

2006 ICMA Program Excellence Award Nomination

Roseville Fire Department CUPA Compliance Incentive Program

Background/Problem Assessment

The Fire Department is the Certified Unified Program Agency (CUPA) for the City of Roseville. What that means is that we perform all hazardous materials and hazardous waste business inspections and we enforce local and state regulations. Businesses that use, store or handle hazardous materials or hazardous waste over certain quantities are required to obtain a Fire Department permit to operate. Permit fees are charged to recover the costs of providing inspection services. Often times some business owners choose not to maintain compliance with the applicable regulations. This results in a significant amount of violations annually, and in some cases, financial penalties are levied.

Our Hazardous Materials Officer, Steve Anderson, proposed an innovative program that would reward business owners for consistent compliance and would help streamline the inspection process. The intent of the program is to discount our local permit fees by 25% for business owners that meet specific compliance criteria. To qualify for the incentive program a business cannot have within the last three years, any major violations of the hazardous waste control law (i.e., illegal disposal), any major fire code violations or any repeat violations from the previous year's inspection. Additionally, any other violations noted during an inspection must be corrected within 30 days.



Business owners are provided with inspection checklists each year. This helps them understand the items we look for during our inspections. A side benefit of this incentive program is that interested business owners would make extra efforts to be “ready” for their inspection, which reduces the number of violations found. This makes the inspection process more efficient and reduces the number of reinspection visits necessary.

Program Implementation/Costs

Development of the program began in October of 2004 when staff informed the City Council of the intent to pursue this incentive concept. Several business owners/managers were interviewed regarding the proposed program. When asked about the compliance incentive program, managers stated that offering something of monetary value is an attention getter or motivator that provides more of a positive reinforcement to comply than does penalties. One automotive service manager stated: “You will get more mileage out of the incentives.” Business owners and managers are constantly looking for ways to cut costs. Doing so by maintaining a high standard of compliance yields a sense of accomplishment, and employees responsible for making a business eligible for the discount are seeing the benefit being passed onto them by receiving things like free lunches etc.

A staff report was submitted to the City Council with an ordinance change proposal that would allow the discount. The first reading of the ordinance was on January 19, 2005.



The ordinance was heard for the second reading and was approved on February 2, 2005. The program was initiated through the annual inspections of each business.

The costs associated with the program primarily involved the staff time during the development phase. The fee discounts have amounted to slightly over \$5,000. This reduction in revenue has been offset by the benefits of fewer violations and fewer reinspections.

Results/Outcomes

The total number of Certified Unified Program Agency (CUPA) facility inspections conducted in the last year is 312. Among the 312 inspections, 55 facilities qualified for the Compliance Incentive Discount of 25%; 386 permits were issued at the normal fee schedule, and 103 permits were discounted. Facilities subject to the fire department's unified program are governed by requirements in the California Fire Code, Title 19's California Accidental Release Prevention Program, the Health & Safety Code's Business Plan Disclosure, Title 22's Hazardous Waste Control Regulations, Title 23's Underground Tank Regulations, and Roseville's Municipal Code regarding Storm Water. During the most recent year, a total number of 856 violations were documented on reports in the course of inspecting the 312 facilities. In the previous year, 1,056 violations were noted. Hence, since implementing the Compliance Incentive Program in the early part of 2005, inspection data shows a reduction of 200 violations over a 12 month period.



Lessons Learned

This program is aimed at rewarding good business practices. Although the CUPA Program is regulatory in nature, we believe this type of incentive promotes goodwill among our business community. This concept has served us well in our proactive approach to enhancing fire and life safety, as well as environmental protection. It has also provided immediate financial benefit to those business owners that have chosen to participate. Our primary goal of achieving a more consistent level of compliance and safer businesses has been realized since this program began.

