



City of Laguna Beach

CR&R Solid Waste & Recycling Services Transition Progress Report

May 2024





CR&R & Laguna Beach

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Administrative

➤ Hauler/City Communication Meeting

The City of Laguna Beach and CR&R have continued bi-weekly meetings since August 1, 2023. On May 7, 2024, CR&R Operations Staff and City Staff from the Public Works Public Services and Engineering Divisions met to discuss operational and logistical pertinent points to assist with the transition of services on July 1st.

➤ Frequently Asked Questions (FAQs) Resource Guide

CR&R has created accessible FAQs available to City staff, residents and businesses of Laguna Beach that will assist in providing updated information regarding the transition of services. The FAQ resource guide is available on the City and CR&R website and will be advertised on upcoming outreach and social media campaigns.

➤ Supplementary Sustainability Specialist

As the transition to CR&R involves many components, including container exchanges, billing and account migrations, and compliance with programs and services as outlined in the franchise agreement, the onboarding of an additional Sustainability Specialist was completed in April 2024. The provision of an additional Sustainability Specialist for the first two years of the contract to assist city staff, residents and businesses of Laguna Beach is above and beyond the contractual requirements of CR&R and has been provided as a commitment to the new partnership.

➤ City Tax Roll Information

CR&R mailed a notification letter on March 1st to all Laguna Beach residents and multifamily properties informing customers of the change to direct billing. CR&R has received from the City solid waste billing information currently included in the property tax roll. All available customer information, including parcel numbers, has been updated into CR&R's Customer Relationship Management (CRM) platform, SoftPak.



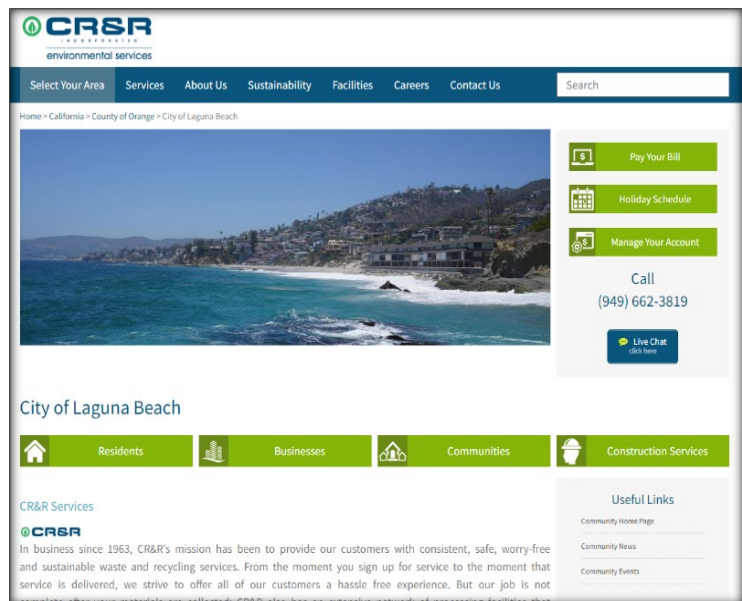
➤ CR&R Customer Service Center

CR&R customer service representatives have assisted Laguna Beach customers since late March. CR&R conducted four (4) internal training sessions for customer service representatives on March 21st and 22nd. The training included a review of the new franchise agreement, services to be provided and program requirements, including discussing the upcoming container transition process.

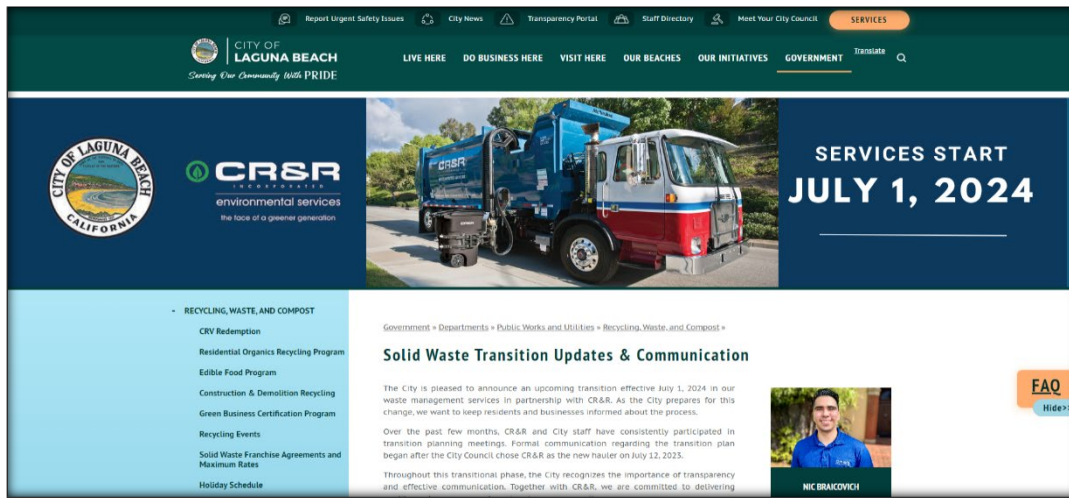
➤ CR&R Dedicated Phone Number and Website

CR&R provided the City of Laguna Beach with a local dedicated customer service phone number as required by the franchise agreement (949.662.3819). Further, a custom website for residential and commercial customers was created and has been available for customers since April on CR&R's landing page (www.crrinc.com).

➤ City Website Enhancements



City staff created a webpage dedicated to solid waste transition updates & communication for residents and businesses of Laguna Beach to easily access updated information regarding the transition process, including all mailed public outreach, social media outreach, CR&R quarterly progress reports, access to copies of the franchise agreement and all City Council actions pertaining to the award of contract. Since the launch of the webpage on March 21, 2024, key metrics show over 9,474 page views, with over 7,315 unique users accessing the information. The page has become the City's *second-highest-performing webpage*, surpassed only by the City's homepage. The high engagement and user numbers reflect the importance of providing accessible and clear information during the transition – a commitment provided by CR&R.



➤ City Fleet Electrification and Electric Vehicle Charging Infrastructure

The City and CR&R continue to collaborate and have determined a location for the installation of the EV charging stations. Two tentative locations in Lot 16 have been identified, with the City currently working with its newly hired consultant to ensure alignment with the City's electrification master plan. CR&R's Senior Engineer and the City's Assistant City Engineer have held multiple meetings on site, including with the selected vendor for installation, Shell, Inc.

Operations

➤ Electric Vehicle Charging Stations

As mentioned above, the EV charging station is being assessed by City staff 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 be completed no later than July 2025 as required per the franchise agreement.

➤ Equipment Procurement

CR&R has confirmed receipt of all new collection vehicles designated for the City and confirmed with the cart vendor that inventory is ready for shipment. CR&R will begin receiving new cart shipments in stages throughout the cart distribution phase scheduled to start in, with the first shipment estimated to arrive in June.



➤ Incumbent Container Transition

CR&R is currently in negotiations with Waste Management (WM) to service all containers while the new cart distribution occurs beginning on July 1st. Container exchanges are planned to be completed by October 4th. CR&R will begin servicing WM containers on July 1st, with no service disruptions to Laguna Beach customers.

➤ Incumbent Driver Engagement

As per the Franchise Agreement 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 sent an offer letter to WM on January 23, 2024, to distribute to their employees regarding this matter. WM has notified CR&R that they will retain all drivers that currently serve the City. CR&R has assigned its most tenured local Orange County drivers and will begin shadowing WM drivers servicing their routes in June. Training for the CR&R drivers started this month.

➤ Smart Bin Sensors

Since the award of contract, CR&R's proposed vendor to provide bin sensors for commercial and multi-family bin sensors has been acquired by a national company in the waste management industry. As such, CR&R is currently in discussions with the parent company regarding the availability of the platform and service. The vendor selected was the recommended company initially proposed in the Franchise Agreement. In anticipation of any possible disruptions in the provision of bin sensors, CR&R is also in preliminary discussions with other vendors that have experience and availability to provide bin sensors as required per the franchise agreement.

➤ Assignment of Dedicated Route Manager

CR&R has assigned its most senior Route Manager, Fili Hernandez to the City of Laguna Beach. Fili has successfully transitioned multiple Orange County cities from incumbent haulers to CR&R. Further, CR&R hired WM's previous dedicated Route Manager, with over 30 years' experience working in Laguna Beach, for preliminary consultation and review of route maps and service requirements for the unique topography within Laguna Beach, including driving CR&R staff throughout the City for visual inspections and documentation of hard to service areas.



➤ Fire Department Training

CR&R has a longstanding partnership with first responders in the region and has organized multiple training courses with Fire and Police Departments throughout Southern California. Dennis Maisano, CR&R's Director of Safety, recently held a training and demonstration jointly with Newport Beach and Laguna Beach Fire Departments. CR&R's pioneering fire-suppression system on residential and commercial collection trucks allows fire fighters to hook-up directly to the collection vehicle and pump water into the truck's compactor to extinguish any load fires without the need to unload the burning material onto the street for extinguishing.



A follow-up meeting is planned in June with Laguna Beach Fire and Police Department staff to discuss and review processes and procedures to be followed in the event of a "hot load", including identification of city fire hydrants and safe, pre-determined locations available for CR&R drivers to meet first responders in an emergency event.

➤ Olyns Cube Reverse Vending Machines

The City has determined that a pilot program at two identified locations within the City is appropriate to test user engagement and experience for the Olyns Cube reverse vending machines. Installation and commencement of the pilot program is expected to begin in July. The Laguna Beach Community and Susie Q Center were identified as the pilot program locations with contract details currently being finalized between CR&R and the vendor.



➤ Event Boxes

CR&R has deployed 100 event boxes for city-sponsored events to enhance waste collection and recycling efforts. As part of this initiative, CR&R will collaborate closely with City Staff to ensure smooth operations during the upcoming Independence Day celebrations on July 4th. The event boxes will be strategically placed throughout the event venues to encourage proper disposal of waste and recyclables.

Community Engagement

➤ City Targeted Social Media Campaigns

The City and CR&R staff have co-created social media outreach campaigns, highlighting hauler transition milestones and pertinent information such as start of service, direct mail notifications, and announcements of readily available resources like the City's transition updates & communication webpage. The City has also deployed a paid targeted Google Advertisement campaign, which began in March and will continue through October, with current key metrics showing over 727,240 impressions, over 8,900 total "clicks", and a 1.22% "click-through rate" (CRT), as compared to the average CRT for display adds equaling .06%. These metrics indicate the City's advertising efforts are driving traffic to the City's webpage, helping to raise awareness about the transition and related services.

Welcome
to CR&R
Environmental
Services!

CR&R will begin servicing
Laguna Beach on
July 1, 2024
Look out for notifications
coming soon in your mail!

*CR&R is grateful for the
opportunity to provide
solid waste and recycling
services to the
City of Laguna Beach.*

**Follow Us On
Social Media!**

**CITY OF LAGUNA BEACH
CALIFORNIA**

CR&R
environmental services
the face of a greener generation

in f ig



➤ Community Town Halls

CR&R and City staff believe community town halls provide residents and businesses a unique opportunity to engage and become informed of the new program and services being offered. As such, the first Town Hall has been scheduled for the 20th and 22nd of June to be held at City Hall, in the City's Council Chambers. One Town Hall will be provided in the evening on a weekday, and another on a weekend morning to offer multiple opportunities for the community to participate. Refreshments, informational brochures and flyers and CR&R branded items will be available for all participants. Residents and businesses will have the opportunity to hear directly from CR&R, meet their dedicated Sustainability Specialists, and have an open platform to ask any questions or raise concerns regarding the upcoming transition and program offerings.

➤ School District Communication

Laguna Beach Unified School District recently released an RFP for waste and recycling services, with CR&R being selected as the preferred vendor. This alignment between City and School District contracts, both beginning July 1, 2024, will allow CR&R to expand its program offerings and education and outreach to all Laguna Beach students, providing synergy between in-classroom training and at-home practice to mitigate contamination of recyclables and increase Laguna Beach's sustainability and environmental footprint.

A tour of CR&R's recycling facility to acquaint School District staff with CR&R representatives is scheduled for May 21st. City Staff join the tour to visit CR&R's recycling facility located in the City of Stanton. Lastly, CalRecycle representatives will also join the tour and inform School District and City staff regarding the availability of partnership opportunities and grant funding to assist with environmental initiatives and program implementation at all Laguna Beach schools.

➤ Community Sponsorships

CR&R is committed to providing community services including support for local organizations and causes. To that end, CR&R has committed sponsorships and contributed over \$15,000 to date for the following 2024 events:

- State of the City Luncheon
- Laguna Beach Chamber Golf Tournament
- Taste of Laguna
- Boys and Girls Club of Laguna Beach



➤ Community Sponsorships (*continued*)

- Grapes for Grads

➤ Community Outreach

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

- Laguna Beach Chamber of Commerce
- Visit Laguna
- State of the City

➤ Green Business Certification Program

After receiving multiple proposals from local consultants offering green business certification outreach and program assistance, CR&R has selected Moore Consulting, the current provider and longtime partner of the City of Laguna Beach. Details and finalization of the consultant's agreement is expected to be completed in May 2024 with services beginning on July 1, 2024. The consultant will assist Laguna Beach commercial customers complete the Green Business Certification process through California's Green Business Network as required per the franchise agreement.

CR&R's Sustainability Lead assigned to the City recently received his True Zero Waste Advisor certification in anticipation of monitoring and overseeing the City's Green Business Certification Program parameters.

Upcoming Action Items

The following represents a list of upcoming action items to be taken by CR&R over the next two months leading to the commencement of services on July 1:

- A "direct mailed" *Transition Informational Flyer* to be mailed to every Laguna Beach resident, multifamily, and commercial customer on May 17th. The flyer will provide updated information regarding the transition of WM containers to CR&R equipment, timelines for the completion of this exchange and instructions for residents regarding placement of carts and will include advertisement of the upcoming Town Hall to be provided in the month of June.



Upcoming Action Items (*continued*)

- Additional efforts are in progress to reach out to Laguna Beach residents that live in unique locations within the City (referred as hard to service locations). CR&R's designed a custom and proprietary collection vehicle specifically for Laguna beach to service these locations. The proposed informational letter to all customers with unique or "hard to service" locations will be mailed on May 31st and will provide an opportunity for customers to receive details on how service will be provided, the type of vehicle to complete collections, offer contact information for the CR&R's dedicated Sustainability Specialists for coordination, and confirmation of any special service requirements or instructions.
- CR&R is currently developing a "Solid Waste Services transition video" to highlight container exchange procedures, including timelines and customer instructions regarding cart placement and where to obtain further information. The video is estimated to be released on June 1st.
- A custom, multi-colored, Recycling Guide Brochure is currently being designed by CR&R and will be direct mailed to all Laguna Beach customers on June 7th. The Recycling Guide will offer a comprehensive overview of available programs offered by CR&R, including best practices, and updated educational resources for Laguna Beach residents and businesses to enhance their recycling behaviors.

