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Date: November 7, 2008

To: All Prospective Contractors

RE: Outreach and Education Campaign to Promote the Use of Tire-Derived Products #IWM08016

Addendum No. 4 To the Request For Proposal, Secondary (RFP(S))

- Attachment 1 to this Addendum contains a list of all businesses who have registered their interest in this contract to date.
- Attachment 2 to this Addendum contains a revised Cost Proposal Worksheet.
- Attachment 3 to this Addendum contains a Survey: Recycled-Content Materials Research Executive Summary October 2007
- The following questions were submitted in response to the RFP(S) and answers to each follow the question.

Q1: Outreach – What are the 70 local jurisdictions that were already contacted by the previous contractor and who are the public officials (state or local)?

A1: Public Officials are local government officials. The jurisdictions contacted by the previous contractor are as follows:

<u>Jurisdiction</u>	<u>Related County</u>
Madera County	Madera
City of Santee	San Diego
City of Davis	Yolo
City of Woodland	Yolo
Tulare County	Tulare
City of Tulare	Tulare
City of Torrance	Los Angeles
City of Vallejo	Solano
Contra Costa County	Contra Costa
City of Roseville	Placer
City of Anaheim	Orange



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Santa Clara County	Santa Clara
City of Huntington Beach	Orange
City of Laguna Beach	Orange
City of Stockton	San Joaquin
City of Tracy	San Joaquin
San Joaquin County	San Joaquin
City of Costa Mesa	Orange
City of Fullerton	Orange
City of Irvine	Orange
City of Riverside	Riverside
City of Ontario	San Bernadino
City of Chino	San Bernadino
City of Norco	Riverside
City of Marysville	Yuba
Sutter County	Sutter
Yuba County	Yuba
City of Fremont	Alameda
City of Vacaville	Solano
City of Redlands	San Bernadino
City of Temecula	Riverside
City of Buena Park	Orange
City of Rancho Cucamonga	Riverside
City of Monterey Park	Los Angeles
City of Brentwood	Contra Costa
City of Pico Rivera	Los Angeles
City of South Gate	Los Angeles
City of Industry	Los Angeles
City of Pomona	Los Angeles
City of San Fransicso	San Francisco
City of Los Angeles	Los Angeles
City of Santa Barbara	Santa Barbara
Santa Barbara County	Santa Barbara
City of Glendale*	Los Angeles
City of Pasadena*	Los Angeles
City of Calabasas*	Los Angeles
Thousand Oaks*	Ventura
City of Mountain View*	Santa Clara
City of Sunnyvale*	Santa Clara
City of Palo Alto*	Santa Clara

City of Cupertino*	Santa Clara
City of Cerritos	Los Angeles
City of Downey	Los Angeles
Yolo County*	Yolo
City of Winters	Yolo
City of West Sacramento	Yolo
Solano County	Solano
Del Norte County	Del Norte County
Humboldt County	Humboldt County
Crescent City	Del Norte County
San Mateo County	San Mateo County
City of Anaheim	Orange
	Total 68

Q2: When you say “jurisdictions”, is that cities and counties?

A2: Jurisdictions are either incorporated cities, counties or unincorporated county areas.

Q3: List of attendees – Will it be made available for all?

A3: A complete list of interested parties is attached to this Addendum.

Q4: How much focus do you want on TDA versus RAC?

A4: The focus of the Outreach effort will be dependent upon the targeted jurisdiction. Prior to meeting with jurisdictions, the contractor in coordination with CIWMB staff will determine the appropriate outreach effort to effectively promote the CIWMB’s program.

Q5: Community Outreach: What level of detail are you expecting regarding a plan that addresses how the proposer will target communities, Board participation, etc.?

A5: We understand that without a defined list of jurisdictions, a detailed plan is not possible. The CIWMB is looking for the approach the proposer will take to reach out to local jurisdictions and the public.

Q6: There is no place on the cost proposal to disclose the amount that will be allocated to paid media. Where do you want that to be shown? Also, please clarify whether media commissions may be charged on top of hours and where to disclose it.

A6: Revised Cost Proposal Worksheet Attachment 2

Q7: Can you explain the research needed regarding the Arizona program?

A7: This should be determined by the proposer.

Q8: What methods are you expecting to analyze the Arizona approach and how it might be viable in California?

A8: We are looking to learn from Arizona's experience. We will accept whatever method the proposer uses to gather enough information that will be useful to our efforts in California.

Q9: Regarding Material Development – What items do you already have designed and can we review?

A9: Our previous contractor developed brochures, booth materials and website graphics that we look to mimic and update. The materials are available for download at <http://www.zerowaste.ca.gov/RCM/>

Q10: Do outreach videos already exist or would that be a requirement for the winning contractor?

A10: No outreach videos have been developed by the CIWMB.

Q11: Corporate Partners – do you have any secured?

A11: Not at this time.

Q12: Who are the major producers of RAC and TDA?

A12: The major RAC producers are Granite Construction, Teichert Construction, All American Asphalt, Sully-Miller, Manhole Adjusting, Silvia Construction, F&F Contractors (Arizona), and ISS. The Major TDA producers are: Lakin Tire, Waste Recovery West, Shamrock, Golden Byproducts. Neither of these lists are comprehensive.

Q13: Targeted Jurisdictions – What jurisdictions have been visited and by whom?

A13: See answer to Question # 1.

Q14: Who was the contractor that designed the draft website materials and are those materials available for review?

A14: The original website and material was created by Ogilvy PR and can be found at <http://www.zerowaste.ca.gov/RCM/>

Q15: Is there an expectation of a predetermined allocation of the budget to be directed to paid media and advertising? A certain amount reserved for Media Buys? And if so, should it be bid at GROSS or NET?

A15: Bid gross, however, there is no predetermined expectation and CIWMB looks to the proposer's expertise to determine the most effective effort.

Q16: Is there an incumbent to this particular scope of work, or has the CIWMB worked with any other outside firm in the promotion of this effort recently?

A16: Ogilvy PR was the most recent contractor on this and that contract ended in September of 2007. No work has been done since.

Q17: Will paid advertising recommendations be judged based solely on the size of the budget (cost) allocated to the effort or on the "reach and frequency" the campaign delivers?

A17: The paid advertising will be looked at for its judged effectiveness to this effort.

Q18: The cost proposal sheet references labor cost per staff. Does CIWMB require the hourly labor cost for this RFP to be based upon Federal Acquisition Regulations (FAR) or similar State costing guidelines that determine allowable overhead and profit for the contractor?

A18: This is a competitive process. The rates are determined by the proposer and should reflect actual costs.

Q19: Clarify 1.8 million dollar budget, is that for the entire two year contract period?

A19: The total amount available for this contract is \$1.2 million, or \$600,000 per year for two years. However, actual contract amount will be determined by winning proposer's cost proposal.

Q20: Will the governor's office give a waiver for the funding for this particular project?

A20: On Wednesday, October 15, 2008, the California Integrated Waste Management Board was notified by the California Environmental Protection Agency Secretary that all personal service contracts may resume or begin under the guidelines of the alternative compliance for non-general fund agencies.

Q21: When you are talking about the 70 jurisdictions already contacted by the previous contractor, can you identify how many of the jurisdictions have decided to move forward with this project and are on board with it?

A21: Thirty-two (32) out of the seventy (70) jurisdictions listed above have decided to move forward with the use of RAC. The SP program anticipates that at least half of the remaining jurisdictions will also pursue RAC projects using CIWMB funding.

Q22: Related to paid advertising, is there a recent budget breakdown or plan and budget breakdown that is considered to be public where we might be able to see, so we would understand how much emphasis has been put in the past in certain areas and where we might strategically approach it the second go around where you have 70 jurisdictions that have to do with that sort of thing? Either advertising or total outreach.

A22: Any information related to previous CIWMB contracts is public record and may be reviewed upon submittal of a Public Records Request to the CIWMB Legal Office specifying the information needed. *Submit to <http://www.ciwmb.ca.gov/ContactUs/PubRecords/>*

Q23: I believe under RFP efforts do we really need to do public records request?

A23: Yes.

Q24: Do you know who produced the Arizona campaign?

A24: The AZ Dept. of Transportation was responsible for implementing RAC projects, however we do not know the firm(s) which conducted the outreach campaigns.

Q25: Can you specify a little about the tracking report to be delivered every three months and what it is you want included in the tracking?

A25: Tracking reports will be a detailed summary of progress made in achieving project objectives. This may include but not be limited to items such as meetings established, materials developed, significant milestones reached, next steps, timelines, etc.

Q26: Have you done surveys before? What were the measurement tools of the survey and can we get copies of those?

A26: See Attachment 3

Q27: During the course of your outreach program, what are any objections you have had with the use of Green Roads, any feedback, challenges?

A27: “Green Roads” is the name of the campaign that promoted the use of RAC/TDA/Recycled Aggregates/Organic Material. The majority of the questions about these material types were for technical clarification. We experienced very few objections to the application of these materials. The major focus and need was education regarding these materials. One concern for the RAC grant program arose from rural jurisdictions where the volumes of RAC that would need to be used in order to qualify for a grant was considered too high.

Q28: How about decision makers; what are your conversations with them, what is some of the feedback from them other than the technical side?

A28: Many decision makers seemed to be focused on funding availability. If money was not attached they were typically not very interested.

Q29: Who is the current contractor and how long have they been working on this contract?

A29: See answer to question # 13.

This competitive bid is for a new scope of work and is seeking proposals.

Q30: What is the actual budget - \$1.2 or \$1.8 million? The RFP lists \$1.8 million but at the prebid it was indicated that the budget was actually \$1.2 million yet no addendum has gone out.

A30: See answer to question # 19.

\$1,200,000.00 see Addendum 3 at www.ciwmb.ca.gov/contracts.

Q31: May we see copies of prior workplans or budgets?

A31: See answer to question # 22.

Q32: How are costs being evaluated? The cost sheet shows that costs are to be listed by task and also shows a spot for labor rates. However, the evaluation criteria indicates that hourly rates and overhead and fringe benefits are being evaluated, and yet there is no place to indicate those specific items on the cost sheet. Can you please clarify what is required for the cost proposal and what exactly will be evaluated?

A32: Revised Cost Proposal Worksheet attached to Addendum

Q33: Regarding costs, will the highest scorer for the cost sheet be the one that offers the lowest TOTAL cost for all tasks, or the lowest RATES?

A33: The proposer submitting the lowest TOTAL contract cost will be awarded the maximum score in the cost category. Cost points for remaining proposals will be determined using the formula identified in Section V of the RFP package.

Please see page 16, section 5 of the Evaluation and Selection Section of the RFP under Cost Points` .

Q34: Is media buying/advertising a requirement or can earned/free media be used instead to increase overall outreach budgets?

A34: Earned media is a preferred option.

Q35: Are there other collateral or ad materials available for review beyond the ones listed on the CIWMB Web site?

A35: That is all we have for this effort.

Q36: Is the Scope of Work for the proposal the same as the Tasks Identified on pages 19-22? Should the proposer submit a work plan as part of its proposal following the Tasks Identified?

A36: Yes to both questions.

Q37: In terms of the initial outreach and work conducted by Ogilvy, will the 70 jurisdictions approached by Ogilvy be the number one priority and will that list and all collateral materials be made available for review?

A37: The 70 jurisdictions that have already been approached remain a priority, however, this campaign is needed to expand the message statewide. As for the list, see Answer #1. Some information may be found at <http://www.zerowaste.ca.gov/RCM/default.htm>. Collateral materials will be made available to the selected contractor. Prior to contract award, any information/materials not found on the website may be obtained via Public Records Request per question # 22.

Q38: How many years has Ogilvy been involved with this project?

A38: The previous Green Roads effort was a 2 year agreement, which ended September, 2007.

Q39: Were you satisfied with the work that Ogilvy provided?

A39: SP staff working with Ogilvy was satisfied with the work Ogilvy provided.

Q40: Will you provide a cost breakdown for the media buying and advertising portions?

A40: CIWMB is looking to the proposer's expertise to use funds effectively.

Q41: Is the contract up for bid due to a previous contract expiring, or was there a specific reason you are no longer working with the incumbent?

A41: The previous contract expired in 2007

Q42: Was there anything the incumbent could have done better? What did you really like about the incumbent agency?

A42: The incumbent was effective and met the goals of the campaign. The new effort is designed a bit differently than previous efforts to utilize more in-house resources.

Q43: What was the most effective part of the incumbent's plan to reach elected officials and public works officials?

A44: SP Program: Getting the right people in the right places was critical in the previous campaign. Public works officials are usually engineers and they like to discuss projects like this with other engineers. Elected officials may like to meet with other such officials. CIWMB Board Members may be applicable in those cases.

Q45: What percentage of the budget should be allocated to the RAC Public Outreach (Quiet Roads) and what percentage to State & Local Jurisdiction outreach for RAC and TDA?

A45: This should be determined by proposers.

Q46: Are there any page limits per question or overall?

A46: No

Q47: Will this be a statewide outreach, or will there be specific cities/counties that are more important?

A47: This will be a statewide campaign with the ability to refine the approach to appeal to different areas.

Q48: Is it possible that the one firm would be awarded for both "The Tire Derived Products" contract and "The Sustainable Tire Practices" contract? Would that be your preference?

A48: CIWMB awards all contracts in accordance with State Contracting rules and regulations. It is possible for one firm to be awarded both contracts; however, there is no preference.

Both Requests for Proposals are competitively bid and awarded as per the instruction given in each.

Q49: **Would you please make available a list of names and contact information of potential bidders (i.e., requesters/recipients of the RFP documents) as soon as possible? This would greatly facilitate the partnering of interested companies, to submit joint proposals. If available, would you please supply the information in electronic form?**

A49: See answer to question # 3. Attached

Q50: **Do you anticipate outreach to multilingual/multicultural target audiences? If so, which groups do you expect to be targeted?**

A50: While this project does not specify a multilingual/multicultural component, the capability to convert materials and information to address multiple languages/cultures if/when necessary is desirable.

Q51: **Will there be any specific regional focus or emphasis?**

A51: See Answer to Question #47 above.

Q52: **With respect to the subcontracting goals, are good faith outreach efforts required in any case or are they not necessary if suitable subcontractors have been identified already?**

A52: As stated on Page 12 of the RFP, "If the Proposer has made a good faith effort to meet the 25% goal and has been unable to secure a certified OSDS SB, a Demonstration of Good Faith Effort (see Attachments) must be completed and the Participation Summary (See Attachments) must indicate the percentage (even if zero) of services that will be provided by the SB. Both forms must be submitted with the proposal."

Q53: **Is there an incumbent firm bidding on this work and, if so, what is the name of the firm?**

A53: See answer to question # 16.

Attached is the list of interested parties. Actual bidders are not known until the end of the process.

Q54: **Regarding information listed on Page 12 of the RFP about California OSDS Certified SB: Will a small business partner on the team be considered**

for the 5% preference if they have applied for certification as a California Certified Small Business, but have not received confirmation from the state government?

A54: A written letter from the State of California can be provided as a placeholder with a pending status noted, and must include an anticipated date for certification.

Q55: On page 19 of the RFP, the document referenced the need to have “a full understanding of the pros and cons of the Arizona campaign.” Do you envision this as a formal research project to collect information from the target audiences of the Arizona campaign in order to apply best practices to your campaign? Or do you envision this as secondary research to collect qualitative feedback in a less formal manner of the results of this campaign?

A55: This should be determined by proposers.

Q56: With regard to References (page 11), are references from work in other states permissible?

A56: All professional references relevant to this specific project are permissible.

Q57: Page 12 under the “Samples of Written Work” states that “examples of campaigns/similar in nature to the proposed project” are required. Do you have a preference that the work is environmental-related or functionally appropriate? In other words, bidders may have excellent examples of environmental work or examples of campaigns not environmental in nature, but appropriate to the task type (e.g. materials development, community outreach). Can you please provide any guidance?

A57: Environmental-related work is not essential to this campaign. Campaigns that are similar would be acceptable. The Proposer must indicate how they will successfully achieve the objectives of the project and convince the applicable parties to utilize RAC and TDA.

Q58: Attachment A, the Cost Proposal Worksheet, provides limited space for multiple labor rates as well as Subcontractor rates. Are we permitted to further detail each task to reflect senior and junior level labor hour quantities and costs, as well as subcontractor costs?

A58: See the Revised Cost Sheet. A detailed breakdown of personnel and associated hourly rates by is required to be submitted, and should be submitted as an attachment to the Revised Cost Proposal Sheet. This detail of hourly rates will become part of the successful proposer’s contract.

Q59: Is it permissible to provide Small Business Subcontractor costs as an Other Direct Cost, or would you prefer the labor hour model?

A59: No, because the Small Business Participation Summary, Attachment C.

Q60: Page 11 calls for resumes to be included in the proposal for the Project Manager, Personnel and Subcontractors. As long as the four components listed are included, are bios sufficient or does the IWMB want to see this in an actual resume format?

A60: Bios are sufficient.

Q61: Are any documents or reports from past IWMB studies on the use of tire-derived products available for review? If so, where can they be found?

A61: This information may be viewed at the following websites: <http://www.zerowaste.ca.gov/RCM/ProductInfo.htm>
<http://www.ciwmb.ca.gov/Tires/>
<http://www.ciwmb.ca.gov/Publications/default.asp?cat=16>

Q62: Is this RFP for the continuation of an existing campaign and outreach program?

A62: Yes. The original campaign ended in 2007. This would continue and expand upon those efforts.

Q63: Can we get some background on the “Green Roads” campaign?

A63: Information about the current Green Roads campaign can be found at <http://www.zerowaste.ca.gov/RCM/>

Q64: Has it been in market before in California (or just in Arizona)?

A64: RAC and TDA have been produced and used in California for a number of years.

Q65: Who developed it? What agency had that contract? What were it’s results?

A65: Neither RAC nor TDA was developed by the CIWMB.

Q66: For the RAC Public Outreach component: Materials development – do you have more details on what type of materials and what volume? Would the contractor be responsible for printing costs?

A66: This should be determined by proposers.

Q67: Will ad buying be limited to media listed in the RFP (neighborhood newsletters, magazines, and local cable?) Can we propose other medium (digital, word-of-mouth)?

A67: We are relying on the Proposer’s expertise to determine which media will be most effective for this campaign.

Q68: For the Web site, will the contractor be able to “redesign” the current “Green Roads” Web site?

A68: CIWMB would like to keep the look and feel of the website however, we are looking to update and expand, which could require a redesign.

Q69: During the first jurisdiction outreach campaign, the contractor was given a goal of 40 jurisdiction meetings. What is the goal for this second installment of the outreach campaign?

A69: SP Program: 100 jurisdictions is the target, but by no means the limit. However, this does not necessarily mean that 100 individual meetings are needed.

Q70: At the bidder’s conference you mentioned that the focus for the jurisdiction and public outreach is more on RAC. Can you confirm the total RAC grants budget allocated for FY 2008/2009, as well as what is remaining as of October 31, 2008. Also, can you confirm the anticipated budget for FY 2009/2010 for RAC grants?

A70: The following amounts were allocated for FY 2008-09 & FY2009-10 RAC Grant Programs:

Grant Program	FY 2008/09	Remaining 08/09 Funds*	FY 2009/10
Targeted Grant Program	\$2,250,000	\$2,000,000	\$1,750,000
Use Grant Program	\$2,520,583	\$2,520,583	\$2,015,583
Chip Seal Grant Program	\$3,250,000	2,500,000	\$3,750,000

*Revised Amt for RAC FY2008-09/Remaining Amt as of October 31, 2008

Q71: At the bidder’s conference you mentioned that grant funding may become available for TDA. What is the timeline for determining Board funding for this product? And what will be the grant budget range?

A71: A tire derived aggregate grant program and any associated funding will be a proposal considered as part of the revision to the new 5-Year Plan for the Waste Tire Recycling Management Program, which the Board is scheduled to approve in the Spring of 2009.

Q72: Can you confirm who the in-house technical experts on RAC are? For example, will Nate Gauff be available to be involved in jurisdiction meetings?

A72: CIWMB has several technical experts that are prepared and available to participate in these meetings.

Q73: Can you confirm the in-house technical experts that may be tapped regarding TDA?

A73: See answer to question # 72.

Q74: When it comes to the speaking opportunities to technical audiences like engineers, will a CIWMB (or externally contracted) technical expert be available to be utilized?

A74: See answer to question # 72.

Q75: Please confirm that CIWMB is open to using third-party spokespersons.

A75: Yes, as long as it is effective at promoting RAC/TDA.

Q76: What role would CIWMB's in-house video production person play in the development of videos? Should the submitting firm assume that production will be handled internally by CIWMB and that creative conceiving will be the role of the firm?

A76: Yes, CIWMB is looking to save costs by producing and editing DVD's and other video's in-house. The contractor should feel comfortable knowing that CIWMB has full video capabilities.

Q77: If we previously worked on a PR campaign for CIWMB, can we use CIWMB staff members as references for our proposal?

A77: Yes

Q78: Is a media buy required for this effort? If there is another way to achieve results is the CIWMB interested?

A78: CIWMB is looking for the most effective way to reach a statewide audience with messaging about RAC and TDA and increase the use of these products. Proposers are to indicate how they will successfully achieve objectives within the allotted budget.

Q79: Has CIWMB ever participated in omnibus/consumer survey as a way to create story angles to generate media and if not, would this be of interest?

A79: CIWMB is interested in all approaches that will achieve desired objectives identified in the solicitation package.

Q80: Please confirm, per the bidder's conference, that you are looking for fully loaded rates to be submitted in the proposal.

A80: See answer to question # 18.

Q81: Please confirm the difference between material development and technical tools under State & Local Jurisdictions on page 21. Does CIWMB consider the technical tools to be RAC and TDA videos only and materials to be all other educational, marketing items?

A81: "Material Development" includes any and all materials created to reinforce the message of RAC/TDA to State and Local Jurisdictions. This may also encompass more "technical" tools such as PSA/video materials, website design, tradeshow booth upgrade, "leave-behind" information for jurisdiction officials (i.e. brochures, leaflets, CD's, DVD's, etc.) or other items to be determined by proposers.

Contract Contact List #IWM8016.xls

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Stuart Lewis	Metro Networks	1510 Arden Way, Suite 301	Sacramento	CA	95815	stuart_lewis@metronetworks.com
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Jennifer Rustigian	Consensus Planning Group, Inc.	626 Wilshire Blvd, Suite 1000	Los Angeles	CA	90017	jrutigian@consensusp.com
Teal Schaff	Ziegler Associates	1121 L Street #806	Sacramento	CA	95814	teala@zieglerassociates.net
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Al Smith	Valley Center for the Blind.org	1060 Fulton Mall, Suite 315	Fresno	CA	93721	alray@valleycenterfortheblind.org
Melissa Spraul	MWW Group	660 South Figueroa Street, #1400	Los Angeles	CA	90017	mspraul@mww.com
Anne Staines	ProProse	4515 North Park Drive	Sacramento	CA	95821	anne@propose.com
Sean Stewart	Avant-Garde	145 S. State College Blvd, Ste 250	Brea	CA	92821	sstewart@aqcreative.com
Jennifer Tabanico	Action Research	910 W. San Marcos Blvd. Suite #108	San Marcos	CA	92056	research@takeactionresearch.com
Eneida Talleda	Hill & Knowlton	1601 Cloverfield Blvd., Suite 3000-N	Santa Monica	CA	90404	eneida.talleda@hillandknowlton.com

Cost Proposal Worksheet

Complete this form and submit with original proposal package.

This form should be prepared to accurately reflect the cost of all items mentioned in the "Scope of Work" of this RFP or reasonably infer as necessary to complete the work within the intent of the Agreement.

IN ADDITION TO THE FORM BELOW, EACH PROPOSER IS REQUIRED TO SUBMIT A BREAKDOWN OF PERSONNEL AND ASSOCIATED HOURLY RATES FOR THOSE COSTS REFLECTED IN THE LABOR CATEGORY BELOW. THIS HOURLY RATE BREAKDOWN WILL BECOME PART OF THE SUCCESSFUL PROPOSER'S CONTRACT.

RAC Public Outreach (Quiet Roads)

Task A: Work Plan Development and Revise if Needed \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task B: Quiet Roads Research/Analysis \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task C: Material Development \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task D: Community Outreach Planning/Implementation \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task E: Media Relations/Plan Development \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task F: Advertising Plan Development/Implementation \$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Task G: Website Development \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

State & Local Jurisdiction Outreach for RAC and TDA

Task H: Determine Targeted Jurisdictions \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Task I: Material Development \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Task J: Meeting Coordination/Facilitation (as needed) \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Task K: Advertising Plan Development/Implementation \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Task L: Technical Tools Development \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Project Evaluation

Task M: Measurement of Results \$ _____
 Labor (Person Hr x Rate) _____
 Non-personnel (Supplies, etc) _____
 Fringe Benefits _____
 Overhead _____
 Other, if applicable (Specify) _____

Task I: Reporting

\$ _____

- Labor (Person Hr x Rate) _____
- Non-personnel (Supplies, etc) _____
- Fringe Benefits _____
- Overhead _____
- Other, if applicable (Specify) _____

Total Bid Price

\$ _____

(General project overhead should not exceed 15% of bid)

Travel required to meet the scope of this project shall be included in the total bid. Applicable travel costs will be charged at the state approved rate and will be pre-authorized by the CIWMB Contract Manager.

Submitted by:

Company Name: _____

Company Address: _____

Telephone: _____

Email Address: _____

Authorized Official & Title _____

Signature of Official & Date _____



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#1314 CIWMB RECYCLED-CONTENT MATERIALS RESEARCH EXECUTIVE SUMMARY OCTOBER 2007

METHODOLOGY

Charlton Research Company is pleased to present this summary of the findings from an online survey of 290n city and county decision-makers. Respondents were identified from CIWMB's database lists and represented a range of job titles from public works, city staff, and elected officials. The survey was conducted September 4 to October 24, 2007 and contained 32 questions. The margin of error for the sample of 290n is $\pm 5.8\%$.

KEY FINDINGS

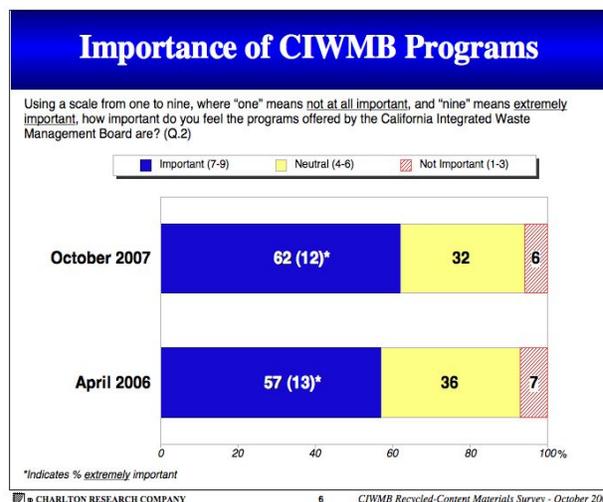
- Respondents are generally familiar with CIWMB's programs and feel the programs are important.
- Performance, safety, cost, and durability, are the most important product attributes.
- Respondents are very positive toward all of the products and majorities say their municipality would be likely to use each product.
- There is a strong interest to receive more information about these products.

SUMMARY OF FINDINGS

CIWMB's Programs are Familiar and Important

Sixty-nine percent say they are familiar with the programs offered by CIWMB, while 31% are not. However, 47% are only *somewhat* familiar with the programs. Public works officials are more likely to be familiar with the programs, while over one-third of elected officials say they are unfamiliar. Those representing municipalities with the largest population sizes (over 500,000) are also more likely to be familiar with the programs.

Furthermore, a 62% majority feel that the programs offered by CIWMB are important, while just 6% give them a low importance



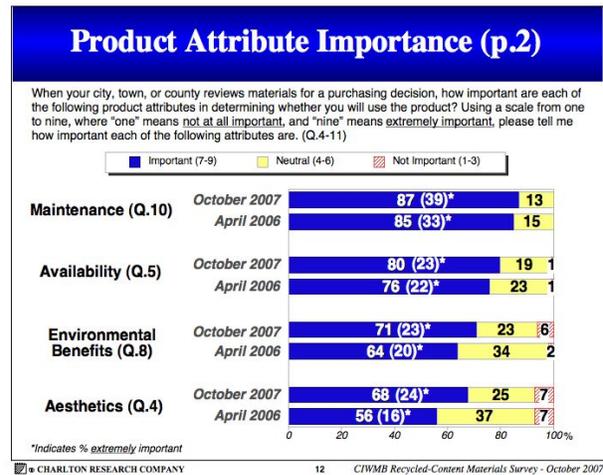
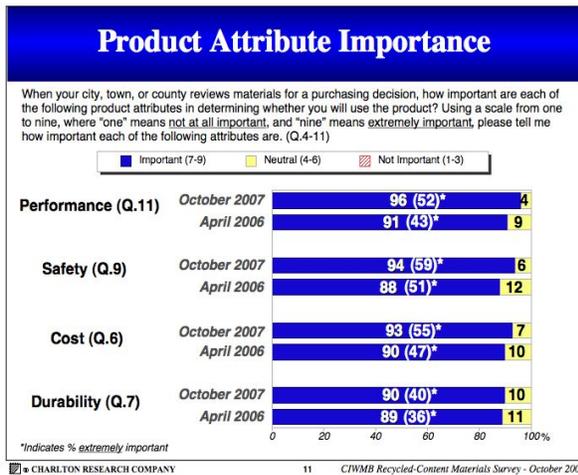
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rating (one through three on a nine point scale). One-third give a moderate or neutral importance rating (four through six on a nine-point scale). The importance ratings have increased in comparison to the April 2006 survey (57% to 62%) Those who are most familiar with the programs are most likely to feel they are important. Those representing large cities are also most likely to feel they are important.

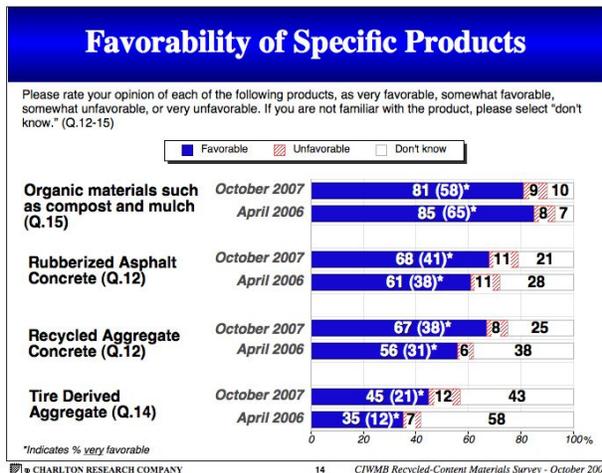
Important Product Attributes

Nearly all can name recycled-content materials used by their municipality. Recycled office paper is most the frequently mentioned (76% total mentions), followed by mulch (56% total mentions), compost (52% total mentions), recycled content playground/park equipment (46% total mentions), rubberized asphalt concrete (44% total mentions), recycled aggregate concrete (41% total mentions), and lastly oil/automotive fluids (29% total mentions).



The most important attributes are performance (96% important), safety (94%), cost (93%), and durability (90%). Maintenance (87%) is also an important factor, followed by availability (80%), environmental benefits (71%), and aesthetics as the least important selection criteria (68%). Each product attribute has significantly gained importance in comparison to the April 2006 survey. Especially, in aesthetics which it has increased 12 points (56% to 68%).

Products are Seen Positively and Most Are Likely to Use Them

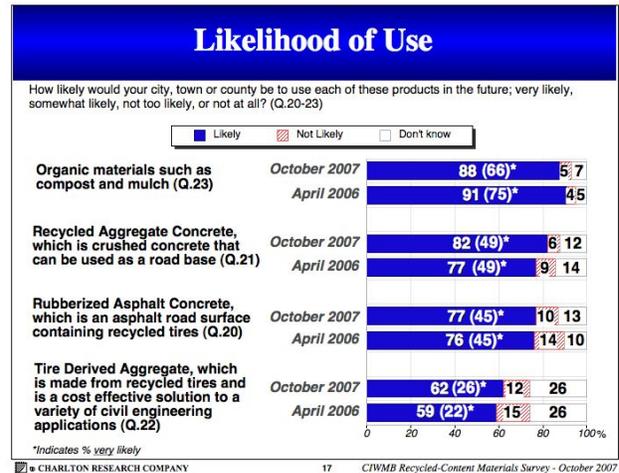


Eighty-one percent have a favorable opinion of organic materials such as compost and mulch, while just 9% have an unfavorable view. Rubberized asphalt concrete (68%) and recycled aggregate concrete (67%) are also seen favorably by a majority of respondents, although larger segments are unable to rate these products (21% have not formed an opinion of rubberized asphalt concrete and 25% do not have an opinion of recycled aggregate concrete). Tire derived aggregate is even less well known, with 43% unable to rate their opinion of this product. However, those who have an opinion are significantly

more positive than negative (45% favorable, 12% unfavorable. Each product has become more favorable in comparison to the April 2006 survey with the exception of organic materials such as compost and mulch (85% to 81%). However, it remains most favorable.

Favorability toward these products closely mirrors their use. Organics are used by 74% of respondents, rubberized asphalt concrete are used by 45% and recycled aggregate concrete are used by 44%. Only 17% report having used tire derived aggregate, and 46% were unsure whether their municipality used it.

Eighty-eight percent would be likely to use organics such as compost and mulch. Recycled aggregate concrete, described as crushed concrete that can be used as road base, 82% said they would be likely to use it, and 77% would be likely to use rubberized asphalt concrete, described as an asphalt road surface containing recycled tires. Tire derived aggregate, described as made from recycled tires and is a cost effective solution to a variety of civil engineering applications, 62% said their municipality would be likely to use it.



Those who are most inclined to say they would use organic materials tend to be those who already use these or similar products, those who live in large cities or suburbs, and who are familiar with CIWMB’s programs.

Those who are most inclined to say they would use rubberized asphalt concrete tend to be those who already use these or similar products, those who live in large cities or suburbs, and who are familiar with CIWMB’s programs. Public works officials are less likely to say they would use rubberized asphalt concrete.

Those who are most inclined to say they would use recycled aggregate concrete tend to be public works officials, those who live in large cities, those in larger population sizes (over 50,000), those who already use these or similar products, and who are familiar with CIWMB’s programs. City staff officials are less likely to say they would use recycled aggregate concrete. Elected officials, small population sizes (under 25,000), and small towns tend to be unsure if they would use recycled aggregate concrete.

Those who are most inclined to say they would use tire derived aggregate tend to be elected officials and those who already use these or similar products. Public works officials are less likely to say they would use tire derived aggregate.

Strong Interest to Receive More Information

Sixty-two percent say they are interested in receiving more information about recycled-content products. More than half (53%) would prefer receiving the information through email, 26% direct mail, followed by 11% through the website.