



County of Santa Cruz

0219

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

THOMAS L. BOLICH
DIRECTOR OF PUBLIC WORKS

AGENDA: AUGUST 21, 2001

August 9, 2001

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: RESOLUTION IN SUPPORT OF SUBMISSION OF APPLICATION
FOR WASTE TIRE PUBLIC EDUCATION AND AMNESTY GRANT

Members of the Board:

The California State Public Resources Code authorizes the California Integrated Waste Management Board (CIWMB) to expend funds from the California Tire Recycling Management Fund to pay for the cost of cleanup, abatement, or other remedial actions related to the disposal of waste tires. To this end, the CIWMB administers a grant program to provide opportunities to divert waste tires from landfill disposal and abate illegal tire dumping.

The Public Works Department recently submitted an application to the CIWMB under the fiscal year 2001/02 Local Government Waste Tire Public Education and Amnesty Grant program. If approved, this grant, in the amount of \$18,320, would allow the County of Santa Cruz to broaden the scope of its well established semi-annual Clean-up Week events by offering a waste tire amnesty day component for four major events in 2002 and 2003. A multi-media public education campaign would inform the public of the proper care and disposal of tires and how to take advantage of the amnesty program. The enhanced tire recycling program would result in the cleanup of numerous small accumulations of waste tires on rural properties and at multi-family housing sites. A copy of the grant application is on file with the Clerk of the Board.

The application for this grant was submitted prior to the July 27, 2001, deadline while your Board was in recess. Consideration of this submission by the CIWMB requires that the application be followed up by a resolution in support of the submission by the applicant jurisdiction's governing body. A resolution in support of the submission of this tire amnesty grant application is attached for your Board's consideration.

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

1. Adopt the attached resolution in support of the submission of a Waste Tire Public Education and Amnesty Grant to the California Integrated Waste Management Board in the amount of \$18,320.
2. Direct the Clerk of the Board to submit a certified copy of the resolution to the California Integrated Waste Management Board by August 30, 2001.

Yours truly,

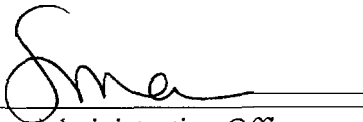


THOMAS L. BOLICH
Director of Public Works

JS:bbs

Attachment

RECOMMENDED FOR APPROVAL:



County Administrative Officer

Copy to: Public Works Department

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

0221

RESOLUTION NO. _____

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

RESOLUTION SUPPORTING THE SUBMISSION OF APPLICATION
LOCAL GOVERNMENT WASTE TIRE EDUCATION AND AMNESTY GRANT

WHEREAS, Senate Bill 876 (Escutia, Statutes of 2000, Chapter 838) authorizes the California Integrated Waste Management Board to establish a grant program to provide opportunities to divert waste tires from landfill disposal, prevent illegal tire dumping, and to promote markets for recycled content waste tire products; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for the administration of the program within the state, setting up necessary procedures governing application by California cities, counties, special districts or political subdivisions thereof, and federally recognized Native American tribes; and

WHEREAS, said procedures established by the California Integrated Waste Management Board require the applicant to certify by resolution approval of the application submitted to the state; and

WHEREAS, if awarded a grant, the applicant will enter into an agreement with the State of California for development of the project.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County Board of Supervisors authorizes the submittal of an application to the California Integrated Waste Management Board for the fiscal year 2001/02 Local Government Waste Tire Education and Amnesty Grant.

BE IT FURTHER RESOLVED AND ORDERED that the Director of Public Works is hereby authorized and empowered to execute in the name of the County of Santa Cruz all necessary applications, contracts, agreements, amendments and payment requests hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

BE IT FURTHER RESOLVED AND ORDERED that the Clerk of the Board be hereby directed to send a certified copy of the resolution to the California Integrated Waste Management Board, Local Government Waste Tire Public Education and Amnesty Grant Program, Attn: Kelley Tyack, Financial Assistance Branch, Grants Administration Unit MS 10, P. O. Box 4025, Sacramento, CA 95812-4025.

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California?this ____ day of _____ 2001, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairman of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:



Chief Assistant County Counsel

Distribution: California Integrated Waste Management Board
County Counsel
Public Works

RISB

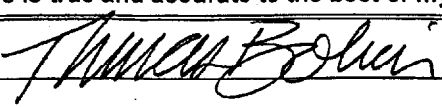
LOCAL GOVERNMENT WASTE TIRE PUBLIC EDUCATION AND AMNESTY GRANT PROGRAM
APPLICATION COVER SHEET

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APPLICANT INFORMATION		
Name: County of Santa Cruz Department of Public Works		
Mailing Address: 701 Ocean Street, Room 410		
City: Santa Cruz	County: Santa Cruz	Zip Code: 95060
Primary Contact/Title: Jeffrey Smedberg, Recycling Programs Coordinator	E-mail Address: recycle@co.santa-cruz.ca.us	
Telephone Number: 831-454-2373	Fax Number: 831-454-2385	
Secondary Contact/Title: Patrick Mathews, Solid Waste & Recycling Program Manager	E-mail Address: patrick.mathews@co.santa-cruz.ca.us	
Telephone Number: 831-454-2377	Fax Number: 831-454-2385	
Legislative District Numbers: Assembly: Districts 27 & 28		Senate: District 15
Federal Tax Identification Number: 94-6000534		
If a consultant completed the application, then provide the following information:		
Consultant Name:	Company:	Phone:
Applicant Type: (circle or check one)		Funding Information:
<input type="checkbox"/> City <input checked="" type="checkbox"/> County <input type="checkbox"/> Federally recognized California Indian tribe <input type="checkbox"/> Other:		Grant funds requested \$18,320 Matching funds (at least 50% of grant funds requested) \$35,254 Sum of Grant plus match \$53,574

Provide a concise project summary: What; When; How; and Why (Limit 5 sentences).

The County of Santa Cruz will broaden the scope of its well established semi-annual Clean-up Week events by offering a waste tire Amnesty Day component for four major events in 2002 and 2003. A multi-media public education campaign will inform the public of the proper care and disposal of tires and how to take advantage of the amnesty program. The enhanced tire recycling program will result in the cleanup of numerous small accumulations of waste tires on rural properties and at multi-family housing sites.

Certification: I declare, under penalty of perjury, that all information submitted for IWMB's consideration for allocation of grant funds is true and accurate to the best of my knowledge.	
Authorized Signature: 	Date: 7/23/01
Type or print name and title: Thomas L. Bolich, Director of Public Works (Title must be designated in the Resolution)	

Forms and questions included in the application are self-explanatory **and contain** instructions. Appendices provide a sample budget, sample recycled-content purchasing policies, **term** and word definitions, application checklist, and scoring criteria. **A completed** application should include answers to all twelve (12) criteria as well as all pertinent forms. See application checklist in Appendix C.

GENERAL CRITERIA

NEED

(Criterion #1 – 25 points)

The application must clearly describe and demonstrate the local or statewide need for the project, the benefits, and the expected end results for the project:

(10 pts.) Describe your project, why it is needed, and how it will benefit the community, (Describe the jurisdiction's funding needs, community needs, etc.)

Waste tires stored or discarded on private property in the County of Santa Cruz pose an aesthetic impairment as well as a health and safety threat to the local environment. **A** waste tire Amnesty Day, component incorporated into the well established Spring and Fall Clean-up Weeks will provide added convenience and incentive for property owners to clean up their collections of old tires.

(5 pts.) Address identified gap in service and current unmet need, such as a lack of public awareness of tire care and proper disposal and/or a lack of an ongoing tire collection and recycling program in the community. (if funds are not made available, what will the resulting consequences be?)

Waste tire recycling is currently available at the recycling centers at each of the two disposal sites in the County, for a \$2 fee per tire for passenger and light truck tires. During Clean-up Week events at the two disposal sites operated by the County, this fee on tires is waived for up to 5 tires per vehicle per trip. The current program provides convenience and incentive for residents with a very small number of waste tires. There are, however, an estimated several hundred property owners, particularly in rural areas and at multi-family housing sites, who have small aggregations of tires on their properties, often in the range of ten to fifty waste tires. It is inconvenient and environmentally counterproductive for these property owners to make multiple vehicle trips to the disposal site for recycling. As these property owners cannot legally transport a large number of tires at one time, in practice they tend to delay clean-up projects. Expense of a clean-up also discourages these property owners, as the recycling fee adds up for a large number of tires to be hauled by a registered hauler or when a fee waiver is not in effect. Often the property owners do not feel they should have to take personal responsibility, as the tires have accumulated through illegal disposal by others, or they were inherited through property acquisition. In the absence of a tire Amnesty Day program, hundreds of small waste tire piles will continue to blight the community.

- (5 pts.) Describe and document existing waste tire management problems in your area. Support the existence of the problem and project need with data from surveys, reports, studies, observations, a summary of public complaints, etc..

The County of Santa Cruz has a population of **256,000** residents. The County Public Works Department operates **two** disposal sites which provide drop-off services for **75%** of the population. Waste tire generation for the unincorporated county and cities sewed by County disposal sites can be estimated at **180,000** annually, based on population. Tire dealers handle a large percentage of waste tires at the time of purchase of new tires. County disposal sites handle an average of **12,000** tires annually, **40%** of which are dropped off for free during the semi-annual Clean-up Week events,

There are an estimated several hundred property owners, particularly in rural areas and at multi-family housing sites, who have small aggregations of up to **100** waste tires on their properties. The total of improperly stored tires may therefore be equivalent to the amount properly managed by the County in one year.

- (5 pts.) Describe any health and safety threats or environmental concerns, such as problems with accumulated tires, breeding of mosquitoes and other pests in waste tires, etc.

Improperly stored or discarded waste tires in Santa Cruz County pose the same safety, health and environmental hazards associated with tire stockpiles elsewhere, which are mosquitos, rats, and fires. Spontaneous tire pile fires are unlikely in this county due to the small accumulations. The **EPA** estimates the clean up cost of a tire fire is greater than **10** times the cost of tire pile abatement. These costs do not take into account the toxic chemicals released during a tire fire.

OBJECTIVES

(Criterion #2 – 15 points)

Goals and objectives must be developed using the identified need in 'Criteria 1 and the Work Statement. Describe, in the sections below, how the need was determined.

(5 pts.) How did your jurisdiction determine the need **as** described in Criterion 1 (community workshops, planning sessions, user input, etc.)?

Wide publicity for semi-annual Clean-up Week events have listed the County Public Works Department phone number for information or questions. **A** number of calls have been received before each event from property owners with small tire accumulations whose needs were not met by the program in **its** current form, as described in Criterion 1. An estimate **of** the scope of the need county-wide has been extrapolated from the consistent and ongoing contacts by the public.

(5 pts.) Describe specific goals and objectives for the project. The objectives should be specific, measurable, and relevant to the project (see goals & objectives definitions in Appendix D).

The **overall** goal is for improperly stored or discarded waste tires to be cleaned up throughout Santa Cruz County.

Objective 1: Convey to the public the following educational messages:

- 1.1** Properly cared for tires last longer
- 1.2** Improperly disposed tires cause health, safety and environmental threats
- 1.3** Requirements for proper tire disposal
- 1.4** Announce Amnesty Day events and how to apply for a transportation voucher

Objective 2: Maintain and increase the robust tire recycling program on an ongoing basis. Numerically, the objective would be to collect and recycle more than **12,000** tires annually, which was the average over the last two years.

Objective 3: Motivate **to** action **50** property owners with accumulations **of** waste tires who recycle an average **of 50** tires each. These larger quantities of tires would **be** delivered by means of tire amnesty transportation vouchers. This numerical objective **would** translate to **625** tires received under voucher during each of four Clean-up events.

(5 pts.) Demonstrate that objectives can be achieved within the indicated time frame. (For example, by use of funds, skilled project management, experienced staff, volunteer assistance, etc.)

As described under Criterion **1**, the County of Santa Cruz currently recycles **12,000** waste tires annually through **its** disposal sites, and as many as **2,000** at one site during a Clean-Up Week event. Site staff have the experience to conduct a public education campaign and to manage and ship for recycling the additional number of tires that would be generated by a tire Amnesty Day program.

Complete the Work Statement on the next page.

Santa Cruz

Grant Applicant: County

TIRE RECYCLING GRANT PROGRAM WORK STATEMENT

(Criterion #2)
Additional space is needed, the Work Statement form may be reproduced as necessary.

Task #	Description	Budget		Product or Results	Staff/Contract or	Time Period
		Grant \$	Match \$			
	Public Education - write press releases and PSAs		\$1,962	PSAs aired, press releases published	Staff	3&9/02, 3&9/03
Task 1	Research, develop and produce PSAs	\$2,000	\$2,895	News ads run	Staff	3&9/02, 3&9/03
Task 2	Produce & place news stories		N/C	Web posting	Staff & EA	4/02
Task 3	Post info and links to website (English/Spanish) flyer		\$2,418	Flyer produced	Staff	3/02
Task 4	Develop & produce materials & venues		N/C	Flyer distributed	Staff, EA, CGB, VWC	4&10/02, 4&10/03
Task 5	Distribute flyer at public meetings		N/C	Flyer distributed	EA	4/02
Task 6	Distribute flyer in neighborhood		\$528	Flyer mailed	Staff	4/02, 4/03
Task 7	Mail flyer to apartment managers		\$164	Article printed	Staff	9/02
Task 8	Publish article in community newspaper					
	Amnesty Days - develop form		\$409	Form created	Staff	3/02
Task 9	Develop transportation vouchers from public, issue vouchers		\$448	Vouchers issued	Staff	4&10/02, 4&10/03
Task 10	Receive voucher materials at site gatehouse		\$836	Tires received	Staff	4&10/02, 4&10/03
Task 11	Receive tires at site gatehouse		\$460	Tires stored	Staff	4&10/02, 4&10/03
Task 12	Load tire storage	\$16,320	\$26,633	Tires recycled	TTR	5&11/02, 5&11/03
Task 13	Haul waste tire to landfill		\$327	Data recorded	Staff	5&11/02, 5&11/03
Task 14	Record quantities of tires		\$327	Report completed	Staff	6/03
Task 15	Evaluate results and prepare final report					

Notes to Work Statement: Santa Cruz; CGB = California Grey Bears; VWC = Valley Women's Club; TTC = Total Tire Recycling
EA = Ecology Action

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METHODOLOGY
(Criterion #3 - 10 points)

How will you complete this project to achieve your objectives?

(4 pts.) Describe why the proposed tasks in your Work Statement are the best way to address the identified need as described in Criterion #1.

The most straightforward way to abate improperly stored or disposed waste tires is to target the property owners with public education showing the benefits of taking action, and provide a convenient and inexpensive way for them to participate. A media campaign and Amnesty Day program will accomplish the intended result.

(2 pts.) Identify staffing required to complete the proposed project (district or agency staff title, contractors, tire haulers; etc.).

Project planning and coordination of publicity will be accomplished by County of Santa Cruz Public Works Department staff Solid Waste and Recycling Program Manager, Recycling Programs Coordinator, and Solid Waste Analyst.

Amnesty tire collection at County disposal sites will be accomplished by County staff: Disposal Site Cashier and Maintenance Worker.

Waste tires will be hauled for recycling by Total Tire Recycling.

(2 pts.) List any cooperating individuals and organizations and describe their involvement. For example, the California Conservation Corps or private businesses that will provide volunteer services or staff, etc. (The applicant jurisdiction is not considered a cooperating organization for the purposes of this question.)

Local non-profit organizations will assist the County of Santa Cruz in carrying out the public education campaign. The Valley Women's Club, which operates the Ben Lomond Transfer Station Recycling Center, and the California Grey Bears, which operates the Buena Vista Landfill Recycling Center, will distribute flyers and other promotional materials about the tire Amnesty Day component of the Clean-up Week events. Ecology Action of Santa Cruz, which conducts public education on waste reduction and recycling, will distribute flyers at booths and tables it staffs at community events, include tire recycling information in packets it distributes during targeted outreach in low-income neighborhoods and farmworker housing sites, and include tire recycling information on its frequently accessed website.

(2 pts.) Present a specific funding plan for future waste tire management and public outreach, How will you continue the tasks described in the Work Statement after the grant term ends?

The County of Santa Cruz will continue to conduct semi-annual Clean-up Week events for the foreseeable future, including promotional activities, as it has since 1996. The County finances these events from its Solid Waste Fund, which is supported by a service area fee. Waste tires will continue to be accepted from residents at no charge during these events. In addition, the County will seek to maintain the authority to issue tire

amnesty transportation vouchers to assist property owners with larger accumulations of tires.

EVALUATION

(Criterion #4 - 5 points)

How will you evaluate the project to determine if the goals, objectives, and tasks were accomplished successfully?

- (1 pt.) Describe a method for evaluating the success of the project. Explain how you will modify your methods (tasks) during the project implementation to meet your stated goals and objectives.

This project will be evaluated by noting the public education activities successfully conducted and by counting the tires collected during Clean-up Week events. Quantities of tires received under the authority of tire amnesty transportation vouchers will be kept track of separately. If the publicity for the first Clean-up events does not generate the anticipated response under the voucher program, the public education campaign will be modified to more accurately target owners of apartments and rural properties.

- (3 pts.) How will you determine if the goals, objectives, and tasks for this project have been met? (Explain any statistical tests or questionnaires to be used to evaluate the success of the educational efforts and Amnesty Day event(s).)

Objective 1: Public education campaign succeeds in placing paid ads in 3 newspapers, airing PSA's on 3 radio stations, publishing 1 newspaper story based on a press release, and producing and distributing a bilingual flyer before each Clean-up Day event. Additionally, tire recycling information will be posted on the Internet and appear in one issue of the County's recycling newsletter that is mailed to 54,000 homes twice yearly.

Objective 2: Annual disposal site tire recycling increases above the historical average of 12,000 tires per year.

Objective 3: Voucher program achieves collection and recycling of 625 tires at each of four semi-annual Clean-up Week events.

- (1 pt.) Describe any evaluation reports that will illustrate the success of the project.

County of Santa Cruz Public Works regularly produces a Materials Summary Report for activities at County disposal sites. These reports currently keep track of quantities of waste tires recycled on a monthly, quarterly and annual basis. The data on tire recycling will be extracted for a separate report which compares quantities achieved with program objectives.

List staff responsible for the project evaluation and evaluation reports:

Name: Jeffrey Smedbera Phone Number: (831) 454-2373

Name: Patrick Mathews Phone Number: (831) 454-2377

BUDGET (Criterion #5 - 5 points)

Provide a detailed itemization of funds requested and demonstrate that the project is cost-effective. Attach quotations, estimates, or other documentation to support costs. Please round to the nearest dollar. See page 9 of the Application Information and Instructions for more details.

Budget Itemization

Task	Category	Expenditure Details	Grant	Match	Total
Public Education					
1	County staff.	Resource Plnr; \$40.88/hr X 12 hrs X 4 events; Develop PSAs, press releases		\$1,962	\$1,962
2	County staff.	Admin Aide; \$27.98/hr X 8 hrs 4 events; Develop news ads		\$895	\$895
2	Materials/supplies	\$1,000/event X 4 events; Display ads	\$2,000	\$2,000	\$4,000
3	Cost savings	Pro bono posting to websites			N/C
4	County staff.	Resource Plnr; \$40.88/hr X 4 hrs X 4 events; Develop flyer		\$654	\$654
4	County staff.	Translator; \$40.88/hr X 4 hrs; Translation		\$164	\$164
4	Materials/supplies	5,000 flyers X 4 events; Printing		\$1,600	\$1,600
5 & 6	Cost savings	Co-op flyer distribution			N/C
7	County staff.	Typist Clerk; \$23.56/hr X 4 hrs X 2 mailings; Prepare mailing		\$188	\$188
7	Materials/supplies	\$.34 X 500 addressees X 2 mailings; Postage		\$340	\$340
3	County staff.	Resource Plnr; \$40.88/hr X 4 hrs; Publish newsletter article		\$164	\$164
3	Cost savings	Co-op newsletter publishing			N/C
SUB-TOTAL			\$2,000	\$7,967	\$9,967
Amnesty Days					
9	County staff.	Resource Plnr; \$40.88/hr X 10 hrs; Develop voucher form		\$409	
10	County staff.	Admin Aide; \$27.98/hr X 4 hrs X 4 events; Issue vouchers	\$	\$448	\$
11	County staff.	Cashier; \$23.23/hr X 9 hrs X 4 events; Receive tires	\$	\$836	\$
12	County staff.	Maint Wkr; \$25.53/hr X 4.5 hrs X 4 events; Load trailer	\$	\$460	\$
13	Services/contracts	\$170/ton X 24 tons X 4 events; Event waste tire hauling	\$16,320		\$16,320
13	Services/contracts	\$170/ton X 72 tons/yr X 2 yr; Ongoing tire hauling	\$	\$24,480	\$24,480
SUB-TOTAL			\$16,320	\$26,633	\$42,953
Program Evaluation					
14	County staff	Resource Plnr; \$40.88/hr X 2 hrs X 4 events; Record data	\$	\$327	\$327
15	County staff	Resource Plnr; \$40.88/hr X 8 hrs; Evaluate & report	\$	\$327	\$327
SUB-TOTAL			\$0	\$654	\$654
TOTAL GRANT FUNDS			\$18,320		
TOTAL MATCH FUNDS (at least 50% of grant funds)				\$35,254	
TOTAL PROJECT FUNDS					\$53,574

COMPLETENESS, LETTERS OF SUPPORT, EXPERIENCE, ETC.
(Criterion #6 – 5 points)

Completeness (2 Pts.)

- ✕ Applicant must submit: 1) an original application and three (3) copies (the original must be marked or stamped "original" and the copies must be marked or stamped "COPY"); 2) application must be signed by the person whose **title** is designated in the resolution; 3) original and three (3) copies must be double-sided and fastened in the upper left-hand corner (do not bind); and 4) application must include an approved resolution or a resolution timeline (see sample resolution).

Letters of Support (2 Pts.)

- ☐ Application packet includes at least three (3) letters of support for the project. (Submit letters of support with the application.)

Letter of support attached from Ecology Action of Santa Cruz.

Experience (1 Pt.)

- ✕ Address the ability of the applicant to coordinate grant activities. Describe the project manager's experience with similar grants or grant projects in the space below. Attach resumes, endorsements, references, etc.

Jeffrey Smedberg, Recycling Program Coordinator, has overseen the public education campaign for the County's successful Clean-up Week events since they began in **1996**. He has acted as Grant Manager for CIWMB Used Oil Block and Opportunity Grants.

Patrick Mathews, Solid Waste & Recycling Program Manager, has overseen landfill and recycling operations at the ~~two~~ County disposal sites since **1988**. In **1998** the County's Buena Vista Landfill was named "Landfill of the Year" by the Solid Waste Association of North America.

- ✕ List past IWMB grants received in the last three (3) Fiscal Years. (See next page.)

- ☐ This agency has not received any IWMB grants in the past three (3) Fiscal Years.

SUMMARY OF CURRENT AND PREVIOUS IWMB GRANT AWARDS
 (FY 1997/98, 1998/99, 1999/2000 only)

Type of Grant	Agreement Number	Grant Award \$	Brief Program Description (1-2 Sentences)	Audit Results? (date/agency)
Used Oil Block Grant – Fifth Cycle	UBG5-96-1976 6/30/97 – 6/30/02	\$259,518	Used oil and filter recycling and education.	No findings 5/15/01 CA DOF
Used Oil Block Grant – Sixth Cycle	UBG6-00-3976 7/1/00 – 6/30/03	\$90,858	Used oil and filter recycling and education.	
Used Oil Local Government Opportunity Grant – Fifth Cycle	UOG5-99-3028 1/1/00 – 4/30/02	\$662,346	Multi-family housing oil and filter collection pilot, re-refined oil promotion, statewide promotion of agricultural oil collection centers.	
Waste Composition Data Collection for Waste Characterization Database Maintenance	IWN-C7095 6/1/98 – 12/1/99	\$50,000	Characterization of waste entering County disposal sites by material type and generating sector	
Food Scrap Diversion	IWM-C9061 6/26/00 – 9/30/01	\$19,877	Purchase, set up and operate Earth Tub compost bins as demonstration	
CalMax Partnership Mini Grant	CM1-00-3336 1/2/01 – 1/2/02	\$5,000	Promote CalMax through local waste exchange, ProMax.	

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RECYCLED-CONTENT PURCHASING POLICY OR DIRECTIVE

(Criterion #7 - 10 points)

Definition of recycled-content purchasing policy or directive: Either 1) a jurisdiction's policy that specifies purchasing recycled-content products instead of non-recycled products whenever price, quality, and availability are comparable, or 2) a directive or memo instructing recycled-content purchasing practices. Examples include: a re-refined oil purchasing policy, or a more general "recycled-content" purchasing policy. See Appendix A - Sample Recycled-Content Purchasing Policies.

(3 pts.)

Does your jurisdiction have a recycled-content purchasing policy or directive? Yes ☒ No ☐

Date policy or directive was adopted: 12/15/92 (The policy/directive may be adopted during the application process.)

(2 pts.)

Briefly describe your recycled-content purchasing policy or directive:

The County of Santa Cruz Board of Supervisors adopted, by County Ordinance on December 15, 1992, a policy for Green Procurement. This policy directs purchasing agents to establish and maintain procedures and specifications to ensure that the County gives preference to comparable quality products with a higher recycled-content as long as the cost is "reasonable." Other criteria to be considered in purchasing decisions include long range benefits over short term savings in acquisition price, the reusability and recyclability of a product, and low level of toxicity in a product's manufacture, use and disposal. The policy applies as well to all County contractors and grantees. The policy is attached.

(3 pts.)

Check the boxes that correspond with the types of recycled or re-used products the jurisdiction has previously purchased or used.

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Office paper supplies | <input checked="" type="checkbox"/> Furnishings: benches, tables, chairs | <input type="checkbox"/> Shipping boxes |
| <input checked="" type="checkbox"/> Toner cartridges | <input type="checkbox"/> Leisure/play equipment | <input type="checkbox"/> Finishes: paint, wall coverings |
| <input type="checkbox"/> Construction/building materials | <input checked="" type="checkbox"/> Floor coverings | <input type="checkbox"/> Re-used concrete, asphalt, brick |
| <input checked="" type="checkbox"/> Re-tread tires | <input type="checkbox"/> Compost/mulch | <input checked="" type="checkbox"/> Re-refined oil |
| <input checked="" type="checkbox"/> Janitorial paper products | <input checked="" type="checkbox"/> Containers/storage systems | <input type="checkbox"/> Others, please list |
| <input type="checkbox"/> Rubberized asphalt concrete (RAC) | | |

List equipment/vehicles using re-refined oil: (mowers, trucks, vans etc.)

The County of Santa Cruz General Services Department Fleet Operations uses only re-refined motor oil in servicing its fleet of over 300 vehicles, which include emergency vehicles and Sheriff's patrol cars.

(2 pts.)

Evaluate your recycled-content purchasing policy or directive

1. What areas need improvement?

Application of the Purchasing Preferences for Recycled Products Policy to contractors and grantees has not always been thoroughly administered. An information campaign directed to contract managers could increase compliance with this far-reaching policy,

2. What aspects have been successfully implemented?

The County's Purchasing Preferences for Recycled Products Policy has been hugely successful. This policy allowing a "reasonable" price preference amended previous policy which had established, by ordinance in December 1990, a price preference of 5% for recycled content products. This preference was subsequently increased by ordinance to 10% in July of 1991. During the first two years that the price preference was in place, the County was not able to purchase a recycled product to fill more than one quarter of its needed supply of its highest volume purchase - copy paper. On several occasions, bidders did not even offer a recycled option. After adoption of the open-ended price preference, purchasing has consistently - continuing to the present day - bought only recycled content copy paper meeting the current federal standard. Once it was clear that the County intended to purchase only recycled paper, bidders offered competitive prices for the product.

If your jurisdiction receives a grant award, it will be required as part of the final report to provide information on the amount of recycled-content products purchased prior to the closing of the grant, such as paper, re-refined oil, paint, compost, etc.

PROGRAM CRITERIA
RECYCLING PROGRAM
(Criterion #8 - 5 Points)

The degree to which a recycling program has been developed and implemented. The degree to which the program mitigates or avoids adverse environmental effects.

Explain how your jurisdiction handles internal waste for recycling purposes, such as, paper, bottles, cans, and green waste (yard and tree trimmings). Do you have an innovative recycling or reuse program? If so, describe.

County of Santa Cruz has a comprehensive waste reduction program affecting internal operations which has, for over a decade, provided recycling collection and waste reduction education for employees at all County facilities. Materials recycled include paper products (office paper, newspapers, magazines, catalogs, junk mail, phone books, bound books and reports, cardboard, paperboard, and shredded paper), beverage containers, and miscellaneous items (toner cartridges, household batteries, computer equipment, and six-pack yokes). The County Parks Department diverts all yardwaste for composting, uses mulch widely, and has installed sophisticated water-saving irrigation systems for all its park lands. Reuse of items such as inter-office envelopes and computer disks is promoted. Source reduction is practiced in cases such as duplex copying and on-line building permits. Surplus supplies and equipment are exchanged among departments via a waste exchange conducted by e-mail. Program education is conducted by training classes, designated "Recycling Advocates" in each office, and regular e-mail updates to employees on waste reduction topics.

TIRE DISPOSITION
(criterion # 9 - 15 points)

Describe the ultimate end point of the collected tires:

-
- | | |
|--|---|
| <input type="checkbox"/> 15 pts. | Reuse. Recycling |
| <input type="checkbox"/> 7 pts | Energy recovery |
| <input checked="" type="checkbox"/> 3 pts. | Use at landfill (ADC, leachate collection, etc.) |
| <input type="checkbox"/> 2 pts. | Landfill disposal if there are no uses for tires other than disposal within a reasonable distance, provide justification: |
| <hr/> | |
| <input type="checkbox"/> 0 pts. | Landfill disposal with no justification. |

COST PER TIRE
(Criterion # 10 - 5 points)Estimated number of tires selected, Cost per tire for the disposal, recycling, processing, or conversion activities.

Include cost of collection, hauling, disposal, and/or tipping fees associated with the Amnesty Day events. Do not include cost of developing, producing, and distributing educational materials.

Waste tires are transported to County disposal sites by customers at their expense. County staff duties at the disposal site specific to Amnesty Day activities include receiving loads at the gatehouse by Cashiers and loading tires in the storage trailer by Disposal Site Maintenance Workers.

Hauling and processing (shredding) of waste tires for use in methane recovery and ADC at the Altamont Landfill is performed for the County by Total Tire Recycling of Sacramento, for a per-trailer switching fee which, for the current fiscal year, is equivalent to approximately \$170 per ton of tires:

SPECIAL PRODUCTION COST
(Criterion # 11 - 5 points)

Application includes costs for the production, including translation and outreach, of multi-lingual materials.

-
- | | |
|--|---|
| <input checked="" type="checkbox"/> 5 pts. | Budget itemization includes production and distribution costs for multi-lingual outreach materials. |
| <input type="checkbox"/> 0 pt. | Budget itemization does not include costs for multi-lingual outreach materials. |

ENVIRONMENTAL JUSTICE
(Criterion # 12 - 5 points)

Application includes local government's plan to include projects in **low income and/or** underserved communities. Provide justification if you are claiming five **(5)** points for this Criterion.

- ☒ 5 pts. Local Government Education and Amnesty Grant Program includes projects in low income and underserved communities.
- ☐ 0 pi. Local Government Education and Amnesty Grant Program does not include projects in low-income areas or underserved communities.

Justification for five (5) points:

Public education activities, including information on proper care and disposal of waste tires, will target low income and Spanish speaking neighborhoods. A bilingual flyer will be produced and distributed **by** the following means:

1. Distributed along with motor oil and filter recycling information during door-to-door outreach to low income multi-family and farmworker housing conducted by a County of Santa Cruz contractor, Ecology Action of Santa Cruz, under a Used Oil Opportunity Grant.
2. Mailed to apartment managers encouraging them to take advantage of the Amnesty Day program for their property, and also to suggest that they reproduce and distribute the information to residents where appropriate.

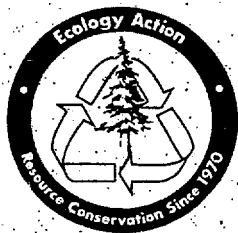
RESOLUTION

Submit an approved resolution with your application or indicate a date when your governing body will approve the resolution and your acknowledgment that the approved resolution must be submitted to IWMB.

☐ Approved resolution enclosed in the application.

☐ Our governing body will meet on: _____

☒ We acknowledge that the approved resolution must be mailed to the IWMB. The approved resolution will be postmarked no later than: August 30, 2001.



July 19, 2001

California Integrated Waste Management Board
Local Government Waste Tire Public Education & Amnesty Grant Program
ATTN: Kelley Tyack
Financial Assistance Branch
Grants Administration Unit MS 10
P.O. Box 4025
Sacramento, CA 95812-4025

Dear Ms. Tyack,

Ecology Action is pleased to support the County of Santa Cruz' application for a Local Government Waste Tire Public Education and Amnesty Grant. We strongly encourage the CIWMB to approve the request for funds that would:

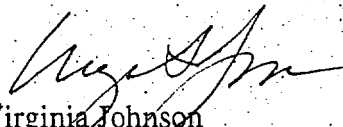
- Provide public education on the proper care of tires to extend tire life;
- Distribute information on how to properly dispose of tires so the material may be recycled;
- Provide amnesty days during the spring and fall county clean-up weeks allowing people to obtain vouchers to bring in larger numbers of tires in one trip.

Ecology Action has been serving the Santa Cruz community for 31 years, providing education and outreach services on resource conservation, with a focus on recycling. We are currently implementing \$1.6 million of these types of programs throughout Northern California. If the County of Santa Cruz application is approved, Ecology Action will make several of our local well-funded programs conduits through which the tire education materials may be distributed at no cost to the approved tire grant:

- EA will include the tire care & recycling information on our website, www.ecoact.org.
- EA staff will distribute bilingual flyers at community events we attend throughout the year, particularly those events focusing on automotive care such as oil recycling.
- EA will include tire literature as part of the information packet we are distributing during targeted outreach in low-income neighborhoods and farm worker housing sites.

Ecology Action is committed to working collaboratively with the County to provide appropriate environmental education to our community. Please feel free to call if you have any questions regarding this local, in-kind contribution to the County's proposed tire program.

Sincerely,


Virginia Johnson
Executive Director

GENERAL SERVICES



COUNTY OF SANTA CRUZ

GOVERNMENTAL CENTER
(408) 454-2210

ROY K. HOLMBERG
DIRECTOR

701 OCEAN STREET, ROOM 330, SANTA CRUZ, CALIFORNIA 95060-4073
TDD (408) 454-2123 FAX (408) 454-2710

JACK JAKOBSEN
ASST. DIRECTOR

December 7, 1992

Agenda: December 15, 1992

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, California 95063

PURCHASING PREFERENCE - RECYCLED MATERIALS

Dear Members of the Board:

During the 1992/93 Budget Hearings, your Board directed the County Administrative Office, in coordination with the General Services Department, to develop a specific program to increase the purchase of recycled materials and to return to your Board with recommendations on December 8, 1992.

Since the summer of last year, Santa Cruz County has extended a purchasing preference of ten percent to manufactured products containing recycled materials. Prior to that time, a five percent preference was allowed. Our experience has been that, although standard requests for quotations and proposals invite offers to furnish items containing recycled materials, the current 10% price allowance is not sufficient to reach the goal of significantly greater use of recycled materials.

If Santa Cruz County, as a public agency, is to be sincere in taking leadership in utilizing recycled products, decisions on acquisition of recycled goods will need to be based primarily on quality for the intended use, as long as price is within reason of non-recycled products. Long range benefits will need to have some preference over short term savings in acquisition price. It is anticipated that the long range result of such a purchasing policy will be to increase demand for recycled goods, which will ultimately lower the cost of recycled products and make them competitive with non-recycled products.

The existing price preference of 10% for products containing recycled materials should be continued; however, Buyers should also be given authority to exceed this figure when it seems rea-

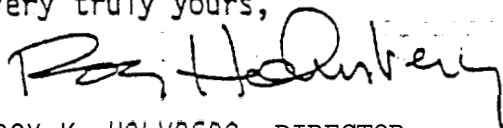
sonable and expanded purchases of recycled products can be accomplished. Purchase decisions concerning cost of recycled products should be based on whether that product is reasonable in comparison to the cost of products containing no recycled materials.

In order to allow maximizing the active solicitation and use of recycled content products, it will be necessary to amend Section 2.37.105 relating to purchasing preference for products containing recycled materials and to adopt a revised Purchasing Division Recycling Policy.

It is therefore RECOMMENDED that your Board:

1. Accept this report and direct the General Services Department to implement the attached revised purchasing procedures, and:
2. Direct General Services to add the revised Purchasing Division Procedures to the next revision of the County Procedures Manual, and:
3. Adopt, in concept, the proposed ordinance amending Section 2.37.105 of the Santa Cruz County Code, and direct the Clerk of the Board to return the ordinance for final adoption on the next available agenda, and:
4. Direct General Services to provide a semi-annual report to the Board, detailing County purchases of recycled materials.

Very truly yours,

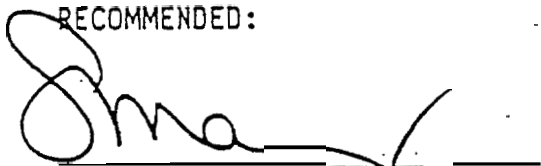


ROY K. HOLMBERG, DIRECTOR

RKH:dms/purc1201

Attachments: 1. Proposed Ordinance Amendment
2. General Services, Purchasing Division Recycling Policy

RECOMMENDED:



SUSAN A. MAURIELLO
County Administrative Officer

cc: Buzz Venzke - CAO
Andy Breda - Purchasing

ORDINANCE NO. _____

ORDINANCE AMENDING SUB-SECTION A
OF SECTION 2.37.105 OF THE
SANTA CRUZ COUNTY CODE RELATING TO
PURCHASING PREFERENCES FOR RECYCLED PRODUCTS

The Board of Supervisors of the County of Santa Cruz ordains as follows:

SECTION I

Subsection (a) of Section 2.37.105 to the Santa Cruz County Code is hereby amended to read:

A. The purchasing agent shall establish and maintain procedures and specifications to ensure that the county gives preference, in its purchasing decisions, to products containing the maximum amount of recycled materials, where the quality and fitness of such products is equal to those of products containing no recycled materials, or a lesser amount of recycled materials, and where the total cost of such products is reasonable in comparison to no-greater-than the total cost of those products containing no recycled materials, or a lesser amount of recycled materials.

SECTION II

This ordinance shall take effect on the 31st day after the date of final passage.

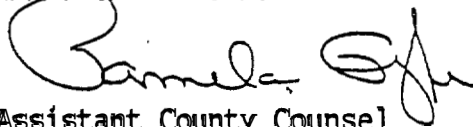
PASSED AND ADOPTED this 15th day of December, 1992, by the Board of Supervisors of the County of Santa Cruz by the following vote:

AYES: SUPERVISORS
NOES: SUPERVISORS
ABSENT: SUPERVISORS
ABSTAIN: SUPERVISORS

CHAIRMAN OF THE
BOARD OF SUPERVISORS

Attest: _____
Clerk of the Board

APPROVED AS TO FORM:


Assistant County Counsel

15

DISTRIBUTION: County Counsel, County Administrative Officer,
General Services Director

ORDINANCE NO. _____

ORDINANCE AMENDING SUB-SECTION A
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SANTA CRUZ COUNTY CODE RELATING TO
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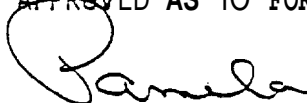
PASSED AND ADOPTED this 15th day of December, 1992, by the Board of Supervisors of the County of Santa Cruz by the following vote:

AYES :	SUPERVISORS
NOES:	SUPERVISORS
ABSENT:	SUPERVISORS
ABSTAIN:	SUPERVISORS

CHAIRMAN OF THE
BOARD OF SUPERVISORS

Attest: _____
Clerk of the Board

APPROVED AS TO FORM:



Assistant County Counsel

December 1, 1992

GENERAL SERVICES, PURCHASING DIVISION RECYCLING POLICY

BACKGROUND

The purchase of recycled-content products is necessary to close the recycling "loop." Public agency leadership in this area is considered essential to promoting such purchasing among private businesses and the general public, and reflects the recycling philosophy and commitment to progressive solid waste solutions.

This policy concerns itself with the source of materials used to manufacture products the County purchases and uses. The object is to ensure that no product manufactured with recycled or "secondary" material is discriminated against for reasons other than function; and further, to direct that such products are to **be** preferred over goods made strictly with virgin material when recycled-content products can meet the necessary standards of performance.

PURPOSE

To increase the recycled content of products purchased and used by the County of Santa Cruz, its contractors, and its grantees.

To reduce waste in the manufacture and use of products and packaging purchased by the County.

To provide guidance to County staff in evaluating the purchase of products for County use.

POLICY

I. Definitions of Recycled Content

A. Post-consumer recovered material. A finished material which would normally **be** disposed of as a solid waste, having completed its life cycle as a consumer item. Examples of post-consumer recovered materials include, but are not limited to, used newspaper, office paper, yard waste, plastic bottles, oil, asphalt, concrete, and tires.

B. Pre-consumer recovered material. Material or by-products generated after manufacturing of a product is completed, but before the product reaches the end-use consumer. Examples of pre-consumer recovered materials include but are not limited to obsolete inventories of finished goods, rejected unused stock, and paper wastes generated during printing, cutting, and other converting operations.

This category does not include mill or manufacturing trim, scrap, or "broke," which is material generated at a manufacturing site and commonly reused within the manufacturing process. For example, pre-consumer paper waste sources not considered "recycled" components of a paper product include, but are not limited, to, fibers recovered from waste water, trimmings of paper machine rolls, sawdust, chips, wood slabs, other wood residue from a manufacturing process, and such materials sold between mills.

C. Total recovered material. The total pre- and post-consumer recovered material contained in a product.

II. Recycled Content Preference

It is policy, whenever practicable and reasonable, to purchase products which contain in order of preference:

- 1) the highest percentage of postconsumer recovered material available in the marketplace; and
- 2) the highest percentage of preconsumer recovered material available in the marketplace.

In addition, in purchasing paper products it is policy, whenever practicable, to purchase products which at a minimum meet the State of California's definition of "recycled paper products," i.e. at least 10 percent post-consumer recovered material, and at least 50 percent total recovered material.

In those instances where it is deemed impracticable to procure a recycled-content item, a specific explanation for the finding must be included in the purchasing record.

III. Recyclability and Waste Reduction

In addition to the recovered material content of a product, important criteria in selecting products shall also be:

- 1) the ability of a product and its packaging to be reused, reconditioned for use, or recycled through existing recycling collection programs; and
- 2) the volume and toxicity of waste and by-products a given product and its packaging generate in their manufacture, use, recycling and disposal. Products and packaging designed to minimize waste and toxic by-products in their manufacture, use, recycling and disposal shall be preferred.

IV. Equipment Compatibility

Equipment purchased or rented by the County shall be compatible, whenever practicable, with the use of recycled-content products. If deemed impracticable, a specific reason for such a finding must be included in the purchasing record.

V. Purchase Requisitions, Specifications, and Bid Solicitations

Product specifications and requisitions for products shall conform to the following guidelines:

- 1) Specifications and requisitions shall not require the use of products made from virgin materials, nor specifically exclude the use of recycled-content products;
- 2) Performance standards must be reasonable and related to function, and shall not be designed to exclude the purchase of recycled-content products;
- 3) To the extent such information is known, County departments and staff shall identify to the Purchasing Division (in the Purchase Requisition) products available with recycled content and vendors from whom such products are available.
- 4) Purchasing shall have the authority to specify a minimum recycled-content standard in bid solicitations to accomplish the purposes of this policy.

VI. Contractors and Grantees

All County contractors and suppliers shall be required to conform to the minimum recycled-content procurement standards set forth by product in a Recycled Product Requirements list developed by the Department of General Services and Planning. This requirement shall be applied to contractors and grantees in procuring materials or products to perform contractual services for the County, to produce or provide a work product to the County or on the County's behalf, or to conduct work funded by a grant from the County. The list shall be reviewed and modified as needed, but no less than annually.

Contractors and grantees shall be further required to report to the types, quantities and total dollar amounts of products listed in the Recycled Product Requirements List which are purchased by the contractor or grantee in connection with County funded work. The percentage of post-consumer and total recovered material content of such purchased products shall also be required to be included in the report.

VII. Promotion

Whenever practical, recycled products shall be labeled as such in a standard format. All labeled recycled paper products shall addition-

ally indicate the percentage of total recovered material contained in the product (e.g. "40% Recycled Paper").

All current and prospective County vendors and service providers shall be apprised of this policy at the time competitive bids or proposals are solicited and at other appropriate opportunities. Grant applicants shall be notified early in the grant application process.

VIII. Certification

All product providers shall be required to certify the minimum, if not the exact, percentage of post-consumer recovered material and total recovered material contained in products purchased by the County. If no recovered material has been used, then a product provider would certify zero recycled content.

Any claims of waste minimization, in the manufacture or use of any product shall also be certified.

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