

A = Authority
 C = Contractor
 Blank = N/A

The Authority and Contractor will collaborate on design but the Authority has final approval.
 The Authority will contract for design, print and production (mailing) services in most cases.
 For mass mailings, Contractor will only be required to store a small quantity to be distributed at special events, site visits, etc.

	Design	Print / Produce	Storage	Distribute	Mass Mailing	Provide Addresses
Annual Outreach						
Print / Video / Web / Paid Outreach						
• Franchise Implementation / Start-up (TBD)*	A / C	A / C	C	A / C	A	C
• Truck sign (three designs per rate year + one annual installation)	A / C	C	C	C		
o 79x34						
o 94x29						
o 94x34						
• Single-family service guide*	A / C	A	C	C	A	C
• Multifamily service guide*	A / C	A	C	C	A	C
• Commercial service guide*	A / C	A	C	C	A	C
• Schools service guide*	A / C	A	C	C	A	C
• Member Agency staff service guide	A / C	A	C	C		
• Holiday tree mailer (8.5 x 11" postcard) – SF and MF	A / C	A	C	C	A	C
• Multifamily posters (recycling, organics, landfill)*	A / C	A	C	C		C
o 8.5 x 11" indoor						
o Large format outdoor						
• Commercial posters (recycling, organics, landfill, food waste)*	A / C	A	C	C		C
o 8.5 x 11" indoor						
o Large format outdoor						
• Outreach videos (1-2 per rate year)	A / C	A		A / C		
• Annual pledge and grant (local advertising)	A / C	A		A / C		
• New development and enclosure guidance	A / C	A		A / C		
• Contractor contamination cart tags*	A / C	C	C	C		
• Authority SB 1383 route contamination monitoring cart tags	A / C	A	A	A		
• Program-specific mailers as needed (typically 1-3 per rate year)	A / C	A	C	C	A	C
o Typically 8.5 x 11" postcard						
• Service provider website	A / C	C				
• Authority website (www.RecycleSmart.org)	A	A				
• Authority quarterly residential newsletter	A / C	A	A / C	A / C	A	C
• Authority quarterly multifamily tenant (occupied unit) newsletter	A / C	A	A / C	A / C	A	C
• Authority commercial newsletter (TBD)	A / C	A	A / C	A / C	A	C
• Community event booth	A / C	A / C	C	C		
• Authority Social Media (Facebook, Instagram, Nextdoor)	A	A		A		

• Contractor Social Media (Facebook, Instagram, Nextdoor)	A / C	C		C		
• Google outreach campaign	A / C	A		A		
• Service area local print advertising	A / C	A		A		
• Enforcement and educational letters	A / C	A	A / C	A / C		C
• SB 1383 Edible Food Recovery outreach	A	A	A / C	A / C	A	C
• Construction and Demo Permit Desk outreach	A	A	A	A		
• Hello Recycling Bin (Hello Lamp Post) Texting Tool	A / C	A		A / C		
Physical Tools / Resources						
• Resi and Multifamily kitchen food scrap pail & label	A / C	A	C	C		
• Multifamily reusable recycling tote bag	A / C	A	C	C		
o "Move-in and Move-out" Kit (printed materials)	A / C	A	C	C		
• Indoor commercial containers ("Slim Jims")	A / C	A	C	C		
• Curbside cart / bin labels	A / C	C	C	C		
• Curbside used oil recycling kit	A	A	C	C		
• Medical sharps disposal bins + signage	A	A		A		
*Multi-lingual - up to 3 language translations (Authority selection) required by Contractor						