



Count. of Santa Cruz 0357

DEPARTMENT OF PUBLIC WORKS

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AGENDA: AUGUST 1, 2000

July 20, 2000

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street

Santa Cruz, California 95060

**SUBJECT: CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD
CALMAX PARTNERSHIP MINI-GRANT APPLICATION**

Members of the Board:

Assembly Bill 939 (1989) established a hierarchy for solid waste management with the most preferred being source reduction, which includes reuse. To increase the possibilities for reuse of business and industrial non-toxic discards, the California Integrated Waste Management Board (CIWMB) created the California Materials Exchange (**CalMAX**) in 1992. Through **CalMAX's** online and printed catalog listings, businesses can list as "available" useable discards they have or post "wanted" listings for feedstocks or used equipment they are seeking.

The CIWMB is now soliciting grant proposals to encourage local governments to use **CalMAX** as their local materials exchange and promote its availability to their business communities. The County has been supporting a local materials exchange program (**ProMAX**) through contracts with Ecology Action of Santa Cruz over the last five years. The **ProMAX** exchange program is linked to **CalMAX** through the CIWMB web site, allowing materials to be exchanged throughout the greater Monterey Bay region and beyond.

Public Works is developing a grant proposal (draft copy attached) which would enable the County to broaden its support and increase the promotion for the **ProMAX** exchange. As **ProMAX** receives listings from all jurisdictions in the county, the proposal is being drafted as a regional program and staff is seeking letters of support **from** the cities for this application. One grant requirement is the adoption of a resolution from the applicant governing body authorizing submittal of the application and a copy of same is therefore included with this letter for your Board's consideration.

It is therefore recommended that your Board adopt the attached resolution authorizing the submittal of a regional application on behalf of the cities of Capitola, Santa Cruz, **Scotts** Valley and Watsonville to the California Integrated Waste Management Board for a **CalMAX** Partnership mini-grant in the amount of **\$10,000.00** and authorize the Acting Director of Public Works to sign all contracts on behalf of the County necessary to implement this grant, if awarded.

Yours truly,



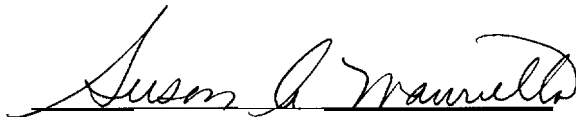
THOMAS L. BOLICH

Acting Director of Public Works

DDG:bbs

Attachments

RECOMMENDED FOR APPROVAL,:



County Administrative Officer



copy to: Public Works Department

CALB

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

RESOLUTION NO. _____

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

RESOLUTION AUTHORIZING THE SUBMITTAL OF A REGIONAL APPLICATION
ON BEHALF OF THE CITIES OF CAPITOLA, SANTA CRUZ, SCOTTS VALLEY
AND WATSONVILLE TO THE CALIFORNIA INTEGRATED WASTE
MANAGEMENT BOARD FOR A **CALMAX** PARTNERSHIP MINI-GRANT

WHEREAS, Public Resources Code 42000 authorizes the California Integrated Waste Management Board (CIWMB) to conduct recycling market development activities to strengthen demand by manufacturers and end-use consumers for recyclable materials collected by municipalities, non-profit organizations and private entities; and

WHEREAS, the concept of materials exchange is an integrated approach which encompasses integrated waste management objectives such as building materials efficiency, construction and demolition waste reduction and maximization of reused and recycled content building and landscaping materials; and

WHEREAS, on May 23, 2000, the CIWMB approved the evaluation process, scoring criteria and preference criteria for the **CalMAX** Partnership mini grants; and

WHEREAS, the County of Santa Cruz will enter into an agreement with the CIWMB for development of a project to support and promote **CalMAX**;

NOW, THEREFORE, BE IT RESOLVED that the Santa Cruz County Board of Supervisors authorizes the submittal of a regional application on behalf of the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville to the California Integrated Waste Management Board for a **CalMAX** Partnership mini grant. The Director of Public Works of the County of Santa Cruz, or their designee is hereby authorized and empowered to execute in the name of the above named cities all necessary applications, contracts, payment requests, agreements and amendments thereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this o ___ day f _____ 2000, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairperson of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:



Chief Assistant County Counsel

Distribution: City of **Capitola** Public Works
City of Santa Cruz Public Works
City of **Scotts** Valley Public Works
City of Watsonville Public Works
County Counsel
Public Works

TABLE OF' CONTENTS

| | |
|---|------------|
| Exhibit A--Application Cover Sheet | page 1 |
| Table of Contents | page 2 |
| Exhibit B-Application Narrative | |
| Introduction | page 3 |
| Section 1: Need | page 3 |
| Section 2: Objectives | page 4 |
| Section 3: Methodology (Narrative and Exhibit C) | page 4 |
| Section 4: Evaluation | page 5 |
| Section 5: Budget (Narrative and Exhibit D) | pages 6 |
| Section 6: Completeness, Letters of Support, Experience (Narrative and Exhibit E) | page 6-7 |
| Section 7: Local Jurisdiction's Green Procurement Policy (Narrative and Exhibit F) | pages 7 |
| Section 8: Documentation of Re-Refined Motor Oil Usage (Narrative and Exhibit G) | pages 7 |
| <u>Attachments to the Application Narrative:</u> | |
| Exhibit C: Work Statement | page 8 |
| Exhibit D: Budget | page 9-10 |
| Exhibit E: Letters of Support | page 11-14 |
| Exhibit F: Local Jurisdiction's Green Procurement Policy | page 15-18 |
| Exhibit G: Use of Re-Refined Motor Oil | page 19-21 |
| Exhibit H: County of Santa Cruz Resolution | page 20 |

Introduction

The County of Santa Cruz proposes to fulfill the role of lead agency in a regional program that will locally promote the CalMAX statewide materials reuse program along with the Santa Cruz regional materials reuse program, ProMAX. The region to benefit from the proposed program includes all of the incorporated and unincorporated areas of Santa Cruz County, including the cities of Santa Cruz, Scotts Valley, Watsonville and Capitola. Letters of participation and support from the local government partners and nonprofit environmental agency, Ecology Action, are attached to this proposal.

Section 1: Need

The total current population of Santa Cruz County exceeds 250,000 residents and is one of the fastest growing counties in California for both residents and businesses. For the past six years, the County has locally supported promotion of the CalMAX program through the region's local materials reuse project, ProMAX, a program of a local nonprofit, Ecology Action. By linking the local Santa Cruz regional materials exchange program to the State program, over 3,000 exchanges to date have been made among the commercial businesses in the target region. Over 50% of these exchanges have occurred within the four incorporated cities located in Santa Cruz County, and the demand from the commercial sector within the region is increasing. The County does not have the resources to maintain the current demand for exchanges within the incorporated cities in our region. In addition, the County is unable to build on our past success and expand the current promotion effort to increase the demand even further.

The County of Santa Cruz proposes to use a CalMAX mini-grant to match the County resources currently devoted to promoting and maintaining ProMAX/CalMAX within the Santa Cruz region. The main thrust of the proposed program would be to intensify the outreach effort throughout the region. In so doing, the County hopes to demonstrate to the cities within our borders that it is beneficial to share the costs for local promotion toward materials reuse. One of the proposed program goals is to work with the incorporated cities toward partnering with the County to continue the increased outreach effort after the mini-grant is complete. The County proposes to increase awareness and use of the ProMAX/CalMAX service among commercial businesses by at least 15% from the current usage.

Section 2: Objectives

The objectives of the proposed program are:

Work with the existing ProMAX/CalMAX program to increase the current level of promotion to the commercial businesses within the Santa Cruz region. The target audience for the increased outreach will be specific types of business that have not used the program in the past but are in the same kind of business as others who have successfully exchanged common materials produced within the region.

Work with the four incorporated cities located within Santa Cruz County to develop a long-term plan to sustain the increased outreach beyond the mini-grant period.

Provide full evaluative documentation and other information as required by CIWMB regulations on the proposed program results.

Section 3: Methodology

Objective (1):

Work with the existing ProMAX/CalMAX program to increase the current level of promotion to the commercial businesses within the Santa Cruz region. The target audience for the increased outreach will be specific types of business that have not used the program in the past but are in the same kind of business as others who have successfully exchanged common materials produced within the region.

Tasks:

Review the documentation from all exchanges made within the region for the past six years toward establishing a list of generic types of businesses to target for increased promotion.
 Work with the local haulers to develop a mailing list of the target businesses.
 Coordinate two mailers to the target businesses.
 Work with the six local Chamber of Commerce offices to do a promotional newsletter insert.
 Develop, print and place a newsletter insert into the County & six Chamber newsletters.
 Develop and place news ads within the business section of local newspapers to promote the program four times during the mini-grant cycle.

Objective (2):

Work with the four incorporated cities located within Santa Cruz County to develop a long-term plan to sustain the increased outreach beyond the mini-grant period.

Tasks:

Coordinate a round-table discussion with representatives from the four incorporated cities within Santa Cruz County toward the goal of develop a long-term plan to sustain the increased promotion.
 As appropriate, work with local City Councils to approve support for the long-term plan.

Objective (3):

Provide full evaluative documentation and other information as required by CIWMB regulations on the proposed program results.

Tasks:

Produce a periodic evaluative program report and maintain an audit file that complies with CI WMB regulations.

Work with local city governments to transition the costs of maintaining the program after this CalMAX mini-grant is complete.

Section 5: Evaluation

Process evaluation of the proposed program will be conducted by determining whether all tasks and objectives as outlined under the methodology section of this grant proposal were accomplished. Progress on the process evaluation will be monitored throughout the grant period using work plans with timelines to track the progress of all tasks and objectives.

Outcome evaluation of the proposed program will be determined by using a system that tracks the following data:

The number of ProMAX/CalMAX listings and actual exchanges made during the grant period, with the estimated weight of the materials exchanged.

The location and contact information of the parties involved in all exchanges.

A listing of all promotional outreach accomplished through the grant, with dates and media outlet(s) and/or methods used.

PAGE 4

Section 5: Budget Narrative-See Exhibit D for a detailed itemization

The proposed program components maintain AND EXPAND ? the existing regional approach to sustaining and promoting ProMAX and CalMAX. The funds provided through this mini-grant will allow the County of Santa Cruz and our participating community partners to put permanent program expansion elements in place that will greatly assist in meeting the region's waste diversion goals. The grant will also fund the one-time cost of an intensive promotion campaign targeting businesses throughout the region. The attached Budget Itemization, Exhibit D, details the necessary material expenses and staff costs needed to implement each proposed program component.

Section 6: Completeness, Letters of Support, Experience

The County of Santa Cruz has included all information required for a complete mini-grant application. Letters of support and participation from applicable community stakeholders in the target region are attached. The County has engaged a local nonprofit environmental agency as a consultant to implement the proposed program. What follows is an outline of Ecology Action's professional background demonstrating their ability to successfully complete the proposed project.

AGENCY EXPERIENCE

Founded on Earth Day in 1970, Ecology Action is a 501(c)3 non-profit corporation which specializes in resource conservation and pollution prevention programs. For 30 years, Ecology Action has collaborated with local, state and federal government agencies, foundations, and businesses to establish cutting-edge conservation programs, prove their effectiveness financially and operationally, and establish each program as a permanent community resource. To date, Ecology Action has established programs in source reduction, pollution prevention from used oil and household hazardous waste, reuse and recycling of solid waste, organic recycling, and general conservation. Ecology Action continues to seek innovative ways that instill environmental awareness, promote pragmatic change, and create opportunities for community members to save money, create jobs, and contribute to a sustainable local economy. In addition to our used oil and HHW management programs, (**detailed below**), Ecology Action is currently working on these programs:

Business Waste Reduction -- WasteNot

- Waste Assessments and Software tools
- Technical assistance in implementing waste minimization options
- ProMAX Regional Materials Reuse Network Linked to CalMAX
- Market Development for Reusable/Recyclable Materials

Home Composting Programs

- Technical composting workshops
- Community composting demonstration sites (outdoor classrooms)
- Large-scale bin distributions & technical assistance hotline--the "Rotline"

Safer Technologies in Fabricare

- Assistance in helping dry cleaners transition to less toxic cleaning methods
- Technical training workshops for dry cleaners
- Technical assistance with financing options for new equipment
- Resource and Information clearinghouse for consumers and dry cleaners

Public School Resource Conservation Program

- Partnership with Santa Cruz County Office of Education and LifeLab Program
- Six pilot school sites working toward zero waste
- Litterless Lunch Campaign & Community composting demonstration sites
- 1999 AWARD WINNER IN FROM THE CIWMB

Publications, Hotlines and Community Events

Santa Cruz County Electric Bike Commuter Incentive Program
 Santa Cruz County Bike To Work Program
 Monterey Bay Annual Coastal Cleanup
 Santa Cruz County Recycling Information Hotline
 Education Booths at Major Community Events in the Monterey Bay Region
 Where To Recycle Guide & Buy Recycled Guides for Santa Cruz County

Used Oil and HHW Programs

For the past seven years, Ecology Action has worked with county and municipal staff throughout Northern California to implement and maintain all aspects of CIWMB-funded used oil management programs. Ecology Action specializes in creating partnerships with local businesses, community groups and government agencies to leverage CIWMB funds. The range of Ecology Action's expertise includes: (1) Collection Infrastructure; (2) Publicity and Education;(3) Administrative Services.

Section 7: Local Jurisdiction's Green Procurement Policy

Exhibit F is attached to affirm that the County of Santa Cruz currently has a green procurement policy requiring the use of recycled products and implementation of other waste reduction measures.

Section 8: Use of Re-Refined Motor Oil

Exhibit G is attached to affirm that the County of Santa Cruz is currently using re-refined oil in its vehicle fleet.

Attachments to this section:

Exhibit C: Work Statement

Exhibit D: Budget

Exhibit E: Letters of Support

Exhibit F: Local Jurisdiction's Green Procurement Policy

Exhibit G: Use of Re-Refined Motor Oil

Exhibit H: County of Santa Cruz Resolution

(Section 1-4)

EXHIBIT D: BUDGET**California Integrated Waste Management Board CalMAX Partnership Grant Funds**

| | |
|---|--------------------|
| Consultant staff time to promote ProMAX and CalMAX regionally | |
| 100 staff hours @ \$50/hour | \$5,000.00 |
| Material expenses to promote ProMAX and CalMAX regionally | |
| News ads | \$3,400.00 |
| Printing costs for newspaper and news letter inserts | \$1,000.00 |
| Chamber of Commerce fee to insert into newsletters -- Four Chambers 6 @ \$150/each | \$600.00 |
| <hr/> | |
| TOTAL CalMAX Mini-Grant Request | \$10,000.00 |

MATCHING FUNDS

| | |
|---|------------|
| Consultant staff time to promote ProMAX and CalMAX regionally | |
| Promotion under the Waste Audit Program 75 staff hours @ \$50/hour** | \$3,750.00 |
| Consultant staff time to link ProMAX with CalMAX regionally and statewide and facilitate exchanges | |
| 125 hours @ \$50/hour** | \$6,250.00 |

****See attached contract budget with Ecology Action for Fiscal Year 2000/2001****

TOTAL Matching \$10,000.00