

Garbage companies make sales pitches to secure Peninsula contracts

By KELLY NIX

THE FOUR companies vying for lucrative, 10-year contracts to haul garbage from Monterey Peninsula homes and businesses gave their spiels to the public Monday.

For the first time, sanitation companies are being asked to competitively bid on contracts for services with cities on the Peninsula. Current collection franchise agreements expire in 2015.

Houston-based Waste Management, which has served Carmel, Pacific Grove and Pebble Beach for decades, and three California-based operations made their pitches to members of the public at a packed Seaside City Hall Monday night.

Carmel, Pacific Grove, Sand City, Del Rey Oaks, Seaside and Marina cities councils and the Pebble Beach Community Service District will decide sometime in 2014 which company is best for their city. Monterey already has a contract in

place with another trash hauler.

The four outfits did not discuss customer pricing for collecting solid waste, organic waste and recyclable materials — an issue that would be negotiated by cities and the companies and which would be disclosed next year.

Customer services stressed

Emily Hansen, spokeswoman for the San Jose-based GreenWaste Recovery, told those in attendance that the company focuses on public outreach and communication. She mentioned Carmel's lack of numerical addresses, and said the company would personalize service for customers there and elsewhere.

"We want people who are familiar with your local community," Hanson said. "We want someone who knows there are no street addresses."

GreenWaste, she said, also has a new online program that makes it easy for customers to obtain detailed information

about their accounts.

Louie Pellegrini with South San Francisco Scavengers, said his company — which would do business as Bayside Sanitation if awarded contracts on the Peninsula, does everything it can to please its customers.

"Our philosophy is the customer is always right," he said. Another representative of the company said Bayside has technology that allows its dispatchers to track each collection truck in order to find out precisely which homes and businesses need pickup, which he said would help the company's transition in serving the Peninsula.

Longtime Peninsula garbage hauler Waste Management is banking on its knowledge of the communities it served since 1970, and said its collection service would remain the same.

"Some people believe in the business model of why fix something that is not broken," said district manager, Felipe

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Melchor.

The company, which is locally based in Castroville, would seamlessly take over in 2015 where it left off because it has "the

track record to make it happen," Melchor said.

The Fresno-based sanitation company Mid Valley Disposal, which would do business as Monarch Resource Recovery on the Peninsula, has about 100 vehicles and 13 franchise agreements in four counties.

"We have over 130 years of direct experi-

ence," company general manager Joe Kalpakoff said. "My great, great grandfather started [the company]."

The Monterey Regional Waste Management District, which hosted Monday's meeting, said the goal of offering competitive bidding is to maximize quality and consistency of services at rates that are comparable or less than they currently are; provide state-of-the-art services to residents and businesses; and to help meet the 2020 goal set by the state to divert 75 percent of

waste from landfills through recycling, composting or reduction of solid waste.

An advisory committee will make recommendations to the cities at the end of December.

Getting rid of one's trash didn't used to be so complicated. Before the Monterey Regional Waste Management District was founded in 1951, most Peninsula residents dumped their trash on the beach and public works crews set fire to it, a consultant who spoke at the meeting told the audience.