



CITY OF DEL REY OAKS

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Staff Report

DATE: April 28, 2026

TO: Honorable Mayor and City Council

FROM: John Guertin, City Manager

SUBJECT: Receive a presentation and consider approving ReGen Monterey's Technical Advisory Committee's Subgroup recommendation on the 2030 Collection Franchise Planning Process.

Recommendation

Adopt a Resolution approving the recommendation from ReGen Monterey's (ReGen) Technical Advisory Committee's (TAC) Subgroup to initiate a competitive request for proposal (RFP) process for solid waste, recycling, and organics collection services, allowing GreenWaste Recovery, LLC (GreenWaste) and other service providers to compete for the franchise and approve the Process Integrity Policy.

Background

Seven participating agencies, including the Cities of City of Carmel-by-the-Sea, Del Rey Oaks, Marina, Pacific Grove, Sand City, Seaside, and Pebble Beach Community Services District (Member Agencies) of ReGen Monterey's (ReGen) nine member agencies, hold an exclusive franchise agreement with GreenWaste for solid waste, recycling, and organics collection services, expiring in 2030. As the agreements near expiration, the Member Agencies began to evaluate future service options and consider whether to issue a competitive RFP or negotiate a sole-source agreement with GreenWaste.

In early 2025, a TAC Subgroup was formed to prepare and plan. In August 2025, the ReGen Board approved a contract with HF&H Consultants, LLC (HF&H) to support the Subgroup and Member Agencies in this effort. Since that time, the Subgroup has been and will continue working on a range of activities to support collection franchise planning, including a public and stakeholder engagement process, RFP process support, negotiations, and solicitation, design, and drafting of a future franchise agreement. Since August 2025, HF&H has worked with ReGen's Communications staff (Staff) and the TAC's Subgroup to conduct phase one, public and stakeholder engagement.

Discussion

Stakeholder Engagement Process

Community and stakeholder input provides important context for evaluating whether to pursue a competitive RFP or a sole-source negotiation for future solid waste, recycling, and organics collection services. Over the past several months, the TAC Subgroup, supported by HF&H, conducted a comprehensive engagement process across four key sectors: residential, multi-family, commercial, and industry. This included partnering with Probolsky Research to conduct a statistically valid survey of residential customers designed to assess current service satisfaction, identify community priorities, and gauge interest in additional services that are not currently provided. In addition to the survey, we hosted a number of virtual and in-person events that were intended to allow more nuanced conversations with specific customer types. This included hosting community meetings, direct outreach to multi-family property owners and building managers, discussions with leaders in the business community, and meetings with potential service providers.

In parallel with community engagement, several industry stakeholders were engaged to better understand market conditions and to identify opportunities and potential challenges associated with providing services in the region. Industry feedback consistently identified the seven Member Agencies' service area as an ideal market, citing operational efficiencies, established infrastructure, and long-term service viability. Multiple respondents expressed interest in proposing services, indicating that the region is well-positioned to attract competitive proposals should an RFP be issued.

Detailed information regarding the engagement methodology, outreach activities, and sector-specific results is provided in Attachments A through E. The discussion below summarizes key themes from the engagement process and highlights the primary factors considered by the TAC's Subgroup when recommending a competitive RFP process for future collection services.

Community Input

The TAC Subgroup reviewed results from the stakeholder engagement process and found, across engagement efforts, overall satisfaction with current service was generally high. However, affordability emerged as the highest-rated and most strongly expressed priority across sectors (99.1%), followed closely by service quality (98.9%), convenience (98.2%), and environmental impact (96.0%).

Survey results show that perceptions of cost are mixed, with only 47% of residents indicating their garbage and recycling bill is "just about right," while nearly 33% feel rates are too high and a significant share remain unsure, reflecting caution around affordability. When asked to evaluate community values, affordability ranked higher than any other factor, exceeding priorities such as environmental impact, convenience, and quality of service. This underscores the importance of rate impacts in residents' evaluation of future service decisions. Survey responses also indicate limited appetite for new or expanded programs that could increase

costs, reinforcing a clear expectation that decision-makers will weigh this evaluation criterion heavily. Multi-family and commercial outreach echoed these findings, with property managers and business representatives identifying rates, cost control, and predictability as primary concerns alongside service reliability.

Collectively, feedback from residential, multi-family, and commercial stakeholders demonstrates strong alignment around the need to prioritize affordability and carefully evaluate any approach that could result in rate increases. This consistent emphasis on cost sensitivity establishes affordability as a central consideration in determining the appropriate procurement path for future collection services.

Key Considerations

Good Governance:

A competitive RFP process provides the Member Agencies with a clear, transparent, and defensible path to securing a contractor that represents the best value for the community by allowing multiple qualified service providers to compete on price, service levels, reliability, environmental protection, and other relevant factors. This approach is widely regarded as the most transparent and publicly accountable method for awarding long-term franchise agreements, supporting public confidence in the decision-making process.

Affordability:

During the engagement process, GreenWaste shared an indicative range of potential future cost increases associated with continuing service under a sole-source approach. While it would be inappropriate to share the numerical values publicly, the amounts were greater than a typical inflationary amount and included some trade-offs for the Member Agencies and customers. At the level of rate adjustment suggested in this preliminary discussion, the TAC Subgroup expressed that competitive proposals would be important to better understand cost drivers, validate pricing, and ensure that future service decisions are informed by objective, market-based information.

Satisfaction with Service:

The TAC Subgroup notes that there is a very high level of satisfaction with the current service provider throughout the service area. This is a credit to GreenWaste and especially their front-line drivers and customer service employees who interact with customers on a daily basis. The high level of satisfaction was significant to the TAC Subgroup, and the members of the Subgroup expressed their desire for GreenWaste to participate in the competitive process for the next contracts. It was also noted that there was a high level of satisfaction with Waste Management (WM) in the contract prior to GreenWaste taking over in 2015 and that many of the drivers transitioned to GreenWaste from WM in 2015. The RFP would contain a provision requiring that any current employees displaced by a change in contractors would be offered positions at the new company. As a result, many of the front-line employees that are

responsible for the high quality of service would likely continue to serve the Member Agencies as they do today.

Assignment Risk:

GreenWaste was acquired by a private investment fund during the term of the current agreements and there was a greater level of turnover in executive and management staff than was expected at the time of the initial acquisition. In addition, at the time of the acquisition, the acquiring company disclosed that it typically divests itself of assets like this in seven to 10 years. That same investment firm has recently divested itself of other solid waste assets in the United States. While GreenWaste has maintained a high level of satisfaction, the new executive and management team have a different perspective and approach than was conveyed when GreenWaste proposed to get the current contracts. An RFP process would allow the Member Agencies to consider changes to the contracts that would provide greater protection for the ratepayers and Member Agencies in the event of a future acquisition.

Infrastructure and Readiness

ReGen has made significant long-term investments over many years to create an operational environment that supports efficient, reliable service delivery for the Member Agencies it represents. ReGen owns the collection Truck Yard and Maintenance Facility currently leased and used by the incumbent service provider, and has established on-site processing of recyclables and organics, as well as control over disposal through its landfill. Together, these assets create a turnkey operational setting that reduces barriers to entry and enables any qualified collection operator to efficiently serve the agencies in the future. In other markets, the private ownership of these assets creates significant incumbency advantages. In this case, the public ownership of the assets ensures cost-effectiveness and competitiveness.

RFP Timeline and Next Steps

To meet the schedule of the expiring franchise agreements in 2030, the Member Agencies would begin the RFP process in late 2026. While a typical RFP process lasts 12 to 18 months and includes drafting and finalizing an RFP, soliciting proposals, responding to prospective operators' questions, interviewing proposers, evaluating proposals, negotiating contract terms, and seeking final approval by Member Agencies' elected bodies, the multi-jurisdictional nature of this effort is expected to extend the overall timeline. The process will require ongoing coordination among Member Agencies, collaboration and updates with multiple elected bodies throughout key decision points, and subsequent jurisdiction-specific negotiations to tailor services and rate outcomes following a group decision. As a result, the RFP process is anticipated to extend through 2027, with the potential award of the new franchise in the first half of 2028, and the intent to maintain current services with the existing service provider through 2030, subject to the direction and outcome of the negotiations. This will allow approximately two years for the selected service provider to address any infrastructure needs, acquire vehicles,

establish new programs or services, and conduct community outreach and engagement to ensure the public is aware of any changes.

Process Integrity Policy

To support a fair, transparent, and competitive procurement process, many public agencies adopt a Process Integrity Policy to guide interactions among participating agencies, proposers, advisors, and other stakeholders throughout the solicitation and evaluation phases. The policy is intended to ensure consistent treatment of all proposers, protect the integrity of the process, and maintain public confidence in the outcome. Key principles include clear communication protocols, defined roles and responsibilities, and safeguards to prevent conflicts of interest or the appearance of preferential treatment. The policy also protects the Member Agencies, their elected officials, and their staff from potential challenges to the process or public claims of impropriety.

The Process Integrity Policy establishes expectations for professionalism, confidentiality, and adherence to established procedures during the procurement process. Adoption of this policy provides a clear framework to support objective evaluation, informed decision-making, and compliance with applicable legal and ethical standards. The Process Integrity Policy is included as Attachment F, which has been reviewed by ReGen's legal counsel.

Financial Impact

There is no financial impact to initiate a competitive RFP for solid waste, recycling, and organics collection services. ReGen is temporarily incurring costs from the consultants supporting the Member Agency procurement process, estimated at \$534,620 in total, which will be reimbursed to ReGen by the seven participating Member Agencies through the recently approved Memorandum of Understanding (MOU). While the Member Agencies will be responsible for their share of the costs, please note that local government procurement costs are typically reimbursed to Member Agencies by the selected franchise service provider.

Conclusion

Staff requests that the Council adopt a resolution approving the recommendation from ReGen TAC Subgroup to initiate a competitive RFP process for solid waste, recycling, and organics collection services, allowing GreenWaste and other service providers to compete for the franchise and approve the Process Integrity Policy included in Attachment F.

Attachment

- A. Probolsky Research Survey Results
- B. Residential Community Meetings
- C. Multi-Family Engagement

D. Commercial Engagement

E. Industry Engagement

F. Process Integrity Policy

G. Resolution 2026-07

Respectfully Submitted,

John Guertin
City Manager

Attachment A: Probolsky Research Survey Results

Attachment B: Residential Community Meetings

Methodology

HF&H hosted three virtual community meetings to solicit feedback on current service satisfaction, identify community priorities, and gauge interest in additional services not currently provided for Member Agency residents. To support broad participation, HF&H developed bilingual (English/Spanish) outreach materials for distribution by ReGen and the Member Agencies. To accommodate varying schedules and convenience, HF&H hosted the virtual meetings at two different times across three separate days:

- Tuesday, February 24, 2026 from 5:30 p.m. to 6:30 p.m.
- Wednesday, February 25, 2026 from 12:00 p.m. to 1:00 p.m.
- Thursday, February 26, 2026 from 5:30 p.m. to 6:30 p.m.

To support Spanish-speaking residents, Spanish-language interpretation was provided during the February 26 meeting. Each meeting included a brief overview of the agenda, purpose, and background information before moving into an anonymous poll. This poll was followed by an open discussion period where participants could share what is working well—or not—with current solid waste, recycling, and organics collection service programs, identify which services matter most to residents moving forward, and indicate how they would prioritize value for these services.

Results and Analysis

Seventeen residents participated across all three meetings and, of those, 13 submitted answers to the anonymous poll.

Residents indicated generally high satisfaction levels with their current collection services during the community meetings and in their poll responses, with 69% of participants satisfied with GreenWaste's collection services and 69% satisfied with the helpfulness and professionalism of its customer service team. However, residents also expressed interest in targeted improvements. Although 67% reported receiving educational materials, 62.5% of those recipients found the information could have been clearer, and 25% of residents who provided additional input requested more education and outreach on available programs. Additionally, 17% expressed interest in greater service customization, such as the ability to choose cart sizes or types. During open discussion, several residents also expressed sensitivity to rate increases, noting concerns that recent rate increases were not always accompanied by perceived service improvements and emphasizing the importance of avoiding large, across-the-board increases that could disproportionately affect community members. These results indicate that, while GreenWaste is largely meeting community needs, opportunities remain to enhance education, service customization, and overall customer experience.

Attachment C: Multi-Family Engagement

Methodology

To support multi-family dwelling (MFD) engagement, a comprehensive information list of all MFDs was requested from GreenWaste, including their addresses and contact information, within the Member Agency service area. Priority MFDs were identified by Member Agency staff to support targeted outreach, while ensuring appropriate representation across participating Member Agencies.

A standardized set of questions was developed for property managers to assess satisfaction with current collection services, identify priorities for a future collection agreement, evaluate outreach effectiveness, and gauge awareness of the bulky item collection program. Outreach was conducted with the objective of engaging at least one property manager within each participating Member Agency. Where available, property managers were surveyed by phone; when unavailable, follow-up outreach was conducted through voicemail, email, or in-person visits, as appropriate.

Results and Analysis

Forty-six MFDs were engaged and, of those, seven provided responses to the developed questions.

Approximately 85% of the MFDs surveyed are satisfied with GreenWaste's services. GreenWaste had performed outreach at approximately 66% of the surveyed MFDs, but none of them knew about the bulky program. The property managers were interested in a bulky program to collect large items when residents move out. Overall, many MFDs expressed that GreenWaste has reliable and consistent collection services with responsive customer service. However, property managers identified several service-related concerns, including challenges with container lid closure, service conditions classified as "difficult to service," occasional missed pickups, and damaged containers. Issues that could be readily addressed were generally resolved by customer service in a timely manner. Looking ahead, MFD property managers identified quality of service, customer service responsiveness, and low rates as their highest priorities for a future collection agreement.

Attachment D: Commercial Engagement

Methodology

To support commercial sector engagement, the TAC Subgroup sought to engage business and sustainability associations within the Member Agency service area to gather insight into current and future collection services. A comprehensive list of commercial businesses, including addresses and contact information was compiled. Priority commercial businesses were identified through coordination with GreenWaste and participating Member Agencies to support targeted outreach and ensure appropriate representation across jurisdictions. The outreach list was refined based on these prioritizations and agency representation.

A standardized set of questions was developed for business owners and managers to assess satisfaction with current collection services, identify key priorities for a future collection agreement, evaluate the cost and value of existing services, and assess the effectiveness of outreach efforts. Outreach was conducted with the objective of engaging at least one commercial business within each participating Member Agency. Where available, interviews were conducted by phone. When a business owner or manager was unavailable, follow-up outreach was conducted through voicemail messages or email correspondence, as appropriate.

Results and Analysis

Thirty-four commercial businesses were engaged and, of those, 15 provided responses to the developed questions.

Approximately 60% of the commercial businesses surveyed are satisfied with GreenWaste's services, but only 40% of them thought GreenWaste's rates are reasonable. GreenWaste had performed outreach at approximately 58% of the commercial businesses surveyed. Overall, many businesses expressed that GreenWaste has reliable and consistent recycling and solid waste services with responsive customer service. However, many businesses also expressed frustration regarding GreenWaste's immediate increases in price after they took over for WM in 2015, coupled with GreenWaste's additional charges for non-curb-side service, pushing and/or pulling containers, opening gates, and extra organics carts. In Pacific Grove, downtown businesses are unhappy with GreenWaste's charges for bundles of cardboard and lack of assistance to help maximize space for extra containers. For a future collection agreement, most commercial businesses selected quality of service and low rates as their top priorities. They also expressed interest in additional services such as free cardboard pickup, container cleaning services, and everyday collection.

Attachment E: Industry Engagement

Methodology

To better understand industry capacity, market interest, and potential considerations associated with future collection services, the TAC Subgroup, with support from HF&H, conducted targeted outreach to private solid waste collection service providers active in California and similar regional markets. A list of firms that had either previously expressed interest in providing collection services within the Member Agency service area or were identified by the Subgroup as relevant potential proposers based on market presence and experience.

Each identified service provider was invited to participate in a formal in-person presentation to the TAC Subgroup. Presentations were structured to allow approximately 20 minutes for each company to present its qualifications, business model, and perspective on operating within the Member Agency service area, followed by a 30-minute question-and-answer session with Subgroup members. This format was intended to support a consistent, transparent exchange of information and allow for direct dialogue regarding operational considerations, infrastructure readiness, and potential partnership models.

Five service providers participated in the industry engagement presentations:

- Mid Valley Disposal
- Recology
- Republic Services
- Waste Connections
- Waste Management

In addition, GreenWaste was invited to present to the Subgroup to provide perspective on its experience serving the region and its interest in future service arrangements.

Results and Analysis

Across all presentations, industry participants expressed interest in future partnerships within the Member Agency service area. Multiple presenters characterized the region as an attractive and operationally viable market due to its service density, established customer base, and publicly owned infrastructure. All service providers noted that ReGen's ownership of key facilities—including collection yards and processing and disposal infrastructure—creates a turnkey operational environment that reduces barriers to entry and enhances market competitiveness.

GreenWaste Recovery expressed enthusiasm for continuing to provide service to the community and indicated openness to negotiating a future agreement under a sole-source approach. During preliminary discussions, GreenWaste shared an estimated range of potential future rate impacts associated with continuing service under a non-competitive negotiation. GreenWaste also noted that changes in ownership or a future asset sale or acquisition are inherent risks in the solid waste industry, particularly given broader market consolidation trends.

Attachment F: Process Integrity Policy

Monterey Peninsula Franchise Collection Service Provider Survey Results Presentation

February 2026



**Opinion Research on
Elections and Public Policy**



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Monterey Peninsula – Franchise Collection Service Provider Survey

Survey Methodology*

	Survey Details
Mode	Phone (inbound and outbound) Online (mail, email, and text to web)
Language	English and Spanish
Length	10 minutes
Target Respondents	Monterey Peninsula communities
Survey Fielding	February 6 – 23, 2026
Margin of Error	+/-4.7%
Survey Participants	450

Sample

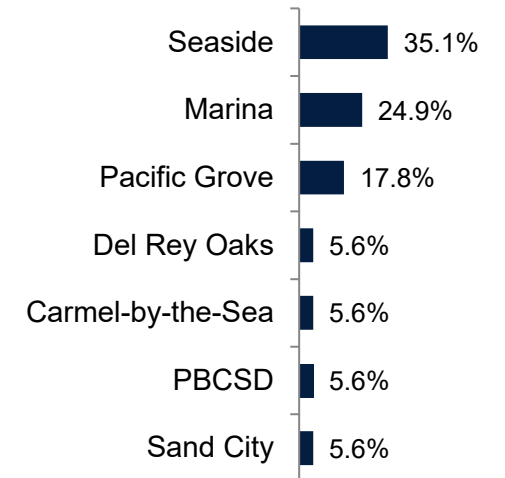
The sample was developed from the consumer data. We mailed, called, emailed, and texted residents. We matched the demographics of ReGen Monterey service area residents.

Data Collection Explained

Interviews were conducted with live interviewers by phone (4%) and online survey methods (96%). Phone participants were interviewed through outbound (68%) and inbound (32%) calls. Online participants were invited by mail (57%), email (31%), and text message (12%) to access the survey by computer, tablet, or smart phone.

Respondents in all modes chose their preferred language, English (99%) and Spanish (1%).

Security measures precluded individuals from completing the survey more than once.

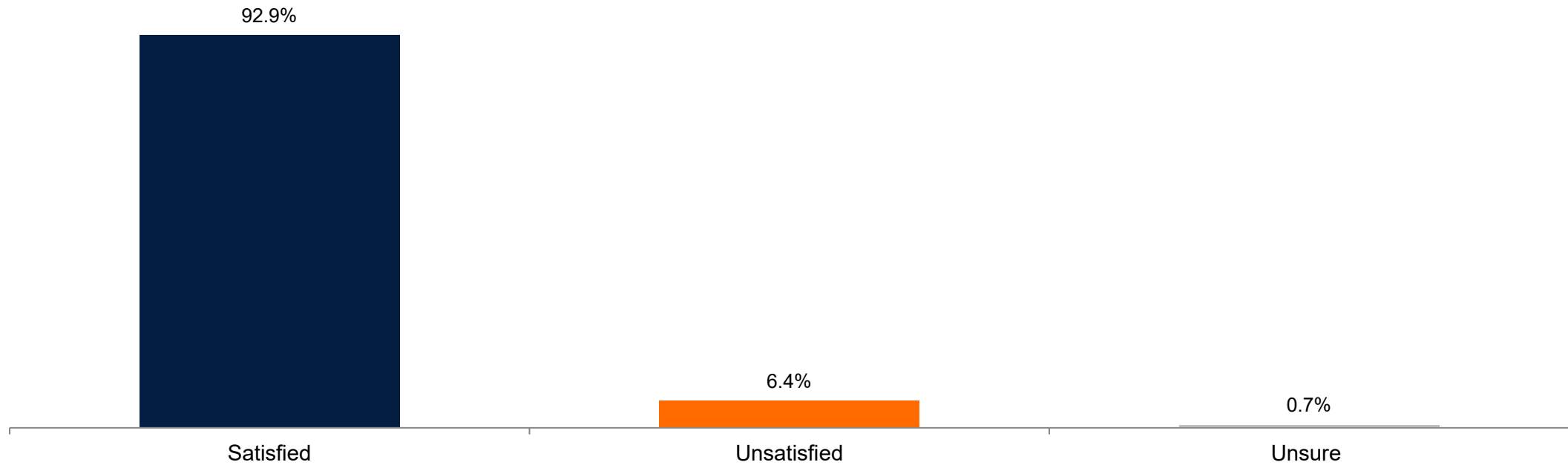


The distribution reflects the geographic composition of respondents within the Monterey Peninsula service area. To ensure adequate representation, a minimum of 25 responses were collected in each jurisdiction, with Del Rey Oaks, Carmel-by-the-Sea, Pebble Beach Community Services District, and Sand City intentionally oversampled..



93% are satisfied with the services provided by GreenWaste Recovery

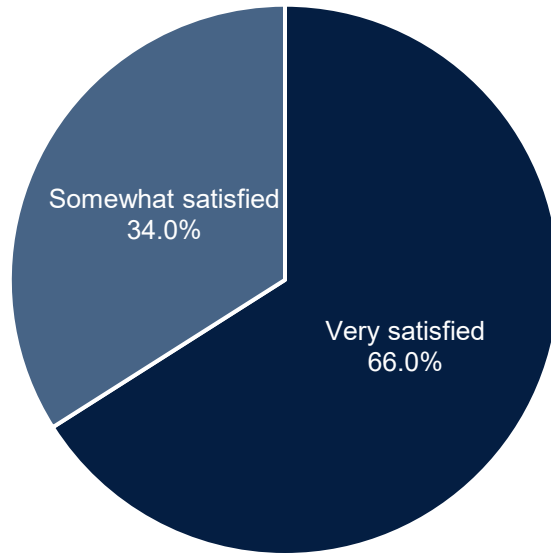
Question 3: In general, how satisfied are you with the services provided by GreenWaste Recovery including collecting and transporting garbage, recyclables, and organic material?



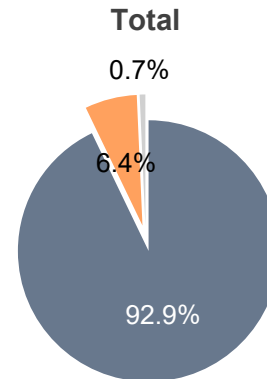
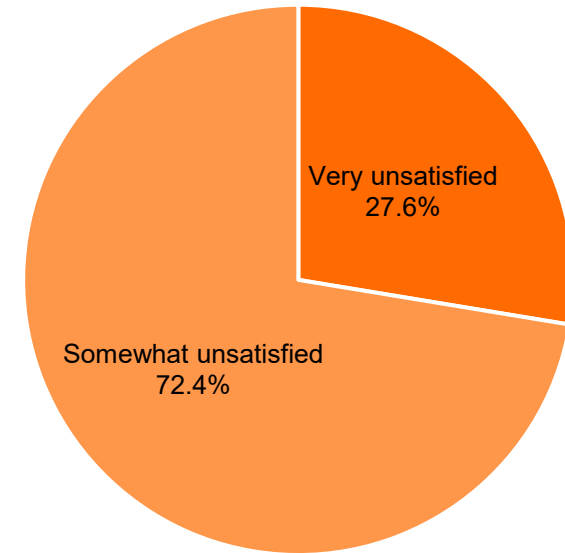
Among those satisfied, 66% are very satisfied

Question 3: In general, how satisfied are you with the services provided by GreenWaste Recovery including collecting and transporting garbage, recyclables, and organic material?

Among those who said satisfied

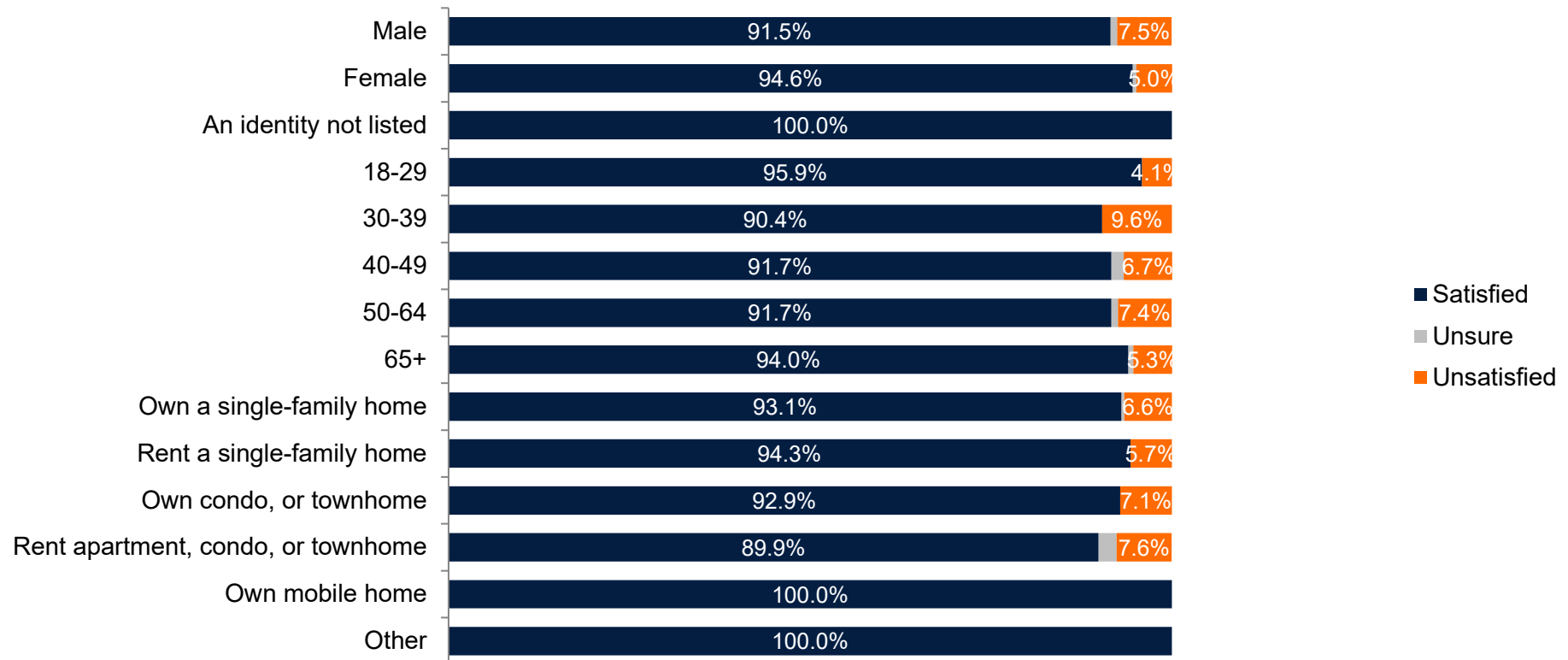


Among those who said unsatisfied



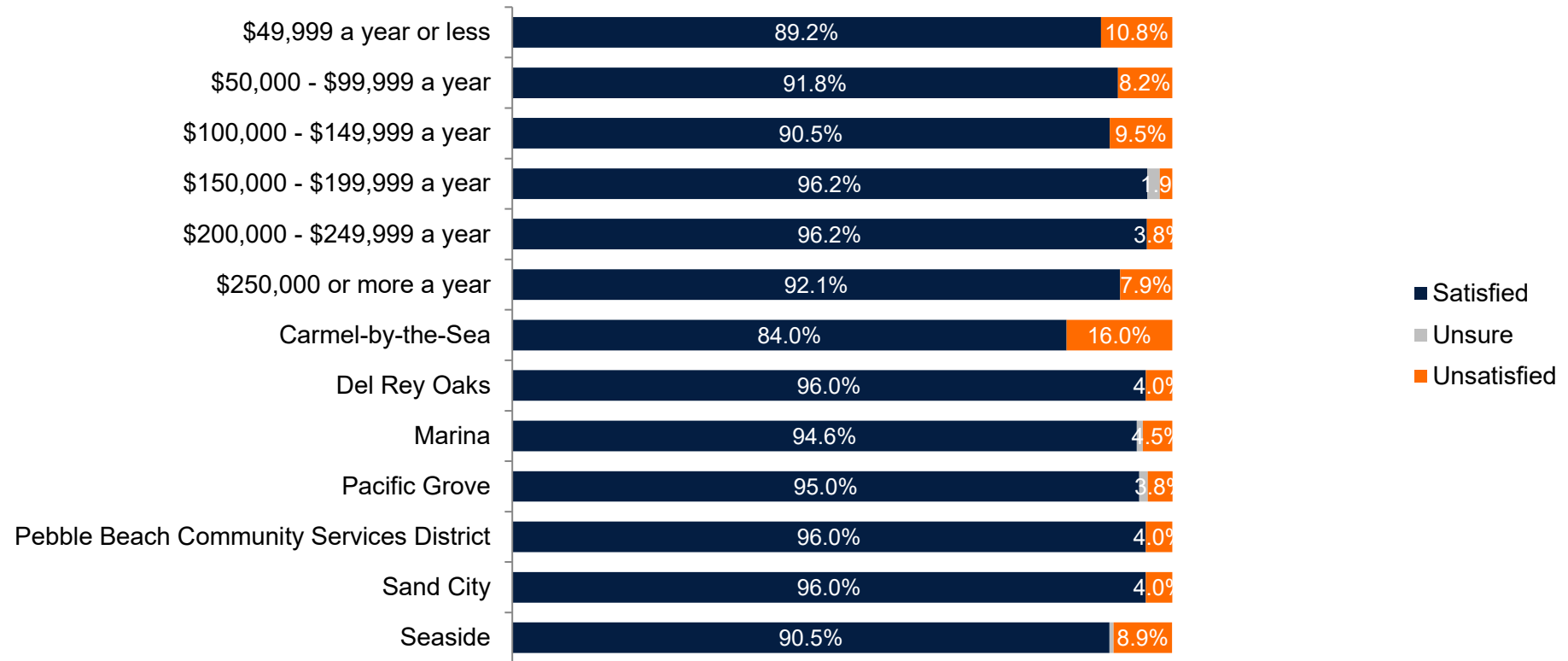
Results by gender, age group, and home type

Question 3: In general, how satisfied are you with the services provided by GreenWaste Recovery including collecting and transporting garbage, recyclables, and organic material?



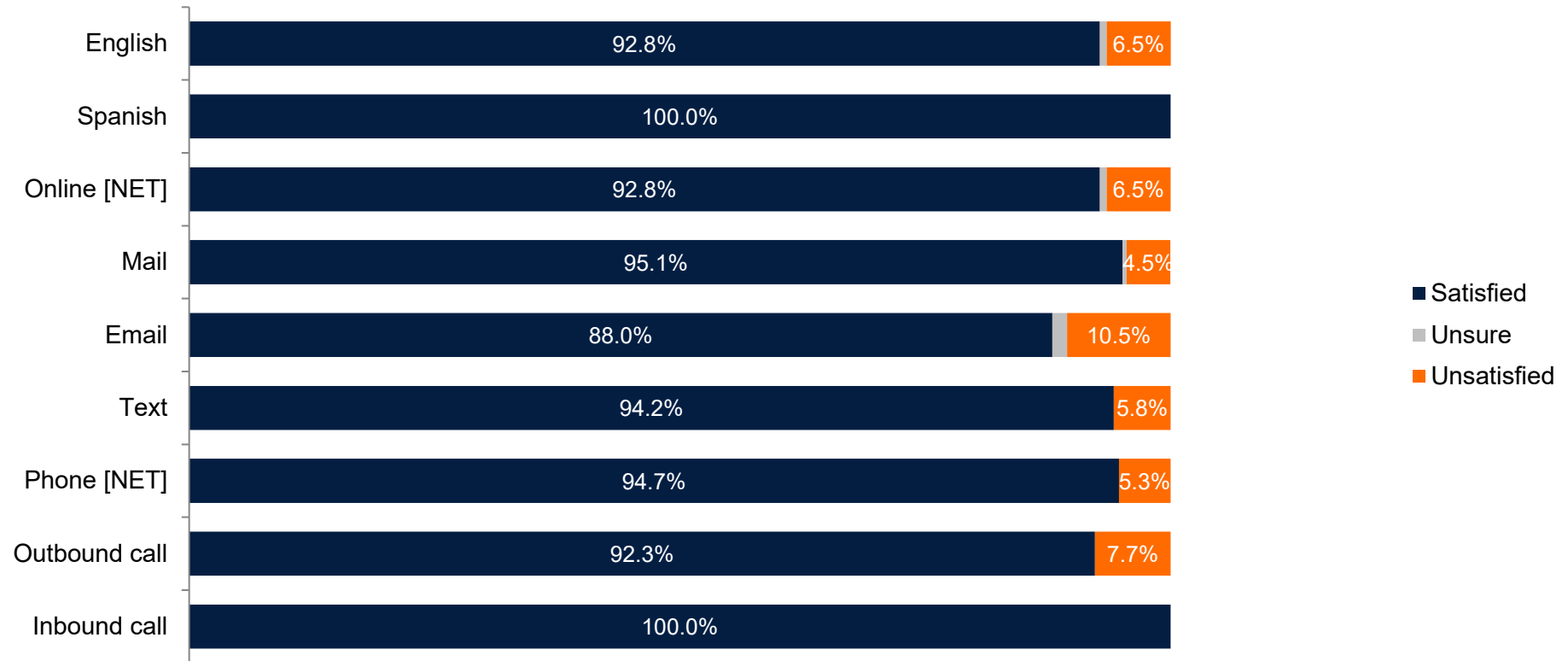
Results by household income and Jurisdiction

Question 3: In general, how satisfied are you with the services provided by GreenWaste Recovery including collecting and transporting garbage, recyclables, and organic material?



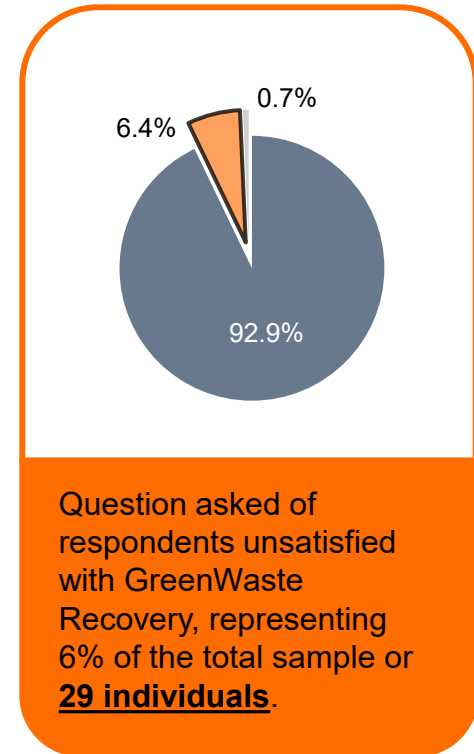
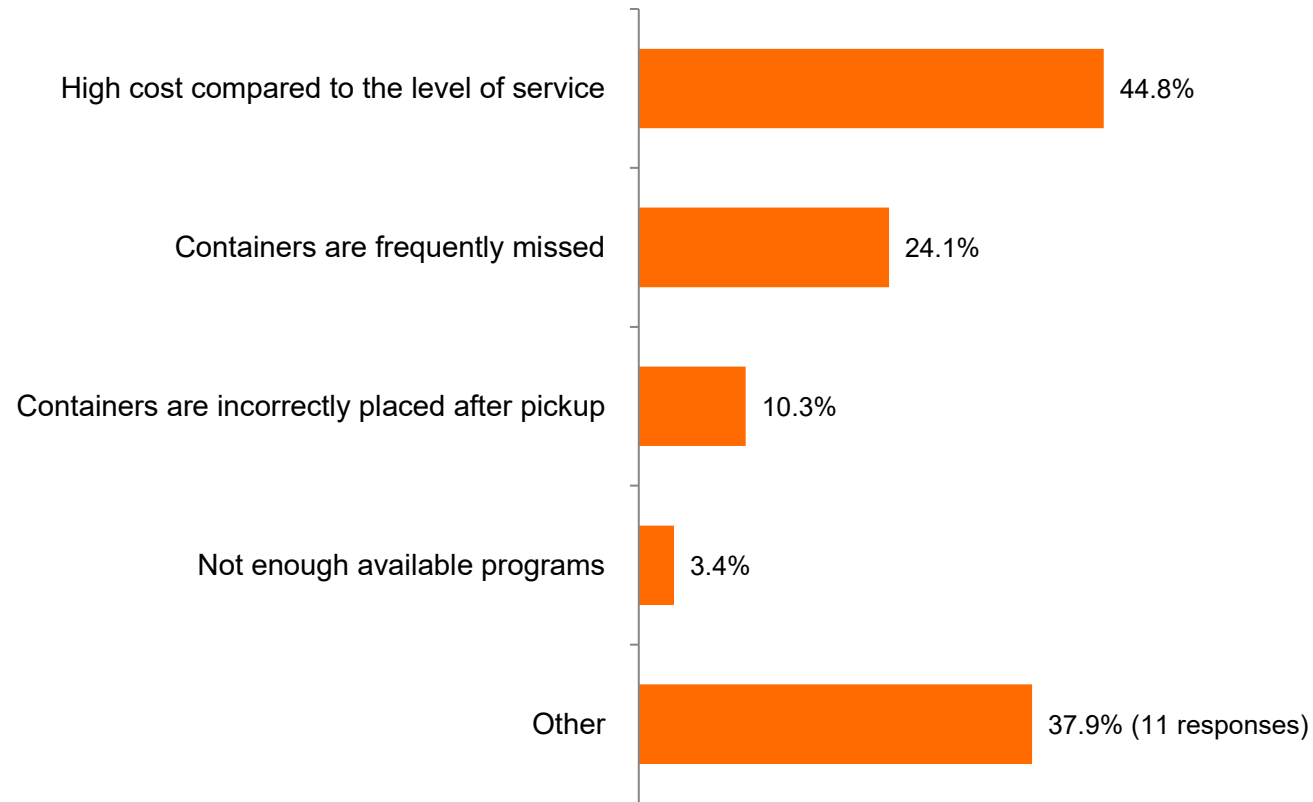
Results by survey language and survey mode

Question 3: In general, how satisfied are you with the services provided by GreenWaste Recovery including collecting and transporting garbage, recyclables, and organic material?



Among the 29 who are unsatisfied, high cost compared to the level of service is the main reason

Question 4: Why aren't you satisfied with the services provided by GreenWaste Recovery? Select all that apply.
[IF ANSWERED UNSATISFIED TO Q3]



Verbatim responses for other

Question 4: Why aren't you satisfied with the services provided by GreenWaste Recovery? Select all that apply.
[IF ANSWERED UNSATISFIED TO Q3 (11 responses)]

Other

Do not like compost in yard waste

They don't collect everything. I have to bring batteries to Home Depot. They wouldn't take my small Christmas tree. I had to pay someone to haul it away. The green waste bin is always full and is very toxic from food waste. I was told compostables are not compostable and you can't put food waste in compostable bags. There is mold growing in the bin

Containers are often not fully emptied

Would like to separate food waste, but like so many residences in PG, we don't have yards or enough yard waste to mix with food. Seems unsanitary to place in container for a week

Not letting us use compostable bags for indoor compost collection!

Green container would not allow any bags, compostable or otherwise.

There are not enough recycle bins at our apartment complex. Previous to living here we rented a duplex in Seaside. Although there was the occasional issue, whenever we contacted Greenwaste they were helpful and kind. Overall I like greenwaste, so not sure if the issue I have is with my landlord or greenwaste

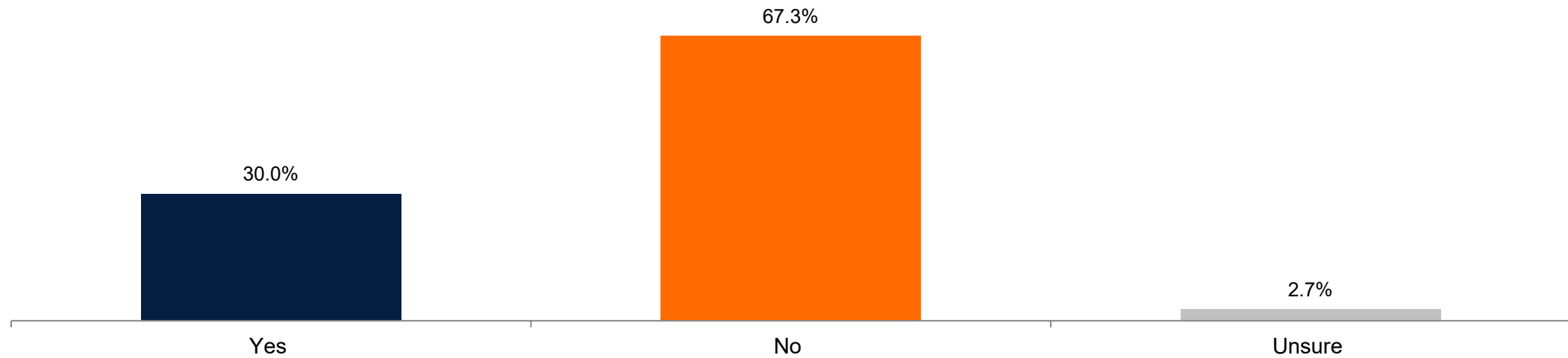
No containers for batteries and motor oil

Do not like putting organic waste from kitchen in yard waste, make bin stink and creates a fly problem

ive had to call them to pick my garbage up when the other neighbors garbage have been picked up, they also make amess when picking up garbage from our street t's because of the pick up schedule, they only collect after 5:30 PM.

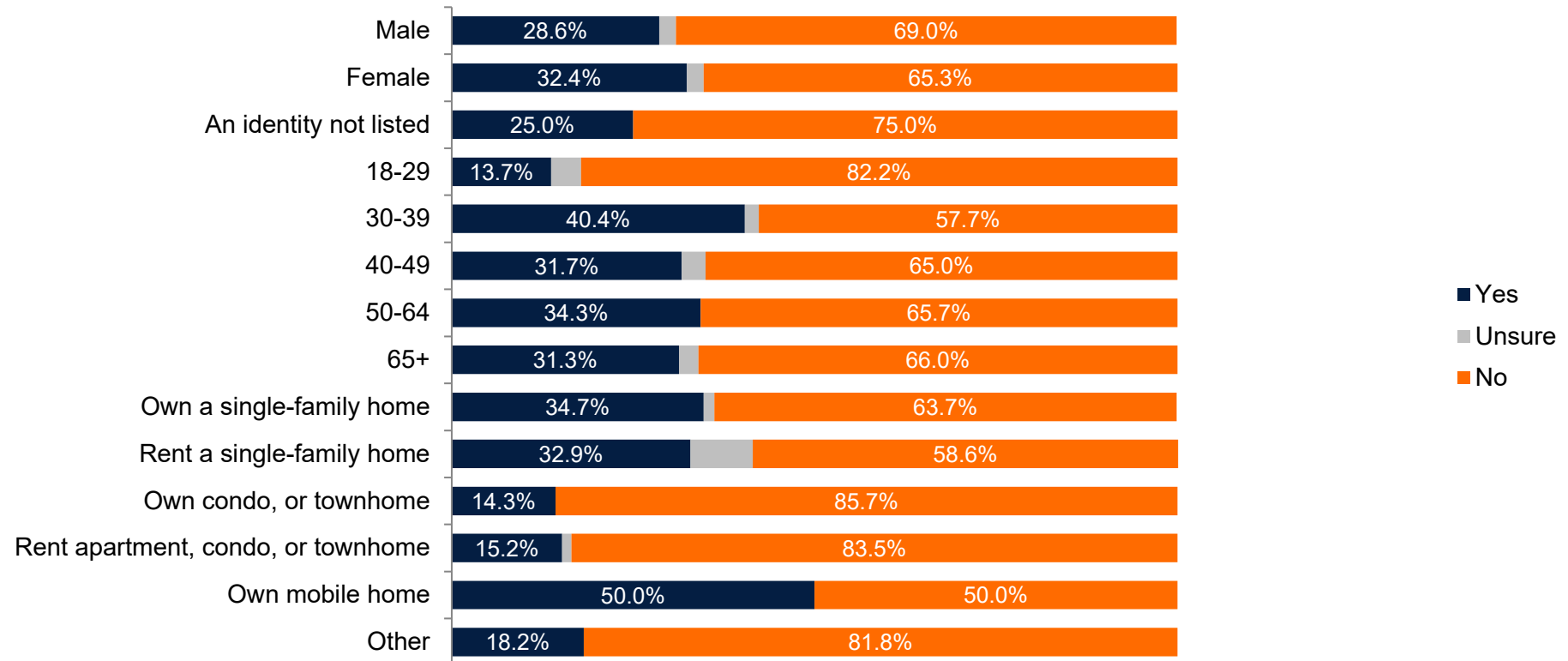
67% have not contacted GreenWaste Recovery within the past 12 months

Question 5: Have you contacted GreenWaste Recovery customer service in the past 12 months?



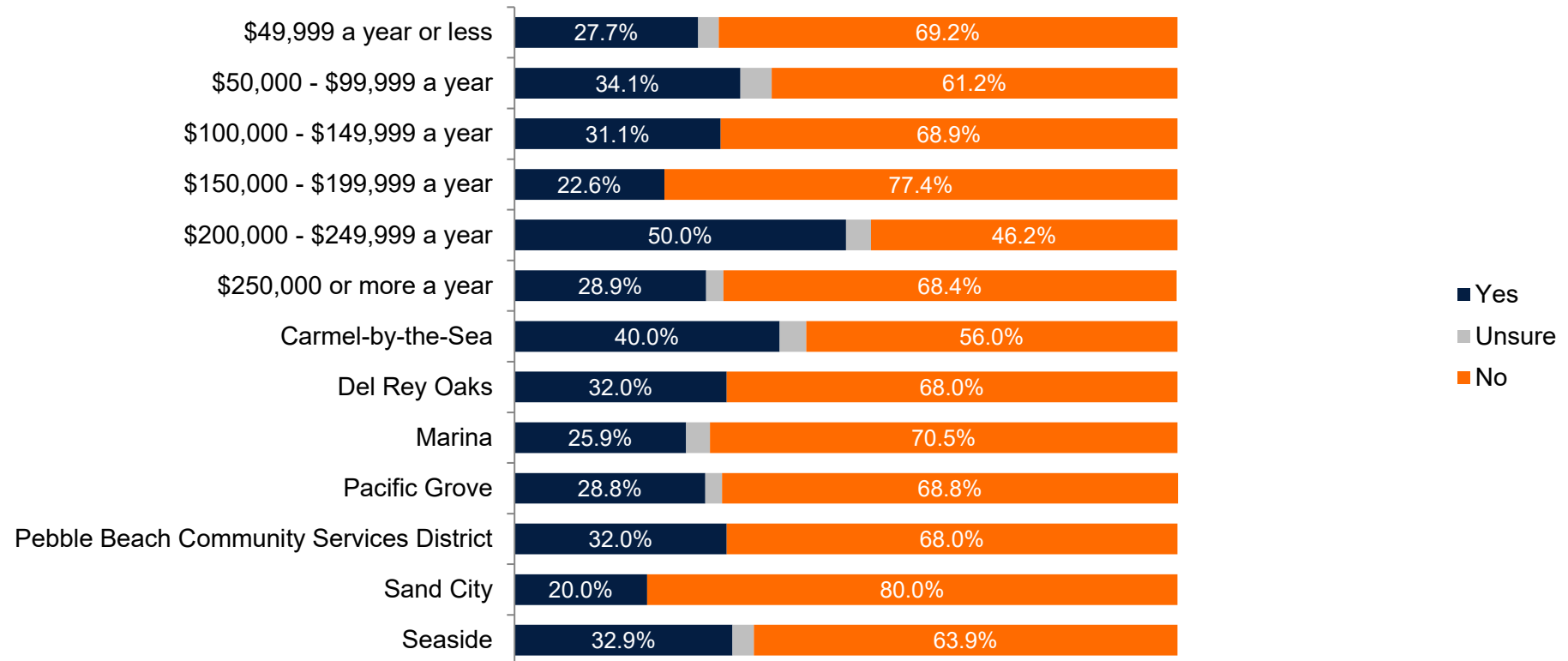
Results by gender, age group, and home type

Question 5: Have you contacted GreenWaste Recovery customer service in the past 12 months?



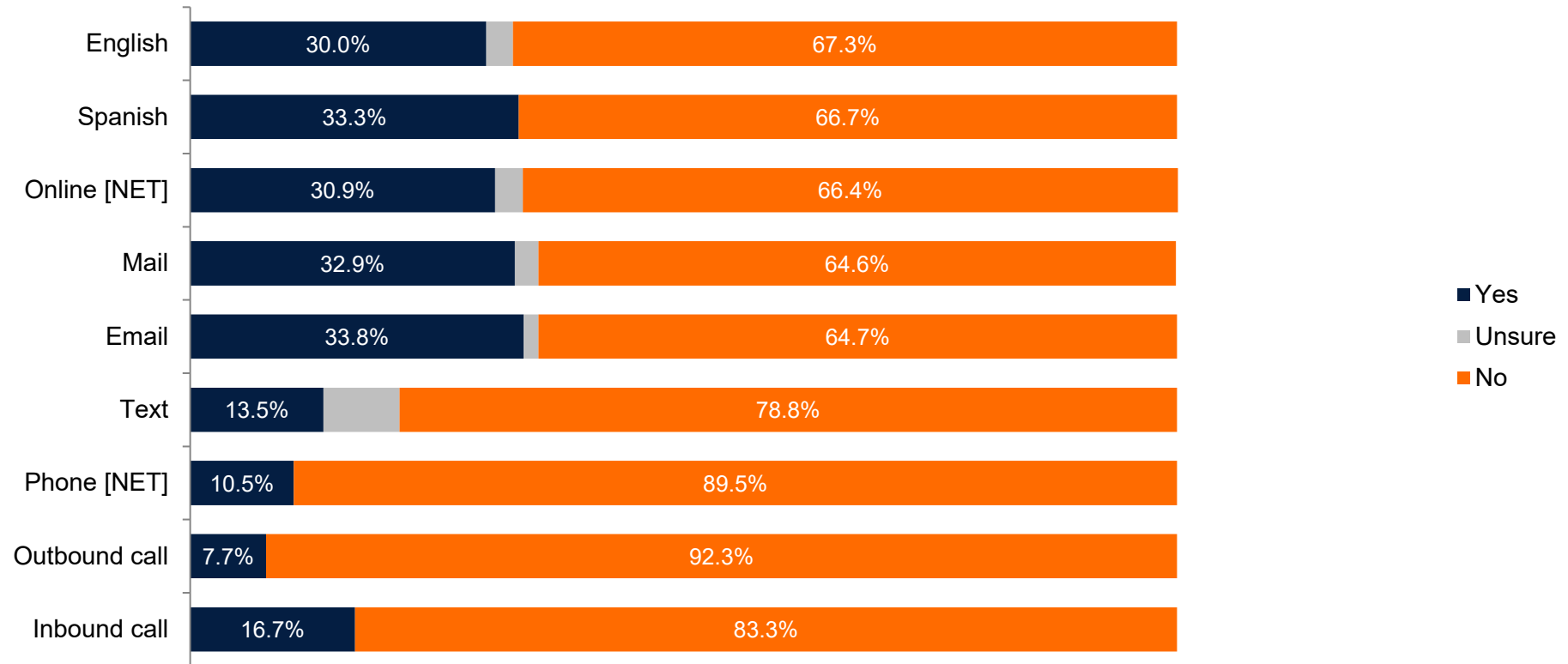
Results by household income and Jurisdiction

Question 5: Have you contacted GreenWaste Recovery customer service in the past 12 months?



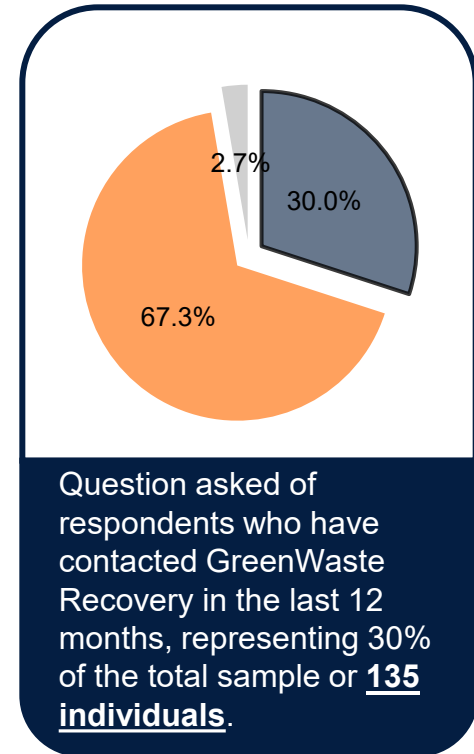
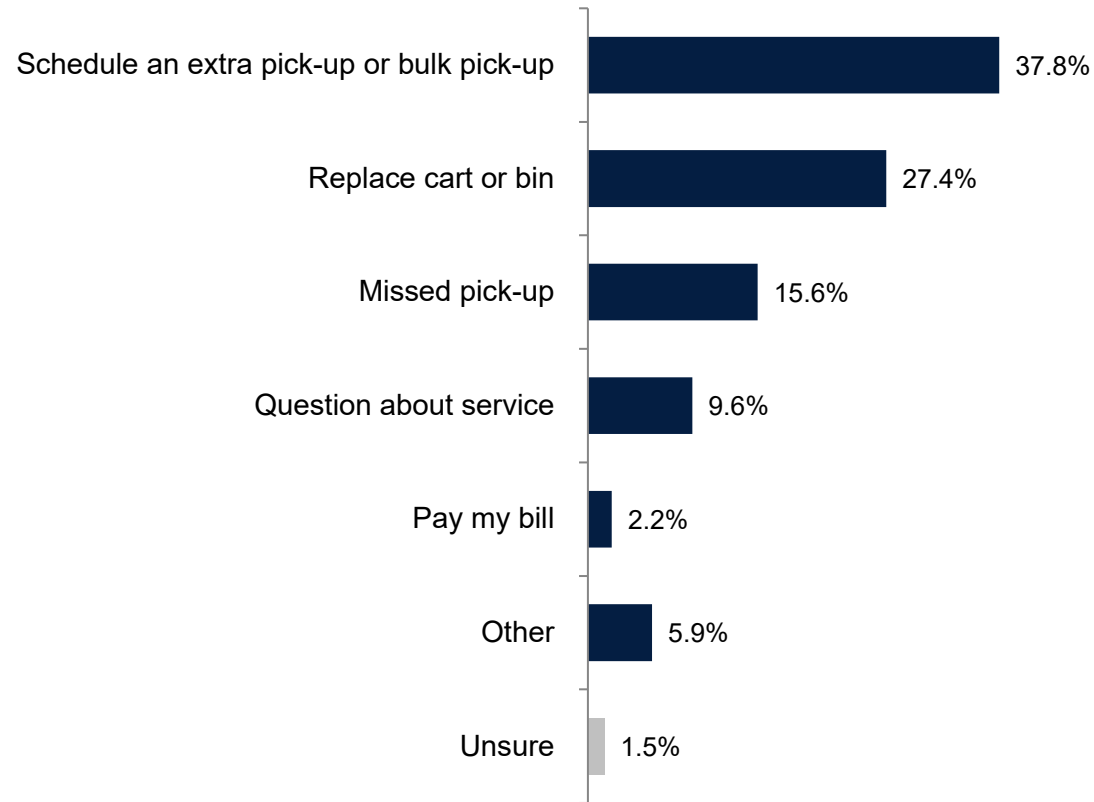
Results by survey language and survey mode

Question 5: Have you contacted GreenWaste Recovery customer service in the past 12 months?



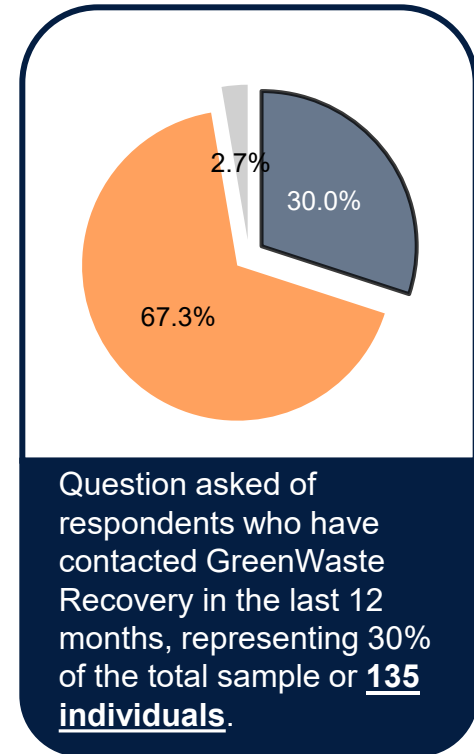
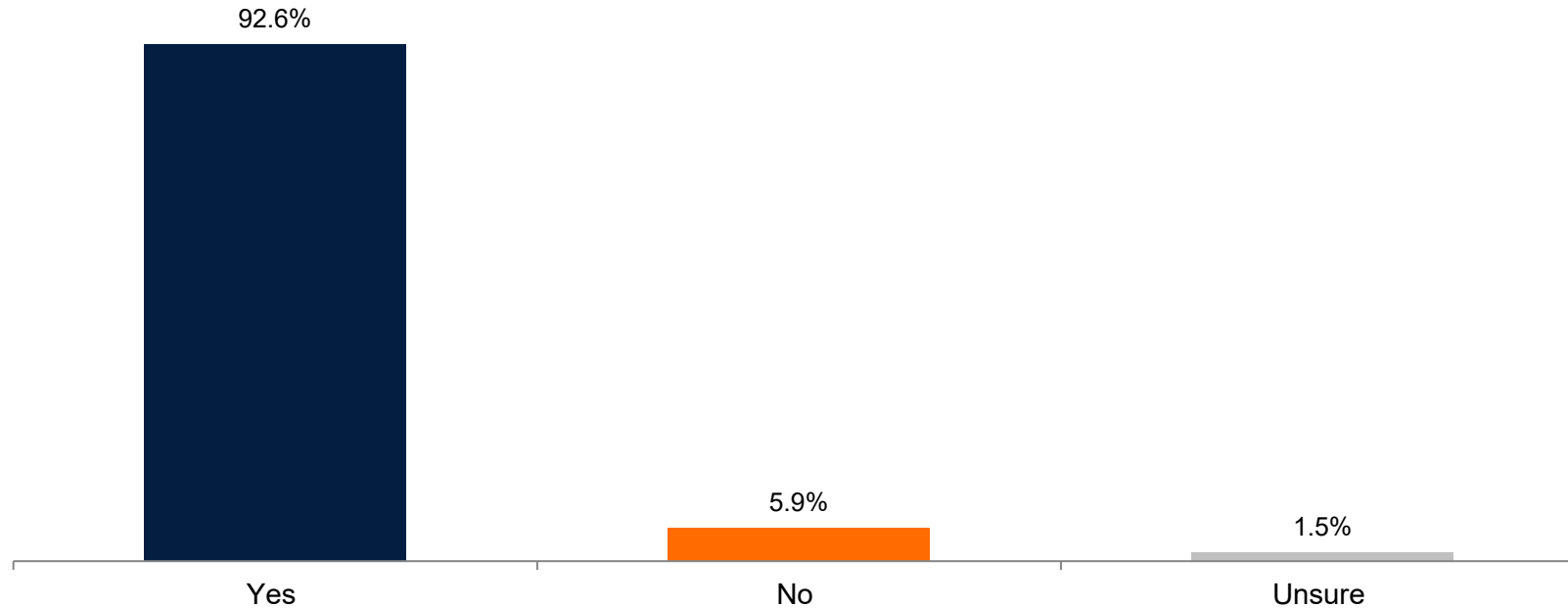
Extra pick-ups and cart replacements are the top reasons residents contact GreenWaste

Question 6: What was the reason for your last call to GreenWaste Recovery customer service?
[IF ANSWERED YES TO Q5]



93% report their issue was resolved during their first contact with GreenWaste

Question 7: Was your concern resolved with the first call or contact to GreenWaste Recovery customer service?
[IF ANSWERED YES TO Q5]

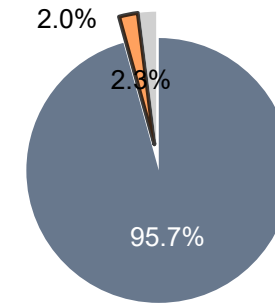
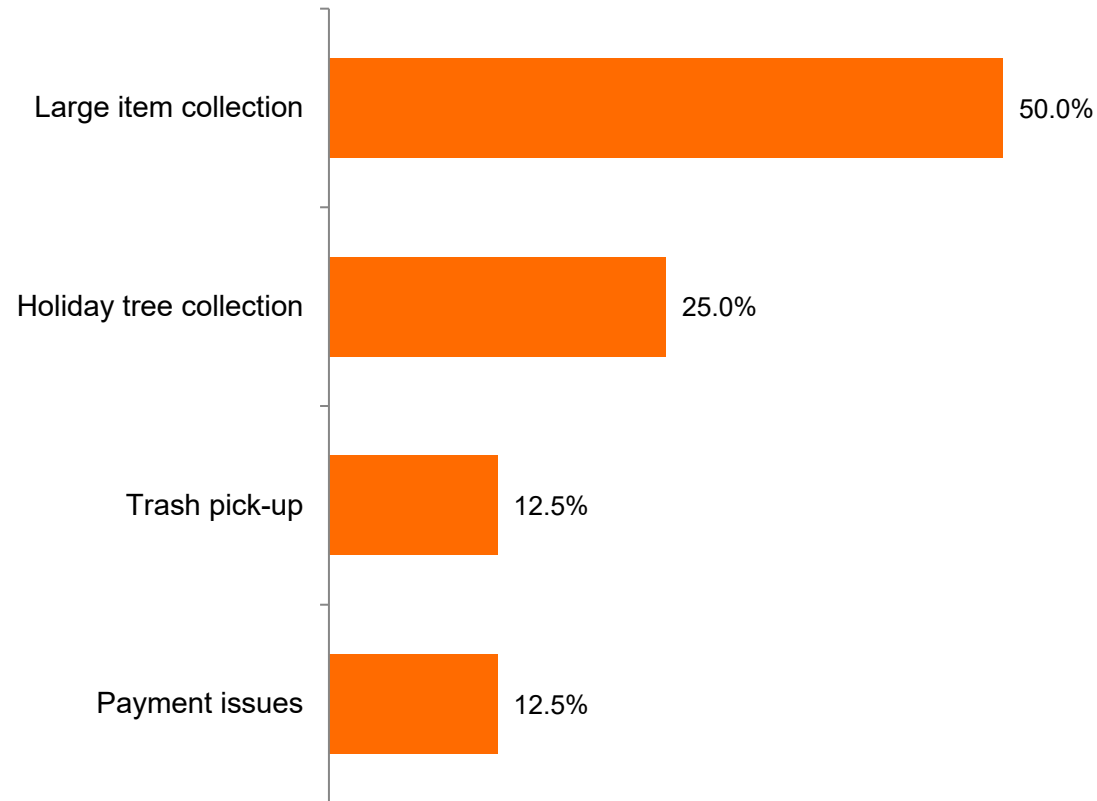


Among unresolved cases (8), large item collection is the most frequently mentioned issue

Question 8: What was not resolved in your first call or contact with GreenWaste Recovery?

[IF ANSWERED NO TO Q7]

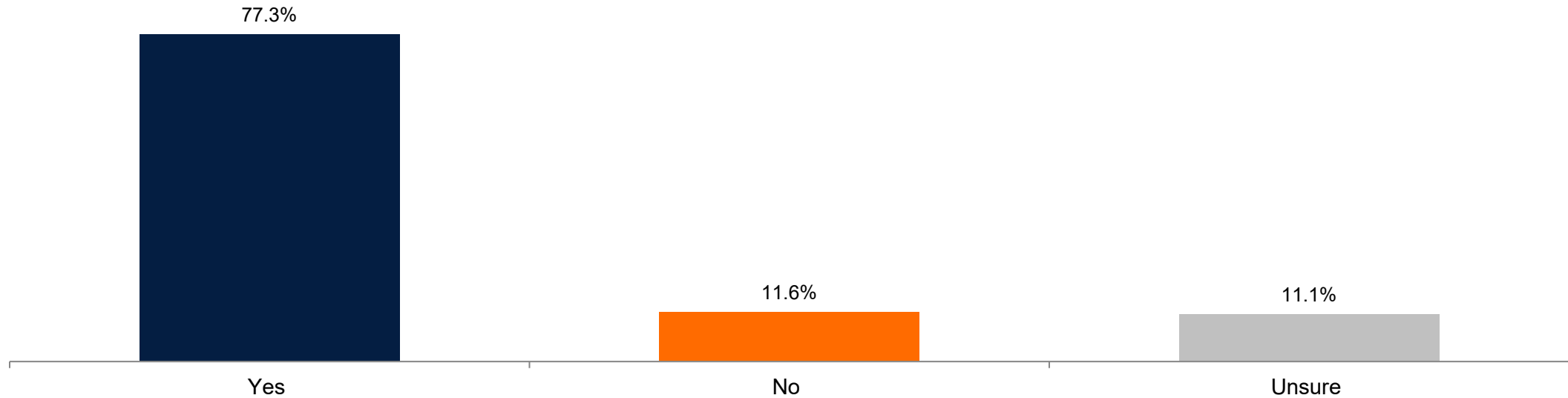
[OPEN-ENDED QUESTION]



Question asked of respondents who didn't have their issue resolved in the first call, representing 2% of the total sample or **8 individuals**.

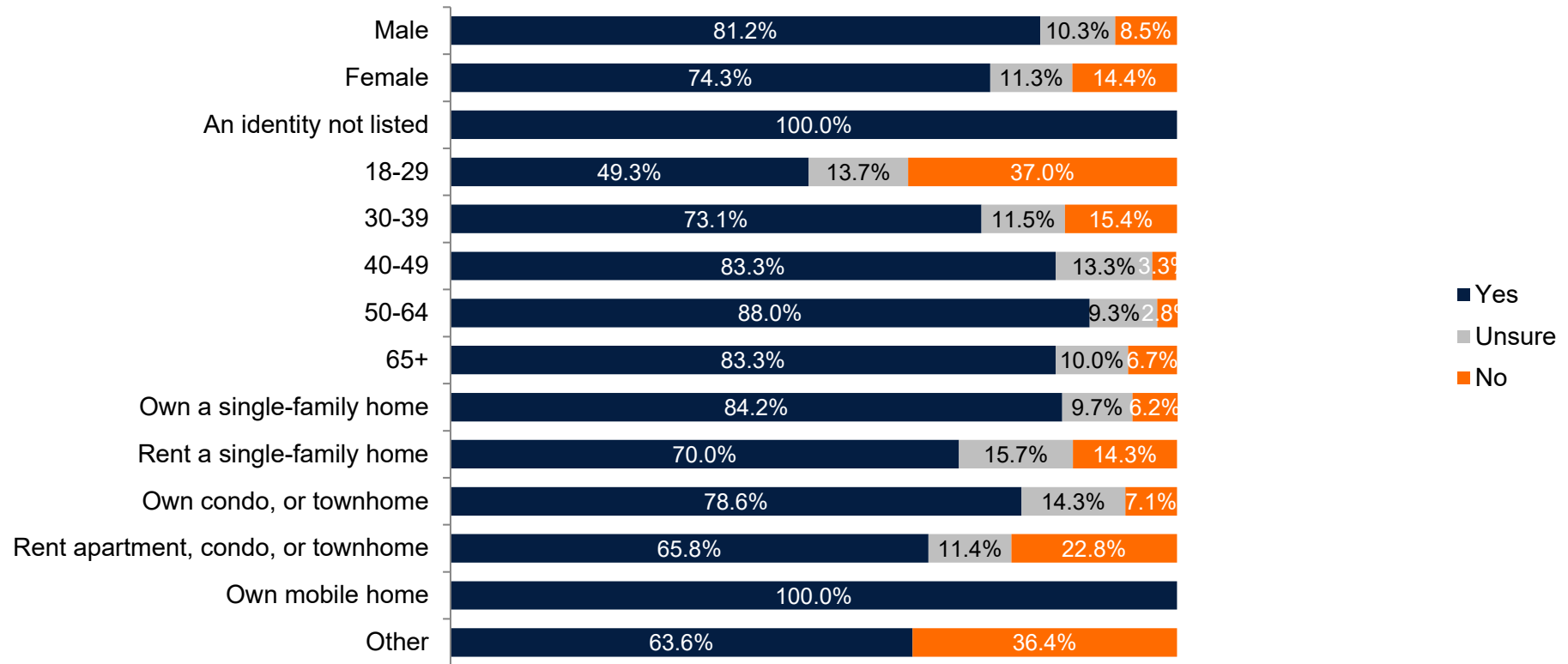
77% remember receiving information or educational material from GreenWaste

Question 9: Have you received any information or educational material about garbage, recycling, or organics from GreenWaste Recovery?



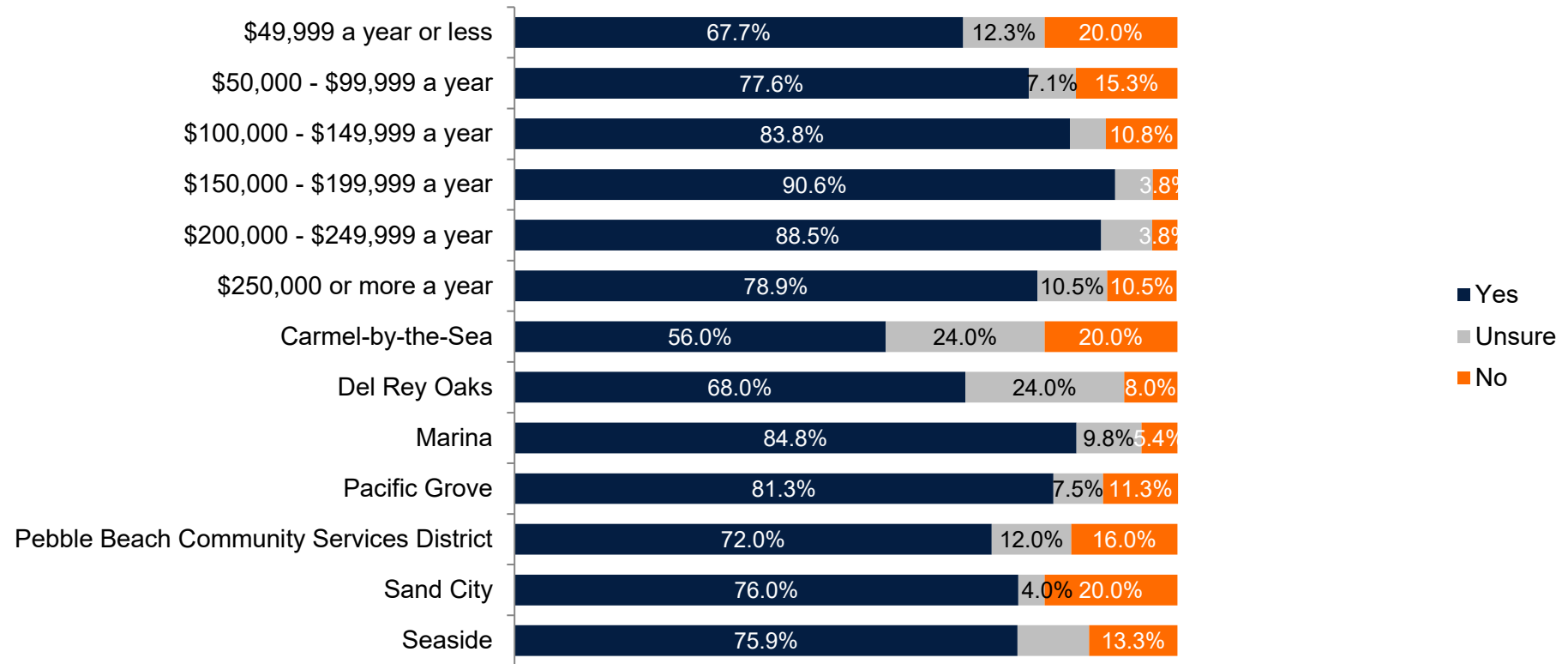
Results by gender, age group, and home type

Question 9: Have you received any information or educational material about garbage, recycling, or organics from GreenWaste Recovery?



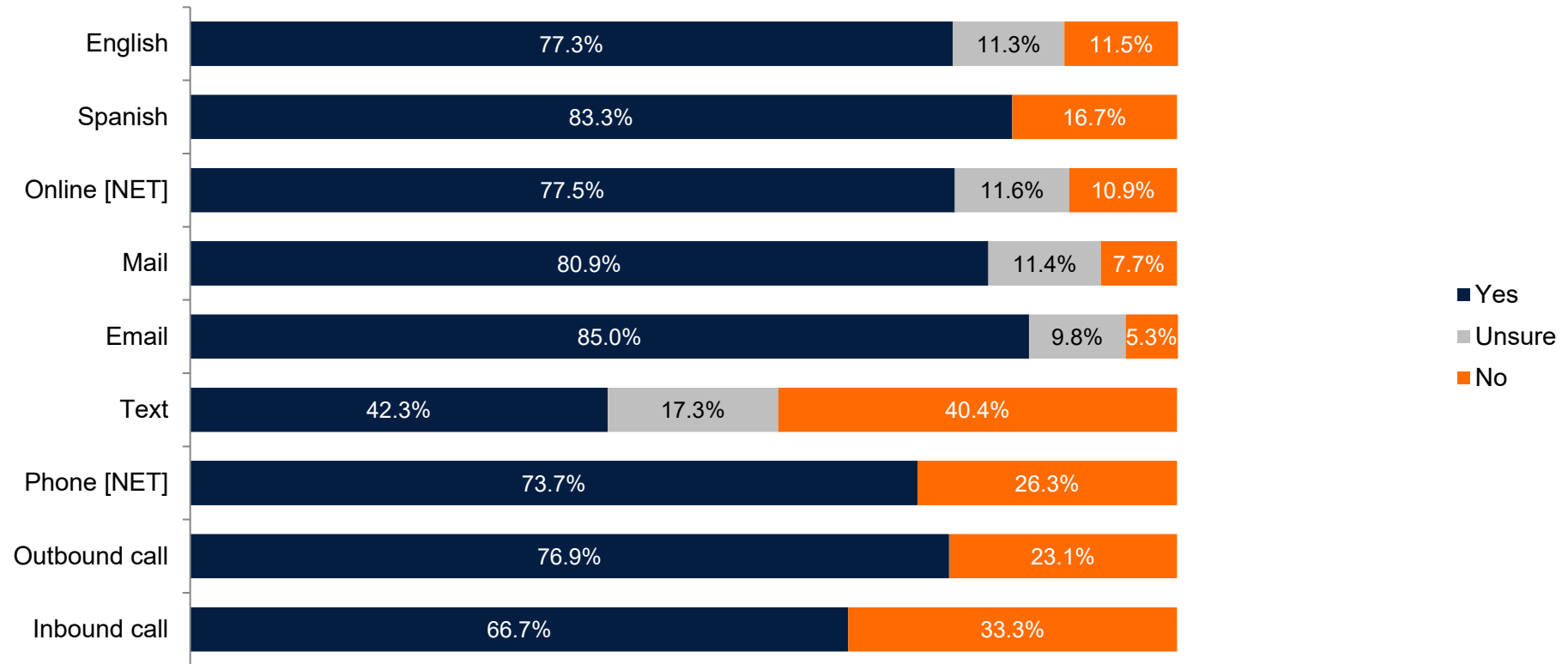
Results by household income and Jurisdiction

Question 9: Have you received any information or educational material about garbage, recycling, or organics from GreenWaste Recovery?



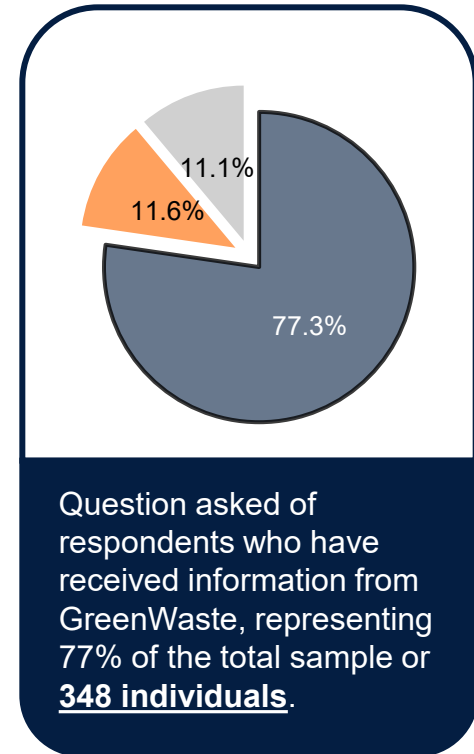
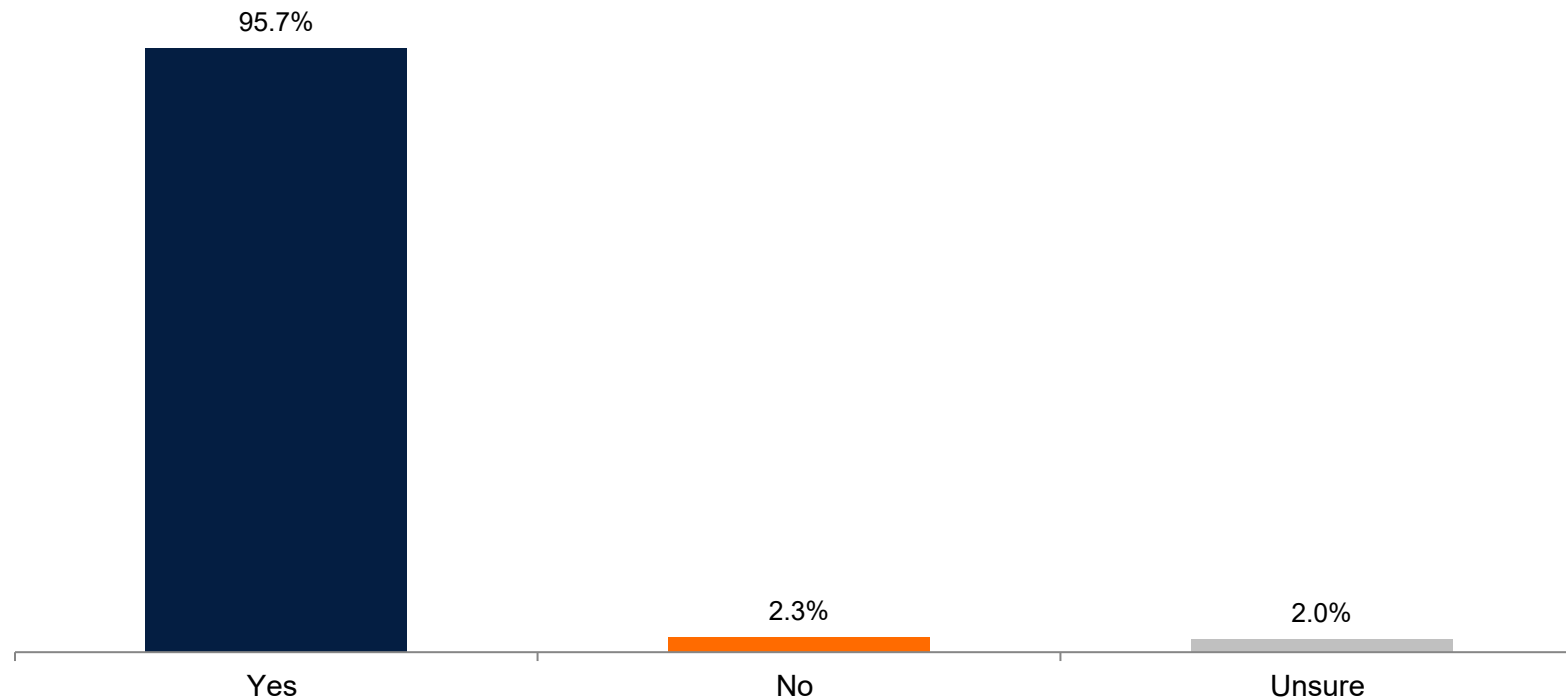
Results by survey language and survey mode

Question 9: Have you received any information or educational material about garbage, recycling, or organics from GreenWaste Recovery?



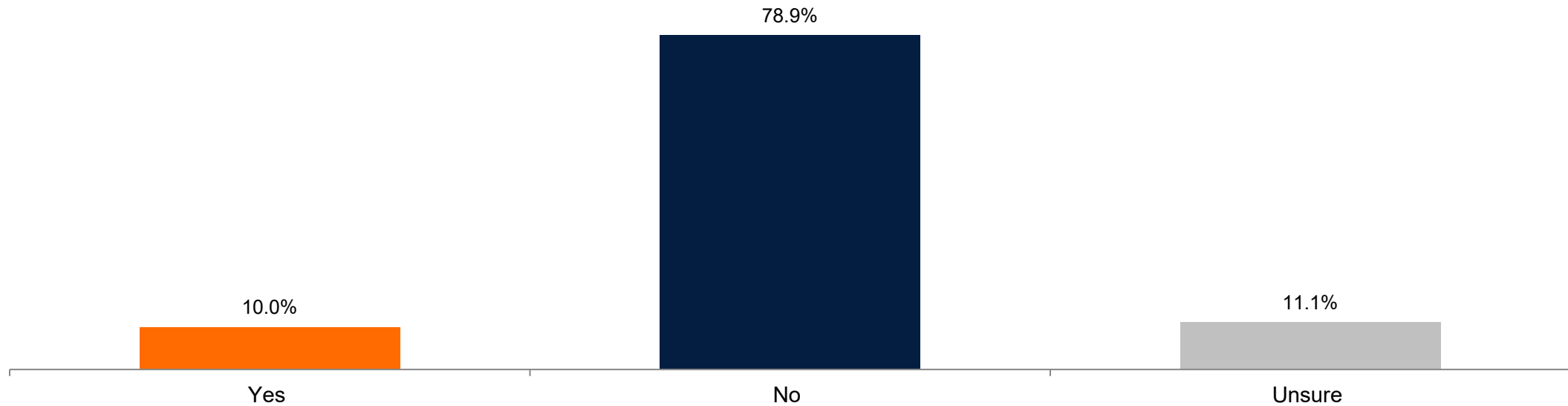
96% say the information was clear, educational, and easy to understand

Question 10: Was the information about garbage, recycling, or organics from GreenWaste Recovery clear, educational, and easy to understand?
[IF ANSWERED YES TO Q9]



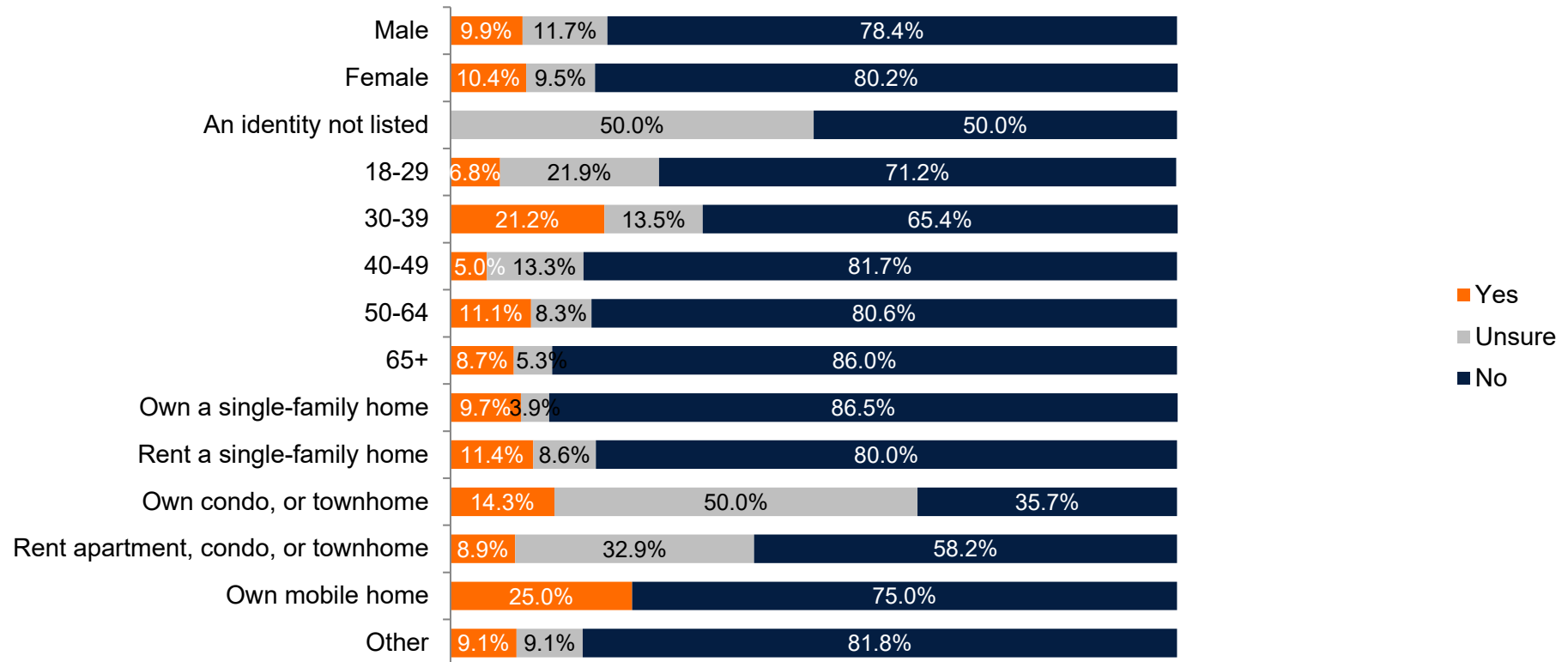
79% have had their carts emptied on their regularly scheduled collection day every time during the past 12 months

Question 11: Excluding holidays where service is delayed by one day, during the past 12 months, was there a time when GreenWaste Recovery did not empty any of your containers on your regularly scheduled collection day?



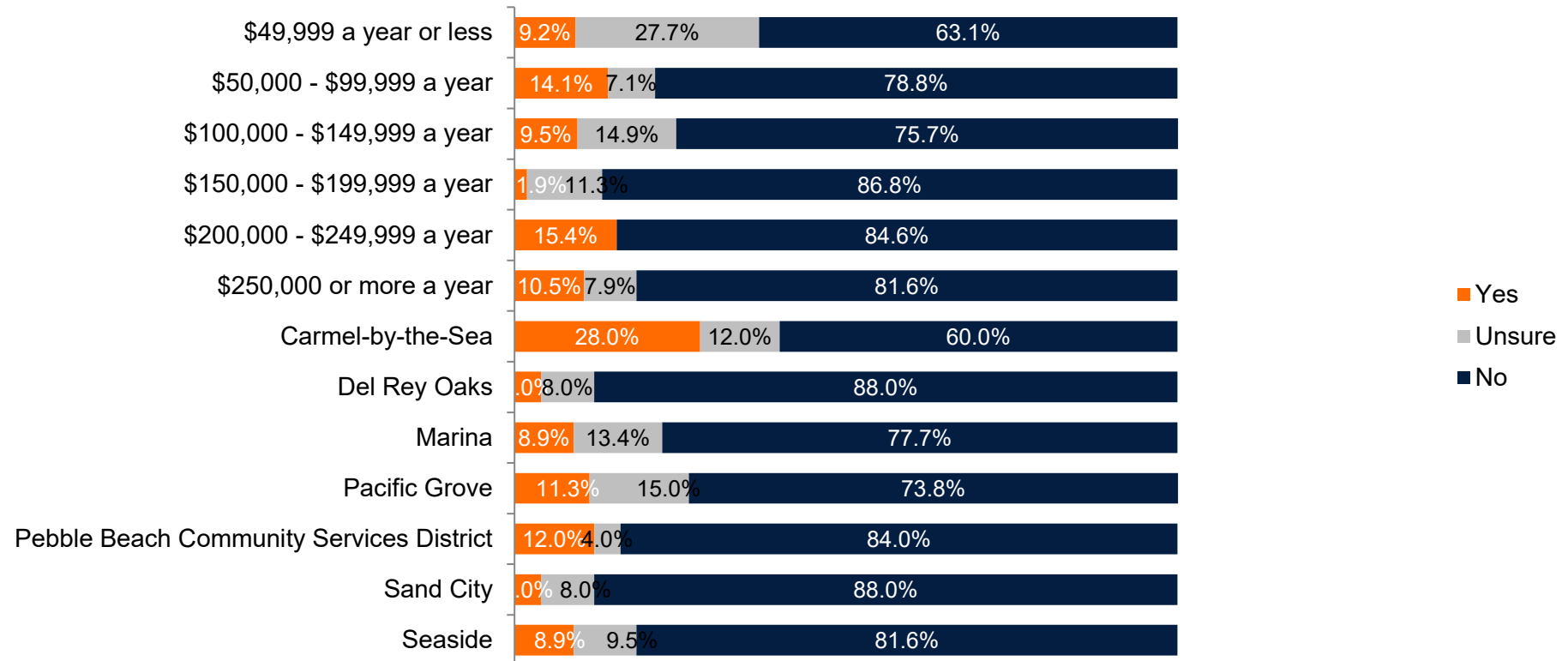
Results by gender, age group, and home type

Question 11: Excluding holidays where service is delayed by one day, during the past 12 months, was there a time when GreenWaste Recovery did not empty any of your containers on your regularly scheduled collection day?



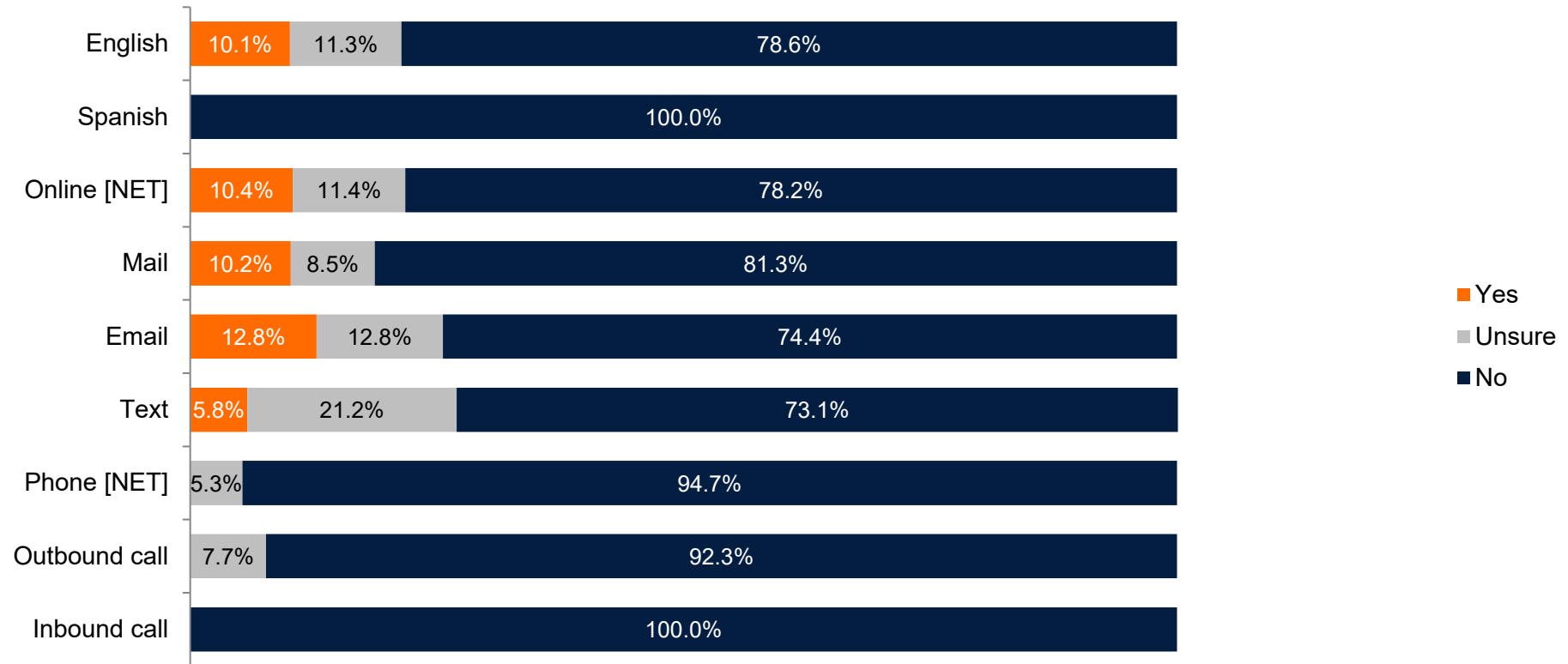
Results by household income and Jurisdiction

Question 11: Excluding holidays where service is delayed by one day, during the past 12 months, was there a time when GreenWaste Recovery did not empty any of your containers on your regularly scheduled collection day?



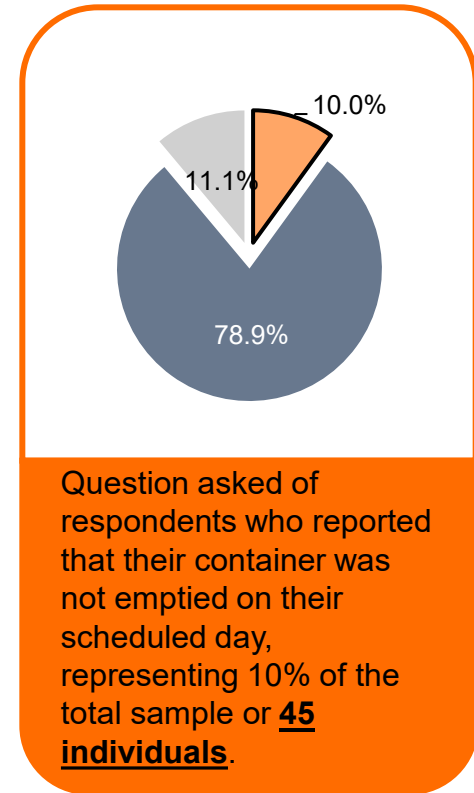
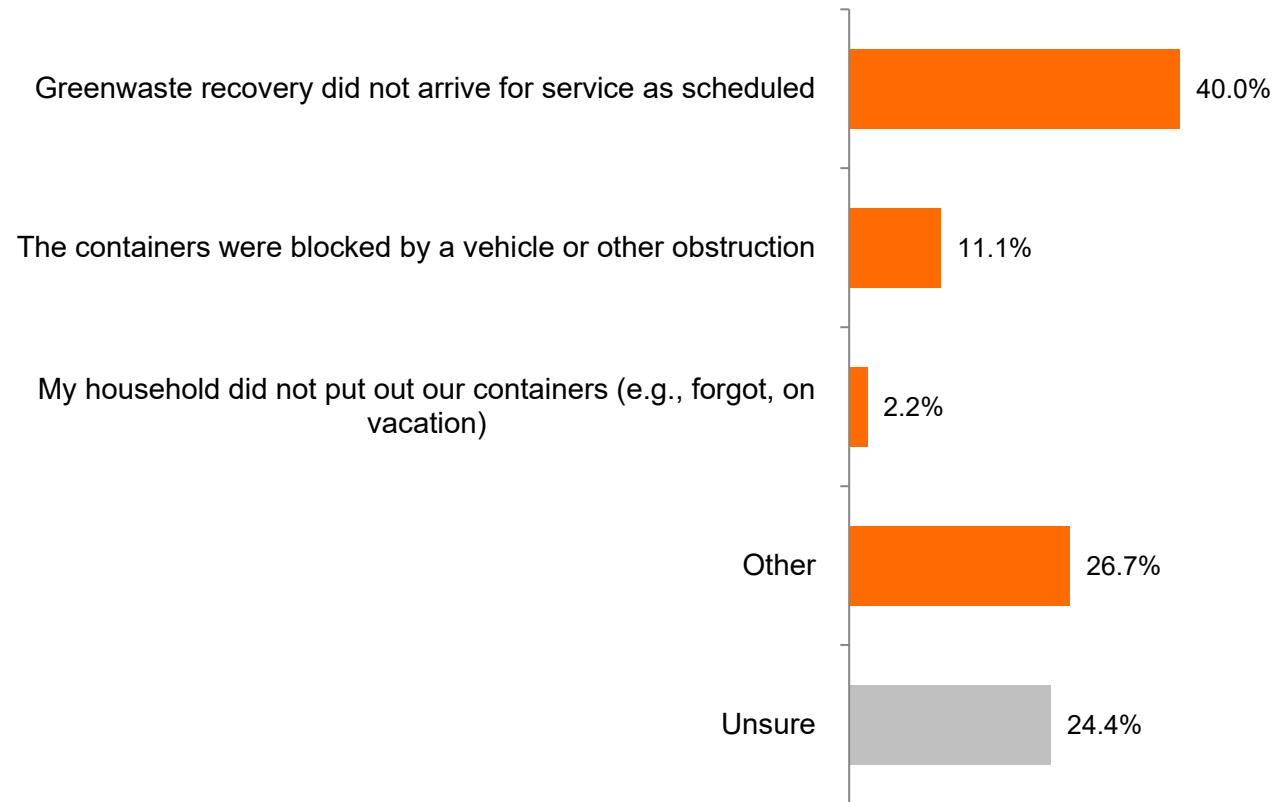
Results by survey language and survey mode

Question 11: Excluding holidays where service is delayed by one day, during the past 12 months, was there a time when GreenWaste Recovery did not empty any of your containers on your regularly scheduled collection day?



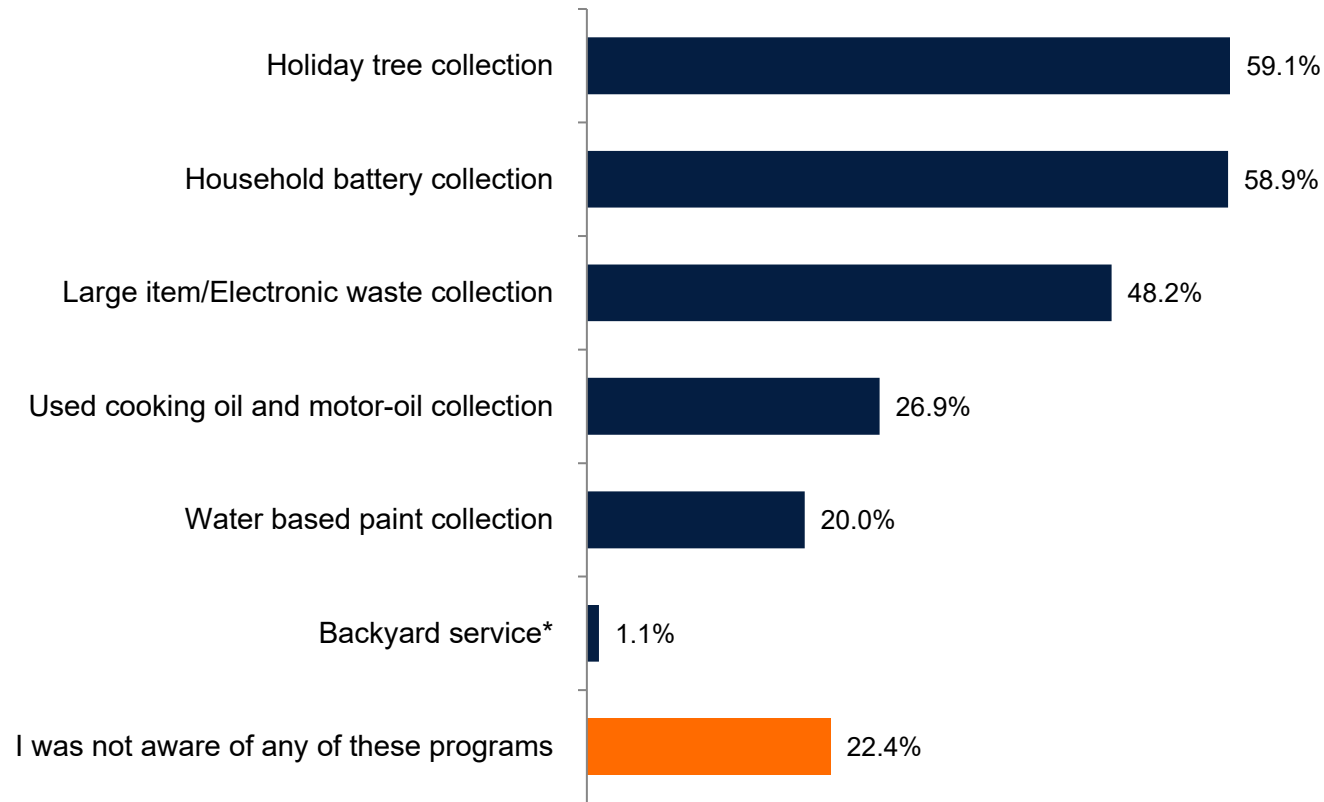
Among missed collections, the top reason reported is service not arriving as scheduled

Question 12: What was the reason your containers were not emptied by GreenWaste Recovery on their scheduled collection day? Select all that apply.
[IF ANSWERED YES TO Q11]



Holiday tree and battery collection are the most recognized programs

Question 13: GreenWaste Recovery offers a variety of programs to customers. Prior to taking this survey, which services were you aware of? Select all that apply.

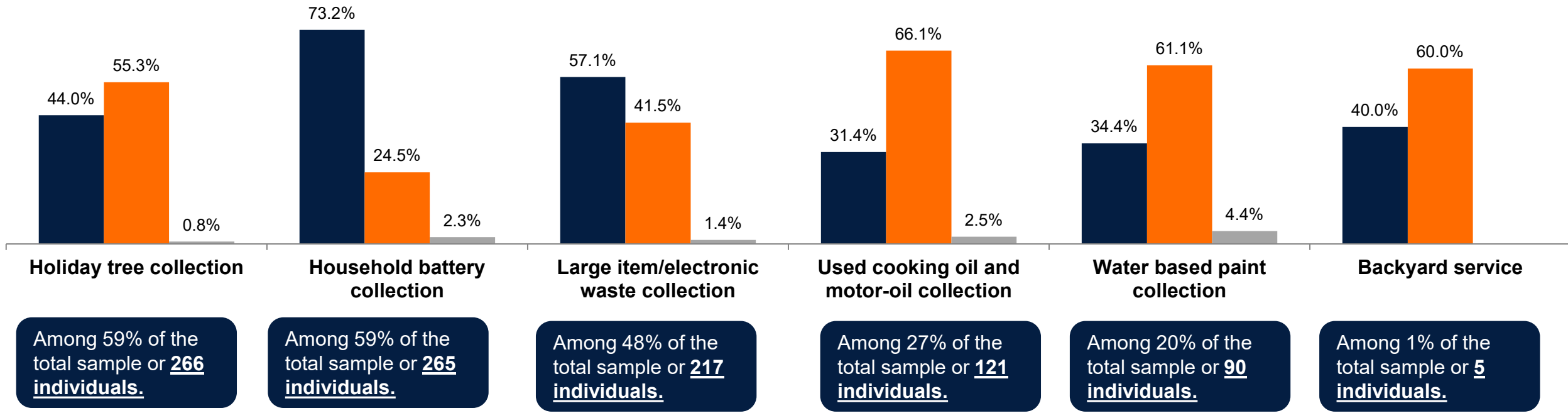


*Only included in Pacific Grove and PBCSD.

Program utilization

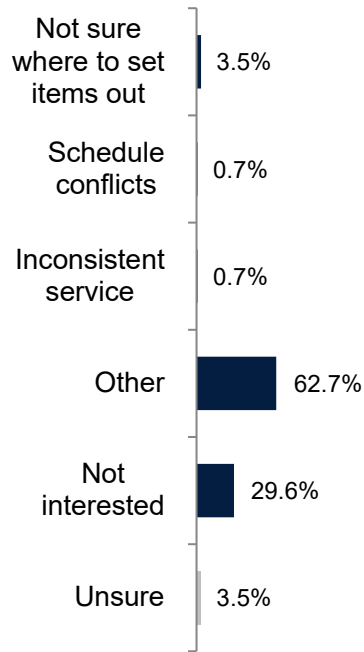
Question 14: Has your household ever utilized _____?
[PROGRAMS SELECTED IN Q13]

■ Yes ■ No ■ Unsure



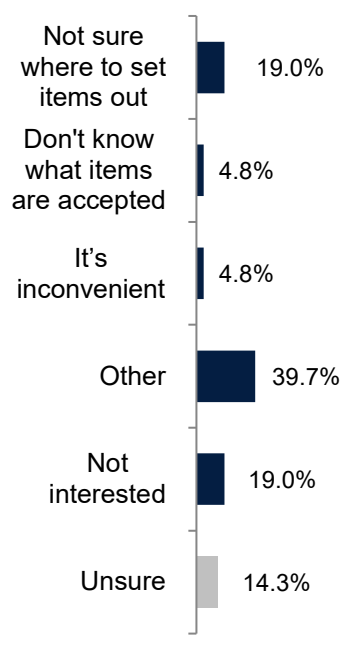
Program utilization barriers

Question 15: What prevents your household from participating in _____?
 [PROGRAMS SELECTED IN Q13]
 [IF ANSWERED NO TO Q14]



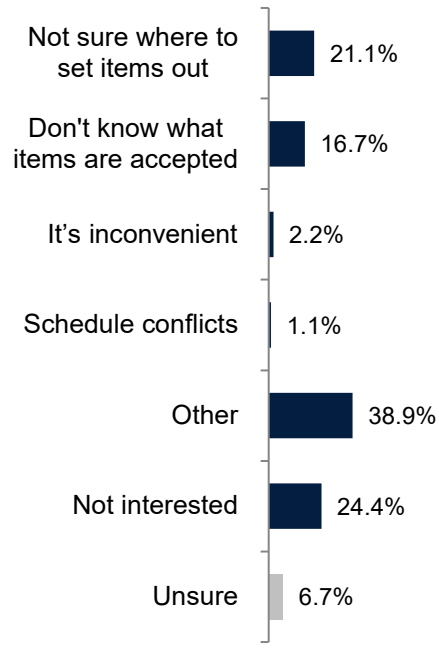
Holiday tree collection

Among 32% of the total sample or **142 individuals.**



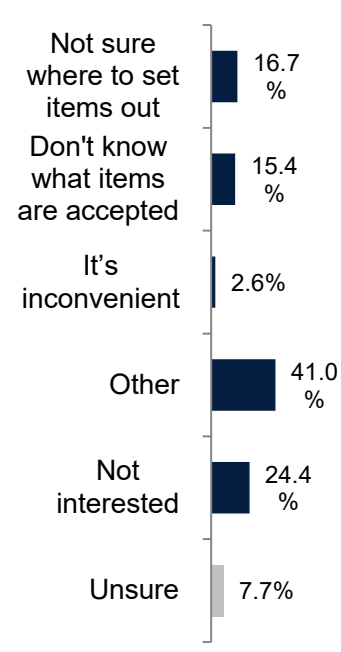
Household battery collection

Among 14% of the total sample or **63 individuals.**



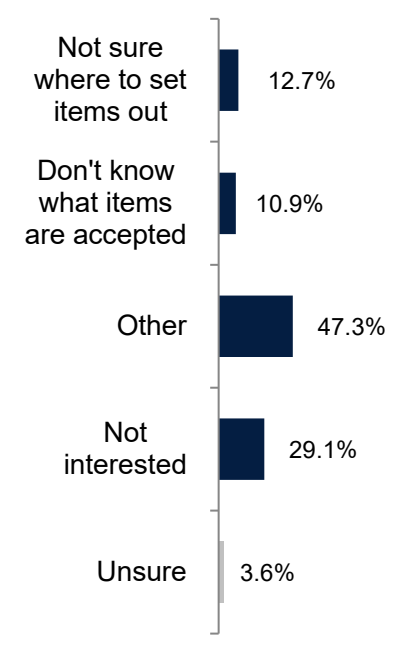
Large item/electronic waste collection

Among 20% of the total sample or **90 individuals.**



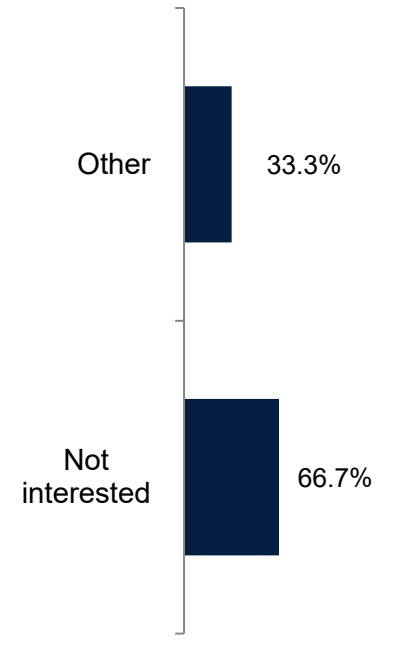
Used cooking oil and motor-oil collection

Among 17% of the total sample or **78 individuals.**



Water based paint collection

Among 12% of the total sample or **55 individuals.**



Backyard service

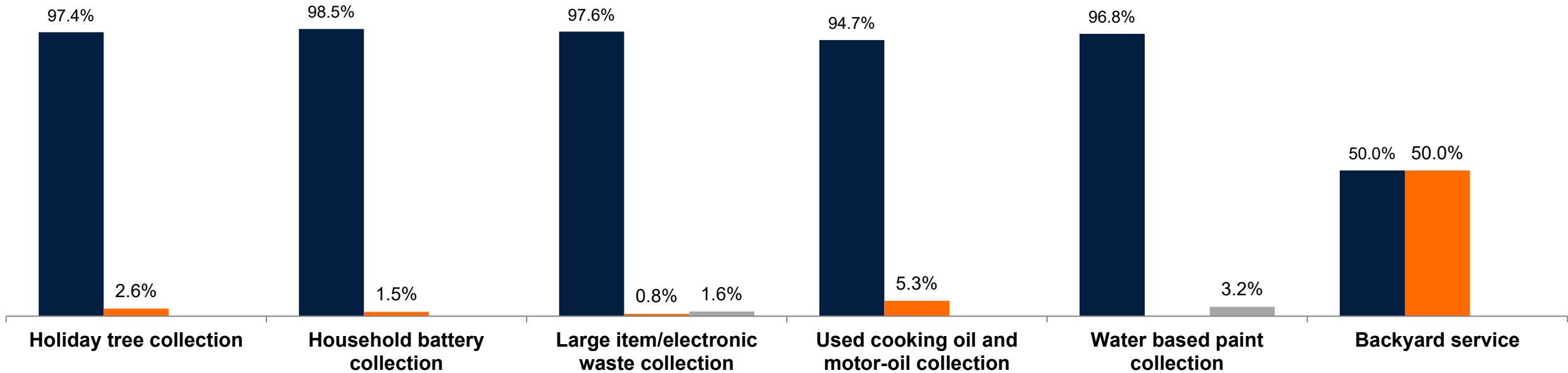
Among 1% of the total sample or **3 individuals.**



Program satisfaction

Question 16: Were you satisfied or dissatisfied with _____?
 [PROGRAMS SELECTED IN Q13]
 [IF ANSWERED YES TO Q14]

■ Satisfied ■ Dissatisfied ■ Unsure



Among 26% of the total sample or **117 individuals.**

Among 43% of the total sample or **194 individuals.**

Among 28% of the total sample or **124 individuals.**

Among 8% of the total sample or **38 individuals.**

Among 7% of the total sample or **31 individuals.**

Among <1% of the total sample or **2 individuals.**



Reasons for dissatisfaction

Question 16: Why are you dissatisfied with _____?
[PROGRAMS SELECTED IN Q13]
[IF ANSWERED DISSATISDIED TO Q15]

Holiday tree collection

Too short

The dates that were given to remove the tree was not accurate or they just didnt p/u my tree?

They didn't pick up our tree this year or last year.

Household battery collection

I FOUND THE BAGGED BATTERIES ON THE STREET AFTER THE TRUCK LEFT.

We can't put button-cell batteries with regular alkaline batteries on top of our recycling bin. I've been told that we have to take them to the recycling station.

Don't like having to use a plastic baggie

Large item/electronic waste collection

They didn't pick up the items.

Used cooking oil and motor-oil collection

Do not always receive a replacement oil filter bag for the one I put out.

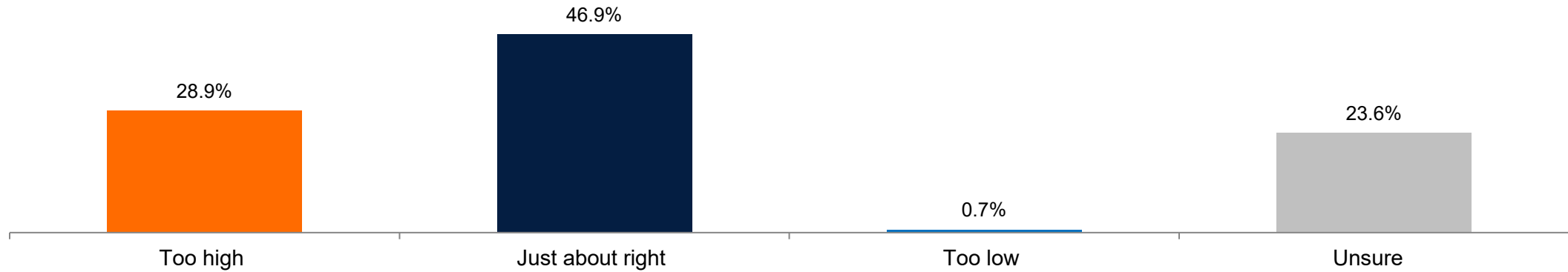
they used to leave a container: SWAP OUT. No, I have to call and container seems to always be oily on the outside

Backyard service

There were many occasions when the truck broke many tree and bush branches on their way up the driveway. They also broke the raised asphalt were we park our car at the top of the driveway. The company did eventually repair it but took almost a year to do so. The truck also did cause erosion of the asphalt driveway although we do realize that this was not the fault of the driver but rather the weight of the truck itself.

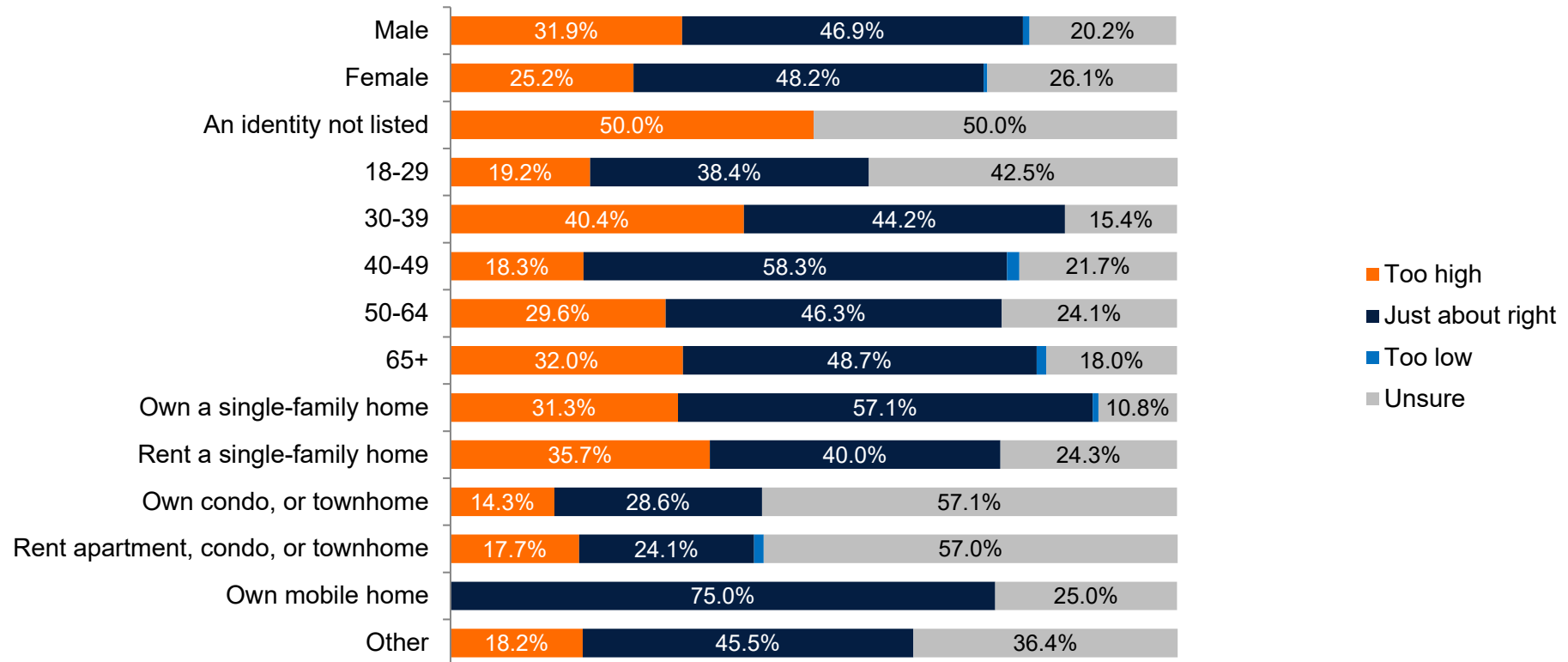
47% think their garbage and recycling bill is just about right

Question 18: Thinking about your quarterly garbage and recycling bill, would you say the amount you pay is:



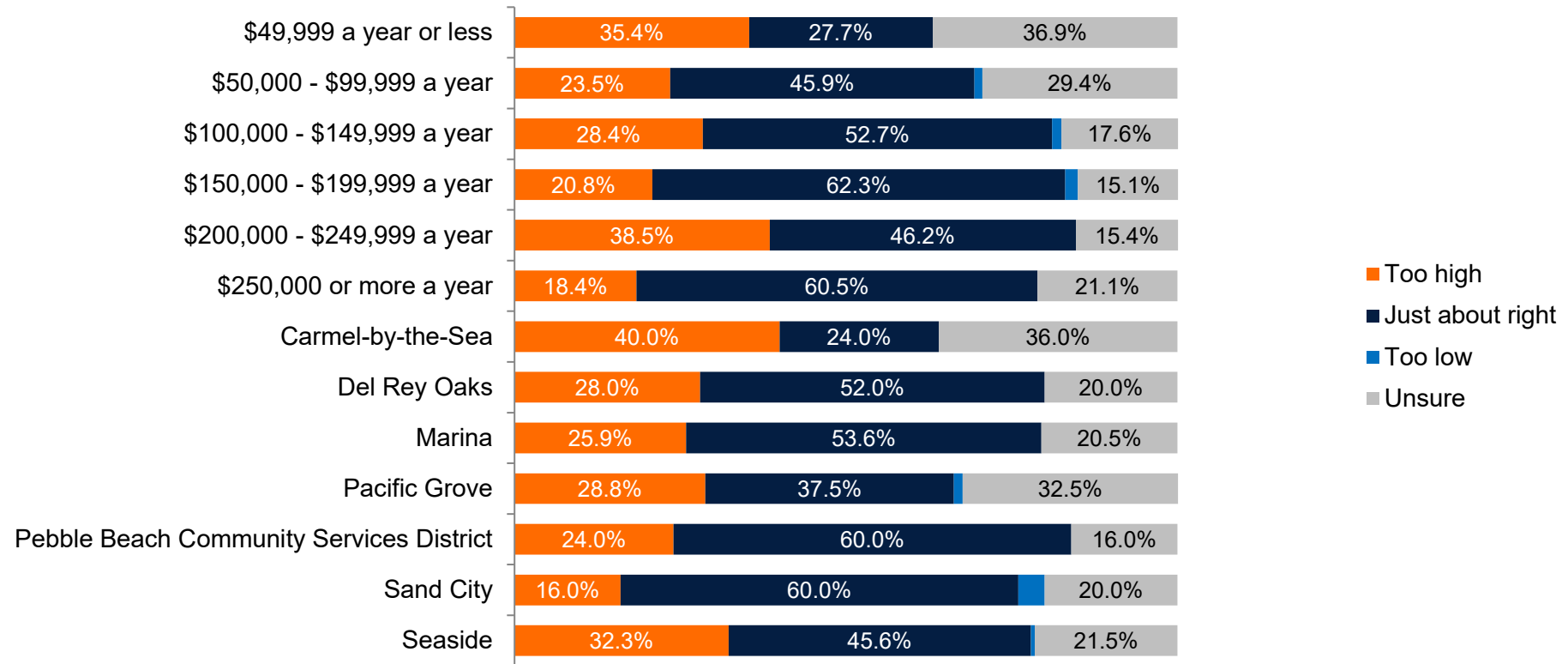
Results by gender, age group, and home type

Question 18: Thinking about your quarterly garbage and recycling bill, would you say the amount you pay is:



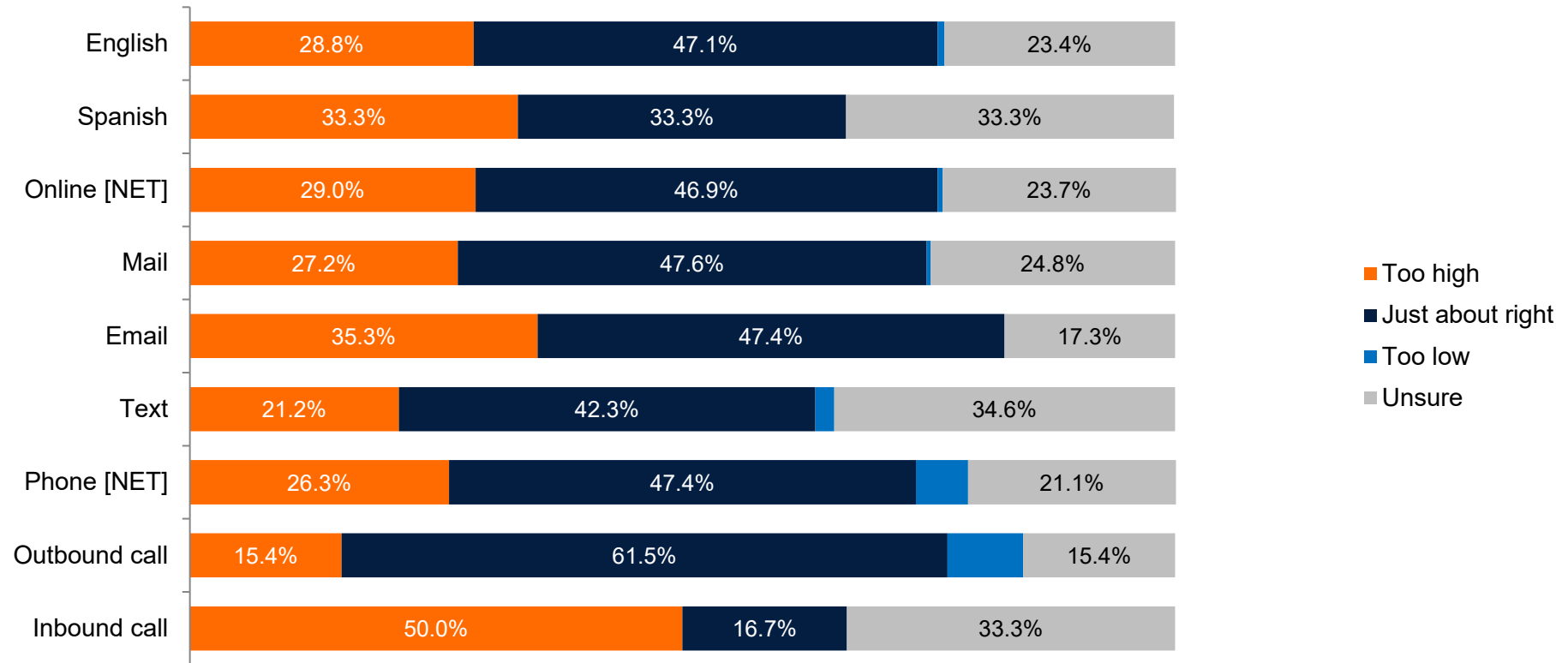
Results by household income and Jurisdiction

Question 18: Thinking about your quarterly garbage and recycling bill, would you say the amount you pay is:



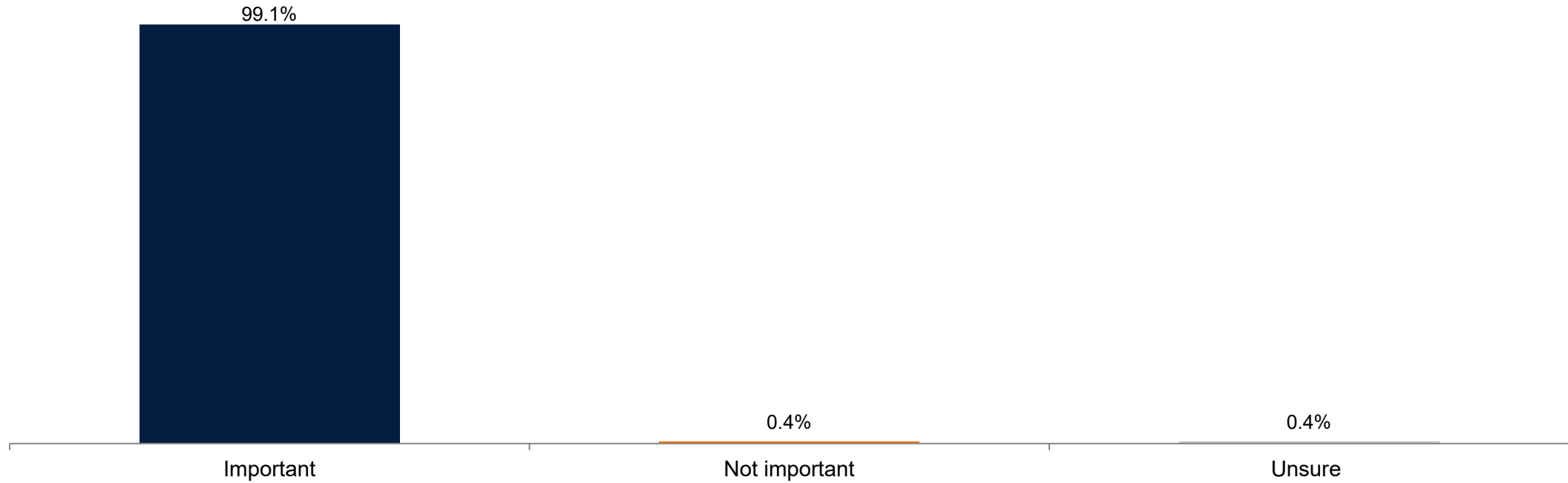
Results by survey language and survey mode

Question 18: Thinking about your quarterly garbage and recycling bill, would you say the amount you pay is:



99% say affordability is important

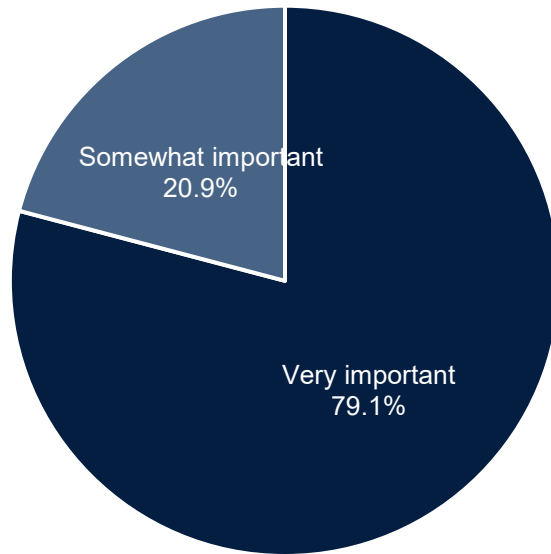
Question 19: How important are each of the following community values when thinking about your garbage and recycling services? **Affordability**



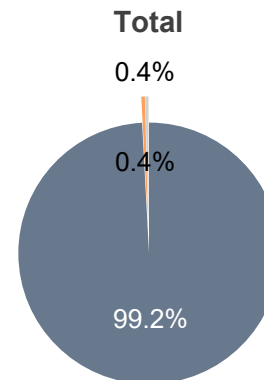
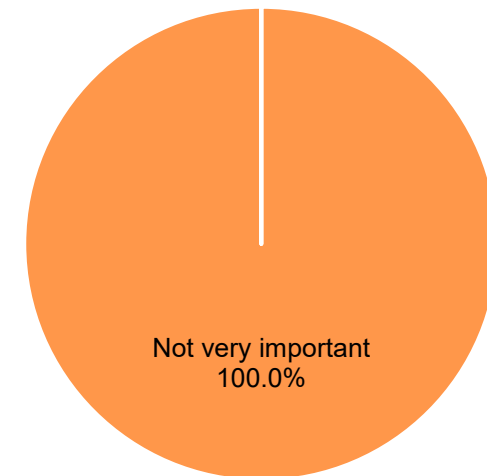
Among those who say important, 79% say very important

Question 19: How important are each of the following community values when thinking about your garbage and recycling services? **Affordability**

Among those who said important

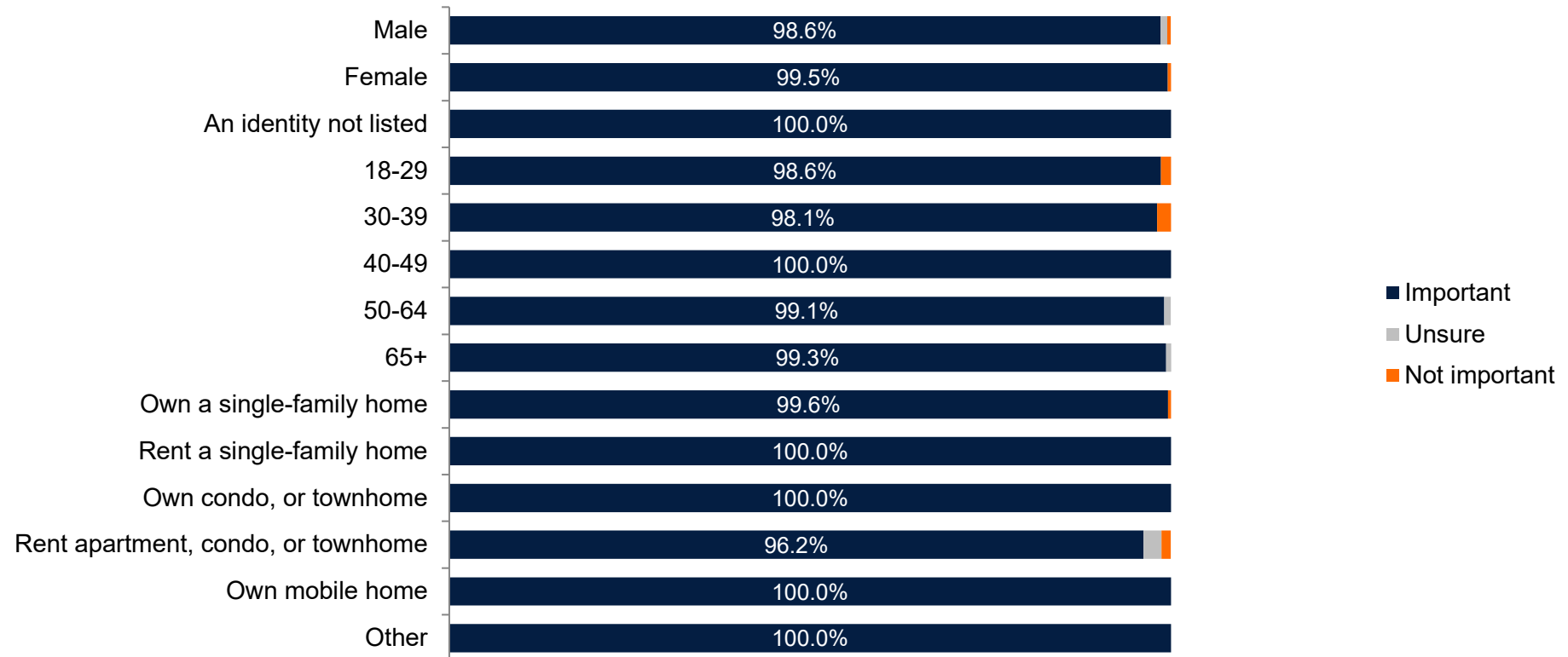


Among those who said not important



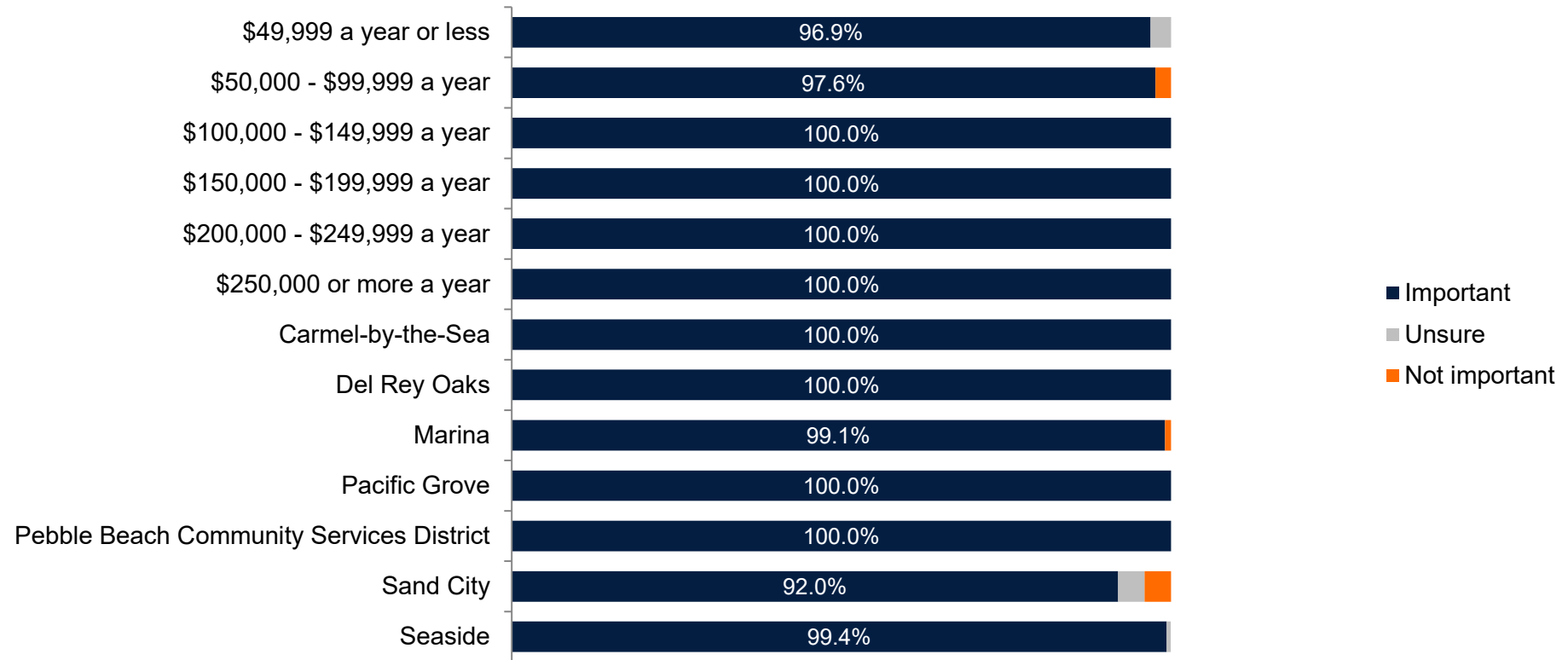
Results by gender, age group, and home type

Question 19: How important are each of the following community values when thinking about your garbage and recycling services? **Affordability**



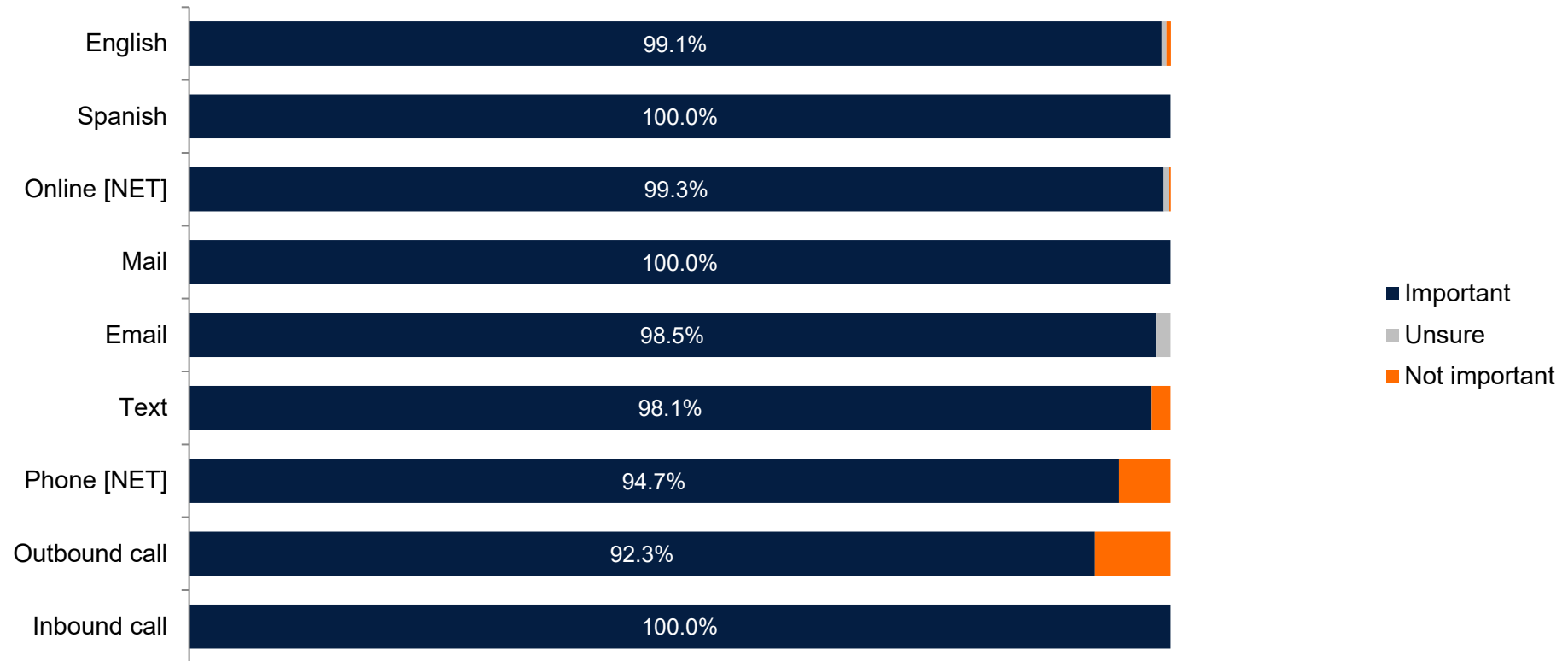
Results by household income and Jurisdiction

Question 19: How important are each of the following community values when thinking about your garbage and recycling services? **Affordability**



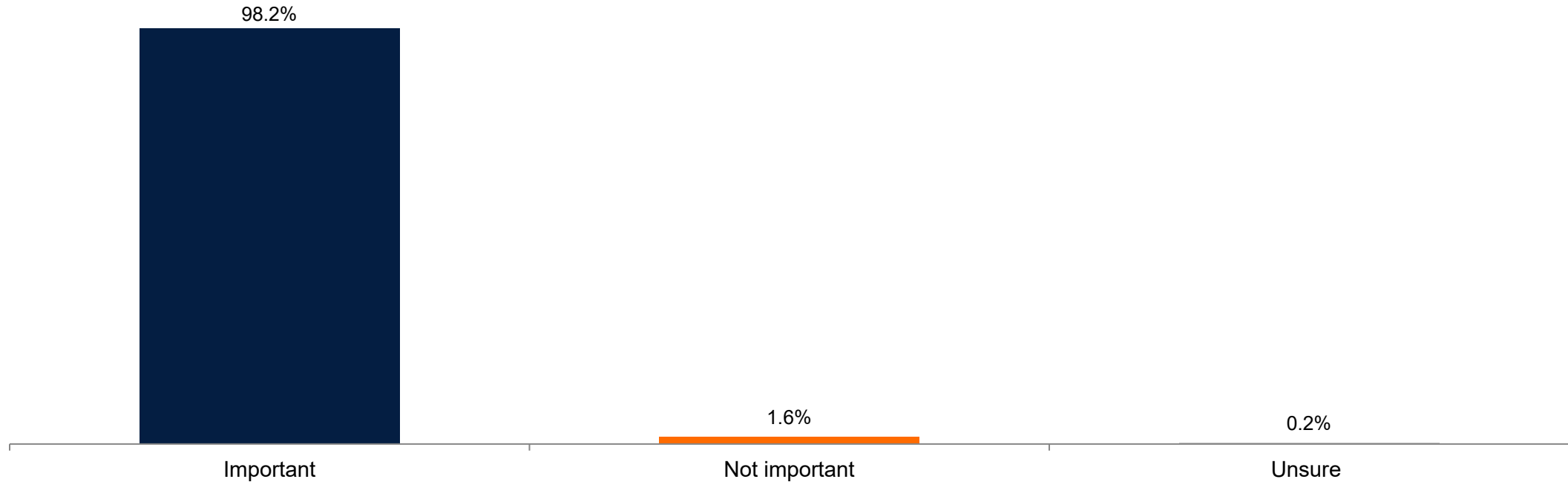
Results by survey language and survey mode

Question 19: How important are each of the following community values when thinking about your garbage and recycling services? **Affordability**



98% say convenience for residents is important

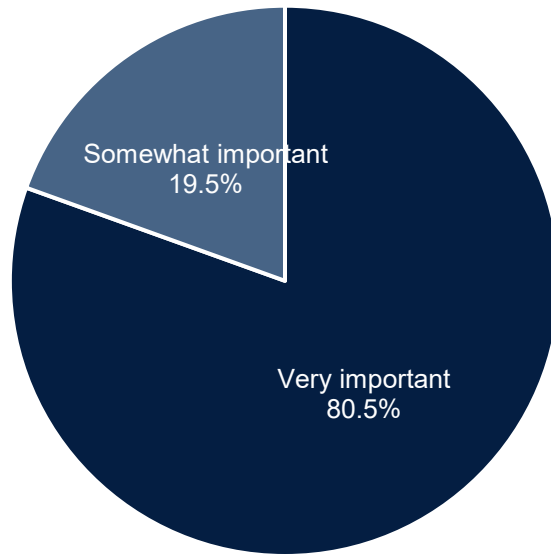
Question 20: How important are each of the following community values when thinking about your garbage and recycling services? **Convenience for residents**



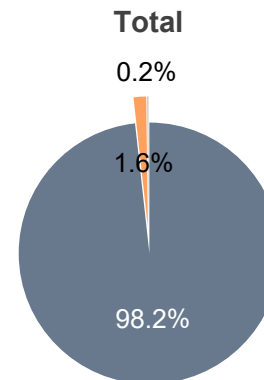
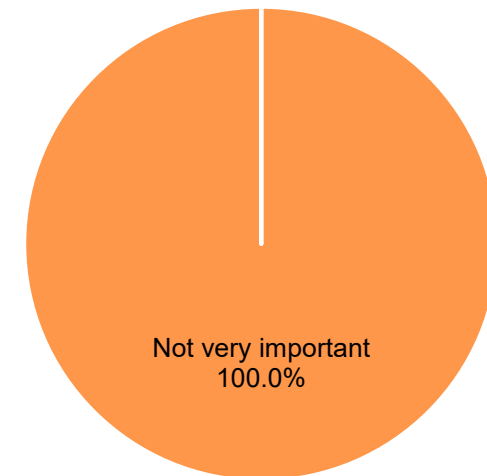
Among those who say important, 81% say very important

Question 20: How important are each of the following community values when thinking about your garbage and recycling services? **Convenience for residents**

Among those who said important

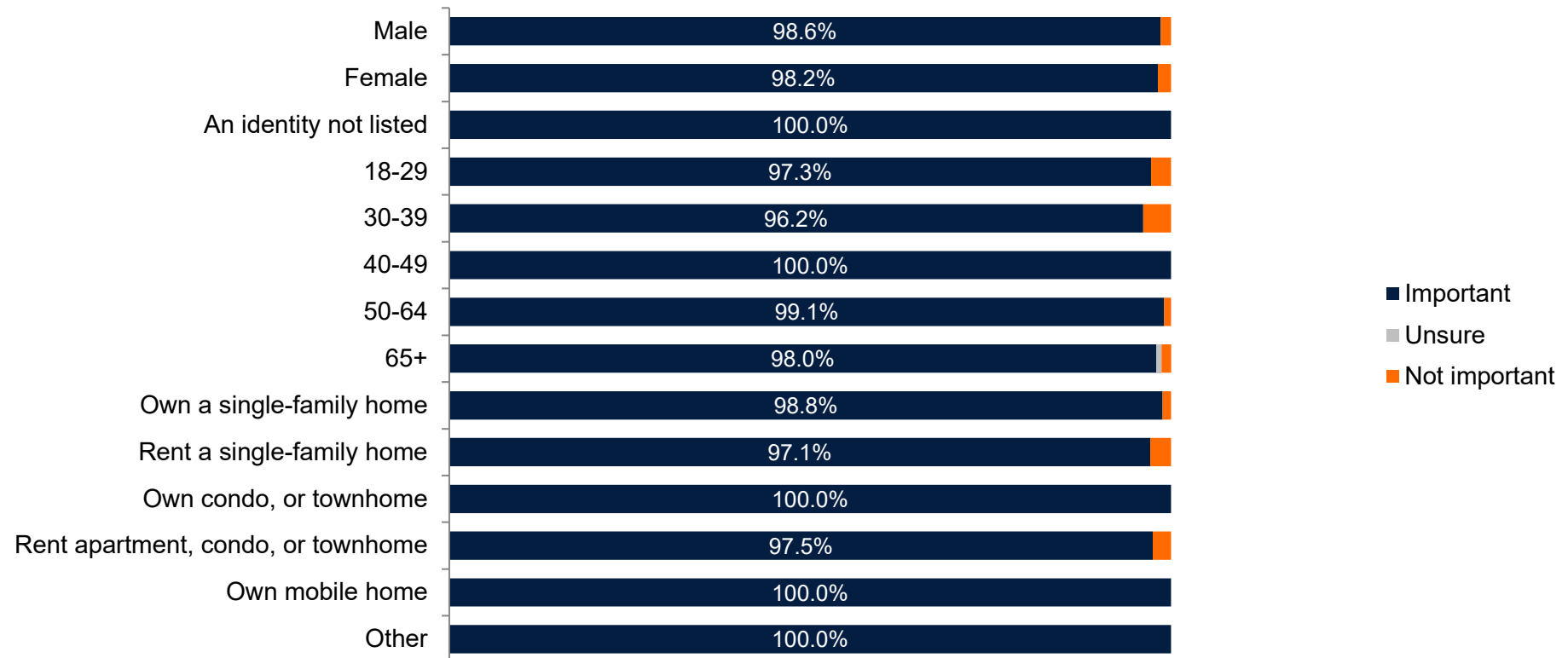


Among those who said not important



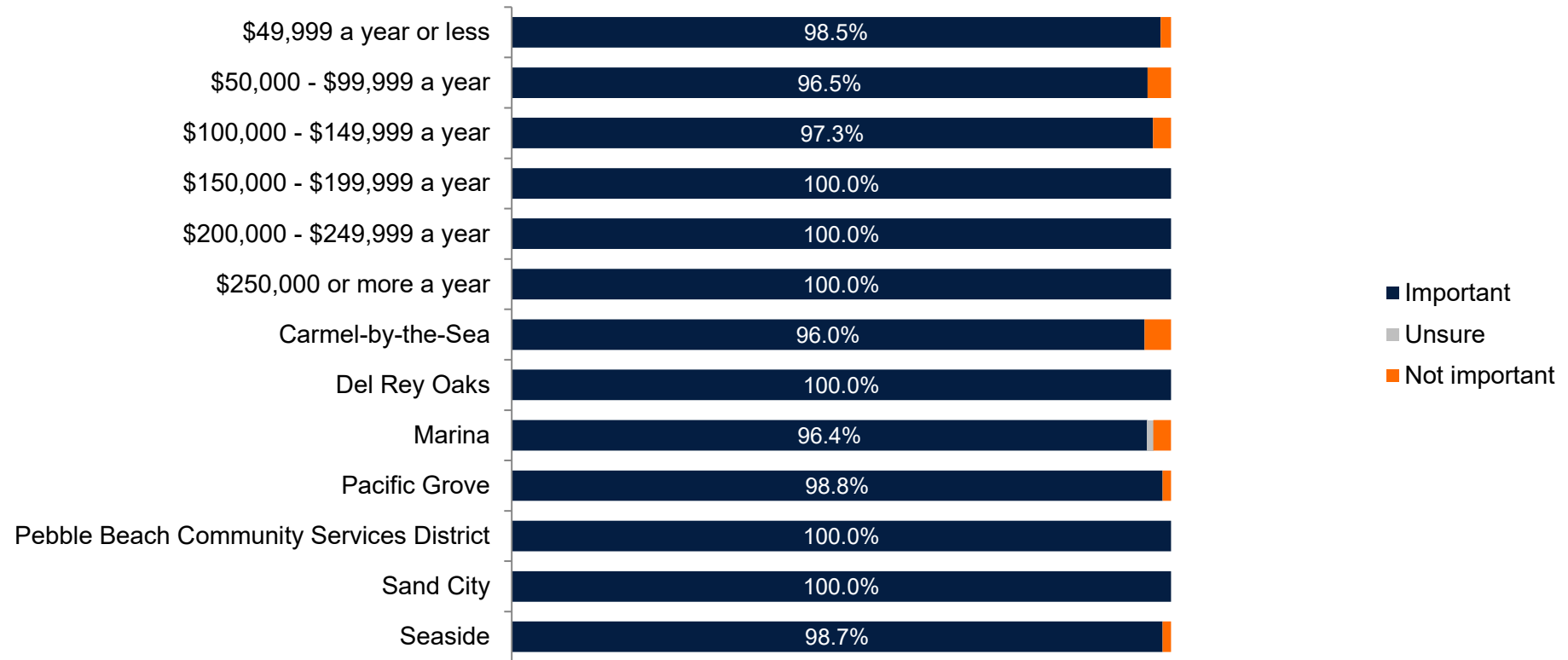
Results by gender, age group, and home type

Question 20: How important are each of the following community values when thinking about your garbage and recycling services? **Convenience for residents**



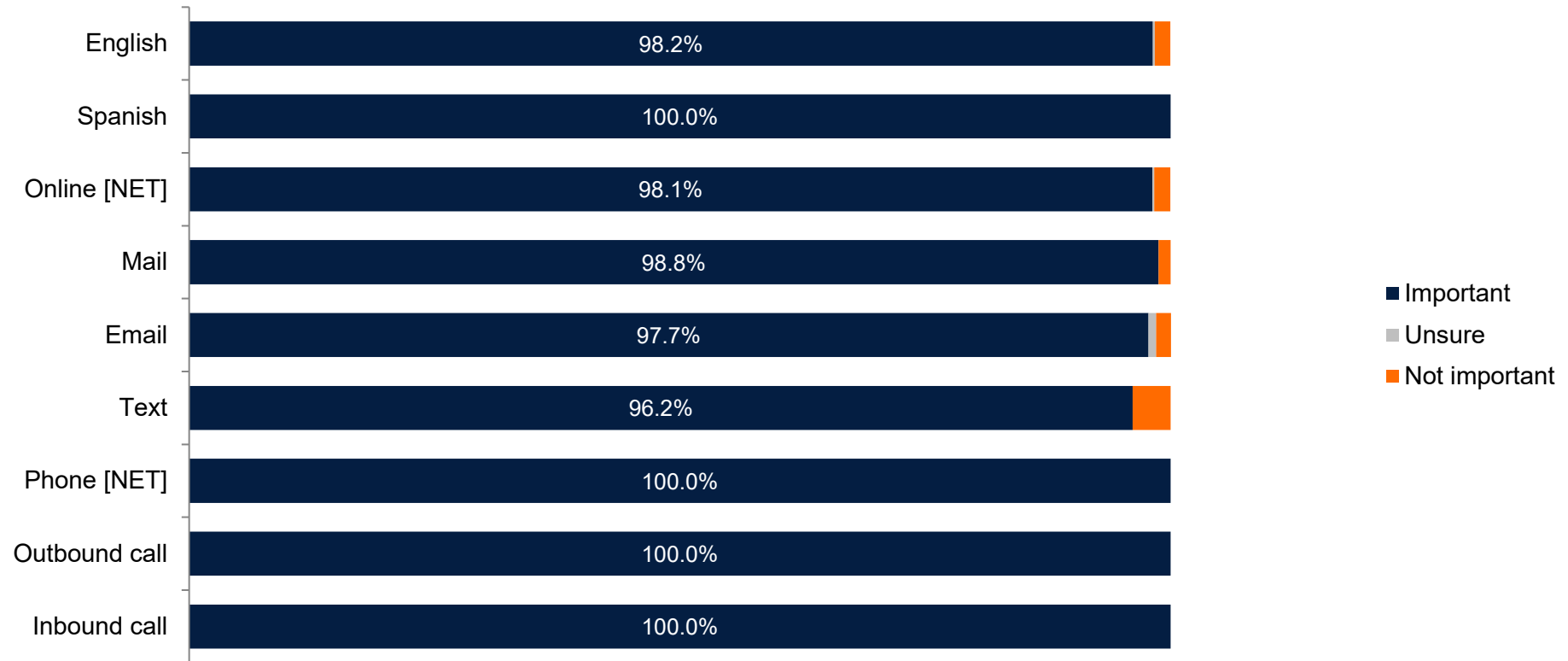
Results by household income and Jurisdiction

Question 20: How important are each of the following community values when thinking about your garbage and recycling services? **Convenience for residents**



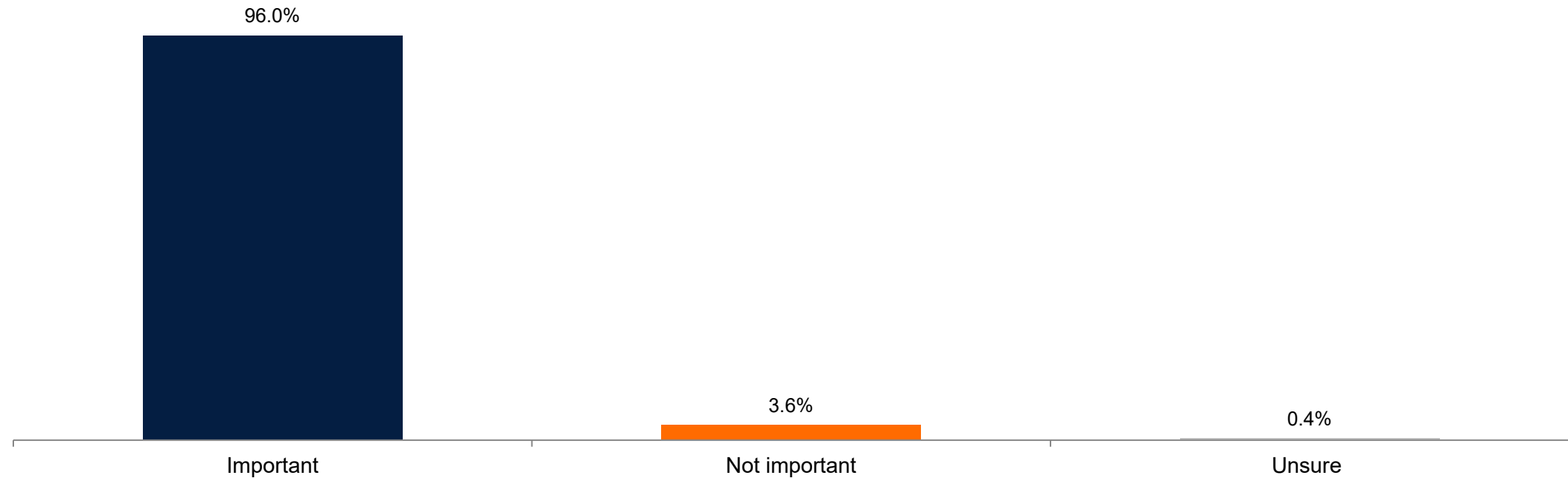
Results by survey language and survey mode

Question 20: How important are each of the following community values when thinking about your garbage and recycling services? **Convenience for residents**



96% say environmental impact is important

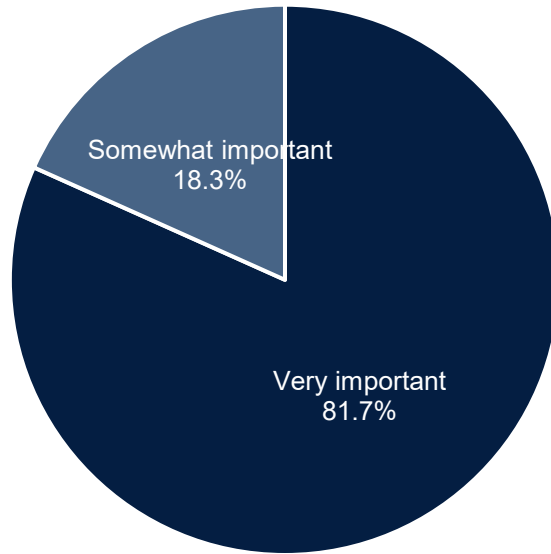
Question 21: How important are each of the following community values when thinking about your garbage and recycling services? **Environmental impact**



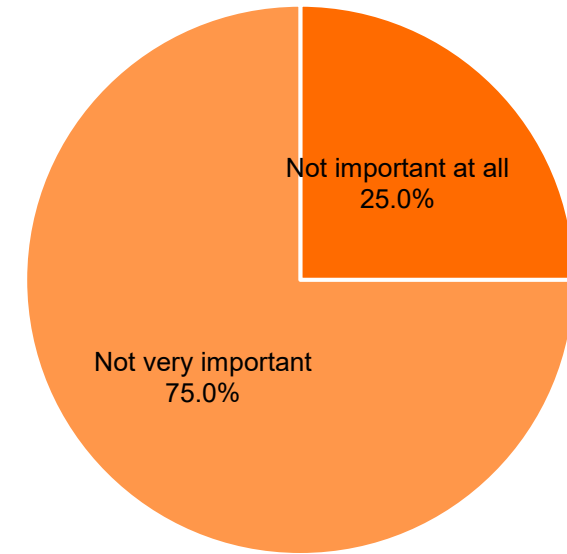
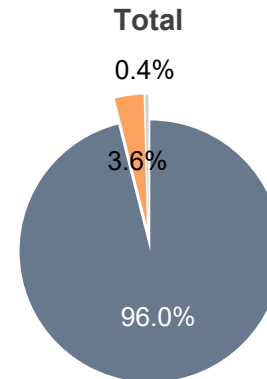
Among those who say important, 82% say very important

Question 21: How important are each of the following community values when thinking about your garbage and recycling services? **Environmental impact**

Among those who said important

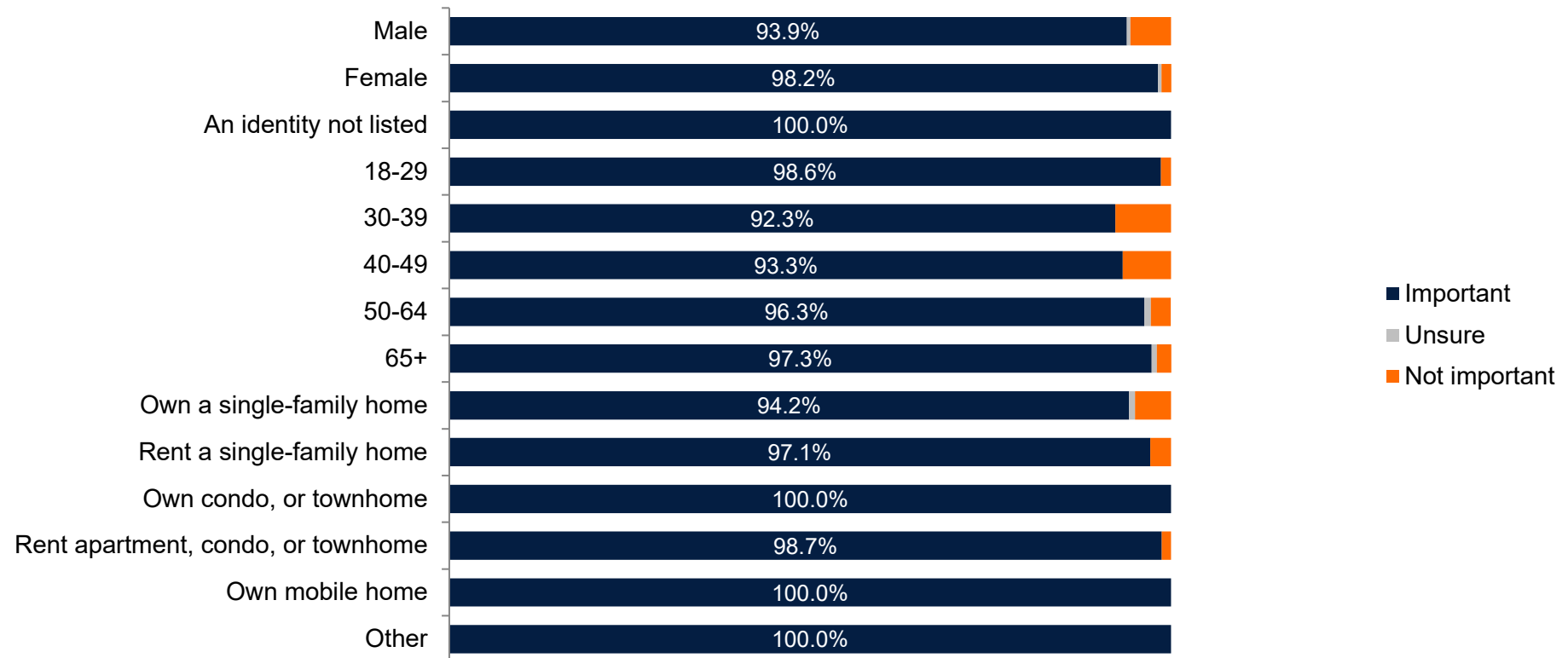


Among those who said not important



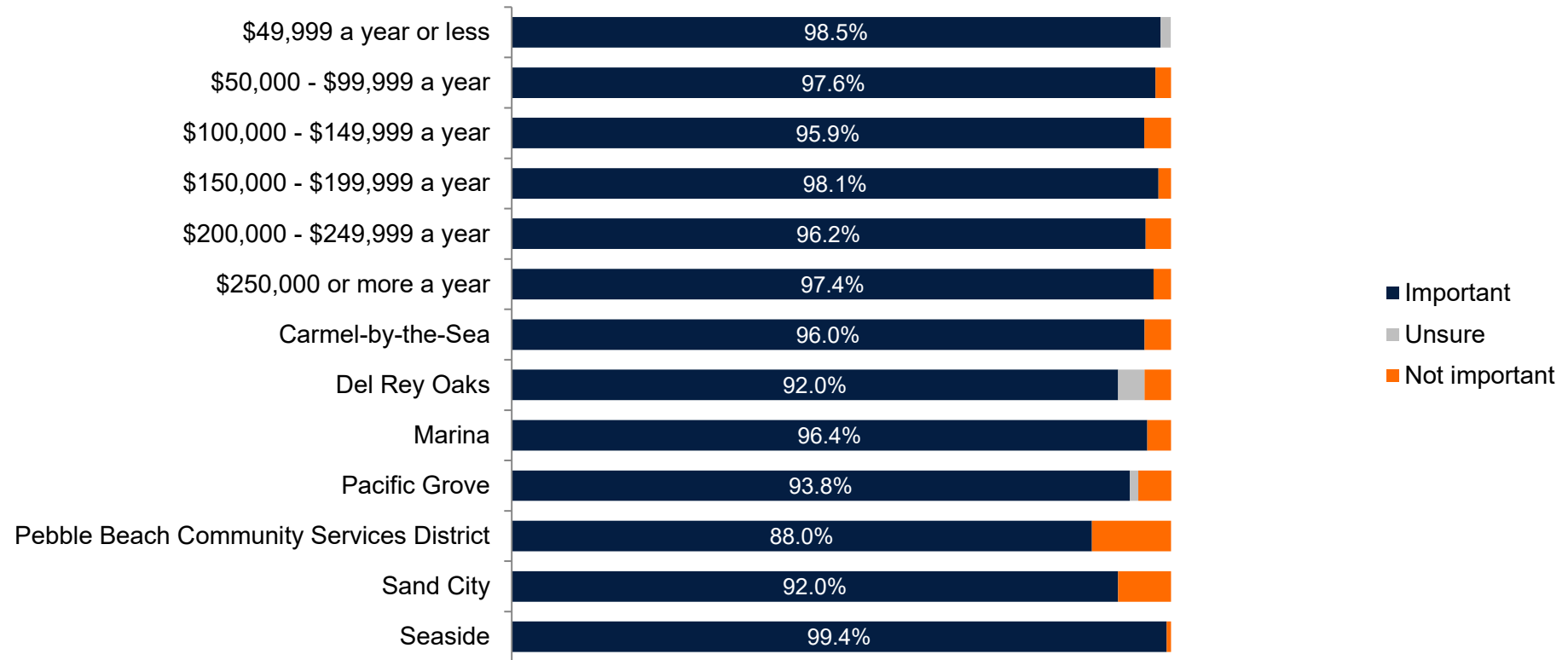
Results by gender, age group, and home type

Question 21: How important are each of the following community values when thinking about your garbage and recycling services? **Environmental impact**



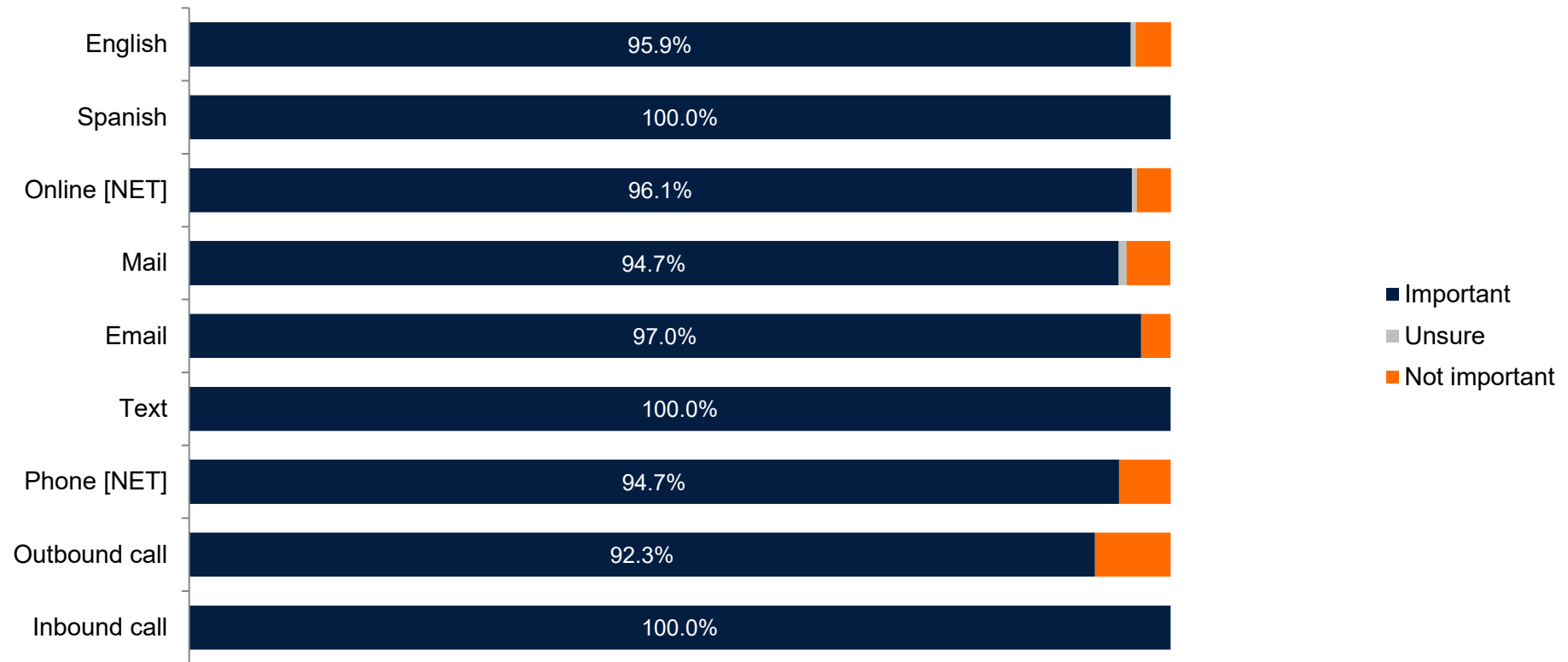
Results by household income and Jurisdiction

Question 21: How important are each of the following community values when thinking about your garbage and recycling services? **Environmental impact**



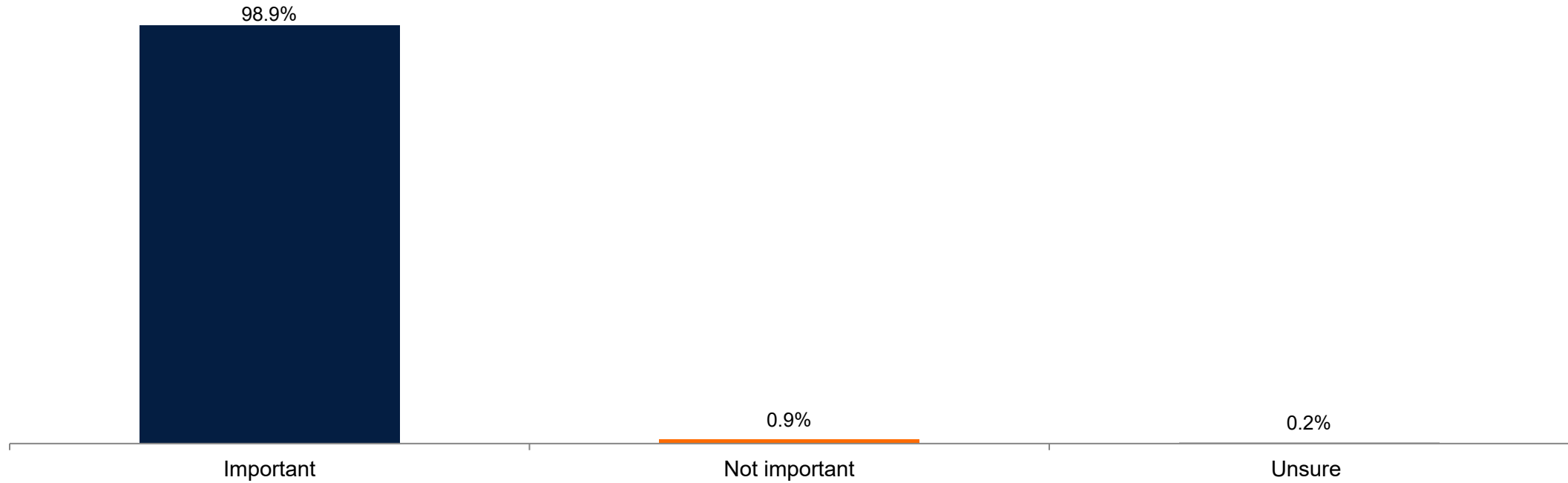
Results by survey language and survey mode

Question 21: How important are each of the following community values when thinking about your garbage and recycling services? **Environmental impact**



99% say quality of service is important

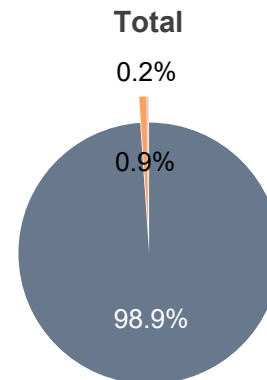
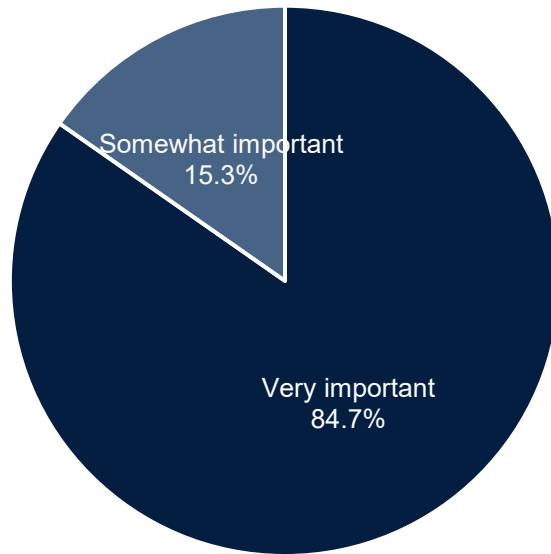
Question 22: How important are each of the following community values when thinking about your garbage and recycling services? **Quality of service**



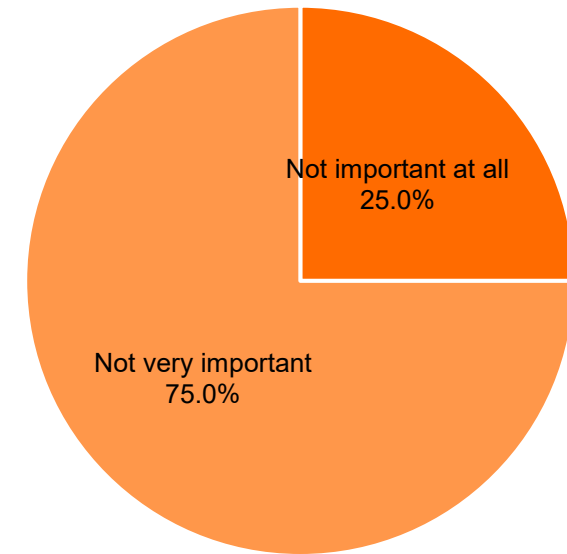
Among those who say important, 85% say very important

Question 22: How important are each of the following community values when thinking about your garbage and recycling services? **Quality of service**

Among those who said important

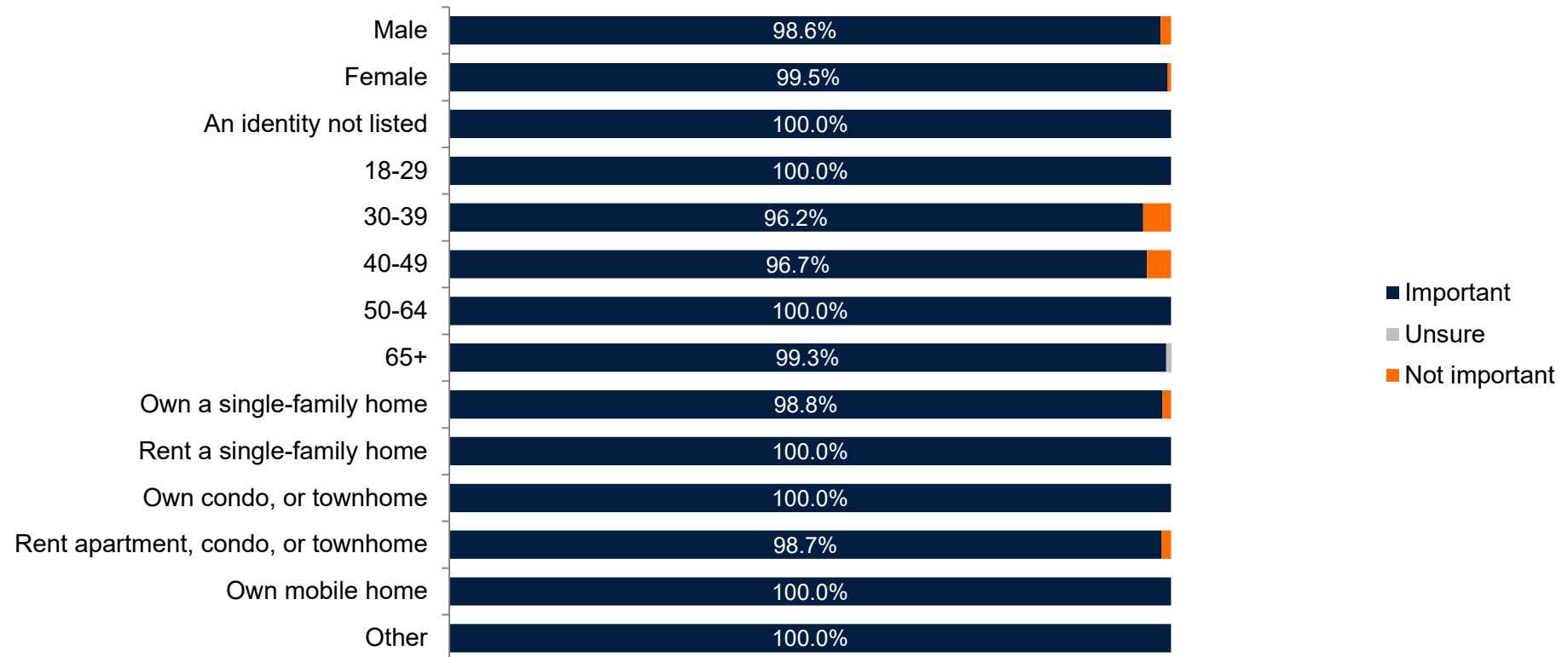


Among those who said not important



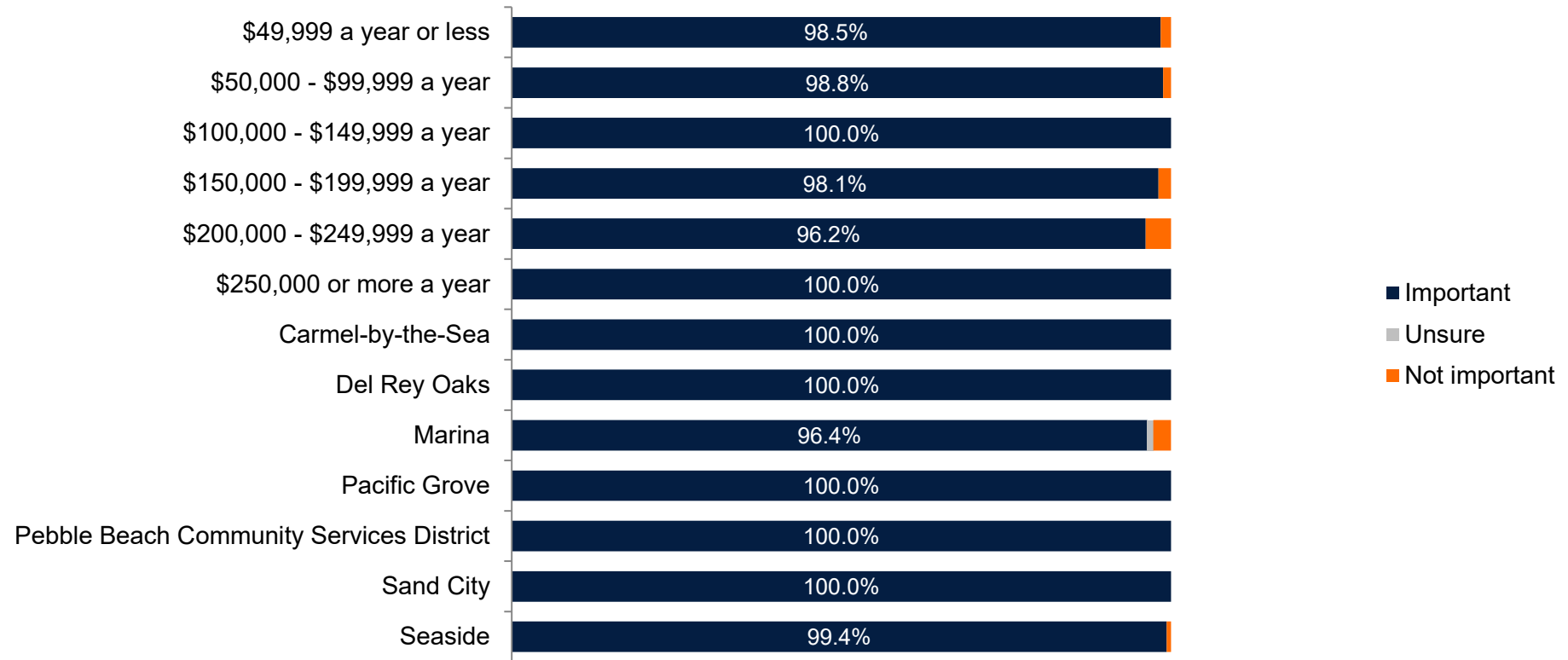
Results by gender, age group, and home type

Question 22: How important are each of the following community values when thinking about your garbage and recycling services? **Quality of service**



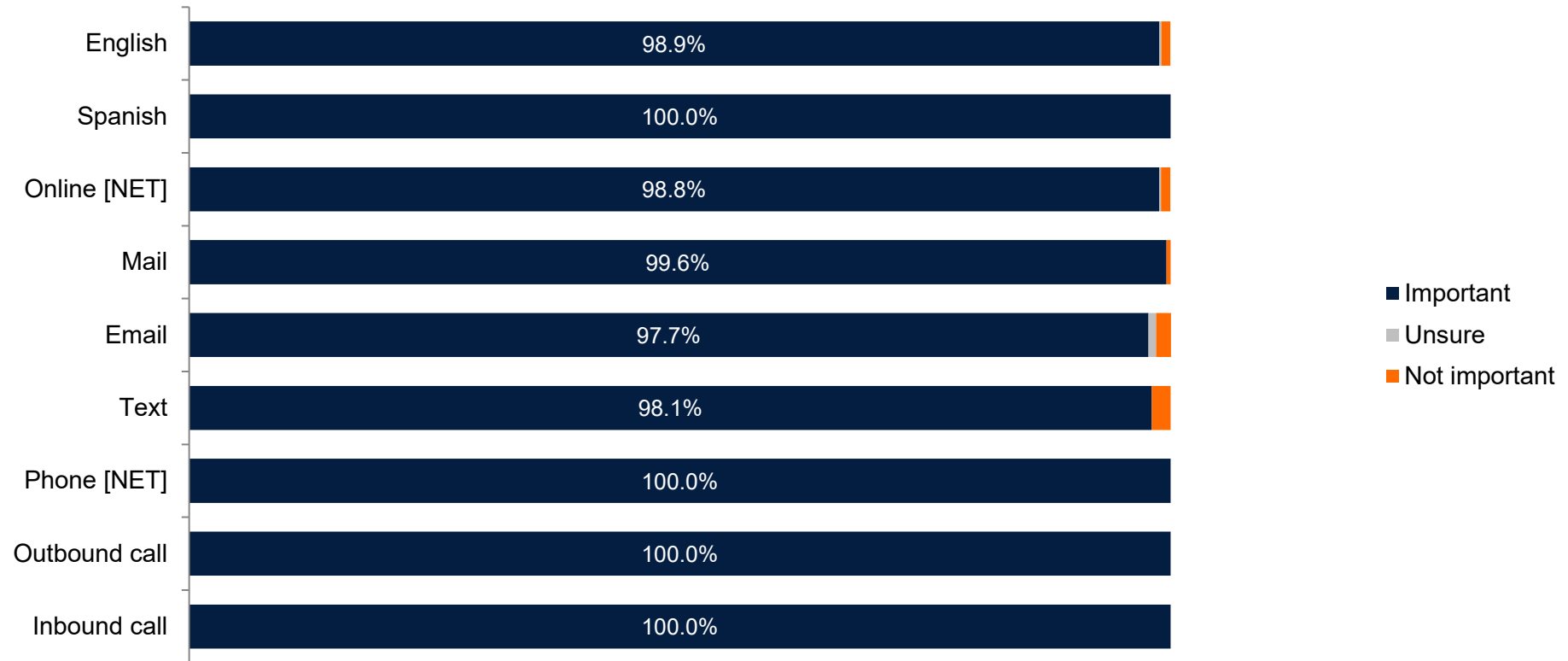
Results by household income and Jurisdiction

Question 22: How important are each of the following community values when thinking about your garbage and recycling services? **Quality of service**



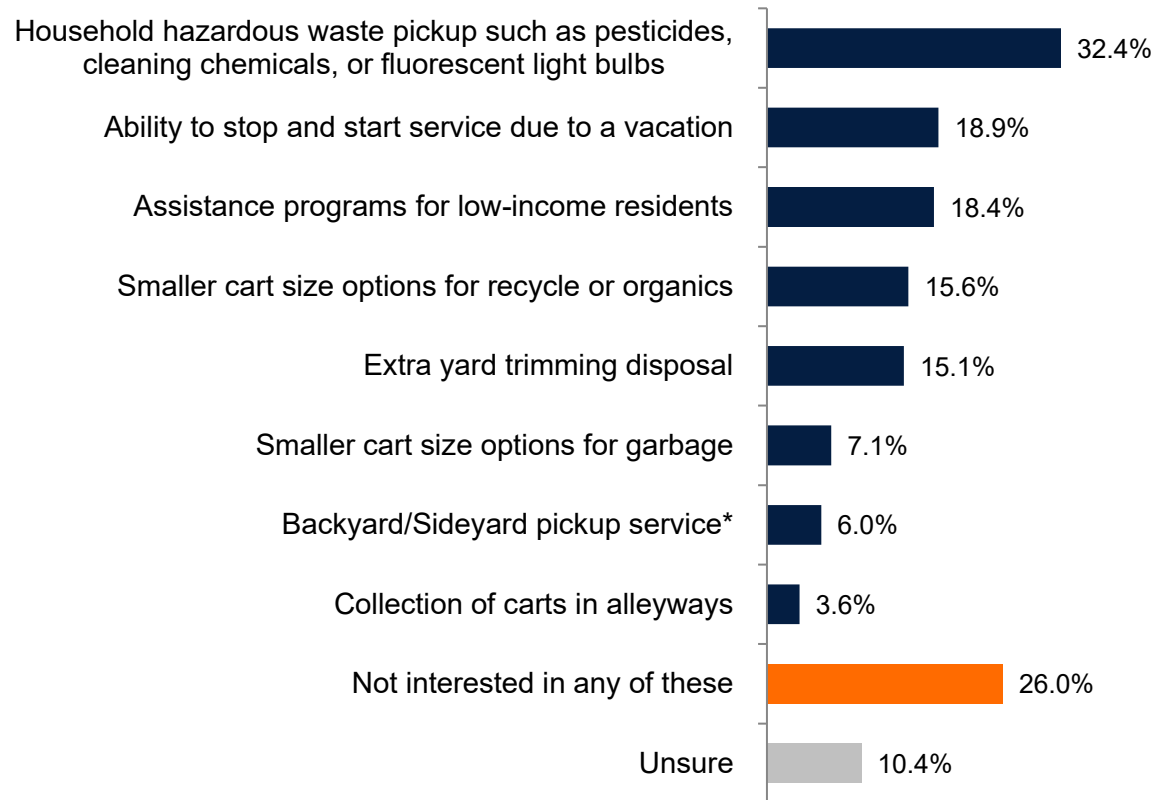
Results by survey language and survey mode

Question 22: How important are each of the following community values when thinking about your garbage and recycling services? **Quality of service**



Residents show greatest interest in household hazardous waste pickup among potential new services

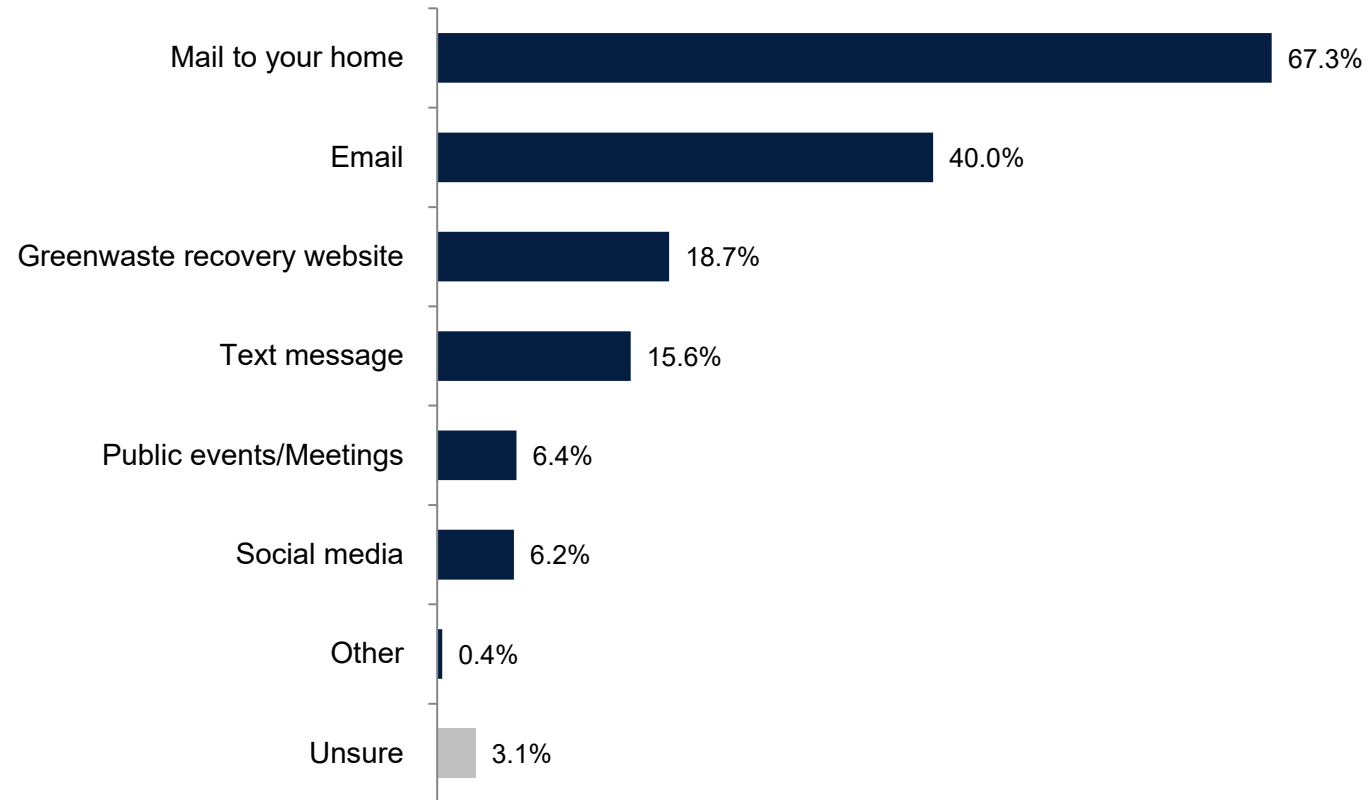
Question 23: GreenWaste Recovery may offer additional services that would come at an increased cost. Please indicate which of the following services you would be interested in. Select all that apply.



*Only included in Marina, Seaside, Del Rey Oaks, and Sand City.

Residents prefer receiving program information by mail, followed by email

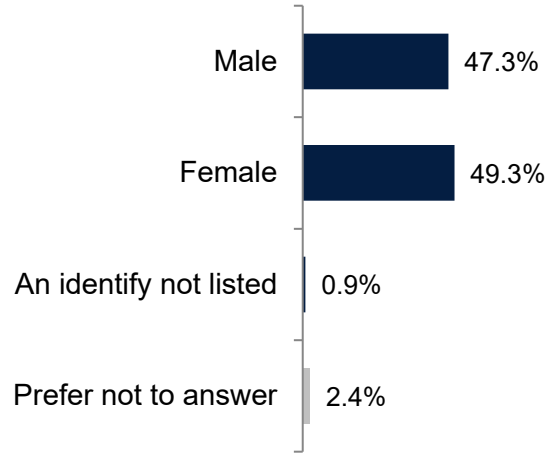
Question 35: How would you prefer to receive information about garbage and recycling programs? Select all that apply.



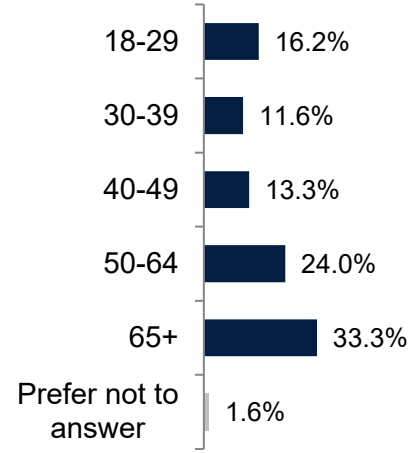
Demographics

Respondent demographics by gender, age group, ethnicity, home type, container type, income, and City

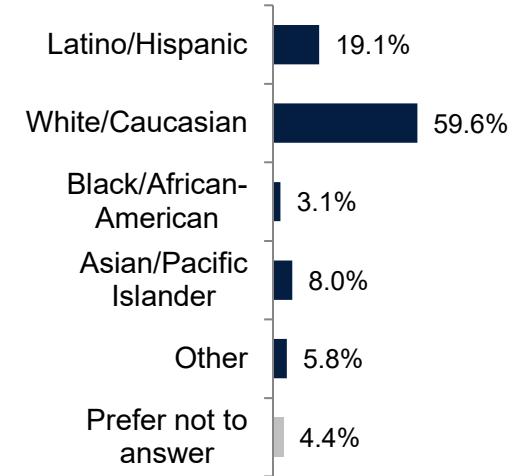
Gender



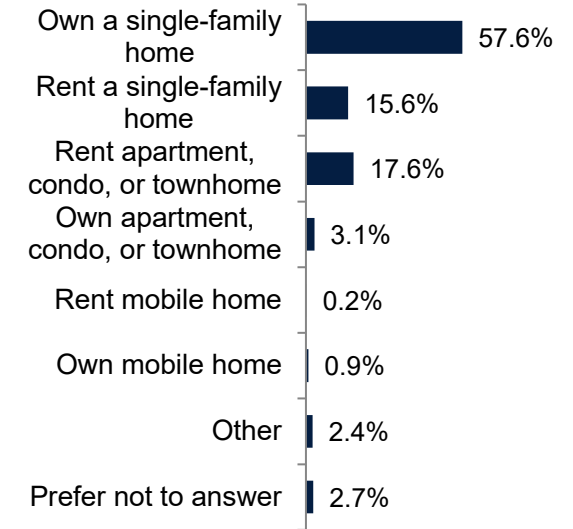
Age Group



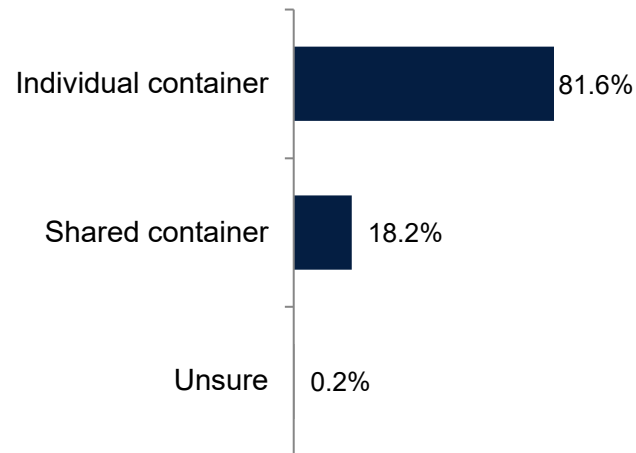
Ethnicity



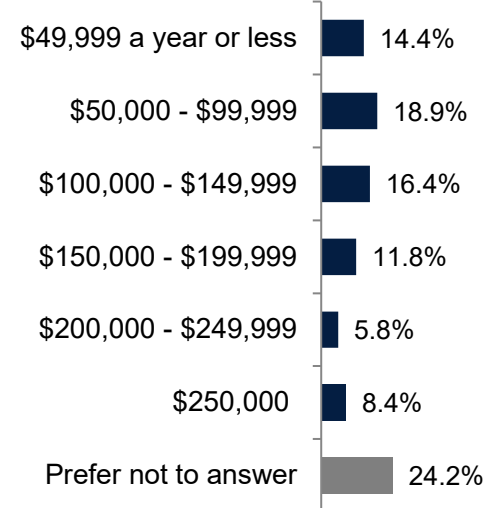
Home type



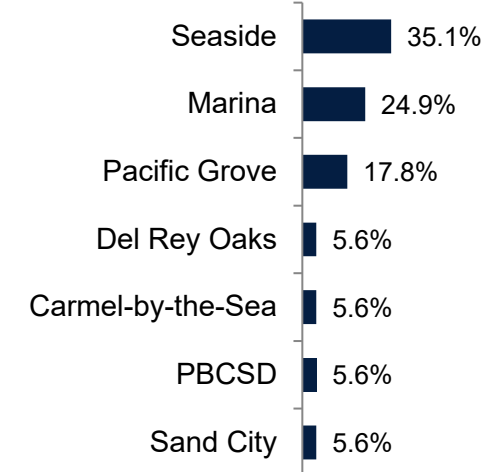
Container type



Income



City



Questions?

Dr. Adam Probolsky, President

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E: adam@probolskyresearch.com

Sergio Martinez, Research Analyst

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Elections and Public Policy**



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CITY OF DEL REY OAKS FRANCHISE PROCUREMENT PROCESS INTEGRITY POLICY

City of Del Rey Oaks is currently in the process of drafting a new franchise agreement for the collection and processing of solid waste, recyclables, and organics, and procuring vendor(s) to provide the franchised services. The intent of this City of Del Rey Oaks Process Integrity Policy (“Policy”) is to provide a fair opportunity for all Respondents to compete to provide franchised services, create an impartial climate during the procurement proceeding, streamline the procurement process, and achieve favorable terms of service for the public.

The City of Del Rey Oaks City Council, City of Del Rey Oaks staff, and consultants involved in the franchise procurement intend to employ careful, uniform, and equitable application of this Policy and the franchise procurement process and procedures (including Request for Proposal [RFP] deadlines and requirements) developed by City of Del Rey Oaks to advance the agency’s purposes and the public interest.

A sample schedule of this Policy is attached as a reference tool; the actual timeframe, sequence, and steps are subject to change.

All references herein to “Respondents” includes respondents and prospective respondents to a RFP or a request for sole source negotiations related to franchise agreement(s), and all employees, agents, consultants, lobbyists, and other entities or individuals acting on their behalf.

I. Campaign Contributions

Under state law Government Code section 84308, City of Del Rey Oaks City Council Members cannot accept from Respondents, and Respondents cannot provide, campaign contributions **greater than \$250** in the aggregate while the franchise procurement proceeding is pending and for 12 months after the City Council makes the final decision in the franchise proceeding.

The City of Del Rey Oaks franchise procurement proceeding is pending from the date this Policy is adopted until the date the City Council awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding). Note that City of Del Rey Oaks may award franchise agreements sequentially over the course of the proceeding; the proceeding is expected to be complete when the City Council awards the final franchise agreement. Because the franchise procurement proceeding may be pending for two or more years, more than one election cycle may be affected. If a candidate accepts the \$250 contribution limit from a Respondent in one election cycle, they may not be able to accept a contribution of any amount from the Respondent in the next election cycle.

State law provides certain opportunities for City Council Members to cure; if the City Council Member returns at least the portion of the campaign contribution that exceeds \$250 within 30 days from the time the City Council Member knows, or should have

known, about the contribution and the franchise procurement proceeding, the City Council Member would be permitted to participate in the franchise procurement proceeding.

The state law limit on campaign contributions applies to any person that is not a current City of Del Rey Oaks City Council Member but is running for City/Town Council or Board of Directors and that is appointed to the City of Del Rey Oaks City Council after their election. Candidates that are newly appointed to the City Council may need to promptly return campaign contributions greater than \$250 that were received from a Respondent within the last 12 months in order to participate in a City of Del Rey Oaks franchise decision.

In summary, to assist City Council Members and Respondents in complying with Government Code section 84308:

Respondents: (a) shall not make campaign contributions greater than \$250 in the aggregate to any City of Del Rey Oaks City Council Member from the date of the adoption of this Policy until 12 months after the date the City Council awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding); and (b) shall disclose on the record of the franchise procurement proceeding any contribution greater than \$250 made to a City of Del Rey Oaks City Council Member within the 12 months before a City Council decision in the franchise procurement proceeding.

City of Del Rey Oaks City Members: (a) should not accept campaign contributions greater than \$250 in the aggregate from any Respondent from the date of the adoption of this Policy until 12 months after the date the City Council awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding); and (b) if a [Insert Council or Board] Member has received a campaign contribution greater than \$250 from a Respondent within 12 months prior to a decision on a franchise agreement, the City Council Member must disclose receipt of the campaign contribution on the record, and will be disqualified from participating in the franchise proceeding, unless the City Council Member returns the portion of the campaign contribution that exceeds \$250 within 30 days from the time the City Council Member knows, or should have known, about the contribution and the franchise procurement proceeding.

Candidates for City/Town Council and Board of Directors: if appointed to the City of Del Rey Oaks City Council, should be prepared promptly to return campaign contributions greater than \$250 from a Respondent received within 12 months prior to the candidate's participation in a decision on a franchise agreement.

This Policy is intended to provide guidance to City Council Members and Respondents on how the state law is expected to apply to City of Del Rey Oaks's

franchise procurement proceeding; to the extent of any inconsistency, state law governs over summaries or interpretations provided in this Policy.

II. Gifts.

Under state law Government Code sections 81000 et seq. (the “Political Reform Act”), and the City of Del Rey Oaks Conflict of Interest Code, City of Del Rey Oaks City Council Members, City of Del Rey Oaks staff and certain consultants that make or participate in making decisions for City of Del Rey Oaks must report on their Form 700 “Gifts” (as defined in the Act) from a single reportable source of \$50 to \$590 (in the aggregate), and may not accept Gifts from a single reportable source totaling more than \$590 (in the aggregate) in a calendar year (2023-2024 dollar thresholds; subject to change under state law).

This Policy prohibits Gifts **of any value** from a Respondent to a City of Del Rey Oaks City Council Member, staff, or consultant involved in the franchise procurement from the date this Policy is adopted and for 12 months after the City Council makes the final decision in the franchise proceeding (or the agency formally terminates the franchise procurement proceeding). Thus, this Policy is intended to be **more restrictive** than state law.

New appointees to the City of Del Rey Oaks City Council should be prepared promptly to return upon appointment to the City of Del Rey Oaks City Council any Gifts that were received from a Respondent after the date of adoption of this Policy.

City of Del Rey Oaks intends to apply the Fair Political Practices Commission regulations, interpretations, and other guidance on matters such as defining what constitutes a Gift, exceptions to the definition of Gift, determining the source of a Gift, and determining whether a payment is a behested payment.

In summary:

Respondents: shall not make Gifts of any value to City of Del Rey Oaks City Council Members, or City of Del Rey Oaks staff or consultants involved in the franchise procurement, from the date of the adoption of this Policy until 12 months after the date the [Insert Council or Board] awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding).

City of Del Rey Oaks City Council: should not accept Gifts of any value from any Respondent from the date of the adoption of this Policy until 12 months after the date the City Council awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding).

City of Del Rey Oaks Staff and Consultants Involved in the Franchise Procurement: shall not accept Gifts of any value from any Respondent from the date of the adoption of this Policy until 12 months after the date the [Insert Council or Board] awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding).

Nothing in this Policy is intended to relieve City of Del Rey Oaks City Council Members, staff, or consultants from complying with the provisions of the Political Reform Act, the agency's Conflict of Interest Code, or other applicable law.

III. Communications

Respondents, City of Del Rey Oaks City Council Members, and City of Del Rey Oaks staff and consultants involved in the franchise procurement are expected to adhere to the communications protocols described here.

This Policy applies to communications regarding the franchise procurement proceeding and the future provision of franchise solid waste, recycling, or organics services in the City of Del Rey Oaks's jurisdiction. This Policy does not apply to casual social communications, communications regarding the current franchise agreements, or communications unrelated to the new franchise procurement process or the provision of future franchise services. This Policy does not apply to oral communications made on the record at open and noticed public meetings, or written communications submitted to the full City Council and that are part of the public record of City of Del Rey Oaks. The Policy does not apply to communications at meetings organized by City of Del Rey Oaks staff with Respondents.

A. Prior to Release of Procurement Documents

From the date of adoption of this Policy until the date City of Del Rey Oaks first releases procurement documents for some or all future franchise services (e.g., RFP or request for sole source negotiations), communication between Respondents and City Council Members about the franchise procurement process or provision of any future services in City of Del Rey Oaks's jurisdiction is permitted, subject to the disclosure requirements set forth herein.

Communications, oral or written, between Respondents and City Council Members about the franchise procurement process or provision of any future franchise services in City of Del Rey Oaks's jurisdiction, shall either (1) be disclosed orally by the City Council Member to the Del Rey Oaks City Council at the next City Council meeting, or (2) be disclosed in writing to the City Clerk prior to the next City Council meeting; the City Clerk shall maintain such written disclosures as part of the public record of the City of Del Rey Oaks and promptly provide copies of the written disclosure to the other City Council Members. The disclosure shall apprise the City Council and the public of the content of the communication.

B. After Release of Procurement Documents

After the date, the City of Del Rey Oaks first releases procurement documents for some or all future franchise services, communications about the franchise procurement process or provision of any future services in the City of Del Rey Oaks's jurisdiction shall be made only through a person or persons designated by the Executive Director as the point of contact for the agency.

The procurement documents will provide instructions for Respondents to make requests for clarification, object to the structure or content of the RFP, ask questions about the procurement, and make other inquiries, and the process the City of Del Rey Oaks will follow to respond to such communications.

Note that the City of Del Rey Oaks may release procurement documents for franchise services sequentially over the course of the proceeding; this section III.B applies when the first procurement documents in the proceeding are released. This communication protocol will expire when the Board awards the final franchise agreement in the proceeding (or the agency formally terminates the franchise procurement proceeding).

C. Civility

To preserve civility in the franchise procurement proceeding, the City of Del Rey Oaks requests that Respondents focus their communications on the positive aspects of their company, proposal, and offered services, and refrain from engaging in disparaging communications about other Respondents. In extreme cases, (e.g., slander, libel) publicly engaging in such disparaging communications may result in the City of Del Rey Oaks disqualifying a Respondent from award of a franchise.

IV. Further Restrictions for the City of Del Rey Oaks Consultants

City of Del Rey Oaks consultants involved in the franchise procurement shall not do any work for any Respondent in connection with this City of Del Rey Oaks franchise procurement process from the date of the adoption of this Policy (or the date they are retained, whichever is later) until the consultant is no longer involved in the City of Del Rey Oaks franchise procurement.

V. Application

Respondents: By participating in the procurement, Respondents agree to adhere to this Policy, and are responsible for ensuring compliance with this Policy on behalf of their employees, agents, consultants, lobbyists, or other entities or individuals acting on their behalf. A Respondent's failure to adhere to any section of this Policy may result in the City of Del Rey Oaks disqualifying the Respondent from award of a franchise.

City of Del Rey Oaks City Council Members: A City of Del Rey Oaks City Council Member's failure to adhere to any section of this Policy may result in the City Council Member being disqualified from participating in any franchise decisions.

Staff and Consultants: Staff and consultants who do not adhere to the Policy may be disqualified from working on the franchise procurement, and [Insert Agency Name] staff who do not adhere to the Policy may be subject to discipline.

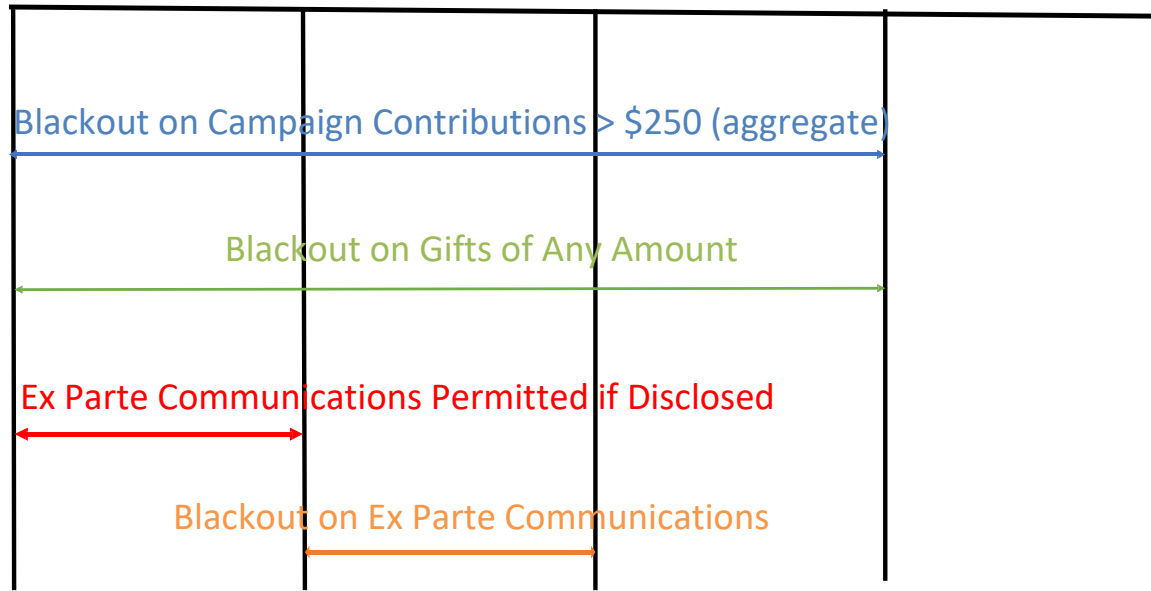
All federal, state, and local laws (and any updates to those laws) continue to apply. To the extent that a member agency of the City of Del Rey Oaks has adopted campaign contribution laws that are more restrictive than state law or this Policy, this Policy is not intended to supersede those more restrictive laws.

Attachments:

- Sample Schedule

Sample Schedule and Application of Process Integrity Policy

* Actual Timeframes, Sequence, and Steps Subject to Change *



Process Integrity Policy Adopted	Collection RFP Released	Collection FA Awarded	12 Months After Collection FA Awarded	New FA Begins
April/May 2026	2027	2028	2029	2030

RESOLUTION NO. 2026-07

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DEL REY OAKS APPROVING THE REGEN MONTEREY TECHNICAL ADVISORY COMMITTEE SUBGROUP RECOMMENDATION TO INITIATE A COMPETITIVE REQUEST FOR PROPOSALS PROCESS FOR SOLID WASTE, RECYCLING, AND ORGANICS COLLECTION SERVICES AND ADOPTING A PROCESS INTEGRITY POLICY

WHEREAS, the City of Del Rey Oaks is a member agency of ReGen Monterey (ReGen), a regional joint powers authority responsible for solid waste management services; and

WHEREAS, the City, along with six other member agencies, is currently a party to an exclusive franchise agreement with GreenWaste Recovery, LLC (GreenWaste) for solid waste, recycling, and organics collection services, which is set to expire in 2030; and

WHEREAS, ReGen and its member agencies have undertaken a comprehensive planning process to evaluate options for future collection services, including formation of a Technical Advisory Committee (TAC) Subgroup and engagement of HF&H Consultants, LLC to assist with analysis, public outreach, and procurement planning; and

WHEREAS, an extensive stakeholder engagement process was conducted, including residential surveys, community meetings, and outreach to multi-family, commercial, and industry stakeholders, which identified affordability, service quality, convenience, and environmental impact as key community priorities; and

WHEREAS, the stakeholder engagement process also demonstrated strong interest from multiple qualified service providers, indicating a competitive market for future collection services; and

WHEREAS, the TAC Subgroup evaluated key considerations including good governance, affordability, customer satisfaction, assignment risk, and regional infrastructure readiness; and

WHEREAS, the TAC Subgroup determined that a competitive Request for Proposals (RFP) process provides a transparent, fair, and defensible method to secure the best value for the community while allowing the current service provider, GreenWaste, and other qualified firms to compete; and

WHEREAS, ReGen's publicly owned infrastructure, including collection facilities and processing assets, supports a competitive procurement environment and reduces barriers to entry for proposers; and

WHEREAS, to ensure a fair and transparent procurement process, a Process Integrity Policy has been developed to establish communication protocols, define roles and responsibilities, and prevent conflicts of interest; and

WHEREAS, initiation of the RFP process is anticipated to begin in late 2026, with contract award anticipated in 2028, allowing sufficient time for transition prior to expiration of the current agreements; and

WHEREAS, there is no direct financial impact to the City for initiating the RFP process, as procurement-related costs will be reimbursed through existing agreements and ultimately by the selected franchise service provider;

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Del Rey Oaks as follows:

1. Approval of Recommendation: The City Council hereby approves the recommendation of

ReGen Monterey's Technical Advisory Committee Subgroup to initiate a competitive Request for Proposals (RFP) process for solid waste, recycling, and organics collection services.

2. Participation in RFP Process: The City of Del Rey Oaks shall participate with other ReGen member agencies in the development and implementation of the regional RFP process, allowing GreenWaste Recovery, LLC and other qualified service providers to compete for the franchise.
3. Adoption of Process Integrity Policy: The City Council hereby adopts the Process Integrity Policy, attached to the staff report as Attachment F, to guide all participants and ensure a fair, transparent, and legally defensible procurement process.
4. Authorization of City Manager: The City Manager, or designee, is authorized to take all actions necessary to implement this Resolution, including coordination with ReGen Monterey and participating member agencies throughout the RFP process.
5. Effective Date: This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF DEL REY OAKS, this 28th day of April, 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

ATTEST:

Scott Donaldson, Mayor

Karen Minami, City Clerk