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 Recylables

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?

opa@calrecycle.ca.gov