



San Luis Obispo County Integrated Waste Management Authority
EXECUTIVE COMMITTEE MEETING AGENDA

Friday, January 27, 2023

11:00AM

Join Zoom Meeting:

<https://us06web.zoom.us/j/88691613301>

Meeting ID: 886 9161 3301

Telephone:

667-444-9171

Mission Statement:

The Mission of the IWMA is to provide coordinated efforts to follow state waste and recycling policy on behalf of member agencies through practical, cost-effective programs, education, and technical support.

IWMA EXECUTIVE COMMITTEE MEMBERS

President, Jan Marx, City of San Luis Obispo

Vice President, Robert Robert, City of Grover Beach

Past President, Charles Bourbeau, City of Atascadero

Public Comment - The IWMA Board and Executive Committee welcomes your remote input. State law does not allow the Board to discuss or act on issues not on the agenda, except that members of the Board or Staff may briefly respond to statements made or questions posed. Limited to three (3) minutes per speaker. All persons desiring to speak during any public comment may do so in the following ways: Community members are encouraged to submit agenda correspondence in advance of the meeting via email to the Clerk of the Board at sdelgiorgio@iwma.com. Correspondence will be published on the IWMA website with a final update at 9:00 AM on the day of the meeting. During the meeting, members of the public may supply public comments through Zoom using the information above.

Americans with Disabilities Act Compliance - In compliance with the Americans with Disabilities Act (ADA), the IWMA is committed to including the disabled in all its services, programs, and activities. If you need special aid to participate in this meeting, please contact the IWMA Sasha Del Giorgio, Clerk of the Board at least 72 hours before the meeting to enable the IWMA to make reasonable arrangements to ensure accessibility to the meeting. The IWMA Clerk of the Board can be reached at (805) 781-2192 and through email at sdelgiorgio@gmail.com.

The IWMA Board Meeting Agenda is available for public viewing from the exterior of the IWMA's office found at 870 Osos Street, San Luis Obispo, California, and on the IWMA website at <https://iwma.com/about/agendas-and-minutes/>. Persons with questions concerning any agenda item may call the IWMA at (805) 782-8530.

1. **Call to Order**
Led by President Jan Marx.
2. **Roll Call**
Taken by Clerk of the Board, Sasha Del Giorgio.
3. **Pledge of Allegiance**
Led by President Jan Marx.

Non-Agenda Public Comment Period

4. **Executive Directors Report**
Led by Peter Cron.

Consent Agenda Public Comment Period

Consent Agenda

5. **Draft Minutes of the December 2, 2022, IWMA Executive Committee Meeting [Page 3](#)**
Recommendation: Staff recommends that your Executive Committee approve the draft minutes of the December 2, 2022, IWMA Executive Committee Meeting.

Regular Agenda Public Comment Period

Regular Agenda

6. **Request for Proposal for Waste and Recycling Community Education Programs [Page 6](#)**
Recommendation: Staff recommends that your Committee 1) approve the Request for Proposal for Waste and Recycling Community Education Programs and 2) grant the Executive Director authority to release the RFP and review and rank proposals to bring back to the full IWMA Board for final selection and contract award.
7. **Draft February 8, 2023, IWMA Board Meeting Agenda [Page 30](#)**
Recommendation: Staff recommends that your Executive Committee review, discuss, and approve the draft February 8, 2023, IWMA Board Meeting Agenda, and provide staff direction as deemed appropriate.

Adjournment

TO: San Luis Obispo County Integrated Waste Management Authority
FROM: Sasha Del Giorgio, Clerk of the Board
RE: Draft Minutes of the December 2, 2022, IWMA Executive Committee Meeting

BACKGROUND:

N/A

RECOMMENDATION:

Staff recommends that your Executive Committee approve the draft minutes of the December 2, 2022, IWMA Executive Committee Meeting.

FISCAL IMPACT:

N/A

ATTACHMENTS:

- A. 2022-12-2 Draft EC Minutes



Executive Committee Meeting Minutes

December 2, 2022, 11:00AM
Teleconference Meeting

Executive Committee Members Present:

Charles Bourbeau, President
Robert Enns, Past President
Jan Marx, Vice President

1. Call To Order

The Executive Committee was called to order on December 2, 2022 at 11:00AM by President Bourbeau.

2. Roll Call

Roll Call was taken by Sasha Del Giorgio, Clerk of the Board.

3. Pledge Of Allegiance

President Bourbeau led the Committee in the Pledge of Allegiance.

Non-Agenda Public Comment Period

Public Comment was not made.

4. Executive Directors Report

Led by Executive Director, Peter Cron.

Consent Agenda Public Comment Period

Public Comment was not made.

Consent Agenda

5. Draft Minutes of the October 28, 2022 IWMA Executive Committee Meeting

Recommendation: Staff recommends that your Executive Committee approve the draft minutes of the October 28, 2022, IWMA Executive Committee Meeting.

Motion By Vice President Marx

Second By Past President Enns

To approve Item 5.

Ayes: Marx, Enns, Bourbeau

CARRIED (3 to 0)

Regular Agenda Public Comment Period

Public Comment was made.

Regular Agenda

6. Request for Proposal for Waste and Recycling Education Programs

Recommendation: Staff recommends that your committee 1) approve the Request for Proposal for Waste and Recycling Education Programs and 2) grant the Executive Director authority to release the RFP and review and rank proposals to bring back to the full IWMA Board for final selection and contract award.

The Executive Committee unanimously requested the following action and revisions by made:

- Clarification regarding the aspects of SB1383.
- Applicant qualifications may include expertise in Strategic Planning, Marketing, Social Media, and Cultural Outreach.
- Develop an estimated budget for the Waste and Recycling Education Programs.
- Identify a “Work Purpose” for the Waste and Recycling Education Programs.
- Reposition the “Conflict of Interest” to *Required Qualifications*.
- “Conflict of Interest” proposal ranking to increase by 5%.
- Return the draft RFP to the January 27, 2023 Executive Committee Meeting for further review, discussion and consideration.

7. Draft December 14, 2022, IWMA Board Meeting Agenda

Recommendation: Staff recommends that your Executive Committee review, discuss, and approve the draft December 14, 2022, IWMA Board Meeting Agenda, and provide staff direction, as deemed appropriate.

Motion By Vice President Marx

Second By Past President Enns

To take the following action and revisions:

- Provide a presentation recognizing Board Member Storton and Board Member Heller’s services to the IWMA.

Ayes: Marx, Enns, Bourbeau

CARRIED (3 to 0)

Adjourned 12.24PM

Sasha Del Giorgio
IWMA, Clerk of the Board

TO: San Luis Obispo County Integrated Waste Management Authority

FROM: Jordan Lane, Deputy Director

RE: Request for Proposal for Waste and Recycling Community Education Programs

SUMMARY:

Based on guidance from the Integrated Waste Management Authority (IWMA) Board, staff has prepared a Request for Proposal (RFP) to solicit responses from interested firms to develop, implement, and maintain community education programs consistent with the State of California’s solid waste and recycling mandates and supportive of the IWMA’s ongoing work efforts.

BACKGROUND:

The IWMA manages over 44 programs mandated by the State, local ordinances, or otherwise adopted Strategic Plan and policies. Each program that the IWMA is responsible for requires development, implementation, and maintenance. While regulatory in nature, the IWMA does not perform enforcement action so the success of each long-lived program is based largely on continued education and outreach.

Education Requirements of the State of California

Since formation of the IWMA and ratification of the Joint Powers Agreement, the IWMA has provided coordinated efforts to comply with state waste and recycling policy on behalf of member agencies through practical, cost-effective programs, education, and technical support. The IWMA oversees development and implementation of programs mandated by AB 1826, AB 341, and SB 1383 as well as requirements of the Source Reduction and Recycling Element (SRRE) of the IWMA’s Integrated Waste Management Plan (Plan), a crucial component to AB 939 compliance. Each solid waste and recycling law adopted by the State of California requires jurisdictions to conduct and report on education and outreach to local communities.

AB 939 / SRRE

The California Integrated Waste Management Act of 1989 (AB 939) required each California city and county to prepare, adopt, and submit to the California Department of Resources Recycling and Recovery (CalRecycle) a Plan that demonstrated how the jurisdiction would meet mandated diversion goals of 25 percent by January 1, 1995, and 50 percent on and after January 1, 2000, and requires ongoing resubmission for



approval every five years. To comply, jurisdictions must have in place a program for management of solid waste generated within the jurisdiction that is consistent with the following hierarchy: (1) source reduction, (2) recycling and composting, and (3) environmentally safe transformation and land disposal. Included in this hierarchy is the requirement to emphasize and maximize the use of all feasible source reduction, recycling, and composting options to reduce the amount of solid waste that must be disposed of by landfill disposal. Education and outreach are identified as major components of developing a compliant program.

AB 1826

The mandatory commercial organics law requires jurisdictions to implement programs to divert organic waste generated by businesses. The law mandates jurisdictions to conduct annual education and outreach to inform businesses about requirements for proper organic recycling. Reports on the identification, education, outreach, and monitoring of activities are required for full compliance.

AB 341

The mandatory commercial recycling law requires jurisdictions to implement and report on a program that consists of education, outreach, and monitoring designed to divert recyclables from businesses.



SB 1383

The SB 1383 regulations require jurisdictions to conduct education and outreach on organics recycling to all residents, businesses (including those that generate edible food that can be donated), haulers, solid waste facilities, local food banks and other food recovery organizations. Jurisdictions are also required to provide education to local institutions within their geographic boundaries.

AB 1276

The single use food ware accessories and condiments upon request law does not require outreach and education, however, jurisdictions are responsible for enforcing the law and the IWMA has been identified as the agency responsible for education prior to enforcement.

Education Requirements of IWMA Adopted Policies

Each IWMA Program is comprehensive and is developed in alignment with the IWMA Strategic Plan and adopted policies.

Strategic Plan

The Board-adopted IWMA Strategic Plan of 2021 identifies Community Education as a primary value and commits the organization to providing consistent education as a primary objective. The proposed RFP will address the General Public Information, Youth Classroom Education, and Facility Tour objectives.

STRATEGIC PLANNING OBJECTIVES

1. Provide cost-effective implementation of SB 1383 through practical use of combined resources.
2. Provide consistent community education on waste reduction and recycling throughout the County.
3. Serve as a technical resource for member agencies and industry on waste reduction and recycling issues, including supporting innovation and economic development in recycling.
4. Develop the IWMA organization through systems, processes, staff, and board development and modernizing the governance structure to match the new organization.
5. Revising the Joint Powers Agreement to support the strategic plan objectives adopted by the Board.

OBJECTIVE 2: COUNTYWIDE COMMUNITY EDUCATION

1. **General Public Information:** Expand and enhance general public information to ensure common messaging on programs throughout the County including workshops, videos, and multi-media engagement to inform waste reduction, reuse, recycling, composting, and safe HHW disposal.
2. **Targeted Outreach to Businesses/MFD:** Develop targeted outreach programs specific to different business types to support business and multi-family generators in waste reduction and proper program participation.
3. **Youth Classroom Education:** Continue performing elementary school classroom education and begin engaging high-school age students (e.g. Environmental Clubs) for recycling demonstration projects.
4. **Facility Tours:** Continue offering school-age facility tours for landfill, recycling, composting, and HHW infrastructure and expand tours to include periodic tours available to the general public.

Targeted outreach to businesses and multi-family developments requires a separate technical approach and will be addressed in a future RFP. Business and multi-family outreach will include site visits and inspections of three to fifteen hours per customer to ensure full compliance with all state mandates.

Program Education and Outreach Strategy

Below is an illustration of each of the pieces that make up the IWMA programmatic education and outreach structure. The RFP for Education and Outreach will fulfill only the “School Outreach and Education” and “General Public Outreach and Education” segments.

Program Education and Outreach Strategy



Included in this RFP:

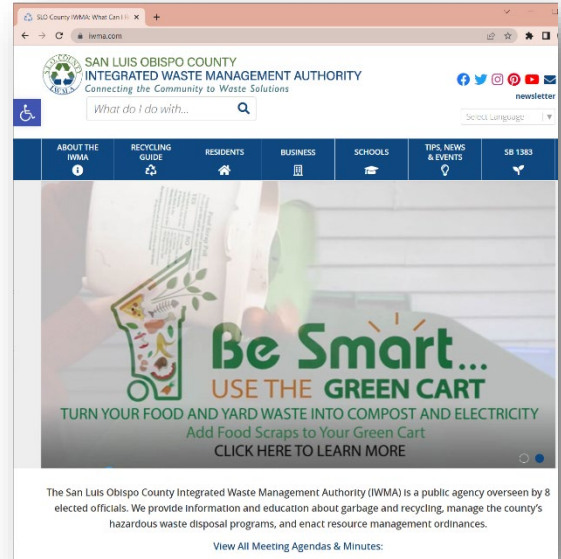
School Outreach and Education. State laws and internally adopted policies of the IWMA require outreach and education be provided to schools. Outreach may include providing presentations on-site or virtually, creating virtual tour experiences of local waste processing facilities, or helping school administrators set up successful recycling programs. The IWMA works closely with contracted field staff to develop, implement, and maintain this ongoing program.

General Public Outreach and Education. State laws and internally adopted policies of the IWMA require outreach and education be provided to the general public. Outreach may include attending or hosting public events, giving presentations to special groups, creating virtual tour experiences of local facilities, or maintaining a digital archive of relevant material that is made available to the community.

Not Included in this RFP:

Branding and Marketing (including social media and website maintenance).

The IWMA’s Instagram, Facebook, and Twitter accounts are managed by a contracted specialist. The website www.IWMA.com and the website’s database and search tool called the “Recycling Guide” are also managed by a contracted specialist. IWMA Staff provide messaging, direct website updates, and review content. In calendar year 2023, Staff will also begin providing the community outreach via blogs posted to the organization’s website.



Residential Compliance and Inspections.

Compliance with SB 1383 requires jurisdictions to educate residential customers at least annually. Outreach includes mailers, hauler bill inserts, site visits, route reviews (“lid flipping”) and distribution of countertop food scrap pails. The IWMA works closely with contracted field staff to develop, implement, and maintain this ongoing program. Residential compliance is *not* addressed in the scope of work for this RFP.

Commercial Compliance and Inspections.

Compliance with SB 1383 requires jurisdictions to educate commercial customers at least annually. Outreach includes mailers, hauler bill inserts, site visits, route reviews (“lid flipping”) and distribution of printed materials. In addition to ongoing compliance with SB 1383, IWMA Staff recently printed and distributed window decals and educational material to restaurants affected by AB 1276. The IWMA works closely with contracted field staff to develop, implement, and maintain this technical and ongoing program, adapting quickly as new regulations impact local businesses. Commercial compliance is *not* addressed in the scope of work for this RFP.



Edible Food Generator Outreach.

Compliance with SB 1383 requires jurisdictions to educate and monitor edible food generator customers at least annually. Outreach includes mailers and site visits. The IWMA works closely with contracted field staff to develop, implement, and maintain this ongoing program. Edible food generator compliance is *not* addressed in the scope of work for this RFP.

Self-haul Outreach and Monitoring.

Compliance with SB 1383 requires jurisdictions to educate and monitor self-haul customers at least annually. Outreach includes

providing handouts, signage, and tracking disposal tonnages. IWMA Staff fulfills the ongoing program demands in collaboration with landfill facility managers. Self-haul compliance is *not* addressed in the scope of work for this RFP.

Current Program

The IWMA has been in contract with Science Discovery perpetually since 2001. The target audience of the education program was initially identified as students grade K-12. The program was proposed to include 300 class presentations, 100 field trips, a school recycling grant program, school vermicomposting and other recycling programs. The proposal also included eight events or conferences targeting community members. By 2018, Science Discovery was providing 943 class presentations, 112 field trips, and 12 public events. Amidst the pandemic, the program shifted operations such that Science Discovery provided 632 in person and virtual class presentations, 0 field trips and 0 public events in 2021.

Year	In-Person Class Presentations	Virtual Class Presentations	Field Trips	Public Events	Cost
2018	943	0	112	12	\$176,091.99
2019	720	0	47	17	\$132,054.76
2020	626	0	0	7	\$85,829.76
2021	398	234	0	0	\$80,322.93

While still addressing schools, the proposed scope of work of this RFP increases program emphasis on general public education in calendar year 2023 and onward. The proposed scope of work is broad in nature to invite creative proposals as to how to best address the evolving program and IWMA’s growing communities.

Request for Proposals

The IWMA seeks to hire a qualified firm to work closely with IWMA staff to develop, implement, and maintain a comprehensive community education program targeting one or both of the following sectors:

K-12 Education



Will focus efforts on school education to meet the needs of the SRRE and SB 1383. This component will produce and provide resource materials, ideas, and technical assistance for K-12 schools who would like to incorporate recycling and solid waste education into their classroom curriculum. This program should also be designed to meet the needs of the State Board of Education California Next Generation Science Standards recognized by the National Research

Council wherever practical. Proposals for the K-12 Education work program *may* include:

- Class presentations (virtual or in-person)
- Field trips (virtual or in-person)
- Collaboration with school administrators to develop on-campus recycling programs, edible food waste recovery programs, and waste reduction policies

General Public Education

Will focus efforts on general public and adult populations through the development of education and outreach materials. This component requires direct presentations and clear and concise messaging. Proposals for the General Public Education work program *may* include:

- After hour workshops
- Home Composting Classes
- Community Event Presence at Cultural Events and Farmers Markets
- Presentations to Member Agencies and other IWMA Stakeholders
- Presentations to Multi-Family Residences
- Presentations to Senior Housing Centers



The goal of the community education and outreach programs is to increase participation in the recycling of curbside and organic waste and reduce contamination in curbside organic and recycling containers by providing clear and consistent education.

If approved, the IWMA Staff will review and rank incoming proposals. Per Expenditure Policy F-1, the full IWMA Board will make the final decision to enter contract. Every five (5) to nine (9) years, a Request for Proposal for Waste and Recycling Community Education Programs will be presented to the IWMA Executive Committee to ensure that the IWMA invites qualified firms to bid on a regular basis.

RECOMMENDATION:

Staff recommends that your Committee 1) approve the Request for Proposal for Waste and Recycling Community Education Programs and 2) grant the Executive Director authority to release the RFP and review and rank proposals to bring back to the full IWMA Board for final selection and contract award.

FISCAL IMPACT:

This Committee action does not have a direct financial impact. However, contracting for education services based upon the RFP process will have financial considerations. Fiscal impact will be discussed with the full Board during consideration of the final contract award.

ATTACHMENTS:

A. RFP for Waste and Recycling Community Education Programs



Request for Proposal
For Waste and Recycling Community Education Programs
for the San Luis Obispo County
Integrated Waste Management Authority

RFP Released: [DATE]

RFP Submission Deadline: [DATE] at 3:00 PM

San Luis Obispo County IWMA
870 Osos Street
San Luis Obispo, CA 93401
805.782.8530
[W: www.iwma.com](http://www.iwma.com)
[E: iwma@iwma.com](mailto:iwma@iwma.com)

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SECTION I - INTRODUCTION AND BACKGROUND

A. Introduction

The San Luis Obispo County Integrated Waste Management Authority (IWMA) invites interested firms (Proposers) with a minimum of five (5) years of experience administering solid waste and recycling education programs to fulfill state mandated school and/or general public education requirements on behalf of the IWMA. Proposers may bid on one or multiple sections of the Scope of Services of this Request for Proposal (RFP).

The objective of this request is to provide IWMA agencies with a successful and cost-effective education program compliant with the requirements of California's State-adopted solid waste and recycling legislation, including SB 1383. A selected firm will serve at the pleasure of the Board of Directors of the agency and under the discretion of the IWMA Executive Director. It is anticipated that the selected firm will enter into a professional service agreement for a term of five (5) years, with an opportunity for up to two (2) additional consecutive two (2) year extensions subject to decision by the IWMA Board of Directors.

All proposals must be received by, on, or before Friday, [DATE]. The preferred method for proposal submission is electronic via iwma@iwma.com. However, if you wish to submit a paper copy, please submit it in a sealed envelope to:

Peter Cron, Executive Director
SLO County IWMA
870 Osos Street
San Luis Obispo, CA 93401

B. Background

The IWMA is a government entity formed through a Joint Powers Agreement governed by an eight-person Board of county wide elected officials. The IWMA Board of Directors consists of seven incorporated City Council representatives and one Special District representative. The Board of Directors oversees the IWMA office and its mission to provide coordinated efforts to comply with state waste and recycling policy on behalf of San Luis Obispo County member agencies through practical, cost-effective programs, education, and technical support.

The IWMA is the regional leader for all matters related to solid waste regulation. The agency administers diversion programs and prepares, maintains, adopts, and implements Integrated Waste Management Plans and other state mandated requirements on behalf of Member Agencies. The IWMA also manages outreach and education efforts, hazardous/universal waste collection, and safe material handling on behalf of Member Agencies. The IWMA Board contracts with the Executive Director who

oversees all other staff in planning and implementing regional solid waste, recycling, and hazardous waste programs.

Upon formation of the IWMA and ratification of the Joint Powers Agreement, the IWMA provides coordinated efforts to comply with state waste and recycling policy on behalf of member agencies through practical, cost-effective programs, education, and technical support. The IWMA oversees development and implementation of programs mandated by AB 939, AB 1826, AB 341, and SB 1383 as well as requirements of the Source Reduction and Recycling Element (SRRE) of the IWMA's Integrated Waste Management Plan (Plan), a crucial component to AB 939 compliance. Each solid waste and recycling law adopted by the State of California requires jurisdictions to conduct and report on education and outreach to local communities.

The IWMA is looking to hire a qualified firm to work closely with IWMA Staff to develop, implement, and maintain a comprehensive education and outreach program that aims to increase participation in recycling of curbside and organic waste consistent with the State of California's Short Lived Climate Pollutants strategy, as well as reduce contamination in curbside organic and commingled recycling containers. The IWMA is looking to hire a qualified firm to bid on one or both of the following scopes of service:

1) K-12 Education

Will focus efforts on school education to meet the needs of the SRRE and SB 1383. This component will produce and provide resource materials, ideas, and technical assistance for K-12 schools who would like to incorporate recycling and solid waste education into their classroom curriculum. This program should also be designed to meet the needs of the State Board of Education California Next Generation Science Standards recognized by the National Research Council wherever practical.

Proposals for the K-12 Education work program *may* include:

- Class presentations (virtual or in-person)
- Field trips (virtual or in-person)
- Collaboration with school administrators to develop on-campus recycling programs, edible food waste recovery programs, and waste reduction policies

2) General Public Education

Will focus efforts on general public and adult populations through the development of education and outreach materials. This component requires direct presentations and clear and concise messaging.

Proposals for the General Public Education work program *may* include:

- After hour workshops

- Home Composting Classes
- Community Event Presence at Cultural Events and Farmers Markets
- Presentations to Member Agencies and other IWMA Stakeholders
- Presentations to Multi-Family Residences
- Presentations to Senior Housing Centers

SECTION II – QUALIFICATIONS AND BUDGET

A. Qualifications

The IWMA is seeking a firm committed to providing a comprehensive education and outreach program for a minimum term of five (5) years.

Desired qualifications include that the bidder responding to this RFP must:

- be familiar with the function and purpose of Joint Powers Authorities;
- have experience administering public outreach programs;
- have experience administering school education programs; and
- have knowledge of California and federal solid waste management regulations.

B. Estimated Budget

The annual budget for the first year shall be \$65,000 for the K-12 curriculum and \$35,000 for the general public education. The budget shall only be adjusted in accordance with the IWMA Board approved budget setting policy.

SECTION III - PROJECT OBJECTIVE AND SCOPE OF SERVICES

C. Project Objective

Through collaboration with IWMA staff, the selected firm will develop, implement, and maintain a waste and recycling community education program and brand identity that meet the state requirements and the IWMA's Strategic Plan Objective of providing consistent community education on waste reduction and recycling throughout the County.

A successful program would:

- Increase awareness of, and participation in, established waste diversion programs by residents in the member jurisdictions throughout the County.
- Coordinate activities to promote education of recycling, source reduction, reuse, and composting.
- Incorporate non-English speaking populations in target audiences.
- Bring recycling into schools through strategic curricula.

- Promote increased participation in recycling programs.
- Develop a campaign that works with the local service providers and facilities to address the current needs of public education as it relates to SB 1383.
- Develop a campaign that focuses on greater community participation in IWMA programs and engages the public through meetings and virtual outreach materials.

D. Scope of Services

The selected firm will generate conceptual education and outreach ideas, engage stakeholders, and develop and reflect consistent regional recycling and waste messaging all in close collaboration with IWMA staff. The selected firm(s) will provide research, analysis, and recommendations to sufficiently accomplish the project objectives as stated above.

At a minimum, the scope of work shall include:

K-12 Education

- Work with IWMA staff to update education and outreach opportunities and needs as they arise.
- Quarterly, provide IWMA staff with a schedule of events and projects pertaining to the program.
- Maintain an ongoing strategic plan regarding who and what educational opportunities the firm is providing.
- Develop programs that are specific to meeting the education requirements for students that focus on AB 939, AB 341, AB 1826, and SB 1383.
- Create programs focused on reducing container contamination.
- Develop and produce education materials that address the proper disposal of Household Hazardous Waste, Universal Waste and Electronic Waste.
- Develop presentation materials that educate students on how landfills manage solid waste.
- Develop resource materials that educate students on short lived climate pollutants and the benefits of creating a circular economy.
- Develop education and outreach materials for students regarding edible food recovery that address county wide efforts in managing food insecurity.
- Create engaging and multi-lingual education materials to educate students on proper disposal habits.
- Create digital presentations that can be used in classrooms of various age groups.

General Public Education

- Develop programs that demonstrate the various recycling, composting, and waste reduction options available to the different communities within the SLO county IWMA.
- Develop programs that are specific to meeting the education requirements for the public that focus on AB 939, AB 341, AB 1826, and SB 1383.
- Create programs focused on reducing container contamination.
- Develop and produce education materials that address the proper disposal of Household Hazardous Waste, Universal Waste and Electronic Waste.
- Programs that focus on local facility capabilities in sorting and processing recyclables and organics.
- Develop presentation materials that educate the public on how landfills manage solid waste.
- Develop resource materials that educate the public on short lived climate pollutants and the benefits of creating a circular economy.
- Develop education and outreach material for the public regarding edible food recovery that address county wide efforts in managing food insecurity.
- Work with IWMA staff to update education and outreach opportunities and needs as they arise.
- Create engaging and multi-lingual education materials to educate the public on proper disposal habits.
- Provide at least ten (10) in-person educational presentations to Member Agency groups as requested.
- Quarterly, provide IWMA staff with a schedule of events and projects pertaining to the program.
- Maintain an ongoing strategic plan regarding who and what educational opportunities the firm is providing.

SECTION III - TIMELINE AND SUBMITTAL INSTRUCTIONS

The following represents the tentative schedule for this RFP. Any change in the scheduled dates for the Pre-Proposal Conference, Deadline for Final Questions, Proposal Submission Deadline, or Interviews will be advertised in the form of an addendum to this RFP. The schedule for other milestones dates may be adjusted without notice.

A. Timeline

DATE - 2023	EVENT
[DATE]	RFP release date
[DATE]	Pre-proposal phone conference at 1:30 p.m. (PST)

[DATE]	Deadline to submit written questions due by 3:00 p.m. (PST)
[DATE]	Proposals due by 3:00 p.m. (PST)
[DATE]	Preliminary screening process complete, including reference checks
[DATE]	Board consideration and approval of staff recommended firm (including proposer presentation, if requested)
[DATE]	Negotiate and finalize contract
[DATE]	IWMA Board President signs contract (if applicable)

B. Proposal Format and Content Requirements

All proposals must include, and will be evaluated on, the following criteria:

1. Intent of Proposal

Identify whether the firm is proposing bids for one or both scopes of work (K-12 and/or general public education.)

2. Qualifications of Firm and Personnel

Including:

- Detailed scope of services that reflects the firm's understanding of the IWMA's requirements
- Description of the firm and personnel assigned to this program
- Statement of qualifications and experience
- Summary of previous experience with public agencies relating to solid waste and recycling

3. Identify Existing and Potential Conflicts of Interest

List all current public clients in San Luis Obispo County for which the firm provides service. To the extent they are reasonably foreseeable, please indicate any actual or potential conflicts of interest that might arise from the firm's partnership with the IWMA. Please outline the manner in which conflicts would be resolved, mitigated, or avoided.

4. Samples of Past Work

Submit at least two (2) samples of work related to each scope of work being proposed.

5. Sample Proposed Work Plan

Based on prior experience and familiarity with the IWMA's existing programs and needs, present a sample work plan including types of education and outreach, location, intended audience(s), timelines, ideal number and titles of staff assigned to each proposed task, and the objectives or goals for each named task. *The IWMA staff will work closely with the selected firm to define the actual work plan more narrowly. This proposed work plan is required for submittal of a proposal but is not binding.*

6. Local and/or State Government Client References

List two primary references of the firm who would manage the proposed educational program(s). Please include contact information for references and permission to contact those references. Additional professional references may be provided.

7. Budget, Retainer, and/or Rates

Include an estimate of a rate or retainer for all proposed services that would be the basis for monthly invoices during the life of the contract with the IWMA. All

hourly rates, fees, and reimbursable costs must be clearly stated. Anticipated costs per rate should be identified. Billing preferences should also be clearly stated as retainer or hourly rate.

8. Additional Information

Include the location of the firm and the availability of appropriate professionals as needed. Identify any other related qualifications and information not specified in this RFP which the firm may consider to be essential and relevant to the IWMA.

C. Questions

All questions (requests for interpretations or corrections) pertaining to the content of this RFP must be made in writing to iwma@iwma.com with the email subject line of: **QUESTIONS - Education RFP** by **[DATE]**, 3:00 p.m. (PST). Requests submitted after said date may not be considered. Questions will receive a response within five (5) business days. Questions and responses will be posted (anonymously) on the IWMA website: <https://iwma.com/about/requests-for-proposal/>. The IWMA reserves the right to determine the appropriateness of comments/questions that will be posted on the IWMA website.

D. Submittal Instructions

If you or your firm is interested and qualified, please submit one (1) electronic copy of your proposal, in Adobe (pdf), to iwma@iwma.com with the email subject line of: **PROPOSAL - Education RFP**, by **[DATE]**, 3:00 p.m. (PST).

SECTION IV - RFP PROPOSAL EVALUATION AND SELECTION PROCESS

A. Criteria Weight

The proposals shall be reviewed based on the following criteria and scale. One of the most important criteria are the qualifications of the firm and the costs of services. The goal is to contract with a firm that is qualified and cost-effective:

- 1. Intent of Proposal:** 5% - bidding on one or both proposed scopes of work. The IWMA gives preference to a firm that can fulfill both proposed scopes of work.
- 2. Qualifications of Firm and Personnel:** 20% - expertise, experience, and capability of the proposer to provide outstanding education services in alignment with the Agency's goals.
- 3. Samples of Past Work:** 15% - evidence of successes and previous program breadth.
- 4. Sample Proposed Work Plan:** 20% - reviewed for quality and potential impact.
- 5. Additional Information:** 5% - location of firm and availability of appropriate professionals as needed for presentations or other circumstances. Other information may be provided as well.

6. Local and/or State Government Client References: 15% - reference checks.

7. Budget, Retainer, and/or Rates: 20% - overall cost of the proposal and the levels of service the IWMA can expect to receive from the proposer.

Proposals will be reviewed upon receipt and the most qualified firms may be requested to make a presentation to the IWMA Executive Committee and/or full Board. The recommendation of IWMA Staff will also be presented to the IWMA Executive Committee and/or full Board for approval of selection.

B. Final Selection

IWMA Staff will formulate its recommendation for award of the Contract and forward its selection to the full Board for approval. The final contract will be signed by the IWMA Board President.

C. Contract Award and Execution

The IWMA reserves the right to enter a contract without further discussion of the submitted proposal. Therefore, the proposal should be initially submitted on the most favorable terms the proposer can offer. The IWMA reserves the right to withdraw the RFP in whole or in part, at any time and for any reason. Submission of a proposal confers no rights upon a proposer and does not obligate the IWMA in any manner. The IWMA reserves the right to award no contract and to solicit additional offers at a later date.

Each proposer, by submitting a proposal, agrees that if the IWMA accepts its proposal, such proposer will furnish all items and services upon the terms and conditions in this RFP and subsequent contract. Proposals that do not meet the mandatory requirements set forth in this RFP will not be considered. Proposers may be disqualified, and the proposal may be rejected by the IWMA for any of, but not limited to, the following reasons:

- Failure to properly respond to the Request for Proposal (RFP).
- Evidence of collusion among the proposers submitting the proposals.
- Failure to comply with the specification requirements of the RFP.

Terms, conditions, prices, methodology, or other features of the proposal may be subject to negotiation and subsequent revision. As part of the negotiations, the proposer may be required to submit additional financial information and other data to allow for a detailed evaluation of the feasibility, reasonableness, and acceptability of the proposal.

The RFP document and the successful proposal, as amended by agreement between the IWMA and the successful proposer, including e-mail or written correspondence

relative to the RFP, may become part of the contract documents. Additionally, the IWMA may verify the successful proposer's representations that appear in the proposal. Failure of the successful proposer to perform as represented may result in elimination of the successful proposer from competition or in contract cancellation or termination.

The requirements listed in this RFP are not negotiable and will remain unchanged unless the IWMA determines that a change in such requirements is in the best interest of the IWMA.

The IWMA expressly reserves the right, in its sole judgment, to accept or reject any or all proposals, with or without cause, modify, alter, waive any technicalities or provisions, or to accept the proposal which, in its sole judgment, is determined to be the best evaluated offer resulting from negotiation and taking into consideration other evaluation factors set forth in the RFP. The successful proposer will be expected to enter a contract with the IWMA. If the successful proposer fails to sign a contract within fifteen (15) business days, unless the IWMA grants an extension, following the delivery of the contract documents, the IWMA may elect to negotiate a contract with the next-highest ranked proposer.

The IWMA shall not be bound, or in any way obligated, until both parties have executed a contract. The selected proposer may not incur any chargeable costs prior to final contract execution. The foregoing should not be interpreted to prohibit either party from proposing additional contract terms and conditions during the negotiation of the final Contract.

The supplies and services are to be provided in compliance with all applicable state and federal standards, rules, and regulations. The IWMA reserves the right to request additional written and/or oral information from proposers at any time before contract award, to obtain clarification of their responses.

SECTION V - GENERAL CONDITIONS

A. IWMA Rights & Options

1. All proposals must be submitted to the IWMA email address: iwma@iwma.com with the email subject line of: **PROPOSAL – Education RFP** in Adobe (pdf) format by **[DATE]**, 3:00 p.m. (PST). **Late proposals will not be considered.**
2. All costs incurred in the preparation and submission of proposals and related documentation will be borne solely by the proposer.
3. This RFP does not constitute an offer of employment or contract for services.

4. The IWMA may, in its sole and absolute discretion, accept or reject all proposals, in whole or in part, with or without cause, in response to this RFP and to make more than one award, or no award, or postpone or cancel, at any time, this RFP process, if the IWMA determines such action to be in its best interests.
5. The IWMA reserves the right to remedy technical errors, modify the published scope of services and approve or disapprove the use of all sub-consultants.
6. The issuance of this RFP does not constitute an agreement by the IWMA that any subsequent selection process will occur, or that any contract will be entered into by the IWMA. Proposals and other materials will not be returned.
7. The IWMA has the right to use any or all ideas or concepts presented in any proposal or interview without restriction and without communication to all applicants.
8. All documents submitted to the IWMA in response to this RFP will become the exclusive property of the IWMA.
9. All proposals shall remain firm for one hundred twenty (120) days, following the closing date for receipt of proposals.
10. The IWMA reserves the right to award the contract to the firm who presents the proposal which, in the judgment of the IWMA, best accomplishes the desired results.
11. The term of the contract will be five (5) years with a start date of **[DATE]**, 2023. The contract may be renewed at the discretion of the IWMA for up to two consecutive two (2)-year periods. Any request by the firm to increase pricing may not exceed national or regional CPI and must align with the IWMA's budget cycle.
12. Any contract awarded pursuant to this RFP will incorporate the requirements and specifications contained in this RFP. All information presented in a proposal will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the IWMA during subsequent negotiations.
13. Under the provisions of the California Public Records Act (the "Act"), Government Code section 6250 et seq., all "public records" (as defined in

the Act) of a local agency, such as the IWMA, must be available for inspection and copying upon the request of any person. Under the Act, the IWMA may be obligated to provide a copy of all responses to this RFP, if such requests are made after the contract is awarded. One exception to this required disclosure is information which fits within the definition of a confidential trade secret [Government Code section 6254(k)] or contains other technical, financial, or other data whose public disclosure could cause injury to the proposer's competitive position. If any proposer believes that information contained in its response to this RFP should be protected from disclosure, the proposer MUST specifically identify the pages of the response that contains the information by properly marking the applicable pages and inserting the following notice in the front of its response:

NOTICE: *The data on pages _ of this response identified by an asterisk (*) contain technical or financial information, which are trade secrets, or information for which disclosure would result in substantial injury to the proposer's competitive position. Proposer requests that such data be used only for the evaluation of the response but understands that the disclosure will be limited to the extent the IWMA considers proper under the law. If an agreement is entered into with the proposer, the IWMA shall have the right to use or disclose the data as provided in the agreement, unless otherwise obligated by law.*

14. The IWMA will not honor any attempt by proposer to designate its entire proposal as proprietary. If there is any dispute, lawsuit, claim or demand as to whether information within the response to the RFP is protected from disclosure under the Act, proposer shall indemnify, defend, and hold harmless the IWMA in any action arising out of such dispute, lawsuit, claim, or demand.
15. The proposer warrants that no official or employee of the IWMA has an interest, has been employed or retained to solicit or aid in the procuring of any contract resulting from this RFP, if any, and further warrants that such person will not be employed in the performance of the contract without immediate written notice to the IWMA.
16. Firms submitting proposals shall warrant that their offer is made without any previous understanding, agreement, or connection with any person, firm or corporation submitting a separate proposal for the same service and is in all respects fair, without outside control, collusion, fraud, or otherwise illegal action. This condition shall not apply to proposals which are submitted by firms who have partnered with others to submit a cooperative

proposal that clearly identifies a primary contractor and the associated sub-contractors.

17. Proposers shall comply with all laws and regulations governing nondiscrimination in employment, including the Americans with Disabilities Act of 1990, the Fair Employment and Housing Act (California Government Code, § 12900, et seq.), and the applicable regulations promulgated thereunder (2 California Code of Regulations, § 7285, et seq.).

Nondiscrimination: The proposer, regarding the work performed by them during the Contract, shall not discriminate on the grounds of race, color or national origin or other legally protected criteria in employment or the selection and retention of any potential subcontractors.

18. Unforeseen additional items and/or services may be required. The IWMA therefore reserves the right to negotiate with the successful proposer for additional items and/or services beyond what is described in the final contract.

B. Changes to the RFP

This RFP is posted on the IWMA's website: <https://www.iwma.com/about/requests-for-proposal/>. Any changes, additions, or deletions to this RFP will be in the form of written addenda issued by the IWMA. Any addenda will be posted on the website. Prospective proposers must check the website for addenda or other relevant added information during the response period. The IWMA is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this RFP. Any proposer who has already submitted their proposal and desires to make corrections, may remove and replace their proposal up to the date and time for which this RFP closes.

C. Communications

All communications concerning this RFP shall be directed to iwma@iwma.com with the email subject line of: **Education RFP**. All other communication is not binding and shall in no way modify the RFP or the obligations of the IWMA.

After the solicitation has closed, proposers can view the RFP on the IWMA website where any available award information will be posted and updated within the solicitation. Any questions and requests for information must be addressed to iwma@iwma.com with the email subject line of: **QUESTIONS - Education RFP**.

D. Insurance

The selected proposer will be required to provide insurance coverage in the amount of one million dollars (\$1,000,000) Commercial General Liability Insurance, and two million dollars (\$2,000,000) of Professional Liability Insurance.

INSURANCE REQUIRED	COVERAGE LIMITS
Commercial General Liability & Property Damage	\$1,000,000 Per Occurrence
Professional Liability	\$1,000,000 Per Occurrence \$2,000,000 Aggregate
Auto Liability / Property Damage / Bodily Injury	\$1,000,000 Per Occurrence
Workman's Compensation & Disability Benefits	\$1,000,000 Per Occurrence

The selected proposer shall provide, within five (5) days after the contract for services is executed by all parties, a certificate of liability insurance naming the IWMA and its employees and officers as additionally insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to the IWMA.

E. Exceptions and Deviations

Any exceptions to or deviations from the requirements set forth in this RFP must be declared in the proposal submitted by the proposer. Such exceptions or deviations must be segregated as a separate element of the proposal under the heading "Exceptions and Deviations". The IWMA may waive any immaterial deviation or defect in a proposal.

F. Award

The IWMA reserves the right to make awards within One Hundred Twenty, (120) days after the date of the RFP closing.

TO: San Luis Obispo County Integrated Waste Management Authority
FROM: Sasha Del Giorgio, Clerk of the Board
RE: Draft February 8, 2023, IWMA Board Meeting Agenda

BACKGROUND:

N/A

RECOMMENDATION:

Staff recommends that your Executive Committee review, discuss, and approve the draft February 8, 2023, IWMA Board Meeting Agenda, and provide staff direction as deemed appropriate.

FISCAL IMPACT:

N/A

ATTACHMENTS:

- A. 2023-02-08 Draft BOD Agenda

San Luis Obispo County Integrated Waste Management Authority
BOARD MEETING AGENDA

Wednesday, February 8, 2023

1:30PM

In-person Meeting:

870 Osos Street, San Luis Obispo, CA. 93401



Mission Statement:

The Mission of the IWMA is to provide coordinated efforts to follow state waste and recycling policy on behalf of member agencies through practical, cost-effective programs, education, and technical support.

IWMA BOARD MEMBERS:

Jan Marx, President, City of San Luis Obispo,
Robert Robert, Vice-President, City of Grover Beach
Charles Bourbeau, Past-President, City of Atascadero
James Guthrie, City of Arroyo Grande
John Hamon, City of El Paso de Robles
Laurel Barton, City of Morro Bay
Scott Newton, City of Pismo Beach
Robert Enns, Special Districts

Public Comment - The IWMA Board and Executive Committee welcomes your remote input. State law does not allow the Board to discuss or act on issues not on the agenda, except that members of the Board or Staff may briefly respond to statements made or questions posed. Limited to three (3) minutes per speaker. All persons desiring to speak during any public comment may do so in the following ways: Community members are encouraged to submit agenda correspondence in advance of the meeting via email to the Clerk of the Board at sdelgiorgio@iwma.com. Correspondence will be published on the IWMA website with a final update at 9:00 AM on the day of the meeting. During the meeting, members of the public may supply public comments through Zoom using the information above.

Americans with Disabilities Act Compliance - In compliance with the Americans with Disabilities Act (ADA), the IWMA is committed to including the disabled in all its services, programs, and activities. If you need special aid to participate in this meeting, please contact the IWMA Sasha Del Giorgio, Clerk of the Board at least 72 hours before the meeting to enable the IWMA to make reasonable arrangements to ensure accessibility to the meeting. The IWMA Clerk of the Board can be reached at (805) 781-2192 and through email at sdelgiorgio@gmail.com.

The IWMA Board Meeting Agenda is available for public viewing from the exterior of the IWMA's office found at 870 Osos Street, San Luis Obispo, California, and on the IWMA website <https://iwma.com/about/agendas-and-minutes/>. Persons with questions concerning any agenda item may call the IWMA at (805) 782-8530.

1. Call to Order

Led by President Jan Marx.

2. Roll Call

Taken by Clerk of the Board, Sasha Del Giorgio.

3. Pledge of Allegiance

Led by President Jan Marx.

Non-Agenda Public Comment Period

Regular Agenda Public Comment Period

Regular Agenda

4. IWMA Board Member Orientation

Adjournment