Education Program 2023: 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 upon the needs the current year presents.

Our past recycling rate percentages are as follows:

Year	Residential	Commercial
2018	14.93%	10.02%
2019	24.82%	11.24%
2020	25.95%	11.54%
2021	26.28%	11.68%

Annual expectation of outreach education expense for 2023 = \$24,805 (\$23,757 x 4.41% (CPI))

INTRODUCTION

As we reflect on 2022 and previous years stats; Residential has some room for improvement, but doing 'ok', however the Commercial recycling rate continues to be problematic. Our focus in 2023, will be largely centered around our commercial customers, continuing face-to-face outreach, further understanding accounts, and gaining compliance. Regarding our Residential customers, we will utilize this year to collect data, dive into routes, and understand the types of advertising that is most effective. These facts we gain in 2023 will help pave the way into 2024.

We met with the Tehama County Solid Waste Management Agency's (TCSWMA) staff prior to the creation of this plan to seek focus and understand upcoming needs. Our plan is a direct result of this meeting. Our goal is to collaborate so that work is not duplicated, and together we can make a greater impact to the overall success of the County's diversion.

We are to spend a certain amount of money each year on outreach (as the calculation states above). Many of the tasks listed within this plan will be very time consuming. Simply calculating the estimated time, far exceeds the annual expenditure required.

In mid-2022, we added a Recycling Coordinator position to our team, Max Bartlett. Max is a recovering driver turned recycling guru, and we look forward to the progress we plan to gain by his efforts within the coming years. He already has had much success this year, and we look forward to bringing you our presentation early next year.

Please see the following tasks planned for 2023:

COMMERCIAL OUTREACH

The challenge remains to capture recyclables wherever they are generated into an appropriate receptacle. In whatever way we can help customers be successful at this will be our focus.

Commercial Audit

Prior to the start of the hauling contract, we delivered approximately 500 commercial blue 65-gallon carts to all commercial accounts not currently recycling.

In 2023, we will audit all accounts with these carts, and summarize on a spreadsheet. Once identified, we will then figure out who is using them, and more importantly who is not. Of those customers not utilizing the recycling, we will then directly contact 20 businesses to help them utilize the service; helping them to create an easy recycling program that is useful to their site and business.

- After identifying 344 active customers with this configuration, we determined that there is a
 25% utilization rate of those carts.
- Using the generated list, we worked with 20 businesses and increased their recycling capacity by an average of 21%.

100% Compliance with AB 341

We will complete the work necessary to gain 100% compliance with AB 341, which is ensuring all commercial businesses, and multi-family units (5 units or greater) who are generating 4cy's or more of refuse have a recycling program in place.

 We identified 8 non-compliant accounts, primarily in the Mill Creek Area, these accounts are now in compliance.

We will also identify our 5 largest generators, and help reduce their waste by 10%.

We identified our top 5 generators. We worked passively with the largest generator, by hand sorting some of their bins, and actively with the third largest to change their on-site process. These combined efforts generated an average diversion increase of 7% in these five generators when compared to last year.

As we visit businesses, it will always be our goal to help them develop a recycling program that is easy and useful. When needed, we will provide them the tools necessary (i.e. receptacles, on-site education, education materials, etc.) to create an effective program.

Commercial Billing Inserts

Create a billing insert series of "Did You Know" flyers geared to increasing recycling and/or start a recycling program within their respective business. Our goal will be to mail out an insert one time per quarter, with four inserts mailed in total.

 Flyers were mailed in March, May, September and November. Examples are included below.

Commercial Mailer - REDESIGN

This mailer is a requirement within the hauling agreement and is sent two times each year. We produce a Commercial Edition of the "Recycling News" flyer which is sent to all commercial customers. There is a Spring and Fall Edition, however the content is concentrated to more commercial related topics.

This year we will work to redesign this mailer with a goal of engaging the reader, highlighting businesses while making it educating...stay tuned!

The target date to mail these flyers is May and November.

- The mailers were redesigned in the spring edition with an emphasis on readability and local business highlights. There were also QR codes included on both sides to capture some interaction data. The second mailer was mailed in November. Examples included below.
- We had a **0.54%** response rate through the QR codes included in the spring mailer.

RESIDENTIAL EDUCATION

This year will be a fact-finding year. As we gear up for SB 1383, we will need to understand how customers best take in information, i.e. electronically, mail, etc. We will also complete a closer look at our routes, again to gain better understanding which then helps us the better market ideas.

Waste Audits

Throughout the year, we will take a closer look at our customers with contamination warnings. We will create a spreadsheet containing contamination warning, route, which commodity is contaminated, and what the contaminate is. With each contamination, we will personalize our outreach, so the customer understands the acceptable items, and ways to correct going forward.

The intent of this exercise is to lower contamination. By directly contacting customers, this will help reinforce what is acceptable and unacceptable.

A spreadsheet was made to track contamination, and an earlier version of this tracked contamination on a "three-strike policy." After three rounds of contact, the customer would be charged a contamination fee. That system will still be used moving forward. 53 unique addresses were reported to be contaminated. 83% of these were trash placed inside yard waste carts.

Data Collection

We will choose 2 Residential routes (in different demographic areas). Once those routes are identified, we will collect data on these routes, to include, but not limited to, the number of bills mailed, versus emailed, the number of email addresses on file, etc. Once this data is collected, we will try different methods of outreach to determine the best way our customers absorb information.

- Using populated internal reports, we determined that 3007 of 11614 county customers have e-mail addresses in the system, 26%.
- 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.

Residential Mailer - REDESIGN

Our semi-annual "Recycling News" flyer which we collaborate with TCSWMA will continue with two versions, one in the Spring and one in the Fall.

Like the Commercial mailer, we will commit to redesign this semi-annual mailer to engage our customers more with facts, while being community centered, and a little bit of fun.

The intent of this mailer is to educate and inform customers about recycling, and tips they can do to help increase diversion.

- The mailers were redesigned in the spring edition with an emphasis on readability and local business highlights. There were also QR codes included on both sides to capture some interaction data. The second mailer was mailed in November. Examples included below.
- We had a 0.54% response rate through the QR codes included in the spring mailer.

Recycling Billing Inserts

Create a billing insert series of "Did You Know" flyers geared to increasing recycling and/or start a recycling program within their respective business. Our goal to mail out an insert within two of our quarterly bills.

 Flyers were mailed in March, May, September and November. Examples are included below.

20 Diversions

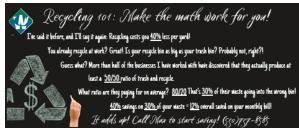
2780274	CORNING	18CY/95 RECYCLE	18cy/95rec to 12cy/4cyrec	0.33
2783035	Red Bluff	6cy/95 recycle (selfhaul carboard)	6cy/95rec to 2cy/6cyR	0.66
2781628	Red Bluff	2cy/95rec	2cy/95rec to 1cy/1cyrec	0.375
2785340	Corning	2cy/95rec	2cy/95rec to1cy trash/1cyrec	0.5
1350191	Mill Creek	2x 6cy, No recycle	6cyx2 to 6cyx2/ 2cyrec x2	0.33
2773923	Mill Creek	6cy, No recycle	6cy/ to 4cy/2cy recycle	0.33
2771492	Mill Creek	3x 4cy, 4x 95rec	3 4cy/ 95 rec to 2 4cy/ 4cy rec	0.33
929262	Mineral	2x 6cy, 4cyx 95rec (7)	6cy x2, 4cy to 6cy x2, 7 95rec	0.25
2765494-001	Mill Creek	2x 6cy, No recycle	6cy x2, 95rec	0.08
2780979	Red Bluff	1cy, 95rec	1cy/95 (not used) 2 95's/ 95 rec (used)	0.33
911183	Corning	3cy/95rec	3cy/95 to 3cy/1cy	0.25
2774365	Corning	6cy/1cyrec	6cy/1cy to 6cy/2cy	0.14
912067	LOS MOLINOS	1cy, 95 rec	1cy/95 (used) to 95/1cyrec	0.75
2758391	Capay	1cy. No recycle	1cy to 1cy/95rec	0.25
1259590	Red Bluff	2cy x 4/95 rec	8cy/95 rec to 16cy/2cy rec, 95 rec	0.125
2727513-001	Red Bluff	4CY 2/week, 2cy REC	2cyREC to 3cyREC	0.125
2785919	LOS MOLINOS	4x 6cy, no Recycle	added 4/95REC	0.05
2767941	LOS MOLINOS	1cy,1cyREC to 1cy,2cyREC	1cy,1cyREC to 1cy,2cyREC	0.33
2781665	Red Bluff	4cy/2cy trash	6cy to 6cy,95REC	0.05
919453	Corning	6су	6cy added 95 rec	0.08

Commercial Inserts

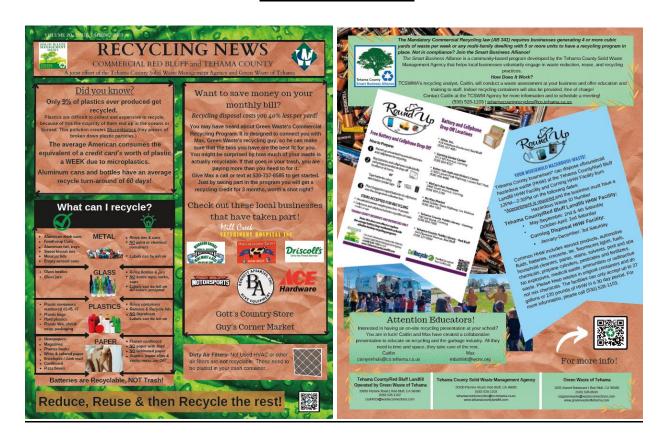


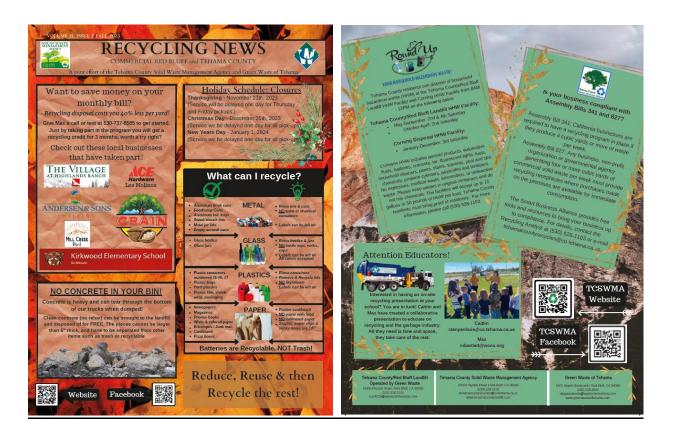






Commercial Mailers





Residential Inserts



Commercial Mailers

