

August 27, 2012



Councilmember Richard Alarcon, Chair  
Ad Hoc on Waste Reduction & Recycling Committee  
City Hall  
200 No. Spring Street  
Room 340  
Los Angeles, CA 90012

2012 Executive Committee

RE: File No. 10-1797; 10-1797-S1; 10-1797-S2; 10-1797-S3; 10-1797-S4; 10-1791-S5,  
10-1797-S6

Century City Chamber of Commerce  
Susan Bursk  
*President & CEO*

Mark Garcia Consulting  
Mark Garcia  
*Chairman of the Board*

L.A. Realty Partners  
Owen Fileti  
*Senior Vice President*

TroyGould PC  
Louis Dienes  
*Treasurer*

Chelsea Design Group, Inc.  
Susan Coddington  
*Secretary*

HS Consulting  
Harris Sperling  
*Director at Large*

Century Park/CB Richard Ellis  
Renee Watkinson  
*Director at Large*

Gainsborough Capital LLC  
Jean Tardy-Vallernaud  
*Director at Large*

ABM Industries, Inc.  
Carey Doss  
*Director at Large*

Holwick Constructors, Inc.  
Mike Holwick  
*Director at Large*

Kindel Gagan  
Samantha Martinez  
*Immediate Past Chair*

Dear Councilmember Alarcon and Honorable Committee Members:

On behalf of the Century City Chamber of Commerce, which represents almost 50,000 employees and 5,000 residents, I am writing to express our position on the proposed plan to create an exclusive franchise system in the City of Los Angeles.

The Chamber OPPOSES an exclusive franchise system as we believe it will unnecessarily increase waste hauling costs to business and will reduce services provided. Similar exclusive systems have been instituted in other Southern California jurisdictions, Ventura and Santa Barbara to name two, and the costs of services and wait times for turnarounds have both increased. We also strongly believe due to experiences of members on our Board, the instances of illegal dumping will increase due to the lack of competition which ultimately will result in increased dumping fees and increased wait times.

The Chamber agrees with the City's goals of reducing truck traffic and vehicle emissions, higher diversion rates and promotion of safe working conditions; however, we believe that these goals can be achieved through a non-exclusive franchise arrangement.

Businesses and residents in Century City currently have outstanding recycling and green programs in place. For example, FOX Studios already exceeds the stated goals that the ordinance hopes to accomplish. FOX currently diverts 87% of their waste from landfills and aims at a target diversion of 90% by 2015.

Century Park, a large office complex, has a diversion rate of 51%. In 2011 Constellation Place recycled 160 tons of mixed paper, cardboard, bottles and cans. They also collected approximately 1,000 pounds of E-waste, recycled lamps and ballasts as well as about 85% of all construction waste. The Dining Terrace at Westfield Century City uses all reusable glassware, plates and utensils and has an onsite composter ensuring that food waste does not go to a landfill.

It is critical that our community is able to continue our unique green programs without significant cost increases or reduction in the service level our tenants and residents are used to receiving.

With much thanks and appreciation for your consideration.

Most sincerely,

*Susan Bursk*

Susan Bursk  
President & CEO

Cc: Committee Members

August 27, 2012



Honorable Jose Huizar  
Honorable Richard Alarcon  
Co-Chairs, Energy and Environment and Ad Hoc on Waste Reduction and Recycling Committee  
c/o City Clerk, Room 395  
City Hall, 200 North Spring Street  
Los Angeles, CA 90012-4801

RE: August 29 Committee Hearing  
Agenda Item 1– Waste Hauler Franchise System

Dear Co-Chairs Huizar and Alarcon:

On behalf of the California Grocers Association (CGA), I urge you to move forward with the CAO recommended action of a non-exclusive waste franchise system. This practical solution can achieve strong environmental benefits, while protecting retailers with lower trash fees and a higher quality of service.

The California Grocers Association is a non-profit, statewide trade association representing the retail food industry since 1898. CGA represents approximately 500 retail member companies, many of which do business in Los Angeles. Collectively our members operate more than 6,000 retail food stores in California. Those outlets represent the breadth of diversity of California's retail food industry and include traditional supermarkets, convenience stores, wholesale merchandisers, and independent supermarkets. CGA represents many of the grocery companies operating in the City of Los Angeles.

Currently, both exclusive and non-exclusive franchise systems are implemented throughout California and we know from these cities' data that exclusive franchise systems raise prices and eliminate high quality customer service. In the grocery industry, where profit margins are slim, the resulting increase in trash rates under an exclusive franchise system could mean the difference of opening a store in another region, as opposed to the City of Los Angeles. Existing stores would have to make up for additional waste hauler costs by raising prices, or even cutting jobs. Our industry simply cannot afford higher service fees, especially when a temperate solution exists.

Under a non-exclusive franchise system the City would receive all of the same advantages of an exclusive system but with the benefits of lower implementation costs and the chance to gather general fund revenue five years sooner. The City of Los Angeles does not need to invent an outdated system with a huge, new bureaucracy to oversee it when our neighbors, including Los Angeles County, Long Beach and Pasadena have successful non-exclusive franchise systems already in place. Set the criteria for haulers to meet and allow any hauler with the ability to meet the criteria, to compete in the marketplace.



Additionally, a non-exclusive franchise system will allow the City to implement greater recycling and reporting requirements, clean fleet standards, work place safety oversight and tracking of hauling operations. At the same time, the non-exclusive franchise method allows small haulers to compete for business and consumers to negotiate for the best rates.

We urge the committee to move forward with the CAO recommended policy of a non-exclusive franchise system. We look forward to working with you throughout this process.

Thank You,

Sarah Paulson Sheehy  
Director, Local Government Relations

cc: Members, Energy and Environment Committee  
Members, Ad Hoc Committee on Waste Reduction and Recycling  
Mr. Eric Villanueva, Legislative Assistant, City of Los Angeles