

# 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: Rob Hilton & 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...

Most Agencies Struggling Opportunities for the Future!

### 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

### What has been implemented?



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

#### **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)

### **Contamination Monitoring**

**Digging through the Materials** 



Waste Evaluations Ongoing Monitoring Outreach/ Technical Support

Route Reviews Technology and AI

Carrot vs. Stick

# Contamination Fee Analysis Sample of 127 Jurisdictions in California



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

Assessment of contamination fees in rate schedules

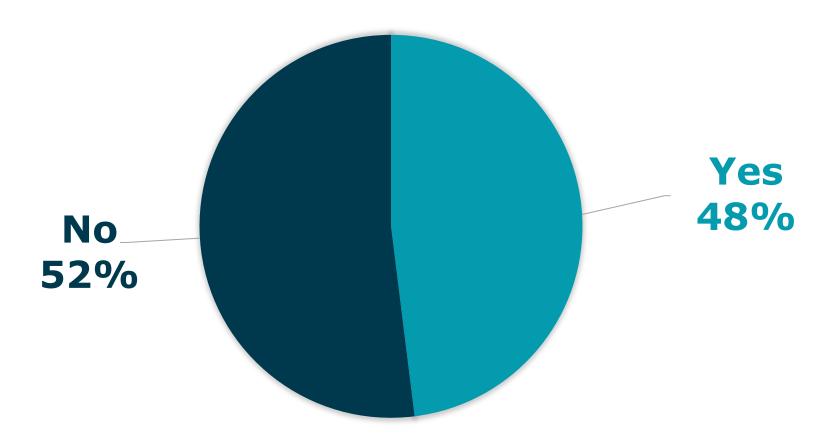
Includes exclusive and municipal haulers



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 Increasing Contamination Fee Based on Container Size, 20%

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.

### 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 & IR Maintenance

#### **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)

# **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



# 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)

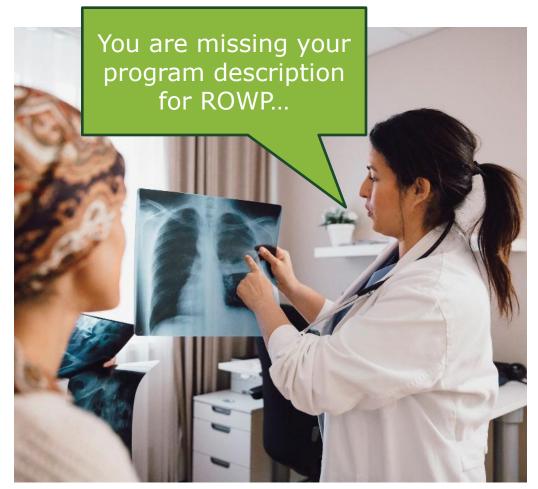
Final CE/NOV

# 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



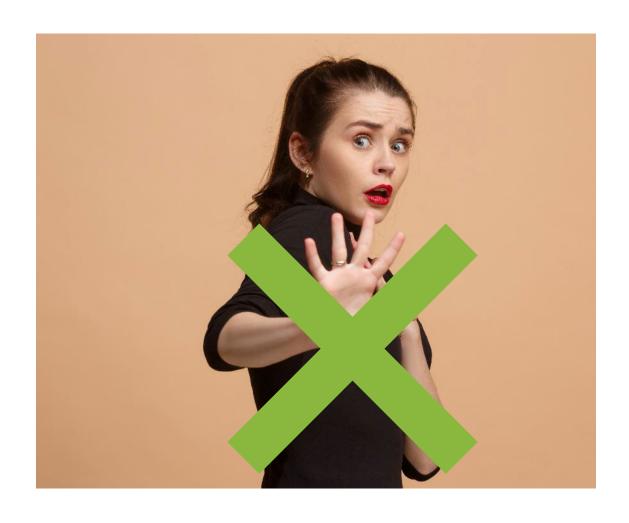


**You Got the Notice: Jump in** 



### It's Upon Us: Embrace it







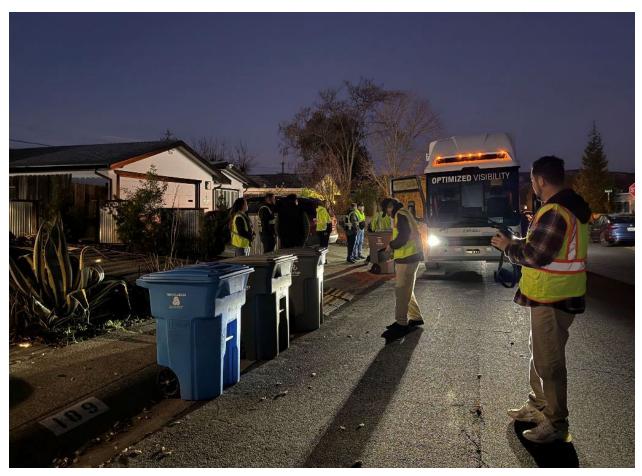


Site Visit Prep: Wash Your Dirty Laundry in Public



#### **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)





# Thank you!

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

Presented by: Felisia Castañeda



## 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 Materials<sup>1</sup>** 

#### **SB 54 Milestones**

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



recyclable or compostable



recycled<sup>2</sup>



source reduced (weight and unit)<sup>3</sup>

<sup>&</sup>lt;sup>2</sup>30% by 2028 and 40% by 2030

<sup>&</sup>lt;sup>3</sup>At 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



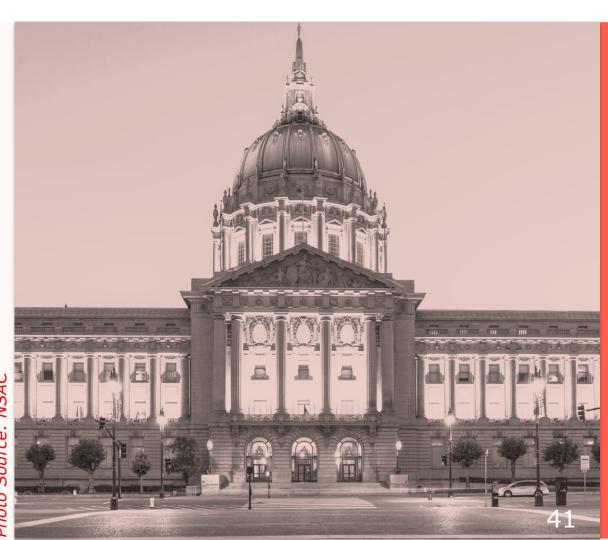
# Status of Rules and Implementation

#### 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 <sup>1</sup>	Mountain <sup>2</sup>	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%

<sup>&</sup>lt;sup>1</sup> 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.

<sup>&</sup>lt;sup>2</sup> 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



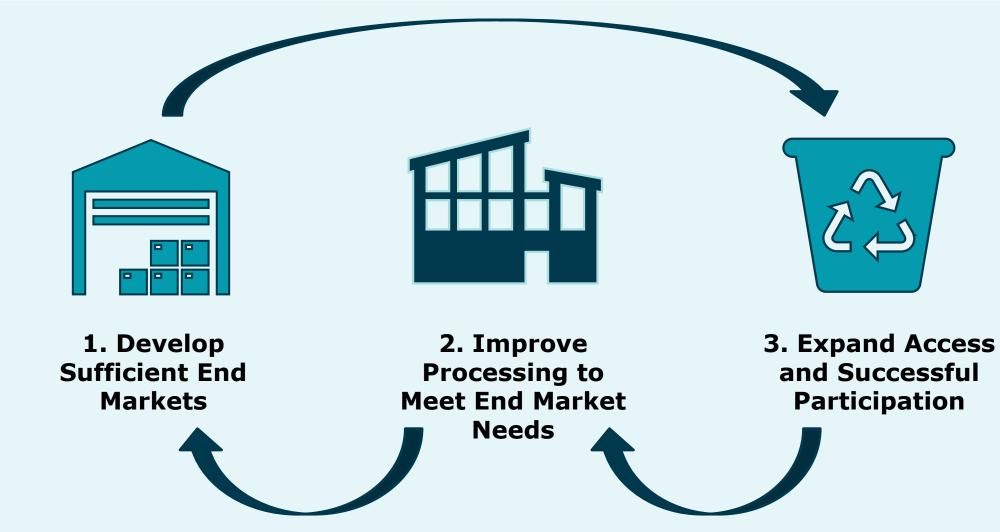
CMC Class	Material Collected	Material Delivered to End Markets	
Ceramic	10,400	-	
Glass	593,900	223,300	
Metal	598,800	12,000	
Paper and Fiber	9,617,600	5,574,200	
Plastic	3,883,900	112,900	
Wood and Other Organic Materials	Unknown	Unknown	
Total	14,704,600	5,922,400	

# Challenges and Opportunities for the Needed State



**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!

Felisia Castañeda Project Manager fcastaneda@hfh-consultants.com

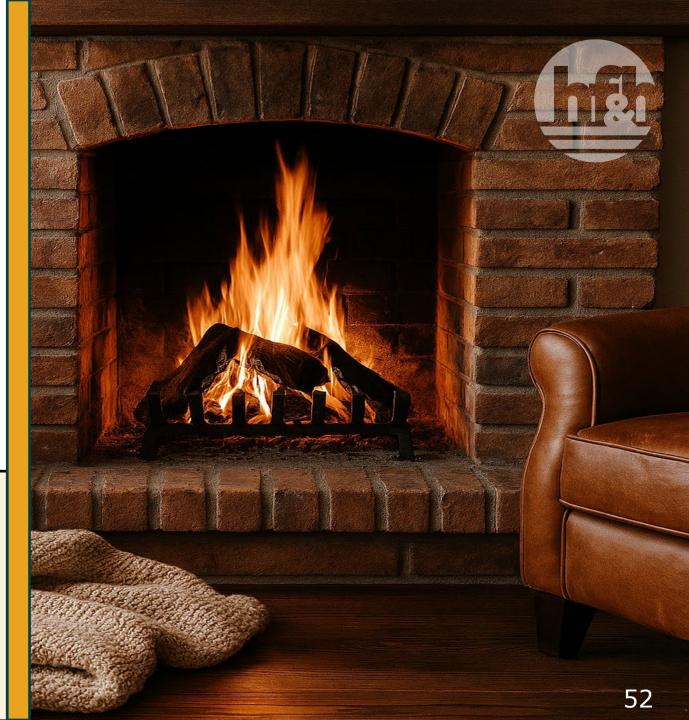
#### FIRESIDE CHAT WITH DEBORAH MILLER

**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.







## Cost Trends and Rate Projections: From Inputs to Impact

**Presented by: Dave Hilton and Hailey Gordon** 





#### Agenda



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

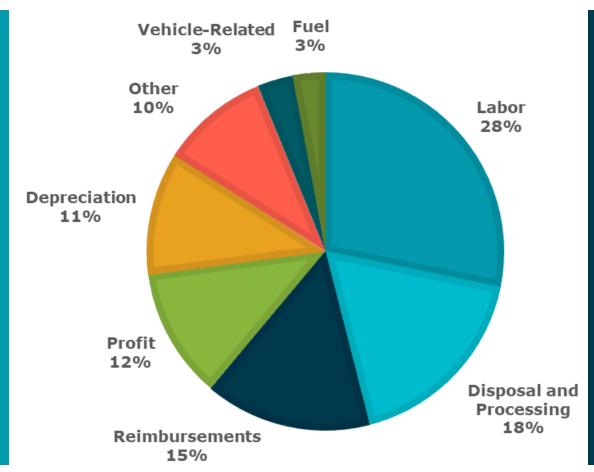


## Cost Components

#### **Types of Expenses Included in Collection Rates**



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

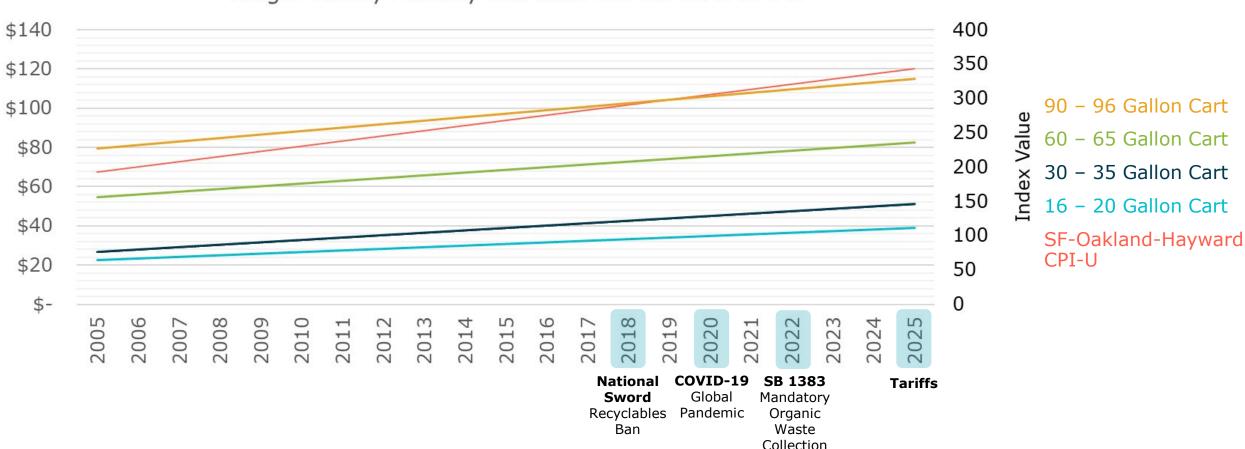


#### Rate History

#### **Single-Family Monthly Rate Increase and CPI**



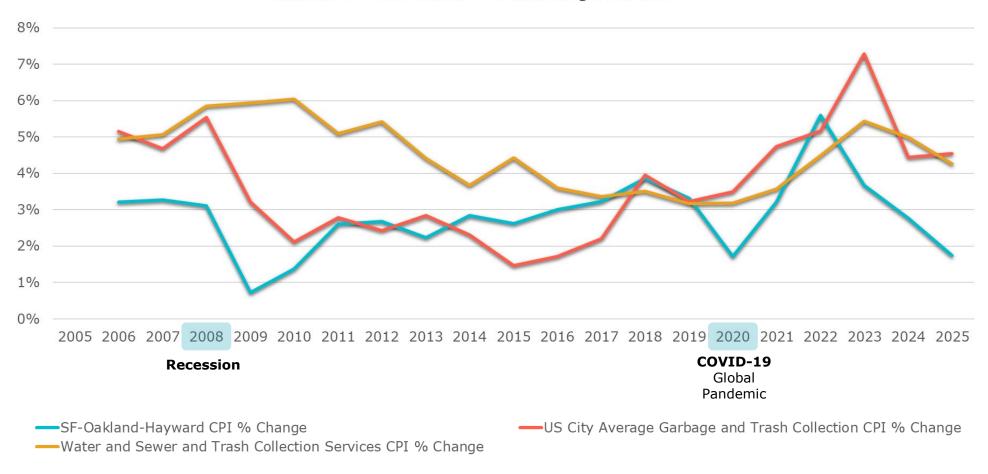






### CPI-U

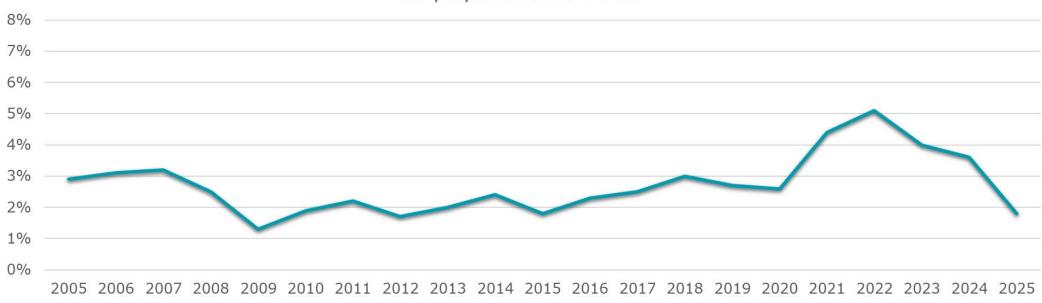
#### Consumer Price Index - Urban Wage Earners





## **ECI**

#### Employment Cost Index

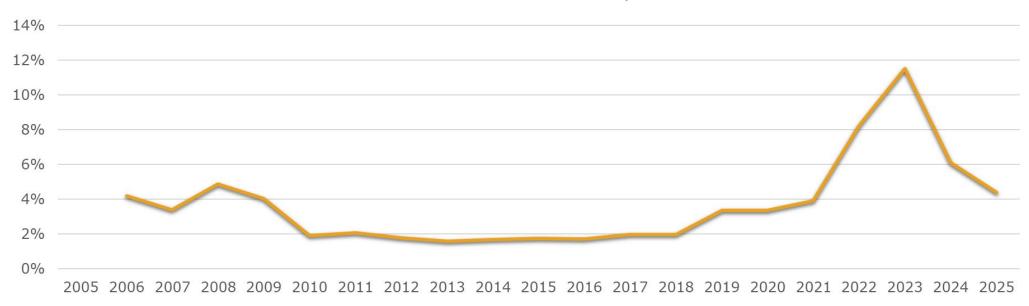


---Employment Cost % Change



#### Vehicle Maintenance

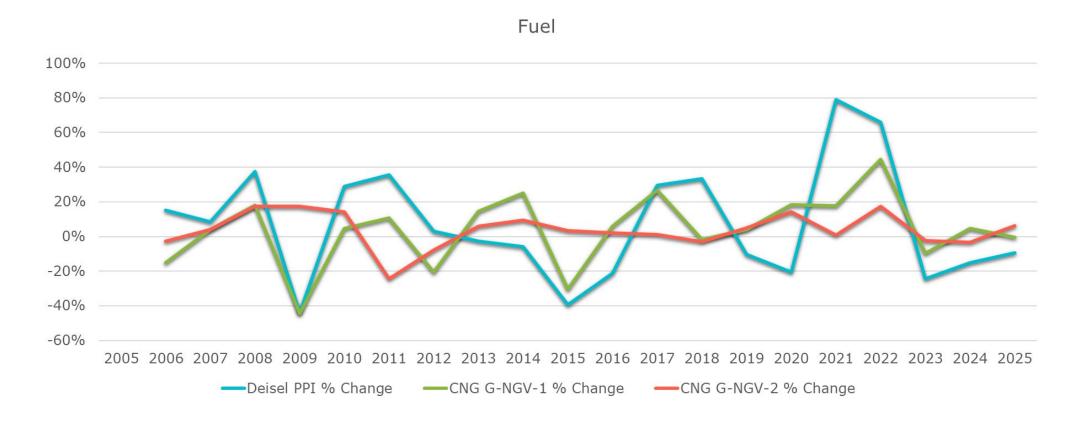
#### Vehicle Maintenance and Repair



—Motor Vehicle Maintenance and Repair Index % Change



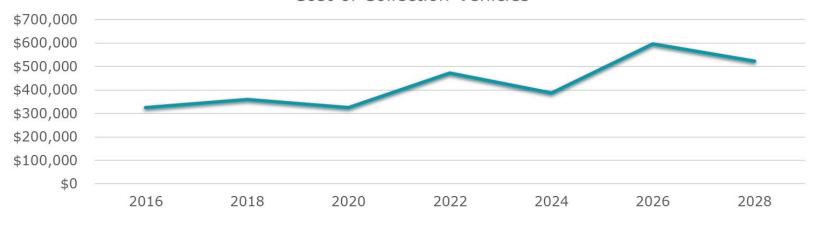
## **Fuel**

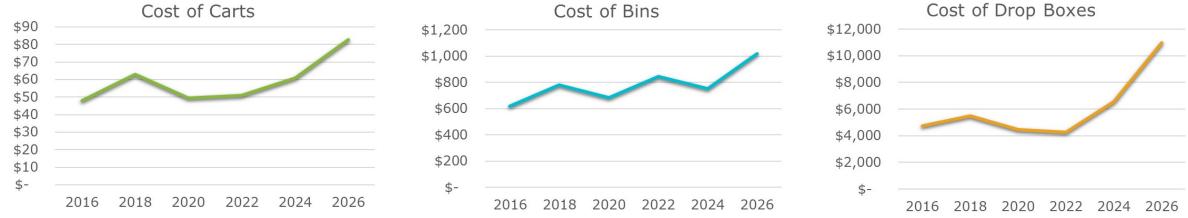




## Capital



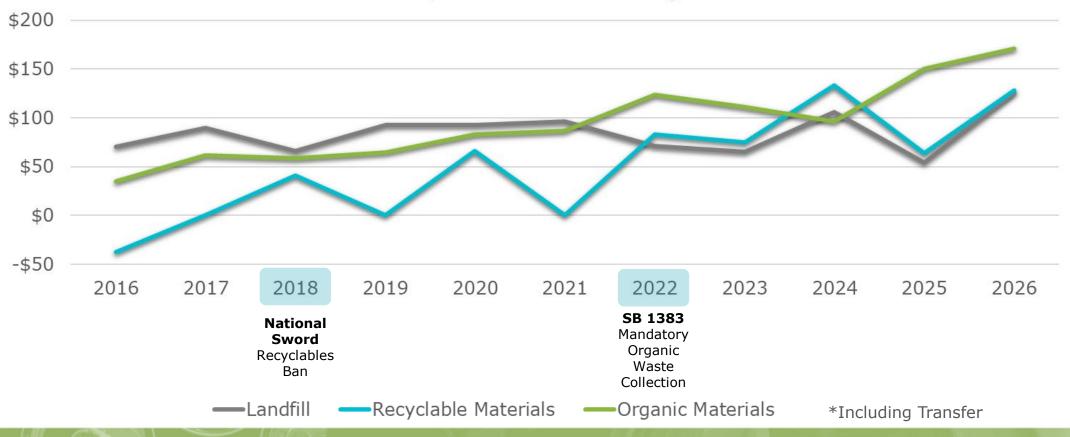






# Disposal and Processing Rates\*





## What's on the Horizon Increased Processing Costs



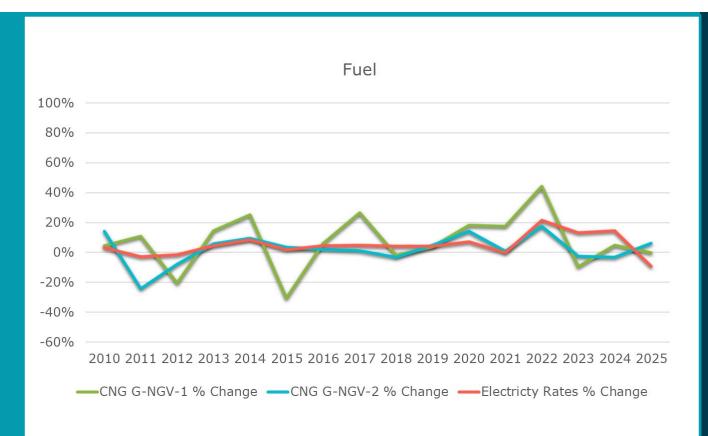
- Regulatory Requirements
- Limited Facilities
- Program Impacts on Material Flows



## 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







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





## Thank you!

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Zero Emission Vehicles: Where the Rubber Meets the Road

**Presented by: Philip Mainolfi** 

#### 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.

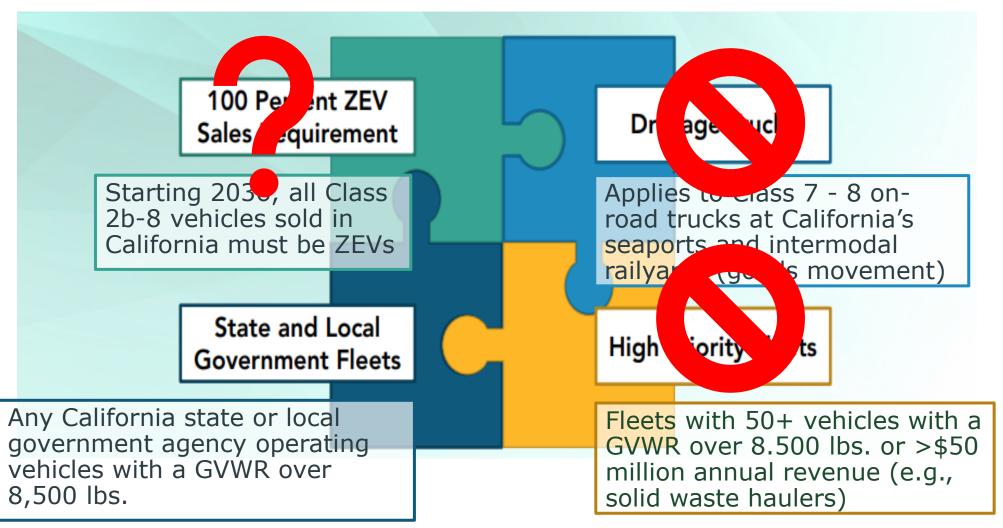






#### CARB ACF Regulatory Update





#### 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

#### 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

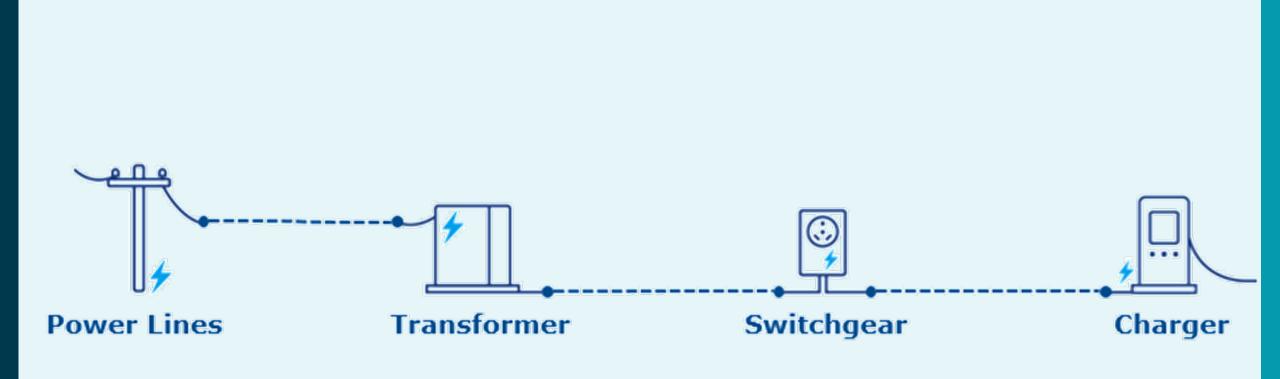


- Strategies are fleet-specific, no "one size fits all" approach.
- Most fleets still planning implementation.
- Start planning capital reserves for long-term rate stability.
- Technologies:
  - ✓ Light- and medium-duty vehicles for 100-200 daily miles are well established
  - X Heavy-duty vehicles still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

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### 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



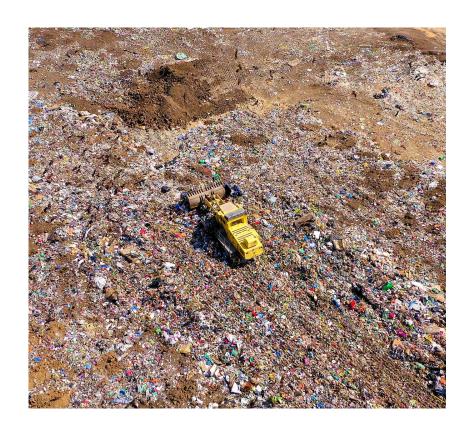
### Other/Hot Topic



## **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

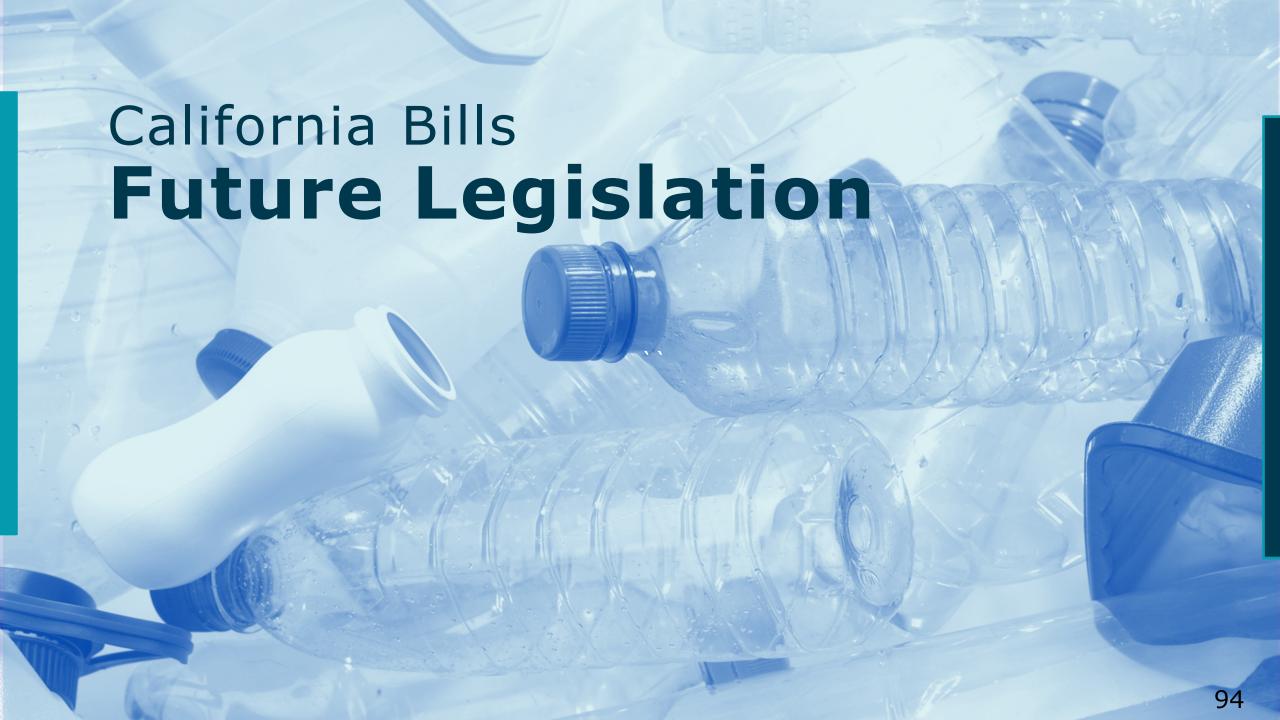
#### **AB 696 – Lithium-ion Batteries**

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







## Thank you!

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## CBSM Unpacked: Designing Outreach That Works

**Presented by: Sara Parral** 







## 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** 

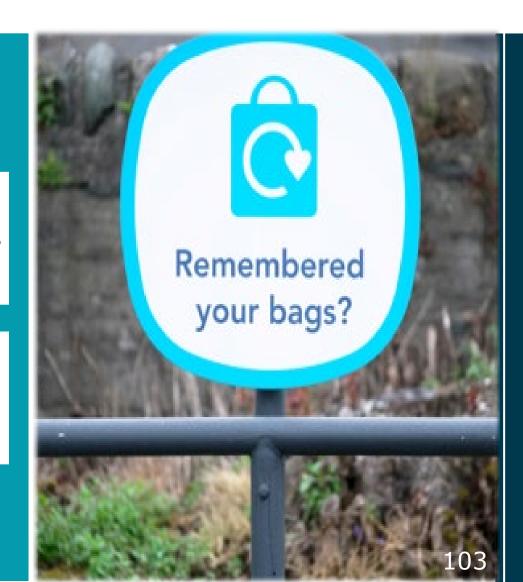
**Prompts** 

**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**

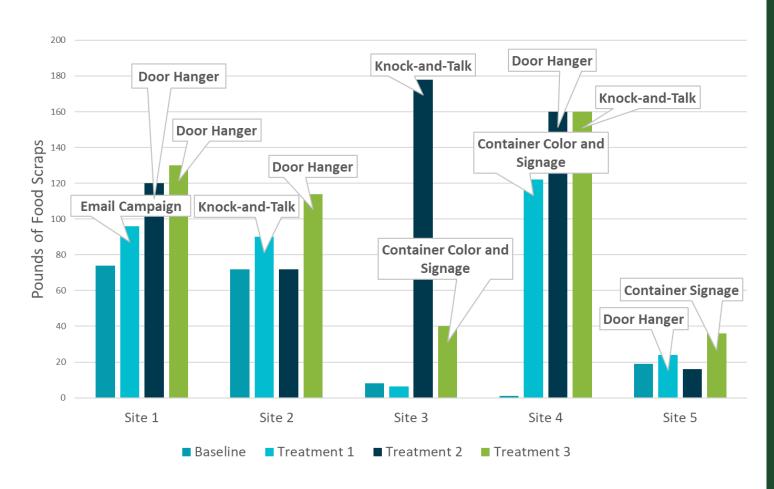
5 buildings; 3 treatments

#### **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.



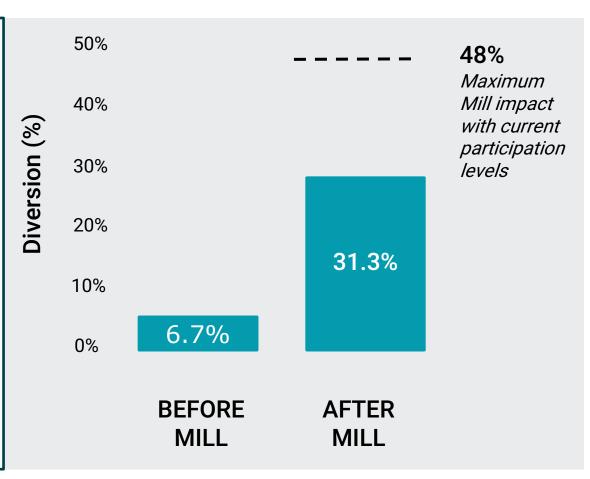
#### **Behavior Tools**

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





- 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

