Attachment 1

Department of Resources Recycling and Recovery (CalRecycle)

SCOPE OF WORK
Tire-Derived Product Business Assistance Program: Technical Assistance Grants

I. INTRODUCTION/OBJECTIVES

The Tire-Derived Product Business Assistance Program (TBAP) is designed to increase demand for tire-derived products (TDP), to strengthen the profitability and business performance of waste tire processors and TDP producers, installers and marketers, and to increase and diversify markets for TDPs. To accomplish this, CalRecycle is using two TBAP contracts. The first, the subject of this Scope of Work (SOW), uses a hybrid approach combining grant agreements as the vehicle for non-cash awards of assistance to businesses with contracted experts providing technical assistance and consultative service to the grantees. Under this Contract, applicants submit a package detailing their requested services, along with detailed business and financial information. Eligible businesses may apply for the following types of assistance: general, technical, marketing, and testing/certification. The approved applicant eligibility criteria, evaluation process, and maximum funding levels for the technical assistance grant program are described in the accompanying Request for Approval, which will be Attachment 1 to the contract. In coordination with the CalRecycle Contract Manager (Contract Manager), the Contractor will provide an independent assessment of each applicant's needs, which then will serve as the basis for developing an assistance plan. Upon authorization from the Contract Manager, the Contractor shall provide, as outlined in the assistance plan, the identified assistance to the businesses.

The high level of expertise required from various disciplines requires the Contractor to assemble a team of highly experienced and respected consultants to effectively provide the necessary assistance to the grantees. It is expected that members of the Contractor's team will be highly knowledgeable regarding markets for tire-derived products.

II. WORK TO BE PERFORMED

Once applications for grant assistance are received by CalRecycle and deemed eligible, then the Contractor is responsible for providing assistance and consultative services to the TBAP grantee businesses. The Contractor will conduct the general business needs assessment in coordination with the Contract Manager. Upon authorization from the Contract Manager, the Contractor shall provide the identified assistance to the businesses.

The following is a general overview of the work that the Contractor shall perform:

A. The Contractor shall conduct an assessment of each business' request for assistance and develop of an Activity Plan and Budget for each business selected for assistance.

B. The Contractor will provide assistance approved by the Contract Manager to each grantee.

C. The Contract Manager will convene meetings or other means of communications with the Contractor and grantee(s) to resolve any disagreements raised during the course of the grant term by the grantee, the Contractor, or the Contract Manager about the type of assistance or its effectiveness.

D. The Contractor will formally collaborate with the Contractor of the concurrent TBAP contract promoting industry-wide support. Collaboration includes the development of coordinated work plans and participation in meetings and other activities at the request of the Contract Manager for either or both TBAP contracts.

E. The Contractor shall provide monthly and annual reports to the Contract Manager.

III. TASKS IDENTIFIED

Task 1: Develop Work Plan

A. Work with the Contract Manager to prepare a work plan and schedule for the following contract activities:
B. Marketing the program to prospective businesses for the relevant grant cycle. (Task 2)
C. Participating with the Contract Manager in the selection of businesses to participate in TBAP using the applicant eligibility criteria as described in the Request for Approval (November 10, 2011 – Attachment 1 to Contract).
D. Performing a comprehensive analysis of applicant businesses and preparing the assessment for each business, which includes an Activity Plan and Budget for each business (Task 3).
E. Providing assistance to the grantees (Task 4)
F. Making presentations to stakeholders, including to CalRecycle management and/or staff.

Task 2: Program Marketing

The Contractor will work with the Contract Manager to implement the work plan prepared in Task 1 to effectively market TBAP services to prospective businesses for the relevant grant cycle.

Task 3: Conduct Comprehensive Analysis and Prepare General Business Needs Assessment

The applicant business will provide business, marketing, and financial information to the Contract Manager. The Contractor, in coordination with the Contract Manager, will

analyze the information submitted in each grantee's application, visit each business location, and will prepare the assessment in collaboration with each business and the Contract Manager, which is to include a detailed Activity Plan and Budget for each business.

The assessment will identify opportunities for market expansion, operational improvements, and associated cost estimates. The Activity Plan and Budget are confidential documents that describe in detail the specific assistance to be performed and the associated budget for each business assisted through this contract.

Task 4: Providing Assistance

A. The Contractor will provide assistance as identified in the Activity Plan and Budget for each business and as approved by the Contract Manager. Revisions to the assistance Activity Plan or the budget allocations will be made by work orders that must be approved in advance by the Contract Manager. The Contract Manager will notify the grantee of any work order revisions.

   Examples of assistance include, but are not limited to:

   - General Business Assistance (developing/adjusting a business plan, personnel issues, suppliers, business/capital structure, accounting systems and controls, website, etc.).
   - Technical Assistance (efficient plant design, manufacturing process improvement or optimization, inventory control systems, preparing an Environmental Impact Report, coordinating various permitting issues, assuring feedstock consistency to meet product specification standards, etc.).
   - Marketing Assistance (developing/modifying marketing plan, pricing, promotion, packaging, distribution, cooperative marketing, ad placement, trade shows, etc.).
   - Product Testing (American Society for Testing and Materials (ASTM), etc.).

B. The assistance will be provided in a timeframe and manner acceptable to CalRecycle and the business, and must be completed within the term of the grant after being authorized by the Contract Manager.
C. If the assessment identifies the need for highly specialized assistance, which is beyond the expertise of the Contractor, the Contractor will, upon authorization from the Contract Manager, subcontract with an individual or entity to provide the necessary assistance.

Task 5: Collaboration with TBAP Industry-wide Contractor

The Contractor will formally collaborate with the Contractor of the concurrent TBAP contract promoting industry-wide support. Collaboration includes the development of coordinated work plans and participation in meetings and other activities at the request of the Contract Manager for either or both TBAP contracts.

Task 6: Reporting

A. The Contractor will provide monthly reports to the Contract Manager covering business assistance, including any issues raised by businesses, how the issues were resolved, and assistance provided.

B. The Contractor will also provide annual reports to the Contract Manager and/or presentations as requested by the Contract Manager. These reports will identify the types and results of the assistance provided, including aggregated sales and PTE diversion information. The Contract Manager will decide if an annual survey of grantees will be part of the basis for these reports and who will conduct the survey.

C. All documents and/or reports drafted for publication by or for CalRecycle in accordance with this contract shall adhere to CalRecycle's Contractor Publications Guide at www.CalRecycle.ca.gov/Publications/PubGuide/ and must be reviewed by a technical editor of the Contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines, after which they shall be submitted to and reviewed by the Contract Manager in consultation with the CalRecycle editor.
(The Contractor is encouraged to consult with the CalRecycle project management and editorial staff early in the development process to ensure deliverable requirements are clearly understood and to minimize the need for revisions.)

D. Contractor shall submit a draft final report to the CalRecycle Contract Manager six weeks prior to the due date for the Final Report. The draft, like the final report, must be reviewed by a technical editor of the Contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines. The draft will be reviewed by CalRecycle staff who will provide comments or questions that should be addressed or incorporated into the subsequent draft of the report. Any requested changes must be completed by the Contractor and resubmitted to the Contract Manager for final approval. Only when all revisions are made and approved by the Contract Manager will the report be deemed final.

E. The Contractor will provide a final report on the grant cycle, including an evaluation of its effectiveness, on or before April 30, 2013.

F. The final report shall adhere to the CalRecycle Publications Guidelines and shall be reviewed by a technical editor of the Contractor's choosing. Contractor will not receive final payment until the final report has been approved by the CalRecycle Contract Manager. The final report shall be printed double-sided, on 100 percent recycled-content paper.

G. Contractor shall be aware that if the final report contains copyrighted work in print (tables, graphics, or photographs), or other materials taken from copyrighted sources, the Contractor shall cite the copyrighted material in the final report and obtain permission to use the copyrighted material. Contractor shall secure express written permission from the copyright holder or the holder's licensing representative. Contractor will include letters of permission to use copyright material as an appendix in the final report. If

Contractor does not secure permission to use copyrighted material, said material will not be used in the final report.

IV. CONTRACT/TASK TIME FRAME

The contract is scheduled to begin in May 2011 and expected to end in May 2013. The table below reflects the contract task/time frame from date of award.

Task	Deliverable	Timeframe
I. Develop Work Plan	Work Plan	June 1, 2011
II. Program Marketing	Implement Work Plan to market TBAP to prospective businesses	Ongoing starting when the contract is signed
III. Conduct Comprehensive Analysis and Prepare General Business Needs	Assessments and Activity Plan and Budgets	June-July 2011
IV. Provide Assistance	Business assistance	Ongoing starting August 2011
V. Collaborate with Contractor of industry-wide support contract	Collaboration	Ongoing starting when the contract is signed.
VI. Reporting	Report	Monthly, starting May 2011. Annual Reports, starting April 30, 2012

The following provisions will be included in the Terms and Conditions or Special Terms and Conditions of the Contract:

V. COPYRIGHT PROVISION

The Contractor shall assign to the Department of Resources Recycling and Recovery (CalRecycle) any and all rights, title and interests to any copyrightable material or trademarkable material created or developed in whole or in any part as a result of this Agreement, including the right to register for copyright or trademark of such materials. The Contractor shall require that its subcontractors agree that all such materials shall be the property of the CalRecycle. Such title will include exclusive copyrights and trademarks in the name of the CalRecycle.

VI. 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 used. As a condition of payment under the agreement, the contractor 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.

VII. 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 CalRecycle 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 CalRecycle 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.

The Contractor should, at a minimum, ensure that the following issues are addressed, as applicable to the services provided:

A. WRITTEN DOCUMENT PROVISION

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

In addition, these documents and/or reports as well as all paper used as part of the grant shall be printed double-sided on one hundred percent (100%) recycled-content paper. Specific pages containing full-color photographs or other ink-intensive graphics may be printed on photographic paper. The paper should identify the postconsumer recycled content of the paper (i.e., "printed on 100% postconsumer paper"). When applicable, the Contractor shall provide the Contract Manager with an electronic copy of the document and/or report for CalRecycle's uses.

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

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. CalRecycle 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.