

Infrastructure LA

Sustainable Waste and Recycling Management

Thank you for joining us the meeting will start in a few moments

REMINDERS

- Please mute your line during the call
- There will be Q&A opportunities at the end of the presentations
 - Use the chat feature to ask questions and comments
- You can also raise your hand during the Q&A and we will call on you to unmute and share
 - The meeting is scheduled for one and a half hours



**Infrastructure LA
Sustainable Waste and Recycling Management
March Committee Meeting**

Infrastructure LA

Sustainable Waste and Recycling Management



Will Chen

Manager, Energy Recovery
LA County Sanitation Districts

WChen@lacsds.org

Infrastructure LA

Sustainable Waste and Recycling Management

Senate Bill (SB) 1383 Education and Outreach



Stephen Groner

Project Director
SGA Marketing

SGroner@sgamarketing.com



Chris Sheppard

Principal Engineer
LA County Public Works

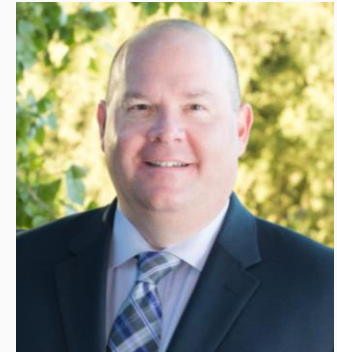
CSheppard@pw.lacounty.gov



Amber Duran

Recycling Coordinator
City of Burbank

ADuran@burbankca.gov



Brad Cea

Corporate Sales Director
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Senate Bill 1383: Organic Waste Disposal Reduction

Outreach and Education

Presentation Overview

- In-person Outreach
- Websites
- Social Media
- Virtual Meetings & Workshops
- Print Materials
- CleanLA Hotline



In-person Outreach

Community Meetings

- Public Works Hosted
- External Events
- Site Visits



Websites

The screenshot shows the Clean LA website homepage. At the top, there is a blue navigation bar with social media icons, a search bar, and links for 'Service Locator', 'Report a Problem', and 'Translate'. Below the navigation bar is the 'Public Works LOS ANGELES COUNTY' logo. The main content area features a large central banner with the text 'click. call. conserve.' and 'Clean LA' in large white letters, accompanied by an image of a family. To the left of the banner are several menu items: 'Clean LA for Residents', 'Solid Waste Information Management System (SWIMS)', 'Clean LA for Business', 'Clean LA for Government', and 'Clean LA is for ALL Los Angeles County'. Below these are links for 'Organic Waste Management', 'Trash Collection / Illegal Dumping', 'Household Hazardous Waste / Electronic Waste', 'Used Motor Oil Recycling', and 'Industrial Waste'. To the right of the banner is a 'News & Announcements' section with a 'NEW! Exclusive Commercial Franchise System' and an 'Inside Solid Waste Newsletter is now available' link. Further right is a 'HOUSEHOLD HAZARDOUS WASTE' collection schedule for March, listing dates and locations like Palmdale, Diamond Bar, and Signal Hill. At the bottom right, there is a 'Smart Gardening' section with a link to 'Take a free webinar online: February 28 Register here'.

The screenshot shows the Fight Food Waste website homepage. At the top, there is a dark blue header with the text 'Fight Food Waste LOS ANGELES COUNTY' and a 'Contact Us' link. The main content area features a large image of a yellow trash bag filled with food waste, including a banana, a carrot, a mushroom, and a cracked egg. To the right of the image is the text 'Approximately 34% of waste disposed in landfills is organic waste including food waste!' with a 'Learn More' button. Below the image and text are five navigation links: 'What Organic Waste Must Be Recycled?', 'Why Recycle Organic Waste?', 'How to Comply?', 'Resources', and 'FAQs'.

CleanLA.com

- Sustainability Programs
- Meetings and Events
- Tips and Best Practices

FightFoodWasteLA.com

- How to Comply
- Requirements
- Resources and FAQs

Social Media


Facebook | Instagram | NextDoor | X (formerly known as Twitter)

 Clean LA @CleanLA · Jan 31

Calling all green thumb enthusiasts! #Compost your #foodwaste for your plants. 🍷 It promotes healthy soil and acts as an organic fertilizer. Excess food waste can be tossed in your organic waste bin. Learn more gardening tips at smartgardening.com



LA County Public Works

 County of Los Angeles ✓
Los Angeles County Public Works • 6 days ago

Neighbors are welcome to join us for a FREE live webinar to learn how to create a natural soil amendment using organic kitchen scraps and yard clippings through See more...

FREE AND LIVE WEBINAR

Introduction to Composting

Wednesday, February 28
6 – 7 p.m.

Learn about backyard and worm composting to create a rich soil amendment to nourish your garden

smartgardening.com 888-CLEAN-LA


SEMINARIO WEB GRATUITO Y EN VIVO

Introducción al compostaje

miércoles 28 de febrero
6 – 7 p.m.

Aprenda sobre el compostaje de jardín y de lombrices para crear una rica enmienda del suelo para nutrir su jardín.

smartgardening.com 888-CLEAN-LA

 Smartgardening.com | Webinars Page
dpw.lacounty.gov

Follow us: @CleanLA and @LACoPublicWorks

Virtual Meetings and Workshops

- Online community meetings
- Smart Gardening
- Earth Month Webinars



Print Materials

- Postcards
 - Public Works
 - Waste Haulers
- Newsletters
 - Waste Haulers



Caring for the environment starts at home!

Did you know approximately 34% of waste disposed in landfills is organic waste, which decomposes and produces greenhouse gases?

Placing your organic waste, like food scraps into the green cart, can help fight climate change and save the environment.

¡El cuidado del medio ambiente empieza en casa!

¿Sabías que aproximadamente el 34% de los residuos que se eliminan en los vertederos son residuos orgánicos, que se descomponen y producen gases de efecto invernadero?

Colocar los desechos orgánicos, como restos de comida en el carrito verde, puede ayudar a combatir el cambio climático y salvar el medio ambiente.

CleanLA Hotline



(888) CLEAN-LA
Hours of Operation
Monday – Thursday
7 a.m. – 5 p.m.
Excluding Holidays



Next Steps

- Grants
 - CalRecycle – Local Assistance
- New educational materials
- Leveraging new opportunities



Thank You

Christopher Sheppard

Principal Engineer

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Additional Contacts:

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CommercialFranchise@pw.lacounty.gov

FightFoodWasteLA.com

CleanLA.com

(888) Clean LA

Infrastructure LA

Sustainable Waste and Recycling Management

Senate Bill (SB) 1383 Education and Outreach



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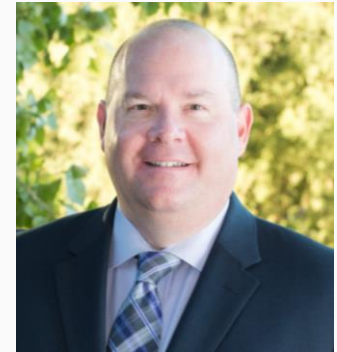
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Waste Management

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City of Burbank
SB 1383 Outreach and
Education

SWARM

March 7, 2024

Media Capital of the World

- Landfill and organic waste transfer station
- Collection crew and open permit system
- Recycle Center - Burrtec operates blue cart MRF for Burbank and several other jurisdictions

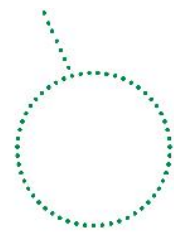


City Provided Programs

Waiver approvals

Route reviews

Edible food recovery





YARD TRIMMINGS 	GRASS CLIPPINGS 	LEAVES
BRUSH & TWIGS 	NON-HAZARDOUS WOOD 	<i>Treated and/or painted wood cannot be recycled as green waste.</i>
FOOD SCRAPS 	BONES 	NAPKINS

Residential Messaging:
“Time to Include the
Food” (in the green)

- Video launch



City of
PUBLIC
WORKS



Four easy steps for food scrap collection:



Place your kitchen pail in a convenient location in your kitchen.



Include the food! Toss all food scraps and plate scrapings into your kitchen pail; remove stickers and plastic packaging.

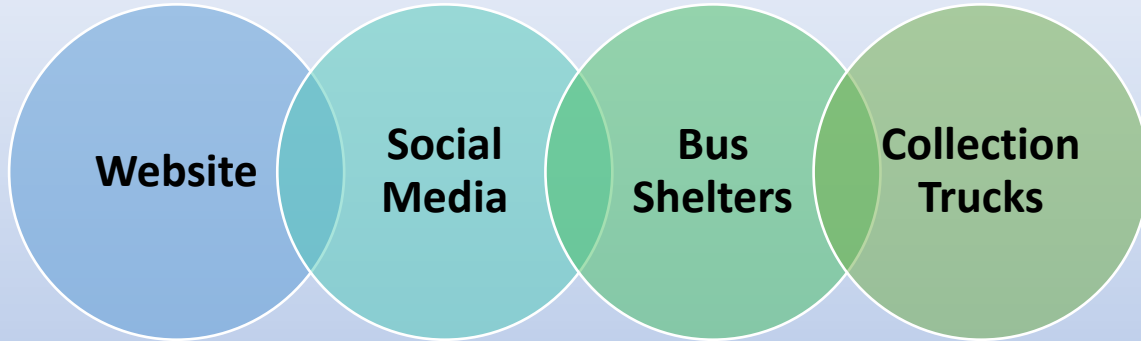


Empty the contents of the pail loose into your green container (Organics). No plastic or compostable bags are allowed.



Wash and repeat. Detach lid from pail to avoid warping.

Additional Promotional Opportunities



NO PLASTIC IN THE GREEN BIN
ORGANICS ONLY

ONLY:

- Yard (leaves icon)
- Food (chicken, banana, pizza icon)
- Food-Soiled Paper (pizza box, paper napkins icon)

When in Doubt, Find Out: **Where it GOES** whereitgoes.burbankca.gov
Answers at Your Disposal

PUBLIC WORKS

Food is NOT Trash

Place in GREEN Cart for Composting

Where it GOES Learn What Goes IN the Bin whereitgoes.burbankca.gov

PUBLIC WORKS

THE WASTE SORT



**CLICK ABOVE TO PLAY THE VIDEO FOR
TEACHERS & STAFF**

The **WASTE** Sort



**CLICK ABOVE TO PLAY THE VIDEO FOR
STUDENTS**

WE WILL SHOW YOU!!



WHAT GOES IN THE GREEN BIN?

- pizza crusts
- banana/orange peels
- apple cores
- uneaten sandwiches
- cupcakes after all the frosting is gone
- that last bite of food that you don't have room in your belly for

****no wrappers or ziplocs****

TUESDAY

COMPOST TUESDAY

Name 3 things you saw in the green bin today.



Thank you!



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Recycling Coordinator
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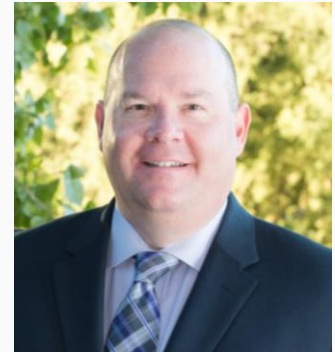
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Brad Cea

Corporate Sales Director
Waste Management

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March 7, 2024

Sustainable Waste and Recycling Management Committee (SWARM) Meeting

WM's Approach to SB 1383
Education & Outreach

Brad Cea, Corporate Sales Director
Public Sector

CONFIDENTIAL AND PROPRIETARY
INFORMATION OF WM



Agenda

I. LA County & WM Partnership

II. WM Smart Truck[®]

**III. WM's Approach to Education
& Outreach**

IV. Questions

LA County & WM Partnership

LA County & WM – A Partnership for Success

- WM has been a service provider to Los Angeles County for decades. This relationship has included supporting the transition from a largely open market collection system to the current system of Garbage Disposal Districts (GDDs) and Residential and Commercial franchise areas.
- WM provides service to one (1) Residential Franchise, three (3) Commercial Franchises as well as under the Non-Exclusive Commercial Franchise and Open Market areas of the County.
 - Santa Monica Mountains (RS)
 - Santa Clarita Valley (CM)
 - South Bay (CM)
 - Westside (CM)
- We collaborate regularly with County staff on outreach materials and events that promote organic waste diversion and educate County residents and businesses on SB 1383 regulations.

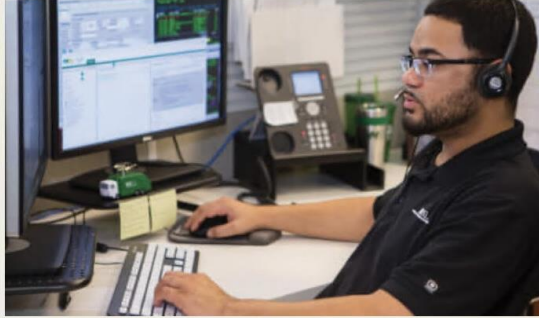
WM Smart Truck[®]

Driving Cleaner, Sustainable Communities

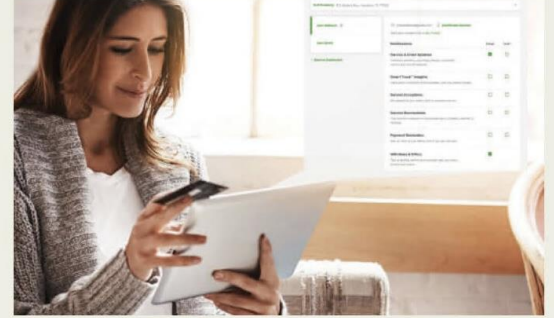
WM SMART MONITORING POWERED BY SMART TRUCK DELIVERS RESULTS



With the help of mounted cameras, WM Smart Truck® technology captures footage of containers as they are collected during service



A dedicated team of technicians reviews the footage associated with each address to ensure materials were thrown into the correct cart and were collected successfully



If a container associated with an address contains non-acceptable material, we will send a notification via email or letter

WM Smart Truck[®] Technology

ENHANCING SERVICES AND COMPLYING WITH NEW LAWS



Audited stop linked
to WM customer
data base



Container lift and its
contents captured
on camera



Images audited for
contamination



Notification &
education sent to
customer

Identifying Contamination



Identifying Contamination



Outreach & Education

Outreach Approach


To support SB 1383, WM is taking a comprehensive approach to outreach and education:

- Multi-Lingual Materials
- Direct Mail
- Digital/Web
- Social Media
- Direct Technical Assistance
- Community Events


Help divert organic waste from the landfill
When organic waste, such as food waste, is collected separately from trash, it can be processed to create useful products like compost, renewable electricity, and transportation fuel while reducing emissions of methane into the atmosphere.

Ayuda a desviar los desechos orgánicos del vertedero
Cuando los desechos orgánicos, como los desechos de comida, se recolectan por separado de la basura, se pueden procesar para crear productos útiles como abono, electricidad renovable y combustible para el transporte, al mismo tiempo se reducen aún más las emisiones de gases de efecto invernadero que entran a la atmósfera.

What Goes in the Green Waste Cart:
lo que va en el contenedor de residuos verdes:



YARD WASTE
RESIDUOS DE JARDÍN



FOOD WASTE AND FOOD SOILED PAPER
RESIDUOS DE COMIDA Y PAPEL MANCHADO DE COMIDA

NO SERVWARE/UTENSILS
NO PLÁTOS Y CUBIERTOS


NO PLASTIC CONTAINERS
NO RECIPIENTES DE PLÁSTICO

NO FOAM CONTAINERS
NO VASOS Y RECIPIENTES DE ESPUMA DE POLIESTIRENO

NO HAZARDOUS WASTE
NO RESIDUOS PELIGROSOS

NO LOOSE PLASTIC BAGS
NO BOLSAS DE PLÁSTICO SUELTAS

Place bagged food waste and food-soiled paper with your yard waste in the green waste cart - you can use paper or plastic bags to place food waste and food-soiled paper.
Coloque los residuos de alimento y el papel manchado de comida juntos con desechos del jardín en el contenedor de residuos verdes - Puede usar bolsas de papel o plástico para colocar los residuos de comida y el papel manchado de comida.





135 West Los Angeles Avenue
Simi Valley, CA 93065

New changes to your organic waste service

Food waste **must** be contained in a paper bag or a plastic bag before placing in your green waste cart.

NUEVOS cambios a su programa de residuos orgánicos

Los restos de comida **deben** guardarse en una bolsa de papel o plástico antes de depositarlos en el contenedor de residuos verdes.






For updates and further information on how to Recycle Right, visit wm.com/recyclerright.
Para actualizaciones y más información sobre cómo Reciclar Correctamente, visite wm.com/recyclerright.



Proudly serving communities of
Santa Monica Mountains



Recycling News Fall 2023

Holiday Waste Pick-up

WM observes the following holiday:

Thanksgiving Day (Thursday, November 23, 2023)
Christmas Day (Monday, December 25, 2023)

Residential collection service will be delayed by one day due to holidays

TAKE OUR SURVEY!



Los Angeles County Public Works provides trash collection and recycling services for your community. To ensure you are receiving the highest level of service, we invite you to participate in a short survey. Scan the QR code to begin. If you need assistance with the survey, please call (888)CLEAN-LA.


How to Recycle Christmas Tree and Foliage Recycling

Christmas trees/foliage will be collected from **December 26, 2023 through January 16, 2024**.

Please remember to:

- Remove all lights, ornaments, tinsel and stands.
- Place trees/foliage at the curb next to your trash receptacle on your regular collection day (do not block streets, alleys or sidewalks).

Plastic tree/foliage are not recycled or accepted. Please call (800) 675-1171 to schedule a bulky item pick-up.



MULCH/COMPOST GIVEAWAY AND SHREDDING EVENT


October 14, 2023

King Gillette Ranch,
26800 Mulholland Hwy, Calabasas, CA 91302
9 a.m. - 12 p.m.

- Receive FREE mulch & Compost
- Available first come first serve
- Drive up and gather material in your own sturdy containers
- No plastic bags will be allowed
- Proof of residency required (California I.D. or Invoice/Statement)

Shred documents for FREE

- Unlimited residential documents (business waste not accepted)




For additional information, please call WM customer service at (800) 675-1171 Monday - Friday, 8 a.m. - 5 p.m., or Los Angeles County Public Works at (888) CLEAN-LA, Monday -Thursday, 7 a.m. - 5 p.m.

Insights & Education Drive the Right Behavior

- WM Smart Truck[®] technology utilizes CBSM principles to change behavior
 - Direct Distribution & Personal Connection increases likelihood materials are read & key messages are acted upon
 - Residents with contaminated carts should be notified and provided clear education on how to address
 - Link provided so City & Customers can view footage of their service
- In pilot WM Smart Truck[®] programs, **cart contamination was reduced from an average of 26% to 3-6%**


Full suite of materials using all communication channels and multiple touch points

Customer Education Notice

Log In

Your Container Needs You

During our service visit to 123 Main Street on March 2, we found that at least one of your containers was filled incorrectly.



Not your container?

View Details


Contamination | Recycling
Reference # 134567890
Service Date 03/31/2022
Warning No Charge

After a warning period, you may be charged for contaminations or overages as allowed by your service contract.

Please contact STFeedback@wm.com if you believe this notice may be an error. To learn more about the Smart Truck™ program, visit wm.com/smarttruck.

Taking care of waste and recycling the right way helps ensure **the cleanliness of your community, the safety of your driver and a second life for your recyclables.**

What Belongs in What Container?




Recycling

Bottles, cans, paper and cardboard.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, se ad do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Learn More




Organics

Food scraps, yard debris and food-soiled paper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, se ad do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Learn More



Trash

Plastic bags, plastic wrap and polystyrene foam.

Hazardous or "hard to dispose of" items require special handling – visit us online for special collection services in your area.

Learn More

Your Information

Your Information

Customer ID

%Customer_ID%

Service Information

%Service_Name%
%House Number% %Street%
%City%, %State% %Zip%
%Service_Email_Address%
%Phone%

Do More with My WM

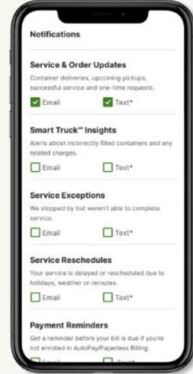
Pay Your Bill Online

Get Paperless Billing

Enroll in AutoPay

See Pickup Schedules

Sign Up for My WM



Notifications

Service & Order Updates

Customer address, upcoming pickup, successful service and one-time requests.

Email Text*

Smart Truck™ Insights

Alerts about incorrectly filled containers and any related charges.

Email Text*

Service Exceptions

We stopped by but weren't able to complete service.

Email Text*


Service Reschedules

Your service is delayed or rescheduled due to holidays, weather or reschedules.

Email Text*

Payment Reminders

Get a reminder before your bill is due if you're not enrolled in AutoPay/Recycling Billing.



Download the My WM App

GET IT ON Google Play

Download on the App Store

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800 Capitol Street, Suite 3000, Houston, TX 77002

[Manage Preferences](#) | [Privacy Policy](#)

Sample Education & Outreach Communication Materials

A SMART TRUCK FOR A SUSTAINABLE TOMORROW

More green in each pickup. Less materials in landfills. Cleaner, greener, safer neighborhoods. It starts with learning more about what you toss into your carts. WM's new Smart Truck™ program gives you the notifications and insights you need to make it all possible.

STAY CLEAR OF CHARGES

After a 60-day educational period, you'll be charged \$5 when you overfill a container or contaminate your recycling or yard waste.

Here's how to pace the way for this change:

- 1 Visit www.comfrey.com, create an account and opt in to notifications about how your carts are performing.
- 2 Take care of your waste and recycling the right way – waste less by reusing, cleaning and recycling right to prevent contamination.
- 3 Need to add a cart? Let's find a better fit together – call [761-266-7878](tel:761-266-7878) to explore your options.

TIPS FOR SMART TOSsing

Keep a lid on overages. All materials must fit in your cart, and the lid must be fully closed.

Recycle right. Put materials in the right carts – never mix trash and recycling. Follow these three simple rules:

- Recycle empty and dry boxes, cans, papers and cartons. ✓
- Do not add liquid or food. ✗
- No bags or tied-up materials. ✗

For more information, visit www.comfrey.com



One-Pager flyer to introduce program

Your Materials

With the help of recycled camera, WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service.

Your Service

A dedicated team of technicians reviews the footage associated with your address to make sure your materials were thrown into the correct cart and were collected successfully.

Your Notifications

If a cart associated with your address is overfilled or non-acceptable material is found, we'll send you a notification via email, text or both. Log in to My WM to set your communication preferences.

NOTE: After our initial warning, all notifications will be sent digitally. These ensure your contact information and preferences are updated at www.comfrey.com.

Following the educational period, you'll be charged \$5 when you overfill a trash cart or \$2 when you contaminate your recycling.



HEADS UP! YOUR CART NEEDS CARE

TAKE CARE TO AVOID CHARGES

Keep a lid on overages. All materials must fit in your cart, and the lid must be fully closed.

Recycle right. Put materials in the right containers – never mix trash and recycling. Follow these three simple rules:

- Recycle empty and dry boxes, cans, papers and cartons. ✓
- Do not add liquid or food. ✗
- No bags or tied-up materials. ✗

NEED TO ADD A CART? LET'S FIND A BETTER FIT TOGETHER – CALL 761-266-7878 TO EXPLORE YOUR OPTIONS.

For more information, visit www.comfrey.com

Introducing WM Smart Truck™ Technology

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

What to Know

WM Smart Truck™ technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

- 1 Visit www.comfrey.com, create an account and opt in to notifications about how your carts are performing.
- 2 Take care of your waste and recycling the right way – waste less by reusing, cleaning and recycling right to prevent contamination.
- 3 Need to add a cart? Let's find a better fit together – call [761-266-7878](tel:761-266-7878) to explore your options.

Testing

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

Where Hard Work Meets Smart Work

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

How It Works

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

Your Materials

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

Your Service

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

How It Works

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

Heads up, your cart needs you

Type	Reference #	What Notification	Change
Overfill	WM-2023-001	Overfill	Overfill
Contamination	WM-2023-002	Contamination	Contamination
Overfill	WM-2023-003	Overfill	Overfill
Contamination	WM-2023-004	Contamination	Contamination
Overfill	WM-2023-005	Overfill	Overfill
Contamination	WM-2023-006	Contamination	Contamination
Overfill	WM-2023-007	Overfill	Overfill
Contamination	WM-2023-008	Contamination	Contamination

Your Online Tools

- My WM
- WM Smart Truck™
- WM Smart Truck™
- WM Smart Truck™

Email Communications sent during the 60-day education period to introduce the program

A SMART TRUCK FOR A SUSTAINABLE TOMORROW

TIPS FOR SMART TOSsing

Keep a lid on overages. All materials must fit in your cart, and the lid must be fully closed.

STAY CLEAR OF CHARGES

After a 60-day educational period, you'll be charged \$5 when you overfill a container or contaminate your recycling or yard waste.

Here's how to pace the way for this change:

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- 3 Need to add a cart? Let's find a better fit together – call [761-266-7878](tel:761-266-7878) to explore your options.

A SMART TRUCK FOR A SUSTAINABLE TOMORROW

RECYCLE RIGHT

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

KEEP A LID ON OVERAGES

WM Smart Truck™ technology captures footage of your carts as they are topped into the truck during service. This technology allows us to monitor your cart's performance and provide you with the insights you need to make it all possible.

- Recycle empty and dry boxes, cans, papers and cartons. ✓
- Do not add liquid or food. ✗
- No bags or tied-up materials. ✗

Social Media Resources

Postcard & Cart Hangers available, in addition to e-media to meet all requirements



Annual Route Review Notifications



<*Company Address 1*
<*Company City*>, <*Company State* > <*Company Zip* >

<*Billing Name* >
<*Billing Address* >
<*Billing City* >, <*Billing State* >, <*Billing Zip* >

<*Calendar Date* >
Account: <*Account* >
Incident: <*Incident #* >
Customer ID: <*Customer ID* >

Dear %account name%,

While servicing your organics container at <*Service Address* > on <*Incident Date/Time (Local)* >, unacceptable material(s), such as plastic, recyclables, trash, or non-organic materials, were observed. The unacceptable material(s) are visible in the image below.

Regulations under California law SB 1383 regulations require the review of contents of your trash, recycling, and organics containers be reviewed at least one time per year. Taking care of organics the right way is critical to decreasing greenhouse gas emissions and slowing the effects of climate change by reducing the amount of organic materials sent to landfills.

To avoid contaminating your organics container, follow these simple rules:

1. Place only food (produce, bakery, dairy, and meat items), food-soiled paper, and yard waste (small branches and plants, grass clippings and leaves) in your organics container
2. Keep serveware/utensils, plastic, foam containers, or hazardous waste out of your container.

If you believe you have received this notice in error or need additional information, please contact us at www.wm.com/support.

Get More with My WM

Help protect the environment and ensure you continue to receive timely notices about how your containers are performing. Visit wm.com/mywm to create a My WM account and set your communications preferences. Future notices can be sent digitally, so it's important to create a My WM account now and provide your email for future communication.

Thank you for being a valued customer. We are honored to serve you and committed to working toward a sustainable tomorrow.

%*Image*%



<*Company Address 1* >
<*Company City* >, <*Company State* > <*Company Zip* >

<*Billing Name* >
<*Billing Address* >
<*Billing City* >, <*Billing State* >, <*Billing Zip* >

<*Calendar Date* >
Account: <*Account* >
Incident: <*Incident #* >
Customer ID: <*Customer ID* >

Dear %account name%,

While servicing your trash container at <*Service Address* > on <*Incident Date/Time (Local)* >, unacceptable material(s), such as food, organics, yard waste, or recyclable materials, were observed. The unacceptable material(s) are visible in the image below.

Regulations under California law SB 1383 regulations require a review of the contents of your trash, recycling, and organics containers be reviewed at least one time per year.

As a reminder, do not place these items in your trash container:

- No food scraps, yard waste, and other organic material. Place these items in your [organics](#) container.
- No recyclables—empty bottles, cans, paper, and cardboard. Place these items in your recycling container.
- No household hazardous waste (HHW)—batteries, lightbulbs, pool and yard chemicals, paints, propane tanks, or used oil or other hazardous waste. Take these items to a HHW collection center or event.
- No electronics. Please recycle electronics with an approved e-waste recycler.

If you believe you have received this notice in error or need more information about organics or recyclables, search our website at www.wm.com/support.

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%*Image*%



<*Company Address 1* >
<*Company City* >, <*Company State* > <*Company Zip* >

<*Billing Name* >
<*Billing Address* >
<*Billing City* >, <*Billing State* >, <*Billing Zip* >

<*Calendar Date* >
Account: <*Account* >
Incident: <*Incident #* >
Customer ID: <*Customer ID* >

Dear %account name%,

While servicing your recycling container at <*Service Address* > on <*Incident Date/Time (Local)* >, we noticed unacceptable material(s), such as plastic bags, trash, or organic materials in the recycling container. The unacceptable material(s) are visible in the image below.

Regulations under California law SB 1383 regulations require the review of contents of your trash, recycling, and organics containers be reviewed at least once per year.

To avoid contaminating your recycling container, follow these three simple rules:

1. Recycle empty and dry bottles, cans, paper, and [cardboard](#)
2. Keep food and liquid [out](#)
3. Keep recyclables loose with no plastic bags and no bagged [recyclables](#)

If you believe you have received this notice in error need additional information, please contact us at www.wm.com/support.

Get More with My WM

Help protect the environment and ensure you continue to receive timely notices about how your carts are performing. Visit wm.com/mywm to create a My WM account and set your communications preferences. Future notices can be sent digitally, so it's important to create a My WM account now and provide your email for future communication.

Thank you for being a valued customer. We are honored to serve you and committed to working toward a sustainable tomorrow.

%*Image*%



Summary of WM's Approach

Goals of Outreach and Communication:

- Identify, Notify, and Educate
- Adopt behavior change through use of pictures and videos (MyWM.com)
- Focused outreach on major offenders and provide supplemental education if necessary
- Target the major causes of contamination
 - Bagged material
 - Misplaced items – green/food in recycling, metal, and unrecyclable plastics
- Collaboration with the jurisdiction is fundamental to our success



Questions?

Thank you!!



Infrastructure LA

Sustainable Waste and Recycling Management

Senate Bill (SB) 1383 Education and Outreach



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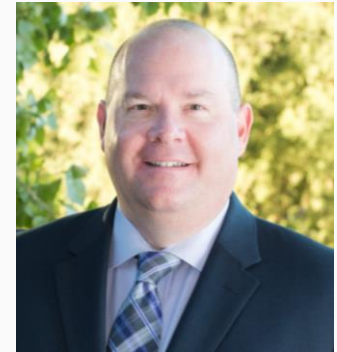
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Infrastructure LA Sustainable Waste and Recycling Management

Thank you for joining today's call!

For more information on Infrastructure LA and to sign up for email updates about future calls visit the website at:

www.infrastructurela.org

Email: **ILASWARM@pw.lacounty.gov**