

Leaf Blower Outreach Consultant RFP

Summary

City Council directed staff to investigate having a consultant conduct outreach and engagement regarding an upcoming ordinance banning the use of gas-powered landscaping equipment. The consultant would work with businesses and residents to inform them of the ban on gas-powered leaf blowers, and raise awareness of how they can switch to electric landscaping equipment.

Staff reached out to 3 companies to conduct this outreach. Staff received 3 responses, with 2 companies declining the opportunity. American Green Zone Alliance (AGZA) responded with a proposal of \$19,993.80, which includes outreach work and materials in multiple languages. Staff recommend proceeding with AGZA due to their response and experience in landscaping industry and in-depth knowledge of landscaping equipment.

The Office of Sustainability budgeted \$20,000 for outreach regarding a gas-powered leaf blower ban. Staff recommend executing a professional service agreement with AGZA for the outreach.

RFP: Leaf Blower Outreach Scope of Work

The City of Glendale is passing an ordinance to ban the use of gas-powered leaf blowers. City Council has asked that we do an education and outreach campaign to inform the community of the proposed ban. Thus, we need to go to CC with a cost estimate of a campaign. If SGA Marketing would be interested in such work, I would need a proposal by end of day Friday, April 14th.

Below is the scope of work for our leaf-blower outreach. We are happy to discuss to clarify anything. We would like a proposal with cost estimates.

Scope of Work – Leaf blower Outreach

Hire a consultant to assist staff with a program to engage and educate the landscape business and residential community of Glendale on the City's ordinance to implement a gas-powered leaf-blower ban.

Consultant shall:

1. Design and prepare content for dissemination.
2. Launch a multi-channel awareness campaign to educate businesses and homeowners about the ban, its purpose and the alternatives available.
3. Organize workshops and seminars to provide in-depth information about the ban and available alternatives.
4. Develop content for a website, with FAQs to provide businesses and residents information on the ban, purpose, and alternatives.
5. Outreach to business associations and chambers of commerce so they can inform their constituents.
6. Collect feedback and community support sentiment.
7. Duration: We would like an initial start off campaign that includes content development, social media, FAQ etc. Then every six months a week's refresher campaign for a period of two years.

Estimated budget of \$20,000.

Consultancies Engaged

- [ReCreate Waste Collaborative](#)
- [SGA Marketing](#)
- [American Green Zone Alliance](#)

AGZA's Response

AGZA's response to the RFP is the following two documents:

- Glendale LBO 1
- Glendale LBO 2

April 14, 2023

American Green Zone Alliance (AGZA)
3950 Laurel Canyon Blvd Ste,1191
Studio City, CA 91614
(310) 779-9785



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Summary – The City of Glendale seeks to hire a consultant to assist staff with a program to engage and educate the landscape business and residential community of Glendale on the City’s ordinance to implement a gas-powered leaf-blower ban, current cost reduction programs, and information about current commercial rated battery electric equipment available on the market.

The American Green Zone Alliance (AGZA) is currently working with the City of Glendale on AGZA Green Zone Certifications and has conducted a day of outreach through the CORE program to initially engage the city about that program.

AGZA feels we would be a valuable partner and resource for the City of Glendale to conduct the type of outreach Glendale seeks to engage their residents, commercial property owners and management, as well as small businesses who provide gardening services within the City of Glendale.

Campaign/Outreach Design – AGZA proposed campaign for City of Glendale Leaf Blower Outreach (LBO) initiative:

- Design and prepare content for dissemination – ***Meet with city staff to understand specific rules and requirements of the proposed leaf blower ban for the City of Glendale to create/prepare appropriate content for dissemination.***
- Launch a multi-channel awareness campaign to educate businesses and homeowners about the ban, it’s purpose and the alternatives available – ***Develop/ Create City of Glendale LBO outreach flyers/door hangers in English/Spanish/Armenian, digital outreach through social media channels, email, and local Spanish Radio***
- Program details – ***Take guidance from City of Glendale staff to understand and produce specific LBO details for city outreach efforts***
- Organize workshops and seminars to provide in-depth information about the ban and available alternatives - ***Coordinate and conduct program workshops with municipalities, school districts, universities, and private industry to engage and educate LBO specifics and how to participate in battery electric cost reduction programs, equipment testing and tutorials.***
- Develop content for a website, with FAQs to provide businesses and residents information on the ban, purpose, and alternatives – ***AGZA will provide the city with this request based on the specifics of the City of Glendale’s LBO program.***
- Outreach to business associations and chambers of commerce so they can inform their constituents – ***AGZA will work with the City of Glendale to indemnify and reach out to business associations and chambers of commerce to provide LBO details and encourage these entities to help inform their constituents.***
- Collect feedback and community support sentiment – ***AGZA will work with city staff to create a survey sheet to collect and understand level of community support.***
- Duration: We would like an initial start off campaign that includes content development, social media, FAQ etc. Then every six months a week’s refresher campaign for a period of two years – ***AGZA can accommodate this structure. AGZA suggests two webinars coordinated with city staff in a one year period.***

Scope of Work & Tentative LBO Schedule (12-month example)

DATE	ACTIVITY	OUTCOME
4/21/23	Kick off meeting with City of Glendale staff team regarding Leaf Blower Outreach (LBO)	Coordinate with City of Glendale staff proposed development of outreach collaterals, official initiative announcement, tentative live workshops schedule, social media, and email outreach frequency
4/28/23	Create City of Glendale LBO outreach collateral content for flyers/door hangers in English/Spanish/Armenian, any proposed ban details. Links & QR codes to battery electric equipment cost reduction programs pages on City of Glendale and AGZA websites	Digital and printed flyers/door hangers designed and approved by the city for printing and posting through digital means. Links, QR codes to battery electric equipment cost reduction programs ready for dissemination
5/10/23	Complete City of Glendale's LBO in English/Spanish in a dedicated section on AGZA's website	AGZA will utilize our website for additional information resource for the LBO
5/19/23	First round of social media and email outreach, official LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links
8/11/23	Second round of social media and email outreach, ongoing LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links and schedule date and location for first in person workshop

DATE	ACTIVITY	OUTCOME
9/21/23	Conduct first in person LBO event	Collect feedback from participants, small businesses, institutional operators, home, and commercial property owners. Video, and photo document workshop to be used as marketing collaterals for ongoing outreach and marketing
11/11/23	The third round of social media and email outreach, ongoing LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links
1/11/24	The fourth round of social media and email outreach, ongoing LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links
2/12/24	The fifth round of social media and email outreach, ongoing LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links and schedule date and location for first in person workshop
3/5/24	Conduct second in person LBO event	Collect feedback from participants, small businesses, institutional operators, home, and commercial property owners. Video, and photo document workshop to be used as marketing collaterals for ongoing outreach and marketing
4/18/24	The sixth round of social media and email outreach, ongoing LBO initiative announcement and overview, call to action to participate in CORE and SCAQMD programs for reduced cost of battery electric equipment.	Forward City of Glendale staff post links

Webinar Schedule

DATE	ACTIVITY	OUTCOME
TBD	LBO webinar	Log amount and location of attendees

(A) Project Organization – AGZA will have one lead, one primary support and one bilingual support staff for this project. Support staff will create a working scheduler and activities sheet to create, execute, and log LBO initiative progress. AGZA will utilize the experience of our established network of contacts with counties, municipalities, school districts, OEM's, for social media and email campaigns as well as coordinating in person LBO workshops.

(B) Qualifications – AGZA is an entirely unique consultancy who specializes in the facilitation of gas to battery electric technologies for the landscape maintenance industry. AGZA has worked with Municipalities, Universities, School Districts, Air Districts, County and State agencies, and Non-Profits to conduct outreach, equipment tutorials/education, and program outreach for their gas to battery electric initiatives and programs.

(C) Assigned Personnel

Daniel Mabe – President American Green Zone Alliance (Bio Appendix A)
Esther Wu – Logistics and Outreach Manager (Bio Appendix A)
Howard Wright – AGZA Designer and IT Manager (Bio Appendix A)
Kevin Esparza – AGZA Spanish interpreter and advisor (Bio Appendix A)

(D) AGZA experience and industry knowledge - All AGZA team members have gone through AGZA Service Pro Certification, have a fundamental grasp and understanding of battery electric tool technology, air quality, and noise reduction benefits of replacing gas powered leaf blowers and other lawn and garden tools. All AGZA team members have experience executing and managing governmental projects.

(E) AGZA General Qualifications - AGZA is influencing how landscape maintenance operations are executed and how battery electric technology is being leveraged. AGZA's efforts have resulted in the creation of green collar jobs, improved health of landscape maintenance workers and communities.

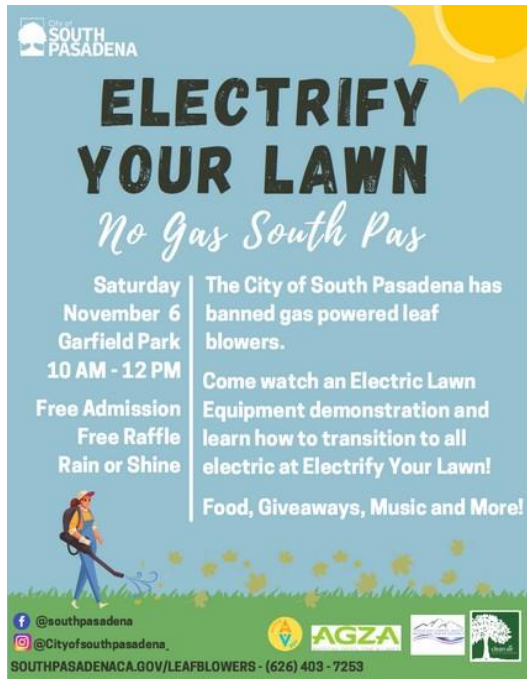
(F) Subcontractors – AGZA will not use subcontractors for this contract.

(G) Additional Data – AGZA has over fifteen years' experience specific to battery powered electric lawn and garden equipment. Our technical knowledge of the equipment's workload capability and longevity helps us engage in "peer to peer" outreach, education, implementation, and inspiring the landscape maintenance industry to phase out gas tools and operations. Partnering with the City of Glendale to provide outreach support for the LBO initiative will lead to many positive outcomes for the city, industry, air & noise reduction quality. AGZA has built up a network consisting of landscape maintenance companies, manufacturers, equipment dealers, school districts, universities, and municipalities who know and trust AGZA. This gives us a unique advantage to reach city constituents effectively and efficiently.

Appendix A

Examples of our work:

Public Workshops & Demonstrations



Examples of our work:

AGZA Certified Service Pro - Workshops, Training & Certification



Examples of our work:

Additional Relevant Activities

Dan Mabe provided technical expertise and data for AB 1346 (phasing out of gas-powered equipment) in 2020. Photo with California assemblymember Marc Berman.



Appendix B

Assigned Personnel Bios

Daniel Mabe



Dan Mabe, Founder and President of the American Green Zone Alliance (AGZA) is on the forefront of clean technology for the grounds maintenance industry. He has extensive experience and understanding of equipment (gas, electric, and people- powered) and grounds maintenance operations. Before founding AGZA, he served as President of The Greenstation, an advanced electric lawn and garden maintenance, equipment manufacturing, and consulting company in 2008. During his tenure at The Greenstation, he helped develop early lithium battery equipment, developed protocols for maximizing work production rates for electric tools, set up and implemented off-grid solar charging for equipment batteries, produced prototypes of innovative electric tools, and created a profitable business model for battery electric operations. Dan is the originator of the AGZA Green Zone® program, a structured process to convert properties from fossil fuel-based maintenance to low noise, zero-emission maintenance and quantify the beneficial impacts. Furthermore, AGZA is the first certification company to train and certify professionals in advanced electric technologies and certify battery electric equipment in real world maintenance settings.

Esther Wu



Esther Wu has a background with electronics manufacturing and experience as a human resources director. She is currently AGZA's logistics and filed coordinator as well as handling certain administrative responsibilities. Her experience and skill sets are ideal for helping AGZA manage and execute the LBO initiative.

Howard Wright



Howard is AGZA's Lead designer and IT Manager. Howard is instrumental in developing outreach material and collaterals for social media and emails campaigns and has over four years of experience with AGZA positioning battery electric equipment for educational purposes.

Kevin Esparza



Kevin Esparza is AGZA's lead Spanish interpreter and advisor. Kevin has been with AGZA for five years helping independently test battery electric tools in commercial settings, provide Spanish interpretation at AGZA workshops and classroom sessions.



April 14, 2023

American Green Zone Alliance (AGZA)

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Studio City, CA 91614

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Glendale LBO – Cost Proposal

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Glendale LBO - COST PROPOSAL

A. Labor –

The proposed fee structure is based on Three AGZA team members performing their specialized roles to execute the deliverables following project management best practices. The fees include organizing and leading Five Workshop & Demonstration Gathering Workshops

Personnel	Labor Rate:	Estimated Hours
Dan Mabe	\$195 / hour	22.5
Esther Wu	\$185 / hour	29
Howard Wright	\$185 / hour	14.75
Kevin Esparza	\$150 / hour	12

Total Cost (per year)

Personnel	Webinar	In Person Workshops/Demos	Outreach and Marketing Campaign	Total Cost
Dan Mabe	614.25	1,638.00	819.00	3,071.25
Esther Wu	388.50	1,036.00	2,331.00	3,755.50
Howard Wright	356.15		1,554.00	1,910.15
Kevin Esparza	315.00	945.00		1,260.00
				9,996.90

Webinars (1 year)

Personnel	Labor Rate:	Estimated Hours (prep & execution)	Estimated Cost	Glendale Contract Cost 30% off
Dan Mabe	\$195 / hour	4.5	877.50	614.25
Esther Wu	\$185 / hour	3	555.00	388.50
Howard Wright	\$185 / hour	2.75	508.75	356.15
Kevin Esparza	\$150 / hour	3	450.00	315.00

In Person Workshops/Demos (2 per year)

Personnel	Labor Rate:	Estimated Hours	Estimated Cost	Glendale Contract Cost 30% off
Dan Mabe	\$195 / hour	6 x 2	1,170.00 x 2	1638.00
Esther Wu	\$185 / hour	4 x 2	740.00 x 2	1036.00
Kevin Esparza	\$150 / hour	4.5 x 2	675.00 x 2	945.00

Outreach and Marketing Campaign (6 post per year)

Personnel	Labor Rate:	Estimated Hours	Estimated Cost	Glendale Contract Cost 30% off
Dan Mabe	\$195 / hour	1 x 6	195 x 6	819.00
Esther Wu	\$185 / hour	3 x 6	555.00 x 6	2,331.00
Howard Wright	\$185 / hour	2 x 6	370.00 x 6	1,554.00

Total Estimated Project Hours: 78.25 hours Estimated per year.

Estimated project cost (excluding direct expenses): \$9996.90/year.
Direct expenses and additional costs will be covered by Glendale.

Billing Period Close Date: First payment upon signed contract 25% of \$5,000
Balance of 75% of \$15,000 billed last day of each month

Payment Terms: Net 30 (invoices to be within 30 days of receipt)