Costs  County of Santa Cruz cost at 7% of grant implementation costs  \$25,00  \$30,00 \$30                    | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI  Contractor staff cost to implement   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtotal  FIGN OF AGRICULTURAL COLLECTION CENTERS  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles)   | \$30<br>\$60<br>\$201,69<br>\$31,20<br>\$1,98   |
| Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production 100 at \$5.00 each, plus commissioned art story board production 100 at \$3.00  Media kick-off event contracted to Hill and Knowiton  San Jose-LA (air & ground transport & one night accommodations) PSA production event PSA production event PSA production event Ponne Iong distance Earth's 911 cost to produce quarterly reports  Component C Subtotal  \$108,44  CONTRACTOR COSTS  Evaluation of all program elements Steering and coordination Steering and coordination Grant administration  County of Santa Cruz cost at 7% of grant implementation Costs  \$43.30  \$3.00 \$3. | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI  Contractor staff cost to implement  Contractor mileage/travel cost   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  ION OF AGRICULTURAL COLLECTION CENTERS  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles)  Contractor to be selected at \$25,000 per PSA (1 PSA)   | \$30,69<br>\$201,69<br>\$31,20<br>\$1,98<br>\$25,00   |
| duplication and coding customization   | Phone fileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI  Contractor staff cost to implement  contractor mileage/travel cost  SA production costs  Celebrity procurement*  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  ION OF AGRICULTURAL COLLECTION CENTERS  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles) Contractor to be selected at \$25,000 per PSA (1 PSA) contract with Environmental Media Association  | \$30,69<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00  |
| customization video sleeve production story board production 100 at \$5.00 each, plus commissioned art 100 each each each each each each each each   | Phone fileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI  Contractor mileage travel cost  PSA production costs  Celebrity procurement*  Ad space in 6 media markets statewide  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  ION OF AGRICULTURAL COLLECTION CENTERS  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles) Contractor to be selected at \$25,000 per PSA (1 PSA) contract with Environmental Media Association  | \$30,69<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00  |
| video sleeve production story board production 100 at \$5.00 each, plus commissioned art 100 at \$3.00 100 at \$   | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOT.  Contractor staff cost to implement  Contractor mileage/travel cost  SA production costs  Celebrity procurement*  Ad space in 8 media markets statewide  Reproduction & packaging PSAs  | Iong distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtotal  Component B Subtotal  Component B Subtotal  Control Control Control  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles)  Contract or to be selected at \$25,000 per PSA (1 PSA)  contract with Environmental Media Association  cable and broadcast network spots seeding the PSAs  | \$30<br>\$60<br>\$201,69<br>\$31,20<br>\$1,98<br>\$25,00<br>\$10,00<br>\$25,00  |
| story board production  Media kick-off event  Cravet  media kick off event  PSA production event  PSA production event  Phone  Cracking media effectiveness  Earth's 911 cost to produce quarterly reports  Evaluation of all program elements  Steering and coordination  Steering and coordination  Grant administration  100 at \$3.00  contracted to Hill and Knowfton  \$30  San Jose-LA (air & ground transport & one night accommodations)  \$31  \$32  \$33  \$33  \$34  \$34  \$35  \$35  \$35  \$35  | Phone fileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI  Contractor staff cost to implement  Contractor mileage/travel cost  SA production costs  Celebrity procurement*  Ad space in 8 media markets statewide  Reproduction & packaging PSAs  duplication and coding  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  ION OF AGRICULTURAL COLLECTION CENTERS  Ecology Action, 18 months at 20% FTE \$.24/mile (30 trips at 275 miles)  Contractor to be selected at \$25,000 per PSA (1 PSA)  contract with Environmental Media Association cable and broadcast network spots "seeding" the PSAs  100 coded beta masters (\$30 each)   | \$30,560<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$3,00  |
| Media kick-off event contracted to Hill and Knowlton \$5,00  Fravel media kick-off event San Jose-LA (air & ground transport & one night accommodations) \$30  PSA production event San Jose-LA (air & ground transport & one night accommodations) \$30  Phone long distance \$20  Fracking media effectiveness Earth's 911 cost to produce quarterly reports \$2,00  Component C Subtotal \$108,4   CONTRACTOR COSTS  Evaluation of all program elements Steering and coordination 3 partnering agendas. 100 in each at \$85/hr, fully loaded rata Subtotal of Grant Implementation Costs \$19,00  Grant administration County of Santa Cruz cost at 7% of grant implementation costs \$43,33  | Phone filieage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI Contractor staff cost to implement contractor mileage/travel cost SA production costs Celebrity procurement*  Id space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$31,20<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$3,00<br>\$2,00   |
| Travel media kickoff event PSA production event PSA production event Post production event Inacking media effectiveness Earth's 911 cost to produce quarterly reports Component C Subtotal \$108,44  CONTROL PERSONNEL COSTS  Evaluation of all program elements Steering and coordination Steering and coordination Steering and coordination Grant Implementation Costs Steering and coordination County of Santa Cruz cost at 7% of grant implementation costs \$42.00 Component C Subtotal \$108,44  \$35.00                             | Phone filleage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost SSA production costs  Celebrity procurement* Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30,<br>\$60<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$3,00<br>\$2,00<br>\$2,00<br>\$2,00   |
| PSA production event Phone long distance Earth's 911 cost to produce quarterly reports \$2.00  Component C Subtotal \$108,44  COTHER: PERSONNEL COSTS  Evaluation of all program elements Steering and coordination 3 partnering agendas. 100 in each at \$65/hr, fully loaded rata \$19,50 Grant administration Costs County of Santa Cruz cost at 7% of grant implementation costs \$43.33   | Phone Mileage  PUBLICITY AND EDIFCATION  COMPONENT C = STATEMIDE PROMOTI Contractor ratef cost to implement Contractor mileage/travel cost  PSA production costs  Celebrity procurement* Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30,26<br>\$201,69<br>\$31,26<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$2,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$   |
| Phone Tracking media effectiveness Earth's 911 cost to produce quarterly reports \$2.00  | Phone Mileage  PUBLICITY AND EDIFCATION  COMPONENT C = STATEWIDE PROMOTION  Contractor staff cost to implement  Contractor mileage/travel cost  PSA production costs  Celebrity procurement*  Ad space in 6 media markets statewide  Reproduction & packaging PSAs  duplication and coding  customization  video sleeve production  story board production  Media kick-off event  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30,26<br>\$201,69<br>\$31,26<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$2,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$   |
| Earth's 911 cost to produce quarterly reports   \$2.00   | Phone filieage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost SA production costs Celebrity procurement* uf space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Media kick-off event Travei   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30,000<br>\$201,69<br>\$31,26<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$2,00<br>\$3,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$5,00  |
| Component C Subtotal \$108,4:  Component C Subtotal \$108,4:  Contractor Cost (10% of contractor implementation line items) \$35,0  Steering and coordination 3 partnering agendas. 100 hn each at \$85/hr, fully loaded rata \$19,0  Subtotal of Grant Implementation Costs \$19,0  Grant administration County of Santa Cruz cost at 7% of grant implementation costs \$43,33  | Phone Alileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost  SSA production costs  Celebrity procurement*  Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Media kick-off event  Travel media kickoff event  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal   | \$30,<br>\$60<br>\$201,69<br>\$31,20<br>\$10,00<br>\$25,00<br>\$3,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,0 |
| Evaluation of all program elements Contractor cost (10% of contractor implementation line items) \$35,00  Steering and coordination 3 partnering agendas. 100 hn each at \$85/hr, fully loaded rata \$19,50  Subtotal of Grant Implementation Costs \$619,00  Grant administration County of Santa Cruz cost at 7% of grant implementation costs \$43,33   | Phone Alileage  PUBLICITY AND EDUCATION  COMPONENT C = STATEWIDE PROMOTION  Contractor mileage/travel cost  SA production costs  Celebrity procurement*  Ad space in 6 media markets statewide  Reproduction & packaging PSAs  duplication and coding  customization  video sleeve production  story board production  Media kick-off event  Travel  media kickoff event  PSA production event  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtota  | \$30,<br>\$60<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3, |
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| Evaluation of all program elements Contractor cost (10% of contractor implementation line items) \$35,0  Steering and coordination 3 partnering agendas. 100 hn each at \$85/hr, fully loaded rata \$19,5  Subtotal of Grant Implementation Costs \$619,0  Grant administration County of Santa Cruz cost at 7% of grant implementation costs \$43.33  | Phone Mileage  PUBLICITY AND EDITION  COMPONENT C = STATEMIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost  PSA production costs  Celebrity procurement* Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production  Media kick-off event Travel media kickoff event PSA production event  Phone  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtota  | \$30,<br>\$60<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$10,00<br>\$25,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3, |
| Steering and coordination  3 partnering agendas. 100 hn each at \$85/hr, fully loaded rata  \$19,5  Subtotal of Grant Implementation Costs  6 grant administration  County of Santa Cruz cost at 7% of grant implementation costs  \$43.33   | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost PSA production costs "Celebrity procurement" Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Media kick-off event Travel media kickoff event PSA production event Phone Tracking media effectiveness  | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Component B Subtota  | \$30,200<br>\$201,69<br>\$31,20<br>\$1,96<br>\$25,00<br>\$25,00<br>\$2,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$0<br>\$   |
| Subtotal of Grant Implementation Costs \$619.0  Grant administration County of Santa Cruz cost at 7% of grant implementation costs \$43.33   | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost PSA production costs "Celebrity procurement" Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Media kick-off event Travel media kick-off event PSA production event Phone Tracking media effectiveness   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Contractor to be selected at \$25,000 per PSA (1 PSA)  contract with Environmental Media Association cable and broadcast network spots "seeding" the PSAs  100 coded beta masters (\$30 each)  Earth's 911  100 at \$5.00 each, plus commissioned art  100 at \$5.00 each, pl | \$30, \$60<br>\$201,69<br>\$31,26<br>\$1,98<br>\$25,00<br>\$10,00<br>\$25,00<br>\$3,00<br>\$2,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,00<br>\$3,    |
| Grant administration County of Santa Cruz cost at 7% of grant implementation costs s43.33  | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost PSA production costs Celebrity procurement* Ad space in 8 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Motory board production  Motory board production  Motory board production  Travel media kick-off event PSA production event Phone Tracking media effectiveness  OTTHER* PERSONNEL COSTS  Evaluation of all program elements | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Contractor to be selected at \$25,000 per PSA (1 PSA)  contract with Environmental Media Association cable and broadcast network spots "seeding" the PSAs  100 coded beta masters (\$30 each)  Earth's 911  100 at \$5.00 each, plus commissioned art  100 at \$5.00 each, pl | \$30,000<br>\$201,69<br>\$31,20<br>\$1,000<br>\$25,00<br>\$3,000<br>\$2,000<br>\$3,000<br>\$2,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000<br>\$3,000  |
|  | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost PSA production costs Celebrity procurement* Ad space in 8 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production story board production Motory board production  Motory board production  Motory board production  Travel media kick-off event PSA production event Phone Tracking media effectiveness  OTTHER* PERSONNEL COSTS  Evaluation of all program elements | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Contractor to Description at 20% FTE \$.24/mile (30 trips at 275 miles) Contractor to Description at \$25,000 per PSA (1 PSA) contract with Environmental Media Association cable and broadcast network spots "seeding" the PSAs  100 coded beta masters (\$30 each) Earth's 911 100 at \$5.00 each, plus commissioned art 100 at \$3.00 contracted to Hill and Knowlton  San Jose-LA (air & ground transport & one night accommodations) long distance Earth's 911 cost to produce quarterly reports  Component C Subtotal  Contractor cost (10% of contractor implementation line items) 3 partnering agendas. 100 hn each at \$85/hr, fully loaded rata   | \$30,201,69 \$201,69 \$31,20 \$1,98 \$25,00 \$10,00 \$25,00 \$3,00 \$2,00 \$3,00 \$2,00 \$3,00 \$3,00 \$1,98,44   |
|  | Phone Mileage  PUBLICITY AND EDUCATION  COMPONENT C - STATEWIDE PROMOTI Contractor staff cost to implement Contractor mileage/travel cost PSA production costs "Celebrity procurement" Ad space in 6 media markets statewide Reproduction & packaging PSAs duplication and coding customization video sleeve production Media kick-off event Travel media kick-off event PSA production event Phone Tracking media effectiveness  OTTHER PERSONNEL COSTS Evaluation of all program elements Steering and coordination   | long distance 50 trips at 50 miles, \$.24/mile  Component B Subtotal  Contractor to be selected at \$25,000 per PSA (1 PSA)  contract with Environmental Media Association cable and broadcast network spots "seeding" the PSAs  100 coded beta masters (\$30 each)  Earth's 911  100 at \$5.00 each, plus commissioned art  100 at \$5.00 each, pl | \$30<br>\$60  |



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