

**Phan, Nai**

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**From:** Simmons, LaTonda on behalf of City Clerk  
**Sent:** Wednesday, August 20, 2014 9:52 AM  
**To:** Phan, Nai  
**Subject:** FW: July 30, 2014 Agenda item 4.1 Award of Zero Waste Franchise Agreements

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**From:** Benny Lee [<mailto:benny.lee@itmindset.com>]  
**Sent:** Wednesday, July 30, 2014 12:08 PM  
**To:** City Clerk  
**Subject:** July 30, 2014 Agenda item 4.1 Award of Zero Waste Franchise Agreements

Dear City Clerk of Oakland.

Please provide the below message to the Oakland City Council for tonight's Agenda item 4.1 'Award of Zero Waste Franchise Agreements'. Forwarding them the message via email and providing a printed copy at the DAIS would be ideal.

Best Regards,  
Benny Lee  
Vice Mayor  
City of San Leandro

--- Message to Oakland City Council ---

Dear Oakland City Council,

Thank you all for serving the citizens of Oakland and the East Bay Region. I also would like to commend the City Staff for all the hard work they do for the City of Oakland. My letter is on behalf of the Wednesday July 30, 2014 Agenda item 4.1 Award of Zero Waste Franchise Agreements.

There are rare times when we should consider taking a step back on a different course of action as recommended by our City Staff. Reasons that may compel us to take a different course of action stem from the diverse constituencies we serve. Oakland is a regional city recognized for its rich diversity much more so than any other cities across the United States. It is because of this rich diversity that serving our constituencies means that we should reconsider "business as usual" recommendations by taking a look at it from a different perspective.

Waste Management of Alameda County (WMAC) is an excellent company with a great track record and employs a diverse group from Oakland; however, the same is true for California Waste Solutions, Inc. (CWS). So what is the difference between these two companies? WMAC's corporate office is headquartered in Houston, TX. CWS is minority owned business that is a product of Oakland residents and is headquartered in Oakland. Local preference is becoming an important economic engine for our region because it keeps our dollars local as opposed to being spent someplace else. Local preference fosters our local businesses to grow organically to regional, statewide or national businesses and serves to bring the dollars back to our cities which creates more economic opportunities locally.

Please factor 'Local Preference' as an equation in your decision process. As representatives of our cities, we owe it to our constituencies to make the best judgment for the allocation of their resources. This includes ensuring that dollars stay here to grow our local economies.

Sincerely,  
Benny Lee  
Vice Mayor  
City of San Leandro