

RESOLUTION NUMBER R- **316186**DATE OF FINAL PASSAGE **MAY 05 2025**

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO AUTHORIZING A CONTRACT BETWEEN THE  
CITY AND MOST LIKELY TO, INC. FOR CONSULTING AND  
OUTREACH SERVICES FOR ORGANIC WASTE  
RECYCLING PROGRAMS AND ALL RELATED ACTIONS.

RECITALS

The Council of the City of San Diego (Council) adopts this Resolution based on the following:

A. California Senate Bill (SB) 1383, enacted in 2016, establishes methane gas production targets and requires California to reduce organic waste disposal in landfills and increase edible food recovery, among other measures; SB 1383 and its implementing regulations went into effect in January 2022.

B. SB 1383 regulations require jurisdictions to, among other things, conduct education and outreach on organics recycling to residents, businesses, haulers, solid waste facilities, and food recovery organizations to ensure program success.

C. The City received grant funds from the California Department of Resources Recycling and Recovery (CalRecycle) to assist with implementation of SB 1383 requirements, including education and outreach requirements (CalRecycle Grant).

D. The City needs additional assistance to increase public awareness and participation in organics recycling programs, decrease contamination, and assist local businesses with edible food recovery.

E. On November 8, 2024, the Environmental Services Department (ESD) issued Request for Proposals (RFP) # 10090180-25-R for Consulting and Outreach Services for Organic Waste Recycling Programs; the City accepted the proposal from Most Likely To, Inc (Contractor).

F. The contract between City and Contractor will be in effect until April 1, 2026, for an amount not to exceed \$2,304,023, which will be funded entirely from CalRecycle Grant funds.

G. The Environment Committee heard the item on April 17, 2025, and recommended approval.

H. The Office of the City Attorney prepared this Resolution based on the information provided by City staff (including information provided by affected third parties and verified by City staff), with the understanding that this information is complete and accurate.

#### ACTION ITEMS

Be it resolved by the Council of the City of San Diego:

1. That the Mayor, or his designee, is authorized to execute a contract with Most Likely To, Inc. for consulting and outreach services for organics waste recycling programs, to be in effect through April 1, 2026, in an amount not to exceed \$2,304,023, under the terms and conditions set forth in the contract on file in the office of the City Clerk as Document No.

RR 316186

2. That the Chief Financial Officer is authorized to expend an amount not to exceed \$2,304,023 from Fund No. 600001, Grant No. 1000725-2024 to provide funds for the contract.

APPROVED: HEATHER FERBERT, City Attorney

By Nicole M. Denow  
Nicole M. Denow  
Senior Deputy City Attorney

NMD:nsf  
April 10, 2025  
Or.Dept: ESD  
Doc. No. 4026936

I certify that the Council of the City of San Diego adopted this Resolution at a meeting held on  
APR 22 2025.

DIANA J.S. FUENTES  
City Clerk

By Krystell Medina  
Deputy City Clerk

Approved: 5/5/25  
(date)

Todd Gloria  
TODD GLORIA, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 22 2025, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Foster III	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kent Lee	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage MAY 05 2025

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

TODD GLORIA  
Mayor of The City of San Diego, California.

(Seal)

DIANA J.S. FUENTES  
City Clerk of The City of San Diego, California.

By Kristell Medina, Deputy

Office of the City Clerk, San Diego, California

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