



REPORT TO COUNCIL

City of Sacramento

14

915 I Street, Sacramento, CA 95814-2671
www.CityofSacramento.org

CONSENT
April 25, 2006

Honorable Mayor and
Members of the City Council

Subject: Used Oil Opportunity Grant – 8th Cycle, Fiscal Year 2005/2006

Location/Council District: Citywide

Recommendation:

This report recommends that the Mayor and City Council approve the attached resolution authorizing the City of Citrus Heights to act as the lead agency in applying for a Used Oil Opportunity Grant on behalf of the City of Sacramento and execute all documents necessary to secure grant funds and implement the approved grant projects.

Contact: G. Harold Duffey, Integrated Waste General Manager, 808-4942
Michael Root, Waste Reduction Coordinator, 808-4935

Presenters: N/A

Department: Utilities

Division: Solid Waste

Organization No: 3361

Summary:

The City of Citrus Heights, as the lead agency, is submitting a regional application to the California Integrated Waste Management Board for a Used Oil Opportunity Grant, 8th Cycle, in the amount of \$300,000. Used Oil Opportunity Grants are competitive grants for local governments to provide supplemental funding for used oil and used oil filter collection or equipment/facility modifications to facilitate collection. Funding must be used to enhance already established Used Oil Block Grant programs. It is anticipated that \$1.6 million in funding will be available for this grant cycle. Individual jurisdictions may request up to \$150,000 and regional groups (two or more cities/counties) may request up to \$300,000. The grant term will be approximately June 13, 2006 through September 14, 2009. If approved, City of Sacramento would join with the City of Citrus Heights and the County of Sacramento in conducting a media campaign promoting recycling of used motor oil filters at certified centers. The City of Sacramento will be able to increase oil filter recycling through the campaign and grant activities without having to commit staff resources to grant administration.

COMMITTEE/COMMISSION ACTION: None.

BACKGROUND INFORMATION:

The City of Sacramento, the County of Sacramento, and the City of Citrus Heights are seeking grant funds to promote used oil filter recycling at area certified centers. Certified centers are one of three options that each jurisdiction uses to recycle used motor oil and filters. Each jurisdiction recycles used oil and filters through curbside collection and through the two Permanent Household Hazardous Waste Facilities.

If approved, the City of Citrus Heights will be authorized to act as the lead agency in a regional grant. The focus of the grant will be to increase the number of used oil filters recycled and to generally promote used oil recycling to residents and to the do-it-yourselfer. The main elements of the promotional campaign will include the following:

- Establishment of at least 50 new oil filter collection sites serving the residents of the cities of Citrus Heights and Sacramento, and the County of Sacramento.
- Implementation of comprehensive public education efforts that will drive resident behavior in favor of increased oil filter recycling at over 100 new and existing oil filter collection sites, and the curbside recycling programs.

Specific goals include:

- Improve oil filter collection opportunities for residents of City of Citrus Heights, City of Sacramento, and County of Sacramento.
- Increase, by at least 45% with a stretch target collection increase of 100% or more, the number of filters collected by April 2009.

An educational campaign with the following components will be implemented to achieve the above mentioned goals:

- Conduct pre- and post-campaign consumer surveys, to assess and determine oil filter recycling behaviors, awareness, attitudes, and opinions.
- Design, print, and place point-of-sale materials at oil filter collection locations.
- Conduct filter exchange events at both the new and existing sites that accept used oil filters.
- Promote oil filter exchange events via on-site radio promotions and remotes, incorporating CBSM activities.
- Conduct promotions in conjunction with the California State Fair, Citrus Heights Parade and Sacramento area automotive shows.
- Promote curbside collection of oil filters via cart hanger to residents who recycle oil at the curb.
- Distribute used oil filter educational flyers to customers at Sacramento County's North Area Recovery Station, City of Sacramento Recycling and Transfer Station, and the Kiefer Landfill.
- Design/construct oil filter display and inflatable for use at events and retail locations.
- Target 30% of all outreach activities to Hispanic and Asian populations.

Staff anticipates that this promotional campaign will increase the use of Certified Centers while educating residents regarding all available used oil and filter recycling options. This program will provide information to the target audience to encourage responsible recycling behavior.

Financial Considerations:

Grant funding through the Used Oil Opportunity Grant (8th Cycle), fiscal year 2005 – 2006, will fund the proposed promotional activities and staff time devoted to planning and outreach activities. Staff will establish a job number and charge grant related labor to the grant for reimbursement.

Environmental Considerations:

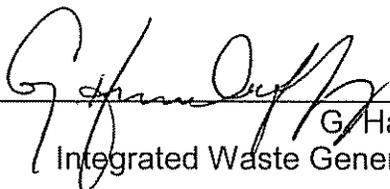
The Used Oil Opportunity Grant (8th Cycle), fiscal year 2005 – 2006, is not defined as a project within the meaning of the California Environmental Quality Act and will have no significant impact on the environment.

Policy Considerations:

The action requested herein is consistent with the City of Sacramento's Strategic Plan goal of achieving and sustainability and livability.

Emerging Small Business Development (ESBD):

The Solid Waste Division will conform to all ESBD procurement policies and practices.

Respectfully Submitted by: 
G. Harold Duffey
Integrated Waste General Manager

Approved by: 
Gary A. Reents
Director of Utilities

Recommendation Approved:

for 
RAY KERRIDGE
City Manager

Table of Contents:

Pg	1-3	Report
Pg	4	Resolution

RESOLUTION NO.

Adopted by the Sacramento City Council

AUTHORIZE THE CITY OF CITRUS HEIGHTS TO ACT AS THE LEAD AGENCY IN APPLYING FOR A USED OIL OPPORTUNITY GRANT ON BEHALF OF THE CITY OF SACRAMENTO AND EXECUTE ALL DOCUMENTS NECESSARY TO SECURE GRANT FUNDS AND IMPLEMENT THE APPROVED GRANT PROJECTS

BACKGROUND

- A. The City of Sacramento accepts used oil and filters through the curbside recycling program and at the Permanent Household Hazardous Waste Facility, and promotes the use of certified used oil recycling centers.
- B. The improper disposal of used motor oil and filters is costly and environmentally hazardous. Grant funds are available to fund outreach and collection activities associated with increasing used oil filter recycling.
- C. The Used Oil Opportunity Grant funds will supplement ongoing used oil recycling programs currently implemented by the Solid Waste Division.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City of Citrus Heights, on behalf of the City of Sacramento, is authorized to apply to the California Integrate Waste Management Board for a Used Oil Opportunity Grant (8th Cycle), fiscal year 2005/2006.
- Section 2. The City of Citrus Heights is authorized to act as the grant applicant and grant administrator to execute all grant documents to secure grants funds and implement the approved grant projects.

