

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM: GLORIA HURTADO, DEPUTY CITY MANAGER

SUBJECT: RESOLUTION APPROVING PROFESSIONAL SERVICES
AGREEMENT WITH R3 CONSULTING GROUP, INC. TO
DEVELOP A ZERO WASTE PLAN FOR THE CITY OF SANTA
ROSA

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by Resolution: 1) approve a professional services agreement with R3 Consulting Group, Inc. to develop a Zero Waste Plan for the City of Santa Rosa in an amount not to exceed \$199,985 from the General Fund assigned fund balance using the funds identified from the settlement agreement with the Ratto Group; and 2) declare its support for zero waste principles and programs.

EXECUTIVE SUMMARY

Zero Waste strives to reduce the amount of waste sent to the landfill to zero. It is defined as a process and philosophy that involves a redesign of products and a redesign of consumption, so that all material goods can be reused or recycled – or not needed at all¹. A number of local jurisdictions in California have implemented Zero Waste programs or passed resolutions related to zero waste. The City of Santa Rosa desires to partner with R3 Consulting Group, Inc. to develop a unique Zero Waste Plan that is quantifiable, reasonable and impactful locally.

BACKGROUND

Ninety-seven percent of climate scientists agree that climate-warming trends over the past century are very likely due to human activities, and most of the leading scientific organizations worldwide have issued public statements endorsing this position².

¹ <http://www.calrecycle.ca.gov/zerowaste/>

² <https://climate.nasa.gov/evidence/>

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Furthermore, many scientists acknowledge the unsustainable pace at which we are consuming our natural resources, and the environmental impacts associated with the ongoing pollution of our water, air and land.

Zero Waste is a goal that is ethical, economical, efficient and visionary to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use. Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. Implementing Zero Waste may help to eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health³.

On August 25, 2017 RFP #17-50 to develop a Zero Waste Plan was posted to the City's procurement website PlanetBids. On September 8, 2017 RFP #17-50 was closed. R3 Consulting Group, Inc. was the only bidder to develop and submit a Zero Waste Proposal.

Currently, California has over 25 cities or communities with Zero Waste Plans or Resolutions. An additional 12 California cities or communities are currently providing education on Zero Waste and are working toward having a plan.

PRIOR CITY COUNCIL REVIEW

None.

ANALYSIS

Increasing diversion and pursuing Zero Waste can help to significantly reduce greenhouse gas emissions and pollution. Evidence suggests that a robust and strategic zero waste program can provide significant environmental benefits. For example, the City of San Francisco has developed a world-class Zero Waste program. The City of San Francisco's 3-bin system, policies, financial incentives, and extensive outreach to residents and businesses, have helped San Francisco achieve the highest diversion rate of any major city in North America. San Francisco diverts 80% of its discards from the landfill. Santa Rosa currently diverts roughly 36% of its discards from the landfill.

It is apparent that the City of Santa Rosa has much room for improvement in regards to diversion and overall waste reduction. The development and enactment of a Zero Waste Plan will assist in significantly improving this diversion rate over time.

In order to conduct an innovative public engagement process, and produce a waste model and Zero Waste Plan for the City, R3 will partner with three experienced and knowledgeable sub-consultants:

³ <http://zwia.org/standards/zw-definition/>

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- Ruth Abbe of Abbe and Associates – one of the world's leading experts in the field of Zero Waste, and is well accomplished in public engagement, especially Zero Waste planning.
- SCS Engineers – will lead the stakeholder engagement activities and participate in the development of the Zero Waste Plan.
- Cascadia Consulting Group – producing the waste stream modeling portion of the project, will provide context within the Zero Waste goals and strategies to be developed via this project.

The Zero Waste Plan will be tailored to the unique disposal and waste reduction trends and goals of the City of Santa Rosa. The Plan will be executable within, and measured by, 5-, 10-, and 20-year milestones. Components of the Plan will include:

- Waste Diversion Model
 - Encompassing accurate disposal tonnage projections and potential for diversion in various sectors, by material type, disposal improvement opportunities, etc.
- Dynamic Stakeholder Engagement Process
 - Including stakeholder meetings, information gathering at key City organizations, a community survey and City staff/City Council feedback
- Comprehensive Tangible Document/Report
 - Including a plethora of policy, program, partnership and facility diversion options, with an analysis of the economic, diversion, and financial impact to the City
 - Containing a timeline and steps for implementation

It is expected that the entire process to develop a unique and tailored Zero Waste Plan for the City of Santa Rosa will take nearly one year to complete. At that time, City staff will bring forth a Zero Waste Plan to City Council for potential adoption. Key tasks/deliverables for the Zero Waste Plan project will include:

1. Kick-off meeting, data request and interviews
 - a. Primary staff from consultant project team and City staff, with a portion of the meeting also including County and franchised hauler staff, as appropriate
 - b. The kick-off meeting will serve as the initial opportunity to review the City's current waste hauler data, transfer information, and to discuss and refine details included in the Scope of Work.
 - c. Conduct up to five (5) interviews with City staff and key stakeholder groups, which may include the County, SCWMA, franchised hauler and other solid-waste related organizations that may play a role in the plan.

2. Stakeholder Engagement

- a. Conduct innovative community engagement to collect meaningful feedback from stakeholders to assist in creating diversion options to include as part of Zero Waste Plan (4 public workshops, 10 community organization meetings, 2 focus groups, online community survey, etc.)
- b. Design and implement outreach strategy
- c. Provide content for outreach and other materials for City use in future

3. Develop Zero Waste Plan

- a. Review and summarize current policies, programs, partnerships and facilities
- b. Develop Waste Diversion Model
- c. Prepare menu of Zero Waste strategy options
- d. Greenhouse gas and economic analysis of Zero Waste options
- e. City Council study session presentation and summary of Zero Waste Plan (revisions/response to comments as necessary)
- f. Present finalized Zero Waste Plan to City Council for adoption

FISCAL IMPACT

The total cost to develop the Zero Waste Plan is not to exceed \$199,985. Funds for this expenditure are not included in the FY 2017-18 adopted budget and require appropriation by the Council. Funds will be appropriated from amounts received through the settlement agreement with the Ratto Group which are included in the assigned fund balance within the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – Professional Services Agreement with R3 Consulting

CONTACT

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