

REQUEST FOR APPROVAL

To: Howard Levenson, Deputy Director
Materials Management and Local Assistance Division

From: Cara Morgan, Branch Chief
Local Assistance and Market Development Branch

Request Date: January 15, 2011

Decision Subject: Consideration of Allocation, Scope of Work, And Contractor For Used Oil/Household Hazardous Waste, Recycling Market Development Zone Conferences And Training Workshops And Other Workshops And Recycling Market Development Zone Incentive Funds (Used Oil Recycling Fund; Tire Recycling Management Fund; And Recycling Market Development Revolving Loan Subaccount, FYs 2010/11, 2011/12, And 2012/13)

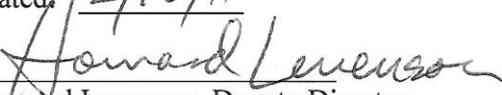
Action By: February 15, 2011

Summary of Request: Staff requests approval of the funding allocations, Scope of Work (SOW), and award of contract to California State University, Sacramento, for a three-year contract involving the administration of conferences, workshops, and incentive funds for the following three programs: Recycling Market Development Zone (RMDZ), Used Oil/Household Hazardous Waste (Used Oil/HHW), and Tires. In prior years, two contracts were used to provide these services. Combining these services in one contract will provide increased efficiency in coordinating the three program conferences and workshops managed within the Materials Management and Local Assistance (MMLA) Division and in administering and distributing the related RMDZ Zone Incentive Funds. Funding for this multi-year contract is an amount not to exceed one million three hundred thirty-four thousand dollars (\$1,334,000), subject to availability of funds, with funding from the RMDZ Loan Subaccount, the Tire Fund Account, and Used Oil Recycling Fund beginning in FY 2010/11 and ending in FY 2012/13 (see table below for details on funding levels by fiscal year and fund source).

Recommendation: Staff recommends approval of the allocation for the Recycling Market Development Zone Incentive Funds of one hundred forty seven thousand dollars (\$147,000) for FY 2010/11 and two hundred and ten thousand dollars (\$210,000) for each of FYs 2011/12, and 2012/13, for a total of five hundred sixty-seven thousand dollars (\$567,000) from the Recycling Market Development Revolving (RMDZ) Loan Subaccount; approval of the allocation for the RMDZ workshops of one hundred twenty-five thousand dollars (\$125,000) for each of FYs 2010/11, 2011/12, and 2012/13, for a total of three hundred seventy-five thousand dollars (\$375,000) from the Recycling Market Development Revolving (RMDZ) Loan Subaccount; approval of the allocation for the Used Oil/HHW conferences of one hundred ten thousand dollars (\$110,000) for FY 2010/11 and one hundred and thirty-two thousand (\$132,000) for FY 2011/12, for a total of two hundred forty-two thousand dollars (\$242,000) from the Used Oil Recycling Fund; the Scope of Work (Attachment 1); and, California State University, Sacramento, as the Contractor.

Deputy Director Action:

On the basis of the information and analysis in this Request for Approval and the findings set out above, I hereby approve the funding allocations, the Scope of Work, and California State University, Sacramento, as the Contractor.

Dated: 2/15/11


Howard Levenson, Deputy Director
Materials Management and Local Assistance Division

Attachment 1: Scope of Work: Conduct Program Workshops/Conferences throughout the State of California and Administration of Recycling Market Development Zone Incentive Funds

Background Information, Analysis, and Findings:

This request is for the allocation of funds, the approval of the Scope of Work (SOW) and award of a three year, Inter-Agency Agreement with California State University, Sacramento (CSUS) for the administration of a variety of conferences and workshops to be sponsored by CalRecycle as well as administration of CalRecycle's Zone Incentive Fund (ZIF) program. Specifically, the SOW details the logistical support that will be provided by the Contractor, including facility coordination, and onsite facilitation for Tire, Used Oil/Household Hazardous Waste (Used Oil/HHW), Recycling Market Development Zones (RMDZ) conferences and training workshops throughout the State of California. Additionally, the SOW details the administration and management of the ZIF funding, awards, distribution and tracking. Staff is recommending funding in an amount not to exceed one million three hundred thirty-four thousand dollars (\$1,334,000), with funding for three fiscal years from the RMDZ Loan Subaccount, the Tire Recycling Management Fund, and Used Oil Recycling Fund, beginning in FY 2010/11 and ending in FY 2012/13. Note: The existing contract with CSUS for the ZIF program will expire June 15, 2011.

The purpose of the conferences and training workshops is to promote a sharing of information between CalRecycle staff, local government representatives, various program collectors, recyclers, contractors, and non-profit entities working on these programs in California. These conferences and training workshops will provide interactive stakeholder discussions on CalRecycle programs, including sharing relevant information on program issues, highlighting current research and market development activities, showcasing model programs, and providing training for field personnel, grantees and others. Staff is recommending continuance of the combined conference and workshop administrative support and management for the three program areas (Tires, Used Oil/HHW, and RMDZ), to continue streamlining the administrative tasks associated with conference/training workshop planning and implementation. Details regarding funding for the conferences, workshops, and Zone Administrator travel/registration expenses for RMDZ workshops are provided in the table below and in the SOW (Attachment 1).

The purpose of the ZIF portion of the contract is to establish and implement a streamlined procedure and process to provide ZIF to eligible Zone Administrators for approved marketing and outreach efforts, and to evaluate the ZIF program based on data compiled by the Contractor.

Zone Administrators are CalRecycle's local outreach partner in implementing the RMDZ Program. Their local efforts to increase their business outreach and local marketing have been greatly augmented with the limited and targeted funds that CalRecycle made available in the last contract. Staff is recommending that this assistance be continued in this new contract with funding for three fiscal years from the RMDZ Loan Subaccount, beginning in FY 2010/11 and ending in FY 2012/13. Details on funding for this component of the three-year contract are provided in the table below and in Attachment 1. If additional Zones are designated, staff would propose that the original contract funding be augmented at a later date.

In sum, staff is proposing the following major changes for this contract:

- Combining the services previously provided in the separate conference/workshop contract and the ZIF contract into this new contract, to increase administrative efficiency by streamlining the overall management of the contracts.
- Providing an increase in funding to address two new zones, and accommodate inflationary costs for conducting conferences.
- Clarifying the process for approving/disapproving and coordinating CalRecycle sponsorship or participation in other related conferences/training workshops.

Staff proposes that these services be delivered through an Interagency Agreement with the CSUS. CSUS is an excellent choice to provide these services for the following reasons: 1) by going with the same service provider, CalRecycle will save money as CSUS will perform the required contract tasks at a lower cost than other interested parties; and 2) CSUS has successfully delivered training/event/ZIF planning and programmatic services to CalRecycle.

The specific tasks in the Contract are outlined in the attached SOW. The funding sources by fiscal year for the contract are outlined below:

Fund	Fiscal Year 2010/11	Fiscal Year 2011/12	Fiscal Year 2012/13	3 Year Total by Fund
Used Oil Recycling Fund	\$110,000	\$132,000	NA	\$242,000
Tire Recycling Management Fund	\$45,000	\$30,000	\$75,000	\$150,000
Recycling Market Development Sub-Account	\$272,000	\$335,000	\$335,000	\$942,000
TOTAL	\$427,000	\$497,000	\$410,000	\$1,334,000

The following is a summary of the proposed conference/training workshop activities and the ZIF program activities:

Tires- CalRecycle has conducted tire conferences every 12 to 18 months, along with training workshops and Border working group meetings, for several years. The purpose of the annual conference and the workshops is to provide interactive stakeholder discussions on waste tire

issues, including market development and enforcement activities. These conferences and workshops offer a venue for staff, and stakeholders to meet and focus on issues of common concern. These meetings also provide opportunities to discuss all aspects of tire management including hauling, manifests, cleanup, proper disposal, recycling technologies, and research and market development activities.

The focus of this portion of the contract is on providing up to three annual conferences in 2012, 2013 and 2014, and also supporting small training workshops hosted by CalRecycle and other entities. For example, these might include but are not limited to Border 2012 workshops, meetings with the U.S. EPA or the Rubber Manufacturers Association, etc.

Used Oil/HHW- CalRecycle annually approves an allocation for statewide education and outreach activities to satisfy the requirements delineated in the California Oil Recycling Enhancement (CORE) Act of 1992. Expenditures include the Used Oil/HHW conference. The conference provides attendees who are program managers, non-profit representatives, industry leaders, and business people with exposure to new technologies and products. The conference also provides opportunities to network, innovate, and exchange ideas. Conference sessions are developed to create awareness of new as well as existing programs, to promote program improvements and to provide in-depth training on how to manage programs effectively. The focus of this contract is on providing up to three annual conferences in 2012, 2013, 2014. Depending on opportunities to partner with other organizations, the timing of the conferences could be changed.

RMDZ- Currently CalRecycle conducts training workshops for Zone Administrators. This allocation proposal would fund six training workshops (up to two per year) to be held in 2011 through 2014. These workshops provide training to Zone Administrators and staff in areas that will sustain core activities within the RMDZ program. Training includes such topics as the following: 1) identifying and pre-screening potential loan applicants; 2) increasing an understanding of business finance and financing options; 3) applying different methodologies and strategies to identify business leads, obtaining critical business information, and following up to determine viable loan prospects; 4) identifying businesses in RMDZs that are on the verge of closing or relocating, retaining businesses and effectively communicating with businesses; and, 5) sighting assistance and addressing critical permitting issues.

ZIF- Zone Administrators are CalRecycle's local outreach partner in implementing the RMDZ Program. Their local efforts are greatly assisted with limited and targeted CalRecycle funds to increase their business outreach and local marketing. Expenditures are directly tied to the current and planned activities of the Zone and to the individual Zone Action Plans. The funding eligibility is contingent on Zone Administrators being active in the Zone process. For example, they need to provide timely submittal of Zone Annual Reports, and Zone Action Plans (see SOW for details). Additionally, the funded activities could complement existing CalRecycle RMDZ outreach and marketing activities. The SOW details the eligible ZIF expenses.

This proposed conference/workshop and ZIF contract request is essential to the continued success of these programs as it will facilitate achieving established program goals and objectives. Information from post-conference, training workshop evaluations, and ZIF activities will be assessed regularly along with other program measurement tools to evaluate the effectiveness of these events and to make adjustments as needed during this contract.

