

Betty Olds

Berkeley City Council

ACTION CALENDAR
November 15, 2005

To: Honorable Mayor and
Members of the City Council

From: Council member Betty Olds

Re: Discussion of Funding a Survey to Identify Sources for Increasing Fees for Lead
Abatement Services

RECOMMENDATION

It is recommended that the City Council discuss the request from the Alameda County Lead Abatement Program to contribute \$10,000 to the cost of a survey to be conducted by Tramutola and Godbe research to identify voter sentiment on raising fees for lead abatement programs in Alameda County.

BACKGROUND AND NEED FOR COUNCIL ACTION

This item is being brought to the Berkeley City Council at the request of the The Alameda County Lead Poisoning Prevention Program, which serves the cities of Alameda, Berkeley, Emeryville and Oakland. The program is funded by assessing a \$10 annual fee on all pre-1978 residential units. There have been no fee increases since 1991 and cuts to funding have resulted in the loss of six (6) positions and a severe decrease in the program's ability to implement its mission to prevent and reduce the incidence of childhood lead poisoning by:

- Educating the public to the dangers of lead poisoning.
- Providing case management serve to lead poisoned children.
- Identifying, reducing and remediating lead hazards
- Assisting local housing departments, contractors and maintenance crews in remediating lead hazards
- Assisting the medical community in identifying and effectively treating lead poisoned children.

The JPA is proposing that a survey be conducted to identify if an increase in fees should be placed on the ballot in 2006. The total cost of the survey and its analysis is \$54,679. This cost would be shared amongst the four CSA cities as follows: Oakland (\$15,000), Berkeley (\$10,000), Alameda (\$5,000), and Emeryville (\$3,000). In addition, The Community Development Agency pledged \$11,000 and the Service Employees International Union (SEIU Local 616) pledged \$11,000 as well.

CONTACT

Betty Olds – 981-7160

TRAMUTOLA

THE DISCIPLINE OF WINNING

TO: NATE MILEY
FROM: CHARLES HEATH
RE: LEAD PREVENTION FEE INCREASE PROCESS: 7 STEPS
DATE: OCTOBER 13, 2005

Here are the critical steps for moving the lead prevention fee increase process forward in time conduct the balloting and authorize the fee increase in early 2006. We feel it is optimal to conduct the balloting prior to the June 2006 Primary Election.

1. Buy-in and funding from cities and county

Before we can move this forward we need the cities represented on the JPA and county officials to agree to support the process. This means contributing time, money and energy to move the process forward quickly.

2. Decision: Current Service Area or Expanded Service Area

A fundamental decision must be made to focus our efforts: are we looking just to increase the existing fee in the existing service area? Or, are we looking to increase the existing fee and expand the fee/service area beyond its current boundaries? Based on this decision we can determine an appropriate research program and political strategy.

3. Polling

If we want to complete the balloting on this issue early next year so that the new increased fee can be assessed as soon as possible, we need to conduct a poll by the end of November. Godbe research has already developed a first draft of a questionnaire for the existing service area. They are prepared to develop a separate survey for an expanded service area if that is desired. Once support and funding has been solidified, they can begin the survey in mid-November and present results by the end of November.

4. Decisions: Fee increase, COLA, Duration, etc

With poll results we will be able to define the parameters of our measure. This means determining how much we intend to increase the fee, whether the increase will sunset, whether the increase will adjust to keep pace with inflation, and other key factors.

With these decisions made we can estimate potential revenue from the measure, determine what the measure will fund, what might be reinstated and what cuts can be prevented.

5. Public Information Campaign

Polling will also tell us if residents know about the lead prevention programs currently in place, what they value and what programs and services they are willing to increase their taxes to save or expand. With this data we will design and implement a public information campaign to increase awareness around the dangers of lead poisoning, the value of existing programs, the threats to funding for existing programs, and potential solutions to this funding crisis – including a potential lead prevention fee increase. This public information campaign will be conducted primarily through direct mail.

6. Formal JPA Action

In early 2006 the JPA will need to adopt a resolution calling for a vote on the fee increase and establishing the process and timing for that vote. TRAMUTOLA and Godbe Research will work with your legal counsel to develop the necessary language and documents. We will provide specific recommendations to guide decision making and formal action.

7. Transition to an independent advocacy campaign

Once the JPA has called for a vote on the fee increase we will need to establish an independent campaign committee to advocate for the measure. This campaign will need to raise funds, recruit volunteers and carry out an effort to garner the votes needed to win.

ALAMEDA COUNTY LEAD POISONING PREVENTION PROGRAM

Governance

The ACLPPP is governed by a Joint Powers Authority Board of Directors, comprised of a representative of the City Council of each CSA city and one ex-officio member each from Alameda County Board of Supervisors and the community-at-large.

CSA Property Owner Services

The annual CSA service fee is used to reduce exposure to lead hazards, to increase awareness of residential lead sources, and to ensure lead hazards are addressed in a safe manner.

Property owners are also notified about increasingly strict Federal and State regulations governing lead hazards, and how to avoid fines and potential liability. CSA services are provided to property owners in the cities of Berkeley, Alameda, Oakland, and Emeryville, based on the percentage of funds received from each city.

For City of Berkeley property owners in fiscal Year 2004-05, the ACLPPP:

- Conducted 134 lead evaluation site visits
- Responded to 204 Information Line calls
- Conducted two Lead-Safe Painting and Remodeling classes
- Provided educational materials, information and literature to a total of 15 Berkeley offices, libraries, and hardware and paint stores on a regular basis.
- Provided lead education at 20 public education events
- Loaned 22 Berkeley property owners HEPA Vacuums to assist lead-safe clean-up during and after renovation.

Since joining the CSA, the City of Berkeley, with its own health department, has had a unique relationship with the ACLPPP. The ACLPPP continues to provide support to the Berkeley Public Health Department by conducting the State mandated environmental investigations when a lead poisoned child has been identified in Berkeley.

ALAMEDA COUNTY
LEAD POISONING PREVENTION PROGRAM

The ACLPPP also contracts with the Berkeley Public Health Department for approximately \$58,000 annually to deliver lead poisoning prevention services to Berkeley property owners.

In addition, under its HUD Round X Lead Hazard Control Grant, which ended July 31, 2005, the ACLPPP financed the remediation of lead hazards in 48 low-income City of Berkeley residential units, at a cost of \$211, 611.

Since its inception in 1992, the ACLPPP has used CSA dollars to leverage more than 19 million in federal dollars from the U.S. Department of Housing and Urban Development, the Environmental Protection Agency and the Centers for Disease Control and Prevention for services to CSA property owners.