



# City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 6, 2022

FROM: PUBLIC WORKS DEPARTMENT      WARDS: ALL

SUBJECT: PROFESSIONAL SERVICES AGREEMENTS WITH THE ECOHERO SHOW LLC FOR ORGANIC WASTE RECYCLING EDUCATION AND OUTREACH THROUGH JUNE 30, 2024 IN THE AMOUNT OF \$40,000, AND THE BEVERAGE CONTAINER RECYCLING EDUCATION PROGRAM THROUGH JUNE 30, 2024 IN THE AMOUNT OF \$28,000, FOR A TOTAL AMOUNT OF \$68,000

**ISSUE:**

Approve the Professional Services Agreements with The EcoHero Show LLC for Organic Waste Recycling Education and Outreach through June 30, 2024 in the amount of \$40,000, and the Beverage and Container Recycling Education Program through June 30, 2024 in the amount of \$28,000, for a total amount of \$68,000.

**RECOMMENDATIONS:**

That the City Council:

1. Approve the Professional Services Agreement for Organic Waste Recycling Education and Outreach with The EcoHero Show LLC in the amount of \$40,000 through June 30, 2024;
2. Approve the Professional Services Agreement for Beverage and Container Recycling Education and Outreach with The EcoHero Show LLC in the amount of \$28,000 through June 30, 2024; and
3. Authorize the City Manager, or designee, to execute the Professional Services Agreements with The EcoHero Show LLC, including making minor and non-substantive changes.

**BACKGROUND:**

The City of Riverside has received funding from Senate Bill 1383 Local Assistance Grant Program and the Beverage Container Recycling Grant Program (RBC 32) to assist in the implementation of State recycling programs.

Senate Bill 1383 (SB 1383) was signed in September 2016 by Governor Brown to reduce methane emissions within California. When organic material is deposited in landfills it generates substantial levels of methane. As part of reducing these methane emissions, the State has set objectives to reduce organic waste disposal by 50% by 2020 and 75% by 2025. At least 20% of currently

disposed surplus edible food must be rescued for consumption and donated to edible food recovery organizations by 2025. SB 1383 regulations took effect on January 1, 2022. The City was selected to receive a total of \$458,065 through the SB 1383 Local Assistance Grant Program in May of 2022, with \$80,000 intended to fund education and outreach efforts.

The California Beverage Container Recycling (RBC 32) Program is administered by CalRecycle with an objective of maintaining an 80% recycling rate for all California Refund Value (CRV) beverage containers, including: aluminum, glass, plastic and bi-metal. The City accepted \$250,000 through this grant program on December 15, 2020.

## **DISCUSSION:**

The City of Riverside Solid Waste Division is seeking to retain The EcoHero Show LLC (EcoHero) to fulfill the state mandated requirements ensuring education and outreach is provided to all schools, residents, and businesses regarding State recycling programs.

The curriculum for EcoHero's education and outreach program has been reviewed and approved by CalRecycle, the administering agency for both the SB 1383 and RBC 32 grant programs. According to EcoHero, more than 120 California cities and counties have hired The EcoHero Show, the bulk of them using CalRecycle grant funding.

The EcoHero program introduces students to how they and their families can become more involved with recycling. Students will learn about organic waste prevention, recycling of CRV bottles and cans, and how to properly recycle food and green materials, such as landscaping. Performers provide instruction through interactive dance, songs, music videos, trivia, and storytelling.

Inspiring students to start recycling at home will help increase household participation in efforts to achieve a State mandate of reducing organic waste by 75% by 2025.

EcoHero is a CalRecycle-approved education and outreach program curriculum provider. EcoHero will assist in the following areas on behalf of the City:

- Develop an Education and Outreach Program for Organic Waste Recycling, and CRV Bottles and Cans Recycling for students in K-6<sup>th</sup> grades
- Provide virtual or in-person presentations to City of Riverside approved schools
- Submit annual reporting of the Education and Outreach Curriculum

Purchasing Resolution 23812 allows for exceptions to competitive procurement, Section 702(w) states that "When approved by the Manager, Services not subject to the bidding requirements of Section 1109 of the City Charter, which are of such a nature that suitable technical or performance specifications describing them are not readily available and cannot be developed in a timely manner to meet the needs to the City, in which case the Manager shall be authorized to negotiate with any Person or Persons for the Procurement thereof upon the price, terms and conditions need by the Manger to be in the best interest of the City and in doing so may utilize Informal Procurement or Negotiated Procurement process". The partnership between the City and the service provider was part of the grant approval by the grant provider so any change in partnership would require more time to negotiate and a change in the service to be provided which would

require re-approval by the grant provider. No part of the service is subject to Section 1109 of the City Charter.

The Purchasing Manager concurs that the recommendations to approve the agreements are in compliance with Purchasing Resolution 23812.

**STRATEGIC PLAN ALIGNMENT:**

This item contributes to **Strategic Priority 4 – Environmental Stewardship** and **Goal 4.4 – Implement measures and educate the community to responsibly manage goods, products, and services throughout their life cycle to achieve waste reduction outcomes.**

This project aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – EcoHero will educate and engage students to help them better comply with evolving recycling requirements.
2. **Equity** – EcoHero’s education and outreach initiatives, connected to the execution of SB1383, will support environmental advantages including reducing methane emissions and enhancing air quality.
3. **Fiscal Responsibility** – By involving all stakeholders, including children, the City will be able to comply with CalRecycle’s requirement that organic and recycled materials be diverted from landfills by 75%, avoiding fines for noncompliance.
4. **Innovation** – EcoHero is an innovative way for the City to encourage students and the community to develop a program for composting or diverting food waste.
5. **Sustainability & Resiliency** – EcoHero encourages today’s recyclers to be more environmentally conscious.

**FISCAL IMPACT:**

The total fiscal impact of this action is \$68,000.00. Sufficient grant funds are budgeted and available as listed in the table below:

<b>Fund</b>	<b>Program</b>	<b>Account</b>	<b>Amount</b>
Grants & Restricted Programs	SB 1383 Local Assistance Grant Program FY21/22	9345400-456104	\$40,000
	Beverage Container Recycling FY 20/21 (RBC 32) Grant	9343000-440210	\$28,000
<b>Total:</b>			<b>\$68,000</b>

Prepared by: Gilbert Hernandez, Public Works Director  
 Certified as to availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial

Officer/City Treasurer

Approved by: Kris Martinez, Assistant City Manager

Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. The EcoHero Show LLC Professional Services Agreement: SB1383 Local Assistance Grant Program FY2021/22
2. The EcoHero Show LLC Professional Services Agreement: Beverage and Container Recycling Grant RBC32 FY2020/21