



Western Riverside Council of Governments Solid Waste Committee

AGENDA

**Wednesday, June 15, 2016
1:00 p.m.
(Lunch at 12:30 p.m. for members)**

**Murrieta City Hall
1 Town Square
Murrieta, CA 92562**

**NOTE: THERE WILL BE A TOUR OF MURRIETA'S CULTIVATING INCLUSION FARM
AT THE CONCLUSION OF THE MEETING**

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in the WRCOG Solid Waste Committee meeting, please contact WRCOG at (951) 955-8306. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting. In compliance with Government Code Section 54957.5, agenda materials distributed within 72 hours prior to the meeting which are public records relating to an open session agenda item will be available for inspection by members of the public prior to the meeting at 4080 Lemon Street, 3rd Floor, MS 1032, Riverside, CA, 92501.

The WRCOG Solid Waste Committee may take any action on any item listed on the agenda, regardless of the Requested Action.

- 1. CALL TO ORDER (Izzy Murguia, Vice-Chair)**
- 2. SELF INTRODUCTIONS**
- 3. PUBLIC COMMENTS**

At this time members of the public can address the WRCOG Solid Waste Committee regarding any items with the subject matter jurisdiction of the Committee that are not separately listed on this agenda. Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Committee in writing and only pertinent points presented orally.

4. CONSENT CALENDAR

All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Committee, any public comments on any of the Consent Items will be heard. There will be no separate action unless members of the Committee request specific items be removed from the Consent Calendar.

- A. **Summary Minutes from the April 20, 2016 WRCOG Solid Waste Committee meeting are available for consideration.** P. 1

Requested Action: 1. *Approve Summary Minutes from the April 20, 2016, WRCOG Solid Waste Committee meeting.*

- B. **Used Oil and Oil Filter Recycling Program Activities Update** *Dolores Sanchez Badillo* P. 5

Requested Action: 1. *Receive and file.*

- C. **AB 939 Electronic Annual Reports Update** *Dolores Sanchez Badillo* P. 9

Requested Action: 1. *Receive and file.*

- D. **Recycling Activities Update** *Dolores Sanchez Badillo* P. 11

Requested Action: 1. *Receive and file.*

5. **REPORTS/DISCUSSION**

- A. **California Department of Resources Recycling and Recovery Update** *Sasha Holland, CalRecycle* P. 13

Requested Action: 1. *Receive and file.*

- B. **Waste Hauler Update** *Dolores Sanchez Badillo, WRCOG* P. 15

Requested Action: 1. *Receive and file.*

- C. **Litter Initiative** *Dolores Sanchez Badillo, WRCOG* P. 17

Requested Action: 1. *Discuss and provide input.*

- D. **Murrieta Community Garden** *Julia Rogoff, Director of Community Outreach* P. 25

Requested Action: 1. *Receive and file.*

6. **ITEMS FOR FUTURE AGENDAS** *Members*

Members are invited to suggest additional items to be brought forward for discussion at future WRCOG Solid Waste Committee meetings.

7. **GENERAL ANNOUNCEMENTS** *Members*

Members are invited to announce items/activities which may be of general interest to the WRCOG Solid Waste Committee.

8. **NEXT MEETING:** The next WRCOG Solid Waste Committee meeting is scheduled for Wednesday, August 17, 2016, at 1:00 p.m. (12:30 p.m. lunch), at a location to be determined.

9. **ADJOURNMENT**

**Tour of the Cultivation Inclusion Farm:
ALTA MURRIETA SPORTS PARK**

1. CALL TO ORDER

The meeting of the WRCOG Solid Waste Committee (Committee) was called to order at 1:05 p.m. by Vice-Chairman Izzy Murguia, at the City of Moreno Valley, Riverside County Department of Waste Resources.

2. SELF INTRODUCTIONS

Members present:

Holly Stuart, City of Banning
Kristen Rowe, City of Canyon Lake
Charles Russell, City of Hemet
Sean McGovern, City of Jurupa Valley
Allen Yun, City of Menifee
Izzy Murguia, City of Murrieta (Vice-Chair)
Dale West, City of Temecula
Robert Hunt, County of Riverside
Kathleen Utter, Riverside County Department of Waste Resources
Janet Moreland, Riverside County Department of Waste Resources

Staff present:

Dolores Sanchez Badillo, Staff Analyst
Melody Botello, UCR Intern

Guests present:

Francis Bean, CalRecycle (via phone)
Keir Furey, CalRecycle (via phone)
Nicole Moore, CR&R Environmental Services
Fortino Morales III, LEED Green Associate Sustainable Community Garden Manager, University of Riverside

3. PUBLIC COMMENTS

There were no public comments.

4. CONSENT CALENDAR – M/S/A (Mears/West) 9-0-0; Items 4.A through 4.C were approved by a unanimous vote of those members present.

A. Summary Minutes from the February 17, 2016, WRCOG Solid Waste Committee meeting are available for consideration.

Action: 1. *Approved Summary Minutes from the February 17, 2016, WRCOG Solid Waste Committee meeting.*

B. WRCOG Used Oil Recycling Program Update

Action: 1. *Received and filed.*

C. Legislative Activities Update

Action: 1. Received and filed.

5. REPORTS/DISCUSSIONS

A. California Department of Resources Recycling and Recovery (CalRecycle) Update

Keir Furey and Frances Bean provided an update to the Committee via phone. Mr. Furey stated that CalRecycle offers a local assistance group that meets with cities to see how they are doing on their 50% diversion goals. CalRecycle is currently in the fourth year of this four-year cycle. Mr. Furey said the main focus of CalRecycle this year is AB 341 and AB 1826, which enforces mandatory commercial recycling and mandatory organics recycling. Mr. Furey will also be in contact with cities regarding AB 341 and AB 1826 to ensure Cities are making plans to meet the new regulations; however, he is not necessarily expecting to see results yet. Mr. Furey mentioned there is Cap and Trade grant funding available which is offered to assist with organics infrastructure.

Mr. Bean reported that there are also greenhouse gas grants available, which CR&R Environmental Services was a recipient of for the Anaerobic Digester. Mr. Bean concluded by stating CalRecycle is in the process of site visits to each jurisdiction, and that WRCOG is welcome to participate in any of them.

Action: 1. Received and filed.

B. Waste Hauler Update

Nicole Moore provided details for the tour of their Anaerobic Digester, provided updates regarding program implementation, disposal issues, contract updates, etc. Ms. Moore mentioned the focus on residential collection. It was noted that most CR&R contracted jurisdictions have residential fees in place and that organics collection could start as soon as July, 2016. Commercial rates are still under review by CR&R and that level of rate and collection of materials is still pending.

Action: 1. Received and filed.

C. University of California, Riverside Campus Sustainability Program

Fortino Morales III provided a PowerPoint presentation regarding the Campus Sustainability Program. Mr. Morales, as the R'Garden (Community Garden) Coordinator at the University of California, Riverside (UCR) is responsible for coordination of a 3-acre experimental agricultural educational space jointly under Agricultural Operations and the Office of Sustainability. The Office of Sustainability serves as a central, non-partisan entity to facilitate and promote sustainability at UCR. It is responsible for guidance in implementing UC Sustainability Policies, reporting greenhouse gas inventories, and communicating best practices to students, faculty, and staff. Sustainability is an urgent eco-socio-economic practice that restores the financial natural capital of the planet. The Program enables people to develop the knowledge, values and skills to participate in decisions that will improve the quality of life now without damaging the planet for the future. The Sustainable Practices Policy ("Policy") establishes goals in nine areas of sustainable practices: green building, clean energy, transportation, climate protection, sustainable operations, waste reduction and recycling, environmentally preferable purchasing, sustainable food service, and sustainable water systems. UC Riverside has 100% diversion with waste to energy 'credits'.

Action: 1. Received and filed.

D. General Review AB 939 and Electronic Annual Reports

Frances Bean provided a synopsis of the history of recycling in California. Mr. Bean discussed how AB 939 requirements have shaped today's mandates that include regulations on air quality, water and solid waste. Mr. Bean offered that the today's focus on AB 1826 Chesbro (Chapter 727 Statutes of 2014) requiring business to recycle their organic waste is a good example of that. Studies have shown that excess methane released from landfills can be lessened by eliminating green waste and organic waste from area landfills. In addition, Mr. Bean encouraged members to work with WRCOG staff in completing the required Electronic Annual Reports. The EAR due date for all jurisdictions is August 3, 2016.

Dolores Sanchez Badillo reminded Committee members that the Electronic Annual Reports would require the attention of all jurisdictions whether WRCOG staff was managing their required reporting or not. The CalRecycle data entry site can begin to be accessed on June 15, 2016. An Electronic Annual Report webinar is scheduled for June 16, 2016. Anyone interested should register in advance on the CalRecycle website.

Action: 1. *Received and filed.*

6. ITEMS FOR FUTURE AGENDAS

The Committee members expressed interest in CalRecycle giving updates on the changes made to the City / County Payment Program, and for jurisdictions to rotate on the agenda and each give a "best practices" presentation on a solid waste activity.

7. GENERAL ANNOUNCEMENTS

Vice-Chairman Murguia announced that Municipal Management Association of Southern California has their annual Summer Session event planned for Thursday, July 21, 2016 at the Riverside Convention Center. All are welcome to attend. For more information and to register for the day-long session, go to: summersession@mmasc.org.

8. NEXT MEETING: **The next WRCOG Solid Waste Committee meeting is scheduled for Wednesday, June 15, 2016 (lunch at 12:30 p.m. for members), at the City of Murrieta.**

9. ADJOURNMENT: **The meeting was adjourned at 2:05 p.m.**

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Used Oil and Oil Filter Recycling Program Activities Update

Contact: Dolores Sanchez Badillo, Staff Analyst, badillo@wrcog.coq.ca.us, (951) 955-8306

Date: June 15, 2016

Requested Action:

1. Receive and file.

WRCOG's Solid Waste Program assists member jurisdictions with addressing state mandates, specifically from Assembly Bill AB 939 (Chaptered in 1989), which required 25% and 50% diversion of waste from landfills by 1995 and 2000, respectively. While certain aspects of AB 939 have been modified over the years with legislation defining what materials counted towards diversion and how to calculate the diversion rate for jurisdictions, the intent of the bill remains. The Solid Waste Program also has a Regional Used Oil component which is designed to assist member jurisdictions in educating and promoting proper recycling and disposal of used oil, oil filters, and household hazardous waste (HHW) to the community.

Used Oil and Oil Filter Recycling Program Activities Update

CalRecycle is in the process of releasing funding notices to jurisdictions regarding the Used Oil Payment Program (OPP) 7 funding. For the past twenty years, WRCOG has administered the Used Oil and Filter and HHW Regional Programs on behalf of requesting member jurisdictions. Currently, the Cities of Banning, Calimesa, Canyon Lake, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Murrieta, Norco, San Jacinto, Temecula, and Wildomar are participating in the Program.

Some of the programs that WRCOG provides under this funding include:

- Participating in large venue and local community events annually where information and promotional giveaways are provided to the public.
- Developing regional media campaigns that include television, radio, and printed advertising in English and Spanish.
- Distributing used oil drain containers to those who change their own oil, providing them with an easier and cleaner way to recycle used motor oil.
- Distributing promotional materials bearing the recycling message "Recycle Used Motor Oil" and WRCOG's 800 hotline (1-800-350-4OIL). Some of these promotional items include funnels, shop rags, creeper mats, and brochures that include the locations of all the certified centers in the subregion.

As part of the OPP 7 funding application process, WRCOG must have the participating jurisdiction submit a Letter of Authorization (LOA) to CalRecycle by June 30, 2016. The LOA provides that the jurisdiction is authorizing and empowering WRCOG to execute all documents necessary to secure funds and implement the approved projects for the Program. A template letter (Attachment 1) has been provided to each of the participating jurisdictions.

Used oil events

WRCOG's Used Oil and Oil Filter Exchange events help educate and facilitate the proper recycling of used motor oil and used oil filters in various WRCOG jurisdictions. The primary objective of hosting the events is to educate "Do It Yourself" (DIY) individuals who change their own oil, promoting the recycling of used oil and oil filters; therefore, an auto parts store is a great venue for educating the DIYer. In addition to promoting used oil / oil filter recycling, WRCOG staff informs the DIYer about the County-wide HHW Collection Program in which residents can drop-off other automotive and household hazardous products for free.

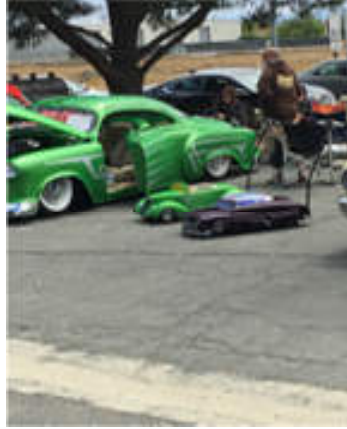
On Saturday, May 14, 2016, staff from WRCOG and the City of Riverside hosted a Used Oil and Filter Exchange event at the Auto Zone located at 4195 Van Buren Blvd. KOLA Radio broadcasted remotely from the event. Residents exchanged 112 oil filters that day; 144 collection containers were distributed to attendees. WRCOG also distributed funnels, shop rags, and informational materials describing the proper disposal of used motor oil and filters, in addition to the HHW Collection Program schedule.



WRCOG, along with Public Works staff from the City of Riverside, at the May 14, 2016, Used Oil Event.

On Saturday, June 4, 2016, staff from WRCOG hosted a Used Oil and Filter Exchange event at the O'Reilly's store at 25894 Newport Road in the City of Menifee. KOLA Radio was once again involved, with pre-promotion and on-site broadcasting on the day of the event. WRCOG distributed funnels, shop rags and information materials for DIYers. Residents exchanged 44 oil filters and 144 collection containers were distributed to attendees.

The Used Oil Program recently participated in three large regional events and car shows: the Riverside Show and Go in Downtown Riverside on April 23, 2016, the Motte Museum Car Show in Menifee on April 30, 2016, and the Calimesa Street Fair on May 7, 2016. Numerous oil containers along with DIY materials were provided for attendees. Staff gave out DIY materials for oil changes along with program information.



Miniatures and Vendor Display at the Motte Museum Car Show in Menifee, where over 200 oil containers were provided for attendees.

Future Used Oil Events: Upcoming events include the Annual City of Murrieta Father's Day Car Show at California Oaks Sports Park on Sunday, June 19, 2016, from 8:00 a.m. to 2:00 p.m. The Park is located at 40550 California Oaks Road in Murrieta. WRCOG will also participate in the Banning Disaster Preparedness Expo and Backpack Giveaway on Saturday, July 23, 2016, at 789 N. San Geronio Avenue in Banning from 9:00 a.m. to 1:00 p.m. Regional radio stations will be accompanying WRCOG staff at these events. To request an event be scheduled for your jurisdiction please contact WRCOG Intern Melody Botello, at botello@wrcog.cog.ca.us.

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: AB 939 Electronic Annual Reports Update

Contact: Dolores Sanchez Badillo, Staff Analyst, badillo@wrcog.cog.ca.us, (951) 955-8306

Date: June 15, 2016

AB 939 Electronic Annual Reports (EAR) Update

The EAR describes the progress a jurisdiction has made in achieving the requirements of the Integrated Waste Management Act (AB 939, Chapter 1095, Statutes of 1989) and the Per Capita Disposal Measurement Act of 2008 (Chapter 343, Statutes of 2008 [Wiggins, SB 1016]). The EAR includes the numbers used to calculate a per capita disposal rate plus all required supporting documentation and attachments of any required documentation to support changes to those numbers. The EAR also includes a status on any planned and/or implemented solid waste diversion programs and facilities. These reports are due on August 3rd of each year.

As part of the WRCOG Solid Waste Cooperative Program, WRCOG staff prepares the EARs for the Cities of Banning, Calimesa, Corona, Hemet, Lake Elsinore, Murrieta, Norco, Perris, San Jacinto, Temecula, and Wildomar. These reports describe the progress a jurisdiction has made in achieving the requirements of AB 939. They include numbers used to calculate a per capita disposal rate plus all required supporting documentation. It also includes a status report on planned and implemented solid waste, diversion programs and facilities, as well as planned or implemented revisions to approved solid waste documents. WRCOG works with local waste haulers in completing these reports. WRCOG staff will begin to reach out to these jurisdictions, as well as waste haulers, to gather the necessary data to complete the EARs on the member's behalf. The data needed for the 2015 EAR include updates on any program changes, disposal and recycling tonnage, events, and materials that the jurisdiction and the waste haulers use to educate the public. Additionally, a new requirement is to provide an update on how the jurisdiction is implementing its organics recycling program, as mandated by Assembly Bill 1826.

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Recycling Activities Update

Contact: Dolores Sanchez Badillo, Staff Analyst, badillo@wrcog.coq.ca.us (951) 955-8306

Date: June 15, 2016

Recycling Activities

Multi-Family Housing Outreach: As part of a separate contract with the City of Riverside, WRCOG staff provides additional outreach efforts to multi-family complexes to encourage their participation in recycling programs. Recently, staff has met with managers of six apartment complexes in the City to provide recycling information, including *The Complete Guide to Residential Recycling* booklets. Staff has also provided guidelines for recycling opportunities and contact information for the waste haulers that service the complexes.



Elementary School Recycling Assemblies: As part of educating the youth in Western Riverside County about the importance of recycling, WRCOG conducts school assemblies. To date, six Educational Recycling Assemblies were presented that included two assemblies (grades K-5) at Castle View Elementary School, two assemblies (grades 3-5) at the Riverside Montessori Academies, and two assemblies at Riverside's A Growing Place Child Development Center.

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: California Department of Resources Recycling and Recovery (CalRecycle) Update

Contact: Sasha Holland, Specialist I, sasha.holland@calrecycle.ca.gov, (916) 341-6170

Date: June 15, 2016

Requested Action:

1. Receive and file.
-

Sasha Holland, CalRecycle, will provide an overview on activities it is undertaking for 2016. This will also include an update on:

- Electronic Annual Reports 2016
- Assembly Bill 1826 – Organics recycling
- Assembly Bill 341 – Mandatory commercial recycling

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Waste Hauler Update

Contact: Dolores Sanchez Badillo, Staff Analyst, badillo@wrcoq.coq.ca.us, (951) 955-8306

Date: June 15, 2016

Requested Action:

1. Receive and file.
-

This item is reserved for updates to be provided by waste hauler representatives regarding program implementation, disposal issues, contract updates, etc.

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Litter Initiative

Contact: Dolores Sanchez Badillo, Staff Analyst, badillo@wrcog.coq.ca.us, (951) 955-8306

Date: June 15, 2016

Requested Action:

1. Discuss and provide input.
-

Pilot Litter Initiative

Following discussions on a new Litter Initiative, WRCOG has prepared a project summary centered on a pilot program with the City of Lake Elsinore that, if successful, could potentially expand to the creation of a Regional Litter Initiative. The pilot project would focus on the implementation of the following: community education, signage, staffing, collaboration with outside agencies, illegal dumping, and marketing. The City of Lake Elsinore's current Litter Program lends itself as an ideal program to study the problems of littering and illegal dumping. Partnering first with the City of Lake Elsinore will make it easier and to find ways to create sustainable programs that can be modeled in jurisdictions throughout the subregion.

Prior WRCOG Action:

None.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

1. WRCOG Proposed Litter Initiative for the City of Lake Elsinore Pilot Program.

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Item 5.C

Litter Initiative

Attachment 1

WRCOG Proposed Litter Initiative for
the City of Lake Elsinore Pilot
Program

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Western Riverside Council of Governments
Proposed Litter Initiative:
The City of Lake Elsinore Litter Pilot Program
Draft: May 18, 2016

Statement of the Problem

How big of a problem is litter in America? Pretty big, according to Keep America Beautiful (KAB), which estimates that [more than 51 billion pieces of litter land on U.S. roadways each year](#) (that is about 6,700 pieces per mile for, those who insist on a breakdown). Why is there so much litter? Consider this: 75 percent of Americans admit they are litterers.

Litter is not only a big problem; it's a costly one as well. KAB estimates that [litter clean-up costs run at \\$11.5 billion annually in this country](#). In California, [Caltrans alone spent \\$52 million of its limited resources on trash pick-up in 2013](#), collecting enough debris to fill 10,000 garbage trucks (which, if placed end to end would span 50 miles in length). In the Inland Empire, Caltrans spends about \$6 million annually to pick up litter; just look at the amount of trash along our roads at any time and it is clear that \$6 million is not even close to what is needed.

The financial impacts of litter go far beyond the costs of picking it up. The presence of trash in communities affects quality of life, property values and housing prices, and can make prospective businesses think twice about where to locate. Consider these statistics from [Keep America Beautiful](#):

- 93% of homeowners say a littered neighborhood would decrease their assessment of a home's value and influence their decision to purchase a property.
- 40% of homeowners believe that litter reduces home values by up to 24%.
- 36% of business development officials say that litter impacts a decision to locate to a community.
- 55% of realtors think that litter reduces property values by about 9%.
- 60% of property appraisers would reduce a home's value if it was littered.

Concerns about littering are not confined to anti-littering groups. According to [a pricing model conducted by the National Association of Home Builders](#), the presence of litter in a community decreases property values.

Considering the costs of litter clean-up, the negative economic effects that trash has on communities via reduced property values, and potential problems in business attraction, WRCOG and the City of Lake Elsinore are proposing to develop and implement a Pilot Litter Program efforts to address this unsightly problem.

Proposal for a One-Year Pilot Litter Program

Following discussions about a new Litter Initiative with the City of Lake Elsinore, WRCOG has prepared this project summary centered on the development and implementation of a one-year Pilot Program that, if determined to be successful, could eventually expand to other jurisdictions in Western Riverside County as a Regional Litter Initiative. Strategies for reducing litter in local communities are neither complex nor particularly costly – once the net positive impacts related to economic development and quality of life are factored in. The Pilot Program's efforts will be

guided in large part to the findings contained in KAB's "[Littering Behavior in America: Results of a National Study](#)." The study provides a comprehensive examination of the issues related to who litters and what steps can be taken to reduce and/or prevent littering.

The Pilot Program proposes to focus on the following implementation components: **community education, marketing, signage, staffing, collaboration with outside agencies and funding.** Foremost in this Pilot Program will be an emphasis on developing a positive anti-litter campaign that utilizes education and incentives as ways instill community pride, as opposed to negative approaches that attempt to deter litterers with fines, ticketing, and negative signage. It is hoped that positive efforts will help resolve the problems much faster and for the long term, and set the state for potential regional application. The following is an general outline of the approach that Lake Elsinore and WRCOG staff would follow to achieve goals of making our region a cleaner, more beautiful place to live, work and play. Perhaps most importantly, this Program will work towards injecting a sense of pride and ownership within our communities.

1. Community Education Events and Activities
 - School assemblies, litter-focused curriculum and presentations
 - "Coffee with the Mayor" or with councilmembers
 - Junior High and High School Leadership Programs
 - Art contests with elementary school students/Lake Elsinore Valley Chamber of Commerce
 - Focused promotion of the City's current bulky item pick up opportunities with CR&R Environmental Services
2. Marketing
 - Program Branding and Signage
 - Social Media presence(Facebook, Twitter, Snapchat, Vine, Vimeo,
 - Magazines and other print media (Chamber of Commerce, assembly and senate newsletters, fillers on billing materials,etc.
 - Radio and cable spots
 - Press Releases on upcoming events
 - Good citizen stories
 - Incentives from sponsors to be provided at community clean up events, etc.
 - Billboards
 - Storm
3. Signage
 - Adopt A Highway sponsorship
 - Design signage (possibly Crowdsourcing it) for citywide use as determined by City.
 - Additional signs / banners to advertise and promote upcoming clean up events
 - "On location" banners during clean up events
4. Staffing

WRCOG staff, City of Lake Elsinore staff, community volunteers, LEUSD school district coordinator, and student volunteers

5. Collaboration with Outside Agencies

Waste haulers may already have requirements within their city contracts involving clean-up programs. There may be some that include litter abatement which could be worked into community Clean-up Programs. In addition, waste haulers may be able to provide some staffing for Community Clean-ups.

Potential provision of additional receptacles

Waste haulers and other agencies such as water districts or energy companies could be asked to be involved in other areas as well, including sponsoring certain aspects of the program in turn for advertising and promotion opportunities in their communities.

6. Receptacles

- Identify areas where additional receptacles are needed
- Work with RTA
- Seek funding through grants, sponsor donations, local hauler for purchases
- Test “receptacle sensors” to see if city efficiencies can be improved

7. Funding

WRCOG could offer funding and/or staff support with approval by the Executive Committee to support the activities listed above.

Next Steps

- Review with City of Lake Elsinore staff, refine and make assignments
- Develop budget , timeframe and deliverables
- Seek input /direction/ approval from Lake Elsinore Council and WRCOG Executive Committee

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Murrieta Community Garden

Contact: Julia Rogoff, Director of Community Outreach, gobnnas.julia@yahoo.com, (951) 440-5478

Date: June 15, 2016

Requested Action:

1. Receive and file.
-

This item is reserved for a presentation from Julia Rogoff, Director, and Michael Dooty, Farm Director, of Murrieta's Cultivating Inclusion Farm on the Murrieta Community Garden.

Prior WRCOG Action:

April 20, 2016: The WRCOG Solid Waste Committee received report.

WRCOG Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.