

# Recycling Outreach Campaign

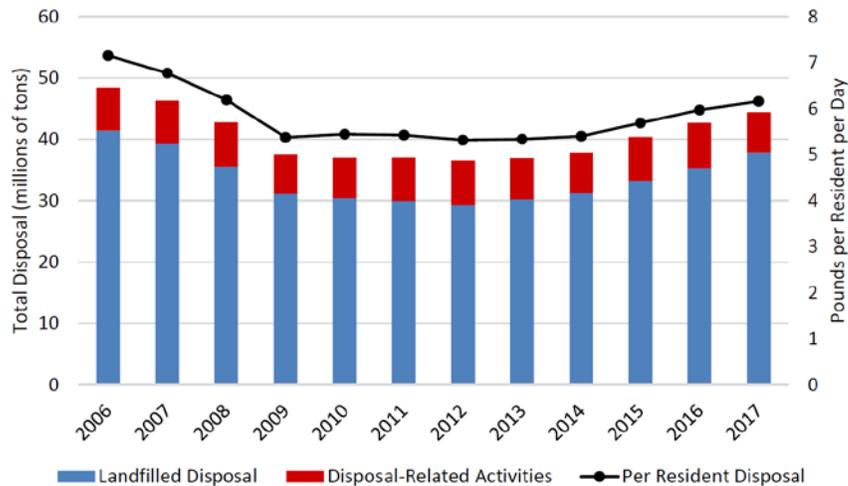


# Statewide Disposal Rate

Import Bans

Lower Commodities Prices for Recyclables

Consumers Buying More, Throwing More Away



Result: More Material Going to Landfills



# California Recycling Requirements



**Diversion Mandates**

**Mandatory Commercial Recycling**

**Mandatory Commercial Organics Recycling**

**SB 1383**

# 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**

**Mid-Campaign Review**

# Funding

**3-Year Contract for up to \$15.9 Million**

**\$5.3 Million for FY 2019/2020**

**\$5.3 Million for FY 2020/2021**

**\$5.3 Million for FY 2021/2022**

# Questions?



**Cal Recycle** 

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