# **Education Program**

# 2024: Response

This Education Program is intended to be the roadmap we follow to increase diversion each year. This program will be adjusted each year based on the needs the current year presents.

Our past recycling rate percentages are as follows:

Year	Residential	Commercial			
2021	26.28%	11.65%			
2022	26.39%	10.68%			
2023	27.58%	9.32%			
2024	28.01%	11.20%			

Annual expectation of outreach education expense for 2024 was = \$26,045 (\$24,805 x 5% (CPI))

# **Introduction**

2024 presented us with an opportunity to embrace change and gain experience in developing new systems to be more effective.

Our goal for this year was to shift our focus to digital interaction, without erasing our more traditional outreach avenues. The evidence is clear: to effectively communicate with our increasingly digital customers, we must be more active with internet outreach. The digital campaign from 2024 has provided a roadmap for how all our other outreach efforts can be connected and developed into a consistent message. It is becoming clearer that without a realistic definition of the "why" behind recycling, it will become even more difficult to get the community to make the required effort. If we join the social media wave, we have an opportunity to normalize the idea of recycling.

Yet, changing the perception of recycling alone is not enough. We need to continue our efforts to "make recycling easy." We had many conversations with our customers in 2024 and we learned that we can better serve them by changing our process slightly to be more accommodating. To this end, we are refining our current commercial cart system and offering more customer-friendly assistance to support the recycling systems that are already in place.

In 2024, we embarked on a journey to modernize our outreach and enhance our recycling programs. By embracing digital communication and refining our processes, we aim to better connect with our community and foster a deeper understanding of the importance of recycling. Through a more consistent and engaging message, we hope to normalize recycling behaviors and encourage active participation. By making recycling easier and more accessible for our customers, we strive to build a more sustainable future for our community.

## **Commercial Outreach**

### Commercial Audit

- > The data shows that the utilization of these carts is unproductively low. We will take the generated list and call each customer. The goal of each conversation will be to determine how they can best use the carts they have or to upgrade to a front-load bin if necessary.
  - ♦ 2024: 354 calls were made throughout the year. Phone response was low at 19% but they did lead to 12 customers on the diversion list.
- > Directly Contact 20 businesses from this list and work with them to increase diversion.
  - 20 annual "diversions" will be the standard minimum threshold for this education program moving forward
    - ♦ 2024: 20 diversions were completed with an average recycle capacity increase of 18%. 65% of contacted customers made a permanent change in their recycling. These figures include customers called through the 354 phone calls. Working with these customers accounted for a lower percentage of diversion over 2023.

	Account number	City, State	Service	Comments	success	%
1	2785361	Red Bluff/Unicorp	6cy, 6cy rec	6cy recy x2	Yes	0.33
2	2781996	Cottonwood	1cy, 95 rec	95 to 1cy	Yes	0.25
3	2781527	Red Bluff/Unicorp	3cy, 1cy rec	1cy to 2cy recycle	Yes	0.25
4	938415-001	Red Bluff/Unicorp	1cy, 95 rec	95 reminder	Yes	0.25
5	2754928	Red Bluff/Unicorp	3cy, 95 rec	95 reminder	Yes	0.25
6	2769261	Cottonwood	3cy, 95 rec	95 reminder	Yes	0.25
7	2773731	Cottonwood	3cy, 95 rec	95 reminder	No	0
8	2770445	Mill Creek	6cy x2, 95 rec x2	95x2 to 3cy rec	Yes	0.17
9	2774685	Cottonwood	95, 95 rec	95 reminder	No	0
10	2762729	Mill Creek	2cy, no recycle	95 reminder	yes	0.125
11	2779298	Gerber	2cy,95 rec	95 reminder	No	0
12	2785773	Red Bluff/Unicorp	95, 95 rec	added 95 recycle	yes	0.25
13	2766563	Paskenta	32, 95 rec	95 reminder	yes	0.25
14	2756728	Red Bluff/Unicorp	1cy, 95 rec	95 reminder	No	0
15	1418752-001	Gerber	2cy, 95 rec	95rec to 1cy	Yes	0.33
16	2201648	Red Bluff/Unicorp	2cy, 95 rec	95 reminder	No	0
17	2767826	Vina	3cy, 95 rec	95 reminder	No	0
18	2760991	Red Bluff/Unicorp	1cy, 95 rec	95 reminder	No	0
19	2787827	Red Bluff/Unicorp	20 trash/ week 6,8cy rec	40cy 3/weeks	yes	0.312
20	2787039	Red Bluff/Unicorp	2cy trash 95rec	Switch directly to 1cy trash 1cy rec	Yes	0.5
						18%

### Top Producer

- Work directly with top producer
  - We will focus on one large generator yearly to maximize its recycling potential. We anticipate this project will require consistent attention throughout the year.
    - ◆ 2024: Our efforts in this section were hindered by a significant infrastructure change at our largest producer. We met with the on-site management team, developed plans, and proposed signage to help implement a recycling process change. When the company shifted to automation, the broker who manages their waste stream made changes that disregarded our previous work. We shifted to work with other large producers. GW consulted and advised on a 40cy recycling compactor for Crain Orchards which was installed and functioning as of October. Additionally, in collaboration with the landfill team, a diversion system was developed for the roll-off bins that were being dumped during the Park fire. Given the emergency nature of the event, we understood that proper diversion of recyclables was not a priority. We routed

the trash bins from the fire camp to the self-haul pad so they could be sorted before being dumped in the landfill. This resulted in 8.61 tons of diverted cardboard and plastics.

- Commercial "Billing" Inserts
  - This year we will replace the mailed format with digital outreach using e-mail and social media.
    - ◆ 2024: The mailed format was replaced with e-mail and social media outreach. The response was productive and formed the foundation for 2025's outreach plans. Examples are included below.

### 2024 Commercial Mailer

- > Our contract requires us to "print and mail" these mailers twice a year, so we will continue to do so until we can shift to a digital format. We will continue to collaborate with the Landfill agency on the flyer content.
  - ♦ 2024: Mailers were sent in May and October; copies are included below.

## **Residential Education**

### ❖ Waste Audits

- Contamination tracking
  - To confirm that the system is easy for the drivers to use, the recycling coordinator will receive all the contamination reports and will contact customers directly.
    - ♦ 2024: Residential contamination is tracked in an independent spreadsheet. For driver convenience, reporting is through the tablet system. This data is gathered daily.
- > Development of a collaborative route audit with Green Waste and the Landfill Agency
  - This project was conceived mid-year. The audit is conducted from a side-load truck, driven by Green Waste's recycling coordinator. The landfill agency's recycling analyst monitors the waste from the in-cab screen and records contamination. Carts that contain inappropriate items are marked with a cart tag explaining the concern. After a month, the process is repeated on the same route to compare communication progress. We will commit to conducting four sets of audits in 2024.
    - ♦ 2024: Audits began October 3<sup>rd</sup> and were completed November 12<sup>th</sup>. A "door hanger" was developed by TCSWMA and was used as a visual to communicate to each audited customer. The audit showed improved recycling practices in 35% of audited accounts. A detailed breakdown and the "door hanger" are included below.

### Data Collection

- > The customer service team has been instructed to ask for e-mail addresses when interacting with customers. The intention is to move away from printed media, but we need to build our digital numbers to effectively communicate with our customers.
  - 2024: Our active e-mail list is now 6689 of 11801 57% (31% increase from 2023).

### Residential Mailer

- > Our contract requires us to "print and mail" these mailers twice a year, so we will continue to do so until we can shift to a digital format. We will continue to collaborate with the Landfill agency on the flyer content.
  - ◆ 2024: Mailers were sent in May and October; copies are included below.

### Recycle Billing Inserts

- This year we will replace the mailed format with digital outreach using e-mail and social media.
  - ♦ 2024: Customers were contacted directly through e-mail and a series of topical Facebook posts were posted throughout the year. Examples of both are included below.

### Digital Campaign

- We conclude that we need to shift our outreach and education focus to a digital format. We will continue to use mailed media to the extent that is required by the contract, but the remainder will be replaced by e-mail and social media. We are working with a local media company to help build a modern communication foundation that will support our message for years to come. We are developing an initial video and will then produce a series of 12 shorter educational videos, which will be shared on social media. This will require consistent work and maintenance on the development of a "brand." Not unlike an advertising campaign, we will use modern channels to communicate to a wider range of demographics. We intend to generate a platform that we can use to further the sustainability goals of the whole county for years to come.
  - ◆ 2024 Result: We focused our digital outreach on the social media platforms Instagram and Facebook. We did a free service giveaway to build a viewer base. This became a platform to develop our Rebel the Recycling Raccoon" mascot. The use of the mascot has allowed us to connect with children and adults. "Rebel" has become the brand we were hoping to build. Additionally, we completed 12 informational videos on Instagram that covered the following topics:
    - > Rebel Introduction
    - Split-Body Trucks into and loading
    - Split-Body Trucks dumping, trash/YW
    - > Free Recycling outside the landfill
    - Recycling at the Material Recovery Facility
    - > The recycle sort line
    - > Landfill Tour 1- Phase 1&2
    - ➤ Landfill Tour 2- Open-face/dozer
    - > Cart Sizes/4-cart system
    - > Safe Cart Placement curbside

### Direct Education

The Recycling collaboration between the landfill agency and Green Waste has produced a 90-minute presentation for schools. This interactive presentation provides foundational recycling knowledge and best practice tips to the students. The response has been positive from all five schools we have visited. The Landfill Agency has specific quotas for the number of presentations required annually. We commit to continuing our education partnership in 2024.

- ♦ Thirteen Presentations were given in 2024:
  - February 6- Reed's Creek Elementary K-2<sup>nd</sup> grade (2 Presentations)
  - February 7- Evergreen Elementary 4<sup>th</sup> grade (4 Presentations)
  - February 13- Reed's Creek Elementary 3<sup>rd</sup>-5<sup>th</sup> grade (2 Presentations)
  - > April 18- Bend Elementary K-1<sup>st</sup> grade (1 Presentation)
  - > April 22- Antelope Elementary 2<sup>nd</sup> grade- (2 Presentations)
  - > April 23- Antelope Elementary 2<sup>nd</sup> grade- (2 Presentations)

# Commercial outreach digital examples









### **Commercial Mailers**

# RECYCLING NEWS COMMERCIAL Spring 2024





The Smart Business Alliance provides free tools & resources to bring your business up to compliance. For details, contact the Recycling Analyst at (530) 528-1103 or e-mail tehamacourlyrecycles @to.behama.ca.us

### Is your business compliant with Assembly Bills 341 & 827? METAL

### Assembly Bill 827:

### Assembly Bill 341:

California business are required to have a recycling program in place of they produce 4 cubic yards or more of waste a week.

### Mandatory Commercial Recycling Law

All All quiete businesses generating 4+ cubic yards of waste per week or any multi-family develting with 5+ units to have a recycling program. Notin committance?

Join the Smart Business Alliance of community-based groups in developed the The Smart Business Alliance is community-based groups in developed to businesses voluntarily engage in waste reduction, recuse, and recycling practices.

### How does it work?

TCSWMA's recycling analyst, Caitlin, will conduct a waste assessment at your business and offer education and training to staff. Indoor recycling containers will also be provided, free of charge!



more information and to schedule a mee 0) 528-1103 • tehamacountyrecycles@cc



N) at the Tehama County/Red Bluff Landfill Facility and Co Facility from 12PM - 2:30PM on the following dates:

tment required and business must have \*a Hazardous Waste ID Number

na County/Red Bluff Landfill HHW Facility: May-September: 2nd & 4th Saturday October-April: 2nd Saturday

Corning Disposal HHW Facility: January - December: 3rd Saturday

- Aluminum drink cans
   Food/soup Cans
   Aluminum foil, trays
   Sweet biscuit tins
   Metal jar lids
   Footh, agreed cans Empty aerosol cans
- Rinse NO paint or chemical containers
   Labels can be left on

- GLASS

# Glass bottles Glass jars Rinse bottles & jars All colors accepted Labels can be left on NO bottle tops, corks, caps PAPER

- Newspapers Magazines Phones books White & colored paper Envelopes / Junk mail Cardboard Pizza boxes
- Flatten cardboard

- NO paper with food NO laminated paper Staples, paper clips & sticky notes are OK!

### PLASTIC

- Plastic containers no.#1-#5, #7
- Plastic bags Hard plastics
- Plastic film, shrink wrap,
- Plastic film, shrink wrap, packaging
   NO Styrofoam
   Rinse containers
   Remove & Recycle lic
   Labels can be left on
- le lids



Home Depot 2650 Main St., Red Bluff - (530)528-8579 Green Waste Of Tehama \*
1805 Airport Blvd, Red Bluff - (530)528-8500

67

Los Molinos Ace Hardware \*
7930 HWY 99., Los Molinos - (530)384-1250

South Avenue Ace Hardware 2060 South Ave., Corning - (530)824-2156

Tehama County/ Red Bluff Landfill \*
19995 Plymire Rd, Red Bluff - (530)528-1103

\* Accepts up to 20 fluorescent tubes (4' or 8' long)



NOTE:
Businesses & government agencies must make an appointment by calling (530)528-1103



# Home-Generated Sharps & Medication Mail-Back Services:

Request a free mail-back sharps container at Med-Project.org or SafeMedicineDrop.com by inputting your zip code, selecting Sharps, and clicking Mail-Back or call 1-844-633-7765 and follow the prompts to receive a container.

Once your container is full, simply mail it back the provided packaging.

Tehama County/Red Bluff Landfill Operated by Green Waste of Tehama 19995 Plymire Road | Red Bluff, CA (530) 528-1102 cust4019@wasteconnections.com

Tehama County Solid Waste Management Agency management Agency
20000 Plymire Road | Red Bluff, CA 96080
(530) 528-1103
tehamacountyrecycles@co.tehama.ca.us
www.tehamacountylandfill.com

Green Waste of Tehama
1805 Airport Boulevard | Red Bluff
(530) 528-8500
olpgreenwaste@wasteconnections.coi
www.greenwasteoftehama.com



- CVS Pharmacy, Red Bluff California Highway Patrol Office, Red Bluff Tehama County Sheriff's Office, Red Bluff Rite Aid, Corning Corning Police Department, Corning

Prescription medication Drop-off locations





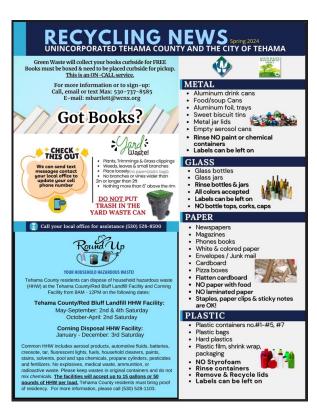
# **Residential Audit**



	+	-	0	N/O	
Audit 1 - Sunset	5	3	6	6	20
Audit 2 - Plateau	8	8 3		5	21
Audit 3 - Cobblestone	4	1	3	3	11
Audit 4 - Oak Hollow	10	5	6	4	25
	27	12	20	18	77
	35%	16%	26%	23%	

	Acct	Street	Audit A	Audit B	Change		Acct	Street	Audit A	Audit B	Change
		Audit 1 - Sunset Hills (8						Audit 3 - Cobblestone Dr.	(8.52)		
1	2784194	DEL MAR DR	7	8	1	1	2776942	COBBLESTONE DR	6	8	2
2	2782041	BAY MEADOWS LN	8	9	1	2	2756610	COBBLESTONE DR	N/O	N/O	
3	2787998	BAY MEADOWS LN	9	10	1	3	2754586	HIGHRIDGE RD	8	9	1
4	2775971	BAY MEADOWS LN	6	8	2	4	2763420	HIGHRIDGE RD	9	9	0
5	2785989	DEL MAR DR				5	2669089	COBBLESTONE DR	10	9	-1
6	2768268	DEL MAR DR	9	9	0	6	2786996	COBBLESTONE DR	8	9	1
7	2785238	ARLINGTON PARK PL	N/O	N/O		7	2781847	COBBLESTONE DR	N/O	N/O	
8	2788078	THISTLEDOWN CT	10	9	-1	8	2776107	COBBLESTONE DR	10	10	0
9	2785287	DEL MAR DR	8	9	1	9	2779022	COBBLESTONE DR	N/O	8	
10	2779610	SUNSET HILLS DR	9	9	0	10	2750896	COBBLESTONE DR	10	10	0
11	2787275	RIVER DOWNS WY	10	N/O		11	2750746	COBBLESTONE DR	5	7	2
12	2755790	RIVER DOWNS WY	9	9	0			·			
13	2774767	RIVER DOWNS WY	N/O	7				Audit 4 - Oak Hollow Dr.	(8.26)		
14	2781837	RIVER DOWNS WY	10	10	0	1	2786187	OAK HOLLOW DR	N/O	8	
15	2787441	RIVER DOWNS WY	7	7	0	2	567413	OAK HOLLOW DR	10	9	-1
16	2780759	RIVER DOWNS WY	6	6	0	3	1997850	OAK HOLLOW DR	10	10	0
17	2776808	RIVER DOWNS WY	N/O	N/O		4	2781808	OAK HOLLOW DR	10	10	0
18	2768345	EMERALD DOWNS LN	9	8	-1	5	1679207	OAK HOLLOW DR	8	9	1
19	2775652	EMERALD DOWNS LN	8	7	-1	6	2776228	OAK HOLLOW DR	5	8	3
20	2787751	DEL MAR DR	N/O	N/O		7	1817968	OAK HOLLOW DR	10	10	0
						8	2783940	OAK HOLLOW DR	10	9	-1
		Audit 2 - Plateau Dr. (8	.52)			9	2765488	OAK HOLLOW DR	6	8	2
1	377058	PLATEAU DR	4	6	2	10	2758451	OAK HOLLOW DR	10	9	-1
2	2757833	PLATEAU DR	8	9	1	11	2759514	RIDGELINE CT	N/O	N/O	
3	2782339	PLATEAU DR				12	2773801	RIDGELINE CT	7	6	-1
4	2774124	PLATEAU DR	7	8	1	13	2784261	OAK HOLLOW DR	6	8	2
5	2786198	PLATEAU DR	9	9	0	14	2781915	OAK HOLLOW DR	N/O	N/O	
6	2449972-001	PLATEAU DR	9	10	1	15	301775	OAK HOLLOW DR	7	8	1
7	2396293-001	PLATEAU DR	8	9	1	16	472513	OAK HOLLOW DR	8	8	0
8	2786574	PLATEAU DR	10	10	0	17	2785084	OAK HOLLOW DR	9	7	-2
9	2774683	PLATEAU DR	9	6	-3	18	1282076	OAK HOLLOW DR	8	9	1
10	2788351	PLATEAU DR	7	9	2	19	2529444	OAK HOLLOW DR	9	10	1
11	2750654	PLATEAU DR	N/O	N/O		20	2597559	OAK HOLLOW DR	9	9	0
12	2784766	PLATEAU DR	10	10	0	21	2648816-001	OAK HOLLOW DR	7	8	1
13	2771661	PLATEAU DR	8	8	0	22	2786403	OAK HOLLOW DR	N/O	8	
14	2766963	PLATEAU DR	10	9	-1	23	2782994	OAK HOLLOW DR	6	7	1
15	2779581	PLATEAU DR	N/O	N/O		24	2780102	OAK HOLLOW DR	8	8	0
16	2781919	PLATEAU DR	9	8	-1	25	2409854	OAK HOLLOW DR	8	9	1
17	1660682	PLATEAU DR	9	10	1			•	-	•	
18	2775514	PLATEAU DR	9	9							
19	2783592	PLATEAU DR	10	10							
20	2784174	PLATEAU DR	4	7	3						
21	2752551	PLATEAU DR	10	10	0						

### Residential Mailers









# Residential Outreach digital examples

