

California Environmental Protection Agency
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD
8800 Cal Center Drive
Sacramento, CA 95826
(916) 255-2200

Tuesday, February 10, 1998
1:30 p.m.
meeting of the

ADMINISTRATION COMMITTEE

Daniel G. Pennington, Chairman
Janet Gotch, Member
Steven R. Jones, Member

AGENDA

Note:

- *Agenda items may be taken out of order.*
- *If written comments are submitted, please provide 15 two-sided copies in advance of the Committee meeting and include on the first page of the document the date, the name of the committee meeting, the agenda item number, and the name of the person submitting the document.*
- *Public testimony may be limited to five minutes per person.*
- *Unless otherwise indicated, Committee meetings will be held in the CIWMB Hearing Room, 8800 Cal Center Drive, Sacramento, CA.*
- *Any information included with this agenda is disseminated as a public service only, and is intended to reduce the volume and costs of separate mailings. This information does not necessarily reflect the opinions, views, or policies of the CIWMB.*
- *To request special accommodations for those persons with disabilities, please contact the Committee Secretary at (916) 255-2151.*

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.

Some of the items listed below may be removed from the agenda prior to the Committee meeting. To verify whether an item will be heard, please call Marlene Kelly, Committee Secretary, at (916) 255-2151.

1. CONSIDERATION OF RECOMMENDATIONS FOR BOARD FUNDING OF SPONSORSHIP REQUESTS
(Item available closer to meeting date)
2. OPEN DISCUSSION
3. ADJOURNMENT

Notice:

The Board or the Committee may hold a closed session to discuss the following: confidential tax returns, trade secrets, or other confidential or proprietary information of which public disclosure is prohibited by law; the appointment or employment of a public employee; or litigation under authority of Government Code Sections 11126 (a)(1), (c)(3), (15), and (e), respectively.

For further information or copies of agenda items, please contact:

INTEGRATED WASTE MANAGEMENT BOARD
8800 Cal Center Drive
Sacramento, CA 95826

Request Line: (916) 255-2563/FAX (916) 255-2602
Patti Bertram, Administrative Assistant (916) 255-2156

**NOTE: BOARD AND COMMITTEE AGENDAS ARE AVAILABLE ON THE INTERNET. THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD'S HOME PAGE IS AS FOLLOWS:
[HTTP://WWW.CIWMB.CA.GOV/](http://www.ciwmb.ca.gov/)**

California Integrated Waste Management Board

Administration Committee Meeting

February 10, 1998

AGENDA ITEM 1

ITEM:

CONSIDERATION OF RECOMMENDATIONS FOR BOARD FUNDING OF SPONSORSHIP REQUESTS

I. SUMMARY

The California Integrated Waste Management Board (Board) periodically receives various requests to sponsor/cosponsor conferences, expos, campaigns, workshops, events, and similar activities. These requests are for funding contributions (typically in the range of \$5,000 to \$25,000) or in-kind services (such as postage for targeted mailings, distribution of trade show brochures, and Cal/MAX catalog promotion of an event). The Board has determined its support of sponsorship requests on a case-by-case basis and has not used eligibility/evaluation criteria in its determination.

In June 1997, the Board adopted its Strategic Plan. A key element of the plan is the Board's Mission, which provides that the Board will "reduce the generation and improve the management of solid waste to conserve resources, develop sustainable recycling markets, and protect public health and safety, and the environment by working in partnership with public agencies, industry, business, and the public." Toward this end, the Board approved, at its November 19, 1997, meeting, \$40,000 from the Integrated Waste Management Account (IWMA) for sponsorship and partnership in its 1997-98 Contract Concepts. The Board, at its December 17, 1997, meeting, allocated \$10,000 to the Bay Area Shop Smart Campaign, thereby reducing this amount to \$30,000.

At its January 28, 1998, meeting, the Board approved sponsorship/partnership criteria to facilitate allocation of the remaining \$30,000 IWMA funds. The criteria also may be used in determining Board support for sponsorship requests in future years should additional funds be identified for this purpose. The proposed criteria are based on Board priorities and other relevant criteria, and provide an effective and equitable review process for evaluating sponsorship requests.

During the week of February 2, 1998, staff reviewed 16 requests for funding. Because requests exceeded \$185,000, staff decided to not consider requests that clearly did not meet the Board's criteria (e.g., picking up litter along the American River). In addition, because many of the requests were for events occurring in the first half of 1998, requests for events occurring after September 1, 1998, should not be considered at this time. The Office of Public Affairs (OPA), which has assumed ownership of the sponsorship issue, will be preparing a contract concept for the Board to consider early in FY 1998-99 that would provide funds for that fiscal year. If the

Board approves that contract concept, OPA would bring back additional requests for funding in the late summer to assist events occurring later in the year.

II. PREVIOUS BOARD OR COMMITTEE ACTION

This item is being brought before the Committee for the first time.

At its November 19, 1997, meeting, the Board approved \$40,000 from the IWMA for sponsorship and partnership activities as part of the Board's 1997-98 Contract Concepts.

On December 2, 1997, the Committee considered the establishment of a policy for determining Board sponsorship/partnership of conferences, expos, campaigns, workshops, and events. The policy proposed a formalized approach for allocating the \$40,000 IWMA funds. The Committee directed staff to bring the item back to the Committee in April 1998 with a revised policy and criteria for awarding funds, when the certainty of the Board's 1998-99 budget and funding ability for sponsorships would be clearer. The Committee agreed that between now and the end of the 1997-98 fiscal year, sponsorship requests for the \$40,000 IWMA funds would be handled on a case-by-case basis using a contract mechanism to fund the requests.

At its December 17, 1997, meeting, the Board allocated \$10,000 IWMA funds to the Shop Smart Campaign, reducing the \$40,000 IWMA funds available for sponsorship requests to \$30,000. At the same time, the Board directed staff to develop eligibility/evaluation criteria that would be used in determining which sponsorship requests should be funded out of the remaining \$30,000 IWMA funds and to make recommendations on which requests should be funded. The Board approved those criteria at its January 28, 1998, meeting, and had planned to hear this item at its February 25, 1998, meeting. However, because a special Board meeting has been called for February 11, 1998, staff has placed this item on the agenda for that date because several of the organizations requesting funds have requested an answer as early as possible.

III. OPTIONS FOR THE COMMITTEE

The Committee may decide to:

1. Approve the proposed recommendations for funding.
2. Modify and adopt the proposed recommendations.
3. Provide staff with guidance and direct staff to modify the proposed recommendations.
4. Take no action.

IV. STAFF RECOMMENDATION

Staff recommends Option #1; that the Committee approve the proposed recommendations for funding.

V. ANALYSIS

Background:

The Board periodically receives various requests to sponsor/cosponsor conferences, expos, campaigns, workshops, events, and similar activities. These requests are for funding contributions (typically in the range of \$5,000 to \$25,000) or in-kind services (such as postage for targeted mailings, distribution of trade show brochures, and Cal/MAX catalog promotion of an event). When requests have been funded it has been primarily on a case-by-case basis as contracts. Examples of past Board sponsorships include the following:

Table 1: Sponsorships Funded in Past

SPONSORED	AMOUNT	YEAR
Arroyo Seco Council – Earth Festival Recycling Village	\$10,000 IWMA	1990-91
Children’s Hospital Foundation - All About Kids	\$10,000 IWMA	1990-91
Eco-Expo	\$12,500 IWMA	1990-91
Keep America Beautiful	\$75,000 IWMA	1990-91
California Resource Recovery Association – Conference	\$10,000 IWMA	1991-92
California Resource Recovery Association – National Development Council Training	\$2,500 IWMA	1992-93
Walt Disney – Environmentality Challenge	\$5,000 IWMA each year	1994-95, 1995-96, 1996-97, 1997-98
Shop Smart Campaign	\$15,000 Used Oil \$10,000 IWMA	1997-98

Listed below and on the following pages are 16 sponsorship requests still seeking Board support that could be funded out of the remaining \$30,000 IWMA funds. More than \$186,000 is requested.

Table 2: Sponsorship Requests

EVENT	DESCRIPTION	AMOUNT
Local Government Commission - Pollution Prevention Week, September 21-27, 1998	Part of an overall effort in California to educate the public and influence its behavior on waste prevention and waste reduction.	Ranges from: \$1,000 – P2 Advocate \$2,500 – P2 Supporter \$5,000 – P2 Champion Need commitment by March 1, 1998. Board could provide in-kind services.

<p>KCBS Radio "Trash Talk" program</p>	<p>Bay Area radio program that advocates waste reduction, giving media coverage to wide range of subjects, including used oil, WRAP, composting, AB 939. Board would also get 60-second commercial spot for each segment sponsored.</p>	<p>For 13-week cycle, ranges from: \$15,000 – 1/3 sponsorship \$30,000 – 2/3 sponsorship \$45,000 – full sponsorship Asking for commitment now, ongoing need.</p>
<p>Green Clips (biweekly Internet ListServ)</p>	<p>A summary of articles in the media on green architecture and related government and green business issues.</p>	<p>Ranges from: \$5,000/year or \$225.00/issue – underwriting acknowledgment level \$10,000/year or \$450/issue – educational ad level Ongoing request.</p>
<p>California Resource Recovery Association (CRRRA) – Annual Conference, May 3 – 6, 1998</p>	<p>Conference dedicated to "Zero waste, conserving resources, expanding waste prevention, reuse, recycling, composting, and markets for recycled products."</p>	<p>Requesting \$10,000 for full sponsorship. Board already has agreed to organize a track, and has paid for an exhibit booth. Asking for commitment now.</p>
<p>CA State Parks Foundation – Earth Day, April 25, 1998</p>	<p>A coalition of non-profits, environmental, state & national organizations that raise awareness & encourage participation in Earth Day events. Board would be able to promote its programs at events.</p>	<p>Ranges from: \$10,000 – host sponsorship \$35,000 – co-sponsorship Asking for commitment by the end of February 1998.</p>
<p>Industrial Ecology III Roundtable Conference, April 24-26, 1998</p>	<p>Roundtable of the Future 500 that will explore how businesses are learning to prosper like nature: by design, not consumption.</p>	<p>Ranges from: \$2,500 – corporate sponsor \$5,000 – corporate/full member sponsor Funds needed immediately.</p>
<p>Government Conference On the Environment, March 10 - 12, 1998</p>	<p>A multidisciplinary forum for public & private entities to network & present new ideas and technologies for environmental solutions.</p>	<p>Ranges from: \$3,500 – Govt. co-sponsor \$5,000 – Govt. sponsor Need commitment by mid-Feb 1998.</p>
<p>American River Parkway Foundation – Adopt-the- Parkway</p>	<p>Program that maintains parkway, providing trash pickup and habitat improvement.</p>	<p>Ranges from: \$1,000 each for two years – financial sponsor Volunteer pickup of trash or habitat improvement – volunteer steward.</p>

<p>Environmental Defense Fund – waste prevention campaign</p>	<p>New Ad Council campaign to be held throughout Calif highlighting source reduction and reuse along with recycling and buying recycled.</p>	<p>Ranges from: \$18,900 - partial sponsorship \$23,900 – full sponsorship, including recognition of the Board in all materials. Need commitment by mid-February for Earth Day launch.</p>
<p>America Recycles Day, November 15, 1998</p>	<p>1997 marked the first America Recycles Day, with an estimated 100 events in California promoting recycling. The nationwide event will be held again this year, with the theme "Keep Recycling Working: Buy Recycled."</p>	<p>Organizers are asking for \$30,000, as well as providing representation to their public sector advisory committee. Last year, Long Beach and San Francisco mounted the most ambitious ARD efforts, and documented increases of 12% and 10% respectively in curbside diversion rates in December. Organizers seek early commitment of funds and plan major media campaign.</p>
<p>Global Futures Foundation, "pay as you throw" workshop, fall 1998</p>	<p>The organization is hosting a workshop in Northern California focusing on measurement aspects of PAYT, in September or October.</p>	<p>US EPA is the main sponsor. They have asked for \$1,000 or \$2,000 from the Board.</p>
<p>National Marketplace for the Environment, May 6-8 in L.A.</p>	<p>Formerly "Eco Expo," conference aimed at architects, procurement officers, office managers, brokers, contractors.</p>	<p>Full sponsorship is \$15,000. Additional booth charges of \$1,500 to \$2,000 likely, as well as staff travel and expenses.</p>
<p>Planning and Conservation League legislative symposium, March 14-15, Sacramento</p>	<p>The symposium will feature environmental leaders, activists, and policy makers participating in panels on environmental health as it relates to human health. Candidates for statewide office will be invited to speak as well.</p>	<p>PCL asks for \$200 for a booth and 1 free registration.</p>
<p>Skumatz Economic Research Associates, for 3 studies.</p>	<p>SERA has asked staff for funding on studies dealing with various unit pricing and variable pricing issues. Main question to be answered is "what rate differential will cause behavior modification?"</p>	<p>No formal proposal, but range for each study is \$5,500 to \$7,500</p>

Alameda County Office of Education, careers conference for 8 th graders, Feb. 27	Conference called "Be an Environmental Pathfinder" is for school counselors and 8 th grade students	Minimum of \$375 requested.
American Society of Mechanical Engineers – Conf on waste mgmt technologies w/Pacific Rim countries, Oct 5 - 9, 1998	Topics and presentations will focus on solutions to solid waste diversion and disposal needs of Pacific Rim countries.	\$2,000 for web page development and/or could provide in-kind services. Asking that commitment be made soon.

Recommendations for funding:

Staff members who participated in the criteria development issue also met on February 3, 1998, to review the applications in hand for sponsorship. Sixteen requests for an excess of \$186,000 were received.

Because of the limited funds available and the fact that many of the requests were for events that will happen late in calendar year 1998, the task force decided to not consider requests from events occurring after September 1. Instead, OPA will propose a contract concept early in FY 1998-99 to provide the Board with an opportunity to consider sponsoring these, and other, events in the summer.

Based on that decision, we eliminated from consideration at this time the following requests:

- America Recycles Day. Because this request would include the entire amount currently available, and because ARD isn't until mid-November, the task force agreed it should be considered in the summer.
- American Society of Mechanical Engineers. The meeting won't be held until October 1998.
- Global Futures Foundation event on "pay as you throw."

In addition, the task force determined that several events clearly did not meet the criteria adopted by the Board. These requests were from:

- Planning and Conservation League Foundation.
- American River Parkway "Adopt the Parkway Program." The task force believes staff should be informed of this effort because many staff may wish to volunteer.
- SERA studies. It may be that any possible funding for this effort would better be in the form of a contract concept.

The remaining requests were divided among staff for further review and brought back to the next meeting on February 5, 1998. After reviewing all the proposals, staff makes the following recommendations for funding:

- \$23,900 for the EDF public service announcements, to be provided to every television and radio station in California, along with every newspaper and major magazines circulating mainly in the state. The materials will focus on the two top tiers of the Board's waste management hierarchy, source reduction and reuse. In addition, selected materials from previous campaigns focusing on recycling and buying recycled will be included in the packets. The campaign would be consistent with the Board's Communications Plan and would assist the efforts of the Local Government strategic plan priority. Several local recycling coordinators have told us they strongly support a statewide public education campaign on waste reduction and diversion. The price includes monitoring electronic and print media for at least three months to determine how effective they have been. We had worked with the Department of Conservation to share the cost of these materials, but were informed that no funds are available. The price includes Board recognition on all materials that will potentially reach more than 30 million Californians this year. If the Board does not wish to have its logo featured, the price would be \$18,900. Previous EDF PSA campaigns were very effective. In 1996, the Ad Council estimates that the campaign received \$42 million in free advertising. EDF has requested a commitment by mid-February. The organization plans to distribute materials again in the fall in conjunction with America Recycles Day.
- \$5,000 for Industrial Ecology III. This San Francisco event is the third in a series of workshops and retreats hosted by the Future 500—a group of forward-thinking corporations and organizations committed to resource efficiency and sustainability. 120 key corporate decision-makers are scheduled to attend. The \$5,000 would provide the Board full corporate membership in the Future 500, two full event registrations valued at \$890, along with several other benefits including participation in the IE III Earth Day press conference. The funding would make the Board the largest single sponsor and allows us the opportunity to work closely with major corporations in sustainability and diversion efforts. Other levels of sponsorship are \$20,000, \$10,000, \$2,500, and \$1,000. The last two do not include full membership, and thus less access to these key leaders.
- \$1,100 for Pollution Prevention Week. The Board contributed \$15,000 in 1996 for this event, designed to raise awareness of pollution prevention activities, including waste prevention and waste reduction. Events are held statewide. This year's efforts are being sponsored by US EPA through a contract/grant with the Department of Toxic Substances Control. A \$5,000 sponsorship would possibly allow the Board's logo to be included on some materials. They have requested funding by March 1.

Had additional funding been available, the task force would have recommended funding two other events:

- KCBS radio's "Trash Talk" segment. Because of its effectiveness, if funding were available the task force would recommend funding of \$7,500, which would sponsor 60 segments over a 13-week period. This would be a possible candidate for future sponsorships as well.

- "Greenclips." If funding were available, the task force would recommend contributing \$900, which would underwrite two of the 24 issues in order to help determine their effectiveness.

Staff recommends against funding the other requests at this time. Because only \$30,000 was available, staff did not prioritize these requests:

- Alameda County Office of Education. The Public Education section is considering assisting the effort out of its program funds.
- National Marketplace for the Environment. Although several Board messages could be projected, staff believes many of the potential attendees are already the Board's customers and are receiving information. The other costs are also a consideration.
- California State Parks Foundation. Staff fully supports this effort, but does not believe it meets the Board's criteria.
- CRRA Conference. Staff recognizes the Board's traditional support of CRRA, but believes that the Board has already agreed to contribute substantially to this year's event through sponsorship of a track, purchase of a booth, Board Member and staff participation in seminars, as well as conference registration. In addition, during the past several years the Board has contributed substantial in-kind services including printing and mailing. Although about 40 percent of the attendees -- last year about 1,200 people attended -- are from local government and LEAs, the Board is reaching these key audiences in a variety of other means.
- Government Conference on the Environment. This year, the Board will participate in two panels. The Board has supported GCOE for the past three years, and staff has reported relatively little interest from attendees on the Board's issues. Only 10 people attended last year's waste characterization panel. The conference is geared more to other environmental issues.

Fiscal Impacts:

\$30,000 in IWMA funds is available for sponsorship requests this fiscal year. The Board has indicated support for providing funds in future years.

VI. FUNDING INFORMATION

Amount Proposed to Fund Item: \$40,000 was allocated by the Board at the November Board meeting for sponsorships/partnerships. At its December 17, 1997 meeting, the Board allocated \$10,000 IWMA funds to the Shop Smart Campaign, reducing the amount of funds available for sponsorship requests to \$30,000.

Fund Source:

	Used Oil Recycling Fund
	Tire Recycling Management Fund
	Recycling Market Development Revolving Loan Account
x	Integrated Waste Management Account
	Other (Specify)

Proposed From Line Item:

x	Consulting & Professional Services
	Training
	Data processing
	Other (Specify)

Redirection:

If Redirection of Funds: \$30,000

Fund Source: IWMA

Line Item: Sponsorship/Partnership

VII. ATTACHMENTS

Attachment 1 – Proposed Sponsorship/Partnership Criteria

Attachment 2 – Resolution 98-61

VIII. APPROVALS

Prepared By: John Frith

Phone: 255-2296

Legal Review: _____

Date/Time: _____

Attachment 1

Proposed Sponsorship/Partnership Criteria

- 1. Briefly describe the proposed project/event, including its intended purpose; geographic location; where applicable, the necessary related programs/facilities that are in place to support the project/event; its history (how many times has the project/event been undertaken and with what success); and previous Board involvement with the project/event.**

Evaluation Criteria *Does the Board see the intended purpose as realistic given the geographic location, local conditions, related programs/facilities that are in place, and similar activities?*

- 2. How much funding or in-kind service is being requested and when is it needed? What other funding and/or resources are being utilized? From what sources?**

Eligibility *Can the Board's funding/services be committed and provided in time for the project/event?*
 Are adequate funds available from the Board? If not, is the requesting organization willing to negotiate a smaller contribution or a suitable alternative?

Evaluation Criteria *Is the requested amount a substantial share of the overall funding?*
 Will the project/event be carried out if the Board does not participate?
 Can the project/event achieve its intended purpose if the Board does not participate?

- 3. Describe the audience that will be addressed. What groups of people are likely to attend or receive the message (e.g., local government representatives, environmental activists, businesses, industry, the general public)? Quantify as much as possible how many people will be affected/benefited. How receptive is the audience?**

Evaluation Criteria *Is this an audience the Board has already targeted or would like to target to enhance its outreach?*
 Is this an audience the Board has not adequately reached in the past?
 How important is it to reach this audience (again)?
 How receptive is the audience?

4. Describe the message(s) the project/event will be promoting. Describe how the mission of the Board, and/or the goals, values statements, or strategies identified in the Board's Strategic Plan will be promoted. Describe how the Board will be acknowledged as a sponsor.

Eligibility ♦ Is this message compatible with the mission, and/or goals, values, or strategies identified in the Board's Strategic Plan?

Evaluation Criteria □ *To what degree will the Board's mission, and/or goals, values, or strategies be furthered, and does it further the aims of the current priority focus areas?*
□ *Is the recognition given to the Board commensurate with the level of support provided by the Board?*

5. Describe how the message(s) will be conveyed (TV/Radio commercial, conference, workshop, publication, etc.); include schedule, timeline, and target dates. Will the method used to convey the message reach the entire targeted audience?

Evaluation Criteria □ *How cost-effective is it to the Board to participate?*
□ *How effectively can the message(s) be conveyed?*
□ *Can this project/event or its method be transferred to assist efforts in other areas of California? How receptive is the proponent to help with the transfer?*
□ *Would the Board have rights to use any of the materials/products developed under the partnership?*

6. List and describe who is responsible for management and/or implementation of the project/event, including experience with similar projects/events, qualifications, and references of all organizations involved.

Evaluation Criteria □ *How likely is the project/event to succeed as described?*
□ *How successful have the applicant(s) been in the past with similar projects/events?*
□ *Is there evidence of cooperation and/or involvement from appropriate local agencies/organizations that may be affected?*

Attachment 2

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

Resolution 98-61

**CONSIDERATION OF RECOMMENDATIONS FOR BOARD FUNDING OF
SPONSORSHIP REQUESTS**

WHEREAS, the Board's mission, as identified in its Strategic Plan, provides that the Board will reduce the generation and improve the management of solid waste to conserve resources, develop sustainable recycling markets, and protect public health and safety, and the environment by working in partnership with public agencies, industry, business, and the public; and

WHEREAS, the Board periodically receives various requests to sponsor/cosponsor conferences, expos, campaigns, workshops, events, and similar activities each year; and

WHEREAS, the Board approved \$40,000 from the Integrated Waste Management Account this year for sponsorships/partnerships, and \$30,000 remains to be allocated for sponsorship requests.

NOW, THEREFORE, BE IT RESOLVED that the Board approves and adopts the following sponsorship/partnership requests:

\$23,900 for the Environmental Defense Fund;

\$5,000 for Industrial Ecology III; and

\$1,000 for Pollution Prevention Week.

CERTIFICATION

The undersigned Executive Director, or his designee, of the California Integrated Waste Management Board does hereby certify that the foregoing is a full, true, and correct copy of a resolution duly and regularly adopted at a meeting of the California Integrated Waste Management Board held on January 28, 1998.

Dated:

Ralph E. Chandler
Executive Director