

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 JUN 26 PM 6:51

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Public Works Agency
DATE: July 8, 2008

RE: Resolution Authorizing A Waiver Of The Competitive Request For Proposal/Qualification Process And Authorizing The City Administrator To Enter Into A Professional Services Agreement With C² Alternative Services In An Amount Not To Exceed Fifty Thousand Dollars (\$50,000.00) For Five Years Beginning With Fiscal Year 2008-09 And Ending With Fiscal Year 2012-13 To Provide A Unique Used Oil Recycling Educational Curriculum At Various Adult English As Second Language (ESL) Education Venues In Oakland

SUMMARY

A resolution has been prepared authorizing a waiver of the competitive request for proposal process and authorizing the City Administrator to enter into a professional services agreement with C² Alternative Services for a total amount not to exceed fifty thousand dollars (\$50,000) for five years beginning with fiscal year 2008-09 and ending with fiscal year 2012-13.

In 2005, the California Integrated Waste Management Board (CIWMB) funded development of a unique adult ESL education program, called "The Family Car", to promote used motor oil recycling. The target population of this educational program is household members who perform their own oil changes. Adult ESL classes contain more than twice the target audience than the general population, making them a highly effective venue for oil recycling program information. C² Alternative Services, a Santa Rosa-based consulting firm that has produced innovative used oil programs using CIWMB grants since 1994, developed "The Family Car". "The Family Car" has been taught in adult ESL classes in Oakland Unified School District adult schools, Merritt College, and in other Bay Area communities. Until now, these classes have been funded by the original program development funding from CIWMB. That original funding has been expended, and continuation of the program now requires funding by local jurisdictions through their oil recycling block grant funds. Because C² Alternative Services developed, and is the sole provider of the unique "The Family Car" educational program, it is in the City's best interests to waive the competitive request for proposal process and enter into a professional services agreement with C² Alternative Services to deliver this educational program to adult ESL classes in Oakland.

Staff recommends that this resolution funding "The Family Car" in adult ESL classes in Oakland and awarding an other-than-competitive contact to C² Alternative Services be approved.

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FISCAL IMPACT

The resolution recommends funding for teaching “The Family Car” in Oakland from the existing CIWMB fund (2154), Environmental Services Recycling and Solid Waste Organization (30682), UBG13 Used Oil Recycling block grants (G219660) and subsequent annual project numbers, and Recycling and Solid Waste Program (SC17). Council Resolution No. 81214 C.M.S. authorized submittal of grant applications and appropriation of those grant funds for used motor oil and used oil filter recycling for five years beginning with fiscal year 2008-09 and ending with fiscal year 2012-13. Oakland will receive one hundred twenty one thousand dollars (\$121,000.00) in this funding in FY2008-09. Typically, two or three of these multi-year grants are available at any given time, and there is adequate undesignated funds to cover the annual cost of ten thousand dollars (\$10,000.00) for “The Family Car” to be taught in Oakland.

BACKGROUND

The improper disposal of used motor oil is a significant environmental hazard and long-term health concern. The Recycling Program works to minimize the improper disposal of used oil and oil filters by providing residents access to used oil and oil filter curbside collection services, free oil recycling kits that may be used to recycle oil and filters through the residential recycling program or at certified used oil collection centers throughout Oakland, and information through public education. Oil Grants have provided funding to the City’s residential recycling program since 1993. To date, over 200,000 gallons of used oil have been collected through the residential recycling program, and approximately 85,000 free oil recycling kits have been distributed through Oakland retailers.

KEY ISSUES AND IMPACTS

Research commissioned by CIWMB shows that immigrants living in the U.S. less than 15 years are more than five times as likely as the general population to be unaware of proper used motor oil disposal options and related environmental laws and regulations. Students in the ESL classes where the “The Family Car” is taught in Northern California have a rate of do-it-yourself oil changing more than twice the average of the general population, making this a highly cost-effective audience for used motor oil recycling program information. Analysis of data from the first 600 classes taught in 2007 showed that this program has resulted in recycling of 100,000 gallons of used oil that may have otherwise polluted the environment.

PROGRAM DESCRIPTION

“The Family Car” lesson plan is designed to be taught in a single class session and includes key messages about the environmental and legal consequences of improper disposal of used motor

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oil, Oakland-specific options for safe and legal oil recycling, and the safe handling of used motor oil.

Teachers have used “The Family Car” lesson for every level of adult ESL class. The lesson book includes three levels of the story, appropriate for students ranging from beginning to high intermediate. Teachers of low, beginning and advanced ESL students have also used the materials successfully. The lesson can be used to work on vocabulary, grammar, pronunciation, conversation, and critical thinking skills, and has been successfully integrated into civics and community resources lessons.

Teachers will be provided with lesson resources including student lesson books, pens, overhead displays, and props such as oil recycling kits, City of Oakland Recycling Program literature, and other supplies.

Staff anticipates that 25-30 classes would be taught in each of the five years of the program.

SUSTAINABLE OPPORTUNITIES

Economic: Funds will be used to provide adult educational services that help students comply with oil disposal laws, reducing the cost of enforcement of those laws.

Environmental: Recovering and recycling these hazardous materials prevents pollution and conserves natural resources. Additionally, by educating the public about used oil and oil filter recycling, the program helps the City to meet the Public Information and Participation component of its Countywide National Pollutant Discharge Elimination System Permit, by which the City complies with the Federal Clean Water Act.

Social Equity: This funding provides information and direct access to a safe, legal and environmentally sustainable disposal method for used oil to residents who maintain their own vehicles.

DISABILITY AND SENIOR CITIZEN ACCESS

Disabled and senior residents have access to adult ESL classes, and are afforded on-property collection of used motor oil and filters, along with the rest of their weekly disposal collection services, at no additional charge.

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RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing a waiver of the competitive request for proposal process and authorizing the City Administrator to enter into a professional services agreement with C² Alternative Services for a total amount not to exceed fifty thousand dollars (\$50,000) for five years beginning with fiscal year 2008-09 and ending with fiscal year 2012-13.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the resolution authorizing professional services agreement with C² Alternative Services to provide oil recycling educational curriculum be approved.

Respectfully submitted,



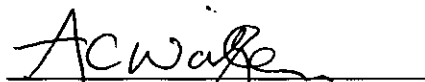
Raul Godinez II, P.E.
Director, Public Works Agency

Reviewed by:
Brooke A. Levin, Assistant Director

Reviewed by:
Susan Kattchee, Manager, Environmental Service

Prepared by:
Peter Slote, Recycling Specialist
Environmental Services

APPROVED AND FORWARDED TO THE
PUBLIC WORKS COMMITTEE:



Office of the City Administrator

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FILED
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OAKLAND

OAKLAND CITY COUNCIL


City Attorney

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RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING A WAIVER OF THE COMPETITIVE REQUEST FOR PROPOSAL/QUALIFICATION PROCESS AND AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH C² ALTERNATIVE SERVICES IN AN AMOUNT NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000) FOR FIVE YEARS BEGINNING WITH FISCAL YEAR 2008-09 AND ENDING WITH FISCAL YEAR 2012-13 TO PROVIDE A UNIQUE USED OIL RECYCLING EDUCATIONAL CURRICULUM AT VARIOUS ADULT ENGLISH AS SECOND LANGUAGE (ESL) EDUCATION VENUES IN OAKLAND

WHEREAS, Oakland has an established used oil recycling program funded by California Integrated Waste Management Board (CIWMB) annual block grants; and

WHEREAS, CIWMB funded development of a unique adult ESL education program to promote used motor oil recycling, called "The Family Car", produced by C² Alternative Services of Santa Rosa, a consulting firm serving local government and businesses with programs to enhance environmental performance; and

WHEREAS, Households that do their own motor oil changes constitute the target audience for used oil recycling education and program information; and

WHEREAS, Adult ESL classes contain more than twice the target audience than the general population, making them a highly effective venue for oil recycling program information; and

WHEREAS, "The Family Car" has been taught and well received in adult ESL classes at Oakland Unified School District, Merritt College and in other Bay Area communities under the original program development funding from CIWMB; and

WHEREAS, Original program development funding from CIWMB has been expended, and continuation of the program requires funding by local jurisdictions; and

WHEREAS, It is in the City's best interest to enter into a professional services agreement with C² Alternative Services to deliver this educational program because this firm originally developed, and is the sole provider of "The Family Car"; now therefore be it

RESOLVED: That the City Council authorizes a waiver of the competitive request for proposal process and authorizes the City Administrator to enter into a professional services agreement with C² Alternative Services for a total amount not to exceed fifty thousand dollars (\$50,000) for five years beginning with fiscal year 2008-09 and ending with fiscal year 2012-13 from existing CIWMB used oil recycling block grants (2154); and be it

FURTHER RESOLVED: That the City Administrator or his/her designee is hereby authorized and empowered to approve any subsequent amendments to or extensions of said agreement with the exception of those related to an increase in total compensation or the allocation of additional funds, provided that such amendments or extensions shall be filed with the City Clerk's Office; and be it

FURTHER RESOLVED: That a copy of the executed agreement will be on file in the City Clerk's Office and will be approved by the office of the City Attorney.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California