



2024 Morgan Hill Community Education and Outreach Plan

Recology's community education and outreach in Morgan Hill will be comprised of the items listed in this plan.

The Recology Waste Zero Specialists will act as education liaisons in the community, promoting recycling, composting, and reduced disposal.

Online Presence (Ongoing)

- **Website** – Recology will maintain and update the Morgan Hill specific webpage and the umbrella South Valley site with all new materials and service updates.
www.recology.com/recology-south-valley/morgan-hill/
- **What Bin Search Tool** – Recology will add new materials to the database based on analytics provided by the tool
www.recology.com/recology-south-valley/what-bin/
- **Facebook and Instagram** – Recology will post relevant content.

Recycling Guides (also known as Service Guides)

- **Residential** – Recology will prepare and distribute “How To” Guides on garbage, recycling, and organics for customers. The Service Guide will be mailed directly to residential customers at the start of services and at the beginning of each calendar year. The guide will include helpful information about the safe disposal of hazardous waste and other hard-to-dispose items. To request a guide in Spanish customers can contact customer service. Customers can also view the guide electronically by visiting Recology’s website at:
 - www.recology.com/recology-south-valley/resources/
 - [Attachment 1: Sample Residential Service Guide](#)
- **Multifamily** – The Multifamily Service Guide will be mailed to the account billing address as well as available property owner addresses for Multifamily complexes at the beginning of each calendar year. This mailing will include a letter to owners/property managers informing them how to request additional copies of the guide for their tenants, which they would be responsible for distributing. Additionally, at the beginning of each calendar year Recology will visit each owner/property manager with on-site offices to offer them Multifamily Service Guides in-person. The guide will include helpful information about the bulky item pick-up program and the safe disposal of hazardous waste and other hard-to-dispose of items. The guide is available in Spanish upon request.
 - [Attachment 2: Sample Multifamily Service Guide](#)
- **Commercial** – The Commercial Service Guide will be mailed to the account billing address as well as available property owner addresses at the beginning of each calendar year. The guide is available in Spanish upon request.
 - [Attachment 3: Sample Commercial Service Guide](#)

New Start Packets (Ongoing)

- **Residential** – Each newly subscribed residential customer will receive a New Start Packet to educate them about Recology services. The mailing will contain a Welcome Letter that includes customer service contact information, billing options, and helpful information, Residential Service Guide, and a calendar notifying customers of the recycle collection week. Indoor food waste collection containers are available upon request.
 - [Attachment 4: Sample Recycling calendar](#)
- **Multifamily** – Owners or property managers will receive information and tools to provide to their tenants. This will include a property manager Welcome Letter, Multifamily Service Guides, indoor food waste collection containers, and in-unit “buddy bags” that depict program information and Recology’s contact information.
- **Commercial** – At the start of new service commercial customers will receive a Welcome letter and a Commercial Service Guide that will include information on how to request sorting posters and internal containers.
 - [Attachment 5: Sample Recycle Sorting Poster](#)
 - [Attachment 6: Sample Organics Sorting Poster](#)
 - [Attachment 7: Sample Garbage Sorting Poster](#)

Quarterly Communications

- **Print newsletter** – Q1 and Q3 Recology will create, design, and distribute newsletters to educate customers on vital information in the waste and recycling industry. The newsletter is included with customer bill and available to be downloaded electronically. Newsletters serve as an important tool to remind customers about the available services and programs. In addition, newsletters are an opportunity to promote recycling events and educate customers on additional resources for recycling and waste reduction. For an example, please see:

- [Attachment 8: Sample Newsletter](#)
- **Electronic newsletter** – Residents can view the newsletter electronically by visiting: <https://www.recology.com/mh/>
- **Bill insert/flyer printed** – Q2 residents will receive a bill insert with information about their services, new programs, or helpful reminders. For an example, please see:
 - [Attachment 9: Sample Bill Insert](#)
- **Bill insert/flyer electronic** – Residents that do not receive a paper bill can view bill inserts and flyers electronically by visiting: <https://www.recology.com/mh/>
- **Direct mail** – Q4 residents will receive a direct mail letter or postcard with holiday service information. They will also receive a recycling calendar for the following year that contains service reminders. For an example, please see:
 - [Attachment 10: Sample Direct Mail](#)
- **Social media** – Recology will use social media outlets such as Facebook and Instagram to help educate customers on diversion, new programs, and service announcements. For an example of a recent post, please see:
 - [Attachment 11: Sample Social Media Post](#)
- **Other collateral** – As agreed upon by the City and Recology.

Technical Assistance

- **Multifamily** – The Recology Waste Zero team will work to enroll all multi-family complexes in all three streams. Trainings are available to building managers,

employees, and tenants focusing on contamination reduction and increased diversion.

- **Commercial** – The Recology Waste Zero team will work to enroll all eligible businesses, institutions, and other commercial customers in all three streams. Trainings are available to employees to help them engage in their programs and properly sort material. Recology will offer tailored outreach to specific commercial sectors and accounts, focusing on contamination reduction and increased diversion.

Schools/Youth

- **Presentations** – The Recology Waste Zero team offers educational presentations to schools, community organizations, and youth groups located in the service area.

Attachments

- 1: Sample Residential Service Guide
- 2: Sample Multifamily Service Guide
- 3: Sample Commercial Service Guide
- 4: Sample Recycling Week Calendar
- 5: Sample Recycle Sorting Poster
- 6: Sample Organics Sorting Poster
- 7: Sample Garbage Sorting Poster
- 8: Sample Newsletter
- 9: Sample Bill Insert
- 10: Sample Direct Mail
- 11: Sample Social Media Post