

HF&H Emerging Issues Summit **Agenda**



Timing	Task/Presentation
9:00-9:45AM	Check-In and Networking
9:45-10:00AM	Attendees to find seats
10:00-10:10AM	Welcome & Purpose
10:10-10:45AM	SB 1383 In Action: Measuring Success & Navigating Compliance
10:45-11:00AM	Break
11:00-11:30AM	SB 54 & the Future: Legislation, Information, and Organization
11:30-12:00PM	Fireside Chat - Proposition 218 & 26 Court Cases
12:00-1:00PM	Lunch & Networking
1:00-1:15PM	Cost Trends and Rate Projections: From Inputs to Impact
1:15-1:30PM	Zero Emission Vehicles: Where the Rubber Meets the Road
1:30-1:45PM	Regulatory Roundup: Tracking Trends & Shaping EPR's Future
1:45-2:00PM	CBSM Unpacked: Designing Outreach That Works
2:00-2:05PM	Closing Remarks
2:05-3:00PM	Networking Reception





SB 1383 In Action: Measuring Success and Navigating Compliance

Presented by: Haley Kunert, April Hamud, and Colleen Foster



Agenda Ready, Set, Action!



- SB 1383 Overview (Report Card Check-In)
- JACE Reviews and Insights
- SB 1383 Analyses: ROWP and Contamination





SB 1383
Overview
Report Card
Check-In

SB 1383 Report Card Key

What Color Will Appear the Most?



Going Strong!

Room For Improvement...

Action May Be Recommended!

Opportunities for the Future!

SB 1383 Elements Quick Refresher and Overview Grade



Collection & Processing

Contamination Monitoring

Education and Outreach / Food Waste Prevention

C&D / MWELO

Edible Food Recovery Recycled
Content and
Paper
Procurement

Recovered
Organic Waste
Products (ROWP)
Procurement

Implementation Record Reporting and Recordkeeping

Capacity Planning

Enforcement

JACE Compliance Review

SB 1383 Collection Programs



Organics,
Recycling, and
Solid Waste
Collection Systems

Mandatory Collection Universal Enrollment Monitoring

Compliance Reviews Recordkeeping and Monitoring

Container Labels and Colors

Vehicles and Container Modifications

SB 1383 Collection Programs



Collection Program Type	Count Statewide
3+ Container	9
3-Container	478
2-Container	5
1-Container	4
Multiple	9
Data Unavailable	<u>112</u>
Total	617

3-CONTAINER GARBAGE COLLECTION Widely Implemented Throughout the State



Education and Outreach

Past, Present, and Future



Standard
Education
(Mailers and
Brochures)

Social Media

Community Based Social Marketing

Events, Workshops, and Tabling

Technical Assistance Tailored Engagement

Influencers

Business License Enclosure Plan Review

CalGreen and MWELO Implementation and Documentation





California Green Building Standards Code



Model Water Efficient Landscape Ordinance

Edible Food Recovery

EFR In Action



Edible Food Generators (EFGs) Food Recovery Organizations (FROs)

Software

EFG and FRO Inspections

Capacity Building

Recordkeeping

Funding

Food Waste Prevention

Recycled Content Paper

Environmentally Preferred Purchasing Policies and More!



Purchasing Policy

Writing and Paper Products

Recordkeeping/ Documentation

Vendors

Inspect and Enforce Compliance

When education is not enough!



Technical Assistance

Inspections

Enforcement

Notice of Violation (NOV)
/ Citations

Staffing

Personal Safety

Regional Inspection Opportunities

Recordkeeping in Action

Records & Data



Implementation Record (IR)

Program Descriptions

Development and Maintenance

Digital Systems and Shared Folders

Table of Contents
- Key to Finding
Stuff

Electronic Annual Report (EAR)



JACE Reviews and Insights

JACE Compliance Evaluation In Action Strategies for How to Proceed



Prepare

CalRecycle Engagement (LAMD)

Informal JACE Notice

City/Service Provider Engagement

Formal IR Request

Site Visit

Self Diagnose/ Resolve Draft
Compliance
Evaluation
(CE)

Final CE/NOV

Prepare Now by Checking for Gaps

Diagnostic of an Implementation Record



Options for Checkup

- CalRecycle LAMD
- Internal staff analysis
- Contract audits
- Consultants
 - Gap Analysis
 - IR Day Audit
 - IR Virtual Review



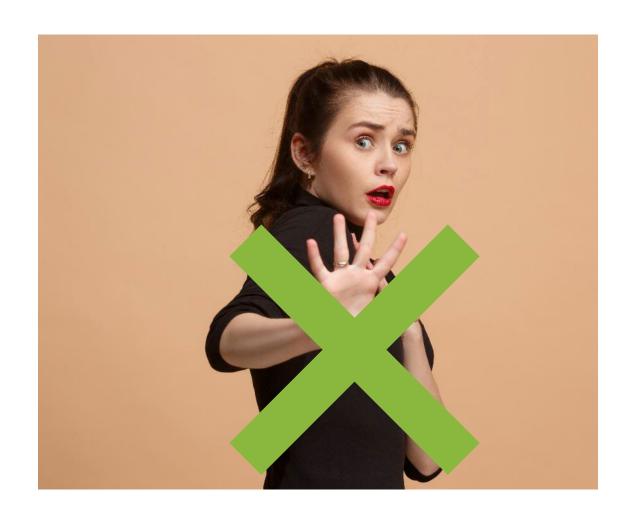


You Got the Notice: Jump in



It's Upon Us: Embrace it







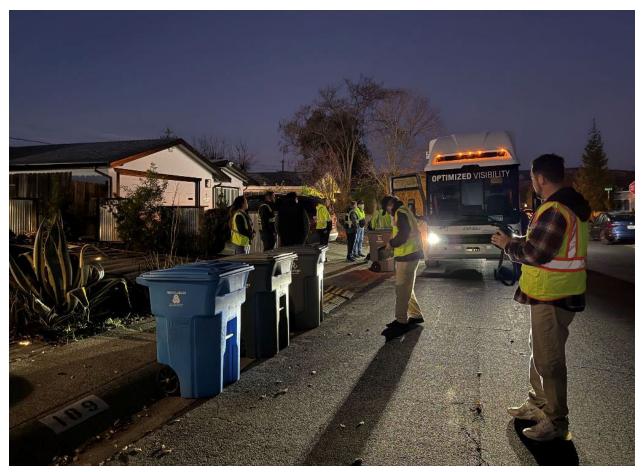


Site Visit Prep: Wash Your Dirty Laundry in Public



Site Visit in Action







Enforcement Timeline





*Image Adapted from the CalRecycle JACE Enforcement Timeline Presentation

What Can You Do?

- Close your gaps
- Stop stressing over time time is on your side
- Take advantage of the slowness



JACE Common Findings:

- Generator Subscription
- Missing/Unclear Documentation
- In the Weeds
- Route Reviews
- ROWP (AB 1985 vs. SB 1383)





SB 1383 Analyses: ROWP and Contamination

ROWP Procurement

Teamwork Makes the Dream Work



AB 1985

(30% ROWP Target in 2023, 65% in 2024, 100% in 2025)`

Direct Use and Giveaways

Direct Service Provider (DSPs)

Procurement Compliance Attributes (PCAs) AB 2902/2346
Expanded
Procurement
Efforts

Recovered Organic Waste Products (ROWP) Market Update



AB 2346, AB 2902, and more

Broker Costs (2025 Compliance)

- Electricity or RNG PCAs: \$9+/ROWP ton (Negotiable)
- Compost: \$9 to \$17/ROWP ton (\$15 \$29/Compost Ton)

Investments in Community Composting or Spreading Equipment:

\$21.38/ROWP ton (Up to 10% of ROWP Target)

Waste Characterization and ROWP Cost Savings

- StopWaste (Alameda County)
 - CalRecycle approved 0.027 ROWP ton per capita (66% Reduction)
 - Estimated ROWP Cost Savings of approx. \$1 million/yr (\$5 million for 5-years)



This Photo by Unknown
Author is licensed under CC
BY-SA-NC

Contamination Monitoring

Digging through the Materials



Waste Evaluations Ongoing Monitoring

Outreach/ Technical Support

Route Reviews Technology and AI

Carrot vs. Stick

Contamination Fee Analysis





This Photo by Unknown Author is licensed under CC BY-NC

Assessment of contamination fees in rate schedules

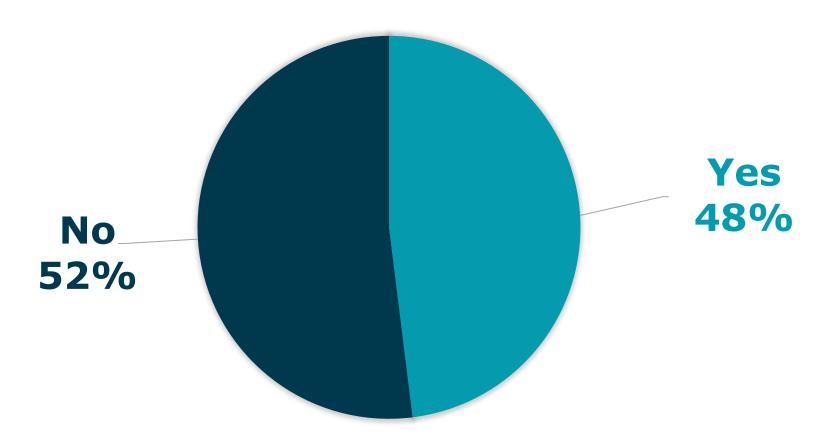
Includes exclusive and municipal haulers



Photo Source: NSAC





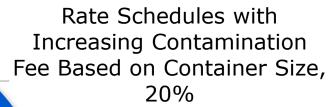


Based on 127 jurisdictions that provided data as of January 1, 2025.

How are contamination fees

assessed?

Rate Schedules with a Flat Contamination Fee, 57%



Rate Schedules with Contamination Fees Based on Waste Stream, 5%

Rate Schedules with an Increasing Contamination Fee Based on Occurrences,...

Rate Schedules with Contamination Fees Based on Multiple Factors, 11%

Based on 61 out of 127 jurisdictions that provided contamination fee data as of January 1, 2025.





Category	Median Rate as of 1/1/25
Commercial Cart	\$58
Commercial Bin	\$106
Flat Contamination Fee	\$66

Based on 56 out of 127 jurisdictions that provided contamination fee data.

Quick Refresher & Overview Grade SB 1383 Elements



Collection & Processing

Contamination Monitoring Education and Outreach / Food Waste Prevention

C&D / MWELO

Edible Food Recovery Recycled
Content and
Paper
Procurement

Recovered
Organic Waste
Products (ROWP)
Procurement

Implementation
Record Reporting
and
Recordkeeping

Capacity Planning

Enforcement

JACE Compliance Review

Thank you!

Share your experiences with us!



Colleen Foster, MELP cfoster@hfh-consultants.com



Haley Kunert

hkunert@hfh-consultants.com



April Hamud, CMC®





SB 54 & the Future: Legislation, Information, and Organization

Presented by: Philip Mainolfi



Agenda



- SB 54 Overview
- Status on Rules and Implementation
- Key Findings from Current State Report
- Challenges and Opportunities for the Needed State
- Next Steps







SB 54 Overview

Key Components of SB 54

Goals and Milestones



Goals

- Reduce the volume of packaging generated/disposed
- Increase recycling
- Shift packaging pollution responsibility to producers
- Shift costs away from local jurisdictions/ratepayers
- Provide clarity and consistency for consumers
- Stimulate investment in reuse and refill systems
- Fund clean up efforts in disadvantaged communities

Some other exclusions apply including packaging for medical products, infant formula, and transport of hazardous materials (not an exhaustive list of exclusions)

SB 54 Covered Materials







Single-use packaging

Plastic single-use foodware

CRV Materials¹

SB 54 Milestones

By 2032, single-use packaging and single-use plastic foodware must be:



recyclable or compostable



recycled²



source reduced (weight and unit)³

²30% by 2028 and 40% by 2030

³At least 10% through refillable or reusable packaging

Covered Materials

Covered Materials Categories



- CalRecycle developed an updated list of covered material categories (CMC) in September 2025.
- CalRecycle updates their determination of recyclability and compostability by CMC each year (latest update January 1, 2025).
- There are 95 CMCs
- Categories are determined by:

Material Class > Material Type > Material Form

Material Class	Material Type	Material Form	
Metal	Aluminum	Foil sheet w/ a plastic component	
Paper and Fiber	OCC	Cardboard w/o plastic component	



SB 54 Implementation

Roles and Responsibilities





Circular Action Alliance (CAA)

The Producer Responsibility
Organization (PRO) is responsible for paying all costs of implementation, enrolling producers, creating programs, increasing recycling rates, and reducing pollution in disadvantaged communities.



Advisory Board Committee

Responsible for identifying barriers and solutions to creating a circular economy, advising the PRO and CalRecycle, providing feedback on the Needs Assessment and PRO Plan.



CalRecycle

Responsible for developing regulations, publishing lists of covered materials categories, designating recyclability/compostability, appointing an Advisory Board, approving the PRO Plan, conducting needs assessments, publishing recycling rates, and enforcing requirements.



Local Jurisdictions

Local jurisdictions are required to accept materials designated recyclable or compostable on the Covered Materials Category (CMC) list developed by CalRecycle in their collection programs.

Opportunities

- Funding to improve collection of covered materials (e.g. education, contamination monitoring, etc.)
- Rate impacts due to PRO funding of processing costs
- Mitigation of negative environmental and human health impacts of plastic pollution





Potential Challenges

- Requires strong communication and transparency with recycling service provider (RSP)
- May increase reporting and program management costs
- Requires clarity on what costs are associated with collection/ processing of covered materials



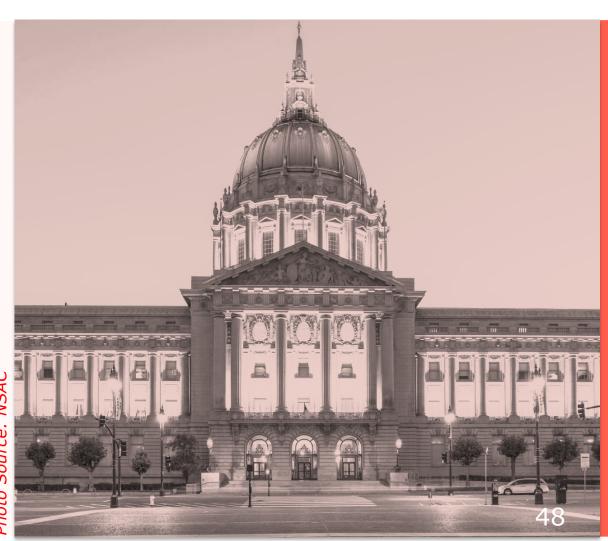
Status of Rules and Implementation

Status of Rules and Implementation

Regulatory Process



- Original draft regulations were rejected by the Governor in March 2025 – cited high costs.
- Second public comment period on draft regulation closed on October 7, 2025.
- © CalRecycle must review and respond to all comments.
- Goal is for CalRecycle to submit the regulatory package to the Office of Administrative Law (OAL) for final approval by the end of this year.



Status of Rules and Implementation

Implementation Timeline



January 1, 2026

- Needs Assessment published
- Current recycling rates for CMCs published

Early 2026

 CAA intends to open their cost reimbursement portal for application

March 2026 (no later than)

 Final regulations published

June 2026

 PRO Plan submitted to Advisory Board for comment

January 1, 2027 (no later than)

 Producers may not sell covered material in CA unless they are part of a PRO

2027

 Disbursement of funding, including Plastic Mitigation Funds





Key Findings from Current State Report

Curbside Program Access & Participation

*Note that these are draft findings



Percent of State Population with Access to Curbside Recyclable and Organic Materials Collection Programs

Access Type	Bay Area	Coastal ¹	Mountain ²	Southern	Valley	Statewide
Full Access	95.4%	56%	17.3%	93.8%	75.1%	87.8%
Partial Access	4.6%	34.8%	37.8%	6.1%	22.8%	10.6%
No Access	0.2%	9.3%	45%	0.1%	2.1%	1.6%

¹ 45% of jurisdictions covered by SB 1383 rural exemptions and low population waivers

Jurisdictions with rural exemptions and low population waivers are not required to offer curbside collection for recyclable material sand organic materials in the entire jurisdiction or certain census tracts.

² 83% of jurisdictions covered by SB 1383 rural exemptions and low population waivers

Key Findings from Current State Report

Covered Materials Collected & Delivered to End Markets

*Note that these are draft findings



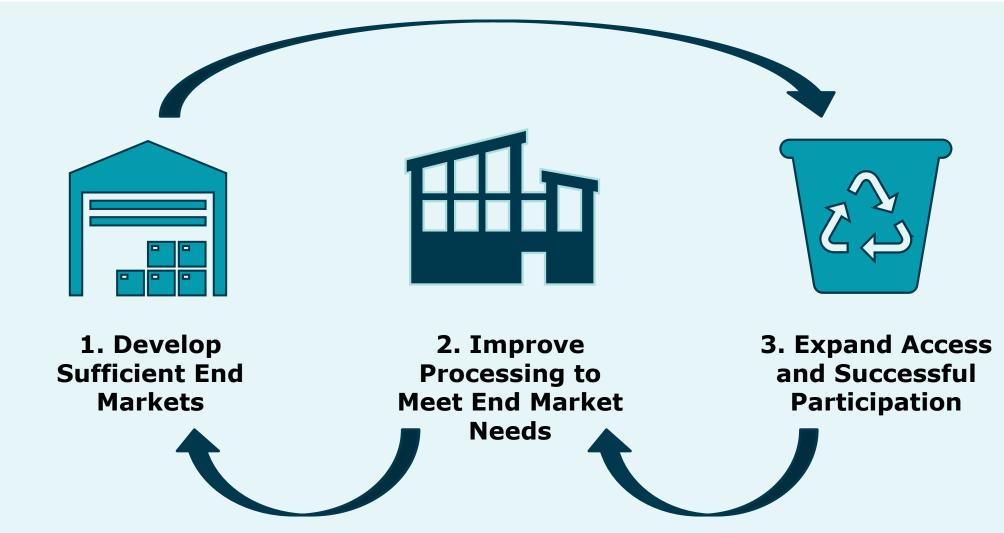
CMC Class	Material Collected	Material Delivered to End Markets	
Ceramic	10,400	-	
Glass	593,900	223,300	
Metal	598,800	12,000	
Paper and Fiber	9,617,600	5,574,200	
Plastic	3,883,900	112,900	
Wood and Other Organic Materials	Unknown	Unknown	
Total	14,704,600	5,922,400	





Needed State: Improve Material Flow





End Markets: Barriers and Opportunities



- Limited or No California End Markets for:
 - Cartons
 - Ceramics
 - Waxed OCC
 - Molded Pulp

- Wood & Other Organics
- Plastic LDPE
- Plastic PVC
- Plastic PS
- **Contamination & Material Quality**
- Cost
 - Volatile feedstock prices
 - Low feedstock supply
 - Low demand for recycled material
 - Price/demand for virgin material

- Development of Local Markets for Materials Currently Recycled
 - Increased feedstocks (tonnage and quality)
- Packaging and Food Service Ware Redesign
 - Streamlines processing for cleaner end market feedstocks
 - Transition away from non-recyclable materials

Processing: Barriers and Opportunities





- Reduced efficiencies
- Higher operational costs
- Increased safety incidents
- Reduced marketability/quality

Costs

- Capital costs range from millions to tens of millions
- Planned improvements range from hundreds of thousands to tens of millions
- Operational Constraints
 - Size
 - Material compatibility
 - Maintenance demands
 - Facility impacts



- Improve material quality
- Limits operational changes at existing facilities



- Reduces impact on new communities
- Capitalizes on existing transportation efficiencies



Collection: Barriers and Opportunities



Participation

 "Confusion" cited as the number one reason for low or inaccurate participation by surveyed jurisdictions



Contamination

 Cited as the number one barrier to administering collection programs by surveyed jurisdictions.

Improve Education

- Culturally relevant and specific
- Community based social marketing
- Direct engagement

Carrot and Stick

- Increase monitoring
- Responsive education
- Contamination enforcement



Thank you!

Philip Mainolfi
Senior Project Manager
pmainolfi@hfh-consultants.com

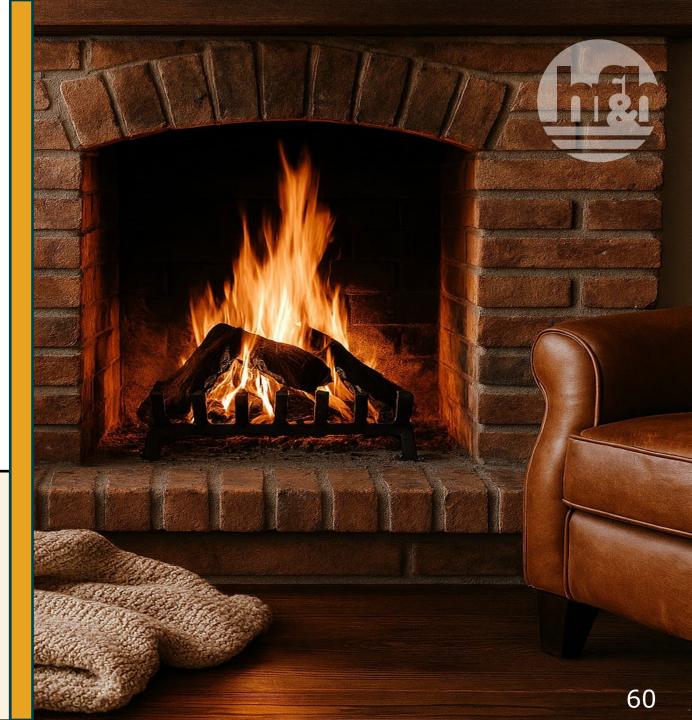
FIRESIDE CHAT WITH DEBORAH MILLER

Proposition 218 and 26 Court Cases

Moderated by Rob Hilton

Deborah Miller is a Partner at Shute, Mihaly & Weinberger where she specializes in public agency solid waste issues.





Chicago Dog vs. Dodger Dog? Which do you prefer?

Chicago Dog



Dodger Dog





Cost Trends and Rate Projections: From Inputs to Impact

Presented by: Rob Hilton





Agenda



- Cost Components
- Historical Rate Changes
- Cost Component Trends
- What's on the Horizon & Navigating the Future

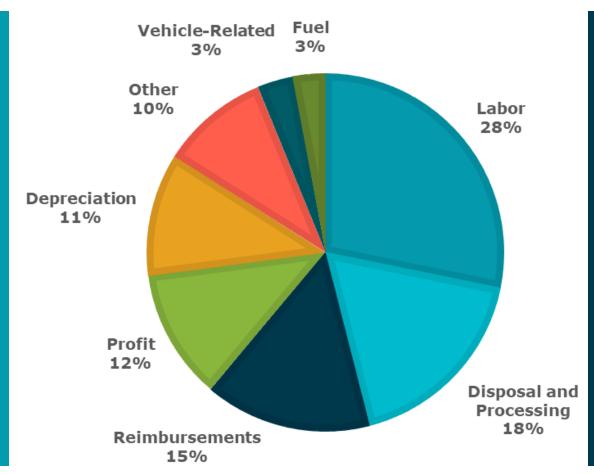


Cost Components

Types of Expenses Included in Collection Rates



- Labor
- Disposal and Processing
- Reimbursements
- Profit
- Depreciation
- Other
- Vehicle-Related
- Fuel

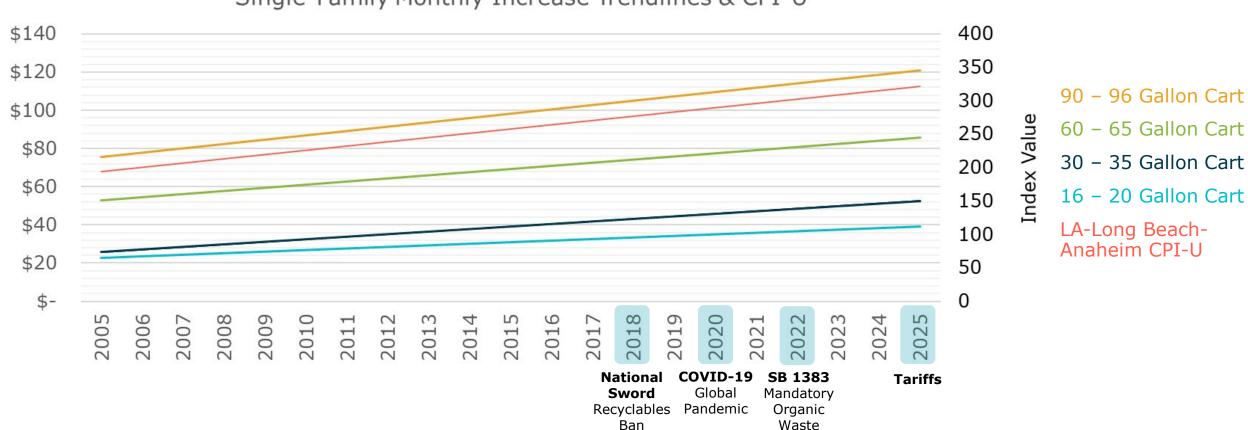


Rate History

Single-Family Monthly Rate Increase and CPI





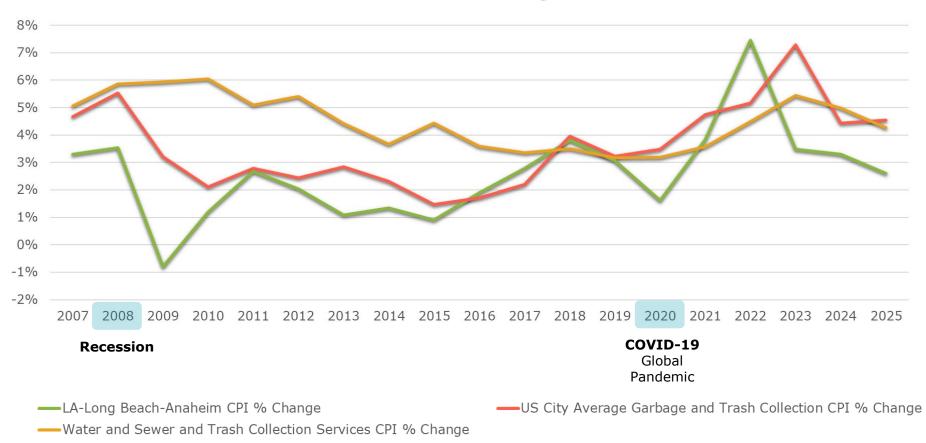


Collection



CPI-U

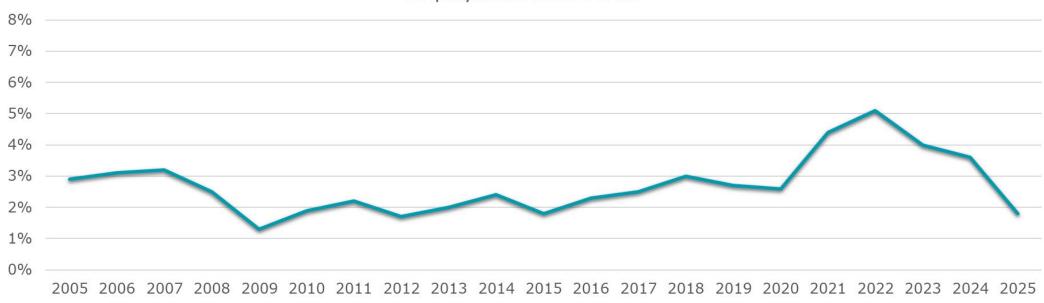
Consumer Price Index - Urban Wage Earners





ECI

Employment Cost Index

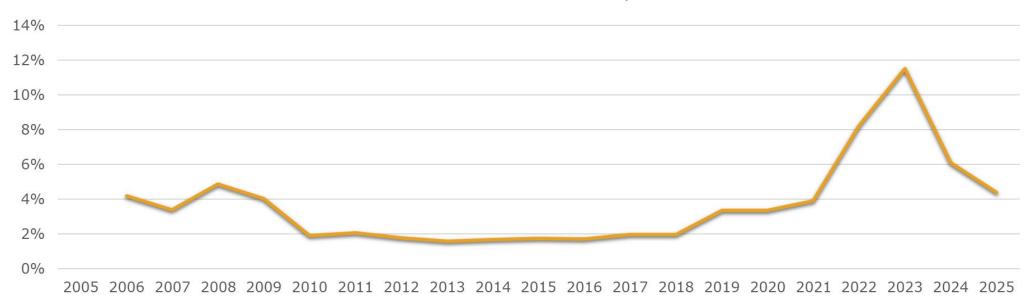


--- Employment Cost % Change



Vehicle Maintenance

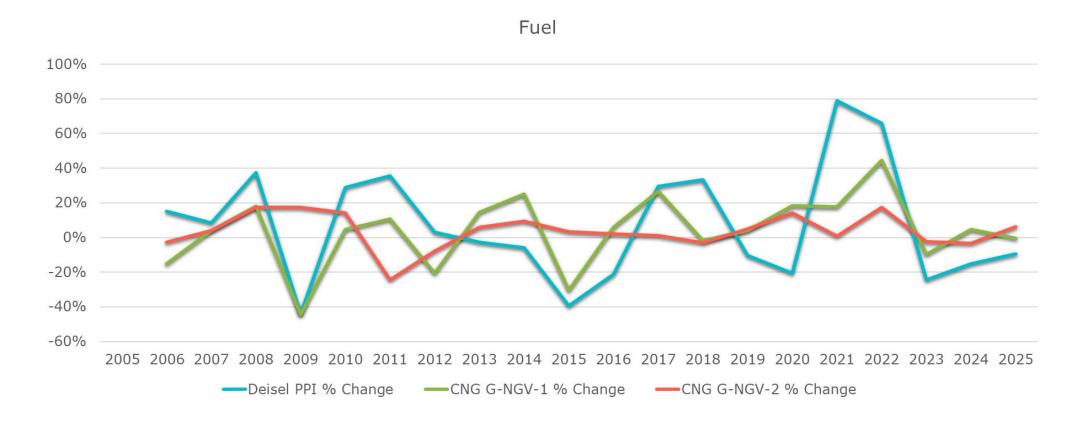
Vehicle Maintenance and Repair



-Motor Vehicle Maintenance and Repair Index % Change



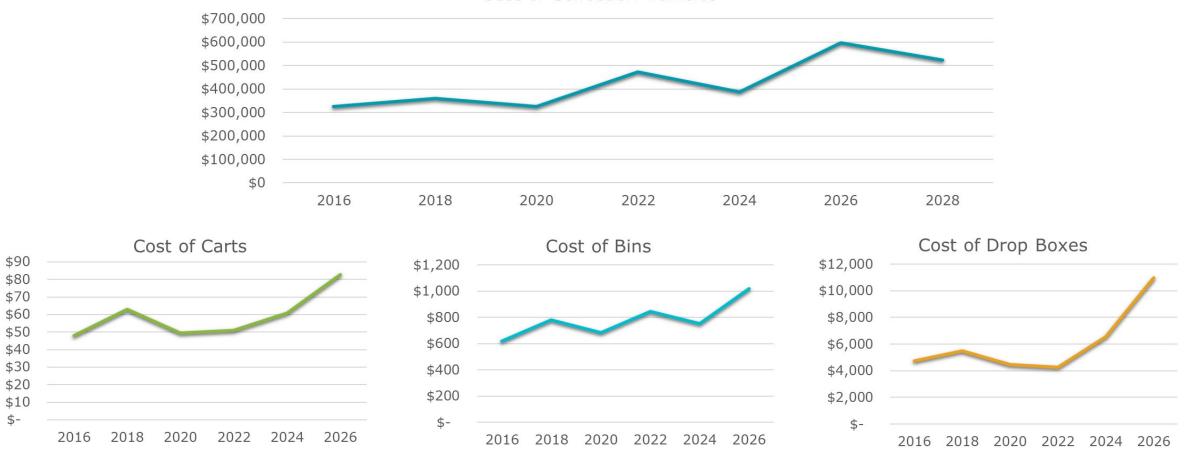
Fuel





Capital

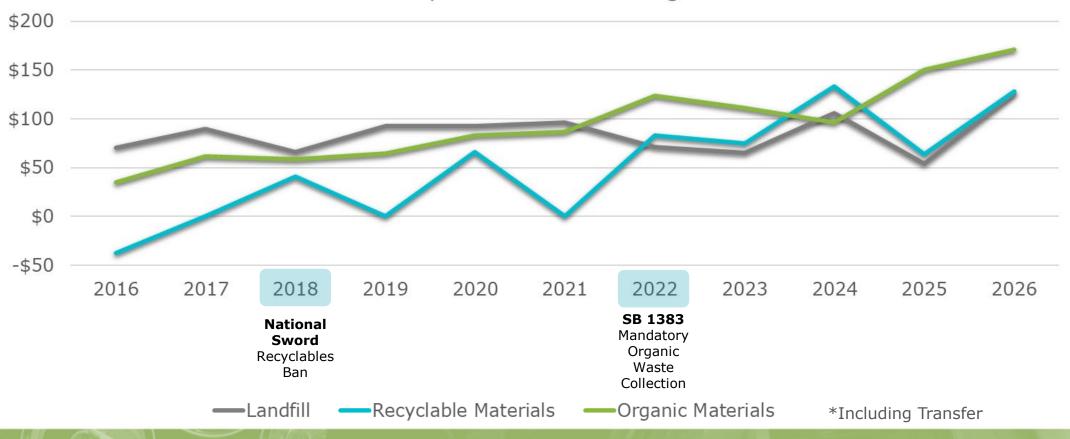
Cost of Collection Vehicles





Disposal and Processing Rates*





What's on the Horizon Increased Processing Costs



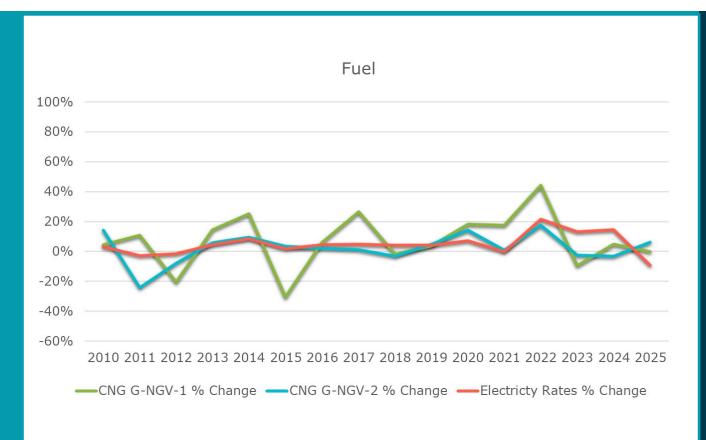
- Regulatory Requirements
- Limited Facilities
- Program Impacts on Material Flows



What's on the Horizon Electric Vehicles



- Infrastructure Changes
- Increased Truck Costs
- Efficiency Loss
- Change to Fuel Source



What's on the Horizon Supply Chain Issues



- Tariffs
- Demand Greater than Supply
- Delayed Program Implementation



Navigating Future Costs



- CIP Reserves
- Long-Term Facility Planning
- Cost-of-Service Rate Structure
- Precise Rate Adjustment Mechanisms
- Earlier Planning for RFP and Negotiations





Thank you!

Rob Hilton
President
rchilton@hfh-consultants.com



Zero Emission Vehicles: Where the Rubber Meets the Road

Presented by: Caitlin Barboza

CARB Regulatory Update



- 2024: CARB requested EPA waiver to enforce ACF on private fleets.
- January 2025: CARB withdrew waiver request.
- May 2025: CARB announced repeal of High Priority Fleet and Drayage Fleet provisions by October 31, 2025 (final by August 1, 2026).
- June 2025: California and 10 other states sue the federal government over use of the Congressional Review Act to revoke Clean Air waivers.

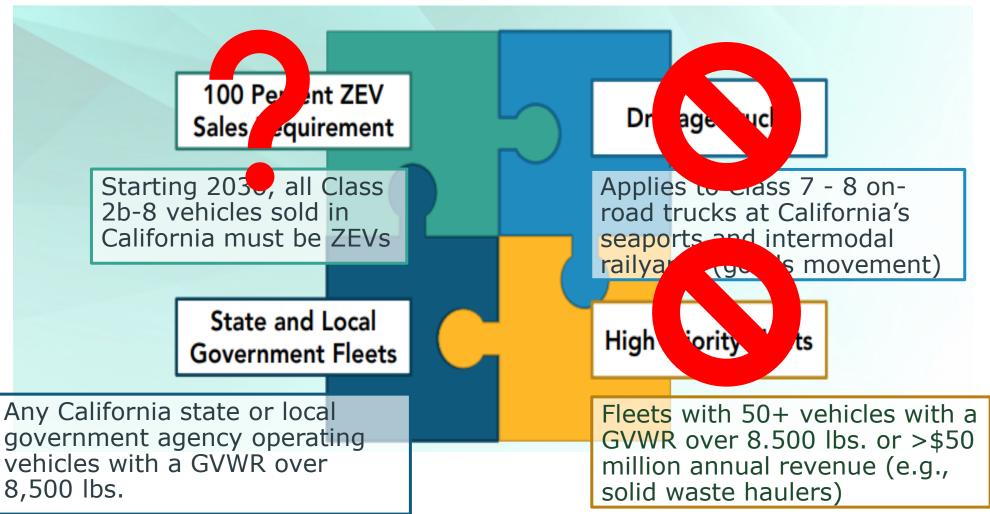
"The state and local government fleets portion of the ACF Regulation remains unaffected" – CARB





CARB ACF Regulatory Update





Zero Emission Vehicles



ZEV

- ✓ Battery Electric Vehicles (BEV)
- ✓ Hydrogen Fuel Cell Electric Vehicles (FCEV)
- ✓ Near-Zero-Emission Vehicles (NZEV)
 - Plug-in hybrid with a minimum all-electric range
 - 2035 or earlier model year counts as ZEV

NOT ZEV

- x Hybrid Electric Vehicles (HEV)
- x Hydrogen Internal Combustion Engine Vehicles (H2ICE)



Advanced Clean Fleets

State and Local Fleet Requirements Summary



Option 1: ZEV Purchase Schedule (Default)

Reports due April 1 annually

2024 - 2026

Starting 1/1/2027

50% of applicable purchases must be ZEV or NZEV

All applicable purchases must be ZEV or NZEV

Option 2: ZEV Milestones Option (Alternate)

Reports due February 1 annually; May opt in until 2030

Designated Counties



- Agencies in designated counties and divisions with 10 or fewer trucks are exempt until 2027
- May apply for exemptions and extensions in certain circumstances

ZEV Milestones Option



Zero-Emission Fleet Percentage	10%	25%	50%	75%	100%	Any collection trucks that are not Class 8 are considered Group 2 work trucks.
Group 1: Box trucks, vans, 2-axle buses, yard trucks, light-duty package delivery vehicles	2025	2028	2031	2033	2035	
Group 2: Work trucks, pickups, day cab tractors, 3-axle buses	2027	2030	2033	2036	2039	
Group 3: Sleeper cab tractors and Class 8 specialty vehicles	2030	2033	2036	2039	2042	

Sample Fleet Analysis



Vehicle Type	# in Fleet		
Side Loader	40		
Rear Loader	10		
Front Loader	10		
Roll Off	5		
Supervisor Truck/Van	10		
Box Truck/Step Van	8		
Tractor	12		
Street Sweeper	2		
Stake bed/Flat bed	3		
Total Vehicles	100		



Photo courtesy of californiahvip.org

Oshkosh Corporation

Oshkosh RCV Battery Electric Vehicle; McNeilus RCV, Volterra ZSL



Photo courtesy of californiahvip.org

Isuzu Motors Limited

Isuzu NRR EV Battery Electric Vehicle



Photo courtesy of Ford



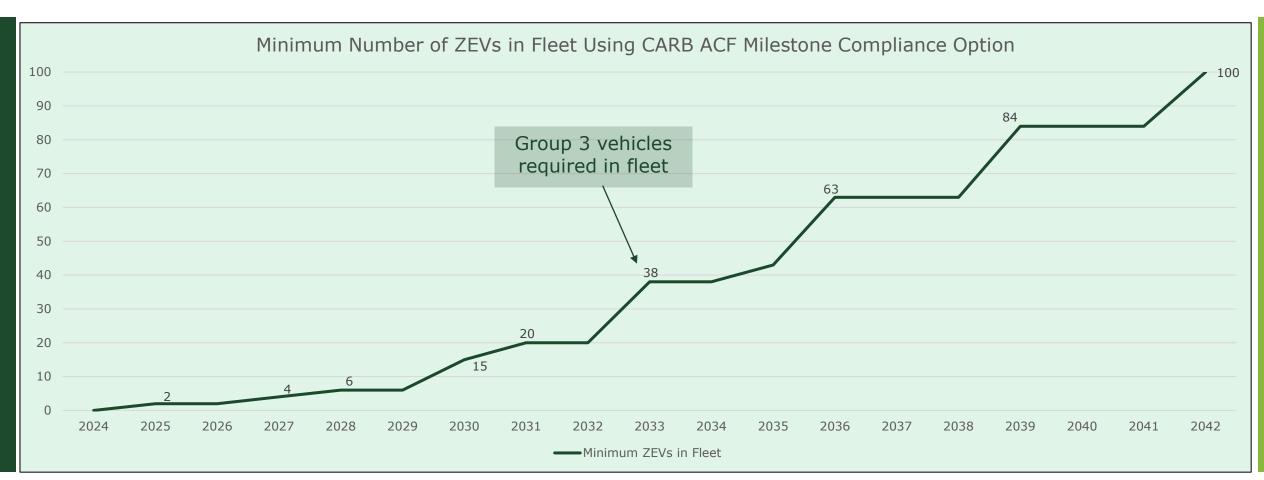
Photos courtesy of californiahvip.org

Hyundai Motor North America

Hyundai XCIENT Fuel Cell Electric Truck

Sample Fleet Analysis





Vehicle Types and Costs*





Class 8 Vehicle

ICE: \$450,000-\$550,000

ZEV: \$850,000 - \$1,000,000

Photo courtesy of californiahvip.org



Tractors

ICE: \$150,000-\$250,000

ZEV: \$450,000-\$700,000

Box Truck

ICE: \$150,000-\$200,000

ZEV: ~\$450,000



Photo courtesy of californiahvip.org

Photo courtesy of Ford

Pickup Trucks

ICE: \$35,000-\$50,000

ZEV: \$65,000-\$100,000

Fleet Analysis

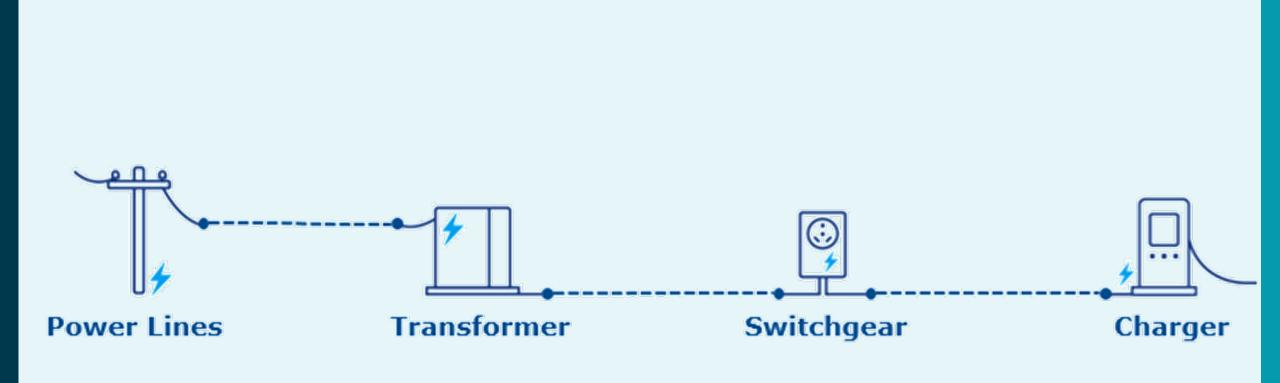


- Strategies are fleet-specific, no "one size fits all" approach.
- Most fleets still planning implementation.
- Start planning capital reserves for long-term rate stability.
- Technologies:
 - ✓ Light- and medium-duty vehicles for 100-200 daily miles are well established
 - X Heavy-duty vehicles still unproven at scale



Fueling and Charging Infrastructure and Costs





Plan Ahead Infrastructure, Procurement, and Maintenance



- Infrastructure
- Production capacity and tariffs
- Maintenance facilities and training
- Dealer repair networks
- Parts availability
- Reliability and spare ratios
- Battery longevity and replacements



Agreement Considerations & Approaches



Considerations

- Align ZEV implementation with broader goals (e.g., reduced GHGs, less noise)
- Fuel Type may conflict with existing agreement
- Change in law or change in scope provisions
- Contract term and/or amendments
- Reporting

Approaches

- Defer heavy-duty implementation until technology matures
- Simple approach (e.g., vehicles must comply with applicable law)
- Prescriptive approach (e.g., fleet approvals, depreciation/fuel adjustment)
- Communication is key!

Funding and Resources

Technical assistance, vehicles, and infrastructure



- Cal Fleet Advisor
 - Free technical assistance!
- CA HVIP
 - Opened in September
- VW Environmental Mitigation Trust
- CA Energy Commission
- Electric Utilities
- Air Resource Boards
- Tax Credits and Incentives



















Thank you!

Caitlin Barboza
Senior Associate
cbarboza@hfh-consultants.com



Regulatory Roundup: Tracking Trends and Shaping the Future of EPR

Presented by: Colleen Foster







Agenda



- Solid Waste, Recycling, Organics Bills
- Water/Wastewater Bills
- Future Legislative Trends





SB 1383/Organics, Recycling, Solid Waste Bills



AB 70 – ROWP Procurement

Amend SB 1383 to include pipeline biomethane converted from organic waste as an eligible ROWP procurement credit

Status: Signed Into Law (10/13/25)

AB 337 – Edible Food Grant

- Expand existing CalRecycle edible food recovery grant program
- Eligible projects include the construction or expansion of facilities related to edible food waste recovery

Status: Other



SB 1383/Organics, Recycling, Solid Waste Bills



AB 1046 – Food Recovery Exemption

Exempt from existing requirements an agricultural crop preparation service, as defined, that demonstrates to the department that it has not disposed of organic waste in a landfill on or after January 1, 2016

Status: Signed Into Law (10/13/25)

SB 45 - "Leash the Lid"

Require beverage containers under the California Redemption Value (CRV) program to have a cap that is tethered to the container

Status: Other



Other/Hot Topic



AB 28 – Landfill Gas Temperature

Require municipal solid waste landfills to monitor landfill gas temperature and implement corrective action plans

Status: Other (Inactive)



Product Stewardship/EPR Bills



Bill Name	Bill Number	Material Type	Bill Status
Carpet Recycling	AB 80	Carpets	Other
Paint Product Recovery Program: Paint Recovery: Education and Outreach	AB 1304	Paint	Other
Hazardous Waste: Photovoltaic Modules	AB 864	Solar Panels	Other
Lubricants and Waste Oil: Producer Responsibility	AB 1325	Oil/Lubricants	Other
Household Hazardous Waste Producer Responsibility Act	SB 501	Hazardous Household Waste	Other
Hazardous Waste: Emergency Distress Flare Safe Disposal Act	SB 561	Emergency Distress Flares (Marine Flares)	Other
Vehicle Traction Batteries	SB 615	Vehicle Traction Batteries	Other

SB 54 Related Bills



AB 473 - Recycle Labeling

Revises certain provisions related to recyclability labeling, which may interact with implementation of prior bills, such as SB 343 and SB 54

Status: Other

AB 1330 – Plastic Packaging

Non-substantive change to the Plastic Pollution Prevention and Packaging Producer Responsibility Act (SB 54), and may be amended to include more substantive provisions during the legislative process

Status: Other



Bans, Prohibition



AB 762 – Single-Use Battery

Prohibit the sale or distribution of single-use battery-embedded vapor inhalation devices

Status: Other

AB 998 - Vaporizer Pens

- Prohibit including vaporizer pens in a household hazardous waste materials exchange program
- Establish provisions regarding vaporizer pens management and disposal from schools

Status: Other



Solid Waste, Recycling, and Organics Bills Vetoed



SB 682 - PFAS Ban

Phase-in a ban on products containing intentionally added perfluoroalkyl and polyfluoroalkyl substances (PFAS), subject to certain exemptions

AB 696 – Lithium-ion Batteries

Develop standards and policies for handling lithium-ion vehicle batteries in emergency situations

AB 823 - Plastic Microbeads Ban

Ban on plastic microbeads and plastic glitter in personal care and cleaning products, with certain exemptions





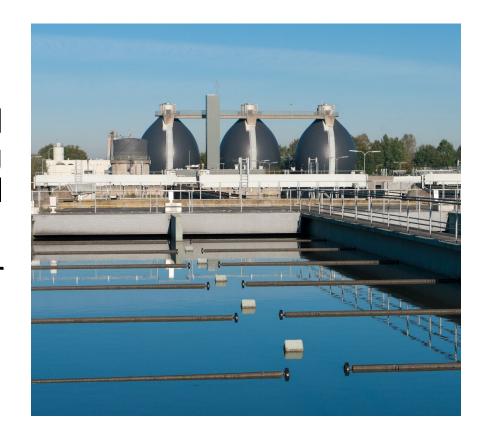
PFAS



AB 794 – Water Standards

- Gives the State Water Resource Board the power to adopt emergency drinking water regulations that preserve federal standards.
- Requires a drinking water standard for PFAS chemicals be established

Status: Other (Inactive)



Water Use



SB 72 – Water Supply Targets

Requires long-term statewide updates to water planning, including water supply targets that consider the identified and future water needs for all beneficial uses

Status: Signed into Law (10/1/25)

SB 463 – Supplier Exemptions

Exempts certain small water suppliers or non-transient community water systems from metering and leak monitoring requirements.

Status: Other

SB 394 - Water Theft

Adds to the list of acts for which a utility may bring a civil cause of action regarding improper use of fire hydrants

Status: Signed into Law (10/10/25)



Water/Wastewater

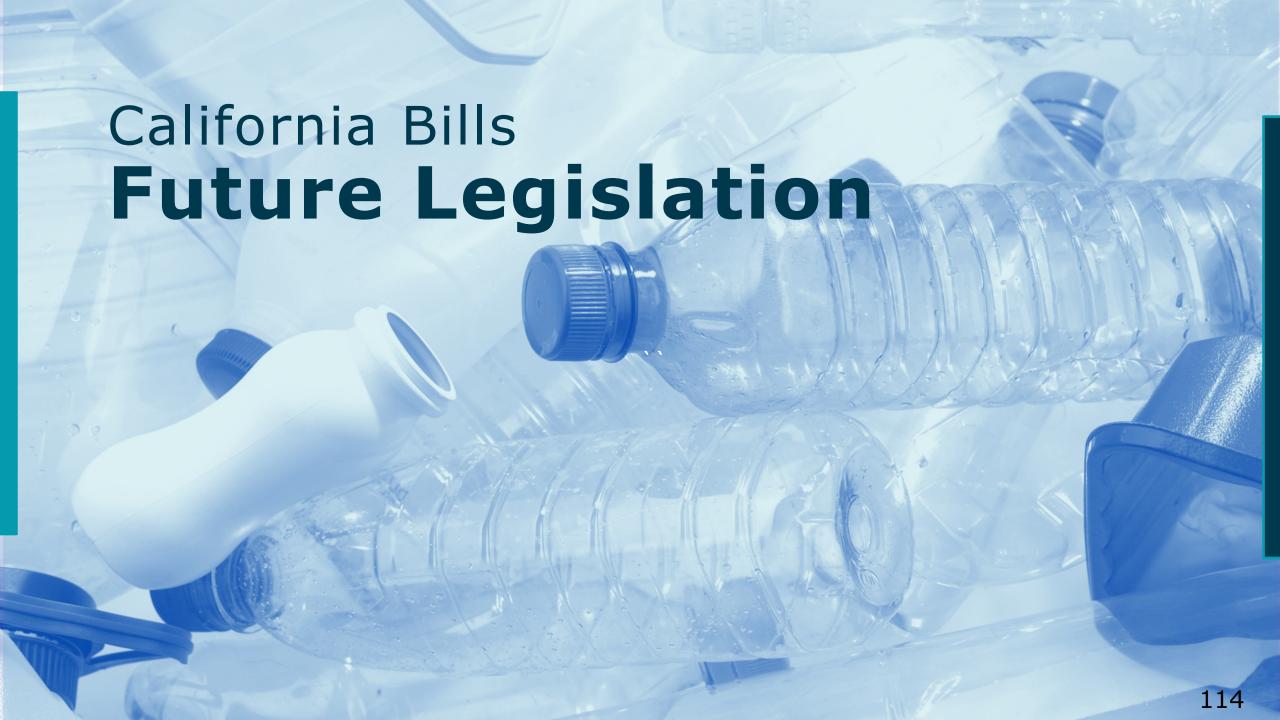
Bills Vetoed



SB 454 – PFAS Cleanup Funding

© Creates a PFAS Mitigation Fund under the State Water Control Board to support local water and wastewater agencies in cleaning up PFAS







Thank you!

Colleen Foster
Project Manager
cfoster@hfh-consultants.com



CBSM Unpacked: Designing Outreach That Works

Presented by: Jake Kaihewalu







Agenda



- Limits of Traditional Outreach
- Community-Based Social Marketing (CBSM) Overview
- CBSM Examples
- The Road Ahead







The Limits of Traditional Education



- Relies solely on information
- Ignores psychological and social drivers
- Uses generic messaging
- Lacks testing and feedback





CBSM Overview

What is Community-Based Social Marketing (CBSM)?



- Focused behavior changes
- Community-specific barriers and benefits
- Based on social science
- Promotes action beyond awareness



Steps to CBSM Pathway to Behavior Change



1. Select



2. Identify



4. Pilot



3. Design



5. Evaluate



CBSM Tools



Information

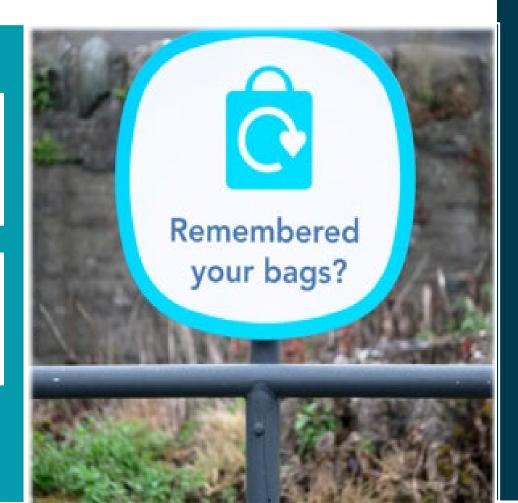
Prompts

Commitments

Social Norms

Choice Architecture

Material Incentives





CBSM Examples

Case Study 1 Increasing Hotel Towel Reuse





Purpose

Reduce unnecessary laundering at hotels by getting hotel patrons to reuse their towels.



Message Testing

- 1. Environmental protection
- 2. Descriptive norms
- 3. Room specific descriptive norms





Increased percentage of guests that reused their towel:

- 1. 37%
- 2. 44%
- 3. 49%



Case Study 2

Boosting Multi-Family Recycling Participation



Purpose

Increase participation in the food scraps recycling program amongst Multi-Family residents.

Message and Channel Testing

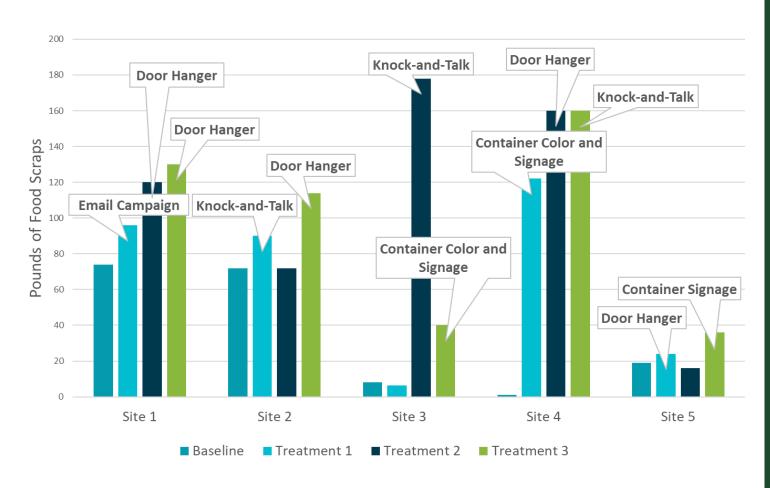
5 buildings; 3 treatments

Most Successful Tools

- Door hangers
- Knock-and-talks
- Container color and signage

Results

 From all sites - 306 more pounds of food scraps collected in a week from baseline to treatment 3!



Case Study 3 Improving MFD Food Scraps Recycling









Purpose

Increase food scraps recycling amongst participating Multi-Family residents by offering Mill dehydrator devices.



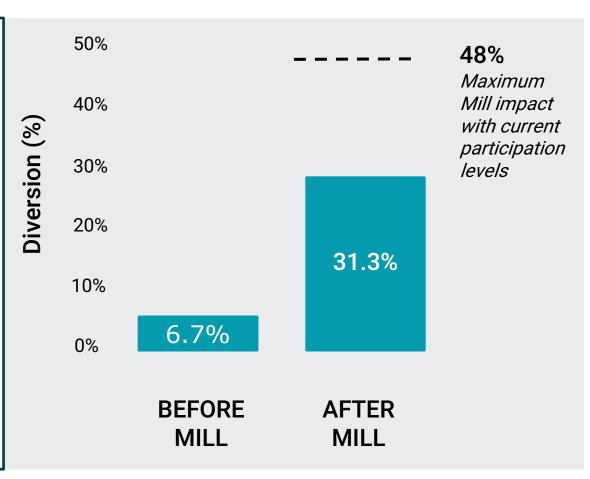
Behavior Tools

- 1. Incentives
- 2. Choice architecture
- 3. Information

Results



- 2,075 total pounds of food scraps diverted in 6-month study
- **66%** diversion rate amongst participating households
- **5x** increase in building-level diversion





The Road Ahead

The Road Ahead

Focus on What Works!



Invest in Outreach that Works!

Strengthen Program Effectiveness

Create Lasting Behavior Change Apply Evidencebased Practices





Join us for a Networking Reception!

Location: The Hangar Food Hall – LBX 4150 McGowen St Long Beach, CA 90808