



## CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

### AGENDA ITEM

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Report: Award PSA for Public Outreach Regulatory Compliance

1. Motion authorizing the City Manager, or a designee, to execute a Professional Services Agreement (PSA) with CV Strategies for consulting services for public outreach regulatory compliance to educate residents and businesses on proper waste sorting and mandatory recycling, in compliance with local and state regulations, including initiatives for composting and edible food recovery.

### COUNCIL ACTION

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**Item Type:** Consent Calendar

**Approved for** September 17, 2024 **calendar**

### EXECUTIVE SUMMARY

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To ensure compliance with local and state regulations as it relates to proper sorting methods, mandatory recycling and composting, and edible food recovery initiatives, it is imperative that the city create an outreach and education program appropriately designed for our residents and businesses. The Public Works Department (PWD) posted a "Request for Proposal" (RFP) inviting qualified firms to present a proposal to partner with us in achieving this goal. The Department received three bids; with the highest scoring and lowest cost coming in from CV Strategies.

The proposed PSA with CV Strategies is for three years and \$125,000. CV Strategies possesses relevant experience in working with local municipalities on environmental initiatives and has a proven track record in public outreach and regulatory compliance success.

## RECOMMENDATION

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Approve a motion authorizing the City Manager, or a designee, to enter into and execute a professional services agreement (PSA) with CV Strategies for consulting services for public outreach regulatory compliance for a total amount of \$125,000 for three years

## ANALYSIS

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Stringent state legislation now requires California cities to substantially reduce organic waste and disposal of this material while meeting targeted diversion goals. Local municipalities are tasked with ensuring that residents and businesses are provided with the necessary information and resources to achieve compliance. To better provide these mandated services, PWD issued an RFP on June 26, 2024, seeking consultant services for public outreach related to regulatory compliance.

Three consultant firms (CV Strategies, ReCreate Collaborative LLC, and Stephen Groner and Associates) submitted proposals by the City's RFP deadline of July 22, 2024. The proposals were evaluated by IWM staff on the following criteria:

CRITERIA	Weight
Team Expertise and Qualifications	25%
Quality, Clarity, and Responsiveness	20%
Proposal Action/Workplan	20%
Relevant Project Experience	20%
Cost Proposal	15%

The result of RFP evaluation is as follows:

Consultants	Overall Score	Placement
CV Strategies	91	1
SGA	79	2
ReCreate	74	3

Upon review of the submitted proposals, PWD found that the proposal submitted by CV Strategies to be the highest ranked of the three proposals received. The proposal from CV Strategies demonstrated their extensive experience and qualifications with environmental initiatives and public outreach and it was also the lowest cost proposal received.

City Council approval of this proposed PSA is required because of another Public Works Department PSA currently in place with CV Strategies for three years and \$105,000 related to an urban forestry initiative.

## STAKEHOLDERS/OUTREACH

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The intent of the proposed PSA with CV Strategies is to implement a comprehensive outreach strategy designed to educate, engage, and empower our community on the importance of proper waste disposal and compliance with state environmental regulations

including recycling, composting, and organic waste reduction. Our target audiences include single-family and multi-family residents, businesses, property managers, and schools. Outreach will consist of a multi-faceted approach that includes digital campaigns, educational workshops, community events, and direct mailings. Social media platforms, email newsletters, and a dedicated website will also be used to ensure widespread access to information. Additionally, we intend to collaborate with these targeted groups to tailor our messaging and outreach efforts, ensuring all stakeholders are well informed, engaged, and motivated to participate in sustainable waste management practices.

## **FISCAL IMPACT**

The public outreach regulatory compliances three-year PSA with CV Strategies will cost \$125,000, in which the first year cost of \$54,405 was approved as a part of the FY 2024-25 budget. No new appropriation is being requested at this time. The City Council approved funding is outlined below:

<b>Existing Appropriation</b>		
<b>Amount</b>	<b>Account String</b>	<b>Funding Source</b>
\$54,405	43110-5300-PWD-7523-P0000	Refuse Disposal Fund

The funding for the remaining two years will be requested as a part of the annual budget process.

## **ENVIRONMENTAL REVIEW (CEQA/NEPA)**

The action being considered does not constitute a “project” within the meaning of the CEQA pursuant to CEQA Guidelines Section 15378(a) as it has no potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment.

## **CAMPAIGN DISCLOSURE**

The names and business addresses of the members of the board of directors, the chairperson, CEO, COO, CFO, Subcontractors and any person or entity with more than 10% interest in the company are attached in Exhibit 1, in accordance with the City Campaign Finance Ordinance No. 5744.

## **ALTERNATIVES TO STAFF RECOMMENDATION**

Alternative 1: Do not move forward with the PSA with CV Strategies and staff will seek out other methods to reduce waste and achieve regulatory compliance.

Alternative 2: The City Council may direct staff to enter into an agreement with one of the other two proposers.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

## **ADMINISTRATIVE ACTION**

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**Submitted by:**

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**Prepared by:**

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Orlando Urquidez, Senior Public Works Management Analyst

**Approved by:**

Roubik R. Golanian, P.E., City Manager

## **EXHIBITS/ATTACHMENTS**

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1. Campaign Finance Disclosure Form