



County of Santa Cruz

DEPARTMENT OF PUBLIC WORKS

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

THOMAS L. BOLICH
DIRECTOR OF PUBLIC WORKS

AGENDA: MAY 21, 2002

May 9, 2002

SANTA CRUZ COUNTY BOARD OF SUPERVISORS

701 Ocean Street
Santa Cruz, California 95060

SUBJECT: HOUSEHOLD HAZARDOUS WASTE GRANT APPLICATION

Members of the Board:

On April 5, 2002, the Public Works Department submitted a grant application to the California Integrated Waste Management Board (CIWMB) for the fiscal year 2002/03 Household Hazardous Waste (HHW) Grant Cycle (copy attached). The project proposed in this application has two areas of emphasis: electronic waste recycling and integrated pest management, both of which your Board has previously supported.

On January 15, 2002, your Board approved policies and contracts to establish an E-Waste Recycling Program in order to properly manage the increasing quantities of discarded home electronic products. Electronic waste, consisting of discarded computers, televisions and other electronic equipment, contains many components which test positive for heavy metals and are classified as hazardous waste when disposed of and are thus banned from the landfill. The proposed project would, through a public/private partnership, expand and develop an electronic waste collection network that supports local reuse and refurbishment and utilizes environmentally sound recycling processes.

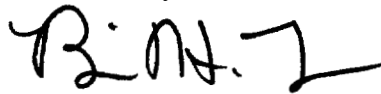
On August 15, 2000, your Board adopted an Integrated Pest Management policy to achieve a reduction in the use of toxic pesticides in our community. Actions under this policy to date have focused on County operations on County owned properties. The proposed project will support and supplement this policy by initiating a public education campaign focusing on pollution prevention by promoting waste reduction and offering practical solutions for preventing non-point source pollution from consumer use of common household and garden products. The proper use and disposal of common household and garden products by county residents, and the use of less toxic alternative products, are key to protecting our air quality, soil and local waterways.

This grant would fund the proposed projects, including associated administrative overhead costs. In addition, should this grant be approved, a portion of the grant funding would supplant County Service Area No. 9-C funds that will be recommended in the 2002/03 Public Works budget for the E-Waste Recycling Program.

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

1. Adopt a resolution in support of the County's submission of an application to the California Integrated Waste Management Board (CIWMB) for a Household Hazardous Waste (HHW) Grant in the fiscal year 2002/03 grant cycle as the lead agency in a regional program including the cities of Capitola, Santa Cruz, Scotts Valley, and Watsonville, to establish a pollution prevention education program and support household electronic product recycling.
2. Authorize the Director of Public Works to take appropriate actions to secure this CIWMB HHW Grant funding.

Yours truly,



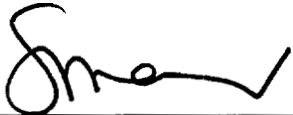
For

THOMAS L. BOLICH
Director of Public Works

JS:bbs

Attachments

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

RESOLUTION NO. _____

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

RESOLUTION AUTHORIZING THE SUBMITTAL OF A REGIONAL HOUSEHOLD
HAZARDOUS WASTE GRANT APPLICATION TO THE CALIFORNIA INTEGRATED
WASTE MANAGEMENT BOARD

WHEREAS, the people of the State of California have enacted Assembly Bill 1220 (Eastin, 1993) that provides grants to local governments to establish and implement waste diversion and separation programs to prevent disposal of hazardous waste, including household hazardous waste, in solid waste landfills; 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 cities and counties under the program; and

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

NOW, THEREFORE, BE IT RESOLVED, that the County of Santa Cruz 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 local government Household Hazardous Waste Grant for fiscal year 2002/03. The Director of Public Works of the County of Santa Cruz, or his designee, is hereby authorized and empowered to execute in the name of the above named cities/counties all necessary applications, contracts, payment requests, agreements and amendments hereto 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 ____ day of _____ 2002, by the following vote:

AYES: SUPERVISORS

NOES: SUPERVISORS

ABSENT: SUPERVISORS

Chairperson of said Board

ATTEST: _____
Clerk of said Board

Approved as to form:


Assistant County Counsel

Distribution: County Counsel
Public Works

Household Hazardous Waste Grant 2002-03
APPLICATION COVER SHEET

0419

Applicant:	County of Santa Cruz		
Department or Agency:	Department of Public Works		
Street Address:	701 Ocean Street, Room 410		
Mailing Address (if different from street address):			
City & Zip Code:	Santa Cruz 95060	County:	Santa Cruz
Regional Participants (if applicable): County of Santa Cruz as the lead jurisdiction, with the Cities of Santa Cruz, Capitola, Watsonville, and Scotts Valley			

Primary Contact (Name & Title): Jeffrey Smedberg, Recycling Programs Coordinator	
Phone: (831) 454-2373	Fax: (831) 454-2385
Email Address: recycle@co.santa-cruz.ca.us	
Program Director (Name & Title): Thomas L. Bolich, Director of Public Works	
Phone: (831) 454-2160	Fax: (831) 454-2385
Email Address:	

Assembly District(s):	Districts 27 and 28
Senate District(s):	District 15

Brief Description of Project (3-5 Sentences): The County of Santa Cruz proposes to expand its existing HHW program by providing the following services: (1) Expansion of a public/private collection and recycling network for electronic waste that supports local reuse and refurbishment and utilizes environmentally sound recycling processes; and (2) An integrated pest management pollution prevention education program that promotes waste reduction, offers practical solutions for preventing pollution, and increases the visibility and use of the County's permanent household hazardous waste collection facilities.	
Total Grant Request: \$ 299,999.22	

Certification:

Certification: I declare, under penalty of perjury, that all information submitted for CIWMB's consideration for allocation of grant funds is true and accurate to the best of my knowledge.	
Signature of person as authorized in the resolution:	<u>Brian H. Turpen</u> Date: <u>4/5/02</u>
Type or print name and title:	<u>Brian H. Turpen, Assistant Director of Public Works</u>
<input type="checkbox"/> Applicant certifies that if awarded a grant it shall in the performance of the Grant Agreement conduct its programs, policies, and activities that substantially affect human health or the environment in a manner that ensures the fair treatment of people of all races, cultures, and income levels, including minority populations and low-income populations of the State. (Please check the box and initial.)	

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OFFICE OF THE CITY MANAGER

809 Center Street, Room 10, Santa Cruz, CA 95060 • (831) 420-5010 • Fax: (831) 420-5011 • www.ci.santa-cruz.ca.us

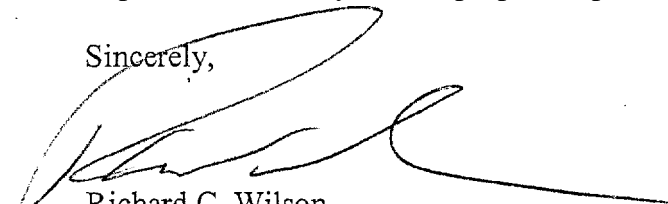
March 29, 2002

California Integrated Waste Management Board
Household Hazardous Waste Grant Program
1001 I Street, MS-21
P.O. Box 4025
Sacramento, CA 95812-4025

To Whom It May Concern;

The City of Santa Cruz authorizes the County of Santa Cruz to submit to the California Integrated Waste Management Board a regional application for all available grants under the California Oil Recycling Enhancement Act and all available Household Hazardous Waste grants under the California Integrated Waste Management Act on its behalf. The County of Santa Cruz is hereby authorized and empowered to execute all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant applications.

Sincerely,



Richard C. Wilson
City Manager



0423

420 CAPITOLA AVENUE
CAPITOLA, CALIFORNIA 95010
TELEPHONE (831) 475-7300
FAX (831) 479-8879

March 27, 2002

California Integrated Waste Management Board
Household Hazardous Waste Section
P.O. Box 4025
Sacramento, CA 95812-4025

RE: Grant Funding for Fiscal Year 2002/03

The City of Capitola authorizes the County of Santa Cruz to submit to the California Integrated Waste Management Board (CIWMB) a regional application for all available grants under the California Oil Recycling Enhancement Act and all available Household Hazardous Waste (HHW) grants under the California Integrated Waste Management Act on its behalf. The County of Santa Cruz is hereby authorized and empowered to execute all necessary applications, contracts, payment requests, agreements and amendments hereto for the purposes specified in the grant application.

Sincerely,

Richard Hill
City Manager

Cc: Gine Johnson, Ecology Action
Jeffrey Smedberg, County of Santa Cruz Public Works

RH/lm

PROPOSAL NARRATIVE

0424

Introduction—Project Summary

The County of Santa Cruz (County) proposes to fulfill the role of lead agency in a regional program that will benefit four small cities within Santa Cruz County and the unincorporated rural areas surrounding these cities. Letters of participation from the City of Santa Cruz and the City of Capitola are attached. Resolutions are pending from the County, the City of Watsonville and the City of Scotts Valley and will be submitted before June 30th. The County is prepared to implement the following program immediately if this grant proposal is successful and will be able to complete implementation within the timeframe of the grant period.

- **Permanent Collection**— Through a public/private partnership, expand an electronic waste collection network that supports local reuse and refurbishment and utilizes environmentally sound recycling processes; and
- **Publicity and Education** – Establish an Integrated Pest Management (IPM) pollution prevention education program to promote waste reduction, offer practical solutions for preventing pollution, and increase the visibility and use of the permanent HHW collection services offered by the County, including E-waste services. The IPM education program will be based on a very successful regional program implemented in the San Francisco Bay Area that has devoted significant resources in developing pollution prevention messages and tactics that work, *Our Water Our World*. This successful program has focused on reducing pesticide, fertilizer and garden chemical use by offering IPM solutions to consumers.

Section 1: Need

The proposed program reflects a significant expansion of the HHW services currently offered in the region and will assist in meeting the County's HHW management and pollution prevention mandates. It also addresses two problems that have become significant issues throughout the State: the improper disposal of electronic waste, and non source point pollution from consumer use of common household and garden products. Both proposed programs have been designed to address the specific challenges presented by the fact that much of the County is rural and has a large Spanish speaking population (36% of residents are Hispanic).

The need to establish an electronic waste diversion service:

Electronic waste consists of discarded computers, televisions and other electronic equipment. E-waste is not only often bulky and difficult to manage in the solid waste stream, but many of the components test positive for heavy metals and are classified as hazardous waste and thus banned from landfill disposal. E-waste is a good source for valuable materials that may be salvaged and reused rather than contaminating the landfill. Overseas shipment and dumping of hazardous electronic wastes, which has gained negative media attention recently, is certainly not the solution to our disposal problem. The County recognizes the vital need to protect our region's natural environment and to keep E-waste out of the landfill by providing a well-publicized local collection program for electronic waste that is convenient and accessible to residents and is tied to a management system that utilizes environmentally safe processes.

Electronic waste already constitutes from 2% to 5% of the US municipal solid waste stream and is growing rapidly. According to the US Environmental Protection Agency (EPA), in 1997 more than 3.2 million tons of E-waste ended up in US landfills. In a new report for the EPA, analysts estimate that the amount of E-waste in US landfills will grow fourfold in the next few years. Californians buy more than 2.2 million new computer systems each year. Currently, about 50% of US households own a computer.

Analysts estimate that more than 6,000 computers become obsolete in California every day. They are either tossed out with the trash and subsequently landfilled by trash collectors – often illegally – or stored in attics and garages for a later day when they will be dumped. Consumers have, on average, 2 to 3 obsolete computers in their garages, closets or storage spaces. US government researchers estimate that three-quarters of all computers ever sold in the United States remain stockpiled, awaiting disposal.

Santa Cruz County is home to 255,602 residents, all of whom, over the spectrums of age, gender, ethnicity and income, use various types of electronic equipment, and all of whom are the target audience for the proposed program. Due to the close proximity to Silicon Valley, many County residents are hi-tech workers who regularly upgrade and replace many different types of electronic equipment. Prior to July, 2001, cathode ray tubes (CRTs) and other electronic wastes were disposed of in the County of Santa Cruz Buena Vista Landfill. After the California Department of Toxic Substances Control (DTSC) issued its emergency regulations pertaining to the handling of CRTs, the County Public Works Department began stockpiling television and computer monitors that were visually identified by staff in loads entering the landfill. The County has collected 100 tons of E-waste in this manner in seven months. Some public education efforts have been undertaken to date to educate the public about the hazards contained in E-wastes and the need for proper disposal. Expanded collection opportunities and further educational efforts will be necessary to assure compliance with the landfill ban.

Failure to adequately address the E-waste disposal problem will result in serious health, safety and environmental threats. On March 22, 2001, the DTSC issued a policy statement confirming its designation of CRTs as hazardous waste when dumped into landfills or improperly recycled and banning them from landfill disposal. DTSC is currently studying electronic waste for other hazards, including heavy metals such as cadmium, mercury, and hexavalent chromium which are used in circuit boards and other devices, and brominated flame retardant contained in the plastic housing of many electronic products. Each CRT contains an average of 4 to 8 pounds of lead. Monitor glass contains about 20% lead by weight. When these components are illegally disposed and crushed in landfills, the lead is released into the environment, posing a hazardous legacy for current and future generations. Lead accumulates in the environment, and has highly acute and chronic toxic effects on plants, animals and microorganisms. In humans, lead can cause damage to the central and peripheral nervous systems, blood system and kidneys. Children suffer developmental effects and loss of mental ability, even at low levels of exposure. Consumer electronics already constitute 40% of lead found in landfills. About 70% of the heavy metals including mercury and cadmium found in landfills comes from electronic equipment discards.

For the individual consumer in most areas of the state looking to properly manage an obsolete home or office computer, options for recycling are virtually nonexistent. Recycling options that do exist typically come with a price tag of \$10 to \$30 per unit. A consequence of non-existent or high-priced disposal options is that local thrift stores have been the targets of a surge of E-waste dumping. To deal with these “midnight” donations, Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties applied for and was awarded a small grant in 2000 under the County of Santa Cruz’ Waste Reduction Grants Program to conduct a computer reuse pilot project. Through this project, Goodwill found it could assemble basic computer systems from donated components and sell them at a reasonable price, just barely covering costs – except for the liability for proper disposal of unusable parts. It is based on this experience gained in this local pilot project that the County of Santa Cruz is proposing to significantly expand this reuse/refurbishment program. However, to ensure a successful expansion, the program requires the financial assistance, as proposed in this application, to cover the costs of managing the disposal of unusable parts and components.

The need to educate the public about Integrated Pest Management and safe use and disposal of pesticides and fertilizers:

The proper use and disposal of common household and garden products by County residents, and the use of less toxic alternative products, are also key to protecting our air quality, soil and local waterways. Santa Cruz County is contiguous to the largest marine sanctuary in the United States, the Monterey Bay National Marine Sanctuary. The region is also home to the third largest agricultural industry in the State, with the other key industry, tourism, drawing hundreds of thousands of visitors annually to our beaches campgrounds and resorts. Preventing non point source pollution in households within the Santa Cruz regional watershed is critical to maintaining the health of our marine Sanctuary as well as our local economy.

In addition to the need to mitigate the non point source pollution to our waterways, water sources and the Sanctuary, there is a need to implement a long-term solution to HHW disposal of pesticides and fertilizers. As reported in the County of Santa Cruz CIWMB Form 303 from FY00/01, 13% of the incoming non-recyclable waste collected at the facility, over 38,124 pounds, are pest management and garden maintenance chemicals. These unwanted or unusable products are the "bad actors", truly the most toxic of chemicals coming into the facility for management. As such, they require Class I incineration to dispose of, which is extremely energy intensive and expensive. Because of the high hazard nature of these chemicals, and the fiscal and energy resources required to manage them, the County of Santa Cruz is extremely interested in creating long-term solutions that reduce the need for disposal of these items. The most direct way to accomplish this is to reduce the purchase and use of these materials by local residents. The IPM outreach program offers our consumers effective techniques that work to meet their pest control and gardening needs without the purchase and use of such high volumes of hazardous chemicals.

The upcoming few years also offer a unique window of opportunity to change consumer behavior. Currently, there is a growing trend in the establishment of pesticide bans that may well lead to fertilizer bans as well. Chlorpyrifos (Dursban) was banned from retail sale as of December 31, 2001. Diazinon was banned from production on this date as well, with a retail sale ban effective date of December 31, 2004. These bans are driven by water quality, food chain impacts and environmental health concerns. Additional organophosphate pesticides, carbamates, and synthetic pyrethroids are all additionally being considered for future bans or restricted usages. These bans are coming into effect in increasing numbers, and the result is that consumers are reconsidering their pest management approaches. This means that we currently have an unparalleled opportunity to capture consumer attention with our IPM Outreach program and facilitate their switch to less toxic solutions. If these alternative solutions are not provided, consumers will merely jump to using the next available chemical product on the market.

Industry experts believe that following implementation of these pesticide bans, high nitrogen fertilizers are likely the next phase of concern due to high impact on California's sensitive and critical wetlands. High nitrogen fertilizers are running off from agricultural land and suburbs causing eutrophication (biological process resulting in oxygen deprivation of waterways) which severely impacts the ability of the wetland to support wildlife populations, fisheries and the critical wetland function of providing breeding and nursery habitat for many bird, fish and aquatic animals. "Human activities have more than doubled the amount of nitrogen in the environment globally from 1960 to 1990, with the use of synthetic fertilizers accounting for more than half of that growth" (National Academy of Sciences). Integrated Pest Management techniques promote limited or no use of both pesticides and high nitrogen fertilizers. These are both critical environmental health issues, as well as very timely ones. The pesticide bans, combined with the Healthy Schools Act, are raising awareness about the health impacts of pesticides

throughout all of California's communities. Consumers and residents are ready for and open to the hazardous waste reduction message.

The need to increase participation in the existing and expanded HHW collection services:

Currently, there are three permanent HHW collection facilities in the region (see the map of the target region and the current HHW collection sites in the attachment section. These facilities are located strategically around the County to provide maximum disposal for residents. The proposed program will add a very important and high volume material to the collection services – electronic waste. Additionally, the new program will significantly expand our outreach to the community by adding IPM pollution prevention education to the existing outreach efforts. Both components will increase participation in the broad HHW collection services currently being offered in the region. Approximately 2.6% percent of the residents participated last year in the County's HHW collection services (6,639 visitors) with an annual total diversion of 1,171,510 pounds of HHW in Fiscal Year 00/01. The following materials are currently collected at all three sites, to which electronic waste would be added if this proposal is funded:

- | | | | |
|------------------------------|---------------------|--------------|------------------------|
| • Oil and water based paints | • Batteries | • Solvents | • Garden Pesticides |
| • Flammable liquids | • Cleaning products | • Antifreeze | • Used oil and filters |
| • Aerosol cans | • Fertilizers | • Mercury | • Photo chemicals |

On January 15, 2002, the Santa Cruz County Board of Supervisors committed to establish and fund an electronic waste collection program at the two disposal sites operated by the County of Santa Cruz Public Works Department, the Buena Vista Landfill in the southern part of the county near Watsonville and the Ben Lomoad Transfer Station in the San Lorenzo Valley to the north. If the program proposed in this grant application is funded, it will expand the County's baseline collection effort to serve four small cities as well as the additional areas of the unincorporated county so that this service is convenient and available to rural and urban residents of the County. It will also significantly increase the volume of E-waste that may be reused or recycled locally through expansion of the pilot E-waste reuse/refurbishment program. The County also runs HHW collection at the City of Santa Cruz Municipal Resource Recovery Facility, which currently does not collect E-waste, but will do so under this grant proposal.

With the newly proposed services, the County expects an increase in participation rates and total tonnage of HHW, including a minimum of 200 tons of electronic waste in the first year of expanded operations.

The sources of data included in this section are:

• US Census Bureau 2000 Survey; • Santa Cruz County Chamber of Commerce; • US EPA Solid Waste Emergency Response on E-waste, June 2001; • CalEPA, DTSC's Response Regarding CRT's, March 2001; • Santa Cruz County annual HHW Reports and CIWMB Form 303s from the last 3 fiscal years; • California Farm Bureau's 2000-2001 Agricultural Directory; • Clean Coastal Waters: Understanding and Reducing the Effects of Nutrient Pollution, National Academy of Sciences, April, 2000; • Poison PCs/Toxic TVs: Silicon Valley Toxics Coalition et. al., 2001; and • Michael Paparian, LEA Presentation, August 22, 2001.

See Exhibit E, Summary of Used Oil and HHW Grants on Pages 27-28.

Section 2: Objectives

PERMANENT COLLECTION FACILITIES

The County proposes to expand its household electronics waste recycling program to provide convenient collection opportunities to residents throughout the County, promote local reuse, assure environmentally sound handling of materials, and keep CRTs out of the landfill.

Objective #1: Provide convenient opportunities for the proper discarding of E-waste. To capture the abundance of household electronics that are currently either disposed of improperly or remain in storage, the County proposes to establish or enhance collection facilities that are accessible in terms of the following criteria:

- Convenient locations situated throughout the geographic area. Collection facilities **will** be established or expanded in each of the four city jurisdictions and in four areas of the unincorporated County.
- Extensive hours of operation. Facilities will be in permanent operation and open during an on-going and consistent schedule.
- Accept a wide range of materials. Some facilities will accept the full range of products included in the broadest definition of “household electronics.” The acceptance policy at each facility, if not unrestricted, will include at least a broad subset of household electronic products.
 - Without a cost barrier. Acceptable materials will be received from the public at no charge, subject to limitations on quantity accepted.

In addition to accepting E-waste at the existing HHW collection sites outlined under the Need section, the County proposes to establish a network of Community Partners (CPs) as additional E-waste collections centers. Local retail stores, repair shops, and non-profit organizations such as thrift stores that handle household electronics will be recruited as CPs to join a public/private network of E-waste collection centers. In exchange for providing added collection convenience to the public, the CPs **will** receive favorable publicity and assistance from the County in proper disposal of unwanted collected materials.

Objective #2: Promote reuse and refurbishment of E-waste, especially locally. In order to take advantage of any economic value remaining in discarded electronic products, particularly for the benefit of the local economy, and to reduce disposal costs, the County proposes to promote diversion of E-waste from disposal to more productive uses. In the recruitment of the Community Partners (CPs) described in Objective 1, organizations will be selected on the basis of their involvement in repair and redistribution of electronic products through donation or resale. Reuse will also be promoted at other E-waste collection centers and through contracted E-waste hauling and processing services

Objective #3: Assure environmentally sound handling of all E-waste throughout the entire processing cycle. To avoid any association with the well-publicized overseas dumping of hazardous electronic wastes, the County proposes to restrict its contracting and partnering of E-waste handling and processing services to vendors and Community Partners (CPs) who **will** guarantee strict adherence to environmentally sustainable practices in their processes and in any downstream processes to which their material flows.

Objective #4: Keep hazardous materials out of landfill. Prior to August 2001, no alternative to landfill disposal existed for the large number of CRTs that are discarded annually. Educational efforts are needed to change people’s habits to take advantage of new recycling opportunities as they emerge (see Objective #5 under “Publicity and Education”). The need for training is equally important for people whose work puts them in daily proximity to hazardous materials. The County proposes to train workers in the waste management field to comply with disposal bans of CRTs and other hazardous materials, and educate them on the hazardous nature and general recyclability of E-wastes. These workers include cashiers and spotters who work at area landfills, and drivers and customer service staff who work for franchised and non-franchised waste hauling companies operating in the County.

PUBLICITY AND EDUCATION

The County proposes to outreach to the community through:

An Integrated Pest Management Pollution Prevention Education and Training Program

This program will be based on a very successful regional IPM program implemented in the San Francisco Bay Area that has devoted significant resources to developing pollution prevention messages and tactics that work. Our Water, Our World is a program of the Bay Area Stormwater Management Agencies Association, (BASMAA), a consortium of public and private agencies that has provided the County with a comprehensive “how-to” guide to assist us in customizing a program that will:

- Develop partnerships with local retailers who can help spread the word about water quality problems related to residential pesticide use through in-store displays and “shelf talkers”, thus assisting consumers in reducing pesticide, fertilizer and garden chemical use;
- Educate the public about the value of non-toxic and less-toxic approaches to pest control without delivering negative message about any products;
- Recruit and train a team of local IPM experts to conduct seven IPM education workshops and provide technical assistance to the staff of retail stores, school sites and other interested community groups; and
- With this local team of IPM experts, provide education materials and technical advice to the general public at well-attended community events and through an established local “garden advice” hotline run by the UC Cooperative Extension Master Gardener Program.

A community outreach campaign to promote the new and existing County HHW services

The proposed campaign will take advantage of existing education materials developed by the *Our Water, Our World* program, needing only minor customization for local use. These materials will be distributed, along with applicable technical assistance as needed, at well-attended community events to the general public. Additionally, all of the existing and new HHW services offered by the County **will** be promoted through mainstream media outlets and at the community events. The purpose of the campaign will be to significantly increase awareness of HHW classifications and the importance of proper HHW use and disposal, and increase the visibility and use of the permanent HHW collection services offered by the County, including the new E-waste services.

Objective #1: Recruit and train a local team to become Integrated Pest Management experts to do community outreach. The County will invite professional solid waste and HHW staff from local municipalities and nonprofits, such as Ecology Action and the UC Cooperative Extension Master Gardeners, to receive professional IPM training. County and other local municipal staff as well as members of the County’s IPM Departmental Advisory Group and the City of Santa Cruz IPM Task Force will be invited to attend the training sessions. The training will be conducted by one of several well-recognized IPM consultants.

Objective #2: Using this team of newly trained IPM experts, conduct 7 pollution prevention workshops and give technical advice to the staff of target groups (the same retail stores displaying our program materials and the staff at school sites, senior centers or other sites with sensitive populations (children and the elderly), and attendees at community events.

Objective #3: Establish a partnership with the existing regional “garden advice” hotline run by the UC Cooperative Extension Master Gardener Program. The hotline will be key resource for the general public to access IPM technical assistance and written education materials.

Objective #4: Establish an in-store consumer IPM education program in five retail stores within the County. We will partner with five select hardware stores and nurseries to display the “Our Water Our World” IPM information and recommended products on end-aisles and in freestanding displays to assist consumers in selecting less-toxic products where appropriate for their needs. These in-store

displays ~~will~~ also promote pollution prevention through the proper disposal of all unusable HHW by taking them to County and City's permanent HHW collection facilities. Where applicable, store employees will be trained in IPM techniques, and in all stores shelf signs will point out each location where preferred less-toxic products are located. While historically the Our Water, Our World campaign has targeted small to medium size independently owned or local chain stores, the BASMAA regional IPM committee developed a specific and customized program to work ~~with~~ their first large chain store last year, Orchard Supply Hardware. The County ~~will~~ use their materials for both small and large retail businesses located within our region.

Objective # 5: Increase the awareness of the general public as to the hazardous nature of certain types of common household and garden products and E-wastes. Promote the use of alternative non-toxic household products as well as the resource value and recyclability of E-wastes. Promote the public/private network of E-waste recycling opportunities and the In-Store IPM Education Displays. The three general promotional conduits will be web site information, a mainstream media campaign, and distribution of promotion and education materials at community events

Objective #6: Develop a long-term plan to sustain the IPM program as a permanent service to be provided as part of the regular annual budget of the County, City and local water quality agencies.

Section 3: Methodology

PERMANENT COLLECTION FACILITIES

Objective #1: Provide convenient opportunities for the proper discarding of E-waste. Tasks:

- (a) County staff will, as an in-kind contribution to this grant, recruit and maintain a collection network of Community Partners (CPs) as described below.
- (b) A minimum of six CPs will be recruited to join a public/private network of E-waste collection centers, which already includes the County's Buena Vista and Ben Lomond disposal sites in the unincorporated County. CPs will be recruited in each of the four city jurisdictions and in two new areas of the unincorporated County. To participate in the network, the CPs ~~will~~ agree to accept a specific range of E-waste material from the public, depending on the focus or specialty of their business or operation. Specified E-wastes ~~will~~ be accepted during the collection center's normal hours of operation. Subject to limitations on quantity, these items will be accepted from the public at no charge. The policy of acceptance of E-waste from the public at no charge is necessary to encourage the public to properly handle CRTs and other potentially hazardous products instead of hiding them in disposal loads or dropping them off after hours at thrift store collection sites.
- (c) Utilizing its E-waste processing service contractors, the County will make arrangements for CPs to properly dispose of excess unusable electronic products at no cost to the Community Partner. CIWMB grant funds will be used for the cost of transportation and processing of E-waste from collection centers.

Objective #2: Promote reuse and refurbishment of E-waste. County staff will, as an in-kind contribution to the proposed program, conduct the tasks described below.

- (a) The County will recruit CPs that can repair and refurbish E-waste and make it available for donation or resale to the public. By being recognized as collection centers, these businesses and non-profits ~~will~~ benefit from seeing a steady stream of discarded product flow through their operation, from which they, with their particular expertise, will be able to identify and extract usable components.
- (b) The County will establish, maintain and publicize a list of agencies accepting donated usable E-waste for direct reuse within the County such as computers for schools.

- (c) E-waste will be received at the two County disposal sites on days the permanent HHW Facilities are staffed – three days each week at the Buena Vista Landfill (Tuesdays, Wednesdays and Saturdays) and two days at the Ben Lomond Transfer Station (Thursdays and Sundays). The City of Santa Cruz Municipal Resource Recovery Facility will be also collect E-waste through the County-run HHW program, with the exact schedule to be determined with City staff. HHW staff, who will be trained to identify E-waste with a reuse potential, will evaluate incoming products and place likely reusable items in the existing Second Chance Store for give away to the public, as is currently done with usable household paints and chemicals. The reuse potential of products is enhanced when facility staff is present to accept items by taking note of anecdotal information about the product from the facility patron and by reducing breakage.
- (d) In selecting contractors for E-waste processing, the County will give preference to E-waste recyclers who promote reuse and refurbishment as a priority above de-manufacture and shredding for metals recovery.
- (e) By agreement with the County, each CP will be required to track the quantity of E-waste they divert from disposal to local reuse, repair, refurbishment or other method of adding value within the community.

Objective #3: Assure environmentally sound handling of all E-waste. County staff will, as an in-kind contribution to the proposed program, conduct the tasks described below.

- (a) The County will include provisions in all service contracts for E-waste processing requiring the handling of all hazardous waste in conformance with all applicable laws and regulations, prohibiting overseas shipment of material for processing, and establishing the following priority for processing of materials: reuse and refurbishment, salvage, recycling, and environmentally safe disposal as a last resort.
- (b) The County will require, as a condition of becoming a Community Partner (CP) in the E-waste collection network, each business or agency to notify the California State Department of Toxic Substances Control (DTSC) and County Environmental Health of their intent to collect cathode ray tubes (CRTs) and to submit the annual report DTSC requires of CRT materials handlers. This reporting will ensure proper tracking of the quantities and types of E-waste collected by each CP. CPs will be made aware of the appropriate DTSC regulations and be informed of their responsibilities. The County will periodically inspect CPs to evaluate their repair and de-manufacturing processes and record keeping to assure regulatory compliance.
- (c) County staff will stay abreast of environmental and regulatory information concerning E-waste by monitoring relevant agency websites and e-mail distribution lists, and by consultation with watchdog organizations such as the Silicon Valley Toxics Coalition

Objective #4: Keep hazardous materials out of landfill. Train workers in the waste management field to comply with disposal bans of CRTs and other hazardous materials, and educate them on the hazardous nature and general recyclability of E-wastes. HHW program staff will, as an in-kind contribution to the proposed program, conduct training tasks described below:

- (a) Conduct annual in-service training and provide supporting literature for cashiers, spotters and other landfill staff at the three disposal sites in the County. In conjunction with supervisory staff, develop procedures for identifying CRTs and other hazardous materials in incoming loads and spotting them at the tipping area, notifying the appropriate person when hazardous material is found, and assigning responsibility for handling such materials to ensure its proper diversion away from actual burial.
- (b) Conduct annual in-service training and provide supporting literature for drivers and customer service staff of County-franchised waste hauler. Promote identification and tagging in lieu of collection of residential and commercial loads containing hazardous materials. Promote advance notification to roll-off bin customers of prohibited materials and alternatives to disposal.

- (c) Offer literature and training for drivers and other appropriate personnel of independent waste hauling companies operating in Santa Cruz County by means of a mailing and follow-up telephone contact. Conduct any requested training.

PUBLICITY AND EDUCATION

Objective #1: Recruit and train a local team to become Integrated Pest Management experts to do community outreach. Tasks:

- (a) The County will invite professional solid waste and HHW staff from local municipalities and nonprofits, such as Ecology Action and the UC Cooperative Extension Master Gardeners, to receive professional IPM training. Members of two existing IPM oversight groups, the County IPM Departmental Advisory Group and the City of Santa Cruz IPM Task Force will be invited to attend. County staff will also attend the training sessions. The
- (b) Interview and hire one of several IPM consultants well recognized in the field to conduct the training sessions.
- (c) Coordinate all logistics of setting-up the training sessions such as venue, materials, etc.
- (d) Attend the training sessions and assist the consultant hired to teach the new IPM team.

Objective #2: Using this team of newly trained IPM experts, conduct 7 pollution prevention workshops throughout the County. Tasks:

- (a) Schedule one pollution prevention workshops with each of the program's five partner stores;
- (b) Schedule workshops at 2 other locations and times, which may include school site presentations and community events where the County has set up an HHW education/information booth.
- (c) Arrange for the IPM experts to be available to answer technical questions from the community, either at information booths at special events or through the regional Master Gardener hotline.

Objective #3: Establish a partnership with the existing regional "garden advice" hotline run by the UC Cooperative Extension Master Gardener Program. Tasks:

- (a) Contact hotline representatives and establish a collaborative agreement to train Master Gardeners who staff the hotline. Include in the agreement a plan to promote the hotline through the program.

Objective #4: Establish an in-store consumer IPM education program in 5 retail stores. Tasks:

- (a) Recruit five select hardware stores and nurseries to display the "Our Water Our World" IPM information and recommended products on end-aisles and in freestanding displays.
- (b) Train store employees in IPM techniques and how to maintain the education displays.
- (c) Set up store with IPM Our Water Our World info, including installation and stocking of literature rack and placement of shelf talkers identifying location and names of less toxic products
- (d) Regularly visit each store to assist the store staff in maintaining the program and to answer technical questions.
- (e) Conduct small follow-up "mini" training meetings with store staff as needed throughout the course of the program.

Objective #5: Increase the awareness of the general public as to the hazardous nature of certain types of common household and garden products and E-wastes. Promote the use of alternative non-toxic household products as well as the resource value and recyclability of E-wastes. Promote the public/private network of E-waste recycling opportunities and the In-Store IPM Displays. Tasks:

- (a) Web site information

The County's web site will be upgraded to include a page on the E-waste Program as well as the IPM Education Program. Our site will be linked to other sites related to the issues. Specifically, we will link to the strongest Our Water Our World website, Central Contra Costa Sanitary District, for on-line solutions to pest problems.

(b) Mainstream Media Campaign

Implement a comprehensive mainstream media campaign targeting television, radio and newspaper advertising. This campaign will be developed and run for 12 months and **will** feature both the *Our Water Our World* IPM techniques and messages, as well as a call to action for community members to prevent pollution by taking their unwanted HHW (especially E-waste) to the County permanent HHW collection facilities. Additionally, we will publicize the stores and Community Partners that are participating in IPM education and E-waste collection programs. In addition to placed promotion, extensive local news coverage will be sought. The BASMAA **will** provide the use of one successful IPM education TV and Radio ad free of charge. One other TV ad will be produced locally at no charge by the TV stations that are receiving revenues for the air time focusing on promoting the County's HHW collection sites and the new E-waste services available. TV and radio ads will be placed in English and Spanish media outlets.

News articles featuring IPM solutions will be written and submitted in local newspapers as public service features. One high quality newspaper article will be developed for each program and placed as a paid ad twice during the grant period.

- (d) Update County printed recycling policy flyer and distribute at the HHW collection sites, the Community Partner collection centers, the IPM IN-Store Education Displays and at community events. This will be an in-kind contribution to the proposed program.
- (c) Distribution of Promotional Materials at Community Events – County public education staff and/or consultants **will** attend 6 community events each year of the grant cycle, for a total of 12 events, to distribute the *Our Water, Our World* education materials and E-waste collection information flyers. The staff time **will** be an in-kind contribution to the proposed program.
- (e) Promote the E-waste collection and IPM messages through the quarterly County recycling newsletters to be distributed to all County refuse customers through their hauler bill. This **will** be an in-kind contribution to the proposed program.

Objective #6: Develop a long-term plan to sustain the IPM program as a permanent service to be provided as part of the regular annual budget of the County, the City and local water quality agencies. Tasks:

- (a) Coordinate discuss and planning meetings with various community agency stakeholders.
- (b) Develop a proposed annual budget for program continuance and/or expansion.
- (c) Assist agencies as needed to plan, budget and prepare for continued implementation of program on both staffing and materials expense levels after the grant is complete.

PLAN FOR FUTURE FUNDING

The Household Electronics Recycling Program **will** be financially sustainable into the future. The five city and County jurisdictions currently collaborate in a regional HHW program, sharing costs according to population. The jurisdictions have already begun to consider including E-waste collection under the HHW umbrella. Such inclusion will be more financially feasible after the expected high costs of the first year of the collection program have been met.

Future program costs **will** decline annually as described below. During the grant period the E-waste program will continue to accept small quantities of CRTs at no charge from members of the public as has been the policy since January 2002. Later, after the public has gained the awareness to distinguish E-

waste from general garbage because of its hazards as well as its recyclability, it will be possible to institute a fee for the most costly materials to manage, CRTs, if such increased program revenue is deemed necessary. During the initial period this free collection program is expected to encourage residents clean out much of the “heritage” E-waste which has been stored in closets, attics and garages since the first wave of computers’ obsolescence hit us more than a decade ago. Some products that will be more prominent among future discards, such as flat screen displays, promise to be less hazardous replacements for what is in use today. If this trend holds out, the financial burden for the continuation of the E-waste collection program may be significantly lessened. Another factor which is expected to mitigate future local government costs of E-waste management is the national Extended Producer Responsibility (EPR) movement, which views the electronic product manufacturing industry as the appropriate entity to assume responsibility for managing its own products at the end of their useful lives. The EPR concept, which may be achieved by industry self-regulation and/or legislation, is fully supported by resolution of the Santa Cruz County Board of Supervisors.

After the IPM Education Program has been evaluated, a plan will be developed as a part of this grant to sustain the program with local environmental health, public works and water agencies. The County intends to submit this plan to the applicable community stakeholders, including the County Board of Supervisors and the respective City Councils for sustained funding.

IMPLEMENTATION TIMEFRAME

The County is prepared to move forward immediately upon receiving approved funding for this proposal. Specific timelines are denoted on the work statements. **See Exhibit C, Work Statement, Pages 21-24.**

Section 4: Evaluation

Process evaluation of the proposed program will be conducted by determining whether all tasks as outlined under the methodology section and the work statements, Exhibit C, 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, which will be reported to the CIWMB via periodic and annual evaluative reports.

Outcome evaluation of the proposed program will be conducted by determining whether the objectives outlined under Section 3 of this grant proposal have been met. The data to be used to measure whether the objectives have been met are outlined below, along with the benchmarks of success. Progress on outcome evaluation will be monitored throughout the grant period per the timeline noted in Exhibit C and will be reported to the CIWMB via periodic and annual evaluative reports.

Data to be gathered:

- (a) The quantity of HHW materials collected during the grant period as compared to previous years by material type and volume, especially focussing in the electronic wastes collected.
- (b) Participation level of residents in the County’s HHW collection programs as compared to previous years.
- (c) Through a simple written survey, we will measure the increased level of awareness among the general public of HHW use, proper disposal options and available alternatives. The survey will be conducted during community outreach events and be available to the public at the IPM In-Store displays and at all HHW collection sites. The survey **will** cover all HHW services available, including the new E-waste program and IPM education program.
- (d) Conduct in-person interviews at the end of the grant period to determine program successes and challenges. The individuals to be interviewed will be the manager and staff of each retail store participating in the IPM p2! Program, and each member of the IPM Expert Training Team. Also to

be interviewed will be landfill staff, hauler staff and Community Partner staff from all of the E-waste collection sites to determine successes and challenges to be addressed.

Benchmarks of success for the E-waste collection program will be:

- A minimum of eight E-waste collection centers are in operation.
- Collection centers are located in each of the four incorporated cities and four major areas of the unincorporated county.
- Collection centers are permanent and maintain regular hours of operation.
- Collection centers accept a specified range of E-waste from the public at no charge.
- *All* collection centers are being well utilized by the public, as reflected by an increase in E-waste shipments over time based on comparison of shipment records from each site.
- Each CP operates an ongoing reuse, repair or refurbishment component.
- Five percent of E-waste handled by CPs is diverted to local reuse, repair or refurbishment.
- *All* service contracts for E-waste processing include provisions requiring environmental practices in conformance with the Basel Convention of 1989, as amended in 1995.
- All Community Partners are registered as CRT material handlers with the DTSC and current in their reporting requirements.
- *All* E-waste collection centers are handling hazardous materials in conformance with DTSC regulations.
- In-service trainings have been conducted at each of the three disposal sites in the county and for staff of the County-franchised waste hauler.
- Contact by mail and phone has been made to ten independent hauling companies operating in Santa Cruz County.
- Surveys of landfill cashiers and spotters show a 50% decrease in CRTs and other hazardous materials headed for landfill disposal prior to staff intervention.
- 200 tons of E-waste has been collected over the grant period.

Benchmarks of success for the LPM Education Program will be:

- Five retail stores throughout the target region ~~will~~ have successfully participated in the InStore Partnership Program.
- Seven training workshops have been held to train IPM experts that will continue to serve the region after the grant has expired.
- Consumer awareness of HHW classifications and the importance of proper use and disposal of HHW has been increased significantly.
- The visibility and use of the permanent HHW collection services offered by the County have increased significantly, bringing the participation rate of the region up to the state average of 5%.
- The IPM Pollution Prevention Education program becomes a permanent part of the community's pollution prevention programs through continued funding from City and County programs, and/or local water quality agencies' non-point discharge elimination system programs or other sources.

Section 5: Budget Narrative

Permanent Collection Facilities

The only cost for which grant funding is sought for the Permanent Collection component of the proposed project is for E-waste transportation and processing. The scope of the potential E-waste collection locally has been extrapolated from a study of the carefully kept records of E-waste collected over the last 7 months at the two County disposal sites. A total of 100 tons of E-waste has been shipped under contract. Collection of a total of 200 tons is anticipated during the first year of the proposed expanded program. The current contract rate provides several pricing options (see contract rate sheet in the attachment section) depending on the collection method, which is different at each site. The average price for all collections has been \$.30 per pound. The estimate for FY 2002/03 is 200 tons @ 30 cents/pound, which equals \$120,000.

The County will provide HHW staff time to manage E-waste collections and conduct staff trainings as an in-kind contribution.

The County has budgeted for E-waste transportation and processing costs during the current fiscal year. Continued funding will be recommended to the County Board of Supervisors for future years. **As** stated previously, the County intends to request sustained funding for the IPM Education Program after the grant has been completed.

Publicity and Education

The itemized budget costs for the proposed Publicity and Education project have been cross-checked with the costs listed in the **BASMAA** "how-to" program manual for *Our Water, Our World*, or have been confirmed through recent quote or **an** actual invoice from a similar program in Salinas Valley. This documentation is included in the attachment section as follows:

- It is cost effective for the County to join the **BASMAA** Distributor Program, for which we must pay a membership fee of \$2,000, documented by a recent invoice for the same program being implemented in Salinas Valley. The value of joining is that we would be allowed to partner with current suppliers of less toxic products to the retail stores in our region. The representatives from these suppliers facilitate the IPM education program within the stores, promoting the program with store staff and customers as well as restocking education and shelf displays with the *Our Water Our World* materials.
- The cost estimates for the InStore Partnership display and education materials were taken from the **BASMAA** manual, as were the estimates for staff time to implement the program.
- A quotation from an IPM expert to conduct IPM training workshops is attached.
- A quotation from a local media consultant on a radio/TV ad campaign is attached.
- A quotation from a web consultant to upgrade the County's website is attached.
- A price and contact sheet for local newspaper advertising from all newspapers in Santa Cruz County is attached.

All other costs listed are estimates based on past program implementation of a similar nature, including:

- Mileage
- Copies
- Postage
- Phone
- Graphic Artist to do displays ads for newspaper advertising.

The County of Santa Cruz Department of Public Works charges 7% of the total of all outside grants to provide administrative and grant management services.

Section 6: Completeness, Letters of Support, Experience

The County of Santa Cruz Department of Public Works (DPW) staff have many years of experience in planning and implementing solid waste and resource recovery programs. This experience includes nine years of administering over \$1.23 million in CIWMB-funded oil and HHW grants as the lead jurisdiction representing the Cities of Santa Cruz, Capitola, Watsonville and Scotts Valley. The DPW also provides staff and administrative support for the regional Santa Cruz County Solid Waste Task Force, on which elected representatives and solid waste staff from all of these cities serve as well. The County has included all information required to obtain a CIWMB HHW discretionary grant in the prescribed order, with the support and approval of the participating cities, as evidenced by the attached Letters of authority and pending resolutions. Letters of support and participation are also included in the attachments section from Senator Bruce McPherson and Assembly Speaker Pro Tem Fred Keeley, Goodwill Industries as well as the County's nonprofit community partner proposed to implement the LPM portion of this project, Ecology Action. Brief biographies of key DPW staff and contractor experience with references for Ecology Action are as follows:

Thomas Bolich, Public Works Director

Mr. Bolich has been Director of the Santa Cruz County Public Works Department since 1999, with responsibility for Solid Waste, Sanitation, Roads, and Flood Control Divisions. Previous to that appointment he was Assistant Director since 1990. He has been with the department since 1970. Mr. Bolich holds Professional Engineering License No. 26862 and received a civil engineering degree from Santa Clara University.

Jeffrey Smedberg, Recycling Coordinator

Jeffrey Smedberg has worked as the Recycling Programs Coordinator for the County of Santa Cruz since August, 1988. The position was previously in the County Planning Department, and was transferred to the Public Works Department in 1994. Mr. Smedberg coordinated the submission of a successful regional application for CIWMB's Used Oil Block Grant in 1993, and has served as grant administrator for block grants since that time on behalf of all the jurisdictions in Santa Cruz County. Mr. Smedberg manages the contract for curbside recycling services in the unincorporated county, and wrote the contract renewal in 1990 which established curbside oil collection as part of the program. He was a pioneer in incorporating oil filter recycling with oil collection programs. Under his leadership, all used oil drop-off and collection programs in the county have included oil filters since 1996. In the role of Convener of the Monterey Bay Chapter of the California Resource Recovery Association, the state recycling organization, Mr. Smedberg has fostered inter-jurisdictional cooperation in the county and region. Successful projects spawned by the Chapter include coordinated county-wide telephone book and Christmas Tree recycling campaigns, regional media campaigns promoting waste reduction and oil recycling, and multi-jurisdictional participation in Second Chance Week activities. He graduated with honors from the University of California at Santa Cruz in 1988 with a Bachelor of Arts degree in Environmental Studies.

Contractor Experience and References (Ecology Action)

The County has partnered with a local nonprofit organization with 32 years of proven experience and knowledge in solid waste and pollution prevention programs. Ecology Action also has nine years of experience designing and implementing CIWMB-funded oil and HHW projects, with expertise in collection infrastructure, publicity and education, as well as administrative services. Ecology Action has been involved in over \$2.8 million of successfully implemented CIWMB-funded oil and HHW projects throughout Northern California.

References for Ecology Action:

- Steve Johnson, General Manager, Salinas Valley Solid Waste Authority (831) 755-1300
- Angela Baranco, Program Specialist, EPA Region 9, Air and Toxics Division (415) **744-1196**
- Bonnie Low, Recycling Coordinator, County of Butte (530) 538-6195

Section 7: Evidence of a Recycled-Content Purchasing Policy or Directive

Included in the attachments section of this proposal, pages 33-34 is a completed *Exhibit G, Recycled Content Purchasing Evaluation Sheet*. On 2/15/92, the County passed a green procurement policy requiring the use of recycled products and implementation of other waste reduction measures.

Section 8: New Programs for HHW Collection in Rural Areas and/or Small Cities

The proposed program would establish electronic waste collection in the unincorporated rural areas of Santa Cruz County, which has a population of fewer than 115,000 residents. The E-waste program will also serve the residents of two small cities, Capitola and Scotts Valley, each with a population of fewer than 15,000.

Section 9: Establishes Multi-Jurisdictional HHW Programs

The proposed program will establish electronic waste diversion services and a pollution prevention education program for the greater Santa Cruz County region. Both are new programs for the region. Four local government jurisdictions will be served by the proposed program, the County of Santa Cruz and the Cities of Santa Cruz, Capitola and Scotts Valley, all of which are located within the County borders. Given the small geographical area of Santa Cruz County, and the limited resources of the small cities located within County borders, it has made sense for many years to partner together on CIWMB-funded pollution prevention programs.

Section 10: Did Not Receive HHW Grant Funding During Last Two Cycles

The County of Santa Cruz and the Cities of Santa Cruz, Capitola, Watsonville and Scotts Valley did not receive HHW grant funding during the 9th and 10th grant cycles.

Section 11: Establish an HHW Collection Program and/or and HHW Collection Education Program Targeting Underserved Populations

Santa Cruz County is home to 255,602 residents, according to the 2000 Census Data, of which 36% are Hispanics, and 52% live in rural areas. The proposed program establishes a new HHW collection program for the community at large, including our region's rural and Hispanic population. All education and outreach materials proposed under this program will be translated into English and Spanish. The County of Santa Cruz is committed to continuing the E-waste collection program after this HHW grant expires through tipping fees and general County funds. See the attachments section for a letter confirming the County's intended support.

Section 12: Expands Existing Programs or Initiates a New HHW Program to Include Collection of E-waste, U-waste or Paint

The proposed program will establish E-waste collection for the residents of rural Santa Cruz County and the Cities of Santa Cruz, Capitola, Scotts Valley and Watsonville. Existing HHW collection facilities located in the North County area, (City of Santa Cruz Municipal Resource Recovery Facility, Ben Lomond Transfer Station), and in the south-County area, (Buena Vista Landfill) will expand capacity to accommodate the collection of E-waste.

WORK STATEMENT

Applicant County of Santa CruzDate: APRIL 5, 2002Reporting and Expenditure Category PERMANENT COLLECTION FACILITIES

Activity Number	Description of Activity	Staff or Contractor	Time Period
1	Recruit six Community Partners (CP's) to join a public/private network of E-waste collection centers, which already includes the County's Buena Vista and Ben Lomond disposal sites in the unincorporated County.	County Staff	9/02-2/03
2	Make arrangements for CP's to properly dispose of excess unusable electronic products at no cost to the Community Partner. CIWMB grant funds will be used for the cost of transportation and processing of E-waste from collection centers.	County Staff	9/02-6/04
3	Recruit CP's that can repair and refurbish E-waste and make it available for donation or resale to the public.	County Staff	9/02-2/03
4	Establish, maintain and publicize a list of agencies accepting donated usable E-waste for direct reuse within the County such as computers for schools.	County Staff	9/02-6/04
5	Receive E-waste at the two County disposal sites on days the permanent HHW Facilities are staffed - three days each week at the Buena Vista Landfill (Tuesdays, Wednesdays and Saturdays) and two days at the Ben Lomond Transfer Station (Thursdays and Sundays). The City of Santa Cruz Municipal Resource Recovery Facility will be also collect E-waste through the County-run HHW program, with the exact schedule to be determined with City staff.	County Staff	9/02-6/04
6	Select contractors for E-waste processing.	County Staff	9/02-12/02
7	Require CP's to track the quantity of E-waste they divert from disposal to local reuse, repair, refurbishment or other method of adding value within the community	County Staff	9/02-6/04
8	Include provisions in all service contracts for E-waste processing requiring the handling of all hazardous waste in conformance with all applicable laws and regulations, prohibiting overseas shipment of material for processing, and establishing the following priority for processing of materials: reuse and refurbishment, salvage, recycling, and environmentally safe disposal as a last resort.	County Staff	9/02-2/03

9	Require each business or agency to notify the California State Department of Toxic Substances Control (DTSC) and County Environmental Health of their intent to collect cathode ray tubes (CRTs) and to submit the annual report DTSC requires of CRT materials handlers.	County Staff	9/02-6/04
10	Monitor relevant agency websites and e-mail distribution lists, and by consultation with watchdog organizations such as the Silicon Valley Toxics Coalition	County Staff	9/02-6/04
11	Conduct annual in-service training and provide supporting literature for cashiers, spotters and other landfill staff at the three disposal sites in the County.	County Staff	1/03 & 1/04
12	Conduct annual in-service training and provide supporting literature for drivers and customer service staff of County-franchised waste hauler.	County Staff	1/03 & 1/04
13	Offer literature and training for drivers and other appropriate personnel independent waste hauling companies operating in Santa Cruz County means of a mailing and follow-up telephone contact. Conduct requested training.	County Staff	9/02-6/04
14	Evaluate the Permanent Collection Facility Program	County Staff	6/03 & 6/04

WORK STATEMENT

Applicant County of Santa CruzDate: APRIL 5, 2002Reporting and Expenditure Category PUBLICITY AND EDUCATION

Activity Number	Description of Activity	Staff or Contractor	Time Period
1.	Invite professional solid waste and HHW staff from local municipalities and nonprofits.	Contractor -- Ecology Action	9/02-10/02
2	Interview and hire one of several IPM consultants well recognized in the field to conduct the training sessions.	Contractor -- Ecology Action	9/02
3	Coordinate all logistics of setting up the training sessions such as venue, materials, etc.	Contractor -- Ecology Action	9/02
4	Attend the training sessions and assist the consultant hired to teach the new IPM team.	Contractor -- Ecology Action	12/02-4/03
5	Schedule one pollution prevention workshops with each of the program's five partner stores	Contractor -- Ecology Action	9/02-2/03
6	Schedule workshops at 2 other locations and times, which may include school site presentations and community events where the County has set up an HHW education/information booth.	Contractor -- Ecology Action	2/03-6/03
7	Arrange for the IPM experts to be available to answer technical questions from the community, either at information booths at special events or through the regional Master Gardener hotline.	Contractor -- Ecology Action	10/02-6/04
8	Contact hotline representatives and establish a collaborative agreement to train Master Gardeners who staff the hotline. Include in the agreement a plan to promote the hotline through the program	Contractor -- Ecology Action	10/02
9	Recruit five select hardware stores and nurseries to display the "Our Water Our World" IPM information and recommended products on end-aisles and in freestanding displays	Contractor -- Ecology Action	9/02-2/03
10	Train store employees in IPM techniques and how to maintain the education displays.	Contractor -- Ecology Action	9/02-6/04

60	11	Set up store with IPM Our Water Our World info, including installation and stocking of literature rack and placemats. Staff talkers identifying location and names of less toxic products	Contractor - Ecology Action	9/02-6/03
	12	Regularly visit each store to assist the store staff in maintaining the program and to answer technical questions	Contractor - Ecology Action	9/02-6/04
	13	Conduct small follow-up "mini" training meetings with store staff as needed throughout the course of the program	Contractor - Ecology Action	9/02-6/04
	14	The County's web site will be upgraded to include a page on the E-waste Program as well as the IPM Education Program..	Contractor - Ecology Action	10/02-12/02
	15	Implement a comprehensive mainstream media campaign targeting television, radio and newspaper advertising.	Contractor - Ecology Action	10/02-12/03
	16	Update County printed recycling policy flyer and distribute at the HHW collection sites, the Community Partner collection centers, the IPM IN-Store Education Displays and at community events. This will be an in-kind contribution to the proposed program	County Staff	9/02-6/04
	17	Staff will attend 6 community events each year of the grant cycle, for a total of 12 events, to distribute the <i>Our Water, Our World</i> education materials Contractor - Ecology Action and E-waste collection information flyers. The staff time will be an in-kind contribution to the proposed program.	Contractor - Ecology Action	1/03-6/04
	18	Promote the E-waste collection and IPM messages through the quarterly County recycling newsletters to be distributed to all County refuse customers through their hauler bill. This will be an in-kind contribution to the proposed program	County Staff	1/03-6/04
	19	Coordinate discuss and planning meetings with various community agency stakeholders	Contractor - Ecology Action	9/02-6/04
	20	Develop a proposed annual budget for program continuance and/or expansion.	Contractor - Ecology Action	1/04-6/04
	21	Assist agencies as needed to plan, budget and prepare for continued implementation of program on both staffing and materials expense levels after the grant is complete.	Contractor - Ecology Action	1/04-6/04
	22	Evaluate the Publicity and Education Program	Contractor - Ecology Action	9/02-6/04 Monthly process Yearly outcome

Exhibit D: Budget Itemization**PERMANENT COLLECTION FACILITIES**

	Units	Cost	Total
E-waste Transportation and Processing Costs			\$120,000.00
(Please refer to the attached invoice from present vendor)			
SUBTOTAL, PERMANENT COLLECTION FACILITIES			\$120,000.00

PUBLICITY AND EDUCATION**IPM Education Campaign-Material Expenses****Project Administration**

Mileage	2400	\$ 0.31	\$ 744.00
Copies	3000	\$ 0.07	\$ 210.00
Postage			\$ 200.00
Phone			\$ 500.00
Subtotal, Project Administration			\$ 1,654.00

InStore Partnerships

Membership in BASMMA Distribution Program		\$ 2,000.00	\$ 2,000.00
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Display Materials:

Shelf Talkers (5 stores * 150 per store)	750	\$ 0.11	\$ 82.50
Posters (5 stores * 1 per store)	5	\$ 10.00	\$ 50.00
Window Decals (2 per store * 5 stores)	10	\$ 6.00	\$ 60.00
Supply kit for setting up stores (tape, scissors, wire, pens)	1	\$ 80.00	\$ 80.00

Educational Materials

Fact Sheets, set of 20 topics (English and Spanish) (100 sets per store)	10000	\$ 0.86	\$ 8,600.00
Fact sheet Rack (2 per store)	10	\$ 100.00	\$ 1,000.00
Reference Books (3 stores can host sets)	3	\$ 40.20	\$ 120.60
Letter to hold and secure reference books (3 stores can host)	3	\$ 100.00	\$ 300.00
New Employee Training video set (1 per store)	5	\$ 36.00	\$ 180.00
Technical Consultant to provide trainings and assist with store sets (1 two hour sessions/tier 1 store store, plus travel)	40	\$ 74.00	\$ 2,960.00
Subtotal, In Store Program			\$ 15,433.10

IPM Expert Training Program for Community Outreach

Technical Consultant to provide trainings	80	\$ 75.00	\$ 6,000.00
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Incentive and Support Materials for Master Gardeners

Reference Books (1 set per master gardener + 2 per agency)	6	\$ 40.20	\$ 241.20
CD Rom Problem Solving Guide (1 per mg + 2 per agency)	6	\$ 38.40	\$ 230.40
New Employee Training video set (1 mg + 2 per agency)	6	\$ 36.00	\$ 216.00

Education program materials

Fact Sheets, set of 20 topics (English and Spanish)	14000	\$ 0.86	\$ 12,040.00
Folders to hold Fact Sheets and HHW Facility Flyers, etc.	640	\$ 1.50	\$ 960.00
Fact sheet Rack (2 for events, plus 2 for agency offices)	4	\$ 100.00	\$ 400.00
Teaching Aid Boxes (Product Examples and photos)	2	\$ 350.00	\$ 700.00
CD Rom Problem Solving Guide (1 for the program)	1	\$ 38.40	\$ 38.40
New Employee Training video set (1 for the program)	1	\$ 36.00	\$ 36.00
Hand Lens and Field Guides for workshop participants	240	\$ 10.00	\$ 2,400.00
Subtotal, IPM Expert Program			\$ 23,262.00

Mainstream Media Campaign

Produce and place radio/tv/cable ads (Eng and Sp- 2 round)	2	\$ 15,000.00	\$ 30,000.00
Hire Web Consultant to provide IPM page and Links page to CCCSD site	40	\$ 50.00	\$ 2,000.00
Graphic artist to develop news ads (16 hrs @ \$50/hr)	16	\$ 50.00	\$ 800.00
Newspaper Advertising (3 rounds)	3	\$ 2,000.00	\$ 6,000.00
Subtotal, Mainstream Media Program			\$ 38,800.00

SUBTOTAL PUBLICITY AND EDUCATION**\$ 79,149.10**

Exhibit D: Budget Itemization**0444****Personnel/Other**

Project Coordinator (Contractor-- Ecology Action)	1112	\$	60.00	\$	66,720.00
IPM Experts (4@ \$13/Fully Loaded @ 60/hrs each)	240	\$	13.00	\$	3,120.00
Project Manager (Contractor-- EA-- 10% of Project Coord.)	111.2	\$	70.00	\$	7,784.00
Accountant (Contractor--EA--2 hours/month*24 months)	48	\$	75.00	\$	3,600.00
County Staff- Project Coordination & HHW Collection	624	\$	43.00		

(In-Kind-- 6 hours per week, 104 weeks, \$43/hour Fully Loaded Rate)= \$26832

<i>SUBTOTAL PERSONNEL/OTHER</i>				\$	<i>81,224.00</i>
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<i>SUBTOTAL, Permanent Collection, Publicity/Ed, Personnel/Other</i>				\$	<i>280,373.10</i>
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<i>ADD: County Department of Public Works Administration (7% of all costs)</i>				\$	<i>19,626.12</i>
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TOTAL GRANT REQUEST				\$	299,999.22
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