

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
A STUDY SESSION ON
SOLID WASTE & RECYCLING
MONDAY, APRIL 14, 2003
WEST HOLLYWOOD PARK**

1. **CALL TO ORDER:** Mayor Guarriello called the meeting to order at 6:05 P.M.

2. **ROLL CALL:**

PRESENT: Councilmember Duran, Heilman, Land, Prang and Mayor Guarriello.

ABSENT: None

ALSO PRESENT: Director of Transportation/Deputy City Manager Joan English, Assistant City Clerk Taylor and Dave Williams.

3. **APPROVAL OF THE AGENDA:**

ACTION: Moved by Councilmember Land and seconded by Councilmember Heilman to approve the April 14, 2002 agenda and unanimously carried.

4. **STUDY SESSION:**

4.A. PROPOSED SOLID WASTE AND RECYCLING SERVICES:

Sharon Perlstein, City Engineer, provided background information as outlined in the staff report dated April 14, 2003.

RECOMMENDATION: Review issues presented by the City's solid waste consultant and direct staff and consultant on proposed services and key franchise contract terms.

Laithe Ezett, of Hilton, Farnkopf & Hobson, provided additional background information of the current franchise agreement for the residential and commercial collection of solid waste and recyclables. He outlined potential changes to the existing solid waste and recycling franchise agreement. He commented on several programs that need to be evaluated prior to implementing the next franchise agreement to ensure the City maintains compliance with AB 939 and an array of new environmental regulations, as well as more efficient services at the best possible rates.

In response to Councilmember Prang, Mr. Ezzet stated that the improper placed recyclable items would be picked up, but would not arrive at the proper location.

Mr. Ezzet also reviewed the City's current trash bins, as well as the vehicle used to move the trash bins. He stated whichever company is selected there is a need for better quality of bins and more consistent colors should be selected.

In response to Mayor Guarriello, Mr. Ezzet stated that containers in larger complexes were reviewed and would be discussed later in the presentation. He also commented on a recent survey of residences and businesses within the City and more than 70% stated they would like to turn in their current bins for rolling carts and of the 67 commercial responses, 2/3 of the respondents were not satisfied with the current trash collection system.

In response to Councilmember Heilman, Ms Perlstein stated that under the recent survey multi family units were considered as commercial customers.

In response to Councilmember Duran, Ms Perlstein explained that residents who set large items out sometimes call to have items removed and some are unaware they need to call to schedule pick up. She also stated currently there are about 1,000 large items picked up every month.

In response to Councilmember Heilman, Mr. Ezzet stated that each residential unit would receive a bin. He also stated that containers are designed to be picked up by an automated device on a truck.

Councilmember Heilman asked about stenciling on the containers in regards to tenant turnover and the need to have some type of notification explaining the services provided and the need to require something, even a magnet explaining the services.

Councilmember Land stated that the City needs to come up with a program to make it more exciting to recycle.

In response to Councilmember Land, Mr. Ezzet stated that with rolling carts, it would be more difficult scavenger from. He also stated there are locking devices that can be looked into.

Councilmember Duran stated that bins should mention requirements regarding syringes and medical waste, and letting the public know that it should not be included in their recycling. He also commented that the City might want to work with local pharmacies to have them accept medical waste.

MULTI –FAMILY SERVICES:

Councilmember Duran stated that residents sometimes block containers and that they may not get picked up.

Councilmember Heilman stated that in most hi-rise buildings tenants use trash chutes and it's easier for them to dispose of recyclables through the chute, rather than recycle.

Mr. Ezzet stated that the contracted company would provide a crate or rolling container to any building that wants them, but it would be up to the building maintenance staff to bring the containers down to the collection areas. He also commented that better locations for trash bin could be located.

COMMERCIAL:

Mr. Ezzet stated that changes need to be made to the current franchise agreement to improve business participation. Mr. Ezzet stated that under a new franchise agreement it would allow for recycling containers at no charge to businesses.

In response to Councilmember Land, Ms. Harmon stated that there were approximately seven recyclers and it is mostly for glass recycling for bars and restaurants within the City. She also stated that 141 business out of approximately 1200 businesses were recycling and free containers could be a possible incentive to increase business participation.

Councilmember Duran stated that maybe the City could provide recycling containers along Santa Monica Boulevard between San Vicente and Robertson.

Mr. Ezzet stated that Manhattan Beach has tried a similar program, with recycling containers next to trash bins and that most people are visitors to the City and do not really pay attention to recycling containers.

In response to Councilmember Land, Ms. Harmon stated that those businesses that already recycle are committed to those recyclers.

In response to Councilmember Heilman, Mr. Ezzet stated that pricing for temporary construction containers "roll off's" would be included in the new franchise agreement.

Mr. Ezzet stated that part of the new franchise agreement should include a street side recycling pilot program.

Councilmember Heilman stated that heavily visited areas need daily pick up and that the containers should be designed appropriately, especially where alcohol is consumed.

Mr. Ezzet stated the contract should be for 8 years with a 24-month extension offer. He also stated that there would be outreach for building managers and tenants.

In response to Councilmember Prang, Ms Perlstein stated that recently the City has begun to take control of its public outreach and is requiring the contractor to reimburse the City.

In response to Councilmember Prang, Mr. Ezzet stated that those customers who choose not to participate in recycling would see higher bills.

Councilmember Land stated that some of the outreach we do now is working and that we need to be innovative to make sure the \$100,000 gets used appropriately.

In response to Councilmember Prang, Ms Perlstein stated that some of our recycling programs have not grown and with improper reporting from landfills the City currently is not meeting the goals set out by AB 939.

Councilmember Heilman stated that we don't always hear from the current contractor and that once they get the contract will there be opportunities to meet to ensure they do the job right. He also commented there should be public review of the agreement.

Mr. Ezzet stated that there would be an annual review and the contractor would be required to do a customer service survey. He also stated that Cities who are the happiest with their contractors are those who require annual surveys/reviews.

5. PUBLIC COMMENT:


HILLARY SELVIN, LOS ANGELES, stated that free recycling would be a good incentive to encourage businesses owners to participate in the City recycling program.

6. COUNCILMEMBER COMMENTS:

Councilmember Duran congratulated Jan Harmon regarding her outreach work.

7. ADJOURNMENT: The City Council adjourned at 7:35 P.M to its next regular meeting to be held on Monday, April 21, 2003 at 6:00 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 5th DAY OF MAY, 2003.


JEFFREY PRANG, MAYOR

ATTEST:


VIVIAN M. LOVE, INTERIM CITY CLERK