

MEETING DATE: 10/25/10

AGENDA ITEM: Approval of Professional Services Agreements with Stephen Groner, SGA, Inc. and Kevin Sales, KJServices Environmental Consulting to Support the Implementation of the Department of Conservation Multifamily Beverage Container Program

ATTACHMENTS

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S. Groner Associates, Inc. (in a nutshell)

Once Upon a Time...

S. Groner Associates (SGA) is a social marketing firm that was founded in 1998 with the express purpose of affecting positive change in the communities and for the clients that we serve.

Now in the firm's eleventh year, this principle has been the driving force behind selecting the projects we choose to pursue. Contracts pertaining to sustainability and the environment are without a doubt the central focus of our work. In particular, issues related to recycling and solid waste have been one of our primary interest areas; even predating the company's establishment when the President of SGA, Stephen Groner, was an employee with Los Angeles County Waste Management Division 20 years ago.

We Really Get Around

Because of our company's promise to make a positive impact on the environment, our employees are as committed to improving the local community as they are talented in executing their work. From journalism to environmental engineering to graphic and web design, our staff's specialties are both relevant and comprehensive. SGA is comprised of a dedicated band of individuals, whose unwavering commitment to serving the needs of their clients align seamlessly with the fundamental values of the firm. The following is a list of services that SGA offers:

- Research and evaluation

Highlights: SGA authored a scholarly journal article detailing the results of a CBSM study that we designed and implemented for the U.S. Environmental Protection Agency. This article was recently accepted for publication by the peer-reviewed journal Social Marketing Quarterly.

- Online outreach and web programming

Highlights: For the City of Irvine Zero Waste Program, we built the program's web site from scratch and within one year increased web traffic to over 20,000 page hits a month.

- New Media

Highlights: We built the City of Los Angeles Stormwater Program's award winning electronic media program from the ground up. This includes a Facebook page, an eNewsletter, a YouTube channel and a blog.

- Community based social marketing (CBSM) behavior change campaigns

Highlights: For the County of Santa Clara Used Oil Recycling Program, we increased recycling by over 130% in two years.

- Media relations

Highlights: For multiple clients, such as the City of Los Angeles and the US Environmental Protection Agency, have secured hundreds of placements in media outlets such as: Associated Press, Los Angeles Times, Daily News, National Public Radio affiliates, News Central, CBS, New York Times, San Francisco Chronicle and dozens of blogs.

- Advertising (design and placement)

Highlights: For the San Bernardino County Storm Water Program, we have annually secured on

average over \$100,000 in pro bono advertising and services through strategic partnerships for the last five years.

- Event planning and meeting facilitation

Highlights: For the County of Los Angeles, we successfully facilitated community meetings (to a bilingual audience) to collect direct input and support for a community beautification project.

- Community relations and outreach

Highlights: For the Rainwater Harvesting Program, SGA was responsible for obtaining 600 sign-ups for a rain barrel installation. After facilitating partnerships, conducting media relations and hosting meetings we ended up receiving just over 3,000 applications.

- Graphic design

Highlights: SGA has developed design and branding for dozens of municipalities throughout Southern California (see samples at www.sga-inc.net)

Don't Just Take Our Word for It

Our breadth of experience has not been a detriment to the quality of work that we offer. In fact, SGA's projects have consistently garnered awards for our clients, including:

- 2010 Public Relations Society of America (PRSA) Silver Anvil Award: National award for government public service for the USEPA's Fish Contamination Education Collaborative (FCEC)



- 2010 National Association of Clean Water Agencies' (NACWA) Public Information & Education Award: National award for the social media campaign for the City of Los Angeles Stormwater Pollution Prevention Program
- 2009 United States Environmental Protection Agency – 2009 Citizen's Excellence in Community Involvement Award in recognition of SGA's work with the Fish Contamination Education Collaborative
- 2009 National Achievements in Environmental Justice Award in recognition of SGA's work with the Fish Contamination Education Collaborative
- 2009 American Public Works Association: City of Irvine- Zero Waste Food Rescue Program
- 2009 California Water Environmental Association: Los Angeles Basin Section Public Education Award for Kids Ocean Day
- 2008 American Public Works Association: City of Irvine- Environmental Programs Web Site
- 2008 Web Marketing Association: "Government Standard of Excellence" Award recognizing the City of Irvine Environmental Programs website
- 2007 California Integrated Waste Management Board: "Model Program" designation for the City of Long Beach's CBSM used oil recycling campaign
- 2006 American Public Works Association: City of Los Angeles- National award for community outreach and education
- 2005 California Stormwater Quality Association Public Education Award: Best Statewide Outreach Program, establishing partnerships with businesses to educate targeted DIY'ers regarding pollution prevention
- 2005 Latino Marketing Award – Community Outreach: partnering with the community and business organizations in the neighborhood of Highland Park to create a community mural along the main business thoroughfare (Figueroa Street)

attachment 1

- 2004 Keep America Beautiful – National 1st Place Prize: coordinating a children’s adopt a beach clean up project in conjunction with more than 25 local schools, the California Coastal Commission, City of LA, and the Malibu Foundation
- 2004 California EPA HHW/Used Oil Recycling Program Awards – Togetherness Award: partnering with local businesses including auto parts accessory stores, swap meets, and local laundromats to reach do-it-yourselfers in East Los Angeles
- 2003 Public Relations Society of America Awards – PRism Award for Excellence for Public Service Campaign: Community-Based Social Marketing project targeting the El Sereno community in East Los Angeles
- 2003 Cal/EPA HHW/Used Oil Recycling Program Awards – Program Innovation Award: developing partnerships with car clubs to outreach to the target audience of used oil do-it-yourselfers
- 2002 Public Relations Society of America Awards – PRism Award for Excellence for Public Service Campaign – Community-Based Social Marketing project regarding increasing awareness of HHW in the community
- 2002 American Public Works Association Awards – Program of the Year Award: City of Los Angeles Storm Water Public Education Program

Additional recognition of SGA’s success comes in the *Los Angeles Business Journal*’s Book of Lists of Los Angeles County’s Top Independent Public Relations Firms. For the last five years, SGA has been included in the Journal’s list of the Top 15 firms in Los Angeles County.

**The Los Angeles
Business Journal ranked
SGA as one of top
Independent Public
Relations Firms for the
last five years.**

Straight from the Horse's Mouth, So to Speak

Of course we pride ourselves on doing great work, but equally important is making sure our clients are happy. Below are some thoughts we've heard from them. We also have references that we'd be happy to pass along. In short, we do great work and we work hard which is why we pride ourselves on numbers like a 93% contract renewal rate.

Thank you for all of your hard work and for making the City's Stormwater Program the leader that it is. I'm so glad we have you on our team!

- Joyce Amaro, City of Los Angeles

SGA is a first rate act: exceptional work by the nicest, most committed people in the field.

- Sean Flynn, US EPA

SGA has a true commitment to the communities and clients they serve. It has been a pleasure coordinating outreach with such a knowledgeable staff.

- Christina Dixon, City of Huntington Park

SGA has the unique ability to develop and sustain strong relationships. The firm is knowledgeable, passionate and experienced.

- Tom Leary, City of Long Beach

The SGA staff always impresses me with creative ideas on how to present outreach information.

- Angie Burgh, City of Irvine

SGA, S. Groner and Associates, Inc

Marketing and Program Implementation Duties/Tasks

1. Track, Record and References
2. Developing a Database
3. Setting up a Timeline
4. Educational Materials
 - A. Branding
 - B. Multi-family recycling Brochure
 - C. Program Posters
 - D. Totes
 - E. Promotional Item
 - F. PSA
 - G. Outreach Events
 - H. Presentations
 - I. Recycling bin Decals
 - J. Recycling Site Signs
5. Records and Data
6. Quarterly Reports
7. Final Report

KJServices Environmental Consulting

Operational Duties/ Tasks

1. Coordination with management of HOA, Apartment complex to determine start date for service, number and type of recycling containers for each participating complex (based on the complex size and their current level of trash service), locations for the recycling bins, additional services needed
2. Coordinate delivery of the recycling containers. Apartment recycling totes will be stored at PW-EPO and will either be delivered with the recycling containers or at an on-site recycling training meeting for residents. Will coordinate what is beneficial for complex and rollout at each particular location.
3. Assist with recycling training to residents, property maintenance, (as necessary and appropriate in conjunction with SGA staff's education).
4. Determine and monitor recycling collection frequency with PW-EPO staff.
5. Communication to verify that all appropriate program materials have been delivered to the participating complex before service begins. This includes items such as recycling posters, recycling site signs, presentations etc.
6. Monitor the delivery of the recycling containers and their service. Check for contamination problems or other issues (broken lids, damaged bins, etc.)
7. Accept and or gather program feedback from residents, managers and owners. Channel feedback to the City and SGA for additional actions.
8. Develop weekly driver's report form and gather the driver's input and notes on the program, the status of the recycling containers, and any other operations related observations.
9. In coordination with SGA staff, conduct site visits to check the recycling containers and the quantity and quality of the recyclables. Checks may be made either on-property or on the collection day when the bins are pulled out on to the street.
10. Work with city staff at dispatch to track the weight of the collected recyclables by bin and by complex. If the collection vehicle is equipped with onboard scales each bin weight will be able to be tracked. If not the weights per bin and per complex will be extrapolated from the weight of the total recycling load.
11. Conduct quarterly recycling audits to determine the makeup of the collected recyclables by material.
12. Monitor and respond to problems or complaints received by EPO dispatch from the participating multifamily complexes and/or their residents related to program.