

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u> 10/25/10 </u>		Item Number: C-5	
CITY COUNCIL 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.			
Contact Person/Dept.: Catherine Vargas		Phone Number: (310) 253-6411	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Meetings and Agendas – City Council (10/20/10)			
Department Approval: Charles D. Herbertson(10/15/10)		City Attorney Approval: Carol Schwab (by H. Baker) (10/19/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/20/10)		City Manager Approval: John M. Nachbar (10/20/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve professional services agreements with Stephen Groner, SGA, Inc. not to exceed \$210,400.00 and Kevin Sales, KJServices Environmental Consulting not to exceed \$56,600 to support the implementation of the Department of Conservation Multi-Family Beverage Container Grant (Grant Program). <u>BACKGROUND:</u> The California Department of Conservation (DOC), Division of Recycling administers the California Beverage Container Recycling and Litter Reduction Act (Act) which governs the recycling of California Redemption Value (CRV) beverage containers. The primary goal of the recycling program is to achieve an 80% recycling rate for all aluminum, glass, plastic and bi-metal beverage containers sold in California. The Department also supports efforts to reduce greenhouse gas emissions, such as those exemplified in the California Global Warming Solutions Act of 2006. On December 15, 2008, DOC awarded Culver City a grant in the amount of \$777,421 to establish a multifamily recycling program in the Fox Hills neighborhood of the City. The grant requires no Culver City matching funds. However the City will provide in-kind support in the form of staff time for planning, liaison and oversight. On June 28, 2010, the City Council authorized a budget amendment related to the			

City of Culver City, California
Agenda Item Report

award of the 2008/2009 Department of Conservation Multi Family Beverage Container Recycling Grant.

On July 9, 2010 a Request for Proposals for the Grant Program was released in full accordance with city policy.

Within the first week of release over 40 individuals and several companies downloaded the RFP. Staff received six written proposals submitted to the City Clerk's Office. Of the six proposals submitted, three were deemed complete and in compliance with the RFP's guidelines and requirements.

After a thorough analysis, reference checking and discussion, staff interviewed the three proposers and allowed them to present their proposal in more detail. .

Of the three proposers, two displayed extraordinary success in the field of community based marketing and operations. They also demonstrated familiarity with Culver City issues and the ability to work independently and cooperatively within the timeline dictated by the grant.

DISCUSSION:

Should the City Council approve the proposed Agreements, work would begin immediately. The final grant paperwork documents would be submitted to the DOC by November 2011. Staff expects this program to be self sustaining and fully incorporated within the Public Works Department's Refuse and Recycling operations upon completion of the grant program.

The program includes these key elements:

- Establishing multifamily recycling bins to be located throughout the Fox Hills neighborhood using a variety of bins. Further, recycling programs will be expanded to include apartment and condominium complexes. The program's goal is to establish at least 200 additional recycling bins at multifamily complexes in the Fox Hills neighborhood.
- Branding the program thru various marketing outreach strategies including community based marketing, promotional items, posters, brochures and presentations.

Two consultants were selected to collaborate on bringing the entire scope of this project to fruition.

Stephen Groner Associates, Inc. (SGA) has an exemplary track record of implementing municipal programs related to the environment. This firm has won several awards and

City of Culver City, California
Agenda Item Report

is a leader in community based marketing. SGA will provide the team to put together all the marketing pieces and provide the bulk of the interaction with the community.

KJ Services, Inc. (KJS) is also a leader in environmental consulting and streamlining processes to create seamless programs. KJS will coordinate the logistical and operational aspect of placement of the containers, working in tandem with the rollout of the marketing. KJS will coordinate the dispatch staff and the management companies at each of the multi-family units that join the program.

FISCAL ANALYSIS:

The grant requires no Culver City matching funds. However the City will provide in-kind support in the form of staff time for planning, liaison and oversight.

On June 28, 2010, the City Council approved a budget amendment to recognize the grant award. Grant funds are to be disbursed on a reimbursement basis. Staff will submit invoices regularly to ensure the City is reimbursed in a timely manner.

ATTACHMENTS:

1. SGA Inc. In a Nutshell.
2. KJ Services, Inc. Operational Duties / Tasks
3. Stephen Groner Associates, Inc. Marketing and Program Implementation Duties / Tasks

MOTION:

That the City Council:

1. Approve professional services agreements with Stephen Groner, SGA, Inc. not to exceed \$210,400.00 and Kevin Sales, KJServices Environmental Consulting not to exceed \$56,600 to support the implementation of the Department of Conservation Multi-Family Beverage Container Grant (Grant Program)
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.