

Council Meeting of  
April 25, 2006

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Recommendation to Approve a RESOLUTION and Submittal for the 2005/2006 Used Oil Recycling Opportunity Grant and to Appropriate the Funds Upon Approval**

**Expenditure: \$67,900**

**RECOMMENDATION**

The Public Works Director recommends that the City Council:

1. Approve a **RESOLUTION** and submittal for the 2005/2006 Used Oil Recycling Opportunity Grant available through the California Integrated Waste Management Board in the amount of \$67,900; and
2. Approve the appropriation of \$67,900 upon grant approval.

**Funding**

Funding is available from the Used Oil Recycling Grant in the Sanitation Enterprise Fund upon grant approval.

**BACKGROUND/ANALYSIS**

On April 11, 2006, Your Honorable Body approved a contract with Ideum, Inc. to design an interactive environmental education display. In the Agenda Item, staff mentioned that while Used Oil Recycling Block Grant funds were available to fund this project in its entirety, staff would pursue other funding options if possible to free the block grant funds for other possible uses.

This Used Oil Opportunity Grant could fund the \$46,500 development aspect of the Ideum contract, as well as cover costs that fall outside the contract, such as disc duplications for schools and other distributions, and oversight and construction costs for a physical kiosk. The signed Resolution approving the grant application and signature authority is due by April 28, 2006.

This project is part of the City's efforts to comply with AB 939, the California Integrated Waste Management Act, which requires cities to provide public education and awareness of waste reduction programs and activities.

Respectfully submitted,

ROBERT J. BESTE  
Public Works Director



By Alison Sherman  
Waste Management Coordinator

CONCUR:



Robert H. Brewer  
Sanitation Services Manger



Robert J. Beste  
Public Works Director



LeRoy J. Jackson  
City Manager

Attachment:   A) Resolution  
                  B) Grant Application

**RESOLUTION NO. \_\_\_\_\_****RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
TORRANCE AUTHORIZING A USED OIL RECYCLING  
OPPORTUNITY GRANT APPLICATION**

**WHEREAS,** the people of the State of California have enacted the California Oil Recycling Enhancement Act that provides funds to cities and counties for establishing and maintaining local used oil collection programs that encourage recycling or appropriate disposal of used oil; and

**WHEREAS,** the people of the State of California have enacted Assembly Bill 1220 (Eastin, Statutes of 1993, Chapter 656) which 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 Local Government Opportunity Grant which includes procedures governing the application by and payment to eligible cities and counties; and

**WHEREAS,** if awarded, the applicant will enter into a Grant Agreement with the California Integrated Waste Management Board for implementation of said grant;

**NOW, THEREFORE, BE IT RESOLVED** that the Torrance City Council authorizes the submittal of a grant application to the California Integrated Waste Management Board for a Local Government Opportunity Grant – FY 2005/06.

**BE IT FURTHER RESOLVED** that the Public Works Director of the City of Torrance, or his/her designee, is hereby authorized and empowered to execute in the name of the City of Torrance all necessary applications, contracts, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

**INTRODUCED, APPROVED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Mayor of the City of Torrance

ATTEST:

\_\_\_\_\_  
City Clerk of the City Torrance

APPROVED AS TO FORM:

JOHN FELLOWS  
CITY ATTORNEY

BY \_\_\_\_\_  
Ronald T. Pohl,  
Assistant City Attorney



# City of Torrance Used Oil and Filter Recycling and Pollution Prevention Interactive Media Program

*A Proposal Made Under the  
California Integrated Waste Management Board's  
USED OIL OPPORTUNITY GRANT (8th CYCLE) FOR FISCAL YEAR  
2005/06*



Submitted by:

**The City of Torrance**

March 30, 2006

Proposal prepared by KJServices Environmental Consulting

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD  
**APPLICATION COVER SHEET**  
**Used Oil Opportunity Grant (8<sup>th</sup> Cycle) 2005/2006**

Applicant: **City of Torrance**

Department or Agency: **Public Works Department**

Street Address: **20500 Madrona Ave.**

Mailing Address (if different from street address):

City & Zip Code: **Torrance, CA 90503**

County: **Los Angeles**

Regional Participants (if applicable):

Primary Contact (Name & Title): **Alison Sherman**

Phone: **(310) 781-6900**

Fax: **(310) 781-6902**

Email Address: **asherman@torrnet.com**

Signature Authority (Name & Title): **Rob Beste – Director of Public Works**

Phone: **(310) 781-6900**

Fax: **(310) 781-6902**

Email Address:

Consultant if applicable (Name & Title): **Kevin Sales – KJServices Environmental Consulting**

Phone: **(562) 944-4766**

Fax: **(562) 944-3267**

Email Address: **kjserv@aol.com**

Brief Description of Project (3-5 Sentences):

Total Grant Request: **\$ 67,900**

The City promotes its existing used oil program through the production and distribution of brochures, flyers, promotional items, newspaper ads, other media advertising, face-to-face community events, and school and community group presentations.

The City knows that community events and school and group presentations provide the City staff with the best opportunity to deliver the used oil recycling and pollution prevention message to residents.

Unfortunately because the number of face-to-face outreach opportunities in the City is limited, staff is looking for a way deliver this same message in an interactive manner.

To address this need the City has decided to develop an interactive display that can be accessed by residents that will provide the full range of used motor oil recycling and pollution prevention messages as well as presenting users with the "cause and effect" environmental impact that their action have. The envisioned interactive display will enable residents and other users to explore a full range of day-to-day activities and see how their choices, either proper or improper, effects the local Torrance environment.



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## Introduction

### Proposed Project

The City of Torrance is in the process of developing an interactive media program that will enable residents to receive a large amount of information about used motor oil and filter recycling as well as pollution prevention tips in a one-on-one manner, just as they would if they were discussing these issues with a City staff person at a community event or a group presentation. *That one-on-one contact is the very basis of the City's proposal.*

The City of Torrance has, over recent years, put a greater emphasis on the idea of Social Marketing – that is communicating its environmental messages in a more direct, one-on-one basis that encourages residents to make a commitment to environmental ideals and make the changes needed to their daily activities to make those ideals a reality. Even with this greater emphasis the City is not always able, because of staffing limitations or challenges in scheduling presentations to appropriate community groups, to make their Social Marketing goals a reality. That is why the City's Used Oil Program has made the commitment to create an interactive media program that will allow residents to have this same one-on-one contact through a number a means and venues at their convenience.

The City of Torrance's proposed interactive media program will provide residents with the following types of environmental program information:

- Used motor oil and oil filter recycling
- Household hazardous waste collection program
- Storm water pollution prevention

The interactive media program will be easily accessible by residents and will provide information about the whole range of the City's environmental programs as well as presenting users with the "cause and effect" environmental impact that their actions have. The envisioned interactive media program will enable residents and other users to explore a full range of day-to-day activities and see how their choices, either proper or improper, affect the local Torrance environment.

The City's interactive program will ideally be able to be delivered to residents through a stand-alone kiosk, as a program deliverable via a CD / DVD, and /or as a web program accessible through the City's existing web page ([www.tornet.com](http://www.tornet.com)).

### History

The City of Torrance has a long established history of implementing successful used motor oil recycling programs. The City has received Used Oil Block Grant funds since 1993 and has participated in the past in regional groups that have implemented programs under Used Oil Opportunity Grants.

The City's previous outreach efforts have included establishing their Certified Collection Center network, numerous community outreach events, and a variety of community outreach materials and area-wide media outreach such as used oil recycling radio commercials and cable-run video PSA spots.

Using the California Integrated Waste Management Board's Performance Measures for municipal Used Oil and Filter Recycling Programs, the City of Torrance ranks either "excellent" or "good" in every category. It is this long history with the program that makes the City of Torrance a logical choice to receive Opportunity Grant funding to implement its Used Oil and Filter Recycling and Pollution Prevention Interactive Media Program.

### **Community Description**

The City of Torrance has been an active Southern California community since its founding in 1912. It later became an incorporated city in 1921.

Located in the south bay area of Los Angeles County, the City of Torrance is situated near the intersection of the 110 and 405 freeways, approximately 15 miles southeast of downtown Los Angeles. Having an incorporated area of 20.5 square miles, the City of Torrance is a balanced community, with major industrial and retail areas, as well as long-established residential neighborhoods.

The City of Torrance has a population of 147,000 and ranks fifth among Los Angeles County's 88 municipalities. With a population density of 7,000 residents per square mile, the City has 55,967 housing units. Of these, 31,500 are single-family homes with the remainder being multi-family apartment units.

The City's residential demographics include mostly professional, technical and sales employed residents (approximately 2/3rds) along with high school-educated, skilled trade workers, and support workers, and blue-collar workers in the service and manufacturing industries. The City is primarily residential, though it is home to large retail shopping developments, car dealers, and many light manufacturing and industrial businesses. The City has its own municipal airport (home to Robinson Helicopters, a major employer) as well as a small strip of coastal area known as Torrance Beach.

## **Section 1 - NEED**

The City of Torrance has identified a number of areas in its Used Motor Oil and Filter Recycling Program's educational outreach that are currently underserved. The City's current used oil recycling program is limited in the following areas:

- Staff limitations.
- The relative lack of opportunities to undertake Social Marketing outreach in the community.

- Educational programs that take advantage of the sophisticated, technical, media savvy of the community in general.
- Matching the increase in the use of comprehensive, technologically delivered systems and programs whereby residents prefer to receive information – internet, wireless electronic devices, interactive media, etc.

The City's goal is to expand outreach in these areas using funds made available through the Opportunity Grant program.

The City of Torrance, like many other communities throughout the State, has had an established used oil recycling program for more than 10 years. Over that time the City has established a large (more than 20 CCCs) and successful used oil and filter collection network, developed and distributed effective program brochures and flyers, and hosted a variety of community events, group presentations and used oil and filter collection events. The City has achieved a used oil and filter collection rate of 6.83 gallons and 1.05 filters per DIYer family. The average numbers for the Southern California Coastal area is 3 gallons of oil and .19 oil filters per DIYer household. Torrance's collection numbers are substantially higher. Based on the CIWMB'S Used Oil Recycling Performance Measures the City of Torrance has a successful program.

However over the last couple of years the City has become more aware of the need for a new area of community outreach – one that combines the interactive flexibility of a face-to-face community event with the expanded availability and convenience of an electronic, interactive media. This, added to the ever growing preference of residents to receive their information at their convenience via electronic programs, has lead the City to begin to develop a cutting edge, interactive program that would provide residents with the next best thing to talking face-to-face with the City's Used Oil Program staff.

While many cities have environmental program web pages with used oil recycling information, and a few have created an electronic education program about the subject that they have provided to residents on CD, none have created a program equal to what residents have commonly come to expect from the most leading edge electronic programs, web sites or video games.

The key to the City of Torrance's proposed project is to create an *interactive* media program, deliverable as a kiosk, by distribution on a CD/DVD, or over the City's website, that will enable the resident to do more than just read about environmental programs, but will actually *learn* about them; see more than just the effects of pollution, but will *learn* how their actions may cause those effects; to become *immersed* in the information and to be affected by it to the point of wanting to change their actions. In other words, to develop an interactive program that achieves the same Social Marketing goals that would be achieved by a live City staff person at a community event or group presentation.

*What is the local or regional need for this program in the context of your BG program?*

It has been through activities undertaken under the City's Block Grant that helped determine the need for an interactive video outreach tool. City staff has determined that their face-to-face outreach activities have been most effective in that they give staff and residents an opportunity to discuss the used oil recycling and pollution prevention issue in great depth and with a thoroughness unachievable with a brochure or flyer. It is this type of in-depth education that the interactive media program will make available to residents on an as-requested / when-requested basis.

*Are there gaps in collection opportunities that prevent your target group from properly disposing of used oil and filters?*

The City is not proposing the interactive media program to fulfill any unmet collection opportunities in the community. On the contrary, the City has more than 20 Certified Collection Centers available to serve the needs of the Torrance DIYer. Rather, the project is proposed as an effective tool to increase community awareness of the issues surrounding used motor oil and filter recycling and pollution prevention. The interactive media program will give residents the same level of information and understanding as to these challenges as they would receive if they were meeting face-to-face with one of the City's used oil program staff.

Torrance residents are sophisticated consumers of information. Increasingly these residents prefer to receive their information in a convenient, comprehensive electronic format. Whereas brochures and flyers are not read, the give-and-take nature of electronic information makes a format like the City's proposed interactive media program a preferred method of delivering these environmental messages to this audience.

*Are there surveys, pilot projects or studies to justify your approach and identified need?*

There are several community factors that support the City's effort to communicate its used motor oil and filter recycling and pollution prevention message through a comprehensive, interactive media program. Factors that support this type of effort in the Torrance community include:

- *Education level* – 90.6% of Torrance residents have a high school diploma, 36.4% have a Bachelor's Degree (BA/BS) or Higher, 11.7% have a Graduate (MA/MS) or Professional degree.
- *Income* – Median household income is \$56,489, Median family income is \$67,098.
- *Computer Ownership and Usage* – The City's population demographics very closely match the average computer owner / user in the US. While not exact computer ownership figures for the City could be determined, the average resident's age, household income and educational level support Torrance residents as being "typical" computer owners.
- *Electronic media "savvy"* – The City hosts 41 "wi-fi" networks / 114 in the local area. The City has established a wi-fi network at its library and is working to install resident-accessible wireless networks at its other public buildings as well.

*Describe how "Need" was not addressed with current / previous projects.*

The City's past efforts (brochures, flyers, events, etc.) were effective. However, the City sees a move among its residents to a *preference* toward information received through electronic formats. It is not so much that a Need was not met; it is more that the tools used to deliver the message have changed. Delivering used oil messages via the old methods (printed brochures) is like using the telegraph to send out information. While the telegraph is still valid in that it sends information – is anyone receiving that information? Torrance believes that the same change is happening now in relationship to educational and community outreach. Face-to-face outreach is still the best way to communicate the message but now, rather than going to a printed piece as a distant second choice, the City believes it should be using effective, interactive electronic tools to deliver its environmental messages in a form that as closely replicates face-to-face community outreach as possible. The City's goal is Social Marketing through interactive electronic media.

*Why is Opportunity Grant funding needed in light of other funding?*

The City is requesting Used Oil Opportunity Grant funding for this project because the cost of the project would exceed all of its current Block Grant funding. Currently the City's last three Block Grant summaries are as follows:

- 9<sup>th</sup> Cycle – fully expended
- 10<sup>th</sup> Cycle – approximately 1/3 remaining (roughly \$10,000)
- 11<sup>th</sup> Cycle – grant funds fully available (\$38,227)

The City has contracted with a company (Ideum) for the initial Conceptual Design and Content Development for the interactive display program. The cost of this initial conceptual design and content development is \$26,000, which is being paid out of the City's current Block Grant funds.

## **SECTION 2 – Program Description**

### **Used Oil and Filter Recycling and Pollution Prevention Interactive Display Program**

The City of Torrance provides its residents with a full-range of environmental programs. The City currently provides residents with the following types of environmental programs:

- Curbside collection for residential recycling
- Used motor oil and oil filter recycling
- Household hazardous waste collection program
- Electronics recycling (E-Waste)
- Large item collection
- Street sweeping
- Backyard composting workshops
- School education programs

The City promotes these programs to residents through the production and distribution of brochures, flyers, promotional items, newspaper ads, other media advertising, face-to-face community events, and school and community group presentations.

The City has noticed that at community events and school and group presentations, residents ask many questions about a wide variety of City environmental programs. These face-to-face events provide the City staff with the best opportunity to deliver a wide range of program information to residents.

Unfortunately because the number of face-to-face outreach opportunities in the City is limited, staff is looking for a way to deliver a comprehensive menu of environmental services to residents in an interactive manner.

In order to address this need the City has decided to develop an interactive media program, accessible by residents, that will provide information about the whole range of the City's environmental programs as well as presenting users with the "cause and effect" environmental impact that their actions have. The envisioned interactive display will enable residents and other users to explore a full range of day-to-day activities and see how their choices, either proper or improper, effect the local Torrance environment.

The City's interactive program will ideally be able to be delivered to residents through a stand-alone kiosk, as a program deliverable via a CD/DVD, and /or as a web program accessible through the City's existing web page ([www.torrcnet.com](http://www.torrcnet.com)).

The City's interactive environmental program will contain elements of interest to residents of various ages. This may take the form of a game component for children, an interconnectivity component which will allow teenagers and young adult users to link to other interesting environmental sites, and interesting, information components for adult residents who need to access the details of specific City environmental programs.

As the City will use existing Block Grant funds, as well as request additional funding through the CIWMB's Opportunity Grant Program, for this project, the area of emphasis will be used oil and filter recycling with some overlap with hazardous waste disposal and storm drain pollution prevention.

## Section 3 - Work Plan Narrative

The City of Torrance proposes to address the following goal in the program described in this application.

**Goal: Increase the effectiveness of the City's used oil and filter recycling and pollution prevention education outreach.** Improve the City's educational outreach efforts by developing a system that will better meet the residents' preferred method of receiving information. The new educational outreach system will replicate the social marketing benefits of face-to-face staff outreach.

The City will achieve its program goal through the objectives outlined below:

**Objective #1 – Develop an interactive media system that will replicate the benefits of social marketing type face-to-face interaction between the City's used oil program staff and City residents.**

- *Activity 1* - Develop the content and presentation style for the City's interactive environmental display.
- *Activity 2* - Select a firm, which will help develop the subject content with an eye toward how that content will be delivered.
- *Activity 3* - With guidance from the City, the consultant will help develop the environmental subjects to be included, their relationship to one another and how they will be presented.
- *Activity 4* - The consultant will develop the style of material's presentation.
  - i. Animated, photo realistic, video, sound, etc.
  - ii. Video game, immersive environment, etc.
- *Activity 5* - Develop the interactivity interface, implement all technical tasks necessary to create an interactive program that matches the design goals determined in task #1.
  - iii. Program development (stand-alone program or web based)
  - iv. Produce all graphic elements, film, video and sound elements.
  - v. Provide all programming necessary to deliver an interactive program that will interface with the City's existing technology. The program must be designed to run on commonly available hardware and software. A web-based program must be easily integrated into or linked with the City's existing web site.

This City has already released an RFP for the development of an interactive media system and chosen a winning company, Ideum ([www.Ideum.com](http://www.Ideum.com)). The City is currently contracting with Ideum for the Conceptual Design and Content Development for the interactive media system.

Ideum has developed interactive, museum quality displays and web sites for businesses and organizations from around the United States. They, along with the City have already begun to develop the concept for the City of Torrance's interactive media system and what educational components it will include.

Opportunity grant funding will be needed to move from the conceptual stage to the actual development and programming. The program once developed will be completely interactive and will deliver the same quality and quantity of information that a resident could currently receive only if they were meeting face-to-face with one of the City's used oil recycling staff.

Depending upon the receptivity of the Waste Board, the proposed interactive media program may be developed in such a way as to be easily duplicated and used by other cities and counties across the State. The design of the program, as initially envisioned would allow for about 80% to 85% of the program to be used by any municipality. The secondary user would only need to customize the city-specific / program specific portions of the program (estimated to be about 15% to 20%) in order to offer the program as an effective tool to their residents.

The City's interactive media program will include the following features:

1. "Your Home" interface – upon first entering the interactive media program residents will see the "Your Home" interface. This initial screen will show a typical Torrance home. Residents will be able to explore portions of the home, garage, yard, and a car parked in the driveway to see what common materials and activities can negatively impact the environment through incorrect usage or disposal. From this interface residents will be able to further explore the interior of the house and garage as well as the garden.
2. "Inside the House" – From the initial page residents will be able to move inside the house to see what environmental challenges reside in the different rooms and areas. As the cursor is moved over various areas pop-up screens will appear to offer the residents more information, provide links to other areas or give them access to games, puzzles and other fun and educational areas.
3. "Cause and Effect" – One of the key components of the interactive media program is the ability to provide residents with graphic representations of the "cause and effect" issues related to their choices. For example, by clicking on some oil in the garage, residents will be able to further select choices for its disposal: the garbage, the storm drain, the ground, and a Certified Recycling Center. Each choice will bring up an animated segment or short video showing the results of their actions.

The program will offer some sections with games for young children, videos more appropriate to older children and teens, and information and links of interest to adults. The site could also incorporate "chat" or "blog" areas where residents could add their own environmental insights and ideas.

**Objective #2 – Deliver the new interactive media system in ways that will maximize its exposure throughout the community.**

- *Activity 1* – Deliver new interactive media program through the City’s existing web site ([www.torrnet.com](http://www.torrnet.com)).
- *Activity 2* – Create CD / DVD copies of the program for distribution throughout the City (civic groups, schools, etc.).
- *Activity 3* – Develop stand-alone, interactive kiosk that will allow the interactive media program to be accessed at public spaces throughout the City (public buildings, shopping centers, libraries, etc.).

Once the interactive media system is completed, the City will make it available to residents in several different ways:

- Web site delivery – The City will link the interactive program to its existing web site ([www.torrnet.com](http://www.torrnet.com)). The used oil and pollution prevention section of the City’s web site will be completely interactive and immersive.
- CD / DVD Distribution – The City will create CD / DVD versions of the interactive media program that will be distributed to residents and interested community groups. While this version may not offer all the components that could be made available in the web-based version, it will include all the major interactive sections of the program.
- Stand-alone Kiosk – The City will develop and construct a museum quality display kiosk that will house the interactive media program and make it accessible to residents through a touch screen display. This kiosk will then be placed in areas of the City, which experience a good deal of residential foot traffic. Initial sites where the kiosk could be featured include City Hall, the library, and the Del Amo Fashion Center. The kiosk will be designed to be transportable and will also be made available for community events such as Earth Day Celebrations, school open houses, and civic events. The kiosk would also be designed to enhance the information included in the program. For example the kiosk housing may emulate the “Your House” design of the program’s initial screen.

**Objective #3 – Validate the increased effectiveness of the City’s interactive media system through a measurable increase in the collection of used motor oil and filters and a reduction in the impact of common storm water pollution components.**

- *Activity 1* – Measure increases in the collection and recycling of used motor oil and filters at CCCs and HHW collection events in the City,
- *Activity 2* – Quantify any changes to the types and amounts of the common storm water pollution components found in City storm drains (litter, yard waste and other organic materials, oil and other chemicals, etc.)

The ultimate goal of the City’s proposed interactive media program is to increase the awareness among Torrance residents of the City’s used oil recycling program and to

encourage them to take advantage of the existing network of Certified Collection Centers. With that being the goal the only true way to measure the success of the outreach is to look for a corresponding increase in the recovery of used motor oil and filters.

The City currently has more than 20 CCCs and has a collection rate among DIYer households of 6.83 gallons and 1.05 filters (more than twice as high as the SoCal South Bay regional average for oil and nearly six times for filters). The City will continue to measure the totals collected at its CCCs and look for increases resulting from the increased outreach resulting from the interactive media program.

The City's goal is to increase the amount of oil and filters collected from DIYer households by 25% to 9 gallons of oil and 1.31 filters per household.

In addition to encouraging residents to recycle their used motor oil and filters, the City's interactive media program will address the impacts of residents' actions on the storm drain system and storm water pollution. In order to evaluate the success of this portion of the educational outreach the City will take samples from storm drains throughout the community to quantify the types of materials entering the storm drain system. After the implementation of the interactive media program, the City will visit those same sites to see if there is any measurable difference between the before and after contamination.

**WORK PLAN**  
 USED OIL OPPORTUNITY GRANT (8<sup>TH</sup> Cycle)  
 (Directions/Sample Format)

Applicant Name: \_\_\_\_\_ City of Torrance

<p><b>Goal:</b> Increase the effectiveness of the City's used oil and filter recycling and pollution prevention education outreach..</p> <p><b>Objective #1:</b> Develop an interactive media system that will replicate the benefits of social marketing type face-to-face interaction between the City's used oil program staff and City residents.</p> <p>Per Objective Indicate Estimated: % of Total Grant Resources to be used; \$46,500_ &amp; 68% of Total Personnel Costs to be used; \$2,000</p>	<p><u>Activity/Task Description</u></p>	<p><u>Who Performing</u> Title, Initials &amp; if staff (Internal) or Contractor (External)</p>	<p><u>Evaluation Methods</u></p>	<p><u>Time Frame</u> (month/year)</p>
	<ul style="list-style-type: none"> <li>• <i>Activity 1</i> - Develop the content and presentation style for the City's interactive environmental display.</li> <li>• <i>Activity 2</i> - Selected firm will help develop the subject content with an eye toward how that content will be delivered.</li> <li>• <i>Activity 3</i> - With guidance from the City the consultant will help develop the environmental subjects to be included, their relationship to one another and how they will be presented.</li> <li>• <i>Activity 4</i> - The consultant will develop the style of material's presentation.                             <ul style="list-style-type: none"> <li>i. Animated, photo realistic, video, sound, etc.</li> <li>ii. Video game, immersive environment, etc.                                     <ul style="list-style-type: none"> <li>• <i>Activity 5</i> - Develop the interactivity interface, implement all technical tasks necessary to create an interactive program that matches the design goals determined in task #1.</li> </ul> </li> <li>iii. Program development (stand alone program or web based)</li> <li>iv. Produce all graphic elements, film, video and sound elements.</li> <li>v. Provide all programming necessary to deliver an interactive program that will interface with the City's existing technology. The program must be designed to run on commonly</li> </ul> </li> </ul>	<p>City and Contractor</p> <p>City</p> <p>City and Contractor</p> <p>Contractor</p>	<p>Logs</p> <p>Logs</p> <p>Logs</p> <p>Logs</p>	<p>July 2006</p> <p>July 2006</p> <p>Sept. 2006 through Dec. 2006</p> <p>Sept. 2006 through Dec. 2006</p>

**WORK PLAN**  
**USED OIL OPPORTUNITY GRANT (8<sup>TH</sup> Cycle)**  
 (Directions/Sample Format)

Applicant Name: City of Torrance

<p>available hardware and software. A web-based program must be easily integrated into or linked with the City's existing web site.</p>			
<p><b>Goal:</b> (enter only if different goal)</p>			
<p><b>Objective #2: Deliver the new interactive media system in ways that will maximize its exposure throughout the community.</b>                  Per Objective Indicate Estimated: % of Total Grant Resources to be used; <u>\$15,000</u> &amp; 22% of Total Personnel Costs to be used; <u>\$2,000</u></p>			
<p><u>Activity/Task Description</u></p> <ul style="list-style-type: none"> <li>• <i>Activity 1</i> – Deliver new interactive media program through the City's existing web site (www.tornet.com).</li> <li>• <i>Activity 2</i> – Create CD / DVD copies of the program for distribution throughout the City (civic groups, schools, etc.).</li> <li>• <i>Activity 3</i> – Develop stand-alone, interactive kiosk that will allow the interactive media program to be accessed at public spaced throughout the City (public buildings, shopping centers, libraries, etc.).</li> </ul>	<p><u>Who Performing</u>                  Title, Initials &amp; if staff (Internal) or Contractor (External)</p> <p>Contractor and City staff                   Contractor                   City and Contractor</p>	<p><u>Evaluation Methods</u></p> <p>Program implementation                   Created CDs                   Completed Kiosk</p>	<p><u>Time Frame</u>                  (month/year)</p> <p>January 2007                   March 2007                   May 2007</p>

**WORK PLAN**  
**USED OIL OPPORTUNITY GRANT (8<sup>TH</sup> Cycle)**  
 (Directions/Sample Format)

Applicant Name: \_\_\_\_\_ City of Torrance

<p><b>Goal:</b> Increase the effectiveness of the City's used oil and filter recycling and pollution prevention education outreach.</p> <p><b>Objective #3 – Validate the increased effectiveness of the City's interactive media system through a measurable increase in the collection of used motor oil and filters and a reduction in the impact of common storm water pollution components.</b>                      Per Objective Indicate Estimated: % of Total Grant Resources to be used; \$2,400 3.5% of Total Personnel Costs to be used; \$2,400</p>	<p><u>Activity/Task Description</u></p>	<p><u>Who Performing</u>                      Title, Initials &amp; if staff (Internal) or Contractor (External)</p>	<p><u>Evaluation Methods</u></p>	<p><u>Time Frame</u>                      (month/year)</p>
<p><b>Goal:</b> (enter only if different goal)</p>	<p><b>Objective #2: (Enter Objective #2).</b>                      Per Objective Indicate Estimated: % of Total Grant Resources to be used; # &amp; % of Total Personnel Costs to be used; #</p>	<p><u>Who Performing</u>                      Title, Initials &amp; if staff (Internal) or Contractor (External)</p>	<p><u>Evaluation Methods</u></p>	<p><u>Time Frame</u>                      (month/year)</p>
<p><b>Activity #1:</b> Measure increases in the collection and recycling of used motor oil and filters at CCCs and HHW collection events in the City.</p> <p><b>Activity #2:</b> Quantify any changes to the types and amounts of the common storm water pollution components found in City storm drains (litter, organic materials, oil and other chemicals, etc.)</p>	<p>City</p>	<p>Collection totals</p>	<p>Dec. 2007</p>	<p>Jan 2008 through June 2008</p>
<p>(Continue with as many pages as needed)</p>				

## Section 4 – Evaluation

The City of Torrance is committed to designing and implementing the programs outlined in this grant proposal in an effective and efficient manner. The City of Torrance's Used Oil and Filter Recycling and Pollution Prevention Interactive Media program will be evaluated using the following criteria:

1. *Increase in the amount of used motor oil and filters collected as the result of increased outreach via the interactive media program.* Obviously, a key concern for the City's proposed project is to increase the use of the existing oil and filter collection program. Fortunately the City has monthly figures for the last several years detailing the amount of oil and filters collected under this program. The City will compare the pre-program figures with the amounts collected after implementation of the proposed increased outreach efforts.
2. *Track the number of "hits" to the interactive media program.* One of the greatest benefits of an electronic educational outreach program is that you can track the amount of use it receives. In the case of both the stand-alone kiosk system and the web delivered program the City can track the number of users accessing the system. Both systems will also allow the City to track the length of each session and determine which areas of the program are receiving the most use (the used oil recycling information, pollution prevention facts, or other sections). In the case of the web based system the City may also be able to track which geographical areas of the community are using the system the most. Geographical usage data would be extremely helpful in that it could then be cross checked against any increases in the collection of used oil and filters from those areas as well as any decrease in the occurrences of storm drain pollution.
3. *Track the number of CD / DVD versions of the program that are distributed.* Copies of the interactive media program will be made available on CD / DVD and distributed throughout the community to schools, groups and individuals. The City will track the number of these items distributed. The City may also be able to determine how often the software program is loaded on to Internet connected computers through the use of a program tracking cookie.

All assessment data will be collected by either the City employee or contractor staff overseeing the particular activity. The overall assessment of the data will be performed by Alison Sherman, the City's Waste Management Coordinator, and the senior consultant hired by the City.

The City's overall assessment goal is to see a 25% increase in the amount of oil and filters collected from the existing CCC network.

## Section 5 – Budget Narrative

The following discussion highlights and justifies the attached budget itemization. The City of Torrance believes in providing the most effective programs at a responsible and reasonable cost. The budget proposed for the Used Oil and Filter Recycling and Pollution Prevention Interactive Media Program meets both of those criteria; the costs are both appropriate and reasonable given the task at-hand.

As the budget is reviewed please keep the following points in mind:

1. **Publicity and Education** – The City’s proposal is targeted at increasing and perfecting its current used oil educational outreach. As a result, the majority of the Opportunity Grant funds requested fall under the Public Education and Outreach category.
2. **Personnel / Other costs** – A small percentage of the requested grant funds are slated for personnel expenses. These costs will cover items such as Evaluation as well as project oversight and management and reporting. Personnel funds account for approximately 4% of the requested grant funds.
3. **City required bid process** – The City has already issued a bid for the proposed project. The winning bidder, Ideum’s proposal is attached. Please note the City is only requesting funds for Design and Interactivity portions of this proposal. The first part, Conceptual Design and Content Development, is being paid out of the City’s existing Used Oil Block Grant funds.

### Budget Itemization

	Grant
<b><i>Publicity and Education</i></b>	<b><i>\$65,500</i></b>
Interactive Media Design and Interactivity	\$46,500
CD / DVD Production (500 copies @ \$10)	\$ 5,000
Kiosk design and construction	\$10,000
KJServices staff – project oversight, research & development (50 hrs @ \$80 / hr)	\$ 4,000
<b><i>Personnel / Other Costs</i></b>	<b><i>\$2,400</i></b>
Project coordination and management – 30 hrs @ \$80/hr	\$ 2,400

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<b>Totals</b>	<b>\$67,900</b>
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**BUDGET ITEMIZATION**  
Use Oil Opportunity Grant (8<sup>th</sup> Cycle)  
(Directions/Sample Format)

Applicant City of Torrance

Category	Amount
<b>Permanent Collection Facility:</b> <ul style="list-style-type: none"> <li>○ <u>Non-Personnel Costs:</u> <ul style="list-style-type: none"> <li>○ None</li> </ul> </li> <li>○ <u>Personnel:</u> <ul style="list-style-type: none"> <li>○ None</li> </ul> </li> </ul>	0          <u>0</u> (include category total)
<b>Temporary or Mobile Collection:</b> <ul style="list-style-type: none"> <li>○ <u>Non-Personnel Costs:</u> <ul style="list-style-type: none"> <li>None</li> </ul> </li> <li>○ <u>Personnel:</u> <ul style="list-style-type: none"> <li>None</li> </ul> </li> </ul>	0          <u>0</u> (include category total)
<b>Residential Collection:</b> <ul style="list-style-type: none"> <li>○ <u>Non-Personnel Costs:</u> <ul style="list-style-type: none"> <li>None</li> </ul> </li> <li>○ <u>Personnel:</u> <ul style="list-style-type: none"> <li>None</li> </ul> </li> </ul>	0          <u>0</u> (include category total)
<b>Publicity &amp; Education:</b> <ul style="list-style-type: none"> <li>○ <u>Non-Personnel Costs:</u> \$61,500 Interactive Media Design and Interactivity - \$46,500 CD / DVD Production (500 copies @ \$10 each) - \$5,000 Multimedia Kiosk design, construction &amp; equipment - \$10,000</li> <li>○ <u>Personnel:</u> \$4,000 KJServices staff – project oversight , research &amp; development - \$4,000 (50 hrs @ \$80 / hr)</li> </ul>	0          <u>\$65,500</u> (include category total)
<b>Personnel: (Program Planning, Management, and Administration)</b> Project coordination, reporting and management - \$2,400 (City recycling coordinator hours)	0          <u>\$2,400</u> (include category total)
<b>Other:</b> (Include any costs not directly attributed to above categories - e.g. travel, etc.)	0          <u>0</u> (include category total)
<b>Indirect Costs:</b> (Not to exceed 10% of OG8 total)	0          <u>0</u> (include category total)
<b>Budget Total</b>	(          <u>\$67,900</u>

\*Copies of bids/estimates attached.

Round Budget line items to the nearest whole dollar amount.

## Section 6 - Application Completeness, Letter of Support, Experience

1. Previously produced City of Torrance Used Oil and Storm Water educational materials.
2. Qualifications of key City personnel and project consultant.
3. Summary of Related Used Oil and HHW Grant form – *Attachment 5*
4. Ideum proposal.

### Qualifications

#### **Alison Sherman, Waste Management Coordinator**

Alison has managed a number of grants for the City Torrance over the past several years. She administers the City's block grant from the CIWMB for used oil and filter recycling, and the block grant on beverage container recycling from the Department of Conservation (DOC). She was involved with a regional reuse grant project, which was awarded by the CIWMB along with five other cities for a joint food donation program. Just recently, she applied successfully for a competitive grant from the DOC for beverage container recycling and was awarded a second reuse grant in partnership with Trash for Teaching to coordinate the distribution of manufacturing cast-offs to schools for art projects. During her employment with the City of Lomita, she also coordinated their used oil recycling block grant and won a competitive grant from the DOC to provide recycling for the City's parks.

#### **KJServices Environmental Consulting**

Founded in 1997, KJServices is a full service recycling consulting firm, specializing in recycling program design and implementation, community education and outreach, and State compliance and reporting issues, meeting the needs of city, county and private industry clients. KJServices provides comprehensive, real world solutions to the recycling and environmental challenges faced by both public and private organizations.

- *Implementation and Monitoring of Special Waste Recycling Programs*

KJServices has gained substantial experience in the area of Special Waste Recycling. They have worked with many clients throughout Southern California on projects such as Used Oil Recycling, Household Hazardous Waste Management and Education, Waste Tire Amnesty programs, and Medical Waste. KJS staff has successfully written, received, and managed grants from the California Integrated Waste Management Board (CIWMB) on all these Special Waste types. Current Used Oil Block and Opportunity Grant clients include:

City of Baldwin Park  
City of Chino  
City of Gardena  
City of Torrance

City of Bellflower  
City of Culver City  
City of Irwindale  
City of Maywood

City of Cerritos  
City of Downey  
City of La Mirada  
City of Vernon

*Kevin Sales – Principal*

Kevin J. Sales is a recycling and waste reduction professional who specializes in the planning and development of effective recycling and waste reduction programs and their supporting educational programs. Representing a large range of clients including municipalities and private businesses, Mr. Sales is a “full service” professional capable of providing assistance in a variety of areas including residential, commercial and industrial, and construction & demolition recycling programs, as well as special wastes such as used oil, household hazardous waste, and tires. Mr. Sales has also developed and implemented community surveys aimed at tracking the effectiveness of community outreach materials and measuring their impact on the behavior of residents.

SUMMARY OF RELATED USED OIL AND HHW GRANTS <sup>1</sup>

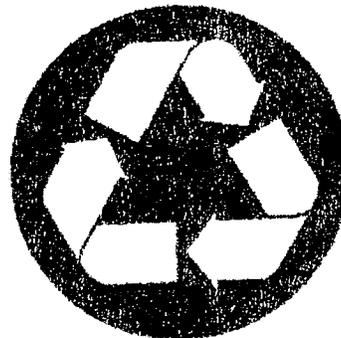
• Grantee • Grant Cycle • Grant Award \$ • Total \$ • Expended	Key Goals/Objectives	Gallons of Oil Recycled/# Oil filters collected or other measure of success	Were all project goals met? If not, why?
City of Torrance UBG6-00-3891 \$50,680.00 \$50,680.00	Establish airport program Promotion of program to public	38,050 gallons reported Attended 5 events, joined regional radio campaign	Yes - increased outreach efforts and provided equipment needs and promotion of new airport collection program
City of Torrance UBG7-01-5891 \$41,924.70 \$41,924.70	Storm drain stenciling	25,284 gallons reported	Yes - All 1230 drains stenciled
City of Torrance UBG8-02-7891 \$57,680.10 \$57,680.10	Increase in reporting by sites Recruitment of new sites	168,370 gallons reported. 3 new sites added	Yes - All but one site reported, and a 24% increase in number of sites available for public.
City of Torrance UBG9-03-1 \$43,802.00 \$43,802.00	Increased promotion of new regional HHW site	55% increase in use by Torrance residents. 203,779 gallons reported.	Yes - large increase in participation reported by new site after promotional activity undertaken.
City of Torrance UBG10-04-0194 \$38,637.00 \$30,000.00	Assistance to collection sites Promotion of program at schools	Data not yet available	Program not yet completed, but goals should be met through increased number of site visits and new high school video project.
City of Torrance UBG11-05-1137 \$38,227 \$0	First stage of the development of an interactive media program. The City has allocated \$26,00 of this grant cycle to begin conceptual development.	Data not yet available	Program not yet completed, but goals should be met through consistent focus on CCCs, and community outreach.

<sup>1</sup> Include only those grants with activities relevant to the project activities, target audience, etc. of this application. DO NOI list all grants ever received.

**Design & Development of an Interactive  
Environmental Display**

**For the City of Torrance  
(RFP 2006-04)**

Proposal: January 30, 2006  
Ideum



Post-it® Fax Note	7671	Date	2/7/06	# of pages	16
To	Kevin Salvo	From	Misc		
Co./Dept.	KS	Co.	Torrance		
Phone #		Phone #			
Fax #	890-5638	Fax #			

562-991-3267

Prepared by: Ideum  
Jim Spadaccini  
jims@ideum.com  
www.ideum.com  
505-792-1110

### Overview

Ideum will work with the City of Torrance to develop an interactive environmental display. This interactive exhibit will be made available to residents as a standalone kiosk, a deliverable CD and as a Web program through the City's existing webpage.

As stated in the Request for Proposal, the interactive will inform residents about a variety of programs that the City offers. This includes curbside collection for residential recycling, used motor oil and oil filter recycling, household hazardous waste collection, e-waste, large item collection, street sweeping, backyard composting, and school education programs. The interactive exhibit will help provide information to residents concerning key components of these programs.

This proposal outlines our response to the needs of the City as outlined and explains our approach to designing interactive educational environments. Our experience goes beyond interactive design; we have deep experience in education and environmental science. We've developed interactive exhibits for many well-known museums and government agencies. We encourage you to visit our portfolio ([www.ideum.com](http://www.ideum.com)).

### Scope of Work: General Requirements

*Our comments below refer to each of the proposed Tasks.*

Task 1. In coordination with City staff the consultant will develop the content and presentation style for the City's interactive environmental display.

Our firm has developed a number of interactive websites and exhibits that have explored environmental and science-related issues. We've worked on projects that have focused on alternative fuels, renewable energy, fuel cells, hazardous materials, and climate change. In each instance, we have worked closely with our clients and have sought the advice of scientists and other experts.

Our approach in the most general terms is "user-focused." We work with our clients to develop interactive exhibits that seamlessly integrate content and design, and maximize user interaction. The user should have control of the experience. The more engaged they are, the more time they will spend interacting, and the more they will learn and retain.

Many of the environmental programs the City of Torrance provides ask residents to participate. This provides an opportunity to create "game-based" activities in which the user learns by doing. Users could be prompted to be active around their home. For example, they might be asked to "clean the garage" in which they select items such as used oil filters, cans and bottles, old computers, and other used and hazardous materials for clean up. As they clean they receive feedback, learning more about the importance of recycling. Graphic and sounds could provide "rewards" along the way, encouraging visitors to continue interacting.

For City programs a different approach will be needed but it can remain user focused and active. A city map or aerial view of the city might contain "clickable" activity points of interest—which would bring up animations and video showing "the City at work." Click on a school and you'll learn about the school education program. Click on a street and you'll see a street sweeper in action. Pop up information will let you know why street sweeping helps protect the City's (and the region's) environment.

By creating the "Home" and "City" as areas of interaction we would create relevant opportunities for residents to learn about all of the environmental programs that the City offers and how to participate.

For this project, we propose developing an environment that mixes photorealistic stills and motion video with animated "pop-ups." Real photos and video best convey the "cause and effect" that residents' actions (or non-actions) have, while the animated pop-ups can provide additional insight. The combined effect will provide a friendly, engaging

environment. This mix will appeal to both adults and younger residents. (You may have seen Pop-Up Videos on VH1 [http://en.wikipedia.org/wiki/Pop-Up\\_Video](http://en.wikipedia.org/wiki/Pop-Up_Video). The "look and feel" might resemble this in a broad sense.)

Our firm has experience in capturing professional high-quality photographs, immersive QuickTime VR panoramic images, and video. In addition, we have developed exhibits with attractive animated and 3D sequences. We're confident that we can develop a compelling look for the interactive for the City.



We've developed a variety of interactive exhibits. Some use actual photographs and video, while for others, like the one above, we've created animated environments.

Task 2. Identify development costs associated with implementing the designs determined under task #1

Since identifying the development costs associated with Task 1 was included in this proposal, we've attached no comments or costs for this task.

Task 3. Develop the interactivity interface, implement all technical tasks necessary to create an interactive program that matches the design goals determined in Task #1.

A compelling concept for user interaction and a beautiful design are simply the first steps to creating an effective interactive piece. A well thought-out technical plan and flawless execution are required for it to be ultimately successful.

We recommend developing the interactive piece using Flash. A dominant Web standard, Macromedia's Flash program will allow us to build an interactive exhibit that can work as a stand-alone program or be accessed through the Web.

We will develop an engaging exhibit that is "dual-use;" it will be effective as a kiosk but also widely available to most residents (and others) via the Internet. The final interactive will work on all platforms and be accessible on all but the most outdated computers.

#### Design Approach: A Few General Comments About Design

Design is more than window dressing; it can convey mood and can enhance the message of the content. It can provide the user with a sense of space and can also assist in navigation and usability. We strongly believe that content, navigation, and design need to be fully integrated to create great experiences for users.

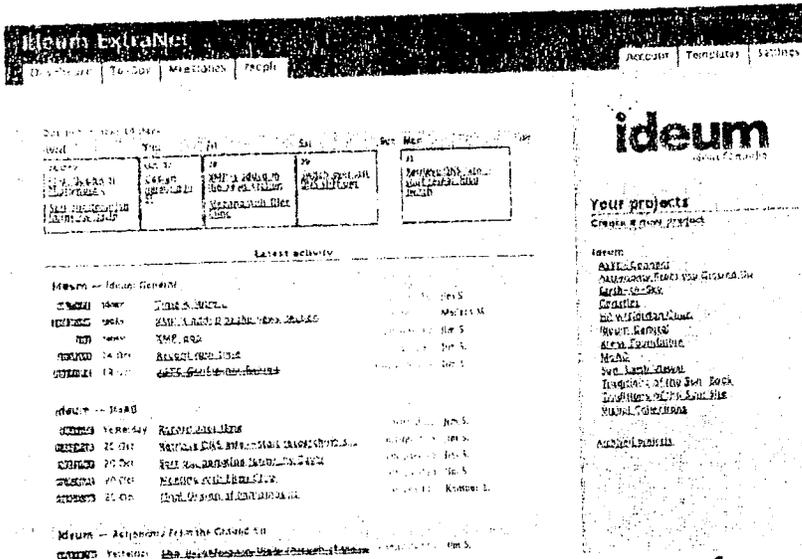
The content itself should drive design process both specifically (the actual content) and more generally through qualities of the topic. We strive to create interactive experiences that are self-evident –the user knows where they are, what the purpose of exhibit is, what they can do, and where they can go. Good design, logical structure and efficient layout can help shape an environment in which users feel comfortable and can help maximize interaction.

#### The Process and Quality Control Approach

The quality of the process goes a long way in determining the quality of the final "product." To ensure usability, we build in evaluation throughout the development

process. We have a deliberate and organized process—one in which the client signs-off at all major milestones.

Ideum will develop and maintain an Extranet work site that contains a project designs in progress, and other important information. We have an extensive password protected Extranet site that allows for efficient project tracking, including milestones, sign-off, email messages, and file sharing.



The Ideum Extranet provides "always available" information for our clients.

The Extranet site will allow project participants to view storyboards, mock-ups, artwork, and even interactive multimedia content in process. All project milestones will appear on the site calendar, clear records of all email correspondence will also be recorded in the site. We believe the more open and transparent the process, the better the final project.

We continually test and ensure quality as a part our development process. In addition, a more formal test period will be enacted prior to making the exhibit available the public. Since the interactive will be available on the Web, the testing period includes testing on various operating systems and browsers.

Ideum "ideas + media" 4895 1/2 Corrales Rd. Corrales, NM 87048 - www.ideum.com page: 6

In addition, we know the importance of direct and in-person communication. We expect, and are ready to participate in multiple on-site meetings in Torrance.

#### Timeline

The development of the interactive from the conceptual phase through final testing a deployment will take 10 to 12 weeks. Upon acceptance of the project, we will work the City of Torrance to come up with a detailed timeline and a "milestone-based" payment schedule. These milestones will be listed within the Extranet site, so that both parties can monitor progress at a glance.

#### Budget

In the proposed budget, we've broken up the individual tasks as requested in the RFP. In addition, we've presented our hourly rates. Please note that travel, software and other overhead costs are included in our rates.

#### Rates

Design: \$100	Programming: \$85
Writing & Research: \$75	Video & Photography: \$100
Graphics & Animation Production: \$75	Project Management: \$100

#### Task #1

##### *Conceptual Design and Content Development*

Design, 120 hours, \$12,000

Writing & Research, 120 hours, \$9,000

Project Management, 50 hours, \$5,000

Subtotal: 290 hours, \$26,000

#### Task #3

##### *Interface Design and Interactivity*

Design 120 hours, \$12,000

Video & Photography, 60 hours, \$6,000

Graphics & Animation Production, 160 hours, \$12,000

Programming, 100 hours, \$8,500

Project Management, 80 hours, \$8,000

*Subtotal: 520 hours, \$46,500*

**TOTAL, 810 hours, \$72,500**

**Company Profile -- Ideum -- [www.ideum.com](http://www.ideum.com)**

Founded in December 1999 by Jim Spadaccini—the former Director of Interactive Media at the Exploratorium—Ideum creates content-rich electronic exhibits and Websites. To date, Ideum has worked on over forty interactive media projects covering a variety of topics—mostly science-related but also in the fields of history, art, music, and technology. The goal is to create exhibits that are seamlessly integrated: a balance of compelling design, intuitive navigation and usability, and dynamic content.

For their work, Ideum has been honored with a number of awards, most notably back-to-back Pirelli International Multimedia Awards in 2003 and 2004. Each year, Ideum developed projects were honored as the "Best Environmental Project" and awarded a €15,000 prize.

Ideum works with museums, non-profits, and socially responsible companies. Clients include: Adobe Systems Inc., Adventure Science Center, The American Society for the Prevention of Cruelty to Animals (ASPCA), Association of Science-Technology Centers (ASTC), Astronomical Society of the Pacific, California Science Center, Chabot Space & Science Center, Computer History Museum, David Rumsey Historic Map Collection, The Exploratorium, Liberty Science Center, Museum of the African Diaspora (MoAD), NASA, National Baseball Hall of Fame and Museum, The National Park Service, National Science Foundation, The Tech Museum of Innovation, and The Center for Science Education at UC Berkeley Space Sciences Laboratory.

**Key Personnel**

Jim Spadaccini is the Creative Director of Ideum. Prior to forming the firm, he was the Director of Interactive Media at the Exploratorium where he worked for over five years. For his work at the Exploratorium, he received a Smithsonian Computerworld Award (1999) and an Association of Science and Technology Centers Award for Innovation (2000). Jim has directed and managed a variety of complex media and Web-based projects. He has worked as a designer, educator, and multimedia developer. Jim taught for seven years at the Multimedia Studies Program at San Francisco State

University and currently teaches for the Cultural Resource Management Program at the University of Victoria, British Columbia.

Kevin Silver is a Programmer and Interaction Designer at Ideum. He has over 10 years of professional programming and design experience with a focus on information architecture. Before joining Ideum, Kevin developed numerous web sites, applications, and web-based trainings for a myriad of clients in a range of industries. Kevin has a strong interest in creating compelling user experiences.

Kemper Barkhurst is a Multimedia Designer and Developer at Ideum. He has studied at University of New Mexico's Media Arts Department. Before joining Ideum, he founded Identified-Media an interactive design and consulting firm, which served educational, commercial, and non-profit clients. Kemper specializes in photography, video, and interactive media.

**References**

<b>Dr. Isabel Hawkins</b>	Director: Sun-Earth Connection Education Forum   Center for Science Education @ UC Berkeley Space Sciences Laboratory	510-643-5662, <a href="mailto:isabelh@ssl.Berkeley.edu">isabelh@ssl.Berkeley.edu</a>
<b>Wendy Pollock</b>	Director, Research, Publications, and Exhibitions: Association of Science and Technology Centers	202-783-7200 ext. 114 <a href="mailto:wpollock@astc.org">wpollock@astc.org</a>
<b>David Bibas</b>	Curator of Technology Programs: California Science Center	213-744-7482, <a href="mailto:dbibas@cscmail.org">dbibas@cscmail.org</a>

## **Section 7 – Environmentally Preferable Purchases and Practices Evaluation**

The City of Torrance has a Purchasing Department policy that provides for a City purchasing preference for recycled-content products. Please see the enclosed copy of the City's Purchasing Policy.

**Opportunity Grant (8<sup>th</sup> Cycle) FY 2005/2006****Environmentally Preferable Purchases and Practices Evaluation Sheet (10 Possible Points)**

**Instructions:** Please complete this evaluation sheet. To increase environmentally preferable product purchasing and practices, CIWMB includes recycled content purchasing points in their grant scoring criteria.

**Name of Applicant:** City of Torrance

**Policy for Environmentally Preferable Practices****Points Possible (3)**Has your governing body adopted a **policy**?

No  Yes if yes, date adopted: April 23, 2002 By: City Council  
 (governing body, executive officer)

**Environmentally Preferable Purchases****Points Possible (3)**

Check the recycled-content or other environmentally preferable products you have purchased within the past year.

 Re-refined oil - lubricating oils for motors and engines Steel - fencing, power tools, automobiles, furniture Water based cleaning solutions for printers and equipment Latex paint, graffiti abatement, interior and exterior paint Tire-derived - flooring, mats, playground and track surfaces Less toxic chemicals, pesticides, and cleaners Retread tires -passenger, truck, bus, trailer, equipment tires Solvents - for cleaning heavy equipment, printers, and parts Low/no VOC (volatile organic compound) products Glass - windows, fiberglass insulation, beakers Paper – copy paper, brochures, flyers, educational materials Low energy use – lights, appliances, and equipment Paper products (janitorial supplies), boxes, ceiling tiles Compost/mulch – landscaping materials, erosion control Water efficient products Plastic - lumber, carpet, signs, promotional items Less polluting equipment, vehicle, and machinery Other, please list: recent purchase of asphalt "zipper" machine, grinds asphalt for immediate reuse on site

(innovative examples on backside)

**Environmentally Preferable Practices****Points Possible (2)**

Check the environmentally preferable practices you have performed within the past year that result in resource conservation and/or efficiency.

 Integrated pest management Renewable energy Water-efficiency Grasscycling Energy efficiency

Other, please list most offices closed alternating Fridays  
(innovative examples on backside)

Composting/mulching  
 Sustainable construction

Operations and maintenance, xeriscaping, natural fertilizers  
 Demolition debris recycling

**Anticipated changes to your policy, purchasing or practices**

**Points Possible (2)**

Whether or not your jurisdiction has an adopted policy, please evaluate your current efforts and describe how they will be improved in the coming year. Attach additional sheets if necessary.

**Positive Aspects:** Most Departments very proactive, Parks in particular using recycled rubber and lumber in all their upgrades

**Negative Aspects:** still resistance on rerefined oil due to pricing and janitorial chemicals

**Planned Changes to Policy or Practices:** hope to provide information to show benefits of change in chemicals used and look to joint purchasing for rerefined oil use

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

3/29/06

Must be signed by person authorized in the grant application resolution

## Environmentally Preferable Practices: An Overview

Purchasing recycled-content and other environmentally preferable products (EPP) creates markets for the materials that state and local governments divert in complying with Assembly Bills 939 and 75. If these diversion efforts are to be successful, adequate markets must exist for the diverted material. It is arguable that no better market development tool exists than purchasing EPPs that contain diverted materials.

In addition, environmentally preferable product purchasing and practices reduces the amount of waste being generated in the first place, reduces natural resources consumption, saves water, energy, and landfill space, and improves air quality. To help ensure a healthy environment through healthy markets for EPPs, at the June 18-19, 2002 meeting the Board approved revisions to the Grant Scoring Criteria to reflect "Evidence of a Recycled-Content Purchasing Policy or Directive" in competitive grant applications.

### Innovative Approaches

Thousands of EPPs and practices can be purchased and/or implemented. Environmentally preferable products and practices have less environmental impacts than standard products and practices. The possibilities are endless. By allowing applicants to receive points for innovative purchases and practices, we can learn from one another. Here are some innovative approaches that governments, businesses, and households are implementing.