



June 5, 2014

**TO:** Programs and Administration Committee  
**FROM:** Gary Wolff, Executive Director  
**BY:** Judi Ettlinger, Senior Program Manager  
**SUBJECT:** Ready Set Recycle Update

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### **BACKGROUND**

Implementation of *Ready Set Recycle*, the Agency's residential countywide recycling campaign, began in the spring of 2011. The 2013/14 version of the campaign, *The New California Gold*, refocused the message to promote proper recycling of food scraps and food soiled paper to create compost for California farms. Staff will provide an overview of the current campaign including a review of community outreach materials, local school challenges and new, educational videos with the Programs & Administration Committee at its June 12 meeting.

### **DISCUSSION**

*Ready Set Recycle* is the primary means to achieve our long-term waste reduction goals in the residential sector. It is designed to be an engaging, reward-based program with the goal of increasing recycling, in particular food scraps, at home and at school. The target audience for the campaign includes residents with curbside green bins and students and their families.

Since the program began countywide in 2011, *Ready Set Recycle* has been incorporated into our outreach efforts via schools and grants to non-profit organizations. This past year's outreach has also included a focus on community groups and audiences typically underserved by broad-scale communication programs. Data from garbage cart audits show that since 2011, the percentage of readily recyclable and compostable material measured in residential garbage carts declined from 41% to 32%, tracking well towards the Agency's year 2020 goal of less than 10%.

### **RECOMMENDATION**

This report is informational; we have no recommendations at this time.