

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: SEE BELOW

DATE: 01-14-08

Approved

Christine J. Shippin

Date

1-22-08

COUNCIL DISTRICT: City-Wide

SUBJECT: RESOLUTION AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH CASCADIA CONSULTING GROUP, INC.

RECOMMENDATION

Adopt a resolution authorizing the City Manager to negotiate and execute an agreement with Cascadia Consulting Group, Inc., to provide waste characterization consulting services to the Environmental Services Department for a term from February 11 through July 31, 2008 in an amount not to exceed \$400,000.

OUTCOME

The study that the contractor will conduct per this recommendation will enable the Environmental Services Department (ESD) to more effectively pursue enhancements to the residential Recycle Plus program; evaluate the Commercial Solid Waste and Recyclables Franchise System; and implement the City's Green Vision Goal #5, Zero Waste Goals, and the Urban Environmental Accords, Action 4.

BACKGROUND

On October 1, 2007, Staff presented a report on Zero Waste Goals to the Transportation and Environment Committee. Council approved the recommendations contained in this report on October 30, 2007. The recommendations included Council direction to complete waste characterization studies and report the results to the Transportation and Environment Committee later in 2008.

ESD released a Request for Qualifications (RFQ) on December 3, 2007, for consultant services to assist the City with conducting a residential and commercial waste study. This RFQ was

posted on RFP Depot and a notification was sent to approximately 20 consulting firms, with 27 firms reviewing the proposal online. Responses were due on January 7, 2008. The only firm to submit a proposal was Cascadia Consulting Group, Inc.

ANALYSIS

A panel composed of representatives from ESD and solid waste industry experts reviewed and evaluated the Statement of Qualifications from Cascadia. The composition of the panel was intended to incorporate different perspectives into the review process. Each panel member independently rated the statement of qualifications and scored them using the following criteria: project comprehension/expertise, quality of work plan, qualifications of key personnel, and ability to meet the City's timeline and budget. Each review panel member agreed that Cascadia's response met or exceeded all the criteria required in the City's RFQ.

Cascadia Consulting Group proposed to include MSW Consultants, Environmental Planning Consultants (EPC), and Sky Valley Associates as subcontractors for this project. The principles for this project have been working in the solid waste and recycling field for 25 years. Cascadia and Sky Valley Associates alone have completed more than 60 major waste characterization studies together, with many clients in California, including extensive state-wide analyses for the California Integrated Waste Management Board. MSW Consultants is a full service solid waste consulting firm and has experience managing and performing waste characterization projects for several states and municipalities across the country.

EPC is a local solid waste consulting firm that has provided services to public and private sector clients for the past ten years. EPC has worked with the City on various integrated waste management projects, including the Construction and Demolition Deposit Program, Zero Waste Infrastructure Analysis, and evaluating enhanced recycling options for City facilities.

EVALUATION AND FOLLOW-UP

Staff will return to the Transportation and Environment Committee in May 2008 with the results of the waste characterization study.

POLICY ALTERNATIVES

Alternative: Do not adopt resolution to execute an agreement for a consultant to perform a residential/commercial waste characterization study.

Pros: Resources will not be expended to complete this study.

Cons: It will be much more difficult to make effective changes to the Recycle Plus and Commercial Franchise System. Without the study information, staff could make significant programmatic modifications for increased recycling which yield little benefit for the cost.

Reason for not recommending: The City has already adopted the Urban Environmental Accords and the Green Vision, which contain waste diversion goals and requirements that require the results of a comprehensive waste characterization study to be effectively addressed.

PUBLIC OUTREACH/INTEREST

Although this action does not meet any of the criteria below, this memorandum is posted on the City's Council Agenda Website.

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

This memorandum was coordinated with the City Attorney's Office and the City Manager's Budget Office.

FISCAL/POLICY ALIGNMENT

This recommendation is in alignment with the Council approved Green Vision, and Zero Waste and Urban Environmental Accords goals.

COST IMPLICATIONS

The total compensation for this agreement is \$400,000. The original budget for the waste characterization study was \$300,000 and consisted of an evaluation of the residential waste stream only. However, to effectively inform the commercial solid waste system redesign effort currently underway, staff identified a priority need to evaluate this waste stream as well. It was

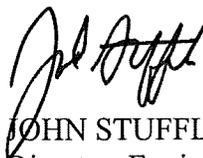
determined to be more efficient and cost effective to combine both studies into the RFQ process for this project. ESD identified some initiatives which could be deferred to next fiscal year in order to fund this recommendation.

BUDGET REFERENCE

Fund #	Appn #	Appn. Name	RC #	Total Appn	Amt. for Contract	Adopted Budget (Page)	Last Budget Action (Date, Ord. No.)
423	0762	Non-Personal/ Equipment	500 545	\$5,667,713	\$400,000	VIII 40	10/16/07 Ord. No. 28143

CEQA

Not a project.



JOHN STUFFLEBEAN
Director, Environmental Services

For questions, please contact Jo Zientek, Deputy Director, Integrated Waste Management Division, Environmental Services at (408) 535-8557.