



19200 Von Karman Avenue, Suite 360  
Irvine, California 92612  
Telephone: (949) 251-8628  
Fax: (949) 251-9741  
[www.hfh-consultants.com](http://www.hfh-consultants.com)

Robert D. Hilton, Emeritus  
John W. Farnkopf, PE  
Laith B. Ezzet, CMC  
Richard J. Simonson, CMC  
Marva M. Sheehan, CPA  
Robert C. Hilton, CMC

January 26, 2022

Ms. Colleen Callahan  
Project Manager  
City of Yorba Linda  
4845 Casa Loma Avenue  
Yorba Linda, CA 92886

**Re: Proposal to Provide Solid Waste Consultant Services**

Dear Ms. Callahan:

HF&H Consultants (HF&H) is pleased to submit this proposal to the City of Yorba Linda (City) to provide solid waste consultant services. HF&H has a long history of successfully providing these services to jurisdictions throughout California since 1989.

We believe that HF&H brings the following qualifications and benefits to the City:

- 1. We are an industry recognized thought-leader in environmental strategic planning, goal setting, policy development and program implementation.*** Clients of HF&H receive innovative and pragmatic solid waste and recycling plans that have been developed with decade's worth of diverse experience. Our pioneer role in the zero-waste planning field, assisting communities such as the cities of San Diego, Santa Monica, and Livermore, and the County of San Diego, has provided us with an unmatched menu of services and programs, as well as unrivaled implementation experience. This range of experience allows us to develop both short and long-term goals that meet the specific needs of our clients, while maintaining a realistic understanding of the impacts on client costs and diversion.
- 2. HF&H is regarded as the industry expert for SB 1383 compliance.*** In 2019, CalRecycle engaged HF&H to develop a stakeholder input group and create Model SB 1383 Implementation Tools and Guidance. These model tools were developed to support jurisdictions and other regulated entities across the state with implementing programs and policies to reach compliance with SB 1383 regulations. The model tools include a Model Enforcement Ordinance, Model Procurement Policy, Model Franchise Agreement, and Model Food Recovery Agreement. In total, HF&H has worked with over 70 communities throughout California, representing over 7 million residents, continuously adapting compliance to fit a variety of real-world conditions. Our range of experience supporting California jurisdictions with SB 1383 includes, but is not limited to, strategic planning, cost modeling, sole source and competitive procurements, ordinance development, and engagement in the regulatory process.
- 3. We identify the individual needs of our clients.*** At HF&H we partner with key stakeholders, including City Council, City staff, residents, and other applicable parties, to set measurable, achievable goals.

Ms. Callahan  
January 19, 2022  
Page 2

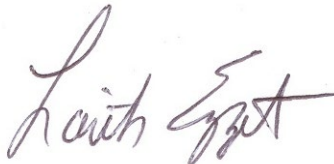
The purpose of these goals is to meet the specific needs of the community and achieve regulatory compliance while minimizing the financial impact on ratepayers. Again, our experience has helped us develop a vast array of facilitation methods, including online surveys, webinars, live streams, and council workshops. HF&H staff includes SWANA and CRRA certified zero waste instructors.

4. ***HF&H does not provide solid waste consulting services to waste haulers.*** HF&H exclusively provides consulting services to municipalities for the better interest of our clients and to avoid potential conflicts of interest that may arise in firms that attempt to serve public agencies and haulers. We believe this independence is particularly important for objective proposal evaluation and effective negotiations during the procurement of a solid waste services agreement. Additionally, our municipal focus ensures that we are aware of the unique requirements of public officials.

Thank you for the opportunity to provide you with this information. We look forward to an opportunity to continue our partnership with the City. If you have any questions, please contact Haley Kunert at [hkunert@hfh-consultants.com](mailto:hkunert@hfh-consultants.com).

Very truly yours,

HF&H CONSULTANTS, LLC



Laith Ezzet, CMC  
Senior Vice President



Haley Kunert  
Project Manager

## **SECTION 1: SCOPE OF WORK**

The City has requested HF&H to assist it with its SB 1383 compliance activities on as-needed basis. Below are examples of the types of assistance that HF&H can provide to the City, subject to mutual agreement on the specific tasks and timing.

### **Task 1: Attend Meetings with Republic**

HF&H may attend virtual monthly meetings with City staff and Republic to discuss Republic's progress implementing SB 1383 programs and discuss the success of current programs.

### **Task 2: Coordinate, Promote, and Monitor Recycling Programs**

HF&H can provide public education support for recycling programs to increase the diversion rates in the City. HF&H can review the reported results of commercial/multi-family and the single-family recycling programs based on hauler reports. We can also review drafts and provide comments on outreach materials prepared by the City or Republic to ensure compliance with the SB 1383 outreach requirements.

### **Task 3: Provide Report Templates**

HF&H is developing SB 1383 compliant reporting forms for hauler use. HF&H can provide these forms for use by the hauler to ensure the City receives the required reports in a timely matter and in a format that is adequate for compliance.

### **Task 4: SB 1383 Assistance**

In addition to the SB 1383 compliance tasks included in previous tasks, HF&H can assist, if requested by City staff, with items that may arise during the periodic hauler meetings related to SB 1383 including reviewing current programs for additional SB 1383 gaps, developing internal City protocols for compliance, and monitoring the implementation and roll-out of new programs and protocols required under SB 1383.

### **Task 5: Make Presentations as Requested**

HF&H regularly prepares presentations to city councils for our clients and conducts study sessions. HF&H has prepared presentations to city councils on topics such as, Mandatory Commercial Recycling, Mandatory Commercial Organics, municipal code updates, and SB 1383. At the request of the City, HF&H can prepare for and participate in presentations to the City Council of Yorba Linda.

### **Task 6: CalRecycle Electronic Annual Report (EAR) and Liaison Assistance**

HF&H can assist the City in reviewing and providing comments on Republic's initial draft of the City's EAR for submittal to CalRecycle. HF&H can also assist the City by responding to questions from CalRecycle, preparing for, and participating in the annual conference calls and meetings with CalRecycle.

### **Task 7: General Support**

HF&H can provide additional support to the City of Yorba Linda as may be necessary. HF&H can prepare memos, staff reports, and general correspondence. We have a database full of correspondence and related client documents to utilize for the City's advantage including documents related to planning, department protocols, informing staff related to SB 1383, and other solid waste programmatic needs. HF&H can be available to the City of Yorba Linda to address issues as they arise with a telephone call, email, or a requested meeting.

## SECTION 2: FEE PROPOSAL

We understand that the City plans to fund our consulting services through the SB 1383 grant that the City anticipates receiving.

We will perform the scope of work based on time and materials, up to the limit of the available budget. We understand the City's anticipated budget for these services is \$70,000 for a period of up to two years. We will bill the City once per month based on the number of hours worked and expenses incurred. Payment is due within 30 days of invoicing. Hourly rates are shown below.

### Professional Fees

Hourly rates for professional and administrative personnel through December 31, 2022, are as follows and will adjust by 3% each January 1 thereafter:

<u>Position</u>	<u>Rate</u>
Executive	\$300 - \$315
Senior Project Manager	\$285 - \$295
Project Manager	\$240 - \$250
Senior Associate	\$210 - \$225
Associate Analyst	\$160 - \$170
Assistant Analyst	\$145 - \$150
Administrative Staff	\$110 - \$120

### Direct Expenses

Standard charges for common direct expenses are as follows:

Automobile Travel	Prevailing IRS mileage rate
Airfare and Public Transit	Actual Cost
Postage, overnight mail, couriers, and other out-of-pocket costs	Actual cost