



**DATE:** May 9, 2019  
**TO:** Recycling Board/Planning Committee  
**FROM:** Michelle Fay, Program Manager  
**SUBJECT:** New Training Videos for Businesses

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### **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, 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. The videos have been shared with member agency staff along with template social media, web, and newsletter content for posting or sharing with the business community.

At the May 9 Recycling Board/Planning Committee meeting, staff will show a sample video. All three videos are available at [www.RecyclingRulesAC.org/resources](http://www.RecyclingRulesAC.org/resources).

### **RECOMMENDATION**

This item is for information only.