

CONTRACT ALLOCATION PROPOSAL

Division/Office: P&E	Concept No.: 2006-D-9
Requestor/Primary Contact: Walker	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$150,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency x Private	
Title: Technologies and Management Practices Reducing Greenhouse Gas Emissions from Landfills	

I. INTRODUCTION

The objective of this study is to develop a guidance document for landfill operators and regulators that recommend technologies and management practices for improving landfill design, construction, operation, and closure for the purpose of reducing greenhouse gas (GHG) emissions. This will enable the CIWMB to implement a key portion of its responsibilities under the Climate Action Team, specifically implementing strategies to reduce GHG emissions from landfills (i.e., the Landfill Methane Capture Strategy).

The CIWMB already is working with the California Energy Commission (CEC) on a field study to improve overall estimation of landfill GHG emissions and reductions. In addition, CIWMB data shows that most landfills with more than a relatively small amount of waste in place already have flaring or gas-to-energy systems installed. However, the CIWMB has little information on the feasibility of other landfill design, construction, operation, and closure/postclosure practices that might also affect methane emissions. These include gas collection system design, construction, timing, and operation; landfill unit and cell design and construction; waste placement methods; daily and intermediate cover materials and practices; and partial closure of landfill areas as they reach final grades. For example, natural methane oxidation has been shown to occur in landfill cover materials. It may be possible to cost-effectively enhance such oxidation, thereby reducing emissions, through practices such as use of compost or other biologically active materials in cover soils.

CONTRACT ALLOCATION PROPOSAL

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The objective of this study is to provide a guidance document that landfill operators and regulators can use to evaluate potential changes to landfills that will result in additional GHG emissions. The study will be based on an evaluation of existing state-of-the-art practices, as reflected in published literature, reports to regulatory agencies, and contractor familiarity with specific landfill practices and projects. It will evaluate the technologies and practices described in Section I and recommend practical and cost-effective site-specific measures that can be used on a voluntary basis to reduce GHG emissions from landfills in California. This study will complement the current CEC study on improving estimation of landfill methane emissions so that the benefits of these measures may be tracked and our progress toward meeting GHG reduction goals can be measured. Staff believes that refinement and implementation of these practices by landfill operators for the purpose of reducing GHG emissions could lead to up to 1/2 of potential emissions proposed under the Climate Action Team Landfill Methane Capture Strategy. Subsequent to the study, staff will monitor the application of recommended technologies and practices at California landfills and develop estimates of associated GHG emissions reductions.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

This contract is needed because CIWMB staff does not possess the detailed knowledge to perform the tasks outlined in the Scope of Work. The contract requires specific technical landfill engineering and construction experience that is not currently available within civil service. This allocation proposal will require a competitive Request for Proposals (RFP) to obtain this experience. Staff will complete the scope of work and issue the RFP package under delegation to the Executive Director.

IV. SCOPE OF WORK TO BE PERFORMED

The objective of this study is to evaluate landfill technologies and practices and to recommend practical and cost-effective site-specific measures to reduce GHGs from landfills in California. The services to be performed by the Contractor are outlined in more detail in the next section. This study will complement the current CEC study, being conducted with assistance from the CIWMB, on improving estimation of landfill methane emissions so that the benefits of these measures may be tracked and measured toward meeting the GHG reduction goals.

CONTRACT ALLOCATION PROPOSAL

V. TASKS IDENTIFIED

1. Develop a detailed work plan and budget to submit to the contract manager for approval. The work plan and budget shall identify and describe the specific tasks to be performed, schedule for completion, deliverables including draft and final reports, and itemized costs per task.
2. Convene a group of stakeholders to review project in consultation with CIWMB.
3. Review and summarize literature on technologies and practices for reducing GHG emissions from landfills.
4. Develop and evaluate technologies and management practices for cost and effectiveness in GHG reductions including, but not limited to design, construction and operational practices for:
 - a. Landfill gas collection systems;
 - b. Landfill gas flare and other control systems;
 - c. Landfill gas recovery systems;
 - d. Landfill waste management unit design and construction practices;
 - e. Landfill operational practices including: daily cell development and construction; waste acceptance and placement; leachate recirculation and bioreactor landfill operation; and daily, intermediate and final cover materials and practices;
 - f. Use of compost and other recycled materials for GHG reduction;
 - g. Landfill closure and postclosure maintenance practices including partial closure; and
 - h. Other practices to reduce GHGs including those which may reduce potential GHGs other than methane.
5. Prepare progress reports and draft final and final reports. Provide specific recommendations and guidance for practical and cost-effective technologies and management practices to reduce GHGs from landfills in California. The recommendations shall complement the current CEC study on improving estimation of landfill methane emissions so that the benefits of these measures may be tracked and measured toward meeting the GHG reduction goals.
6. Present draft final report at stakeholder workshop and final report to CIWMB at one or more Board or Committee Meetings.

CONTRACT ALLOCATION PROPOSAL

VI. CONTRACT/TASK TIME FRAME

This contract would be awarded through the competitive bidding process, which in order to be feasible must begin shortly after Board approval of the allocation, and would begin in approximately May 2007 following Board award of the contract. The final report would be due in early 2008, which would enable the CIWMB to begin working with landfill operators on early implementation of cost-effective best management practices.

CONTRACT ALLOCATION PROPOSAL

Division/Office: Executive Office	Concept No.: 2006-D-10
Requestor/Primary Contact: Mark Leary/Eric Bissinger	Fund (IWMA, Oil, RMDZ, etc.): IWMA, RMDA, Oil, Tire, E-Waste
Estimated Contract Amount: \$200,000	(\$40,000 each fund)
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input checked="" type="checkbox"/> Private	
Title: Environmental Justice Guidance Document For Precautionary Approaches	

I. INTRODUCTION

The California Integrated Waste Management Board's (Board) strategic plan declares a commitment to environmental justice and aligns the Board with the California Environmental Protection Agency's (Cal/EPA) environmental justice goals. The Cal/EPA and its Boards, Departments, and Office (BDOs) are currently in the process of implementing Cal/EPA's 2004 Environmental Justice (EJ) Action Plan, which includes reviewing programs, policies, and activities to identify and address any gaps that may impede the achievement of environmental justice. This plan provides the foundation for addressing environmental justice issues and sets forth the EJ mission, vision, core values, goals, and objectives for the Cal/EPA and its BDOs.

The activities in the EJ Action Plan provide opportunities for Cal/EPA BDOs to explore concepts and develop tools by moving forward on specific priorities. The EJ Action Plan assigns each BDO specific pilot projects. The Board is assigned to develop guidance on Cal/EPA's precautionary approach implementation efforts.

The Board, in its lead role for the facilitating the consideration of the application of precaution to Cal/EPA's environmental programs, has three remaining objectives outlined in the EJ Action Plan that are to be completed. They are as follows:

1. Assist in evaluating the potential for further application of precaution to Cal/EPA's environmental programs to address or prevent environmental justice problems.
2. Identify reasonable, cost-effective approaches to the application of precaution that could be used to prevent or minimize adverse environmental impacts.
3. Develop guidance on precautionary approaches and their applicability to California's environmental programs and recommend implementation options, including proposals for policy, regulatory, and statutory changes.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

Under the direction of the Board's project manager, this contract concept is to produce a guidance document for Cal/EPA on precautionary approaches including developing proposals for policy, regulatory and statutory changes in addition to identifying reasonable cost-effective approaches to prevent or minimize adverse environmental impacts.

CONTRACT ALLOCATION PROPOSAL

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

The consideration of the application of precaution to environmental policy making is very new. Although Board staff has grown in their familiarity with environmental justice concepts, analysis of the potential application of precaution is not currently within the Board staff expertise. Because of the importance of this work and the need for it to be done with the greatest credibility, it is thought that retaining an expert in environmental justice would be advantageous. Further, this work can not be done internally because Board staff has limited knowledge of the entirety of Cal/EPA policies, programs and regulations for all of its BDOs.

IV. SCOPE OF WORK TO BE PERFORMED

The contractor will perform the remaining three objectives outlined in the Cal/EPA EJ Action Plan that pertain to the precautionary approach by developing tools and guidance. The contractor will, in concert with the project manager and the working group as described above, identify where additional precautionary approaches may be incorporated into Cal/EPA environmental programs and identify reasonable, cost-effective approaches that could be used to prevent or minimize adverse environmental impacts. The contractor will also develop implementation options, including proposals for policy, regulatory, and statutory changes, to advance the integration of the precautionary approach into Cal/EPA programs. In addition the contractor will focus on precaution related activities occurring in the other BDO assigned pilot projects.

The contractor will develop this guidance with significant stakeholder and Cal/EPA BDO input. Public participation activities include, but are not limited to, conducting stakeholder meetings and workshops, establishing a diverse precautionary approach working group, and attending local advisory meetings. The process of gathering input and developing recommendations will require the contractor to:

- Make the discussion opportunities more available and responsive to community concerns
- Consider options that lead to a fair and predictable process
- Develop recommendations that are feasible both technically and on the basis of cost
- Strive to achieve balanced options and recommendations
- Seek options that do not have an adverse economic impact on communities, jobs, and local governments
- Work under the direction of the Board's assigned contract manager.

Senate Bill 89 (Escutia, statutes of 2000) established the Cal/EPA Interagency Working Group on Environmental Justice (IWG) to assist the Secretary with developing an EJ strategy, and the Cal/EPA Advisory Committee on Environmental Justice (CEJAC) to assist and advise the IWG in making recommendations to the Secretary on the strategy. The contractor and contract manager will continue to utilize this framework in implementing the Board's portion of the EJ Action Plan.

CONTRACT ALLOCATION PROPOSAL

V. TASKS IDENTIFIED

Task 1. Precautionary Approach (PA) Working Group

To initiate the development of the guidance document the contractor will recruit a PA working group from interested people in community groups, businesses, academia, government, environment, and any other likely contributors. It has been suggested that at least two members of the CEJAC join the working group, generally one representative from business and one from the environment. The working group will support the project by supplying technical expertise, making suggestions, and providing feedback. This precautionary approach working group will provide a forum for the genesis and development of ideas/recommendations for the application of precaution to environmental protection. The contractor will enhance/supplement the efforts of the working group by formulating and analyzing recommendations of the working group so that they are reasonable and cost effective. In concert with the working group and the project manager, the contractor will seek to identify perceived and real barriers to the application of precaution to Cal/EPA's environmental programs. The contractor will also develop immediate, mid-range and long-term implementation options. Advice and suggestions the working group provides should be considered and analyzed within the parameters of this project's approved working definition of precautionary approach.

Deliverables:

- Recruit and develop a diverse PA working group of stakeholders with representatives from business, science, academia, local government, Cal/EPA BDOs, local community groups, precautionary approach advocates and two (2) members from CEJAC.
- Facilitate all preparations and make a written record of PA working group meetings. The working group will meet as often as needed, as determined by the contract manger, throughout the entire project.

Task 2. Draft Precautionary Approach Guidance Document

The contractor will develop a Draft PA guidance document with input received from the contract manager and PA working group. The Draft document will consist of immediate, mid-range and long-term implementation options including recommendations for policy, regulatory, and statutory changes. Many of the recommendations and guidance will be developed in Task 1.

Deliverables:

- Draft report on PA guidance and recommendations

Task 3. Public Workshops

The contractor will ensure public participation in the implementation of the project through four meaningful public workshops. The primary objectives of the workshops are to receive input on the preliminary recommendations and guidance developed in the Draft PA Guidance Document. With the assistance of the contract manager, the contractor will also initiate a 60-day comment period for the Draft PA guidance document and prepare follow-up documents.

CONTRACT ALLOCATION PROPOSAL

Deliverables:

- Organize, host and facilitate four (4) public workshops focusing on the working group's preliminary findings. At least one (1) workshop to be hosted in Southern California
- Provide written analysis of recommendations and suggestions developed at public workshops and during the public comment period
- Prepare detailed workshop agendas, presentations, and handouts which will be approved by contract manager
- Itemized list of comments and suggestions received during workshops and comment period, including a written response

Task 4. Board, Cal/EPA Environmental Justice Advisory Committee and Interagency Working Group meetings

The contractor will attend CEJAC and IWG meetings on an as needed basis to be determined by the contract manager. In addition to attendance, the contractor will be required to present the findings developed in the Draft PA guidance document to CEJAC and IWG. This may also include progress presentations to the Board.

Deliverables:

- Attend CEJAC and IWG meetings as needed
- Two presentations on findings and recommendations developed in draft PA guidance document. One presentation will be given at the CEJAC meeting and another at the IWG meeting.
- Presentations to the Board detailing progress made.

Task 5. Pilot Projects

The EJ Action plan requires the Board to focus on precaution related activities for the EJ pilot projects undertaken by other Cal/EPA BDOs. Therefore, for each pilot project, the contractor will, in a written report, identify possible precautionary approaches for the respective pilot projects. The contractor will meet with each individual pilot project manager to discuss possible approaches. The contractor may be required to attend, as needed, pilot project technical and local advisory group meetings as determined by the contract manager.

Deliverables:

- Attend Pilot Project technical and local advisory group meetings as needed, to be determined by contract manager.
- Organize at least one meeting with each individual EJ Pilot Project manager. The contractor will be responsible for pre-meeting preparations and additional follow-up activities.
- Develop a written analysis including implementation options for each EJ Pilot Project. Obtain comments from EJ Pilot Project managers and PA working group to make revisions as necessary.
- Identify and analyze the barriers preventing PA implementation for each pilot project.

CONTRACT ALLOCATION PROPOSAL

Task 6. Final Precautionary Approach Guidance Report

Upon conclusion of the workshops and comment period on the Draft PA guidance report, the contractor will meet with the PA working group, as often as needed, to finalize the PA guidance report. The contractor will develop written responses to all comments received during the comment period and at PA workshops. Appropriate changes will be made to the Draft PA guidance report, in coordination with the contract manager, incorporating the recommendations received. The report must include immediate, mid-range and long-term implementation options including proposals for policy, regulatory, and statutory changes.

Deliverables:

- Final written PA Guidance Report on Cal/EPA environmental programs
- Incorporate recommendations for immediate, mid range and long term implementation options including proposals for policy, regulatory, and statutory changes.
- Final Report shall include an executive summary
- The final written report must be available electronically in both Word and Adobe. Final PA Guidance Report should include, in the appendix, all prior written deliverables required in this SOW.

VI. CONTRACT/TASK TIME FRAME

Contract services need to begin upon approval. The contractor should complete the precautionary approach objectives of the EJ Action plan by December 2008 (18 months).

SCHEDULE OF DELIVERABLES		
TASK(S)	DELIVERABLE	DEADLINE
One	Form Working Group	August 1, 2007
Two	Draft PA Guidance Report	November 1, 2007
Three	Public Workshops	November 2007 through May 2008
Four and Five	CEJAC/IWG meetings and Pilot Project Reports	Ongoing, TBD
Six	Final PA Guidance Report	December 1, 2008

VII. COPYRIGHT PROVISION

The Board shall be owner of all rights, title and interest in, but not limited to, the copyright and trademark to all Deliverables developed under this report. Contractor shall establish for the Board good title in all copyrightable and trademarkable materials developed as a result of this Scope of Work. Such title shall include exclusive copyrights and trademarks in the name of the State of California, California Integrated Waste Management Board. The Board shall grant to the Contractor a non-exclusive, royalty-free, irrevocable and non-transferable license to reproduce, prepare derivative works and distribute copies of Deliverables.

CONTRACT ALLOCATION PROPOSAL 2005-2006 FISCAL YEAR

Division/Office:	WP&MD	Concept No.:	2006-D-11
Requestor/Primary Contact:	Brian Larimore	Fund (IWMA, Oil, RMDZ, etc.):	IWMA
Estimated Contract Amount:	\$30,000		
Contractor (Check One):	<input checked="" type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input type="checkbox"/> Private		
Title:	Caltrans Compost Workshops		

I. INTRODUCTION

This allocation proposal requests \$30,000 for additional workshops on the new and revised Caltrans compost and mulch specifications. The project would be managed under an interagency agreement with University of California Riverside Extension, the contractor for five workshops held during August through October 2006. This proposal is the result of the success of the previous workshops, described in more detail below.

In 2005, the Board approved funds for an interagency agreement (IWM04073) with the University of California at Riverside titled "Increasing Compost Use by Caltrans." This project was determined to be a priority by the Board because Caltrans has the potential to use significant amounts of compost. Caltrans has authority over 230,000 acres of roadside and maintains about 25,000 acres of landscape annually. The US Composting Council (USCC) estimates that Caltrans has a theoretical potential market for compost of between 3.35-6.72 M cu. yards (1.34-2.69 million tons). Staff believes that Caltrans can increase its annual use of compost and mulch by several hundred thousand cubic yards.

Participants in this project include CIWMB, Caltrans, UCR Extension, Association of Compost Producers (ACP), San Diego State University, Soil Control Laboratories, BFI, erosion control professionals, and many others. Project tasks have included: developing and promoting a Compost Use Index; assisting Caltrans in the development of updated and new compost specifications; developing a Compost Applications Best Practices Manual; and conducting workshops at Caltrans District offices in Sacramento, Oakland, Fresno, Los Angeles, and San Diego that focus on improving roadside revegetation for erosion control and stormwater quality through compost-based best management practices (BMP).

The series of five workshops that have already been conducted introduced the new specifications to district designers, including landscape architects, biologists, and stormwater quality coordinators. The workshops provided designers with the opportunity to comment, suggest revisions, and ask compost/water quality-related questions of a diverse team of experts. The workshop teams were staffed by University professionals as well as landscape architects with extensive compost experience from other state transportation departments. The workshops provided practical tools and information on improving revegetation, erosion control, and stormwater quality through the use of compost based BMPs. These workshops were very well attended and received and it was universally urged that more training workshops should be scheduled for the following year.

CONTRACT ALLOCATION PROPOSAL 2005-2006 FISCAL YEAR

This allocation proposal is to fund 4 to 5 additional workshops to continue to educate Caltrans and other agencies about the compost-based BMPs. Additional workshops would be held in Caltrans districts that the previous contract funds didn't provide for, such as San Luis Obispo, Eureka, Lake Tahoe, and others to be determined in consultation with Caltrans. Funding is necessary to manage workshop logistics, obtain workshop facilities, prepare for distribution workshop materials, and bring in expert speakers from in and out-of-state--providing their fees, transportation, lodging and per diem. The funding is based upon the per workshop cost of our five previous workshops.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The goals of this allocation proposal are: 1) conduct 4 to 5 workshops at Caltrans district offices, to be determined in consultation with Caltrans; 2) outreach to Caltrans and other parties on the new and revised compost and mulch specifications recently developed through an interagency agreement with UCR Extension (IWM04073); and 3) introduce "Compost Use for Landscape and Environmental Enhancement," a Board publication currently being developed through the above interagency agreement.

This project is specifically identified in the CIWMBs Green Procurement Action Plan (GPAP) targets for increasing the purchase of recycled content materials by State Agencies, specifically compost and mulch by Caltrans. In addition this project would assist in meeting the following Strategic Directives:

- **3: Minimal Waste** by maximizing the diversion of materials from landfills and managing all materials to their highest and best use;
- **6: Market Development** by reducing the amount of organics in the waste stream by 50% by 2020 and increasing environmentally responsible procurement by state agencies by 5% per year.

This will be achieved through outreach to Caltrans staff on the recently developed specifications for use of compost and mulch on Caltrans roadside projects. Workshops would take place in districts where they weren't held during the last round of outreach during August through October 2006.

Accomplishment will be measured through tracking of workshop attendance, workshop surveys, and follow-up with contacts developed through the workshops. Approximately 300 contacts were developed through workshops held at Caltrans district offices during 2006. Long term accomplishment will be measured through increased use of compost and mulch by Caltrans, local road departments, and others. Measurement of compost and mulch use by Caltrans will be tracked in accordance with the existing interagency agreement IWM04073.

CONTRACT ALLOCATION PROPOSAL 2005-2006 FISCAL YEAR

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

The services to be contracted for are of an occasional nature such that delay incumbent in their implementation under civil service would frustrate their very purpose. UC Riverside Extension was the contractor for the previous set of workshops conducted in 2006 and handled payment of speaker fees and other logistics. A new interagency agreement with UCR Extension would prevent delays in holding the workshops as the same workshop logistics and speakers they have dealt with will be used for any additional workshops.

IV. SCOPE OF WORK TO BE PERFORMED

The goal of this project is to conduct workshops on the new compost and mulch specifications at 4 to 5 Caltrans district offices, locations to be determined in consultation with Caltrans. The project requires administration of the workshops, including arranging of speakers, payment of speaker fees, finding sponsors to provide food and beverages, tracking of workshop RSVPs, and other logistics.

V. TASKS IDENTIFIED

Task 1: Determine locations and times for workshops, provide speakers, seek sponsors to provide food and beverages, track RSVPs, and other logistics as required.

VI. CONTRACT/TASK TIME FRAME

The project can begin anytime after the concept has been formally approved by the Board. Depending on the timing of funds release and contract negotiation between the parties, the first planning phases of the project can commence during the Spring of 2007. The contract is expected to run 1 year or less from date of execution.

CONTRACT ALLOCATION PROPOSAL

Division/Office: WPMD	Concept No.: 2006-D-12
Requestor/Primary Contact: Brenda Smyth	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$75,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input checked="" type="checkbox"/> Private	
Title: Survey and Analysis of Composting Industry Best Management Practices and Market Conditions	

I. INTRODUCTION

This contract allocation would support CIWMB's work on organic materials management with the South Coast Air Quality Management District (SCAQMD) and the San Joaquin Valley Unified Air Pollution Control District (SJVUAPCD) as well as the various regional water quality control boards. To achieve compliance with the Clean Air Act, the air districts are conducting rulemaking for composting to reduce emissions of volatile organic compounds (VOCs), ammonia (NH₃), and particulate matter (PM) which are criteria pollutants. The regional water quality control boards are in the process of developing Waste Discharge Requirements (WDRs) for composting facilities since a general WDR waiver for composting has sunset. The composting industry already operates with a very narrow profit margin that exists between the tipping fees a composter can charge and the tipping fees at a landfill. All of these rulemakings have the potential for a significant financial impact on the composting industry and organic materials management. For example, the SCAQMD Rule 1133 for co-composting (composting with biosolids and/or manure) is already in effect and requires a substantial 80% reduction in VOCs and NH₃. This generally translates to partial enclosure of the facility, aerated static piles, and biofilters that result in facility modifications on the order of \$50-\$100 million, a capital investment that many operators can not afford. It is essential to identify Best Management Practices (BMPs) that the compost industry can implement that are cost effective control measures to reduce environmental impacts of composting while maintaining a viable industry for organics diversion.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

This contract allocation would fund a survey and analysis that would provide essential information on the existing (baseline) BMPs currently being used by composters with respect to minimizing environmental impacts on air and water. Market conditions would be included in the survey to better understand the potential impacts of the rulemaking on the compost industry, markets, and organic materials management in general. The contract mechanism used for the survey would be a competitive bid process to hire an independent third party.

CONTRACT ALLOCATION PROPOSAL

Specifically, this contract is to investigate and analyze what measures (BMPs) are already being taken by composters to achieve reductions in air emissions and prevent runoff of leachate. Each composter in the state would be asked what are the specific operating techniques they employ to produce their products, and what are the emission control measures they utilize if any. Also they would be asked to identify the costs associated with their operations as well as the control measures they may employ. In addition, the specific market conditions in which they operate will be analyzed. This would include such parameters as feedstock types and origin, product types and final use of products, numbers of employees, and sales figures. They also would be queried as to how various control measures that are being considered by regulatory agencies such as SCAQMD, SJVUAPCD, and the Regional Water Quality Control Boards would impact their business. Once we have the data and analysis, we would use this information in our discussions with the regulatory agencies to help them assess and select control measures that can achieve emission reductions without causing significant economic impact to the compost industry.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

CIWMB has conducted some research and field work on BMP ideas including the use of inoculants, biofilters, controlling C:N ratios, to reduce emissions from composting and has identified a few promising options; however, not all composters use a traditional open windrow composting process and there are likely additional BMPs that need to be identified by the industry. This survey would gather industry information on BMPs to reduce air and water emissions from composting. The survey would include gathering critical information that is needed for discussions with the regional water quality control boards to ensure that composters are not impacting groundwater and stormwater runoff. The survey would also serve as an educational tool to inform composters of these impending rulemaking by regional air districts and water boards and to encourage their participation as stakeholders in that process. The survey would evaluate market impacts of organic materials management as a result of such rulemaking.

Contracting with an independent third party would ensure that the survey is conducted in a confidential environment. Past experience with surveys conducted by an independent third party under confidential cloak has resulted in a high degree of success in getting complete and accurate information and participation by a majority of facilities in the survey. Past experience with surveys not conducted by an independent third party has resulted in a very low survey response rate. The results of the survey would be used in a collaborative rulemaking process with regional air districts and water boards to develop rules that meet environmental standards while maintaining a viable composting industry for waste diversion. This work is directly supportive of Strategic Directive 6. Markets Development, specifically to "Reduce the amount of organics in the waste stream by 50% by 2020".

Additional benefits of conducting the survey would be the opportunity to gather information that might be useful to other Board projects such as the Climate Change and Caltrans projects or the Market Assessment Action Plan. As such it would be supporting multiple aspects of Strategic Directive 6 as well as Strategic Directive 9 .

CONTRACT ALLOCATION PROPOSAL

IV. SCOPE OF WORK TO BE PERFORMED

The scope of work to be performed by the contractor is to conduct a BMP survey and analysis that will provide information on existing BMPs currently in use by the organics industry with respect to minimizing environmental impacts on air and water. The BMP survey also includes market conditions to better understand the potential impacts of the rulemaking on the compost industry, markets, and organic materials management in general. The results of this survey and analysis will be used to further discussions with the regulatory agencies to help them assess and select control measures that can achieve emission reductions without causing significant economic impact to the compost industry. Specific tasks to be completed in the scope of work are identified in Section V.

V. TASKS IDENTIFIED

The tasks to be completed by the contractor shall be identified in a detailed work plan that includes the following scope of work:

Task 1: Establish a Working Group

The contractor shall coordinate a small working group of organic management industry and regulatory representatives with the purpose of the ensuring the successful development and completion of the BMP survey. The working group will have input on the types of survey questions needed to capture essential information, promotional and outreach strategies, survey methodology, confidentiality issues, and peer review of survey results.

Task 2: Develop Assessment Methodology

The contractor, with input from the working group, will develop the survey methodology. The assessment methodology must provide a protocol for conducting the BMP survey, data collection, analysis, and report. The protocol must include a system boundary definition, subject to contract manager approval, that is sufficient to thoroughly analyze BMP alternatives for various types and sizes of operation. The definition of system boundaries will also consider potential subsequent market impacts of rulemaking on organics diversion. The protocol must include the use of a mail survey, follow up phone calls, and personal meetings to ensure a high level of participation in the survey.

Task 3: Design BMP Survey Questions

The contractor, with input from the working group, will design the questions to be used in the BMP survey. The survey questions shall be designed to capture essential industry information on BMPs to reduce emissions and to ensure that composters are not impacting groundwater and stormwater runoff. The questions will also be designed to evaluate market impacts of organic materials management as a result of potential rulemaking. The questions will be designed to provide enough information to adequately characterize system boundaries. The contract manager shall approve the survey questions.

CONTRACT ALLOCATION PROPOSAL

Task 4: Compile List of Survey Participants

The contractor will compile a list of participants that will be surveyed. The survey participants shall be designated to capture all entities within the defined system boundaries established in Task 2. The contract manager will approve the final list of survey participants.

Task 5: Conduct BMP Survey

The contractor shall pre-test the survey to assist in refining the survey in order to achieve a high response rate. The contractor will describe the pretest protocol which is subject to approval by the contract manager. Based on the evaluation of the pretest results, the contractor will, if necessary, modify the survey which is then subject to approval by the contract manager. The contractor shall then conduct the BMP survey on the universal list of survey participants compiled in Task 4. The contractor will delineate survey follow up procedures to target a minimum survey response rate of 85 percent. Follow up procedures shall include but are not limited to personal meetings with survey participants to record their responses.

Task 6: Compile Data and Analysis

The contractor will indicate how it will compile data and analyze the survey results. The evaluation and analysis of data must provide a characterization of the system boundaries determined in Task 2. Where appropriate, the data shall be reported in aggregated format to protect the confidentiality of survey participants. The contractor will provide quantitative data on non-responsive survey participants and indications on why that occurred.

Task 7: Write and Submit Final Report

The contractor will submit a final report to the Board that describes the methodology, presents the data, and the evaluation of the results. The report will adhere to the Board's *Publications Guide* and will be subject to acceptance in fulfillment of the contract by the contract manager.

VI. CONTRACT/TASK TIME FRAME

The contract will commence as soon as the competitive bid process can be concluded and before the end of the current fiscal year. Staff estimates that the contract will require nine months to one year to complete. The timely completion of the contract is important to synchronize the survey results with rulemaking that is already underway or on the schedules of regional air districts and water boards.

CONTRACT ALLOCATION PROPOSAL

Division/Office: P&E/WPMD	Concept No.: 2006-D-13
Requestor/Primary Contact: Levenson/Berton	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$75,000	
Contractor (Check One): <input checked="" type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input type="checkbox"/> Private	
Title: Biofuels From Solid Waste: Case Studies, Toolbox, Website, and Outreach	

I. INTRODUCTION

Recent solid waste characterization studies funded by the Board indicate that approximately 60 percent of the material being landfilled is biogenic in nature and another 10% is plastic material. If the biomass portion was converted to biofuels, it would have the energy equivalence of about 20 million barrels of crude oil annually (conversion of the plastic waste might produce another 10 million barrels of oil equivalent). In signing Executive Order S-06-06 in April 2006, the Governor directed state agencies participating in the Bioenergy Interagency Working Group (including the CIWMB) to advance the use of biomass resources for electricity generation and for biofuels for transportation. The CIWMB already has entered into an interagency agreement with the University of California at Davis and the California Biomass Collaborative to conduct a forum in late March 2007 on biofuels production from biomass. The forum will be held in conjunction with other agencies and institutions. It will focus on the feasibility of producing biofuels from solid waste, with an emphasis on identifying key research, testing, and pilot project opportunities and on identifying barriers to project development.

The purpose of this concept is to augment that interagency agreement to allow for follow-up activities related to the forum's findings and to provide further assistance to the CIWMB and Bioenergy Interagency Working Group in implementing the Governor's Executive Order.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The goal of the Forum is to assess the feasibility of producing biofuels from solid waste, with an emphasis on identifying key research, testing, and pilot project opportunities. This augmentation would allow the contractor to: 1) develop a research agenda for the CIWMB and possibly the Bioenergy Interagency Working Group; 2) conduct outreach to biofuels companies and develop case studies on selected technologies; 3) develop a web page on how to fund demonstration projects; and 4) conduct related tasks. This work would be oriented to the broad policy objectives of the Bioenergy Action Plan, including facilitating market entry for new applications of biofuels.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

This section does not apply since this proposal calls for contracting with the University of California

CONTRACT ALLOCATION PROPOSAL

IV. SCOPE OF WORK TO BE PERFORMED

The contractor will develop the draft and final Forum reports, initiate new activities related to findings of the Forum (e.g., related to funding and case studies), develop a broader understanding of and relationships with companies in this marketplace, and develop a range of web-based materials that allow both companies and local jurisdictions to further pursue the development of biofuels production from solid waste residuals.

V. TASKS IDENTIFIED

- Task 1: Finalize Forum report, including potential research agenda for CIWMB consideration.
- Task 2: Contact and survey biofuels companies; consolidate information (including process characteristics, emissions, market status, etc.) about bioenergy technologies that can use portions of the solid waste stream
- Task 3: Develop criteria for selecting biofuels processes for development of case studies; develop scope and format of case studies including materials handling and landfill diversion techniques; develop case studies
- Task 4: Develop biofuels web page including components from the municipal waste stream
- Task 5: In conjunction with the CIWMB Office of Local Assistance and Office of Public Affairs, conduct outreach to local jurisdictions

VI. CONTRACT/TASK TIME FRAME

Upon approval of the Board, the existing interagency agreement with UC Davis will be augmented, with the goal of beginning tasks in April.

CONTRACT ALLOCATION PROPOSAL

Division/Office: WPMD/Recycling Technologies	Concept No.: 2006-D-14
Requestor/Primary Contact: Clark Williams	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$150,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input checked="" type="checkbox"/> Local Agency <input type="checkbox"/> Private	
Title: Asphalt Shingle Demonstration Project	

I. INTRODUCTION

According to the Detailed Characterization of Construction and Demolition (C&D) Waste, published in June 2006 (Publication #341-06-007) composition roofing shingles are the single largest material type in the C & D disposal stream. Composition shingles account for approximately 10.2% of C & D disposal. Of the disposed composition shingles it is estimated that 91% of this material comes from roofing tear-offs with the remaining 9% generated as manufacture scrap from the eight asphalt shingle plants located in California. Composition shingles are defined as composite shingles composed of fiberglass or organic felts saturated with asphalt and covered with inert aggregates as well as attached roofing tar and tar paper. Currently, there are only two known recyclers of asphalt shingles in the State of California; Grindables Recycling located in McKinleyville, CA and IC Solutions, Inc located in Shafter, CA. Due to the lack of markets a majority of asphalt shingles generated in California are landfilled.

While the majority of asphalt shingles generated in California are currently landfilled, markets for asphalt shingles are being developed in at least 9 other states for use in hot mix asphalt—authorized either by adopted specifications or by DOT special provisions. Currently, Caltrans has no specifications allowing the use of asphalt shingles into paving mixes. Based on experience to date, the conditions and methods for safely and effectively mixing reclaimed asphalt shingles (RAS) in Asphalt Concrete (AC) are now understood and it is generally agreed that:

- Due largely to the influence of shingle fibers, laboratory studies indicate that incorporating prompt [new] roofing shingle scrap in asphalt mixes tends to improve the high temperature susceptibility and rut-resistant properties of the mix.
- Waste shingles have been reused effectively in AC.
- Use of waste shingles can result in significant cost savings, by avoiding disposal and landfill space cost, and by reducing the amount of virgin asphalt binder required in AC.
- Experience in Minnesota has demonstrated 20% first cost savings mainly from a reduction in virgin asphalt binder.
- Laboratory tests have shown that the use of shingles can improve resistance of AC against low temperature cracking and high temperature rutting.
- Field performance of shingle modified AC is reported to be good.
- The effect of shingles on properties of AC depends on the amount of shingles used.
 When used in small amounts, there is no significant effect of hard binder on low temperature properties of AC.

CONTRACT ALLOCATION PROPOSAL

These projects would primarily assist in meeting the following Strategic Directives (draft December 15, 2006):

- 6) Market Development, by developing a long term solution to the disposal of asphalt shingles and incorporating them into a value added material in paving projects, and
- 9) Research and Development of Technology, by testing the viability of and developing specifications for the incorporation of RAS in paving projects.

It would also help meet the following Strategic Directive: 3) Minimal Waste and 7) Customer/Local Assistance.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The overall goal of this contract is to develop new California markets for reclaimed asphalt shingles, one of the largest components of the C&D waste stream. There are two other major goals associated with this contract:

- a. Evaluate the performance of post-industrial RAS in an AC paving project, and
- b. Incorporate that research into Caltrans and Greenbook specifications for the use of RAS into AC.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

It is envisioned that this contract will be with a local government to demonstrate RAS use in a local project, using a standard agreement, therefore it is necessary that a local government be the contractor. Caltrans will be contacted regarding the testing components.

IV. SCOPE OF WORK TO BE PERFORMED

This contract seeks to form a partnership with a local government to conduct a demonstration project using reclaimed asphalt shingles in a Hot Mix Asphalt paving project. It is envisioned that the demonstration project initially will use several different mix designs based on the input from the project partners including the Hot Mix Asphalt plant, the contractor, the advisory group, and Caltrans. Experience in other states suggest the mix design will, in this demonstration project, be representative of the following:

- 1. 5% RAS, 15% RAP
- 2. 5% RAS, 0% RAP
- 3. Control: 0% asphalt shingles, 20% RAP

This demonstration project would attempt to replicate in California the findings from other states, with the ultimate goal of incorporating RAS into *Caltrans* and *Green Book* specifications for hot mix asphalt. A successful outcome of this effort could lead to a potential second phase which would conduct hot mix demonstration projects using tear-off asphalt shingles.

CONTRACT ALLOCATION PROPOSAL

According to recycling industry sources,¹ nine state DOTs currently allow use of recycled shingles in AC, authorized either by adopted specifications or by DOT special provisions. Actual utilization of the technique by paving contractors is not yet widespread, reflecting its relative newness and the consequent lack of an established market and contractor experience. Based on experience to date however, the conditions and methods for safely and effectively mixing RAS in AC are now understood. It is generally agreed that:

- RAS should be limited to between five and ten percent of the total mix by weight (five percent is frequently stipulated, though some state or local regulations permit a higher percentage).
- Manufacturer's scrap shingles are considered preferable to post-consumer tear-offs from re-roofing because of more uniform levels of emulsion and aggregate, as well as lack of contamination by nails, flashing, or insulation. Although tear-off shingles can be cleaned to minimize danger of contamination, most state DOT rules, if not local ones, currently prohibit use of tear-offs.
- Shingles should be shredded and ground to no less than ½ inch, and preferably ¼ inch, before feeding into the hot mix.
- Because asphalt content of shingles ranges from 25 to 40 percent of material by weight, and thus is harder than what is normal for AC made of virgin materials, a softer grade of asphalt cement should be used with RAS to avoid the danger of premature fatigue failure.
- RAS may safely be blended with reclaimed asphalt pavement (RAP) in AC. For purposes of mixture design and construction, shingle waste can be handled using the same techniques already established for RAP.

This demonstration project would attempt to replicate these findings on a project within California.

¹*C&D Recycler*, July-August 2002, pp. 14-18; *C&D Recycler* July-August 2001, pp. 20-24, 42; Construction Materials Recycling Organization (www.Shinglerecycling.org).

V. TASKS IDENTIFIED

Research and experience in a number of states indicate that factory scrap asphalt shingles (reclaimed asphalt shingles, or RAS) can safely be mixed with hot mix asphalt concrete as an asphalt cement modifier in lieu of virgin asphalt. Yet despite accumulating evidence from outside California to support the viability and cost-effectiveness of shingles, no specifications authorizing their use in AC have been developed by Caltrans or for the *Greenbook (Standard Specifications for Public Works Construction)*, used by the City and County of Los Angeles and other jurisdictions).

Task One:

Form an advisory group to assist in the design and evaluation of the demonstration project. This will include the development of specifications and construction procedures as well as the formulation of quantitative measures to evaluate the performance of the asphalt shingle paving project. This would include meetings of the group.

CONTRACT ALLOCATION PROPOSAL

Task Two:

Initiate a formal evaluation process to determine whether manufacturers' scrap asphalt shingles mixed in asphalt concrete (AC) are a suitable paving material for local roadways in California.

Should the evaluation confirm that shingles meet quality, safety, and cost standards prepare draft specifications to permit the use of shingles in AC.

Task Three:

Identify demonstration project site and develop construction specifications which should include a control section in addition to the asphalt shingle test sections. Finalize quantitative measures that will be used to evaluate performance of test sections

Task Four:

Construct demonstration and control sections, document material and construction cost differential between paving sections.

Task Five:

Conduct evaluation and performance testing on shingle AC test sections as well as control sections.

Task Six:

Prepare report summarizing findings of demonstration project and provide recommendations for additional work to facilitate the incorporation of shingle AC into *Greenbook* and Caltrans specifications.

VI. CONTRACT/TASK TIME FRAME

Upon approval of the Board, an interagency agreement will be developed with the goals stated. It is estimated that the length of time for contract completion will be approximately 24 months. The time frame of this contract depends on several variables outside of the control of staff including: availability of materials, local timelines for projects, and construction delays including for weather.

Tentative Schedule

Task One: Form Advisory Group- July-August 2007

Task Two: Formal Evaluation- November 2007

Task Three: Project Identification and development of specifications- Fall/Winter 2007

Task Four: Construction- Spring 2008

Task Five: Testing- Fall 2008

Task Six: Report – April 15, 2008

CONTRACT ALLOCATION PROPOSAL

Division/Office: WP & MD	Concept No.: 2006-D-15
Requestor/Primary Contact: Clark Williams	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$20,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input type="checkbox"/> Private	
Title: Increase Material Efficiency in High Performance Schools	

I. INTRODUCTION

As school districts begin to apply for the \$100 million available in incentives to leverage between \$2.2-10 billion in new school construction with the recent passage of the State School Bond, CIWMB funding is necessary to assist the Collaborative for High Performance Schools (CHPS) in creating a professional, searchable, database of products specific to school construction, which meet the material-efficiency requirements in the CHPS Criteria, essential to increase the amount of salvaged, reused, recycled content, and environmentally preferable products (EPP) installed in schools. This will ensure the availability of products for the schools when they begin to specify them.

CIWMB funding will also assist in the development of a full-day Material-Efficiency Workshop which would provide CHPS practitioners with the latest resources available to specify recycled-content and EPPs and increase waste diversion through improved construction and demolition waste management practices.

These tasks are in line with the Board Strategic Directive SD-6: Market Development. This directive supports the diversion of materials from landfills and encourages source reduction and recycling. This directive specifically calls for the incorporation of green building principles in all applicable California building codes. With the passage of the School Bond (Proposition 1D) and the selection of the CHPS by the State Architect pursuant to the Governor's Green Building Executive Order (S-20-04), the CHPS Criteria are the green building standards for schools.

Board support of both of these tasks is essential to assisting school districts, design teams, the Division of the State Architect, and CHPS to increase the amount of recycled content and EPP products installed in high performance schools, as well as improve C&D waste reduction.

CONTRACT ALLOCATION PROPOSAL

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

These funds would support the expansion of the Low Emitting Materials Table (LEM) of products, that is currently available on the CHPS Website. This would include upgrading from a document to a database, and increasing the types of materials that are promoted from LEM to include recycled content and EPP's. The creation of this database of material-efficient products used for school construction would also increase the amount of these materials specified and installed in high performance schools.

The development of a Materials Efficiency Workshop would provide an opportunity to increase Construction and Demolition (C&D) waste diversion and include more recycled content products in schools than ever before. This workshop could be held in conjunction with the first CHPS conference tentatively scheduled for September 2007.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

The Division of the State Architect began developing an EPP database a couple of years ago, but the work was suspended indefinitely. There are currently no other state agencies able to do this type of work.

CHPS is a 501(c)(3) non-profit organization, that can easily make the necessary changes required to expand the table into a database and populate the database with no interruption in service. CHPS is also experienced with putting together informative and educational workshops that will benefit the Board along with their stakeholders.

CONTRACT ALLOCATION PROPOSAL

IV. SCOPE OF WORK TO BE PERFORMED

The Collaborative for High Performance Schools is non-profit organization that promotes high performance design, construction and operation of K-12 schools. CHPS is looking to create a professional, web-based and searchable database with a well-defined management system for building construction and maintenance product purchasing to support green building activities for schools. Funding for this task would involve the expansion of an existing table of Low Emitting Materials that assist schools and design teams in finding products that are low emitting. The expansion would include the development of a database to include recycled content, EPP, reused, or salvaged materials that can be easily maintained and updated.

The second task that CHPS would undertake would be the development of a Materials Efficiency Workshop. This workshop may be held in conjunction with the first CHPS conference in September 2007. The workshop would provide an opportunity to increase C&D waste diversion and include more environmentally preferable products in schools. This increase may be achieved through the education of Architects, Engineers, Consultants and School District personnel who are making critical decisions on products that are being incorporated into school construction. These professionals would be the target audience of the workshop.

V. TASKS IDENTIFIED

Task	Deliverable	Duration
Database Construction	Completion of Database	3-12 months
Subtask 1:	Presentation of the database to the contract manager & advisory committee for approval and comment	3-6 months
Materials Efficiency Workshop	Completed Workshop	5 months

VI. CONTRACT/TASK TIME FRAME

This contract would need to be in place by May 1, 2007, to ensure that we would have adequate time to get the workshop developed and ready for the September 2007 conference. The Board would also need to begin working with CHPS on the database as soon as possible to ensure that we are provided with enough time to maximize our participation in the database development, as well as to provide schools with adequate resources when seeking bond funding. The contract term would run from May 1, 2007 through May 15, 2008.

CONTRACT ALLOCATION PROPOSAL

Division/Office: OPA	Concept No.: 2006-D-16
Requestor/Primary Contact: Jon Myers	Fund (IWMA, Oil, Tire, EWaste)
Estimated Contract Amount: \$1,100,000	See split below
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input checked="" type="checkbox"/> Private	
Title: Multi-Pronged Approach to Outreach Activities	
IWMA: \$150,000; Tire \$200,000; Oil \$600,000; and E-Waste \$150,000	

I. INTRODUCTION

This Contract Allocation Proposal (Proposal), would provide a variety of outreach, advertising, and consumer education programs to enhance public participation and understanding in the following programs: 1. proper used oil management/disposal and promote the use of re-refined oil, 2. electronic waste recycling and branding of the eRecycle.org website, Public Service Announcements (PSAs), and outreach to non-English speaking regulated community, 3. Tire Sustainability with PSAs in English, Spanish, and Cantonese, retailer outreach with point of purchase educational campaign, and radio ads in pilot regions and an augmentation to existing contract #04053, and 4. Children/Youth Education for developing an interactive website for use by children in a classroom setting. Additionally, to gather information and data a study on “Consumer Behavior and Habits” would be performed.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The specific goals of the Proposal are to develop and implement community based social marketing programs to the standard English speaking markets and the non-English speaking markets, PSA’s, training for staff on outreach/marketing skills, and advertising and marketing materials on used oil, electronic waste recycling, tire sustainability, and children/youth education/website.

Desired outcomes from this Proposal include, but are not limited to: (1) Effective and cost efficient use of the Board’s advertising/ marketing dollars; (2) development of markets; (3) increase recognition of Board and its programs and mission; (5) increase public awareness and outreach to non-English speaking communities, and; (6) modify consumer behavior to increase consumer responsibility.

CONTRACT ALLOCATION PROPOSAL

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

Staff does not possess the expertise or knowledge required to coordinate in-depth behavior modification advertising and outreach campaigns in non-English speaking markets and with youth based marketing.

IV. SCOPE OF WORK TO BE PERFORMED

See below for “Consumer Behavior and Habits” study, ERecycle.org, Tire Sustainability Outreach, Used Oil Recycling and Oil Reduction Outreach and Children’s/Youth Scopes of Work.

V. TASKS IDENTIFIED

A. “Consumer Behavior and Habits” study

As outreach and education efforts move forward and the Board looks to promote its programs and projects to the general public and bring waste reduction and recycling awareness to a higher level, it is essential to understand the habits and motivational factors of our audience.

To better understand the needs and attitudes of California consumers and residents it is necessary to conduct a statewide study that would measure consumer behavior on waste reduction and recycling as well as other pertinent information regarding environmental issues as well as issues related to CIWMB. While the Board has recently approved and initiated outreach efforts that called for surveys and research they were directed at a specific program or topic. California is fortunate to be one of the most diverse states in our nation. However, diversity proves challenging when conducting a campaign that aims to change consumer behavior and target multiple ethnic groups with cultural and language barriers. The Board recognizes the need to reach out to a wide variety of ethnic groups and cultures to successfully effect behavioral change with waste reduction. A similar study was conducted by Field Research Corporation for DDB Needham in 1996 providing useful information to Board Members, program staff and stakeholders. This was the last behavioral study conducted by the Board and due to the ongoing outreach and educational efforts being conducted this study is necessary to correctly gauge our general public audience for messaging and strategy.

WORK TO BE PERFORMED

Work to be performed includes, but is not limited to, generating a series of questions in cooperation with CIWMB executive level staff, Board Members, Office of Public Affairs (OPA), and Office of Local Assistance (OLA). These questions will be geared to create responses that will help the Board identify what programs the Board is identified with, what attitudes consumers have towards recycling and other environmental issues, what consumers lack in awareness and what they understand about recycling and waste reduction.

CONTRACT ALLOCATION PROPOSAL

TASKS IDENTIFIED

1. Develop Strategic Plan – Contractor shall develop, in cooperation and coordination with CIWMB staff, a strategic outline to gauge CIWMB's mission and goals.
2. Question Development – Contractor shall work with Board Members, OPA, Exec Staff and OLA to create a series of questions and scenarios to ask consumers, and the regulated community, that will gauge behavior and attitude on waste reduction and recycling issues and help with the understanding of the Board and its mission. .
3. Survey – Contract shall use a variety of methods including but not limited to, phone interviews, focus groups, and questionnaires to conduct surveying research to gain required results. Surveys will be conducted statewide in English, Spanish and Cantonese, by qualified bi-lingual speaking interviewers. Contractor will identify and acknowledge any cultural and language barriers and work to ensure that outreach efforts resonate with ethnic audiences through in-language/in-culture information.
4. Reporting – Contractor shall report on all data as a result of information and responses from survey process. This includes but is not limited to: 1) monthly reports and meetings where the contractor will meet with CIWMB staff monthly to review activities, facilitate communications and ensure the work plan is on track and generating results. 2).activities summaries, where the contractor will submit an activity summary at the beginning of each month for activities conducted the month prior. The activity summary will accompany an invoice and will outline key successes.

CONTRACT/TASK TIME FRAME

This contract will begin immediately upon approval of contractor to accomplish the Tasks 1-4 within 3-months (90 days) of signing of the contract. Contractor will provide a written progress report/ timeline, within thirty (30) days of the contract start date to ensure that the project is on schedule.

The following provisions are contained in either the Terms and Conditions or Special Terms and Conditions of the contract and will not be renegotiated at a later date:

B. eRecycle.org

The current electronic waste (e-waste) recycling consumer education campaign is witnessing great success. The Board's E-Team has gained great visibility within retail outlets and training is ongoing in partnering retail stores for employees to help educate consumers about the e-waste fee and eRecycle.org.

The Office of Public Affairs proposes to enhance the e-waste recycling consumer education program through greater PSA distribution and the addition of an advertising element to this program to promote and educate a wider general audience to eRecycle.org. and to educate California residents about the purpose and benefits of e-waste recycling and how they can properly dispose of their e-waste. This effort would continue to brand the website as the premier e-recycling website in California. The advertising campaign would consist of outdoor advertising,

CONTRACT ALLOCATION PROPOSAL

traditional media, electronic trade media and a continued effort to promote Public Service Announcements (PSAs) and public affairs radio/television programs. Furthermore, Spanish translated material will be developed to continue to reach a broader audience. This effort would enhance the existing Spanish PSAs currently being distributed.

WORK TO BE PERFORMED

Work to be performed includes, but is not limited to, the continuation to brand eRecycle.org and provide further public education and outreach. eRecycle.org is a statewide information resource about the Board's e-waste program. This concept will include the development and availability of collateral materials, enhanced media efforts, speaking opportunities, advertising opportunities and Internet-based materials. These efforts would also be translated into Spanish for the Latino markets.

TASKS IDENTIFIED

1. Continue to reach out to California radio and television stations for the distribution of the already developed public service announcements for the promotion of eRecycle.org in both Spanish and English.
2. Develop electronic tracking data of the PSA airings via a sigma encoding of the radio spots. This tracking method should include detailed reporting on the number of PSA airings by language, market, station as well as the dollar value associated with the airings.
3. Propose and implement opportunities to purchase and place advertising for outdoor and publications.
4. Create interview and promotional opportunities with television and radio stations for Board Members and eTeam members for the promotion of eRecycle.org.

CONTRACT/TASK TIME FRAME

This contract will begin immediately upon approval of contractor to accomplish the Tasks 1-4 within 9 months (270 days) of signing the contract. Contractor will submit a written progress report/timeline, within sixty (60) days of the contract start date to ensure that the project is on schedule.

C. Children's/Youth Outreach

Children are an important audience to educate on the need to reduce, reuse, and recycle. By developing good environmental habits early, the Board is sure to help protect our environment's future. Currently, the California Integrated Waste Management Board's kid page, which consists of Vermi The Worm game, Waste Awareness Quiz, and the Safe House, Safe Me coloring book, is a weak showing and difficult to navigate. (<http://www.ciwmb.ca.gov/Kidstuff/Default.htm>) There are other kid's items scattered around the CIWMB website such as in the environmental education website and other program sites. This site is not as interactive as kids are used to and does not contain information in a central location.

Based on information and data gathered in the proposed "Study on Consumer Behavior and Habits", contractor would develop an outreach effort for media and web that would address children and families concerns and behaviors. OPA would propose to create an interactive kid's web page that would describe the mission and activities performed by the CIWMB in a manner

CONTRACT ALLOCATION PROPOSAL

that would be effective with youth, while demonstrating ways for them to become active in waste reduction and recycling efforts at school and at home. After the site has been created, the CIWMB will maintain the site and continue its development.

WORK TO BE PERFORMED

Work to be performed includes, but is not limited to, survey and research existing successful and award winning kid's web pages, design and create a material for an interactive kid's page for CIWMB. Contractor will work with OPA and Office of Education to develop content and site specifics. Contractor will work with OPA and the Information Management Branch (IMB) to meet technological and accessibility considerations consistent with the State's guidelines. Furthermore, contractor will design and implement an outreach strategy to promote CWMB's mission to youth and families through radio advertising/public service announcements, targeted public events and development of outreach materials in coordination with the Office of Public Affairs.

TASKS IDENTIFIED

1. Survey and Research – Contractor to examine research and survey conducted for “Consumer Behavior and Habits” for message development and key areas of interest as well examining other successful government kid's sites such as Energy Quest and the U.S. Environmental Protection Agency's Kid's Page.
2. Web Development - Contractor to develop draft kids web page for OPA to review content and for IMB to review accessibility and technological considerations as approved by the State's guidelines. Contractor to work with Program Staff to identify facts and information for target audience. Site shall include interactive games and material for kids from ages 6 to 12 that focus on recycling and reuse issues as well as ways for kids and families to be more involved in recycling at home and school.
3. Outreach – Contractor shall develop an outreach and media strategy that targets a kids and families audience. This effort shall include, but not limited to, radio advertising/sponsorship, event participation/sponsorship, and program participation as well as a coordinated effort with CIWMB OPA to create and distribute outreach material for this audience. These efforts shall also include marketing the CIWMB kid's website.
4. Tracking – Contractor shall develop data on where and when any and all radio advertisements are played and will report back to the Board at a scheduled Board meeting with results as well as findings on events and programs that were participated in.

CONTRACT/TASK TIME FRAME

This contract will begin immediately upon approval of contractor to accomplish the Tasks 1-3 within 9-months (270 days) of signing of the contract. Contractor will submit a written progress report/ timeline, within sixty (60) days of the contract start date to ensure that the project is on schedule.

The following provisions are contained in either the Terms and Conditions or Special Terms and Conditions of the contract and will not be renegotiated at a later date:

CONTRACT ALLOCATION PROPOSAL

D. Used Oil Recycling and Oil Reduction Outreach

This effort would create an outreach program that takes an approach directed at two audiences, the do-it-yourself oil changers and the quick lube customers. Based on information gathered from the proposed study on “Consumer Behavior and Habits” and other recently released publications on used oil collection, the Office of Public Affairs (OPA) in coordination with the Used Oil Program would like to create a campaign that will raise awareness levels of recycling used motor oil at the point of purchase and reducing the amount of oil generated for use in engines through education on proper oil change requirements, based on auto manufacturers recommendations.

Furthermore, understanding that many local agencies have created materials and publications aimed at specific jurisdictions, OPA recommends that these materials be used as much as possible in respective jurisdictions to reach the do-it-yourselfers to save time and effort in re-creating materials as well as to gain a better understanding of materials that are currently used by locals. The contractor shall work with the Board’s Office of Local Assistance to create a database of publications currently in use.

This program will work with retail partners at a corporate level to initiate the implementation of kiosks or informational material within the retail outlets state wide. Similar to our approach with the electronic waste program, we would create a partnership that provides the retailer an opportunity to demonstrate their commitment to the community and to environmental protection. This concept will also utilize media and publicity in a means to create awareness and behavioral change.

This campaign will increase awareness and education on auto manufacturer recommended oil change times through a media and advertising strategy to reach all vehicle owners.

WORK TO BE PERFORMED

The selected contractor for this campaign will need to have an understanding of social based marketing, advertising, media relations and consumer education outreach. A data base would be created that would inventory, to the extent possible, all used oil reduction materials that have been created by local jurisdictions using grants from CIWMB.

A list of potential partners would need to be developed that would work with CIWMB to implement outreach at the point of sale. Partnerships would be created utilizing Board resources such as Board Members and oil program experts.

The selected contractor would develop a message based on information gathered from the proposed “Consumer Behavior and Habits” study and implement an effective media and advertising strategy and timeline that would reach motorists and vehicle owners with education about following their auto manufacturer recommended oil change periods.

CONTRACT ALLOCATION PROPOSAL

TASKS IDENTIFIED

1. Work Plan – The Contractor shall develop, in cooperation with CIWMB OPA, a work plan and budget for all activities contained in this SOW. The work plan is subject to approval by the CIWMB Contract Manager.
2. Inventory – Working with the Office of Public Affairs, Used Oil Program, and Office of Local Assistance, develop an inventory of local jurisdiction's used oil recycling and diversion materials including brochures, fact sheets, videos and PSA's in all languages available.
3. Partnership - Create a list of potential retail partners that would provide opportunity to display and participate in used oil recycling outreach efforts and establish an outreach effort to these potential retailers to create partnerships with CIWMB in an effort to educate consumers on the importance of used oil recycling through material distribution at point of sale.
4. Advertising/Marketing – The Contractor shall create print advertising materials to be used for outdoor and magazine and newspaper as well as (1) - :30 and (1) - :60 second public service announcement for radio opportunities that will educate vehicle owners as to their auto manufacturers recommended oil change periods. Create 1 -:30 second and 1 - :60 second radio PSA for used oil recycling education and awareness. Each of the PSA's shall be duplicated in Spanish.
5. Distribution - Develop a formal PSA distribution for both used oil recycling and manufacturer recommendation outreach including electronic tracking of the PSA airings via a sigma encoding of the radio spots. This tracking method should include detailed reporting on the number of PSA airings by language, market, station as well as the dollar value associated with the airings.
6. Measurement - Measure the success of the marketing effort using valid sampling techniques to determine whether consumers in targeted areas (using appropriate languages) heard/read the marketed messages and changed their behavior as a result.
7. Reporting - Every three months, Contractor shall provide a written report tracking project implementation and success. Every six (6) months, Contractor shall make a presentation to the Board summarizing project activities and developments, as requested. A Final Report shall be provided at the completion of the project.

E. Tire Sustainability Outreach

The current tire sustainability outreach and education effort has great potential and many activities are already underway. However, the tight budget required that the scope-of-work be scaled back to a pilot campaign with efforts focused in San Francisco and Fresno so that our outreach to the target audiences would show some measurable increase in awareness over the two-year campaign. Additionally, the original budget did not leave funding for a paid advertising effort- necessary in guaranteeing that the campaign message is heard. OPA is requesting to augment the current funds for the Tire Sustainability Outreach and Education effort to create a paid radio advertising effort in the pilot regions, enhance the Public Service Announcement (PSA), distribution, and provide greater follow up and material distribution to retailers and gain greater media exposure.

CONTRACT ALLOCATION PROPOSAL

WORK TO BE PERFORMED

Advertising funds are to be spent on English and Cantonese radio ads in San Francisco as well as English and Spanish radio ads in Fresno media markets. Ads would be purchased during key drive times when commuters could be reminded about proper tire maintenance and its safety benefits. We recommend radio ads in particular since the price per spot is cost effective and you can reach listeners in their vehicles-at times when they may be thinking about car/tire maintenance.

The augmented contract would allocate funding towards the distribution and tracking of the English, Spanish and Cantonese radio PSAs to radio stations throughout California. The strategy would be to purchase ads during key drive times when commuters could be reminded about proper tire maintenance and its safety benefits. Radio ads per spot are more cost effective and we can reach listeners in their vehicles – at times when they may be thinking about car/tire maintenance.

While the majority of campaign activities are concentrated in the pilot areas, a paid PSA program is an efficient and inexpensive way to spread the campaign message to all Californians. Conducting a “formal” PSA distribution includes electronic tracking of the PSA airings via a sigma encoding of the radio spots. This tracking method delivers detailed reports on the number of PSA airings by language, market, station as well as the dollar value of the airings.

Working with retailers is key to connecting with customers at the time they purchase their tires in order to remind them about proper tire maintenance practices. In partnership with the retail outreach, in-store educational and promotional materials are needed. Early requests by retailers are already exceeding expectations and current budget parameters.

TASKS IDENTIFIED

1. Radio Advertising – Enhance current efforts in the pilot regions by developing radio advertisements in English and Cantonese for San Francisco as well as English and Spanish radio ads in Fresno.
2. Paid Statewide PSA Distribution – Develop strategy and implementation of distribution and tracking of the English, Spanish and Cantonese radio PSAs to radio stations throughout California.
3. Retail Outreach – Enhance efforts for outreach and partnership development with tire retailers in our target markets. Additional funds would be provided to our subcontractors who are conducting the retail outreach to tire stores in the ethnic communities within San Francisco and Fresno. Working with retailers is key to connecting with customers at the time they purchase their tires in order to remind them about proper tire maintenance practices. This effort will also include incorporation of OLA staff for designated markets/regions to build better awareness for local jurisdictions.
4. Marketing Materials - In partnership with the retail outreach, enhance production of in-store educational and promotional materials.
5. Media Outreach – Promote tire sustainability outreach through concentrated media relations to be shared by Ogilvy PR and ethnic outreach subcontractors. Efforts will include set up of interviews, article placement and op/ed placement in target markets.

CONTRACT ALLOCATION PROPOSAL

CONTRACT/TASK TIME FRAME

This contract will begin immediately upon approval of contractor to accomplish the Tasks 1-5 within 9 months (270 days) of signing the contract. Contractor will submit a written progress report/timeline, within sixty (60) days of the contract start date to ensure that the project is on schedule.

The following provisions are contained in either the terms and Conditions or Special Terms and Conditions of the contract and will not be renegotiated at a later date:

VI. COPYRIGHT PROVISION

Contractor shall establish for the Board good title in all copyrightable and trademark able materials developed as a result of this Scope of Work. Such title shall be including exclusive copyrights and trademarks in the name of the State of California, California Integrated Waste Management Board.

Contractor will obtain and forward copies to CIWMB of all permissions needed for creation of web pages, and other written marketing materials.

VII. CALIFORNIA WASTE TIRES

Unless otherwise provided for in this Scope of Work, in the event the Contractor and/or Subcontractor (s) purchases waste tires or waste-tire derived products for the performance of this Scope of Work only California waste tires and California waste tire-derived products shall be required to provide documentation substantiating the source of the tire materials used during the performance of this Scope of Work to the Contract Manager.

VIII. WASTE REDUCTION AND RECYCLED-CONTENT PRODUCT PROCUREMENT

In the performance of this Agreement, Contractor shall use recycled content, used or reusable products, and practice other waste reduction measures where feasible and appropriate.

Recycled Content Products: All products purchased and charged/billed to the CIWMB to fulfill the requirements of this contract shall be Recycled Content Products (RCPs), or used (reused, remanufactured, refurbished) products. All RCPs purchased or charged/billed to the CIWMB to fulfill the requirements of the contract shall have both the total recycled-content (TRC) and the postconsumer content (PC) clearly identified on the products. Specific requirements for the aforementioned purchases and identification are discussed in the Terms and Conditions of the Contractual Agreement under Recycled-Content Product Purchasing and Certification.

CONTRACT ALLOCATION PROPOSAL

A. WRITTEN DOCUMENT PROVISION

All documents and/or reports drafted for publication by or for the Board in accordance with this contract shall adhere to the Board's *Guidelines For Preparing CIWMB Reports (available upon request)* and shall be reviewed by the Board's Contract Manager in consultation with one of the Board's editors.

In addition, these documents and/or reports shall be printed double-sided on paper with a minimum of 30% post-consumer recycled content fiber. The paper should identify the postconsumer recycled content of the paper (i.e., "printed on 50% postconsumer paper"). When applicable, the Contractor shall provide the Contract Manager with an electronic copy of the document and/or report for the Board's uses.

To the greatest extent possible, soy ink instead of petroleum-based inks should be used to print all documents.

The webpage(s) created shall conform to the State Agency manual on web guidelines and accessibility rules.

B. CONFERENCING PROVISION

The Contractor shall take any and all steps necessary to make sure that the Event is a model for future recycling, waste prevention, diversion, buy recycled, and waste management events.

Paper Products: All paper products used to fulfill the requirements of this contract (nametags, badges, letters, envelopes, brochures, etc) must contain at least 30% post-consumer recycled content fiber.

Re-usable Cups, Plates & Utensils: To the greatest extent possible, use re-usable/washable utensils, dishes, tableware, etc. rather than single-use disposable products.

Leftover Food/Beverages: All leftover food and/or beverages associated with the event will be donated to an established food donation outlet. Arrangements for the donation must be made prior to the date of the event. CIWMB staff will assist the contractor in identifying these donation outlets, if needed.

Recycling/Composting: Arrangements must be made with the venue, sponsor, or by contract, to provide adequate collection bins for recyclables, organics (food waste) or biodegradable materials, and trash (non-recyclables). The bins should contain at least 30% post-consumer plastic. In addition, the contractor shall work with the venue and/or sponsors to maximize diversion of the discarded materials.

Soy-based Printing Ink: To the greatest extent possible, soy ink instead of petroleum-based inks should be used to print all documents needed for the event.

ALLOCATION PROPOSAL

Division/Office: P&E	Concept No.: 2006-D-17
Requestor/Primary Contact: Leary/Levenson	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$740,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency x Private	
Title: Liquefied Natural Gas from Landfill Gas Demonstration Grant	

I. INTRODUCTION

Executive Order S-06-06 directs state agencies participating in the Bioenergy Interagency Working Group to advance the use of biomass resources for electricity generation and for biofuels for transportation. Production of alternative fuels from landfill gas is one means of achieving this goal of domestic production of biofuels and also has implications for greenhouse gas emissions reductions. The CIWMB has been exploring the feasibility of landfill gas to hydrogen fuel production, under contract with the Institute for Transportation Studies at UC Davis, and of solid waste biomass in general to biofuels, under contract with the Biomass Collaborative at UC Davis. The CIWMB also is working with the California Energy Commission on projects to improve estimates of landfill gas emissions and practices to increase reduction of greenhouse gas emissions from landfill methane. Draft findings indicate that producing hydrogen from landfill gas will require additional technical research before this concept is ready for pilot or commercial-scale demonstration. In contrast, production of liquefied natural gas (LNG) from landfill gas is generally considered to be technically achievable now. One pilot project is under construction in Orange County, and at least two others are being considered in the State. Compressed natural gas (CNG) also is at a similar stage of development.

In the Budget Act of Fiscal Year 2006/07, the Legislature provided that “an amount not to exceed \$1,000,000 may be awarded in the form of a grant for demonstration projects that convert landfill gas to liquefied natural gas (LNG) for use as a clean transportation fuel...” This permissive funding appropriation is from the Integrated Waste Management Account. It further requires that the project produce at least 10,000 gallons of LNG per day, use landfill gas that is currently flared, and have all applicable land use permits, and that the grant amount not exceed 15% of the total project cost.

This proposal would further support the Board’s work under the auspices of both the Bioenergy Interagency Working Group and the Climate Action Team. It would demonstrate the State’s commitment to foster the development of alternative fuels production facilities by providing partial funding (up to 15%) for a commercial-scale demonstration project. The CIWMB would be able to document actual LNG production from landfill gas, obtain information on technical and economic aspects of such production, and obtain information on end-use of the LNG produced.

ALLOCATION PROPOSAL

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The specific goal of this project is to enable the construction of a landfill gas-to-LNG commercial-scale demonstration project at a permitted solid waste landfill in California, such that at least 10,000 gallons per day of LNG will be produced as a result.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

There is no state agency that operates a landfill that would be able to meet the conditions specified in the Budget Act. Therefore, this demonstration project must be conducted by a private or local government entity that operates a qualified landfill. To allow for a competitive grant solicitation process, the CIWMB staff would issue a Notice Of Fund Availability (NOFA) to solicit applications and would score them competitively prior to recommending to the Board award of the grant. Scoring criteria could include the conditions specified in the Budget Act, along with additional criteria such as but not limited to: record of prior demonstration of the specific technology for conversion of landfill gas to LNG; potential of the landfill site to produce and sustain the required quantity of LNG from landfill gas otherwise flared; capability of local infrastructure and end users; project financial need and economic feasibility; capability of project construction activities to be completed during the grant timeline; and potential reduction of criteria and other pollutants, including greenhouse gas emissions. CIWMB staff would solicit input from other agencies such as the California Energy Commission, Air Resources Board, and appropriate local air quality management districts in evaluating proposals.

IV. SCOPE OF WORK TO BE PERFORMED

The grantee will implement a landfill gas-to-LNG production demonstration project that may entail, but is not limited to, capital investments in necessary collection systems and landfill gas separation and liquefaction technology, on-site storage facilities, and equipment needed for off-site distribution to market. All such aspects must contribute to the project's ability to meet the requirement of 10,000 gallons per day of LNG production from landfill gas that is currently flared.

V. TASKS IDENTIFIED

- Task 1: Develop workplan with tasks and schedule for final plans and specifications, construction, start-up testing, and full-scale production and end use.
- Task 2: Assess technical capability to separate methane and remove trace contaminants.
- Task 3: Develop and implement final plans and specifications.
- Task 4: Develop final grant report that documents technology design and implementation, LNG production, technical performance, overall economics of construction and operation, and environmental benefits (e.g., comparative reductions in criteria and other pollutants, including greenhouse gas emissions), and end-use of produced LNG.

ALLOCATION PROPOSAL

VI. CONTRACT/TASK TIME FRAME

Because the appropriation is from the Fiscal Year 2006/07 Budget Act, the funds must be encumbered by mid-May 2007 and must be expended prior to June 2009. In order to accomplish this, staff would need to issue a NOFA by early March, receive proposals by the end of March, allow time for subsequent scoring, and return to the Board for consideration of award in April if possible but more likely May 2007. This would entail delegating approval of the final scoring criteria for the NOFA to the Executive Director.

CONTRACT ALLOCATION PROPOSAL

Division/Office: Executive Office	Concept No.: 2006-D-18
Requestor/Primary Contact: Mark Leary	Fund (IWMA, Oil, RMDZ, etc.): IWMA
Estimated Contract Amount: \$50,000.00	
Contractor (Check One): <input type="checkbox"/> State Agency <input type="checkbox"/> Local Agency <input checked="" type="checkbox"/> Private	
Title: Freecycle Website Upgrades in Support of CIWMB Programs	

I. INTRODUCTION

The Freecycle Network is a non-profit organization made up of many individual groups across the globe who are exchanging recyclable items for free. The Freecycle Network was started in May 2003 to promote waste reduction and reduce waste going to landfills. The Network provides individuals and non-profits an electronic forum to "recycle" unwanted items. One person's trash can truly be another's treasure!

Since March of 2006 Freecycle has grown by nearly 600,000 members nationwide yielding a growth rate of over 20% in California alone. Tens of thousands of Californians are leading this grassroots recycling and reuse movement and are in need of a forum through which to grow this enthusiasm into a true reuse and recycling achievement for the state.

The State of California currently has 219 local Freecycle groups which enable 156,000 Californians daily and direct access to online reuse. Based on a study by the State of Iowa and Iowa Recycles, Freecycle is currently keeping more than 6,300 tons per year out of California landfills and incinerators through reuse. Given this diversion rate of material from landfills, it is estimated that California recognizes an annual savings in raw material extraction of more than 120,000 tons.

Much of the material being diverted from landfills in California via Freecycle is Electronic Waste (e-waste) including computers, monitors and other electronic equipment as well as various forms of household hazardous waste (including paint) and other materials. Approval of this Allocation Proposal will allow for Freecycle to continue in its partnership with the CIWMB and work to increase the level of waste diversion throughout California.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The goal of this Allocation Proposal is to significantly upgrade the Freecycle website to better allow for sharing of information regarding municipal and state recycling events, CalMAX, as well as the CIWMB itself. This proposal also aims to significantly improve the types and amount of data collection for California. By improving data collection as well as tracking weights and materials both by region and community, Freecycle and CIWMB will be able to monitor and determine the success of this continued partnership.

CONTRACT ALLOCATION PROPOSAL

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

In accordance with GC 19130(b), services can not be performed within civil service.

IV. SCOPE OF WORK TO BE PERFORMED

The Contractor will meet the following objectives:

- Provide significant upgrades to <http://www.Freecycle.org>, which will enable Californians to use this site more effectively. Upgrades will allow local communities to announce municipal and state recycling events to the hundreds of thousands of Freecycle and community members most passionate about recycling.
- Provide close coordination and education about the more commercially/industrially-based CalMax. This will make CalMax accessible to all Freecycle members, and simplify the trading of CalMax materials.
- Improve data collection for California. Include tracking of weights and materials and tracking by items and categories as well as by region and community, free of charge to municipalities and the Waste Board.
- Increased diversion for California to more than 8,000 tons per year in 2007 — an increase of more than 25% over 2006.
- CIWMB will be featured prominently on the Freecycle website home page and acknowledged in all media interviews and promotional materials.

V. TASKS IDENTIFIED (see bulleted items above)

VI. CONTRACT/TASK TIME FRAME

Contract term will be approximately one year.

CONTRACT ALLOCATION PROPOSAL

Division/Office: Executive Office	Concept No.: 2006-D-19
Requestor/Primary Contact: Mark Leary	Fund (IWMA, Oil, RMDZ, etc.):
Estimated Contract Amount: \$184,000	
Contractor (Check One): <input type="checkbox"/> State Agency <input checked="" type="checkbox"/> Local Agency <input type="checkbox"/> Private	
Title: Zero in on Zero Waste Business Campaign	

I. INTRODUCTION

The CIWMB has received this unsolicited proposal for financial support from the team of Golden West College, the GrassRoots Recycling Network and the Earth Resources Foundation. Together they seek to develop a statewide platform of training and education to encourage businesses across California to learn about the benefits of a Zero Waste approach, adopt Zero Waste goals and implement Zero Waste systems.

Golden West College (GWC) offers an "Environmental Studies" program and serves as a partner for the "Zero in On Zero Waste" Business Program. Their main focus is to provide training for current and future careers in the environment. GWC's Environmental Studies Program is concerned with the challenging issues that affect environmental quality, including air, water and soil pollution, preservation of biological diversity and ecological and community sustainability. The program introduces a wide range of career and transfer opportunities including environmental law, planning, site analysis, resource conservation, renewable energy efficiency, biotechnology, hazards management, geographic information systems management, and ecotourism.

The GrassRoots Recycling Network (GRRN), a 501(C)(3) nonprofit national organization headquartered in the San Francisco Bay Area, has led national efforts to promote Zero Waste Businesses that reduce their wastes by over 90%. Over the past seven years, GRRN has documented dozens of these businesses (<http://www.grrn.orrj/zerowaste/business/profiles.php>).

In a related effort Earth Resources Foundation (ERF), a Costa Mesa-based 501 (C)(3) nonprofit organization, recently hosted the first conference in the nation for Zero Waste Businesses entitled "Zero in on Zero Waste: Don't Let Your Bottom Line Go to Waste" at the Disneyland Hotel in Anaheim on June 8, 2006. Over 125 people attended to hear zero waste businesses explain their successes in meeting Zero Waste goals and saving money at the same time. As a direct result of this conference, several attending businesses and communities including City of Hope, Mission Recycling, City of Rancho Cucamonga, City of Gardena, and others have reported to conference organizers of their intention to adopt and implement zero waste management goals and systems. Over 15 tours have been organized since this conference to showcase Ricoh Electronics successful leadership as a Zero Waste business. It is readily apparent that the conference struck a responsive chord with both the business community and public agencies, and its program deserves wider application to reach even more businesses and communities.

CONTRACT ALLOCATION PROPOSAL

Based on their joint successes, GRRN and ERF are now teaming together to develop a statewide platform of training and education to encourage businesses across California to learn about the benefits of a Zero Waste approach, adopt Zero Waste goals and implement Zero Waste systems. Zero Waste Businesses continue working to improve their waste diversion, and are also implementing new systems to take back their products and develop new uses or markets for materials that are difficult to reduce, reuse, recycle or compost. This provides a positive model of businesses embracing the Product Stewardship and Market Development priorities of the CIWMB.

II. SPECIFIC GOALS AND HOW ACCOMPLISHMENT WILL BE MEASURED

The goals of this project are as follows:

- Organize workshops on Zero Waste Businesses throughout California,
- Document more Zero Waste Businesses and develop publications on how to implement Zero Waste Business Principles and systems.
- Develop a certification program on Zero Waste Business Principles and systems.
- Establish a broad based coalition of Non-Governmental Organizations (NGO's), government and businesses to work together to promote Zero Waste Businesses.

III. JUSTIFICATION FOR PERSONAL SERVICES [GC 19130 b]

Support of this activity may be a conflict with Government Code 19130 because Staff are currently involved in similar projects and may be pursuing expansion of those activities in the future.

CONTRACT ALLOCATION PROPOSAL

IV. SCOPE OF WORK TO BE PERFORMED

1. Workshops — Contractor will organize workshops on Zero Waste Businesses throughout California where there is a good local host and/or a sustainable or green business network. Contractor will identify local Zero Waste Businesses to highlight in different locations.

Specific subtasks to achieve success in this work area include: (1) identification of new opportunities to hold similar conferences, (2) developing training materials as well as identifying and inviting Zero Waste Business speakers, and (3) organizing logistics for the events, including siting, publicity, outreach, tours, programming, and staffing.

The outcome of this task will include the following:

- A. Three (3) workshops (as a minimum) —
 - o San Francisco Bay Area, Spring of 2007 (either in South SF Bay Area, North SF Bay Area or both)
 - o Orange County, June 2007
 - o Sacramento, Summer of 2007
 - o San Diego, Fall of 2007 as part of the Western Regional Pollution Prevention Network Annual Conference; and
 - B. Identification of at least 3 Zero Waste Businesses that have reduced their waste by 90% to present at each workshop
2. Information — Contractor will develop Zero Waste Business Handbook/Manual and training programs with case studies, Zero Waste Business Principles, success factors for Zero Waste Businesses, and how to implement Zero Waste Business Principles and programs. Contractor will also identify more Zero Waste Businesses and document their successes and businesses operations in California, highlighting how they achieved Zero Waste in California. Contractor will then post information on GRRN and ERF websites

Contractor will develop a PowerPoint Presentation for Implementation of a Zero Waste Business Program within a company. Presentation will include photos, graphs, charts, text and script for companies wanting to start new programs.

The tasks of training and outreach (tasks 1 and 3) require development of expert guides and materials to provide trainees and attendees with the information needed to adopt and implement zero waste management policies and procedures. There are two sizable activities under this task, and other smaller but relevant actions that augment the development of training guides and materials.

The two principal subtasks are:

- A. Identify more zero waste businesses and document their successes, which will be done through literature and Internet based research, and anecdotal evidence obtained through personal contact(s); and,
- B. Develop the handbook/course manual for zero waste, including PowerPoint presentations for each training component, case studies, success factors, outcomes, and other documentation.

CONTRACT ALLOCATION PROPOSAL

3. Certification and Training — Contractor will develop certification program to train managers in Zero Waste Business Principles and certify them like the model of the US Green Building Council LEED© certification program. Contractor will work with the US Green Building Council and other Sustainable Business organizations to adopt Zero Waste Business Principles to address solid waste and recycling components of their programs.

This task is of longer range and requires the development of both the certification protocol and a relationship with one or more major colleges and universities. That will be explored with UC, CSU, and community colleges.

4. Additional Services — Contractor will organize informal meetings and tours of Zero Waste Businesses with guest speakers and encourage members to share information about their programs via Zero Waste Business Yahoo Group. Contractor will establish local Yahoo Groups as needed and provide updates to the groups of upcoming activities, newly identified Zero Waste Businesses, and sources of information. Contractor will establish a broad based coalition of NGOs, government and businesses to work together to promote Zero Waste Businesses.

This task will focus on identifying key issues within an industry or market and opening up lines of communication via forums, tours, and list serves to address the most efficient way for businesses to reach Zero Waste.

V. TASKS IDENTIFIED

1. Workshops - Organize workshops on Zero Waste Businesses throughout California, where there is a good local host and/or a sustainable or green business network.
2. Information – Identification of zero waste businesses and documentation of their successes will be done through literature and Internet based research, and anecdotal evidence obtained through personal contact(s).
3. Certification and Training - Contractor will develop certification program to train managers in Zero Waste Business Principles and certify them like the model of the US Green Building Council LEED© certification program.
4. Additional Services - This task will focus on identifying key issues within an industry or market and opening up lines of communication via forums, tours, and list serves to address the most efficient way for businesses to reach Zero Waste.

VI. CONTRACT/TASK TIME FRAME

Contract term will be approximately one (1) year upon execution of the agreement.