



DATE: September 22, 2021

TO: Waste Management Authority Board

FROM: Michelle Fay, Program Manager

SUBJECT: SB 1383 Outreach Support for Member Agencies

SUMMARY

SB 1383 regulations require that by February 1, 2022 and annually thereafter, jurisdictions educate organic waste generators of the law, how to properly separate materials, edible food donation requirements, as well as the environmental and public health and safety issues related to organics sent to landfill. To assist member agencies, and in an effort to create consistent messaging across jurisdictions, StopWaste is taking a lead role in the development and initial dissemination of education and outreach materials. At the September 22 meeting, staff will provide an overview of the outreach plan and share samples of materials developed to date.

DISCUSSION

SB 1383 Outreach Plan Overview & Timeline

StopWaste has developed the following four-part outreach plan to support member agencies with the initial education and outreach required by SB 1383.

Outreach Phase	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Phase I: Templates for jurisdictions to provide general notification of upcoming requirements	X						
Phase II: New website landing page and template commercial bill insert			X				
Phase III: Residential bill insert template, overview flyers, translated materials, and a hauler customer service representative training				X	X		
Phase IV: StopWaste’s direct outreach begins including a mailing to all commercial and multifamily accounts to comply with the initial outreach requirement for these two sectors					X	X	X

The first phase was implemented in June of this year to provide template content for jurisdictions looking to get an early start on communications with organic waste generators. In August, a new website landing page, www.StopWaste.org/Rules, was launched as a central location for users to view general information about the new law. Additionally, StopWaste developed a bill insert

template for jurisdictions to share with their haulers for dissemination in commercial and multifamily bills.

Phase three is currently underway and will include a residential bill insert template, general information flyers, outreach materials for city/hauler use, and general information about the law translated in multiple languages. StopWaste will also host a training to help bring hauler customer service representatives up to speed on the new rules and their role to help accounts comply with the law. A contract template for surplus edible food generator donations will also be made available.

Beginning in October, StopWaste will implement phase four focused on direct outreach to organic waste generators, including a direct mail letter to all commercial and multifamily accounts in the county to officially notify them of the new law and resources to help with compliance. This StopWaste-mailed letter will meet the initial SB 1383 notification requirements for commercial and multifamily organic waste generators. Member agencies will need to disseminate the required initial notification to single-family residents, which can be done via the template residential bill insert and/or template letter provided by StopWaste.

StopWaste will work with outreach partners such as chambers and business associations to help spread the word in the business community, and the Agency's email distribution platform will be used to communicate in an on-going basis with generators. Template countywide outdoor bin decals with standard terminology and images will be provided for optional use by jurisdictions, and the StopWaste sign maker tool will be updated to comply with SB 1383 regulations.

Recommendation

This item is for information only.