



Sunnyvale

January 13, 2026

City Hall
Environmental Services
456 West Olive Avenue
Sunnyvale, CA 94088-3707
408-730-7500
Sunnyvale.ca.gov

Re: Letter of Recommendation for HF&H Consultants

To whom it may concern,

The City of Sunnyvale Environmental Services Department recently hired HF&H Consultants to help increase multi-family resident participation in food scraps recycling. They were tasked with developing and implementing an outreach pilot program using Community-Based Social Marketing (CBSM) strategies.

HF&H conducted site selection and waste audits, identified participation barriers and benefits and designed targeted outreach strategies. The pilot was implemented at five multi-family complexes, plus one control site, with three rounds of treatments. Adjustments were made along the way based on their findings. At the conclusion of the pilot, HF&H presented the findings to the Environmental Services Director and delivered a comprehensive summary report and a clear implementation plan for citywide expansion.

HF&H demonstrated deep expertise in CBSM and managed all aspects of this complex project with professionalism and efficiency. They coordinated closely with haulers and transfer station staff, conducted resident outreach effectively, produced high-quality educational materials and kept the project on schedule and within budget.

We were very pleased with both the process and the results, particularly in a sector where behavior change can be challenging. We would welcome the opportunity to work with them again and highly recommend HF&H for professional environmental services.

Please feel free to contact me if you have any questions about this project.

Best regards,

Bailey Hall

Bailey Hall
Interim Solid Waste Division Manager

Bhall@sunnyvale.ca.gov

408-730-7782

City of Sunnyvale Environmental Services Department



City of Monte Sereno

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January 9, 2026

Re: Reference Letter for HF&H Consultants, LLC

To Whom It May Concern:

I am pleased to provide this letter of recommendation in support of HF&H Consultants, LLC (HF&H).

Since being elected in 2020, I have enjoyed working with HF&H on managing solid waste, including through the inception and implementation of SB 1383. The City of Monte Sereno (City) is a member of four municipalities that comprise West Valley Solid Waste Management Authority (Authority), of which I am the Board Chair.

HF&H has represented the Authority for 27 years, serving as the Executive Director and staff, and has been a trusted partner in advancing our solid waste and diversion programs.

Since the adoption of our newest franchise agreement with the collection contractor in 2023—which requires a significantly higher level of public education and outreach—HF&H’s role has included acting as the Authority’s primary education and outreach advisor. As part of their contract management responsibilities, HF&H oversees the day-to-day communication and outreach efforts of the collection contractor. They manage this work in a highly hands-on manner and work closely with the collection contractor to ensure strong collaboration and effective program implementation to meet, and exceed, SB 1383 diversion rates.

A key strength of HF&H’s approach is their focus on communication that is accessible, relatable, and actionable, guided by a Community-Based Social Marketing perspective. HF&H designs and develops our annual public education and outreach plans, creating tailored, audience-specific campaigns to address participation gaps and evolving diversion requirements. Through these plans, they have tested multiple strategies to increase diversion, including sector- and business-type-specific campaigns, campaign duration, and message and collateral variations. HF&H also led the development of a new brand identity for the Authority, establishing clear, consistent messaging that resonates with both residents and businesses.

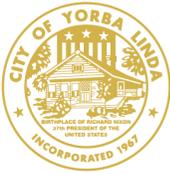
HF&H has demonstrated leadership in developing innovative pilot programs to address persistent participation barriers. Notably, HF&H recently collaborated with Mill Industries to design and implement a pilot program in the multi-family dwelling sector focused on food scrap recycling. This pilot gathered data on behavioral and operational challenges, incorporated technology-based solutions, and included metrics to measure success. This allowed the Authority to track participation rates, diversion impacts, and program effectiveness.

HF&H’s expertise, collaborative approach, and focus on driving measurable behavior change make them a trusted partner to the Authority. I strongly recommend HF&H Consultants, LLC for projects requiring strategic, result-oriented behavior change and outreach initiatives.

If you wish to speak with me, please contact me directly on my mobile at 408-655-0400.

Sincerely,

Bryan Mekechuk
Councilmember



January 13, 2026

RE: Letter of Recommendation

To Whom It May Concern:

It is my pleasure to recommend HF&H Consultants, LLC. The City of Yorba Linda has partnered with HF&H on several high-priority projects and their expertise, professionalism, and results have consistently exceeded expectations.

HF&H has played a critical role in supporting the City of Yorba Linda with contract management and legislative compliance. Their team provides ongoing CalRecycle compliance assistance, helping us navigate complex regulations and maintain full alignment with state mandates. Their proactive approach and ability to anticipate challenges have been instrumental in keeping our programs on track and avoiding costly delays.

Additionally, HF&H delivers exceptional Public Education & Outreach (PE&O) support. Their review and drafting of SB 1383 outreach materials strengthened our community engagement efforts, ensuring messaging that is clear, compliant, and effective.

HF&H also conducted the City's tri-annual compliance review of our solid waste franchise agreement with precision and efficiency. Their recommendations identified actionable steps to ensure contractor performance while preserving a positive working relationship, which is an outcome that directly benefits our residents and operations.

Beyond technical expertise, HF&H brings professionalism, responsiveness, and a collaborative spirit to every engagement. Their commitment to transparency and public agency success reinforces our confidence in their guidance.

I highly recommend HF&H Consultants to any municipality seeking trusted experts in solid waste management, regulatory and contractual compliance, and outreach. Please feel free to contact me at gspencer@yorbalindaca.gov or 714-961-7114 for additional details.

Sincerely,

Geoff Spencer

Geoff Spencer
Principal Management Analyst