



# 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.



# SARA PARRAL

## PROJECT MANAGER



## Range of Experience

Sara Parral is a Project Manager with HF&H supporting our Recycling and Solid Waste division with a focus in contract management, SB 1383 compliance, and public education. She has over 16 years of solid waste experience, specializing in designing and implementing outreach and education programs across sectors. Sara has extensive experience applying Community-Based Social Marketing (CBSM) principles to develop behavior-focused programs that drive measurable participation and diversion. She currently supports multiple clients with SB 1383 planning and implementation, including developing regulatory guidelines, staff-level work plans, management and council presentations, and CBSM-driven strategies that translate into actionable, community-centered behaviors.

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

### EXPERIENCE

Years of Experience: 16  
Clients: 12  
Engagements: 12

### 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
- 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, procured design and branding, and customer service.
- **City of Sunnyvale.** (2024 to 2025) Community-Based Social Marketing (CBSM) program development and implementation focused on organics recycling.
- **City of Oceanside.** (2023 to 2024) Outreach and education planning and implementation, contract management, transition planning, SB1383 program planning and enforcement, and reporting.



# ANNIKA ANDERSEN

## SENIOR ASSOCIATE



### Range of Experience

Annika Andersen is a Senior Associate with HF&H and has over eight years of experience within sustainable policy and program management, with focuses in zero waste management and program development; solid waste, recycling, and organics statewide compliance; contract negotiations and contractor monitoring; and environmental inspection. Annika is currently supporting cities and counties with strategic planning to reach zero waste goals, program implementation of SB 1383 requirements for inspection, enforcement, and edible food recovery; strategic planning to reach zero waste goals; Education campaign planning, and diversion facility development.

#### EXPERIENCE

Years of Experience: 8  
Clients: 16

#### EDUCATION

B.A., Sustainability, Policy and Governance Track

B.A., United States History, Arizona State University

Zero Waste Principals and Practices, CRRRA/SWANA Joint Certification

Consumer Based Social Marketing North America Training 2025

#### HISTORY

HF&H Consultants, LLC: 2023 to present

City of Oceanside: Senior Environmental Specialist 2019 to 2022

City of Tempe: Environmental Services Program Assistant 2015 to 2019

#### ORGANIZATIONS

California Resource Recovery Association, Edible Food Recovery Technical Council Executive Committee Chair (CRRRA EFR TC)

Solid Waste Association of North America (SWANA)

### Expertise

- SB 1383/Diversion Program Planning and Implementation
- Ongoing Contract Management and Transition Assistance
- Public Education and Outreach Campaigns
- Public Procurement Requests and Evaluation Procedures
- Edible Food Recovery Policy and Program Development

### Recent Results

- **West Valley Solid Waste Management Authority.** Annika led the development of an organics recycling public education video for the West Valley Solid Waste Management Authority and is supporting the education and outreach planning for the Authority’s fiscal year 2025-26.
- **San Diego County.** Annika is leading the selection and cost modeling of over 70 zero waste programs for the County’s 2027 Strategic Plan to Reduce Waste in support of reaching the countywide goal of 90% diversion.
- **City of San Deigo.** Annika supported the City of San Diego’s public outreach process of over a year of development for establishing solid waste service rates for the first time in over 100 years of residential service, with rates adopted in June 2025.
- **City of Alameda.** During the City’s updates to their Zero Waste Plan, Annika facilitated the equity scanning process of four programs with internal and external stakeholders to increase the perspectives informing the future program design.
- **City of Sunnyvale.** Annika assisted the City with pilot design and waste auditing of their multi-family organics pilot in 2025.



# JAKE KAIHEWALU

## SENIOR ASSOCIATE



### Range of Experience

Jake Kaihewalu is a Senior Associate with HF&H and brings to the firm five years of experience in the solid waste industry. His background includes contract compliance, technical and state reporting, public education and outreach, data analytics, program development, and program implementation. He currently assists with ongoing contract management and monitoring, CalRecycle annual reporting and report template development, legislative compliance (including Senate Bill (SB) 1383 program development and implementation), and rate analysis projects.

Prior to his tenure at HF&H, Jake served as a Sustainability Lead at CR&R Environmental Services, where he served as a contract manager for several solid waste agreements throughout the Los Angeles and Orange County areas. At CR&R, he focused on implementation of successful automatic enrollment programs to achieve SB 1383 compliance while preparing the data and communication infrastructure necessary for successful container distribution to customers.

### EXPERIENCE

Years of Experience: 5  
Clients: 36  
Engagements: 78

### EDUCATION

B.S., Statistics and Data Science, University of California at Santa Barbara

B.A., Environmental Studies, University of California at Santa Barbara

### HISTORY

HF&H Consultants, LLC:  
2022 to present

CR&R Incorporated: Sustainability Lead  
2020 to 2022

Live Nation (Five Point Amphitheater): Venue Sustainability Coordinator  
2021

### ORGANIZATIONS

Young Professional (YP) Representative – Solid Waste Association of North America (SWANA)

### Expertise

- Diversion Program Planning and Implementation
- Solid Waste Legislative Compliance (AB 341, AB 1826, and SB 1383)
- Data Collection, Analysis, and Reporting
- Hauler Report Analytics

### Recent Projects

- **City of Yorba Linda.** Provides contract management and SB 1383 recordkeeping requirements (ongoing work). Reviews hauler outreach materials and drafts content for City SB 1383 outreach. Implemented standardized hauler reporting and monitors program progress using key performance metrics.
- **City of Garden Grove.** Provides contract management and legislative compliance support (ongoing work). Reviews hauler outreach materials and drafts content for City SB 1383 outreach. Implemented standardized hauler reporting and monitors program progress using key performance metrics.
- **City of Irvine.** Provides contract management support for 24 haulers across exclusive and non-exclusive service areas (ongoing work). Reviews hauler outreach materials and drafts content for City SB 1383 outreach. Implemented standardized hauler reporting and monitors program progress using key performance metrics.
- **City of Bell Gardens.** Provides contract management support for six haulers across exclusive and non-exclusive service areas. Reviews hauler outreach materials and drafts content for City SB 1383 outreach. Implemented standardized hauler reporting and monitors program progress using key performance metrics.



# 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 strategy and engagement projects. Rachel's diversion and engagement projects include the City of Carlsbad's Sustainable Materials Management Plan and the City of Oceanside Zero Waste plan update. She was instrumental in researching and developing the education and outreach portion of CalRecycle's SB 54 Future State report which focused on increasing participation and engagement from the public to meet SB 54 recovery targets.

Prior to HF&H, Rachel worked at the City of Glendale as a Recycling Program Assistant. In Glendale, Rachel's focus was public engagement, education program development, events, school district engagement, and reporting and compliance. She worked on a multi-family recycling campaign that reached nearly 25,000 units with printed and digital outreach and technical assistance.

In addition to HF&H's diversion projects, Rachel works extensively with our contracts and procurement team. Rachel has assisted in the development, evaluation, negotiation, and finalization of nearly 40 collection and post collection contracts.

Rachel has a Master's Degree in Environmental Management and Policy. Her thesis analyzed and assessed the effectiveness of plastics policies in California identifying barriers to effective implementation. Coursework included behavioral economics, systems thinking, and life cycle assessment.

### EXPERIENCE

Years of Experience: 11  
Clients: 39  
Engagements: 110

### 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, Southern CA Board Member

### Expertise

- SB 1383 Compliance
- Facilities Assessment
- Education & Outreach Programs
- Strategic Program Development
- Procurements & Contracts

### Recent Results

- **CalRecycle.** SB 54 Needs Assessment Report (Education & Outreach, Future State)
- **Santa Barbara County.** Mixed Waste Processing Facility Agreement and Performance
- **Central Contra Costa Solid Waste Authority.** Collection and Processing Agreements



# LAITH EZZET

## SENIOR VICE PRESIDENT



### Range of Experience

Laith Ezzet has over 30 years of experience in assisting public agencies to manage and implement their solid waste, recycling, and organics programs, with a focus in recent years of SB 1383 compliance. His range of experience includes community involvement and public outreach, solid waste hauler compliance audits, integrated waste management program planning and funding, solid waste collection operations, recycling and yardwaste programs, procurement and negotiation of solid waste services contracts, fee studies, waste diversion studies, regulatory policy, solid waste and recycling facility feasibility studies, service cost tracking, rate setting, landfill funding, efficiency studies, financial and economic modeling, industry surveys, and market research. Laith has negotiated solid waste agreements valued at over one billion dollars.

### EXPERIENCE

Years of Experience: 30+  
Clients: 156  
Engagements: 757  
Articles and Speeches: 35

### EDUCATION AND CERTIFICATIONS

M.B.A., Tuck School of Business Administration, Dartmouth College

M.B.A., Course Work, London Business School

A.B., Cum Laude, Economics, Occidental College

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

### HISTORY

HF&H Consultants, LLC:  
1991 to present

### ORGANIZATIONS

Past Director and Chapter Treasurer, California Resource Recovery Association (CRRRA)

Corporate Director, Southern CA Chapter, Solid Waste Association of North America (SWANA)

Institute of Management Consultants (IMC)

### Expertise

- Solid Waste Contracting
- Solid Waste Rates
- Transfer, MRF, Disposal, and Organics Facilities
- Public Outreach
- Program Planning and Funding
- Auditing and Reporting
- Solid Waste Contract Management
- SB 1383 Compliance

### Recent Results

- Laith has directed the various solid waste studies HF&H has performed for the City of Beverly Hills for over 30 years, including the recent solid waste planning and rate studies for the transition to a three-container system.
- Laith has directed solid waste contract management and SB 1383 compliance projects for dozens of agencies in Southern California, including cities such as Aliso Viejo, Anaheim, Bell Gardens, Garden Grove, Huntington Beach, Inglewood, Fullerton, Inglewood, Lawndale, Placentia, Santa Ana, Seal Beach, Yorba Linda, and others.
- Laith has directed the audits of more than 100 waste haulers on behalf of public agencies to confirm fee payments, tonnage, billing, customer service, vehicle maintenance, and other franchise performance metrics.
- Laith has assisted scores of cities to obtain new solid waste agreements, including enhancements to customer services and franchise terms, simplified rate adjustment procedures, and often reduced customer rates.



# APRIL HAMUD, CMC®

## SENIOR PROJECT MANAGER



### Range of Experience

As a Certified Management Consultant (CMC®), April Hamud provides solid waste consulting services to cities and counties throughout Southern California. Since 2011, April has assisted municipal agencies with contracting assistance, contract monitoring, financial modeling, and rate studies.

April has assisted jurisdictions with a competitive procurement process for SB 1383-compliant franchise agreements, including the cities of Beverly Hills, Monterey Park, and Manhattan Beach, and the counties of Santa Barbara and Orange.

April has conducted surveys of residential and commercial solid waste collection services and rates in the counties of San Bernardino, Riverside, Los Angeles, Orange, and San Diego.

In 2012-2013, April designed a Residential Customer Satisfaction Survey and Commercial Plastic Bag Ban Survey for the City of Beverly Hills to determine customer satisfaction, address potential service issues, and implement new recycling programs.

### Expertise

- Procurements/Negotiations
- Contract Development & Management
- Financial Modeling
- Solid Waste Legislative Compliance
- Solid Waste Rate Studies
- Used Oil Grant Administration

### Recent Results

- **City of Beverly Hills.** Currently assisting the City with a five-year rate study for fiscal years 2026-27 through 2030-31, review of contractor’s annual rate adjustment, and SB 1383 compliance assistance.
- **City of Monterey Park.** Assisted in the competitive procurement of one residential hauler and two non-exclusive commercial haulers in 2023 and residential hauler transition assistance in 2024. Assisted in the review of the new residential hauler’s public education and outreach materials to ensure accurate information and smooth service transition.
- **Coachella Valley Association of Governments (CVAG).** Since 2011, April has assisted CVAG with planning and hosting up to nine used oil filter exchange events per year. April also assisted with the promotion of an annual student drawing contest in the Coachella Valley region with the winning drawing used as the promotional campaign flyer. Since 2011, the CVAG used oil events have collected over 13,000 used oil filters, helping foster lasting behavior change that has led residents to self-recycle over 100,000 additional filters outside of the events.

#### EXPERIENCE

Years of Experience: 14  
Clients: 80  
Engagements: 250+  
Articles and Speeches: 12+

#### EDUCATION

B.S., Mathematics, University of California at Riverside

M.A., Economics, California State University at Fullerton

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

#### HISTORY

HF&H Consultants, LLC: 2011 to present

#### ORGANIZATIONS

Young Professional (YP) Representative – Solid Waste Association of North America (SWANA), Southern California Founding Chapter (2016 to 2019)

Institute of Management Consultants USA (2023 to present)