

**CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD**

8800 Cal Center Drive  
Sacramento, California 95826



*Kathy Neal, Chairwoman*  
*Wesley Chesbro, Member*  
*Michael Frost, Member*

Tuesday, January 12, 1993  
1:30 p.m.  
meeting of the

**LEGISLATION AND PUBLIC AFFAIRS COMMITTEE**

of the  
**CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD**

State Capitol, Rm. 127  
Sacramento, CA 95814

**AGENDA**

- Note: o Agenda items may be taken out of order.  
o If written comments are submitted, please provide 20 two-sided copies.

**Important Notice:** The Board intends that Committee Meetings will constitute the time and place where the major discussion and deliberation of a listed matter will be initiated. After consideration by the Committee, matters requiring Board action will be placed on an upcoming Board Meeting Agenda. Discussion of matters on Board Meeting Agendas may be limited if the matters are placed on the Board's Consent Agenda by the Committee. Persons interested in commenting on an item being considered by a Board Committee or the full Board are advised to make comments at the Committee meeting where the matter is considered.

1. CONSIDERATION OF CONTRACTS AND INTERAGENCY AGREEMENTS
2. CONSIDERATION AND APPROVAL OF SCOPE OF WORK FOR DEVELOPING AND PRODUCING AN INSTRUCTIONAL VIDEO ADDRESSING K-12 PUBLIC SCHOOL DISTRICT WASTE DIVERSION PROGRAMS
3. CONSIDERATION OF COSPONSORSHIP OF THE CALIFORNIA RESOURCE RECOVERY ASSOCIATION (CRRA) ANNUAL CONFERENCE, BUSINESS FOR THE ENVIRONMENT CONFERENCE, AND PROCUREMENT OF PREMIUMS  
(not available until closer to meeting date)
4. PRESENTATION OF PUBLIC AFFAIRS ACTIVITIES  
(Not available until closer to meeting date)

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5. CONSIDERATION OF STATE LEGISLATION (oral report)
6. CONSIDERATION OF FEDERAL LEGISLATION (oral report)
7. OPEN DISCUSSION
8. ADJOURNMENT

**Notice:**

The Committee may hold a closed session to discuss the appointment or employment of public employees and litigation under authority of Government Code Sections 11126 (a) and (q), respectively.

For further information contact:  
INTEGRATED WASTE MANAGEMENT BOARD  
8800 Cal Center Drive  
Sacramento, CA 95826

Cathy Foreman  
(916) 255-2156

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

LEGISLATION AND PUBLIC AFFAIRS COMMITTEE

JANUARY 12, 1993

AGENDA ITEM

**ITEM:** Consideration and Approval of Scope of Work for Developing and Producing an Instructional Video Addressing K-12 Public School District Waste Diversion Programs.

**BACKGROUND:**

Under AB 1381 (Arieas), effective January 1, 1992, the Board is required to provide technical and informational assistance for school districts implementing source reduction and recycling programs. The video proposed in the attached scope of work would be part of the Board's technical assistance effort in coordination with the Public Affairs and Education Office curriculum development activities.

Staff is requesting that the Board consider and approve the scope of work for developing and producing an instructional video addressing K-12 public school district waste diversion programs.

**ANALYSIS:**

Staff is requesting the Committee consider and approve the attached scope of work. This scope of work addresses those contractual items necessary to produce the desired technical assistance video.

**ATTACHMENTS:**

1. Scope of Work

Prepared By : Cara Morgan Phone 255-2374  
Maggie Coulter MC Phone 255-2659  
Reviewed By : Mitch Delmage MD Phone 255-2385  
Legal Review : [Signature] Date/Time 1-4-93

## ATTACHMENT I

### Scope of Work

#### EXECUTIVE SUMMARY

##### Project Summary

Pursuant to PRC 42621, the Board is responsible for developing model K-12 public school source reduction and recycling programs. Source reduction and recycling programs in the schools will significantly assist cities and counties in meeting the solid waste diversion goals set for 1995 and the year 2000. In addition, these programs will educate students on the importance of waste diversion activities, and will teach them conservation and waste management skills.

In summary, this contract will provide for the development, production, and mass reproduction of an instructional video addressing K-12 public school district recycling programs. The video will be approximately 15-20 minutes in length and provide specific "how to" information to local government representatives and school district administrators detailing methods of implementing a district-wide waste diversion program. The video will focus on four primary objectives:

1. Training on implementing waste diversion programs in schools. The video will focus on the "nuts and bolts" of designing and implementing waste diversion programs;
2. Emphasizing the importance of student participation in waste diversion programs and integrated waste management classroom instruction;
3. Demonstrating the benefits of school district waste diversion programs; and
4. Motivating local government and school district administrators to develop/expand school waste diversion programs.

To complete this project, the contractor tasks will include, but not necessarily be limited to: 1) coordinating with Board staff to develop a concept and script for the video, 2) securing necessary on-screen talent, 3) filming and editing, 4) producing draft and final products, and 5) reproducing videos. These tasks, described in more detail on the following pages, are meant as a minimum guide for the project. The contractor, as the expert in the field of video production, will undertake all necessary steps to develop and produce a product of the quality and content that will meet Board approval. The tasks, as described herein, may be altered, rearranged or enhanced, but not diminished, in coordination with Board staff to better suit the contractor's project approach.

## TASKS

### **Task I. Meet and Coordinate with Board Staff**

- A. The contractor will meet with Board staff as necessary to coordinate the terms and tasks of the contract.
1. The first meeting will take place at the Board's offices in Sacramento within a week of the contract becoming effective.
  2. Subsequent meetings to discuss project content and progress may take place at the contractor's facility or via telephone. However, at least one additional meeting at the Board's offices in Sacramento will be required.
- B. Contractor will meet with Board staff, if required by staff, at their site or via telephone. The meetings will take place at or after each major milestone to present, coordinate, and seek approval. Milestones include, but are not necessarily limited to:
1. Submittal of developed concept
  2. Submittal of draft script
  3. Submittal of developed script
  4. Location work coordination
  5. Studio work coordination
  6. Submittal of draft products
  7. Submittal of final product

### **Task II. Develop Concept and Script for Video**

- A. Contractor will, in coordination with and subject to the approval of Board staff, fully develop the concept for the video.
1. Information to be presented in the video should include, but not be limited to:
    - a. Developing strategy/plan for implementing district-wide program;
    - b. Identifying and involving key players;
    - c. Assessing current waste diversion potential;
    - d. Identifying collection alternatives and markets;

- e. Negotiating hauler contracts; and
- f. Securing participation/support of students, faculty, school and district personnel;
- g. Developing training for participants;
- h. Involving the community;
- i. Educating students on waste management and natural resource conservation principles;
- j. Promoting the program; and
- k. Monitoring program effectiveness.

2. The topics will be supported by highlighting existing case study programs. These programs will be representative of ethnic, geographic, and demographic diversity, as well as covering a variety of grade levels, material types collected, and student participation. It is anticipated approximately six programs out of the following 15 counties will be showcased:

- |             |               |
|-------------|---------------|
| Nevada      | Contra Costa  |
| Alameda     | San Francisco |
| Los Angeles | Calaveras     |
| Placer      | Kern          |
| Shasta      | Sacramento    |
| Stanislaus  | Fresno        |
| Merced      | Butte         |
| Tulare      |               |

Note: The Board, in coordination with the contractor, shall determine the precise number of case studies to be highlighted in the video.

- 3. The contractor will coordinate with Board staff to secure all necessary technical information regarding K-12 public school waste diversion programs.
  - 4. Concept development will indicate how much time is required for each issue topic, detail filming requirements, outline graphics potential, etc.
  - 5. Filming locations and travel requirements will be finalized. There will be no more than six "location shoots" in the previously mentioned counties.
- B. Contractor will, in coordination with and subject to approval of Board staff, script the necessary information into a form to be presented in the videos.

1. Contractor will, where necessary, rewrite information into a script form to be presented.
2. Contractor will develop educational graphics to enhance the video where and if appropriate.

**Task III. Secure and Coordinate On-Screen Talent**

- A. Contractor will secure all necessary on-screen talent(s) (hereinafter Talent) to be moderator(s)/narrator(s)/ actor(s).
  1. Final Talent selection will be subject to Board staff approval. Talent must be able to clearly and convincingly convey information contained in the video.
  2. Contractor will select Talent which is representative of the ethnic diversity of California.
  3. Contractor will provide all necessary compensation to Talent. Compensation may be through subcontract or other employment arrangement. Donated or volunteer Talent is acceptable and preferred.
- B. Contractor will be responsible for coordinating all Talent related activities.
  1. Contractor will make all necessary arrangements to have Talent at the required locations for filming.
  2. Contractor will be responsible for assuring Talent understands the subject to the extent necessary and is ready to perform at the time of filming.

**Task IV. Filming and Editing**

- A. Contractor will provide all necessary labor and equipment to film and record the videos, and conduct the filming and recording.
  1. When at or on route to "location", Contractor will provide all required transportation for its own personnel and equipment.
  2. Contractor will provide the "creative" direction to the filming process (i.e., camera angles, lighting, etc.).

- B. Contractor will travel to no more than six locations in California to film.
  - 1. Unless otherwise stated or subsequently decided upon, Board staff will make necessary "location" appointment arrangements such as scheduling with facility operators, local officials, etc.
  - 2. It is anticipated filming "locations" will be located in, near or between Sacramento, Alameda, Fresno, and Los Angeles areas.
  - 3. Filming at each location should not require more than two days at each site.
- C. Contractor will develop final treatment for video and coordinate with Board staff for the approval of the treatment.
- D. Contractor will edit location filmed segments into a coherent product.
- E. Contractor will provide all necessary studio facilities to film any required additional pieces and record graphic, voice, and/or music overdubs.

**Task V. Production of Draft and Final Products**

- A. Contractor will produce and submit draft copies of the videos to Board staff for review and comment.
  - 1. Board staff will review and comment on draft videos in a timely manner.
  - 2. Contractor will, in coordination with Board staff, incorporate staff comments when finalizing videos.
- B. Contractor will produce and submit finished copies of the videos for final Board approval.

**Task VI. Reproduction of Videos**

- A. Contractor will make 1800 copies of the final video.
- B. Contractor will deliver all finished copies to the Board's Sacramento facility, or other single specified location within California.
- C. Contractor will maintain and store Master Tapes in a secure manner until directed by Board staff to release them to the Board, or its designee.

## PROJECT SCHEDULE

(The following schedule is provided as an anticipated timeline and is subject to change upon approval of Board staff.)

<u>Weeks After Contract Effective Date</u>	<u>Task/Milestone/Event</u>
Week 1	Contractor meets with Board staff to coordinate project, approve Talent options, etc.
Week 2	Board staff coordinates initial set of technical information with Contractor
Week 3	Contractor secures and begins training necessary Talent(s)
Week 4	Contractor presents fully developed concept for videos for Board staff consideration and approval
Week 5	Contractor presents script and Talent possibilities to Board staff for consideration and approval
Week 6-7	Location arrangements
Week 8-10	Filming on locations
Week 10-12	Studio work (editing/dubbing/graphics)
Week 12	Contractor presents draft products to Board staff for review and comments
Week 14	Master versions finalized
Week 15	Mass reproduction of video

APPROVED:

\_\_\_\_\_  
Planning Committee Advisor

\_\_\_\_\_  
Date



**CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD**

8800 Cal Center Drive  
Sacramento, California 95826



*Michael Frost, Chairman*  
*Wesley Chesbro, Member*  
*Jesse Huff, Member*

Thursday, January 21, 1993  
2:00 p.m.  
meeting of the

**ADMINISTRATION COMMITTEE**

of the  
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

8800 Cal Center Drive  
Sacramento, CA 95826

**AGENDA**

Note:   o Agenda items may be taken out of order.  
          o If written comments are submitted, please provide 20  
            two-sided copies.

**THIS MEETING WAS ORIGINALLY SCHEDULED FOR WEDNESDAY,  
JANUARY 13, 1993. PLEASE NOTE THE CHANGE TO THURSDAY,  
JANUARY 21, 1993.**

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1. CONSIDERATION OF CONTRACTS AND INTERAGENCY AGREEMENTS

2. VACANCY STATUS UPDATE
3. AFFIRMATIVE ACTION REPORT
4. HEALTH AND SAFETY UPDATE
5. CONSIDERATION OF ADOPTION OF CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD 1992 ANNUAL REPORT
6. CONSIDERATION TO APPROVE FIRST PUBLIC NOTICE OF AMENDMENTS TO THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD'S CONFLICT OF INTEREST CODE REGULATIONS
7. OPEN DISCUSSION
8. ADJOURNMENT

**Notice:** The Committee may hold a closed session to discuss the appointment or employment of public employees and litigation under authority of Government Code Sections 11126 (a) and (q), respectively.

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8800 Cal Center Drive  
Sacramento, California 95826



*Michael Frost, Chairman*  
*Wesley Chesbro, Vice Chairman*  
*Sam Egigian, Board Member*  
*Jesse Huff, Board Member*  
*Kathy Neal, Board Member*  
*Paul Relis, Board Member*

Wednesday, December 16, 1992  
Meeting of the

**CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD****REGULAR MONTHLY BUSINESS MEETING**

Wednesday, December 16, 1992  
10:00 a.m.

8800 Cal Center Drive  
Sacramento, CA 95826

**AGENDA**

- Note:
- o *Agenda items may be taken out of order.*
  - o *Persons interested in addressing the Board must fill out a speaker request form and present it to the Board's Administrative Assistant on the date of the meeting.*
  - o *If written comments are submitted, please provide 20 two-sided copies.*

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To comply with legal requirements, this Notice and Agenda may be published and mailed prior to a Committee Meeting where determinations are made regarding which items go to the Board for action. Some of the items listed below, therefore, may, upon recommendation of a Committee, be pulled from consideration by the full Board.

1. CONSIDERATION OF CONSENT AGENDA ITEMS
2. REPORTS OF THE BOARD'S COMMITTEES
3. CONSIDERATION OF CONTRACTS AND INTERAGENCY AGREEMENTS
4. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH CALIFORNIA STATE UNIVERSITY FOR USED OIL RECYCLING GRAPHICS
5. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH DEPARTMENT OF FINANCE FOR AUDITS OF OIL RECYCLING ENHANCEMENT PROGRAM
6. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH CALIFORNIA STATE UNIVERSITY, SACRAMENTO FOR GRAPHIC SERVICES
7. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH DEPARTMENT OF FINANCE FOR WASTE-TO-ENERGY ECONOMIC ANALYSIS
8. CONSIDERATION OF AGREEMENT WITH COUNTY OF ORANGE/ARGONNE NATIONAL LABORATORY
9. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH DEPARTMENT OF GENERAL SERVICES, OFFICE OF INFORMATION SYSTEMS FOR EDP SERVICES
10. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT WITH DEPARTMENT OF FINANCE FOR SUPPORT OF THE GOVERNOR'S WASHINGTON, D.C. OFFICE
11. CONSIDERATION OF AWARD OF INTERAGENCY AGREEMENT FOR SUPPORT OF THE GOVERNOR'S OFFICE OF PLANNING AND RESEARCH
12. CONSIDERATION OF CATEGORIES OF PROJECTS TO BE FUNDED UNDER THE CALIFORNIA CONSERVATION CORPS INTERAGENCY AGREEMENT
13. CONSIDERATION OF AWARD OF CONTRACT FOR COMPREHENSIVE LEGAL SERVICES FOR RECYCLING MARKET DEVELOPMENT ZONE REVOLVING LOAN FUND PROGRAM (MARKET DEVELOPMENT COMMITTEE)
14. CONSIDERATION OF ISSUES CONCERNING EARLY SUBMISSION OF COUNTYWIDE INTEGRATED WASTE MANAGEMENT PLANS - APPROVAL OF CONTRA COSTA COUNTY'S PROPOSED CONCEPT (INTEGRATED WASTE MANAGEMENT PLANNING COMMITTEE)
15. CONSIDERATION OF ADOPTION OF THE STATEWIDE MARKET DEVELOPMENT OBJECTIVES FOR RECYCLING MARKET DEVELOPMENT ZONE (ZONE) DESIGNATION CYCLE 1993-1994 (MARKET DEVELOPMENT COMMITTEE)
16. CONSIDERATION OF STAFF RECOMMENDATION OF REVOLVING LOAN FUND PROGRAM LOAN COMMITTEE MEMBERSHIP (MARKET DEVELOPMENT COMMITTEE)

17. CONSIDERATION OF THE LOCAL GOVERNMENT INNOVATIONS PROGRAM (ADMINISTRATION COMMITTEE)
18. CONSIDERATION OF ADOPTION OF THE CALIFORNIA TIRE RECYCLING MANAGEMENT FUND: FY 1992-93 POLICY (ADMINISTRATION COMMITTEE)
19. CONSIDERATION OF INVITATION FOR BID FOR THE PURCHASE OF OBSOLETE NON-CONFIDENTIAL RECORDS AND WASTEPAPER, CIWMB-SAC, CIWMB-SF (ADMINISTRATION COMMITTEE)
20. CONSIDERATION AND APPROVAL OF AUGMENTATION TO THE INTEGRATED WASTE MANAGEMENT PLANNING STUDY, DISPOSAL CAPACITY STUDY - PHASE II (POLICY, RESEARCH AND TECHNICAL ASSISTANCE COMMITTEE)
21. CONSIDERATION AND APPROVAL OF SCOPE OF WORK FOR THE "MARKET RESEARCH AND MEDIA CAMPAIGN FOR THE USED OIL RECYCLING PROGRAM" CONTRACT (LEGISLATION AND PUBLIC AFFAIRS COMMITTEE)
22. CONSIDERATION OF CRRA WORKSHOP COSPONSORSHIP (LEGISLATION AND PUBLIC AFFAIRS COMMITTEE)
23. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF YUBA ENVIRONMENTAL HEALTH AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTIES OF YUBA AND SUTTER (PERMITTING AND ENFORCEMENT COMMITTEE)
24. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF THE TEHAMA COUNTY DEPARTMENT OF ENVIRONMENTAL HEALTH AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTY OF TEHAMA (PERMITTING AND ENFORCEMENT COMMITTEE)
25. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF NEVADA COUNTY DEPARTMENT OF ENVIRONMENTAL HEALTH AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTY OF NEVADA (PERMITTING AND ENFORCEMENT COMMITTEE)
26. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF SISKIYOU COUNTY PUBLIC HEALTH DEPARTMENT AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTY OF SISKIYOU (PERMITTING AND ENFORCEMENT COMMITTEE)
27. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF COLUSA COUNTY HEALTH DEPARTMENT, ENVIRONMENTAL HEALTH DIVISION AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTY OF COLUSA (PERMITTING AND ENFORCEMENT COMMITTEE)
28. CONSIDERATION OF CERTIFICATION AND DESIGNATION OF MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT, DIVISION OF ENVIRONMENTAL HEALTH AS THE LOCAL ENFORCEMENT AGENCY FOR THE COUNTY OF MENDOCINO (PERMITTING AND ENFORCEMENT COMMITTEE)

29. CONSIDERATION OF REVISION TO ENFORCEMENT ADVISORY COUNCIL MEMBERSHIP MATRIX AND APPOINTMENT OF MEMBERS (PERMITTING AND ENFORCEMENT COMMITTEE)
30. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A NEW SOLID WASTE FACILITIES PERMIT FOR THE BAY CITY RECYCLING SERVICES, ALAMEDA COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
31. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A NEW SOLID WASTE FACILITIES PERMIT FOR THE TANK GULCH DISPOSAL SITE, HUMBOLDT COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
32. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A NEW SOLID WASTE FACILITIES PERMIT FOR THE CAMP ROCK TRANSFER STATION, SAN BERNARDINO COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
33. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A NEW SOLID WASTE FACILITIES PERMIT FOR THE GUADALUPE COMPOSTING FACILITY, SANTA CLARA COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
34. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A REVISED SOLID WASTE FACILITIES PERMIT FOR THE CONSOLIDATED VOLUME TRANSPORTERS REGIONAL MATERIAL RECOVERY AND TRANSFER FACILITY, ORANGE COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
35. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A REVISED SOLID WASTE FACILITIES PERMIT FOR THE EVANS ROAD LANDFILL, COLUSA COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
36. CONSIDERATION OF CONCURRENCE IN THE ISSUANCE OF A NEW SOLID WASTE FACILITIES PERMIT FOR THE MCCOURTNEY ROAD TRANSFER STATION, NEVADA COUNTY (PERMITTING AND ENFORCEMENT COMMITTEE)
37. CONSIDERATION OF AMENDMENTS TO THE PROPOSED REGULATIONS FOR PERMITTING WASTE TIRE FACILITIES (PERMITTING AND ENFORCEMENT COMMITTEE)
38. OPEN DISCUSSION
39. ADJOURNMENT

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*Kathy Neal, Chairwoman*  
*Wesley Chesbro, Member*  
*Michael Frost, Member*

**Tuesday, December 8, 1992**  
**1:30 p.m.**  
**meeting of the**

**LEGISLATION AND PUBLIC AFFAIRS COMMITTEE**

of the  
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1. CONSIDERATION OF CONTRACTS AND INTERAGENCY AGREEMENTS
2. CONSIDERATION AND APPROVAL OF SCOPE OF WORK FOR THE "MARKET RESEARCH AND MEDIA CAMPAIGN FOR THE USED OIL RECYCLING PROGRAM" CONTRACT
3. CONSIDERATION OF CRRA WORKSHOP COSPONSORSHIP
4. PRESENTATION OF PUBLIC AFFAIRS ACTIVITIES
5. UPDATE ON BUSINESS AWARDS PROGRAM

6. UPDATE ON LEGISLATIVE OFFICE ACTIVITIES
7. OPEN DISCUSSION
8. ADJOURNMENT

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