



CITY OF LAGUNA BEACH

CR&R Solid Waste & Recycling Services Transition Progress Report

November 2023





CR&R & Laguna Beach Transition Progress Report November 2023

Administrative

➤ Hauler/City Communication Meeting

In anticipation of the potential award of contract, CR&R executives throughout the months of August and July have met weekly to begin advanced planning of the City's transition timeline with the first City staff and CR&R formal planning communication occurring July 12, one day after Council's meeting and official award. The first in-person Hauler and City transition meeting occurred on August 1st, at Laguna Beach City Hall, and subsequently continuing biweekly to-date in both virtual and in-person formats.

It is expected that bi-weekly meetings between CR&R executives and City staff will continue through the commencement and first year of the franchise agreement.

A shared Dropbox™ has also been established for the distribution and communal access of transition documents, including but not limited to implementation timeline, meeting agendas and other pertinent files such as City parcel data.

➤ Frequently Ask Questions (FAQs)

CR&R and City staff are consolidating aspects of the transition and all new hauler services to be provided into a "FAQs Guide" to assist City staff, businesses, and residents of Laguna Beach. The FAQs Guide will be available online and updated as the implementation of programs progress and any requested topics raised by the community are shared.

➤ City Tax Roll Information

As the new franchise agreement requires the transition of historically tax-roll billed residential customers to be direct billed for waste and recycling services provided by the hauler, CR&R and City staff have maintained communication in this regard and coordinated the exchange of available customer information, including but not limited to parcel numbers, addresses and customer names. Beginning September, City staff have been coordinating with internal City departments and external agencies, to gather and provide CR&R the requested data with the first exchange occurring September 15th, 2023.



➤ City Tax Roll Information (*continued...*)

CR&R has since begun cross referencing and validating provided customer information with the United States Postal Service official database. City will review final customer information, including template invoices and initial communication pieces by the end of Q4 or early Q1 of next year.

➤ City Street Sweeping Maps

In order to assist with CR&R's residential and commercial route planning, the City has provided the hauler with City street sweeping schedules. Information was uploaded to the shared Dropbox™ on October 17th, 2023.

➤ Importation of Incumbent Customer Account Information

CR&R has begun the reconciliation of incumbent customer data alongside information provided by the City regarding parcel and water billings into CR&R's Customer Relationship Management (CRM) platform, Soft-Pak. It is estimated that Laguna Beach accounts will be created and accessible in CR&R's system by mid-January of 2024.

➤ City Fleet Electrification and Electric Vehicle Charging Infrastructure

The City and CR&R convened on October 17th with members of the City's Engineering department to discuss alignment of Laguna Beach's Master Electrification Plan and the installation of CR&R's Electric Vehicle (EV) Charging Station, including proposed location and requirements. On October 27th, the City provided CR&R a document highlighting the proposed charging station location (at the City's corporation yard off Laguna Canyon Road).

CR&R is currently in talks with multiple vendors regarding two aspects of EV charging: equipment/hardware and installation/operation. CR&R has also conducted multiple site walks to view installed charging stations in person. After disqualifying a handful of vendors, CR&R has narrowed it down to two: Paccar and Postivenery. The proposals requested for installation and operations are from Prologis and Shell.

The City's proposed charging station location can be seen within the image on the next page:



- **Operations**

- Procurement

CR&R has reallocated previously purchased new vehicles to the City of Laguna Beach upon award of contract. The vehicles were procured in February of 2023. The EV collection truck was procured after the award of contract in August of 2023. It is expected that the procurement of collection containers (e.g., carts and bins) will be purchased in late Q4 of this year, or early Q1 of next year.

- Electric Vehicle Charging Stations

As previously above, the EV charging station is being assessed in conjunction with City Public Works to ensure potential interlay with the City's Master Plan for Electrification, including potentially utilizing the charging station for the City's first electric trolley. Installation is estimated to begin in late 2024.

- Incumbent Customer and Routing Transition

The City facilitated the initial introduction for the exchange of information between the incumbent hauler, WM, and CR&R in August, with multiple virtual meetings occurring thereafter. CR&R was in receipt of incumbent data by late September and is currently being reviewed. CR&R intends to create customer accounts within their CRM system, "i-Pak" by year's end.



➤ Smart Bin Sensors

CR&R upon award of contract, connected with the original vendor proposed in their RFP submission, Compology, which was recently acquired by Road Runner, during the RFP competitive review process. The new parent company no longer provides the same level of service for franchise or municipal contracts and is now more engaged in open-market and single user contracts.

Thus, CR&R has been engaging with two additional vendors in which it has previous working experience and relationships with: Nordsense and Sensoneo. Upon completion of customer account creation within CR&R's CRM system, and confirmation of current service levels of Laguna Beach commercial customers, the two vendors will provide competing contract proposals for City review. This is estimated to occur by year's end.

➤ Incumbent Driver Engagement

As per the City's RFP requirements and California law (Assembly Bill 1669), CR&R is required to provide an offer of employment to the incumbent's workforce directly affected by the award of contract. CR&R has engaged with WM regarding this matter and is in communication with the applicable unions. It is expected that a meeting be arranged, and an offer of employment be provided in January of 2024, in order to minimize any potential disruption of service for both WM and the City.

However, it should be noted that CR&R is able and willing to complete the scope of work required in the franchise agreement without any incumbent employees.

➤ Route Manager / Driver Training

CR&R in preparation of the franchise agreement will reassign one of their most senior Route Managers, and as such, has begun a training program to backfill the position. The Route Manager to be assigned carries decades of experience and multiple hauler transitions and program implementations. In addition, CR&R has identified its most senior drivers who are accustomed to similar hard to service and densely populated routes, such as those currently allocated to Balboa Island in Newport Beach. These drivers will begin shadowing exercises of the incumbents' routes beginning in 2024. Further, CR&R has engaged with a retired incumbent senior Route Manager for contract work to help provide advice and review of proposed routing and service logistics, including vehicle ingress and egress. This would be a paid consultant position expected to begin in Q1 of next year. The retired incumbent senior Route Manager has over 30 years of experience working in Laguna Beach, including in the original establishment of current routes.



➤ Olyns Cube Reverse Vending Machines

One way CR&R will partner with the City is through the provision of ten (10) Olyns Cubes. These reverse vending machines will provide an easy-to-use, modern-looking, self-service option for Laguna Beach residents and visitors to recycle CRV containers. Olyns Cubes provide a touchless customer interaction, using an app to pay customers via Paypal. The app also calculates each customer's impact by providing a customized sustainability dashboard. This will engage Laguna Beach residents with information on how many containers they are keeping out of landfills and the ocean, and to track how much CO2 they are keeping out of the atmosphere.

The Olyns Cubes also feature a 65-inch video screen, which can display customized Laguna Beach sustainability messages or promote City events, services, or other programs. CR&R has provided the City with specifications regarding installation power and footprint requirements and City is currently reviewing possible locations for placement within the city.

- **Community Engagement**

➤ Community Sponsorships

CR&R is committed to providing community services including support for local organizations and causes. To that end, CR&R executives have reached out to several local non-profits to offer support and monetary sponsorship, including for:

- Taste of Laguna
- Grapes for Grads
- Boys and Girls Club of Laguna Beach

➤ Community Outreach

CR&R staff have engaged with the following local organizations in order to foster community and coordinated efforts for public education and outreach:

- Laguna Beach Chamber of Commerce
- Visit Laguna



➤ School District Communication

In an effort to consolidate service, lower environmental footprint and provide concurrent service and public education to children and parents alike within the city, CR&R is striving to transition service at the Laguna Beach School District from the incumbent hauler. Communication with the School District is continuing in this regard with the potential to service beginning July, 2024.

➤ Green Business Certification

Per the franchise agreement, CR&R is required to continue the certification process of businesses within the city within the California Green Business Network. As such, CR&R is currently reviewing potential partnerships with organizations and consultancies that offer certification services, including report summaries, grant and rebate support and outreaching efforts. Current vendors include Go2Zero and Environmental Innovations.

• **Upcoming Action Items and Next Steps**

The following below represent a list of upcoming action items to be taken by CR&R over the next several months:

- Incumbent Driver Meeting/Provide Offer Letter (Estimated - January 2024)
- Scheduled City Staff Tour/Meet and Greet of CR&R Facilities and Departments (Estimated – November 2024)
- Onboarding of Recycling Specialists (Estimated – January 2024)
- Finalization of Customer Account Creations (Estimated by end of year)
- Residential and Commercial Public Education (Estimated Q1 through Q4 of 2024)
 - Leveraging QR codes and Video “How To” Guides
 - Welcome Packets and Recycling Guides
 - Commercial Right Sizing (Site visits)
 - Residential and Commercial Townhalls
- Environmental Committee Presentation (Estimated - Q1 of 2024)
- Community FAQs (Estimated Q1 of 2024)
- County Unincorporated Communications (Estimated Q1 through Q2 of 2024)