

# Recycle Plus and Recycle Right Outreach Update

Kerrie Romanow, Director, Environmental Services Department

Valerie Osmond, Deputy Director, Environmental Services Department

Jennie Loft, Public Information Manager, Environmental Services Department

T&E Committee

February 1, 2021

Item (d) 2


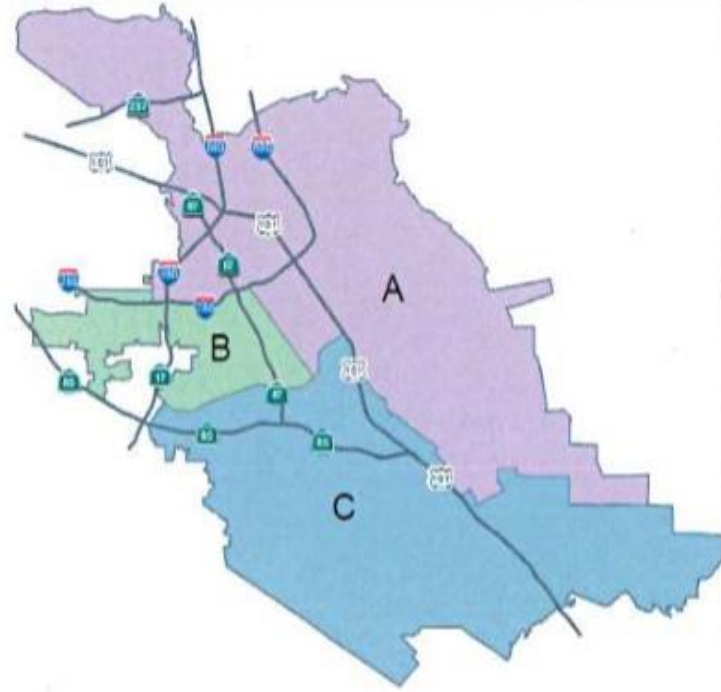





*Environmental Services*



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Recycle Plus Service Providers

Contractor	Services	Service Districts
 <b>CALIFORNIA WASTE SOLUTIONS</b> ZERO WASTE SPECIALISTS	<ul style="list-style-type: none"> <li>Single-family recycling</li> </ul> <div>District A</div> <div>District C</div>	
 <b>GARDEN CITY</b> SANITATION INC.	<ul style="list-style-type: none"> <li>Single-family garbage</li> </ul> <div>District A</div> <div>District C</div>	
 <b>Green Team</b>	<ul style="list-style-type: none"> <li>Single-family garbage &amp; recycling</li> <li>Citywide Multi-family &amp; City Facilities garbage &amp; recycling</li> </ul> <div>District B</div>	
 <b>greenwaste</b> a brighter shade of green	<ul style="list-style-type: none"> <li>Citywide yard trimmings</li> <li>Citywide garbage processing</li> <li>Citywide street sweeping</li> </ul>	

**Single-family Households**

A: 97,000

B: 50,000

C: 67,000

**Multi-family Households**

Citywide: 108,000

Delivering world-class utility services and programs to improve our health, environment, and economy.

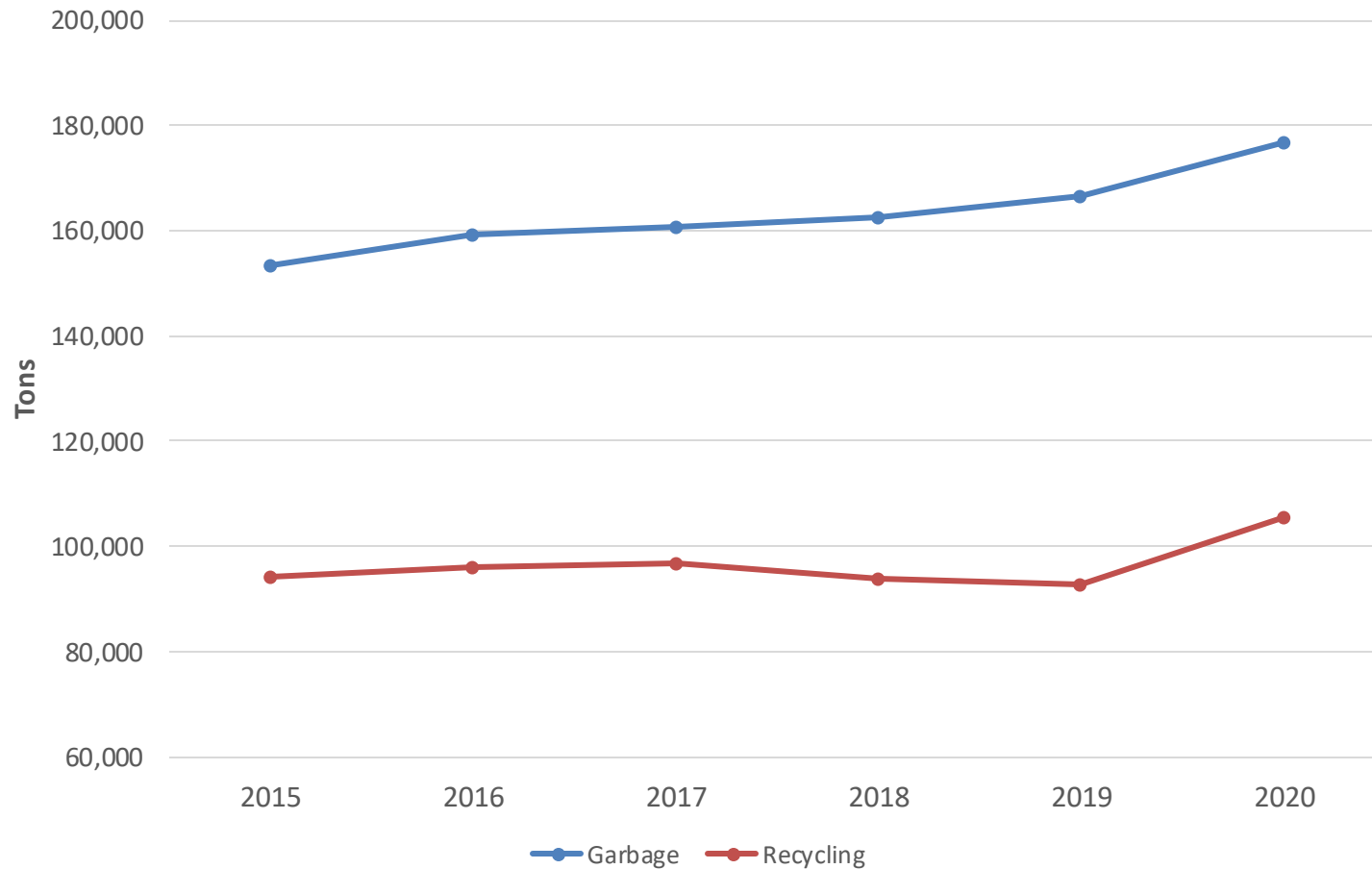
# COVID-19 Impacts on Solid Waste & Public Outreach



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Single-Family Dwelling Waste Stream

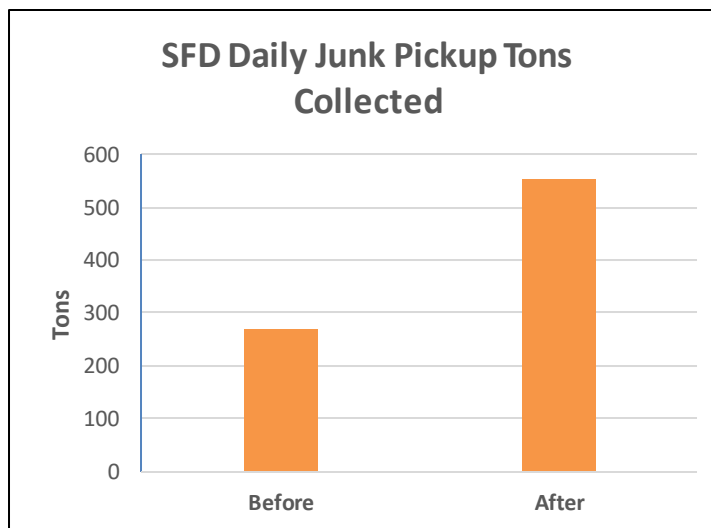
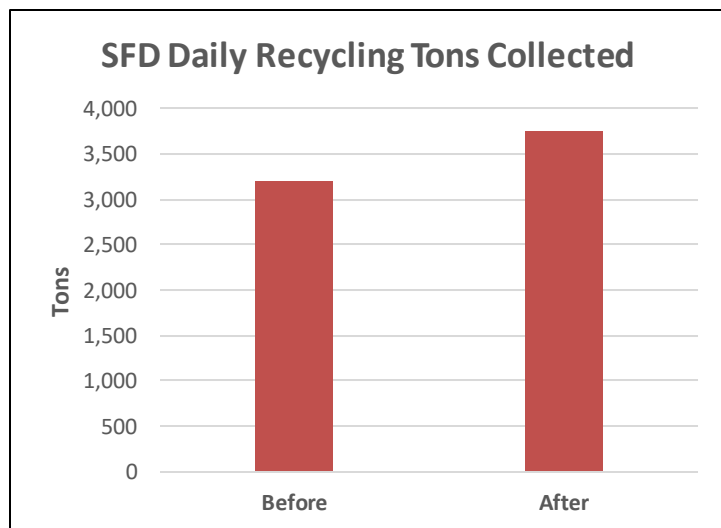
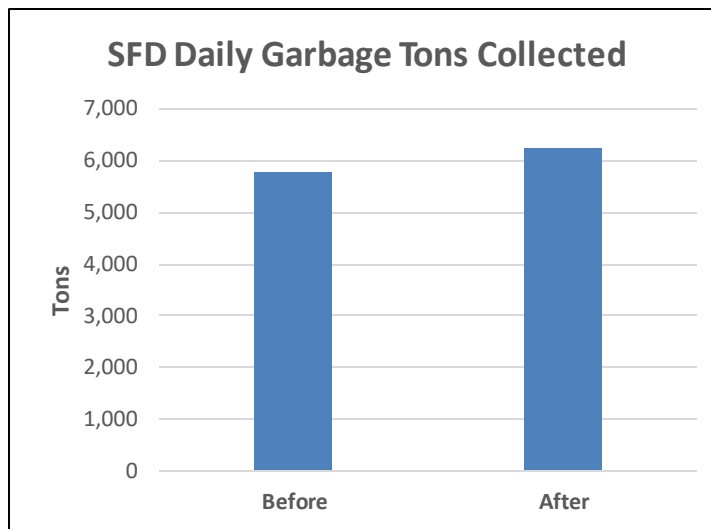
SFD Tons Collected: 2015-2020



Delivering world-class utility services and programs to improve our health, environment, and economy.

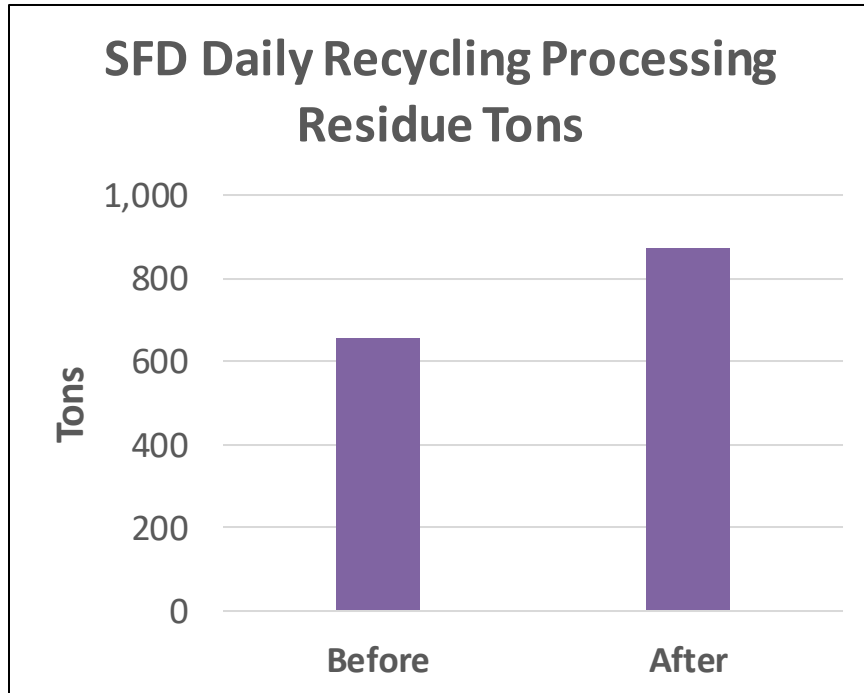
# COVID-19 Waste Stream

- Before and after shelter-in-place
- Apr-Dec 2019 vs. Apr-Dec 2020



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Recycling Contamination



**+33%**



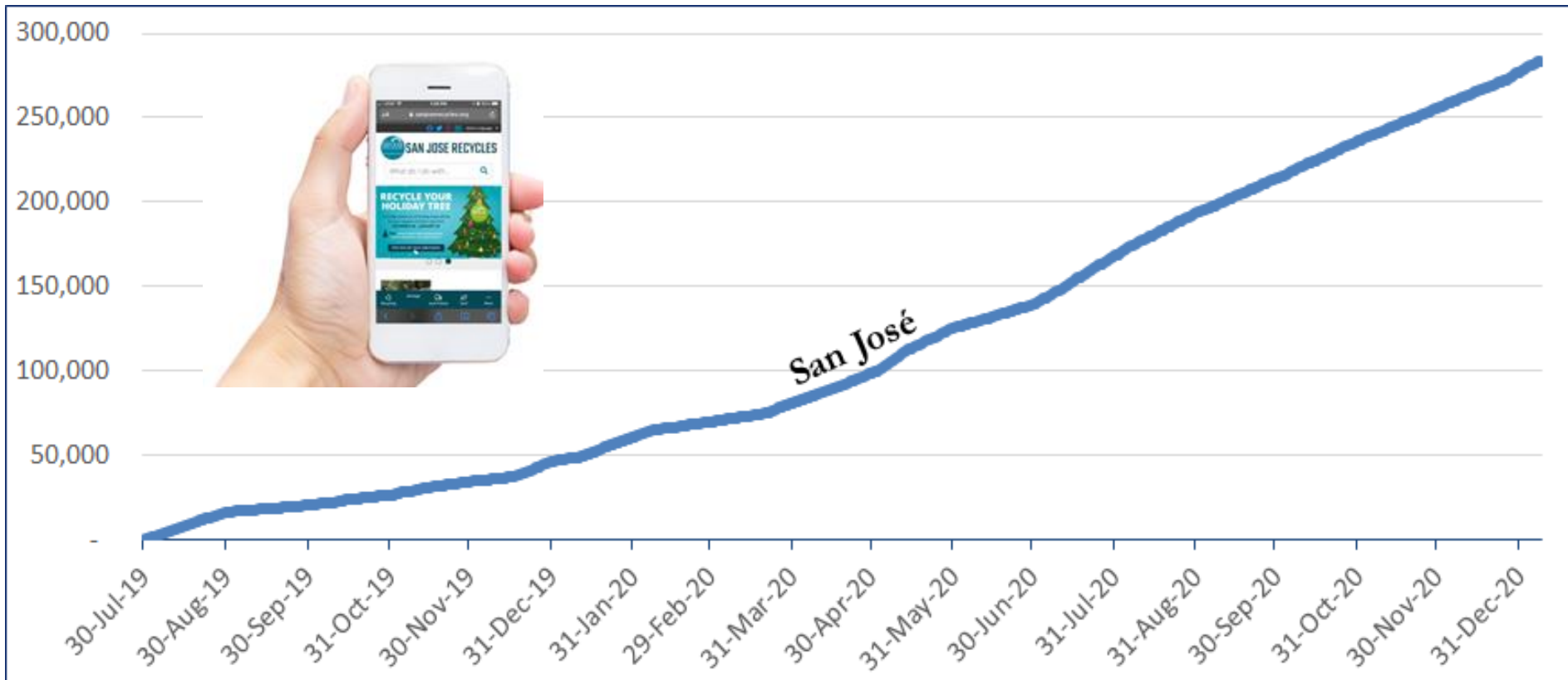
Delivering world-class utility services and programs to improve our health, environment, and economy.

# Recycling Markets



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Growth of New Users – SanJoseRecycles.org



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Pivoting During COVID-19 - Ads

- Increased in-home and digital ads
  - Streaming ads: Hulu, ESPN and many others
- More digital content
- Online presentations, classes



# Recycle Right Ads



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Inclusion Tactics



Delivering world-class utility services and programs to improve our health, environment, and economy.

# Pivoting During COVID-19 – Community Presence



Delivering world-class utility services and programs to improve our health, environment, and economy.

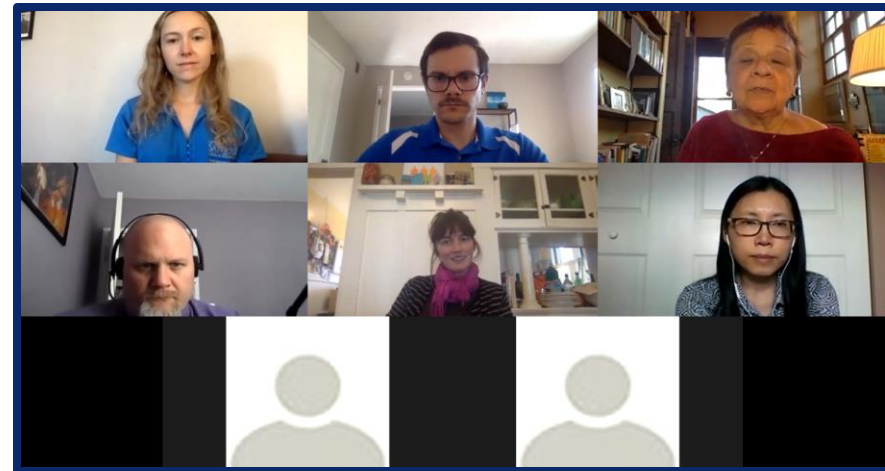
# Feedback from Community

## Annual Survey:

- 10% Increase: residents responded to recycling “All of the time” compared to 2019
- 6.7% Increase in recycling right behavior change

## Focus Groups:

- 4 English, 1 Spanish sessions
- 19 Participants: gave programmatic, design feedback



# Cart Lid Replacement Pilot Program

- Trilingual Recycle Right messages
- 5K Single-family households
- Launch: Feb. 2021



# Policy and Regulation

**SB 1383**  
Short-Lived Climate  
Pollutants



**AB 1583 & AB 2287**  
CA Market  
Development Act



**AB 793**  
Mandatory Recycling  
Content in Plastic Bottles



Delivering world-class utility services and programs to improve  
our health, environment, and economy.

# Recycle Plus and Recycle Right Outreach Update

Kerrie Romanow, Director, Environmental Services Department

Valerie Osmond, Deputy Director, Environmental Services Department

Jennie Loft, Public Information Manager, Environmental Services Department

T&E Committee

February 1, 2021

Item (d) 2



*Environmental Services*



Delivering world-class utility services and programs to improve our health, environment, and economy.