

# County of Santa Cruz

## DEPARTMENT OF PUBLIC WORKS

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

THOMAS L. BOLICH  
DIRECTOR OF PUBLIC WORKS

### AGENDA: MARCH 20, 2001

March 8, 2001

#### SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street  
Santa Cruz, California 95060

#### SUBJECT: REPORT ON MULTI-FAMILY HOUSING RECYCLING OUTREACH

#### Members of the Board:

On September 12, 2000, your Board directed Public Works to return on this date with a report on the results of a recycling outreach project at multi-family housing which your Board approved on that date. The project, conducted under a contract with Paul Howard, was quite successful, as summarized in the attached report.

The outreach project reached 53 multi-family housing complexes in all areas of the unincorporated county, which was over the target of 50. Successful contacts with property owners and managers resulted in recycling services being established or upgraded at 35 of these sites during the contract term. Recycling collection had never before been available at 28 of those sites with a total of 667 residential units. While educational efforts were undertaken at all sites where new recycling carts were delivered, more intensive door-to-door outreach was conducted at 24 sites. The recycling hauler, Waste Management of Santa Cruz County (Waste Management), reports that the new recycling bins are regularly full, indicating high participation in the program by residents. The contractor has developed a good working relationship with Waste Management, thus aiding and enhancing his work.

In most instances the contractor found both residents and managers to be receptive to the concept of waste reduction (only three owners contacted were not interested in participating). It appears that the County's on-going public education efforts have helped to foster such support. The contractor's task consisted of working out operational details of collection and informing residents that the program was available.

While the contractor worked effectively on this project for five months, much work remains to be done to increase recycling opportunities and participation for all residents in multi-family housing in the unincorporated county. There are still more than 60 complexes where no recycling opportunity yet exists. At a significant number of the more than 220 other complexes where recycling has been established at some level during the past decade, the program is not functioning at its highest level. At most of these sites, some additional attention could discover and resolve the operational or educational difficulties that may be limiting the present level of participation.

In order to maintain the momentum and continue the outreach work of the multi-family project that just ended, a contract amendment to renew the agreement with Paul Howard is attached for your consideration. Also attached is a copy of the original contract scope of work that indicates the minor changes which would result from your approval of the amendment. The amount requested for the renewal is slightly higher to allow the work to continue for six months, which will be sufficient to reach nearly all of the so far unserved multi-family complexes.

Public Works will continue to review the results of the pilot project in order to determine whether this area of outreach work would benefit from increased attention on an on-going basis. If it appears that permanent staffing of an additional position within our Solid Waste and Recycling section would be needed to maintain the highest level of recycling and diversion, Public Works would then return to your Board at budget hearings with its recommendation .

Cost for the continuation of the outreach project is \$10,200, and sufficient funds are available in the County Service Area 9C Solid Waste Budget for this purpose.

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

1. Accept and file the attached report on recycling outreach at multi-family housing.
2. Approve an amendment to agreement with Paul Howard to continue multi-family housing recycling assistance for a not-to-exceed amount of \$10,200.
3. Authorize the Director of Public Works to sign the contract on behalf of the County of Santa Cruz.

Yours truly,

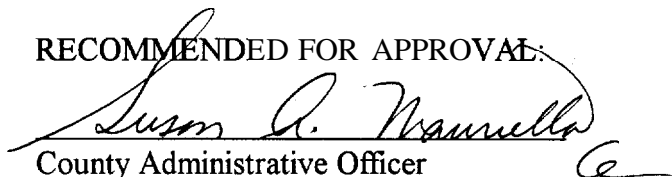


THOMAS L. BOLICH  
Director of Public Works

JS:mg

Attachments

RECOMMENDED FOR APPROVAL:

  
County Administrative Officer

copy to: Public Works

# MULTI-FAMILY RECYCLING OUTREACH PROJECT

Complex Name	Number	Street	City	Zip	Number of Units	Initial Project Field Visit	New Recycle Carts Ordered	Additional Recycle Carts Ordered	Additional Recycle Carts Ordered	Outreach Conducted	Block Leader Identified	Needs Additional Follow-up	Not Interested
Far West Trailer Apartments	3912	Portola Dr	Santa Cruz	95062	20	9/16/10							X
Tropicana Apartments	800	24th Av	Santa Cruz	95062	37	9/26/00	*			X	X		
Creekside	985	30th Av	Santa Cruz	95062	12	9/26/00	*			X	X		
Housing Authority Apts-30th Av	951	30th Av	Santa Cruz	95062	19	9/26/00			X		X		
Elizabeth Oaks Apts	1460	Jose Av	Santa Cruz	95062	126	9/26/00			X	X	X		
Apartments	9525	Brookside Av	Ben Lomond	95005	3	11/1/00	X			X	X		
Apartments	10040	Highway 9	Ben Lomond	95005	5	11/1/00	X			X	X		
Red Oak Apartments	10110	Highway 9	Ben Lomond	95005	7	11/1/00	X						
Apartments	9280	Highway 9	Ben Lomond	95005	9	11/1/00	X						
Highland Apartments	10101	Highway 9	Ben Lomond	95005	6	11/1/00						X	
Apartments	9801	Highway 9	Ben Lomond	95005	11	11/1/00					X		
Briar Glen Apartments	110	Lorenzo Av	Ben Lomond	95005	4	11/1/00					X		
Opal Apts	6154	Highway 9	Felton	95018	10	11/1/00	X			X	X		
Apartments	6745	Highway 9	Felton	95018	7	11/1/00	X						
Apartments	329	Hihn St	Felton	95018	4	11/1/00	X			X	X		
Apartments	238	Redwood Dr	Felton	95018	7	11/1/00	X			X	X		
Apartments	6390	Highway 9	Felton	95018		11/1/00							X
Anchor Court HOA	270-302	Anchor Ct	Boulder Creek	95006	27	11/8/00						X	
Boulderbrook Village	12171	Highway 9	Brookdale	95007	10	11/8/00			X		X		
Apartments	11330	Highway 9	Brookdale	95007		11/8/00						X	
Apartments	1899	River Rd	Ben Lomond	95005	5	11/15/00						X	
Pajaro Vista	1955	Pajaro Ln	Freedom	95019	106	11/21/00	X			X	X		
Paloma Del Mar Apts	2030	Pajaro Ln	Freedom	95019	130	11/21/00	X			X	X		
Apartments	112	Browns Valley Rd	Watsonville	95076	2	11/21/00	X				X		
Residences	719	Larkin Valley Rd	La Selva Beach	95076	1	11/21/00	X				X		
Apartments	9653	Soquel Dr	Aptos	95003	18	12/7/00			X				
Apartments	2643-95	Mar Vista Dr	Aptos	95003	17	12/7/00						X	
Apartments	122	Aptos Beach Dr	Aptos	95003	4	12/8/00	X			X			

# MULTI-FAMILY RECYCLING OUTREACH PROJECT

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Complex Name	Number	Street	City	Zip	Number of Units	Initial Project Field Visit	New Recycle Carts Ordered	Additional Recycle Carts Ordered	Outreach Conducted	Block Leader Identified	Needs Additional Follow-up	Not Interested
Apartments	163	East St	Aptos	95003	5	12/8/00	X		X			
Apartments	148	Glen Dr	Aptos	95003	3	12/8/00	X		X	X		
Apartments	346	Searidge Rd	Aptos	95003	5	12/8/00	X		X	X		
Apartments	369	Searidge Rd	Aptos	95003	4	12/8/00		X	X			
Seacliff Garden Apts	56-98	Seacliff Dr	Aptos	95003	22	12/8/00					X	
Apartments	162-174	Searidge Ct	Aptos	95003	13	12/8/00						X
Apartments	372	Searidge Rd	Aptos	95003	5	12/8/00					X	
Imperial Courts HOA	6300-53	Imperial Ct	Aptos	95003	22	12/12/00		X	X	X		
Villa San Carlos Apts	2500	Soquel Dr	Santa Cruz	95065	200	12/14/00	X		X	X		
Mervue Apts	805	24th Av	Santa Cruz	95062	13	12/26/00	X					
Apartments	4941	East Walnut St	Soquel	95073	8	1/2/01	X			X		
Apartments	4798	River St	Soquel	95073	4	1/2/01	X		X			
Apartments	5050-54	Wilder Dr	Soquel	95073	8	1/2/01	X		X	X		
Apartments	4795	River St	Soquel	95073	6	1/2/01		X	X			
Apartments	3094-6	Christopher Ct	Soquel	95073	7	1/2/01					X	
Apartments	4343	Soquel Dr	Soquel	95073	9	1/2/01					X	
Apartments	4361	Soquel Dr	Soquel	95073	4	1/2/01					X	
Apartments	4530	W Walnut	Soquel	95073	4	1/2/01					X	
Apartments	5019-85	Wilder Dr	Soquel	95073	8	1/2/01					X	
Apartments	5098	Wilder Dr	Soquel	95073	4	1/2/01					X	
Mesa Apartments	7362	Mesa Dr	Aptos	95003	9	1/3/01	X		X	X		
Granada Garden Apts	657	24th Av	Santa Cruz	95062	52	1/10/01	X			X		
Apartments	1710	Alice St	Santa Cruz	95062	4	1/12/01	X		X			
Apartments	2935-45	Capitola Rd	Santa Cruz	95062	8	1/12/01	X		X			
Apartments	1911	Kinsley St	Santa Cruz	95062	4	1/12/01	X		X			
Number of Sites						53	28	7	24	24	13	3

COUNTY OF SANTA CRUZ  
REQUEST FOR APPROVAL OF AGREEMENT

0239

TO: Board of Supervisors  
County Administrative Officer  
County Counsel  
Auditor-Controller

FROM:

PUBLIC WORKS DEPARTMENT

(Dept.)

(Signature)

3-6-01

(Date)

The Board of Supervisors is hereby requested to approve the attached agreement and authorize the execution of the same.

1. Said agreement is between the COUNTY OF SANTA CRUZ (Agency)  
PAUL HOWARD, 2320 MELANIE PLACE, SANTA CRUZ, CA 95062  
and, - (Name & Address)

2. The agreement will provide MULTI-FAMILY RESIDENTIAL RECYCLING OUTREACH

3. The agreement is needed BECAUSE THE WORK CAN BE HANDLED MOST EXPEDITIOUSLY BY CONTRACT.

4. Period of the agreement is from BOARD APPROVAL to JUNE 30, 2001

5. Anticipated cost is INCREASE \$10,200 (Fixed amount; Monthly rate; Not to exceed)

6. Remarks: CONTRACT \$19,000; 7% OVERHEAD \$1,330; TOTAL \$20,330

7. Appropriations are budgeted in 625110! 3665! (Index#) 3590 (Subobject)

NOTE: IF APPROPRIATIONS ARE INSUFFICIENT, ATTACH COMPLETED FORM AUD-74

Appropriations are available and have been encumbered. Contract No. 0002213 Date 3-8-01

GARY A. KNUTSON, Auditor - Controller

By PS Blange Deputy.

Proposal reviewed and approved. It is recommended that the Board of Supervisors approve the agreement and authorize the DIRECTOR OF PUBLIC WORKS to execute the same on behalf of the PUBLIC WORKS DEPARTMENT

(Agency).

Remarks: DM (Analyst)

County Administrative Officer  
By PS Blange Date 3/13/01

Agreement approved as to form. Date \_\_\_\_\_

JS:mg

Distribution:  
Bd. of Supv. - White  
Auditor-Controller - Blue  
County Counsel - Green  
Co. Admin. Officer - Canary  
Auditor-Controller - Pink  
Originating Dept. - Goldenrod

\*To Orig. Dept. if rejected.

ACM - 29 (6/95)

State of California )  
County of Santa Cruz ) ss

I \_\_\_\_\_ ex-officio Clerk of the Board of Supervisors of the County of Santa Cruz.

State of California, do hereby certify that the foregoing request for approval of agreement was approved by said Board of Supervisors as recommended by the County Administrative Officer by an order entered in the minutes of said Board on \_\_\_\_\_

By \_\_\_\_\_ Deputy Clerk

**AMENDMENT TO AGREEMENT**

The parties hereto agree to amend and renew Contract Number 022 13, dated September 12, 2000, by and between the COUNTY OF SANTA CRUZ and PAUL HOWARD, for recycling outreach for multi-family housing, by:

1. amending the contract scope of work by setting all timeline due dates to September 28, 2001, and by targeting an additional fifty multi-unit housing complexes; and by
2. renewing the contract for a not-to-exceed amount of \$10,200; and by
3. extending the term of the contract to September 28, 2001.

All other provisions of said contract shall remain the same.

Dated: \_\_\_\_\_

COUNTY OF SANTA CRUZ  
DEPARTMENT OF PUBLIC WORKS

CONTRACTOR:  
PAUL HOWARD

By: \_\_\_\_\_  
Thomas L. Bolich  
Director of Public Works

By: W. D. Howard

Address: 2320 Melanie Place  
Santa Cruz, CA 95062

Telephone: (83 1) 476-9650  
Fax: (83 1) 476-9650  
E-mail: phoward@cruzio.com

Approved as to form:

D. M. Rae 3-6-01  
Assistant County Counsel

DISTRIBUTION: Auditor-Controller  
Public Works  
Contractor

**SCOPE OF WORK**

F/Y 2000/2001

CONTRACTOR: **PAUL HOWARD**PROGRAM: **RECYCLING OUTREACH PILOT PROJECT FOR MULTI-FAMILY HOUSING**

Under the direction of the County, Contractor will endeavor to increase the rate of recycling participation at multi-unit residential housing complexes in the unincorporated area of Santa Cruz County by performance of the following tasks:

TASKS/OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	OUTCOME/EVALUATION
Assess the recycling potential at complexes where recycling is not currently in use or is not functioning effectively to divert the majority of recyclable materials.	<ul style="list-style-type: none"><li>• Visual characterization of waste disposed</li><li>• Determination of collection container needs and volumes</li><li>• Determination of potential locations for recycling containers and educational displays.</li></ul>	Ongoing thru <del>2/15/01</del> 9/28/01	<ul style="list-style-type: none"><li>• Document all field visits and contacts with owners, managers, and residents at participating complexes.</li><li>• Target fifty (50) multi-unit housing complexes</li></ul>
Promote participation in recycling as a means to provide service to residents, benefit the environment, and save money on disposal costs.	<ul style="list-style-type: none"><li>• Contact property owners and/or managers at subject complexes and offer County provided educational information</li><li>• County to provide preliminary contact information and list of complexes to target.</li><li>• Distribute promotional literature and post educational displays at each complex, as appropriate.</li></ul>	Ongoing thru <del>2/15/01</del> 9/28/01	<ul style="list-style-type: none"><li>• Increased dissemination of recycling educational material and participation in curbside recycling</li></ul>
Assist the responsible party in establishing or adjusting collection services at complexes that are ready to improve recycling opportunities.	<ul style="list-style-type: none"><li>• Coordinate new or expanded services on behalf of each participating multi-family facility</li></ul>	Ongoing thru <del>2/15/01</del> 9/28/01	<ul style="list-style-type: none"><li>• Report on number of new or expanded recycling services added at participating multi-family complexes</li></ul>

TASKS/OBJECTIVES	IMPLEMENTATION ACTIVITIES	TIMELINE	OUTCOME/EVALUATION
Identify and train volunteer resident "Block Leaders" or recycling contact persons at subject complexes, based on guidelines provided by County.	<ul style="list-style-type: none"> <li>Work with property owners/managers to designate an onsite "Block Leader(s)" for each complex to disseminate information and coordinate recycling services</li> </ul>	Due <del>2/15/01</del> 9/28/01	<ul style="list-style-type: none"> <li>Establish a "Block Leader" contact list for all participating complexes</li> </ul>
Summary Report	<ul style="list-style-type: none"> <li>Prepare a summary report of work accomplished and changes in recycling effected at each subject complex, including all field notes</li> </ul>	Due <del>2/15/01</del> 9/28/01	<ul style="list-style-type: none"> <li>Submit report to County</li> </ul>

For purposes of this Agreement, a multi-unit housing complex is defined as a group of five or more long-term occupancy residential units that share some common facilities including garbage and/or recycling collection facilities.

The date of completion of this Agreement shall be the earlier of achievement of the above tasks/objectives or ~~February 15, 2001~~ September 28, 2001.

Payment Schedule: County will reimburse Contractor within the maximum amount of this Agreement for expenses in carrying out Scope of Work tasks including labor, travel, and other incidental expenses approved in advance by County.

- A. The County will pay Contractor based on invoices submitted by Contractor with progress reports. Invoices may be submitted semi-monthly.
- B. Labor documented with time logs will be reimbursed at a rate of seventeen dollars (\$17) per hour.
- C. Documented automobile travel expenses will be reimbursed at a rate of thirty one and one half cents (\$0.315) per mile.
- D. Other approved expenses(ie. duplication, postage,...) will be reimbursed at cost, with submission of itemized receipts.



PRODUCER  
AVER-NEUWALD-BERRYESSA LLC 4234 15  
P O BOX 1200  
SANTA CRUZ CA 95061  
TELEPHONE: (831) 423-4304



**CALIFORNIA AUTOMOBILE  
INSURANCE COMPANY**  
AUTOMOBILE POLICY DECLARATIONS  
**IMPORTANT COVERAGE EXCLUSION**

APPLICABLE TO ALL COVERAGES, INCLUDING BUT NOT LIMITED TO LIABILITY  
AND UNINSURED MOTORISTS, PROVIDED NOW OR LATER  
It is agreed that the insurance afforded by this policy  
shall not apply nor accrue to the benefit of any insured or any  
third party claimant when any motor vehicle is being used or  
operated by a person listed below regardless of where the  
person resides or whether the person is licensed to drive

0243

**POLICY NUMBER**  
AP 00010762  
**FROM** 11/21/2000 12:01 AM **TO** 05/21/2001 12:01 AM  
**PERSONS INSURED**  
**NAMED INSURED**  
LAURIE HOWARD  
**DRIVERS**  
LAURIE HOWARD  
WILLIAM HOWARD

**MAILING ADDRESS**  
2320 MELANIE PLACE  
SANTA CRUZ CA 95062

CAR	YEAR	VEHICLE DESCRIPTION	SERIAL NUMBER	COST OR VALUE	NEW/USED	PURCH. DATE	H.P./CID
1	1995	VOLKSWAGEN CABRIO CONV	WVWBB81E0SK024768	15000	U	11/1995	
2	1999	MAZDA 82500 PKP 4X2 2D	4F4YR16C8XTM11372	14000	U	10/2000	

CAR	LOSS PAYEE (LP)	ADDITIONAL INTERESTS (AI)	LOSS PAYEE AND ADDITIONAL INTERESTS (LAI)	GARAGING ADDRESSES (GA)	AND REGISTERED OWNERS (RO)	OTHER THAN THOSE LISTED ABOVE

THE INSURANCE AFFORDED IS ONLY WITH RESPECT TO SUCH OF THE FOLLOWING COVERAGES AS ARE INDICATED BY A SPECIFIC PREMIUM CHARGE OR CHARGES. THE LIMIT OF THE COMPANY'S LIABILITY FOR EACH SUCH COVERAGE IS STATED BELOW SUBJECT TO ALL THE TERMS OF THE POLICY.

COVERAGES	LIMITS OF LIABILITY	PREMIUMS	SPECIAL EQUIPMENT
BODILY INJURY LIABILITY	\$ 100,000 EACH PERSON \$ 300,000 EACH ACCIDENT	CAR 1 CAR 2 CAR	ITEMS INSURED AND AMOUNTS OF INSURANCE FOR EACH ITEM ARE STATED HEREIN. ITEMS INSURED ARE SUBJECT TO THE DEDUCTIBLE.
PROPERTY DAMAGE LIABILITY	\$ 50,000 EACH ACCIDENT	170 176	
UNINSURED MOTORISTS		9 8	
BODILY INJURY LIABILITY	\$ 25,000 EACH PERSON \$ 50,000 EACH ACCIDENT		
UNINSURED MOTORISTS		4 4	
PROPERTY DAMAGE LIABILITY	\$ MAXIMUM	14 13	
COLLISION DEDUCTIBLE WAIVER		43 62	
MEDICAL EXPENSE	\$ 2000 <input checked="" type="checkbox"/> EXCESS WITH REIMBURSEMENT TO COMPANY <input type="checkbox"/> NO EXCESS NO REIMBURSEMENT	198 217	
LEASE/LIAN GAP COVERAGE	CAR CAR CAR		
COMPREHENSIVE	DEDUCTIBLE CAR 1 \$ 100 CAR 2 \$ 100 CAR \$		
COLLISION	DEDUCTIBLE CAR 1 \$ 500 CAR 2 \$ 500 CAR \$		
TOWING AND LABOR	\$ EACH DISABLEMENT		
RENTAL CAR BENEFIT	\$ PER DAY DAYS		
RENTED CAR PHYSICAL DAMAGE	\$ DEDUCTIBLE PER CLAIM (SEE RCPD PREMIUM BELOW)		
ENDORSEMENTS ATTACHED TO THE POLICY		438 480	
U-10 07/2000 u-15 u-179		RCPD PREMIUM POLICY FEE	
			TOTAL PREMIUM 911

**IMPORTANT INFORMATION**

EFFECTIVE 11/21/2000

This policy declarations page replaces all declarations with the same or prior effective date.

This renewal declarations page reflects a lapse in coverage, if any, and all other changes in the policy which you may have requested.

Please refer to the enclosed NOTICE OF PREMIUM DUE for your current billing status.

MAILED TO:

LAURIE HOWARD  
2320 MELANIE PLACE  
SANTA CRUZ CA 95062

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POLICY NUMBER: AP 00010762

MAILING DATE: 12/06/2000