

# PRESENTATION



Meeting Date: July 18, 2025

To: Board of Directors  
From: Director of Communications, Zoë Shoats  
Approved by: General Manager, Felipe Melchor  
  
Subject: “Sort with Heart” SB 1383 Marketing Campaign

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## RECOMMENDATION

Receive presentation.

## BACKGROUND

In 2023, CalRecycle made available a second round of Local Assistance Grant Program (LAGP) funds to help with implementation of CA’s Short-Lived Climate Pollutants Act, SB 1383. Eight of ReGen’s nine member agencies (omitting the County of Monterey) elected to have ReGen Monterey apply on their behalf, pooling their grant funding for ReGen Monterey to implement programming. A subcommittee of ReGen Monterey’s Technical Advisory Committee (TAC) helps direct how funding should be spent. A total of \$612,849 was received in cycle OWR4 for use through April 1, 2026.

A portion of that money, \$135,684, was programmed for an educational marketing campaign to help encourage participation in diverting food scraps from the landfill. In addition, ReGen partnered with Salinas Valley Recycles who provided \$109,832 in LAGP funds. Together, we’re stretching our marketing dollars for a county-wide educational marketing campaign at a total cost of \$245,516.

## DISCUSSION

Blue Strike Environmental was hired to work with a subcommittee of ReGen Monterey and Salinas Valley Recycle’s TACs to create a multichannel marketing campaign. The campaign targets Monterey County residents, encouraging them to put food scraps in their green carts. Today’s presentation will give a high-level overview of the campaign concept, mediums used, as well as some creative executions in progress.

The campaign is just getting underway, with most media in-market starting Fall 2025. To date, \$132,521 has been spent on media placements with more to come.

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*Let’s not waste this.*