

Agenda Report

TO: CITY COUNCIL

May 5, 2003

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION OF THE SUBMITTAL OF A GRANT
APPLICATION FOR THE 2003-2004 USED OIL RECYCLING
BLOCK GRANT IN THE AMOUNT OF \$42,785 FROM THE
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

RECOMMENDATION

It is recommended that City Council:

1. Adopt a resolution approving the application for a grant from the California Integrated Waste Management Board for Used Oil Recycling Block Grant funds for the period July 1, 2003 through June 30, 2006.
2. Authorize the City Manager or designee to enter into an agreement with the California Integrated Waste Management Board to promote used oil recycling projects in the City of Pasadena.

BACKGROUND

The California Integrated Management Board oversees the State of California's motor oil deposit program whereby a \$0.04 per-quart deposit is charged to motor oil consumers pursuant to the California Oil Recycling Enhancement Act (Statutes of 1991). The unclaimed redemption monies are used to fund block grants to municipalities for promoting used motor oil recycling programs. The California Integrated Waste Management Board distributes the funds.

Eligibility and Award Amount

The City of Pasadena is eligible for an award of \$42,785. Block grants are awarded to local governments based on the State of California's Department of Finance population statistics. The amounts include \$0.31 per capita for used oil recycling and \$0.24 per capita for used oil filter recycling. The funds are awarded for one fiscal year, but the money may be expended over a three-year period.

Proposed Used Oil Recycling Activities

The grant monies will be used to enhance and expand the existing used motor oil recycling program. The existing program includes presentations to school children about the importance of proper oil disposal to protect the water supply with demonstrations, hands on participation and printed materials; outreach at neighborhood association events, at community centers and the local farmer's markets; and at various special annual events such as the Black History Parade, Cinco de Mayo, Latino History Celebration and the Community Picnic. Public education will also include increased distribution of bilingual educational materials and a radio campaign through a cooperative effort with Los Angeles County to leverage funds and reach a greater audience.

Funds for fiscal year 2003-2004 will include continued distribution of re-refined oil to attendees at special events such as the Classic Car Show presented by the Pasadena Police Department. This distribution enables drivers to try the product at no cost; the objective is to convert drivers to regular use of re-refined oil. A follow-up survey of selected recipients in three to six months will allow staff to track the acceptance rate of the product and gather any comments pro or con.

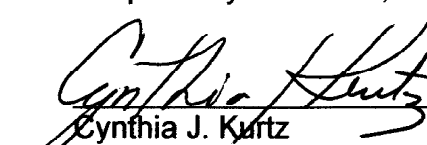
A print-media awareness campaign that was launched in February of this year will continue. The campaign has brought increased visitors to special half-day events at local certified used oil centers. These events, where re-refined oil and other auto-related premiums are distributed, give the center added recognition and help increase the awareness of Auto, AutoZone and Pep Boys in 2002-2003.

Recycling staff achieved its goal of presenting workshops to automotive students at John Muir High School during the current academic year. These workshops will continue. The next objective is to present motor oil recycling workshops to adult-education automotive courses.

FISCAL IMPACT

The Used Oil Recycling Block Grant Award is \$42,785 for fiscal year 2003-2004. These funds will be included in the Refuse Fund's FY 2004 revenue projections. Refuse Account 8114-406-764200 has identified funds to operate and maintain the project. Ninety percent of the funds is awarded to the City at the beginning of the grant cycle and the remaining 10% is awarded once the Board determines that expenditures have met the funding guidelines. Matching City funds are not required.


Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


Carolyn Meredith, Recycling Coordinator
Street Maintenance and Integrated Waste Management

Reviewed by:


Jimmy S. Berryhill, Administrator
Street Maintenance and Integrated Waste Management

Approved by:


Kerry Morford, Interim Director
Department of Public Works