



ROB HILTON

PRESIDENT



Range of Experience

Since 2002, Mr. Hilton has provided recycling and solid waste consulting services to over 150 public agencies in over 475 projects covering a wide range of strategic, operational, programmatic, contractual, and financial issues. Rob leads HF&H's diverse team of over 30 professionals with expertise ranging from engineering to accounting to public policy and law in support of our clients' ratepayer protection and sustainability goals. Most of Rob's time on client projects is focused on strategic planning, contract negotiation, management and performance reviews, and policy development.

EXPERIENCE

Years of Experience: 22
Clients: 147
Engagements: 623
Articles and Speeches: 35

EDUCATION AND CERTIFICATIONS

B.A., Political Science and
Public Administration, UC
Davis

Zero Waste Principals and
Practices, CRRA and SWANA
Joint Certification

PROFESSIONAL LICENSE

Certified Management
Consultant (CMC), Institute of
Management Consultants USA

HISTORY

HF&H Consultants, LLC:
2002 to present

ORGANIZATIONS

Past President, California
Resource Recovery
Association (CRRA)

Faculty, Solid Waste
Association of North America
(SWANA)

Institute of Management
Consultants (IMC)

Expertise

- SB 1383 Compliance
- Franchise Negotiations
- Rate Structure Design
- High Diversion and Zero Waste Plans
- Strategic Planning
- Stakeholder Engagement
- Policies and Municipal Codes
- JPA Formation and Management

Recent Results

- **RecycleSmart.** Mr. Hilton has worked on 23 different projects for the Central Contra Costa Solid Waste Authority (RecycleSmart) with a wide range of efforts from: training new Authority staff on AB 939 reporting in 2006; to designing and negotiating compensation for the original commercial food waste to EBMUD program in 2008; to drafting the franchise and disposal agreements for the 2015-2025 franchises; to leading the development of the SB 1383 plan for the Authority in 2017 to 2021.
- **West Valley Solid Waste Management Authority.** Mr. Hilton serves as Executive Director of this Santa Clara County Joint Powers Authority, representing Saratoga, Los Gatos, Campbell, and Monte Sereno. He oversees contractor agreements for waste services, addresses customer concerns, leads public education campaigns, ensures regulatory compliance, manages daily operations and Board meetings, and partners with the Board Chair to implement strategic priorities.
- **San Luis Obispo Integrated Waste Management Authority.** Since 2019, Mr. Hilton has supported the JPA's reform after its former Executive Director was dismissed. He helped define the mission, vision, and strategic plan, and assisted with SB 1383 planning and funding for 35+ member agencies. When the County exited over policy differences, HF&H negotiated an MOU to maintain services without imposing JPA policies. HF&H is now reviewing operations to guide staffing needs aligned with the strategic plan.



EMILY E. HANSON, J.D.

SENIOR PROJECT MANAGER



Range of Experience

Emily Hanson is a highly respected and talented executive with nearly 25 years of leadership, business development, and communications experience working for privately owned, non-profit, and technology start-up companies in the fields of recycling and waste diversion, alternative energy, climate mitigation, and resource conservation. Emily has negotiated more than 50 solid waste related contracts, made presentations and/or provided public testimony to 100+ jurisdictions and multiple regulatory agencies in California, and has proven herself as an accomplished and influential leader in the waste sector.

Since 2008, Emily has been deeply involved in the solid waste sector in California and beyond; she is uniquely positioned to evaluate and assess privately provided waste-related services to ensure the public interest is best represented and protected throughout client engagements. Emily led all aspects of business development for one of the largest private solid waste haulers in California, gaining both breadth and depth in all aspects of the company's collection and processing operations and contracts. Immediately prior to joining HF&H, she was recruited and served as Municipal Business Development Lead for a climate forward technology start-up combating methane emissions from discarding food in landfills.

Emily is widely recognized as a talented public speaker, successful and balanced contract negotiator, and foremost expert on most aspects of the waste industry. Her systems-level understanding of the industry supports her drive to identify and solve overlooked opportunities, often saving jurisdictions money while protecting the public interest. One of Emily's most recent and widely acknowledged accomplishments was independently visioning and designing systems around transparency and accountability to municipalities in reporting diversion and disposal across the state, specifically to resolve and daylight discrepancies between franchisee reports to jurisdictions and the State of California's Recycling and Disposal Reporting System (RDRS).

Expertise

- Franchise Procurements
- Contract Negotiations
- Service Implementation
- Performance Reviews
- Regulatory Compliance
- Solid Waste Operations
- Facility Development and Expansion
- Legal and Administrative Opinions
- Policies and Municipal Code

Current Engagements



EXPERIENCE

Years of Experience: 25
Clients: 30+
Engagements: 100+

EDUCATION

J.D., Santa Clara University
School of Law

Certificate B.A., Politics and
Environmental Studies, UC
Santa Cruz

HISTORY

HF&H Consultants, LLC
2023 to present

Mill Industries, LLC
2022 to 2023

GreenWaste Recovery, Inc.
2008 to 2022

Habitat for Humanity
2007 to 2008

Resource Conservation District of
Monterey County
2001 to 2008

PROFESSIONAL APPOINTMENTS

Human Services Commission,
Santa Cruz County



LAUREN SHIPLEY

SENIOR PROJECT MANAGER



Range of Experience

Ms. Shipley brings over 15 years of procurement and franchise analysis, development, negotiations, and management experience to her role as a Senior Project Manager in HF&H's Northern California office. She began working with HF&H in 2008 and returned in 2011 after earning an MBA from the UCLA Anderson School of Management.

Ms. Shipley recently assisted the City of San Ramon with negotiating a high diversion SB 1383-compliant franchise agreement, which resulted in requirements for 90% diversion. Beyond utilizing her negotiating skills to protect solid waste ratepayers, Ms. Shipley has assisted more than 75 municipal agencies with financial analysis, rate setting, audits, diversion planning, and municipal code drafting.

EXPERIENCE

Years of Experience: 17
Clients: 75
Engagements: 132
Articles and Speeches: 5

EDUCATION

M.B.A., University of CA, Los Angeles

B.A., Legal Studies, University of CA, Berkeley

HISTORY

HF&H Consultants, LLC:
2008 to 2009, 2011 to 2021
2025 to present

Hornblower Yachts, Inc.: 2005 to 2008

ORGANIZATIONS

Solid Waste Association of North America (SWANA)

Expertise

- Franchise Procurements
- Policies and Municipal Codes
- Contract Negotiations
- Performance Reviews
- RFP Development
- Regulatory Compliance

Past Results

- **City of Oceanside.** Managed comprehensive design-intake process and solicitation package development which ultimately resulted in expanded organics program support and innovative organics processing arrangements.
- **City of San Ramon.** Managed a competitive RFP process that resulted in one of the first SB 1383 compliant franchise agreements in the State.
- **City of Oakland.** Performed billing audit and performance review of Waste Management; assisted with development of the City's C&D system, contract, and resulting municipal code revisions; assisted with the implementation of the Waste Management and California Waste Solutions agreements.

Past Engagements





SARA PARRAL

PROJECT MANAGER



Range of Experience

Sara Parral is a Senior Associate with HF&H supporting our Recycling and Solid Waste division with a focus in contract management, SB 1383 compliance, and public education. She brings to the firm over 13 years of experience in the solid waste industry with a primary emphasis in developing and implementing outreach and education programs for residential and commercial sectors. Currently, Sara supports multiple clients with SB 1383 planning and implementation to meet compliance including developing regulation guidelines, staff level work plans, and management/council presentations.

Prior to her work with HF&H, Sara served as the Customer Service and Outreach Manager at GreenWaste Recovery, where she managed a staff who provided customer service and technical assistance to individuals and businesses on zero waste efforts, developed and implemented diversion plans, and established strategic partnerships to engage the public on sustainability topics. Sara created educational collateral including presentations, newsletters, brochures, and frequently participated in speaking engagements for industry groups, educational institutions, and businesses.

EXPERIENCE

Years of Experience: 13

Clients: 8

Engagements: 8

EDUCATION AND CERTIFICATIONS

M.A., Negotiation, Conflict Resolution, Peacebuilding, California State, Dominguez Hills

Zero Waste Principles and Practices, Joint Certification by California Resource Recovery Association and Solid Waste Association of North America

HISTORY

HF&H Consultants, LLC:
2023 to present

GreenWaste Recovery, LLC:
Customer Service & Outreach Manager,
2010 to 2023

Expertise

- Public Education & Outreach
- Zero Waste Planning & Implementation
- Contract Management
- Construction & Demolition Program Planning
- Zero Waste Technical Assistance
- SB 1383 Planning and Implementation
- Customer Service

Recent Results

- **West Valley Solid Waste Management Authority.** (Ongoing) SB1383 planning and implementation, technical assistance, education and outreach planning and implementation, managed competitive procurement for graphic design and rebranding, customer service support, and construction and demolition program planning.
- **City of Encinitas.** (Ongoing) SB 1383 implementation, compliance review, and rate application.
- **City of Oceanside.** (Ongoing) Outreach and education planning and implementation, contract management, transition planning, SB1383 program planning and enforcement, and reporting.
- **Central Contra Costa Solid Waste Authority.** (2023) SB 1383 implementation record support.



RACHEL ADELL

SENIOR ASSOCIATE



Range of Experience

Rachel Adell is part of the diversion and contract services team and is a key team member in our contract and agreement writing projects. Her extensive contract writing and negotiations experience includes the County of San Bernardino franchise agreements, with five haulers across twenty franchise zones, City of Ridgecrest collection agreement, Merced County franchise agreements, Central Contra Costa County Waste Management Authority collection, transfer, disposal, and processing agreements, and the City of Oceanside collection agreement.

Rachel's diversion and compliance projects include the City of Carlsbad's Sustainable Materials Management Plan, the City of Oceanside Zero Waste plan update, the City of Encinitas' SB 1383 enforcement program, and Merced County Regional Waste Authority SB 1383 action plans. Finally, Rachel has aided in efforts for the MCRWMA, City of San Diego, County of San Bernardino, and County of Santa Barbara on facility and infrastructure projects.

Prior to HF&H, Rachel earned her master's degree and worked at the City of Glendale as a Recycling Program Assistant.

Expertise

- SB 1383 Compliance
- Facilities Assessment
- Contracts and Agreements
- Strategic Program Planning
- Procurements

Recent Results

- **City of Carlsbad.** C&D Permitted Hauler Process & Programs
- **Merced County.** Franchise Agreement Negotiations
- **City of San Diego.** Resource Recovery Facility
- **Central Contra Costa Solid Waste Authority.** Collection and Processing Agreements

EXPERIENCE

Years of Experience: 10
Clients: 35
Articles and Speeches: 70

EDUCATION

B.A. Humanities, Science and Environment, Virginia Tech (Cum Laude)

M.Sc. Environmental Policy and Management, Lund University, Sweden (with distinction)

Certificate Business Contract Law, Cornell University

HISTORY

HF&H Consultants, LLC:
2019 to present

City of Glendale: Recycling Program
2015 to 2018

City of Los Angeles:
2017 to 2018

ORGANIZATIONS

California Resource Recovery Association, Board Member



DANIELLE DERBY

SENIOR ASSOCIATE



Range of Experience

Danielle Derby specializes in providing rate and audit services within our solid waste and recycling practice. She has experience reviewing costs for programs and services that comply with SB 1383 regulations, performing index, cost-based, and special rate reviews for solid waste rate adjustment, and performing compliance reviews. Her expertise lies in executing cost of service studies for jurisdictions looking to enact solid waste rates that are compliant with Proposition 218, which requires extensive data gathering, financial modeling, and communication with stakeholders. Danielle also works with the contract services side of HF&H by assisting with solid waste procurements. Her work ranges from evaluating proposer cost forms; benchmarking proposed programs, comparing operating statistics and rates; and supporting negotiations. Prior to joining HF&H, Danielle worked as an auditor at PricewaterhouseCoopers.

Annually, Danielle assists multiple jurisdictions with their rate setting adjustment application review and calculation. Currently, she is assisting the City of San Jose with its annual commercial rate adjustment and the City of Livermore with its cost-based rate adjustment by comparing contractor's rate applications to the applicable methodologies within their respective franchise agreements. In the coming months, Danielle will continue to support the City of Sunnyvale with its annual contractor's compensation adjustment which requires detailed reconciliation and projection of various expense categories. Danielle has assisted the City of Oakland with its annual rate setting for the past 4 years and plans to assist the City once again in March.

EXPERIENCE

Years of Experience: 9

Clients: 84

Engagements: 192

EDUCATION AND CERTIFICATIONS

B.S., Accounting, Saint Mary's College, Moraga

Certified Public Accountant

License Number: 138309

HISTORY

HF&H Consultants, LLC: 2019 to present

PricewaterhouseCoopers: 2016 to 2019

PRESENTATIONS

Solid Waste Association of North America (SWANA) Webinar: Commodity Market Trends (2022)

CalRecycle Zone Works: Commodity Markets & Influences (2022)

Expertise

- Financial modeling/assurance for cost-of-service rate structures
- Data gathering and detailed support validation
- Cost review and compliance for franchise agreements
- Annual index or cost-based rate reviews

Recent Results

- **City of Oakland.** Annual Solid Waste Rate Setting
- **City of San Jose.** Annual Commercial Rate Setting
- **City of Sunnyvale.** Annual Contractor



LAUREN REAGAN

ASSOCIATE ANALYST



Range of Experience

Lauren Reagan provides support in our Diversion and Contract Services Team as an Associate Analyst. Lauren specializes in drafting and editing contracts and agreements throughout the negotiation process, including Central Contra Costa's five post-collection agreements; the City of Livermore's disposal agreement; the City of Dublin's amended & restated collection agreement, organics & disposal agreement, and recycling agreement; the County of Santa Barbara's post-collection agreement, and the City of Pleasanton's recycling agreement.

Lauren has also provided support in a cost-of-service study and rate application for Stanford, as well as a waste audit to track diversion efficacy and goals for the City of Sunnyvale.

Prior to joining HF&H, Lauren worked at real estate defense litigation firm as a litigation paralegal where she assisted the managing attorney and supervised other legal assistants. Throughout her time in the legal field, Lauren performed research, drafted pleadings and correspondence, reviewed document productions, and conducted extensive editing and proofreading. Lauren also completed a Bachelor of Arts degree in English at Fordham University in New York. Her legal experience and educational background allow her to support clients by ensuring clarity and accuracy in language to produce high quality work products.

EXPERIENCE

Years of Experience: 4

Clients: 4

Past Engagements: 8

EDUCATION AND CERTIFICATIONS

B.A., English and American Studies, Fordham University, New York, NY

Zero Waste Principles and Practices, Joint Certification by California Resource Recovery Association and Solid Waste Association of North America

HISTORY

HF&H Consultants, LLC:
2024 to present

Rossi Domingue LLP:
2022 to 2023

Fragomen, Del Rey, Bernsen & Loewy LLP:
2021 to 2022

ORGANIZATIONS

California Resource Recovery Association

Expertise

- Contracts and Agreements
- Procurements

Recent Results

- **Central Contra Costa Solid Waste Authority.** Collection and Processing Agreements
- **City of Livermore.** Disposal Agreement
- **City of Dublin.** Amended & Restated Collection Agreement, Organics & Disposal Agreement, Recycling Agreement
- **Stanford University.** Cost of Service Study, Rate Application
- **City of Sunnyvale.** Waste Audit