

# Recycling Outreach Campaign



Monthly Public Meeting, March 19, 2019

# California Recycling Requirements



**Diversion Mandates**

**Mandatory Commercial Recycling**

**Mandatory Commercial Organics Recycling**

**SB 1383**

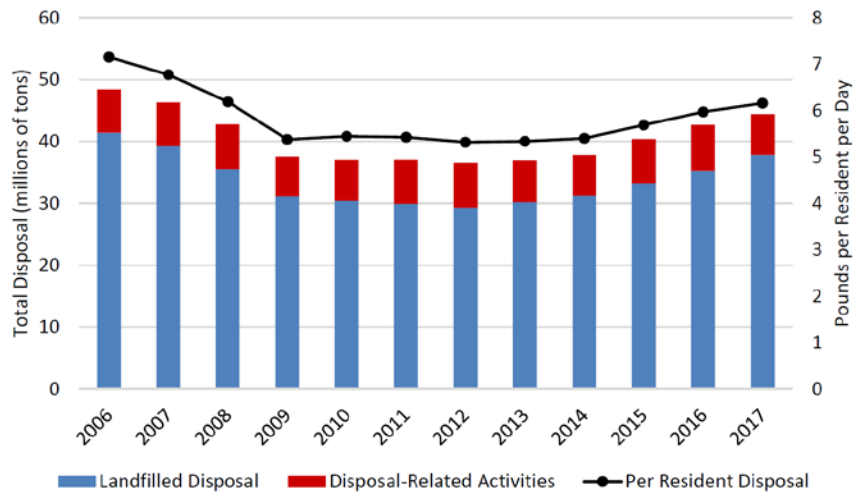


# Statewide Disposal Rate

Import Bans

Lower Commodities Prices for Recyclables

Consumers Buying More, Throwing More Away



Result: More Material Going to Landfills



# Additional Recycling Challenges

**Non-recyclable Items in Curbside Bins**

**Dirty/Contaminated Items in Curbside Bins**

**Broken Glass in Curbside Bins**

**Increased Focus on Organics Recycling**



# Outreach Campaign Goals & Expectations

**Increase Recycling Rate, Including for CRV Materials**

**Clean Up Recycling Stream**

**Make Organics Recycling Routine for Californians**



# Deliverables



**Research**

**Messaging and Branding**

**Translation**

**Assistance to Jurisdictions**

# Funding

**3-Year Contract for up to \$12.8 Million**

**\$2.8 Million for FY 2018/2019**

**Up to \$5 Million for FY 2019/2020**

**Up to \$5 Million for FY 2020/2021**

# Questions?



**Cal Recycle** 

[opa@calrecycle.ca.gov](mailto:opa@calrecycle.ca.gov)