



Western Riverside Council of Governments Solid Waste Committee

AGENDA

**Wednesday, May 20, 2026
1:00 PM**

**Western Riverside Council of Governments
1955 Chicago Avenue
Riverside, CA 92507**

Remote Meeting Locations:

**Banning Civic Center
99 East Ramsey Street
Banning, CA 92220**

**City of Lake Elsinore
Conference Room A
130 S. Main Street
Lake Elsinore, CA 92530**

**City of Menifee
CSD Conference Room
29995 Evans Road
Menifee, CA 92586**

**City of Murrieta
City Manager's Conference Room - 2C
1 Town Square
Murrieta, CA 92562**

Members of the public are welcome to participate remotely from any location. Committee member participation is limited to locations that are listed on the published agenda.

[Public Zoom Link](#)

Meeting ID: 883 2408 5884

Passcode: 834150

Dial in: 669 444 9171 U.S.

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in the Solid Waste Committee meeting, please contact WRCOG at (951) 405-6706. 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 1955 Chicago Avenue, Suite 200, Riverside, CA, 92507.

In addition to commenting at the Committee meeting, members of the public may also submit written comments before or during the meeting, prior to the close of public comment to lfelix@wrcog.us. To ensure distribution to Committee members prior to the meeting, please submit comments no later than two hours before the meeting is scheduled to begin. Public comments will also be accepted in person and via Zoom during the meeting.

Any member of the public requiring a reasonable accommodation to participate in this meeting in light of this announcement shall contact Lucy Felix 72 at least hours prior to the meeting at (951) 405-6706 or lfelix@wrcog.us. Later requests will be accommodated to the extent feasible.

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

1. CALL TO ORDER (Jacqueline Zukeran, Chair)

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENT

At this time members of the public can address the Committee regarding any items within 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.

5. 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. Action Minutes from the February 18, 2026, Solid Waste Committee Meeting

Requested Action(s):

1. Approve the Action Minutes from the February 18, 2026,

6. REPORTS / DISCUSSION

Members of the public will have an opportunity to speak on agendized items at the time the item is called for discussion.

A. ReCollect Update and Outlook

Requested Action(s): 1. Receive and file.

B. Senate Bill 1053 - Carry Out Bag Prohibitions and Implementation

Requested Action(s): 1. Receive and file.

C. Self-Hauling Under SB 1383: Regulatory Framework and Local Implementation

Requested Action(s): 1. Receive and file.

D. Electronic Annual Reports Activities Update

Requested Action(s): 1. Receive and file.

E. Love Your Neighborhood Program Activities Update

Requested Action(s): 1. Receive and file.

7. ITEMS FOR FUTURE AGENDAS

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

8. GENERAL ANNOUNCEMENTS

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

9. NEXT MEETING

The next Solid Waste Committee meeting is scheduled for Wednesday, September 16, 2026, at 1:00 p.m., in WRCOG's office at 1955 Chicago Avenue, Riverside.

10. ADJOURNMENT

Solid Waste Committee

Action Minutes

1. CALL TO ORDER

The meeting of the WRCOG Solid Waste Committee was called to order by Vice-Chair, Jacqueline Zukeran at 1:04 p.m. on February 18, 2026, in WRCOG's office.

2. PLEDGE OF ALLEGIANCE

Vice-Chair Zukeran led the Committee members and guests in the Pledge of Allegiance.

3. ROLL CALL

- City of Banning - Alexa Esparza
- City of Beaumont - Siomara Giroux
- City of Corona - Jacqueline Zuckeran (Chair)
- City of Eastvale - Simone Blackwell
- City of Hemet - Dan Cortese
- City of Jurupa Valley - Abigail Gomez
- City of Lake Elsinore - Nicole McCalmont
- City of Menifee - Kori Jones*
- City of Moreno Valley - James Delgado
- City of Murrieta - Pedro Cevallos
- City of Perris - Liset Hernandez
- City of San Jacinto - Ruth Montoya
- City of Temecula - Rebecca Kiser
- City of Wildomar - Daniel Torres

*Arrived after Roll Call

Absent:

- City of Calimesa
- City of Canyon Lake
- City of Riverside
- County of Riverside

4. PUBLIC COMMENTS

There were no public comments.

5. CONSENT CALENDAR

RESULT:	APPROVED AS RECOMMENDED
MOVER:	Jurupa Valley
SECONDER:	Perris
AYES:	Beaumont, Corona, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Perris, San Jacinto, Temecula
ABSTAIN:	Banning, Wildomar

A. Action Minutes from the September 17, 2025, Solid Waste Committee Meeting

Action:

1. Approved the Action Minutes from the September 17, 2025, Solid Waste Committee meeting.

6. REPORTS / DISCUSSION

A. CalRecycle Enforcement Activities Update

Action:

1. Received and filed.

B. Legislative Update

Action:

1. Received and filed.

C. Residential and Commercial Solid Waste Rate Survey

Action:

1. Received and filed.

7. ITEMS FOR FUTURE AGENDAS

The City of Menifee asked for an overview of jurisdiction requirements to enforce the plastic bag ban.

The City of Jurupa Valley asked for a discussion on self haulers regarding commercial and residential enforcement and violations.

8. GENERAL ANNOUNCEMENTS

Dr. Olivia Sanchez announced that the City of Corona will be hosting a Household Hazardous Waste event March 14 - 15, 2026. A Sustainability Summit will take place April 8, 2026, at the Riverside Convention Center.

9. NEXT MEETING

The next Solid Waste Committee meeting is scheduled for Wednesday, May 20, 2026, at 1:00 p.m., in WRCOG's office located at 1955 Chicago Avenue, Riverside.

10. ADJOURNMENT

The meeting was adjourned at 2:18 p.m.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: ReCollect Update and Outlook

Contact: Dr. Olivia Sanchez, DPA, WRCOG Program Manager, osanchez@wrcog.us (951) 405-6721

Date: May 20, 2026

Recommended Action(s):

1. Receive and file.

Summary:

ReCollect is an educational tool that helps residents and businesses properly dispose of solid waste through an interactive online widget and mobile app. The program, offered at no cost to WRCOG's Solid Waste Committee members, was designed to reduce calls to city staff, provide insight into waste trends, and improve regional diversion rates. Since 2022, participation has steadily declined while costs have continued to rise. Although ReCollect has provided valuable data and outreach benefits, the increasing cost no longer justifies continued use. WRCOG will maintain the program through 2026 as a final transition year before considering a phase-out.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update of the current ReCollect activities. This effort aligns WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments) and Goal #6.3 (Continuing to support the Solid Waste & Recycling Program).

Discussion:

Background

The waste diversion goals established by the State of California through legislation, including Assembly Bill (AB) 939, AB 341, AB 1826, and Senate Bill 1383, require local jurisdictions to implement strategies that encourage recycling among residents and businesses, as well as the proper collection of organic waste. To address these requirements on a regional level, WRCOG formed the Solid Waste Committee (SWC), composed of participating member agencies.

In 2018, the ReCollect educational platform was launched to assist member jurisdictions in providing collection information and to help their residents, businesses, and waste haulers properly dispose of

solid waste. The toolbar includes three main components: the Collection Calendar, which lists pickup dates for trash, recycling, and organics based on an inputted address; the Waste Wizard, a searchable database that identifies proper disposal locations for specific materials; and the Waste Sorting Game, an interactive drag-and-drop activity that teaches users which materials belong in each bin or should be taken to a local facility. ReCollect is provided as a simple “widget,” allowing cities to easily embed the tool on their respective website, where it promotes correct sorting behavior, enhances public education, and supports regional waste-diversion goals. Staff has provided nine presentations/updates to the Solid Waste Committee since the implementation.

Present Situation

Staff have noted that platform costs have been increasing. The cost for services has increased nearly 47%, rising from \$12,313 (2022) to \$18,060 (2026 - the next billing cycle). Despite this steady escalation, participation metrics through the ReCollect platform have shown a consistent decline across nearly every engagement category.

From 2022 to 2025, the number of new addresses decreased by 57%, dropping from 1,909 to 827, while service schedule views fell nearly 74%, from 23,206 to 6,152. Similarly, first-time visitors declined by more than 70%. It is important to note that existing or returning users are not counted in these metrics, meaning the reported data reflects only new households or users engaging with the platform for the first time. While overall web usage remains dominant, a modest increase in mobile app access has been observed, suggesting incremental shifts in user behavior rather than true growth in participation. During this same period, the cost per engagement (new address) rose sharply from \$6.45 per user in 2022 to approximately \$19.15 per user in 2025, a nearly threefold increase. Although SWC dues have also increased, the cost of maintaining the ReCollect service continues to rise more quickly. Based on the recent trend of approximately 11% annual cost growth from 2024–2026, projected expenses could reach:

- \$20,046 in 2027, and
- \$22,251 in 2028.

Annual costs could exceed \$22,000 by 2028, even as participation levels remain stagnant or continue to decline:

Year	New Addresses	% Change (Vs. Previous Year)	Schedule Views	First Time Visitors	Program Cost	Cost per New Address
2022	1,909	-0%	23,206	6,820	\$12,313.08	\$6.45
2023	1,139	-40.3%	10,960	2,986	\$13,046.36	\$11.45
2024	987	-13.3%	8,122	2,307	\$13,848.00	\$14.03
2025	827	-16.2%	6,152	1,999	\$15,842.52	\$19.15

WRCOG staff proposes maintaining the ReCollect program for the remainder of the year to allow jurisdictions more time to evaluate and fully utilize its available functions. Some member agencies may not have fully integrated or promoted the platform’s tools within their local outreach, which could have limited resident engagement.

During this extension period, WRCOG will work directly with interested jurisdictions to assess platform performance, identify practical uses, and determine whether continued participation aligns with each

community's outreach goals. This approach supports WRCOG's commitment to providing regional solutions that are both effective and actively utilized by member agency constituents.

By maintaining the program through 2026, WRCOG will also have the opportunity to reassess the program's value in light of potential legislative directives, technological shifts, or other mitigating circumstances that may influence future communication and compliance needs across the region.

Prior Action(s):

February 21, 2024: The Solid Waste Committee received and filed.

Financial Summary:

Activities related to ReCollect are included in the Fiscal Year 2025/2026 Agency Budget under the Solid Waste Program (1038) in the General Fund (110).

Attachment(s):

None.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Senate Bill 1053 - Carry Out Bag Prohibitions and Implementation
Contact: Dr. Olivia Sanchez, Program Manager, osanchez@wrcog.us, (951) 405-6721
Date: May 20, 2026

Recommended Action(s):

1. Receive and file.

Summary:

Senate Bill (SB) 1053 (2024) strengthens California's prior plastic bag law (SB 270) by eliminating all plastic carryout bags at checkout, which was effective January 1, 2026, and replacing earlier allowances for thicker "reusable" plastic bags. The law establishes a uniform statewide standard requiring retailers to provide only recycled paper bags (for a minimum \$0.10 fee) or to allow customer-provided reusable bags. Enforcement is led primarily by local jurisdictions and supported by state agencies. Implementation is in an early phase across WRCOG jurisdictions, with enforcement expected to be integrated into existing programs and expanded over time through updated ordinances, outreach, and compliance efforts.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update on legislation affecting WRCOG member agencies. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments) and Goal #6.3 (Continuing to support the Solid Waste & Recycling Program).

Discussion:

Background

California has regulated single-use plastic carryout bags for over a decade, beginning with SB 270 (2014), which established a statewide prohibition on lightweight plastic bags at grocery stores and certain retailers. SB 270 allowed the continued use of thicker plastic bags labeled "reusable" and of recycled paper bags, both subject to a minimum charge of \$0.10. While the law reduced the distribution of thin plastic bags, subsequent data and waste characterization studies indicated that allowing thicker plastic bags led to continued plastic waste generation and did not fully achieve the State's litter reduction goals.

In response, the Legislature adopted SB 1053 (2024), which strengthens and updates the State's carryout bag requirements. Effective January 1, 2026, SB 1053 eliminates the allowance for plastic carryout bags at checkout, including those previously marketed as reusable. While SB 1053 does not outright repeal SB 270, it effectively replaces its operative provisions with a more stringent statewide standard.

Present Situation

As of January 1, 2026, SB 1053 governs carryout bags in California, establishing a uniform statewide prohibition on the distribution of plastic carryout bags at the point of sale. Retail establishments subject to the law, including grocery stores, convenience food stores, and large retailers with pharmacies, may no longer provide plastic bags to customers. Instead, allowable alternatives are limited to recycled paper bags that meet State standards for recycled content and durability, or to customer-provided reusable bags. Consistent with prior law, retailers must continue to charge a minimum of \$0.10 per recycled paper bag. This updated framework represents a policy shift from regulating the type of plastic bags allowed to eliminating plastic carryout bags altogether at checkout.

Enforcement authority under SB 1053 remains consistent with the structure established under prior law and is shared between local and state entities. Cities and counties retain primary responsibility for implementation and enforcement within their jurisdictions, while state agencies, including CalRecycle and the California Attorney General, provide oversight, guidance, and enforcement support. A person can report violations to the California Attorney General's Office using its online reporting form, or to their local District Attorney, City Attorney, or City Prosecutor's office where the violation occurred.

Local Enforcement Mechanisms: Jurisdictions may enforce SB 1053 through a combination of inspection, compliance, and education-based approaches. This includes conducting routine or complaint-based inspections of retail establishments to ensure adherence to bag prohibitions and pricing requirements, and issuing administrative citations and civil penalties for violations, including escalating fines for repeat non-compliance. In addition, agencies are encouraged to support implementation through education and outreach by providing guidance to retailers, conducting awareness campaigns, and prioritizing voluntary compliance, particularly during the initial phases of implementation.

Implementation Review: Implementing SB 1053 will require jurisdictions to update local ordinances, enforcement protocols, and outreach materials to align with the elimination of all plastic carryout bags. Agencies that previously adopted more stringent local ordinances may continue to enforce those provisions, provided they remain consistent with the updated State framework. Coordination with regional partners and CalRecycle will be important to ensure consistent messaging and enforcement approaches across jurisdictions. In addition, implementing these requirements supports broader local objectives, including litter reduction, waste diversion, and compliance with stormwater Municipal Separate Storm Sewer System permit requirements.

A review of WRCOG member agencies indicates there is currently limited evidence of local ordinance updates or formal enforcement programs specifically tied to SB 1053. This is consistent with the law's structure as a self-implementing statewide requirement that does not require local adoption for enforcement. Most agencies appear to be in an early implementation phase, relying on state-law authority, integrating compliance into existing code enforcement or environmental health programs, and prioritizing education and outreach. As SB 1053 only became effective on January 1, 2026, more formal local updates and enforcement activities are expected to emerge over time.

Prior Action(s):

None.

Financial Summary:

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

Attachment(s):

None.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Self-Hauling Under SB 1383: Regulatory Framework and Local Implementation
Contact: Dr. Olivia Sanchez, Program Manager, osanchez@wrcog.us (951) 405-6721
Date: May 20, 2026

Recommended Action(s):

1. Receive and file.

Summary:

Senate Bill (SB) 1383 establishes a statewide framework that requires jurisdictions to ensure organic waste diversion and allows self-hauling as an optional compliance pathway, subject to strict requirements for source separation, delivery to authorized facilities, and recordkeeping. Several member agencies have implemented explicit self-hauler provisions with consistent requirements. Although agencies must regulate self-haulers through their enforcement mechanisms, self-hauling is not required, which contributes to variability in its implementation across the subregion.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update on self-hauling and SB 1383 (Organic Waste Reduction) regulations affecting WRCOG member jurisdictions. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments) and Goal #6.3 (Continuing to support the Solid Waste & Recycling Program).

Discussion:

Background

Under SB 1383, California established a comprehensive regulatory framework to reduce organic waste disposal and methane emissions, requiring jurisdictions to ensure that all organic waste generators participate in compliant collection or diversion systems. Within this framework, self-hauling is recognized as an allowable alternative to subscribing to franchised collection services, provided that specific regulatory requirements are met.

SB 1383 regulations require jurisdictions to adopt enforceable mechanisms, such as ordinances or policies, that apply to generators, haulers, and self-haulers alike to ensure compliance with organic waste diversion mandates. These regulations place responsibility on jurisdictions to oversee and document compliance, including maintaining records of hauler programs and any requirements

associated with self-hauling activities.

Self-haulers (typically businesses, property owners, or landscapers transporting their own waste) must comply with several key requirements set forth in the regulations. These include source separation of organic waste, ensuring materials are properly sorted before transport; delivery of organic waste to permitted or authorized facilities or operations capable of recovery; and recordkeeping requirements, including maintaining receipts, weight tickets, and documentation verifying proper disposal or diversion. These records must be made available to jurisdictions or enforcement agencies upon request and are part of the broader compliance documentation requirements under SB 1383.

Importantly, the regulations treat self-hauling not as an exemption from compliance but as an alternative compliance pathway that must achieve the same diversion outcomes as standard collection services. This reflects the broader intent of SB 1383 to ensure that all organic waste, regardless of transport method, is diverted from landfill disposal and directed toward recovery processes such as composting or anaerobic digestion.

Present Situation

Across WRCOG member agencies, several have incorporated explicit self-hauler provisions into their SB 1383-compliant ordinances and programs, reflecting a consistent regional approach to managing this alternative compliance pathway. The clearest confirmed agencies with explicit local self-hauler requirements are *the Cities of Banning, Canyon Lake, Corona, Eastvale, Menifee, Moreno Valley, Murrieta, Temecula, and the County of Riverside*. These agencies have adopted enforceable mechanisms that recognize self-hauling as an allowable option while ensuring it meets the same diversion and accountability standards as franchised collection services.

Among those confirmed agencies, the core requirements are largely consistent: source separation of recyclables and organics, delivery to an authorized recovery / processing facility or a high-diversion facility, and recordkeeping for commercial self-haulers. Some jurisdictions go further and use self-hauler permits, periodic receipt submittals, or city-requested reporting. In practice, this means businesses or entities electing to self-haul must demonstrate that materials are properly separated at the source, transported to appropriate facilities capable of recovery, and documented through receipts or weight tickets that can be reviewed upon request.

Other WRCOG member agencies appear to reference self-hauling within their broader SB 1383 programs; however, detailed public-facing materials outlining specific self-hauler provisions, permitting processes, or enforcement mechanisms were not readily available at the time of this writing. This suggests that while self-hauling is acknowledged regionally, it is not always operationalized through clearly defined or publicly accessible program elements.

Importantly, while SB 1383 requires jurisdictions to include provisions regulating self-haulers in their enforceable mechanisms, self-hauling itself is not mandated and instead serves as an allowable compliance pathway. Agencies must provide organic waste collection services and ensure compliance with diversion mandates; however, generators may self-haul in lieu of subscribing to collection services, provided they meet all applicable requirements. As such, jurisdictions are not required to develop standalone self-hauler programs, which helps explain the variability in how self-hauling is addressed across WRCOG member agencies.

Prior Action(s):

None.

Financial Summary:

Activities related to SB 1383 are included in the Agency's adopted budget for Fiscal Year 2025/2026 under the Solid Waste Fund (130).

Attachment(s):

None.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Electronic Annual Reports Activities Update
Contact: Mei Wu Nguyen, WRCOG Analyst I, mwu@wrcog.us, (951) 405-6734
Date: May 20, 2026

Recommended Action(s):

1. Receive and file.

Summary:

The Electronic Annual Report (EAR), administered by CalRecycle, is an annual reporting requirement that allows member agencies to demonstrate compliance with state waste management laws while tracking progress in waste reduction and program implementation. Cities must report disposal and diversion data, as well as detailed information on recycling, organics, and Senate Bill (SB) 1383 compliance programs. WRCOG supports participating member agencies by preparing EARs, coordinating with agencies and haulers, and streamlining data collection, with current efforts focused on updating tools, incorporating upcoming reporting changes, and ensuring timely submission by the August 1, 2026, deadline.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update on upcoming activities related to the EARs. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments).

Discussion:

Background

California's waste diversion goals (Assembly Bill (AB) 939, AB 341, AB 1826, AB 827, and SB 1383) require local jurisdictions to implement techniques that promote resident and business recycling and organic recycling. To address these measures regionally, WRCOG formed the Solid Waste Committee (SWC), which is comprised of participating WRCOG member agencies.

The EAR is an annual reporting requirement administered by CalRecycle that serves as a main reporting platform for Cities to demonstrate compliance with California's waste management laws, including the Integrated Waste Management Act (AB 939), the Per Capita Disposal Measurement Act, and SB 1383. Submitted each year by August 1 and covering the previous calendar year, the EAR functions as both a

self-assessment and data reporting tool, tracking a jurisdiction's progress in reducing waste and implementing required programs.

Cities are required to report disposal and diversion data, including per capita disposal rates, as well as detailed information on the implementation of recycling, organics, and waste reduction programs. The report also includes updates on SB 1383 compliance, such as organic waste collection systems, contamination monitoring, education and outreach efforts, edible food recovery programs, procurement of recycled organic products, and enforcement activities. In addition, jurisdictions must document relevant ordinances, infrastructure capacity, hauler and facility information, and overall program effectiveness, providing CalRecycle with the data necessary for statewide planning, oversight, and compliance evaluation.

On an annual basis, WRCOG staff prepares EARs on behalf of member agencies that have requested this service. Staff conducts one-on-one meetings with each participating member agency and its respective hauler(s) to provide an overview of the reporting timeline and required information. Staff also developed a Google Sheets checklist that allows member jurisdictions and haulers to review previously submitted data and make updates simultaneously, ensuring that all parties can provide necessary revisions well in advance of the submission deadline.

Present Situation

Staff is currently updating the existing Google spreadsheet to further streamline the data collection process and enhance usability for member agencies and haulers. Staff will attend the EAR overview webinar hosted by CalRecycle to identify any updates to this year's reporting requirements and incorporate those changes into the spreadsheet. The webinar is tentatively scheduled for June, and staff will follow up with member agencies once the date is confirmed and registration becomes available. Staff will schedule meetings in May with member agencies and their respective haulers to review timelines and expectations. The goal is to collect the majority of required data by early July, allowing sufficient time for both the member agency and hauler to review and make any necessary revisions prior to the submission deadline. The 2025 EAR will be released to jurisdictions on June 15, 2026. The EAR is due Monday, August 3, 2026.

WRCOG staff will provide any SWC member with information they may need to complete their own EAR if they choose to do so.

Prior Action(s):

None.

Financial Summary:

This item is for informational purposes only; therefore, there is no fiscal impact. Solid Waste and Recycling Program activities are included in the Agency's adopted Fiscal Year 2025/2026 Budget under the Environmental Department under Fund 130 (Solid Waste Fund). Funding for this Program comes from member dues for those member agencies which elect to participate in the Solid Waste Committee.

Electronic Annual Reporting is included in the member dues for those member agencies that request WRCOG to prepare and submit the Electronic Annual Report on their behalf.

Attachment(s):

None.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Love Your Neighborhood Program Activities Update
Contact: Mei Wu Nguyen, Analyst I, mwu@wrcog.us, (951) 405-6734
Date: May 20, 2026

Recommended Action(s):

1. Receive and file.

Summary:

The Love Your Neighborhood (LYN) Program continues to engage Riverside County communities through education, resource distribution, and volunteer-driven cleanup efforts that support environmental stewardship and regulatory goals. Recent outreach has reached thousands of students while equipping residents with tools to take independent action, alongside large-scale community participation in cleanup activities. Collectively, these efforts demonstrate sustained community involvement and measurable progress in maintaining cleaner neighborhoods.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update of past and current LYN activities in the WRCOG subregion of western Riverside County. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments).

Discussion:

Background

The LYN Program was established in March 2021 as a collaborative effort between WRCOG and the Riverside County Flood Control and Water Conservation District. The Program supports marketing and awareness of illegal disposal and littering using online platforms. Program goals include quantifiable results tracking litter removal, increased pollution prevention, meeting objectives with the Municipal Separate Storm Sewer System Permits, and complying with California mandates related to solid waste, recycling, and household hazardous waste, which aligns with WRCOG's Energy & Environmental Department programs.

The Program was extended for three years through June 2027 with funding from the Riverside County Flood Control and Water Conservation District. The Program receives \$50,000 each year to administer throughout the subregion of western Riverside County and to support efforts in the eastern section of

Riverside County in collaboration with the Coachella Valley Association of Governments and its member cities. Funding helps provide materials for communities to complete successful clean-up events organized by a local government agency or community members.

Present Situation

The Program is focused on reducing litter, promoting recycling, and managing hazardous waste to enhance neighborhood cleanliness and safety. It aims to raise awareness about pollution's environmental impact through community education and outreach, empowering cities, groups, and residents to organize cleanup events. The Program provides necessary materials to eliminate barriers to participation and foster community pride and responsibility. Additionally, it tracks data on pollutants removed during cleanups to support state stormwater compliance and measure impact. The Program spans 27 cities and three major watersheds in Riverside County, promoting local cleanup efforts and resident involvement. The Program website is www.loveyourneighborhood.us.

The Program employs various outreach strategies to engage the community and promote environmental stewardship. Social media is used to share updates and encourage participation. WRCOG staff provides tabling and outreach booths at local events, providing residents with information and opportunities to get involved. Presentations to schools and community groups educate on environmental protection, and collaborations with cities help coordinate and promote cleanup events. The Program's website is a central hub for resources and event details, and strong partnerships with organizations and businesses further amplify the reach and impact. Cleanup events are the core activity, bringing communities together to improve their environment.

Partnerships are essential to expanding the reach and impact of the Program. Collaborations with member agencies, EcoHero, Riverside County libraries, and local Scout troops have strengthened community engagement and environmental stewardship across the region. One key outcome of these partnerships is the Do-It-Yourself (DIY) Cleanup Kit model, successfully piloted in the City of Corona, which enables residents to request free, ready-to-use kits and organize cleanups on their own schedule. This approach is easy to replicate at no cost to partner cities, helps address staffing capacity limitations, extends beautification efforts beyond annual or biannual events, and fosters community pride by empowering residents to take ownership of their neighborhoods. The DIY kits include essential materials, such as trash pickers, gloves, personal protective equipment, and trash bags, and are typically distributed from a central location, such as City Hall.

Partner cities are also provided with customizable tools, including kit request and post-cleanup reporting templates, to support streamlined implementation and data tracking. Beyond the DIY model, these partnerships also support complementary efforts, including customized educational presentations for students, integrating LYN messaging into programs like local library summer reading initiatives, and volunteer recognition opportunities, such as Scout badges for cleanup participation. Together, these efforts raise the Program's visibility and show a commitment to cleaner, healthier communities.

Between July 2025 and May 2026, 14 school presentations were delivered to elementary schools, reaching over 3,400 students, and more than 100 DIY cleanup kits were distributed to empower residents. Events held throughout the region totaled over 1,000 volunteers. Staff also provided materials for eight cleanup events and hosted two outreach booths. These efforts highlight the Program's success in engaging the community, promoting environmental stewardship, and making measurable improvements to the local environment.

Prior Action(s):

None.

Financial Summary:

This item is for informational purposes only; therefore, there is no fiscal impact. Activities related to Love Your Neighborhood Program are included in the Fiscal Year 2024/2025 budget under the Solid Waste Program (1038) in the Solid Waste Fund (130).

Attachment(s):

None.