DATE: January 10, 2019

TO: Programs and Administration Committee

FROM: Pat Cabrera, Administrative Services Director

BY: Michelle Fay, Program Manager

SUBJECT: New Training Videos for Businesses

SUMMARY

Staff recently produced a three-part video series that provides an overview of the Mandatory Recycling Ordinance rules in Alameda County, steps for setting up indoor recycling and organics bins, and how to sort properly to comply with the law. The videos are available in English, and are in the process of being translated into Spanish and Chinese.

All three videos convey information already available online and in printed materials, however the videos provide another communication format to reach audiences who access information in different ways. Their primary use is to accompany or supplement Technical Assistance. For example, TA reps can provide a link to the Proper Sorting video after an in-person training so that companies can communicate to employees who either were not able to attend and/or new hires. We will soon share these videos with member agency staff and Board members, and provide template social media, web and newsletter content for posting or sharing with the business community.

At the January 10 Programs and Administration Committee meeting, staff will show a sample video. All three videos are available at http://www.recyclingrulesac.org/resources.

RECOMMENDATION

This item is for information only.