

GENERAL MANAGER COMMUNICATIONS



Meeting Date: September 20, 2024

- **West End** - ReGen Monterey team members attended the annual West End Celebration and engaged with over 1,500 attendees. We had a wonderful time educating the public about our recycling and composting programs and were able to encourage participation by handing out over 500 kitchen pails.

We also gave out 1,000 free stainless-steel cups for free water refills in collaboration with Disaster Kleenup Specialists. Additionally, partners including BrewBus Monterey, Other Brother Beer and Post No Bills were generous in offering \$1 discount on coffee and beer with one of our reusable cups. Thank you to these businesses for your generosity and commitment to sustainability at West End.

- **Engine #4 Repair** - ReGen Monterey's power plant produces five megawatts of electricity. Extracting landfill gas through wells and converting it into renewable energy, which powers all the operations. The plant features four generators, each driven by a landfill gas engine. Recently Jenbacher engine #4 spun a connecting rod bearing damaging, the crankshaft. Due to the number of hours on this engine, the recommendation is to replace the engine with a short block.
- **Clean California** - marks three years of progress.
 - 50,000 tires collected
 - 12,000 mattresses collected
 - 6 million cubic yards of litter collected- enough to cover 9 lanes of interstate 5 with an inch of trash from San Diego to Canadian Border
 - 18,000 jobs created
 - Launched in July of 2021 \$1.2 billion dollar initiative

These statistics are a reminder that people generate waste, and if people don't handle it properly (recycled, treatment facilities, or landfill disposal), their waste causes problems for the community and the environment.

- **CalRecycle and ReGen focus on battery risks during collection-** Great news - our social media and video campaigns about battery risk caught the attention of the communications team at CalRecycle. Last week, they asked to interview Felipe, Eric, and Zoe, we collected and sent video clips for them to create a series of social media posts. Thankfully, it looks like CalRecycle will be making a major push to decrease the disposal of batteries and e-waste in curbside carts through legislation and disposal programs. It's awesome that they saw ReGen Monterey take the initiative to implement a comprehensive communications campaign on this subject and wanted to feature us in their campaign.

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Let's not waste this.

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