

EXHIBIT E EDUCATION PLAN

ONGOING PROGRAMS

The following public education and outreach activities will be performed on an ongoing basis throughout the term of the contract.

Contractor will submit for review an Education Plan for City approval no later than August 1st for the next Calendar Year. The plan will include proposed education focused on service information and recycling guidelines for both residential and commercial customers. Schedule of when education material will be disseminated throughout the year, social media post calendar, and community event participation.

- (1) Communication Collateral. Various forms of literature will be distributed to the community annually. The collateral will remind residents what is accepted for recycling and organics, advise them of holiday schedules, bulky waste pickup, waste and recycling events, community events, and special waste handling topics.
- (2) Annual Assessment of Education & Outreach Efforts. Contractor staff will work cooperatively with the City to monitor the effectiveness of existing public education and outreach programs and to identify and develop new public education and outreach programs as might be necessary to meet diversion targets.
- (3) Community Events. Contractor will provide waste and recycling services, at no charge, in a continuing effort to support City programs and events. Contractor will attend public events and host booths to promote recycling education and awareness. Contractor will work with City to identify which special events will be attended.
- (4) Chamber, Civic Group Presentations. Contractor will reach out to the local Chamber of Commerce and service organizations to work with these organizations to complete presentations to the business community about available services and programs, education around state mandates (AB 341, AB1826, and SB 1383) as well as the benefits of recycling services.
- (5) Marketing Resources. Contractor will distribute video and images (social media education posts) geared towards residential and commercial customers annually to inform regarding special programs, recycling initiatives such as AB341, AB1826 and SB 1383 for city staff to incorporate in its traditional and social media platforms.
- (6) Social Media. Contractor will use its presence on social media (Facebook, Twitter and/or Instagram) to provide real-time information about our local operations, enhance community conversations, promote recycling and engage more directly with customers and community organizations to address their questions.

Additional Contractor Education Tools

- (7) Local Chino Website. Contractor will update with new service offerings local Chino website to inform the public about routing, services levels, program offerings (community cleanups, bulky waste collection, sharps program, etc.) proper cart usage, recyclable materials accepted, community events and information on environmental protection that will be updated on an on-going basis.
- (8) Recycling Rewards Program. Annually in celebration of America Recycles Day- Contractor will work with city staff to recognize two residential customers and one commercial customer at a November council meeting for being model recyclers by Recycle Right. Contractor will provide a gift basket along with a Recycling All Star Certificate.
- (9) Residential and Commercial Customer E-Newsletters (Electronic Newsletters). E-Newsletters provide a simple and effective method to educate residents and commercial customers about service changes, recycling and sustainability programs, or other important information. Both the Residential and Commercial E-Newsletters will be produced quarterly. The Commercial E-Newsletter will detail specific information regarding applicable State/City mandates.
- (10) Recycle Right. Contractor will use this site to educate residents, businesses and multi-family on important recycling topics, and to offer tools that can be used to make recycling sustainable for future generations. Contractor will use <https://www.wm.com/us/en/recycle-right> to educate the community more about the changing world of recycling, industry news and trends.

Outreach Material for City Facilities

Communication Collateral. Contractor will make available copies of collateral material created for city staff distribution at city facilities for residential and commercial customers.