

On the Road to Zero Waste Success in the City of Los Angeles



City of Los Angeles - LA Sanitation

Enrique Zaldivar, Director
Dan Meyers, Franchise Division Manager
Reina Pereira, Franchise Assistant Division Manager



Roadmap to Zero Waste Success in LA -

- City Leadership with the Mayor's Sustainability pLAN and City Council support
 - Support zero waste goal through green jobs and green business
 - Embrace the economic power of the green business sector
 - Goal of Zero Waste by 2025
- LA Green Business Certification
- Commercial and Multi-Family Exclusive Franchise System



LA Green Business Certification

- Los Angeles Green Business Program
 - Save Money
 - Make Money by Having a More Valuable Brand
 - Official Certification from the City of LA
 - Become part of a Larger Network
 - Current LA Stats
 - 420 businesses certified
 - 9 hotels certified
 - 22 art facilities certified in LA



LA Green Lodging Certification

- Direct Benefits to Hotels
 - Improved guest experience and messaging
 - Enhanced branding and PR opportunities
 - Significant cost savings
 - Decreased carbon footprint
 - City and community recognition
 - Employee engagement



LA Green Lodging Certification

- Supporting Resources
 - Free preliminary energy and water savings
 - Rebates and incentives from LADWP and So Cal Gas
 - Certification assistance
 - Marketing support from the LA Tourism & Convention Board and the City of LA



Green Art Certification Program

- Arts Earth Partnership (AEP) in collaboration with the City of LA offering LA Green Business Certification for the Arts & Cultural Sector
 - Provides green business certification for theaters, museums, dance studios, art galleries, production offices, concert venues, art support organizations and studio facilities.
 - Visit www.artsearthpartnership.org

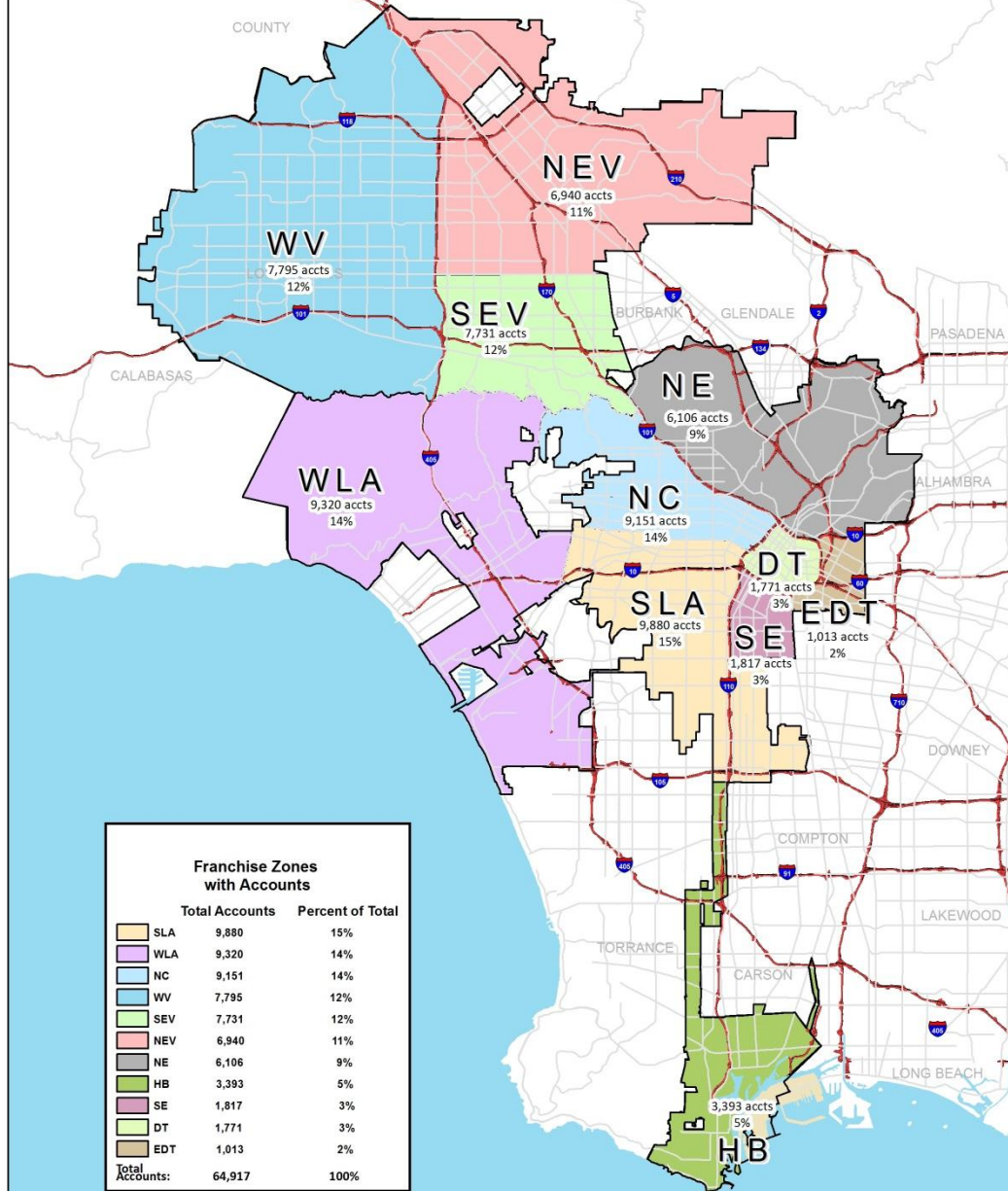


Goals of Zero Waste LA - An Exclusive Commercial Franchise System

- Meet the City's Zero Waste Goals
- Meet state requirements for landfill reduction & mandatory recycling and organics recycling
- Improve health and safety for solid waste workers
- Improve efficiency of the City's solid waste system
- Improve the City's air quality
- Provide the highest level of customer service
- Create consistent, fair and equitable rates
- Ensure reliable system infrastructure



COMMERCIAL WASTE FRANCHISE ZONES with Accounts



Franchise Zones with Accounts		
	Total Accounts	Percent of Total
SLA	9,880	15%
WLA	9,320	14%
NC	9,151	14%
WV	7,795	12%
SEV	7,731	12%
NEV	6,940	11%
NE	6,106	9%
HB	3,393	5%
SE	1,817	3%
DT	1,771	3%
EDT	1,013	2%
Total Accounts:	64,917	100%



Franchise Evaluation

- Evaluation tools were designed to support each other

RFP Category	Points
1. Qualifications <u>Samples:</u> Management and company experience, litigation history, workplace safety, and references.	10
2. Customer Service/Transition Plan <u>Samples:</u> Customer service staffing, outreach and education, billing, technology, and transition planning	25
3. Service Plan <u>Samples:</u> Collection services, routing, and facilities	20
4. Diversion Plan/Innovation <u>Samples:</u> Diversion plan feasibility, organics diversion plan, organics infrastructure, and innovations	25
5. Cost	20
Total	100

Recommended Zone Award

Recommended Small Zone Award

Initial Ranking	Proposer	Recommended Small Zone Award	Number of Accounts
1	NASA	Downtown	1,771
2	Ware	Southeast	1,817
3	CalMet	East Downtown	1,013

Recommended Large Zone Award

Initial Ranking	Proposer	Recommended Large Zone Award	Number of Accounts
1	Athens	West LA, North Central, and Harbor	21,864
2	Republic	Northeast Valley and South LA	16,820
3	WM	West Valley and Southeast Valley	15,526
4	UWS	Northeast	6,106

Meeting our Franchise Goals

- Franchisees are required to reduce disposal in landfills by 1 million tons annually by 2025
- Customer Service Standards set in contract
- Performance Standards
 - Time limits for service requests
- All customer service and performance standards supported by penalties (liquidated damages) for not meeting requirements

Meeting our Franchise Goals

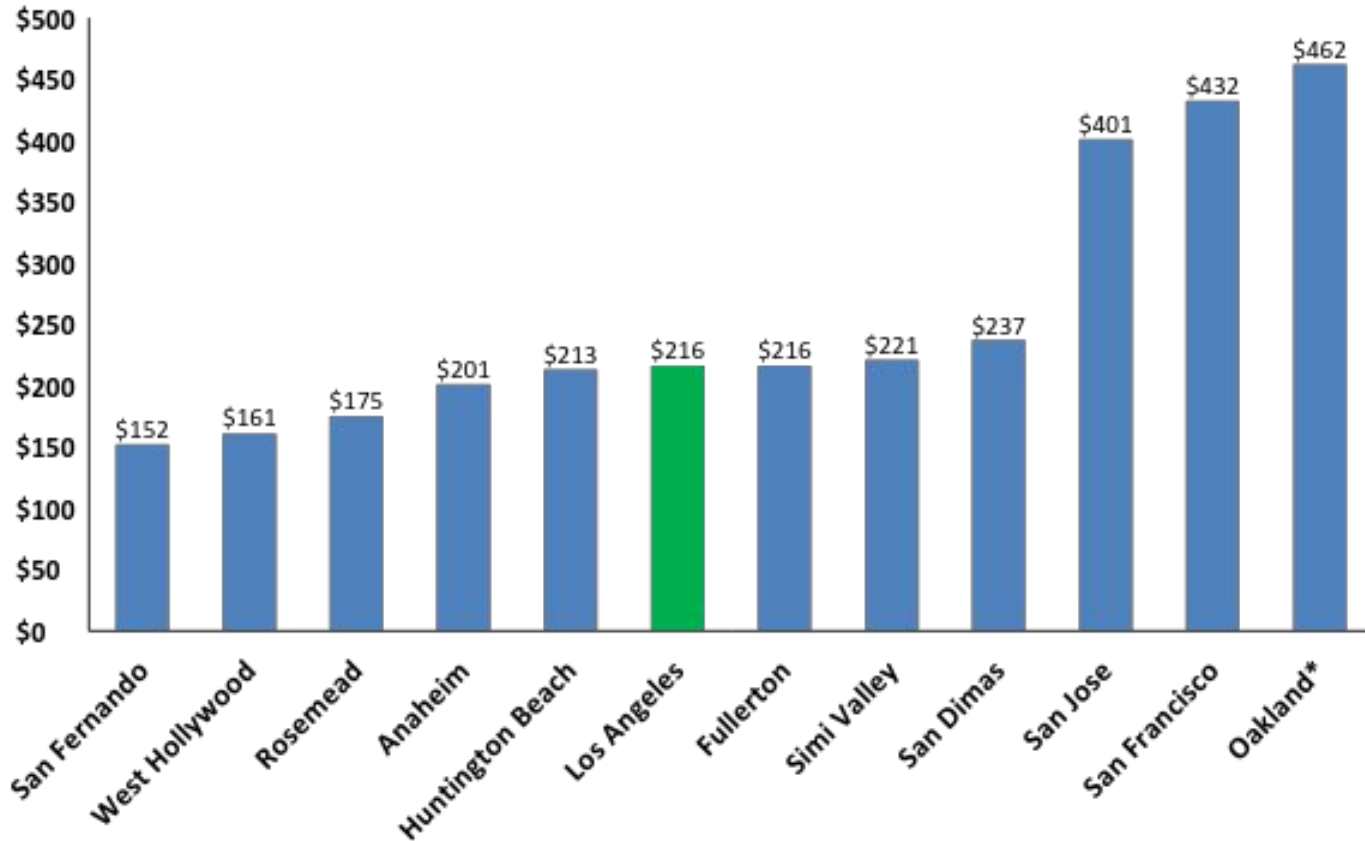
- This program will bring over \$200 million in new infrastructure to the region to meet the needs of the Franchise System and to recycle organic material
- The Franchise contracts require new, clean-fuel vehicles for all solid waste collection
- Maximum set rates established through analysis of proposer provided cost data and known industry standards
- Rates change predictably. Rate increases are set in the franchise contracts

What is included in Zero Waste LA Rates

- Base Rates are inclusive of many services including :
 - Blue Bin Collection
 - Material reuse and food rescue
 - Bin cleaning
 - Graffiti removal
- Customer Costs for additional requested services is set in contract.

Services at Equitable and Transparent Customer Rates

Sample Rates of Commercial Exclusive Franchises in California



* Rate for Oakland does not include collection of commingled recyclables

What's Next

- Contracts Executed – January 2017
- City Notification to Customers – June 2017
- Franchisees Begin Account Setup and Customer Transition – July 2017
- All Customers Receive Franchise Service – January 2018
- Expand the LA Green Business Certification Program
- Continued collaboration and partnership between the City, Franchise haulers, and Businesses

Questions?

<https://www.lacitysan.org/zerowastela>