

1:00 pm Pacific Time  
October 3, 2024

**Track B**

NATIONAL  
**ZERO**  
WASTE  
CONFERENCE

**Concurrent PM**

# The Power of Tech in Litter Abatement

**Speakers:**

**Emin Israfil**

**Annette Poliwka**

**JoAnn Gemenden**

**Moderator: Steve Jewett**

Hosted by:



Day 2 • Zero Waste Communities

**1:00 pm Pacific Time  
October 3, 2024**

**Track B**



# **Steve Jewett**

**Founder**

**Clean Trails / National CleanUp Day  
(Moderator)**

## **The Power of Tech in Litter Abatement**



**National Zero Waste Conference 2024**

**Day 2 • Zero Waste Businesses & Institutions**

**Hosted by:**





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**Emin Israfil**

**CEO**

**Rubbish**

**The Power of Tech in Litter Abatement**



**National Zero Waste Conference 2024**

**Day 2 • Zero Waste Businesses & Institutions**

**Hosted by:**



# Rubbish AI for Waste Management

How AI can help us clean up our neighborhoods and get better at recycling



National Zero Waste Conference - October 2nd, 2024 | [emin@rubbish.love](mailto:emin@rubbish.love) (10min + 2 min QA)

Featured by



accenture



# Agenda

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**Intro: Emin & Rubbish Journey**

**Part 1: AI For Environmental & Illegal Dumping Data**

**Part 2: Where to dispose litter - Recycling AI**

**Part 3: Code Enforment AI**

**Demo**

# Rubbish Intro

Our goal is to create clean, healthy, and sustainable communities.

Emin Israfil, cofounder of **Rubbish**, and self-taught Garbageman.

Cleaning the Bay Area  
Since 2017



r/pics

u/ThrowAwayFor30yo 12 5 3 • 3d • ...

Over 8,000 cigarettes picked off the street to be recycled #trashtag

Pics & Gifs



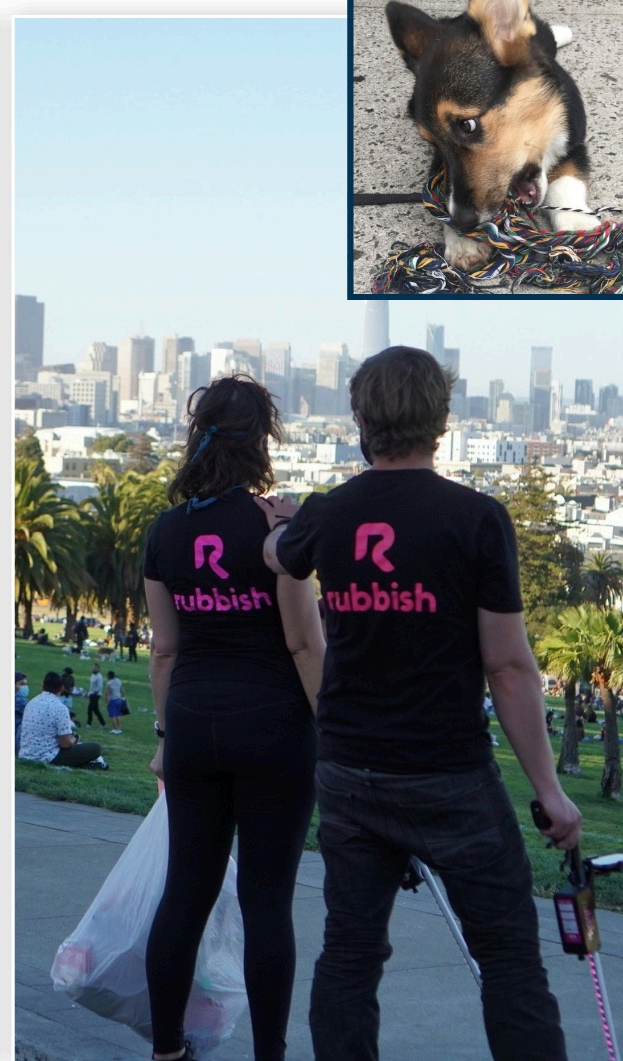
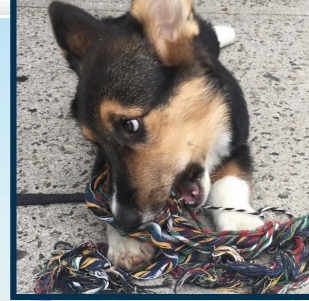
120k

2.1k

Share

BEST COMMENTS

SashaWoodson 3 3d





# Journey

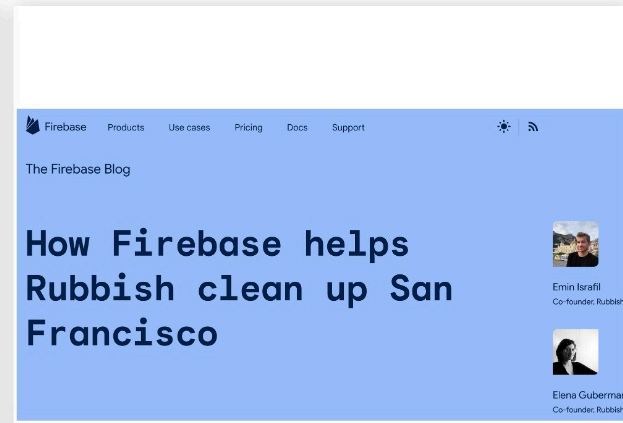
Apple

Google

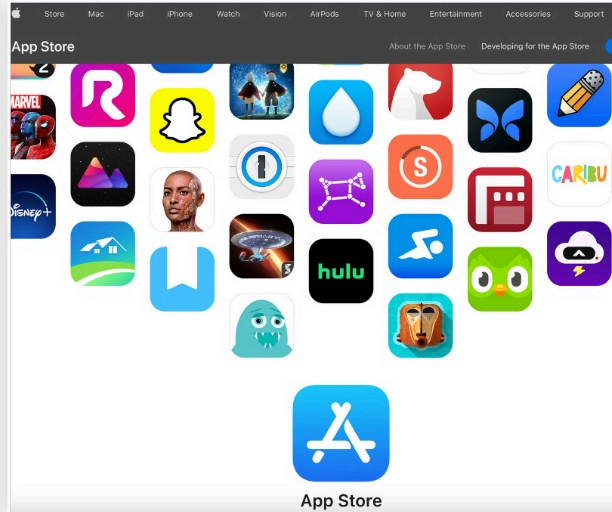
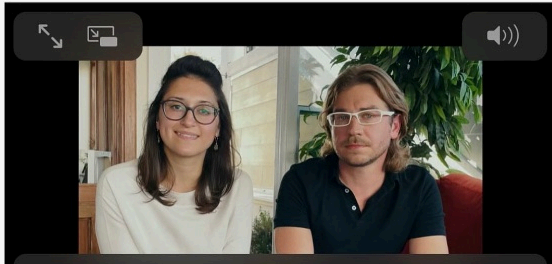
NASA

Replate

City of New Orleans



WWDC  
June 7, 2021



**"The cleanest  
Startup Grind  
event we've  
had."**

- Ernie Schmidt, SG host  
and Redwood City Planning  
Commissioner.

# Rubbish



## Tools to clean our shared spaces.

Environment, Waste & EPR Data

Community & Property Management

Education and Outreach

Illegal Dumping Portal

All-in-one stop for waste management software.



# Part 1

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Illegal Dumping and Environmental Data

# Litter & Environmental Data Tracking

The goal of a community survey is to provide an un-biased source of truth and use data to measure and promote a community's progress.

Identify problematic hotspots

Allocate resources equitably

Measure year-over-year progress

Data to apply for gov grants

Track important infrastructure

Comply with regulations  
(MS4, EPR, etc )





Overflowing trash



Food Waste



Garbage Pile



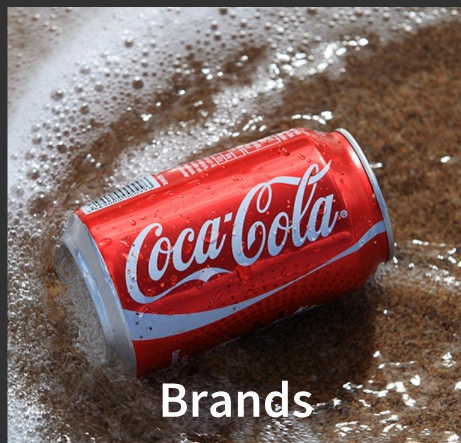
Graffiti



Broken infrastructure



Hazardous -  
Needles



Brands



Litter - Tobacco

Examples of community improvement issues surveyed in Sacramento, California.

# Year over Year Progress

## SOMA West 2019 vs 2020

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Case Study One

San Francisco, California

“With data collection, ‘the sooner the better’ is always the best answer.” — Marissa Mayer



# SOMA West CBD 2019

Rubbish surveyed the issues in the community prior to the launch of services by SOMA West CBD.

This first of its kind survey logged over 28,000 issues in the 100+ block area.

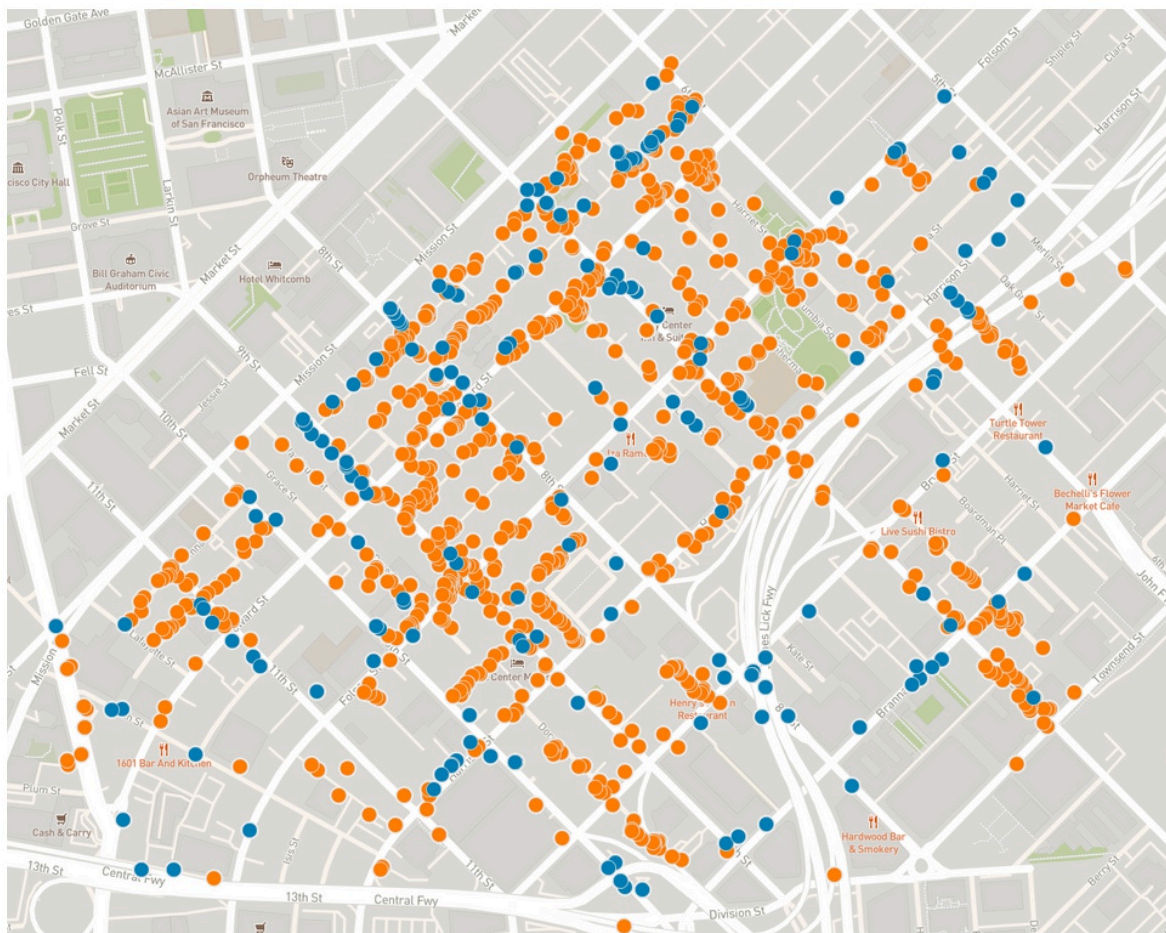
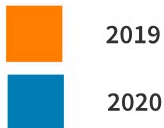


# SOMA West CBD Human/Pet Waste Comparison

2019: 1,308 instances

2020: 197 instances

That's a 85% reduction in  
human/pet waste logged!



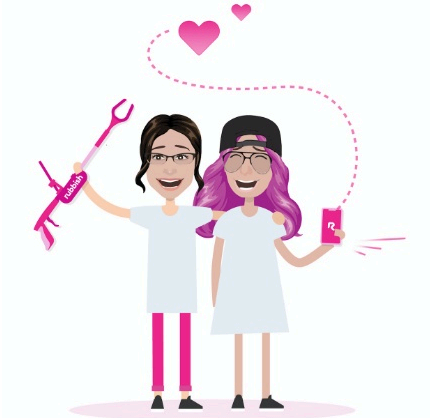
# SOMA West Results

Resources were directed where they were needed most

Residents & staff used data to secure grants

Neighborhood action was transparent and accountable

Created Baseline for Improvement



## Reduction 2019 vs 2020

-85%

Human / Pet waste

-58%

Needles



# River District Snapshot Sacramento, California

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June, 2021

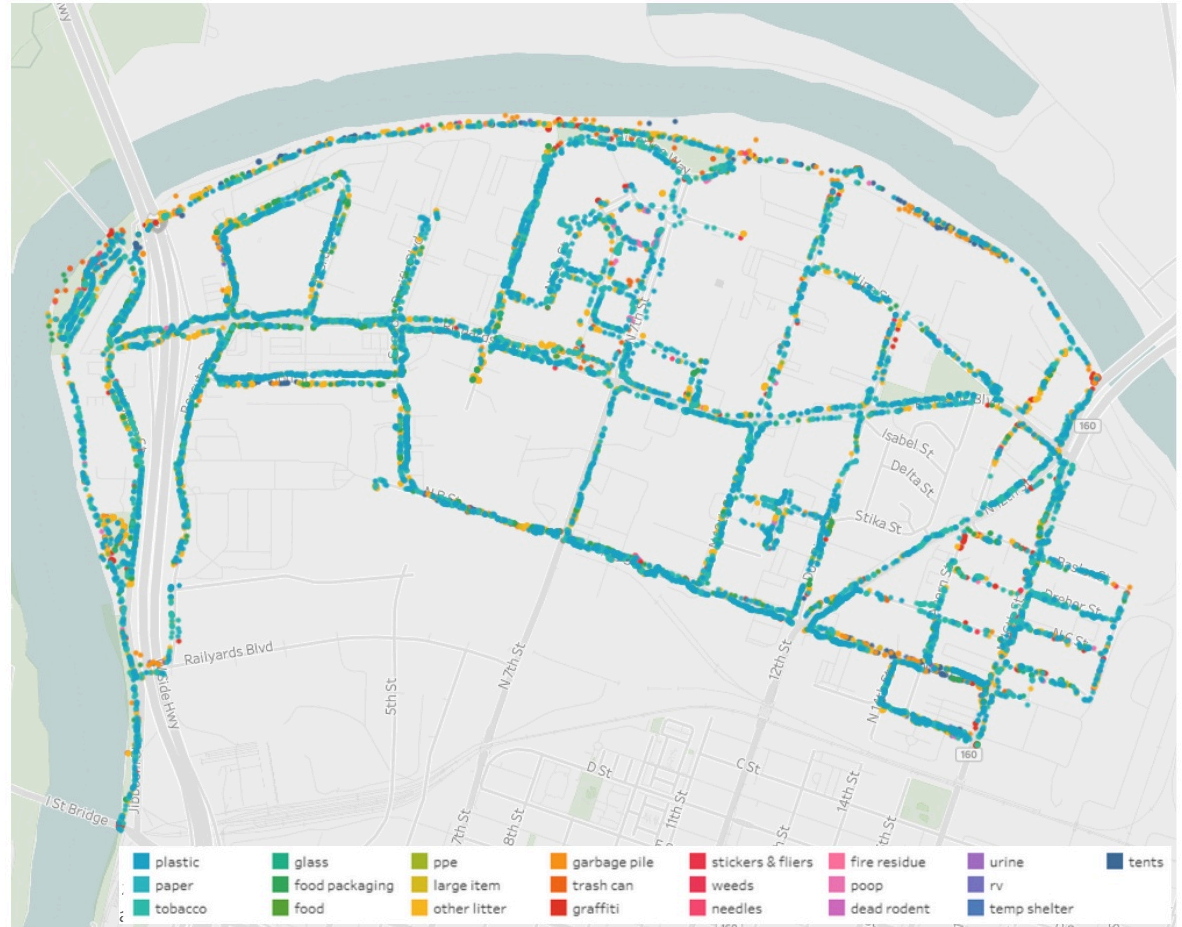
Case Study Two

“Data is a tool for enhancing intuition.” — Hilary Mason

# River District June 2021

The River District audit was conducted from June 6th - June 9th, 2021.

The survey zone extends over approximately 24.5 linear miles.



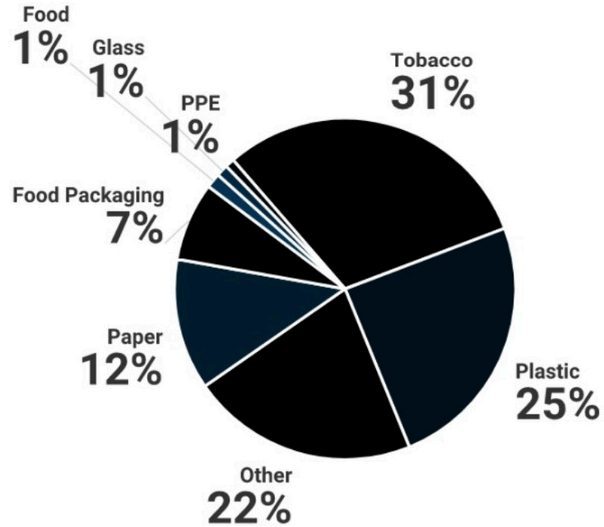
# River District Audited Categories

17,035 issues were identified in 12  
different categories.

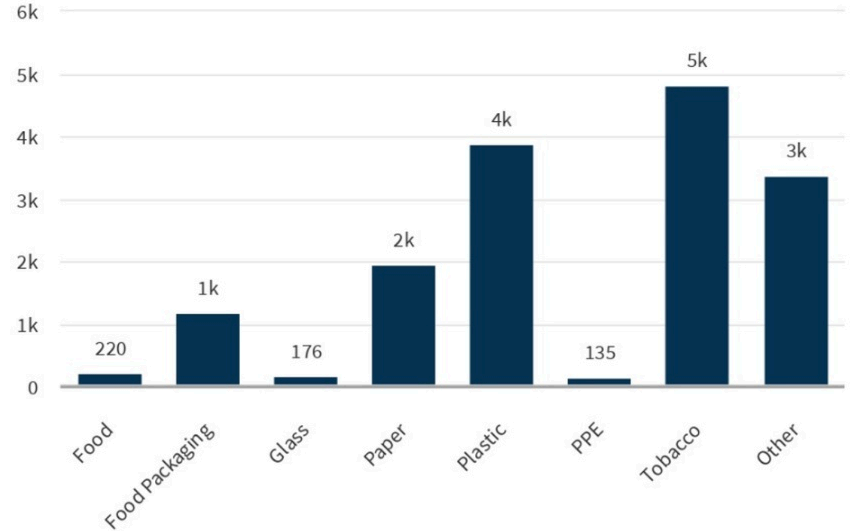
Issue Category	Total
Litter	15,698
Graffiti	339
Temporary Shelters	321
Garbage Piles	227
Poop and Urine	143
Trashcans	75
Fire Residue	72
Stickers and Fliers	70
Large Items	40
Tree Issues and Weeds	32
Needles	15
Dead Rodents	3

# River District Street Litter Summary

The small litter group consists of eight types of litter, which each impact the community differently. Tobacco is the biggest culprit of street litter. A new category this year was PPE, which includes disposed masks and gloves.



Pieces of Litter



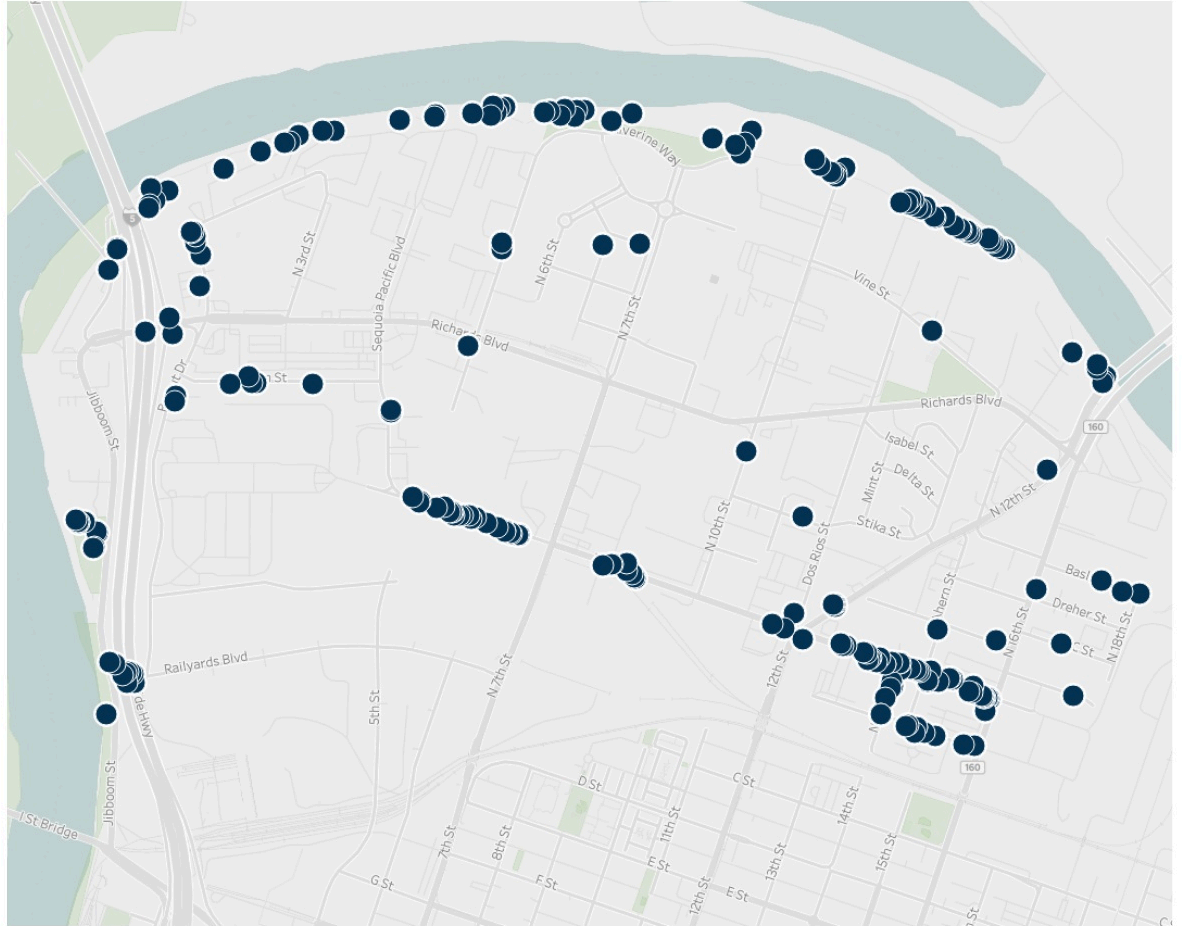
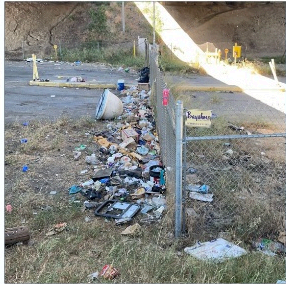


Sacramento, California



# River District Garbage Piles

There were **227** instances of  
Garbage Piles.



Sacramento, California

# River District Tobacco

There were **4,818** instances of Tobacco.



# River District vs Downtown Sacramento 1-Mile Comparison

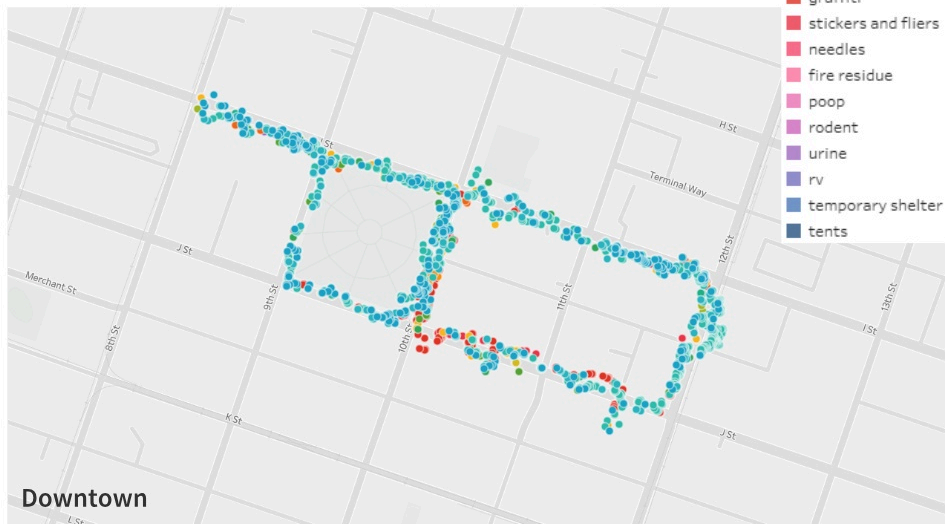
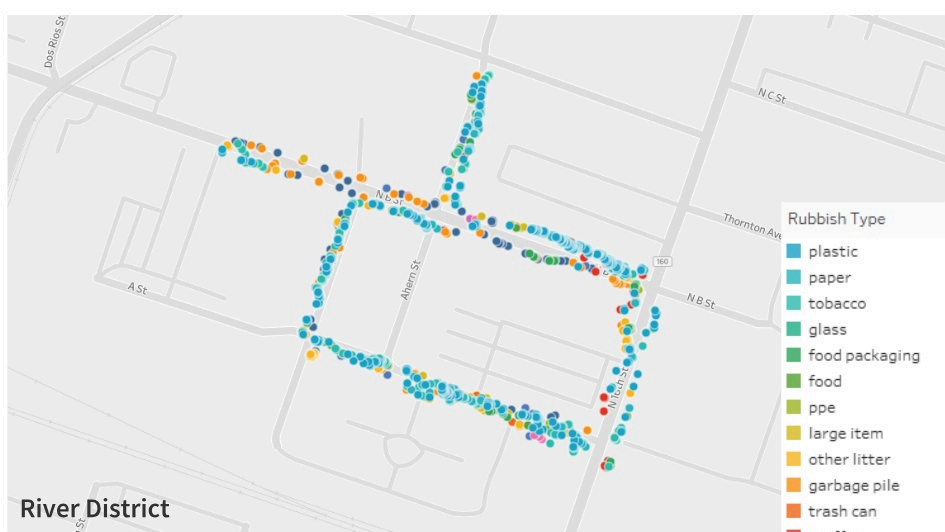
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In order to contextualize the River District's challenges,  
we compared it against a nearby zip code.

# River District vs Downtown 1-Mile Comparison

2,591 issues were assessed in 11 different categories.

The differences were dramatic...



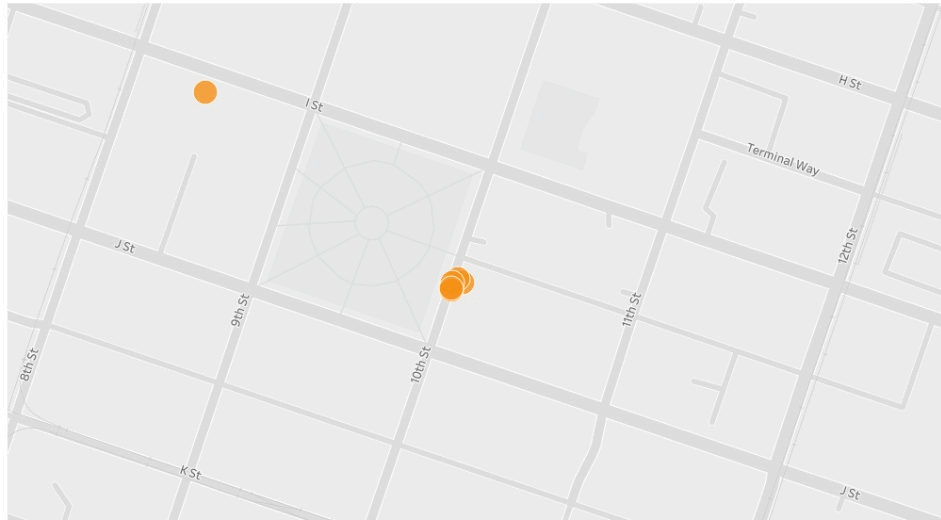
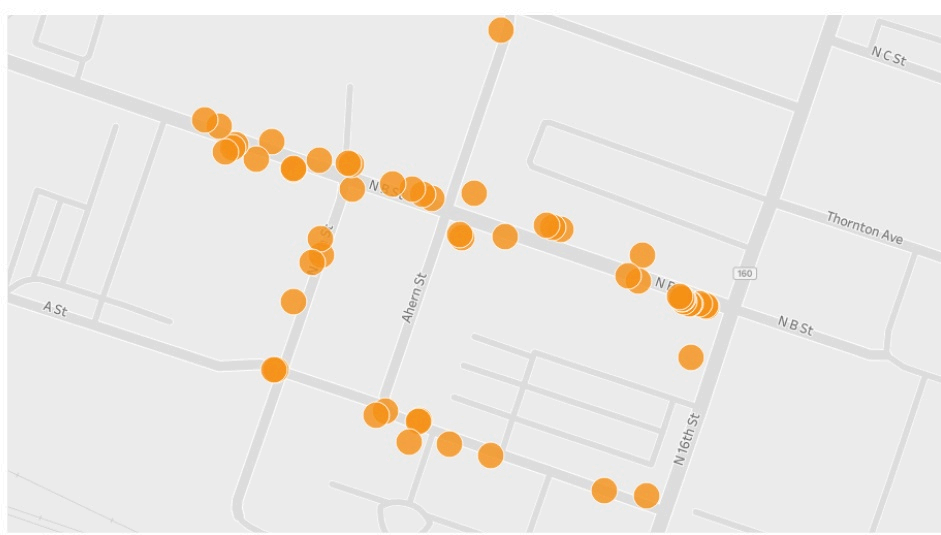


# River District vs Downtown Garbage Piles

River District: 54

Downtown: 6

River District has **8x** more Garbage Piles.



# Testimonial

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“This report is really something that we’ve never had before. I would do it again in a heartbeat.”

---

“It gave us a full picture of the magnitude of the issues we are challenged with.”

---

“This is our Ground Zero and this will be used to show our improvement year-over-year as we go forward.”

Read full article: [www.rubbish.love/blog/sacramento-river-district-audit](http://www.rubbish.love/blog/sacramento-river-district-audit)



Jenna Abbott, Executive Director  
Sacramento River District Business Improvement District

# Cal Recycle, Cascadia, KAB & Rubbish California Trial

Our first live test of AI for Environmental Data

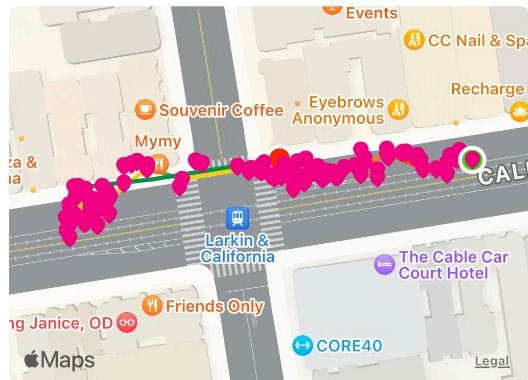
December 2023

# Rubbish Run Summary

done

Nob Hill

@russianhill public



00:06:44      0.10 mi      15.7 LPM

Leave a short note...

## Breakdown

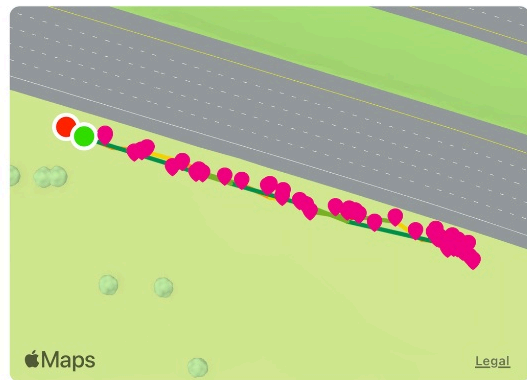


# Rubbish Run Summary

done

Belmont Heights

@russianhill public



00:07:36      0.12 mi      6.0 LPM

Leave a short note...

## Breakdown

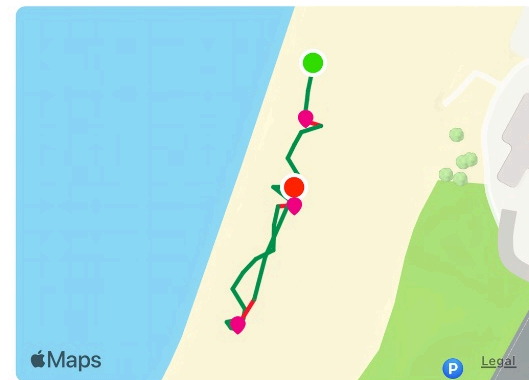


# Rubbish Run Summary

done

Montara

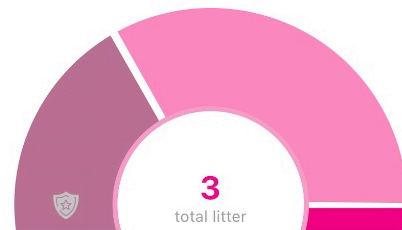
@russianhill public



00:09:22      0.11 mi      0.3 LPM

Leave a short note...

## Breakdown







other plastic, @russianhill

Ocean Beach | 12/18/2023 12:28 PM



textiles, @russianhill

California St | 12/18/2023 11:23 AM



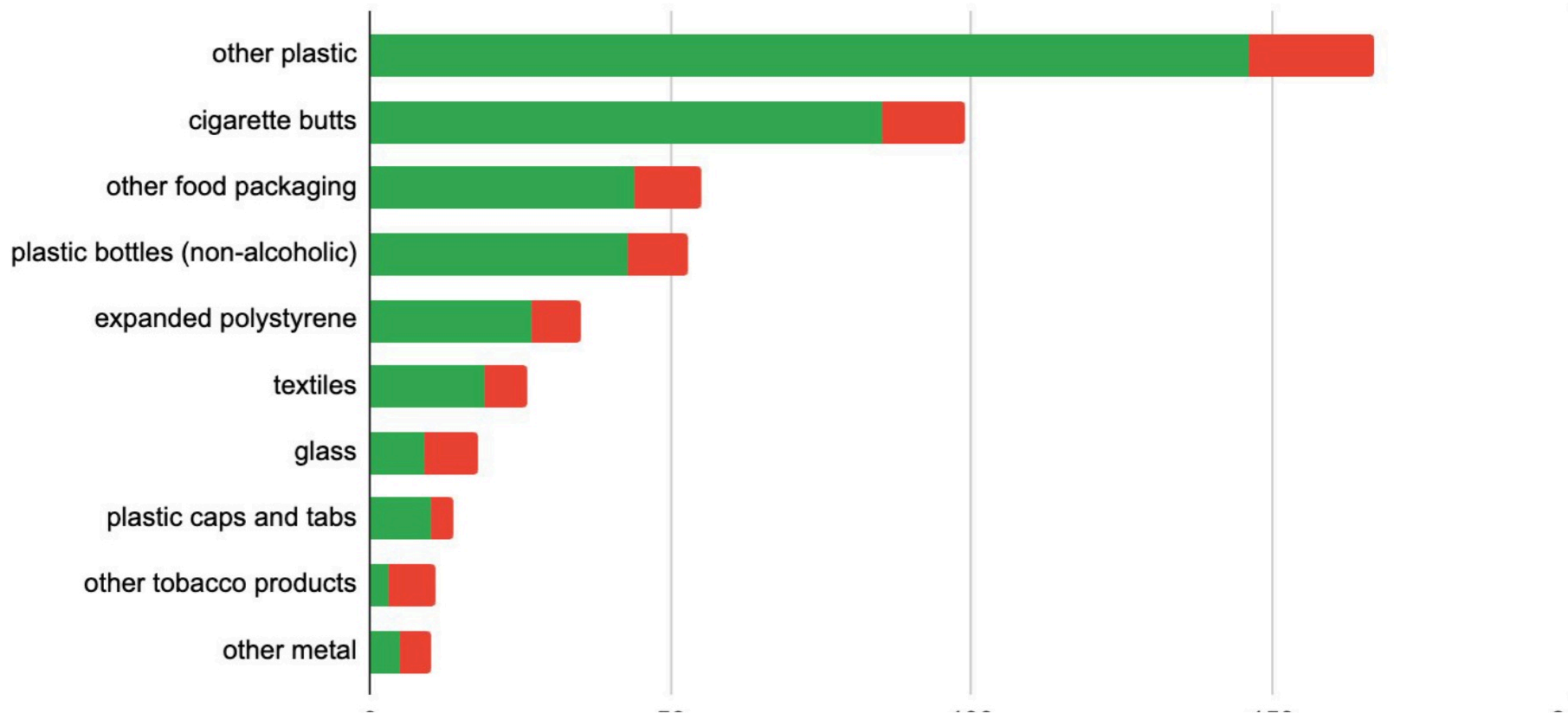
plastic caps and tabs, @russianhill

California St | 12/18/2023 11:22 AM



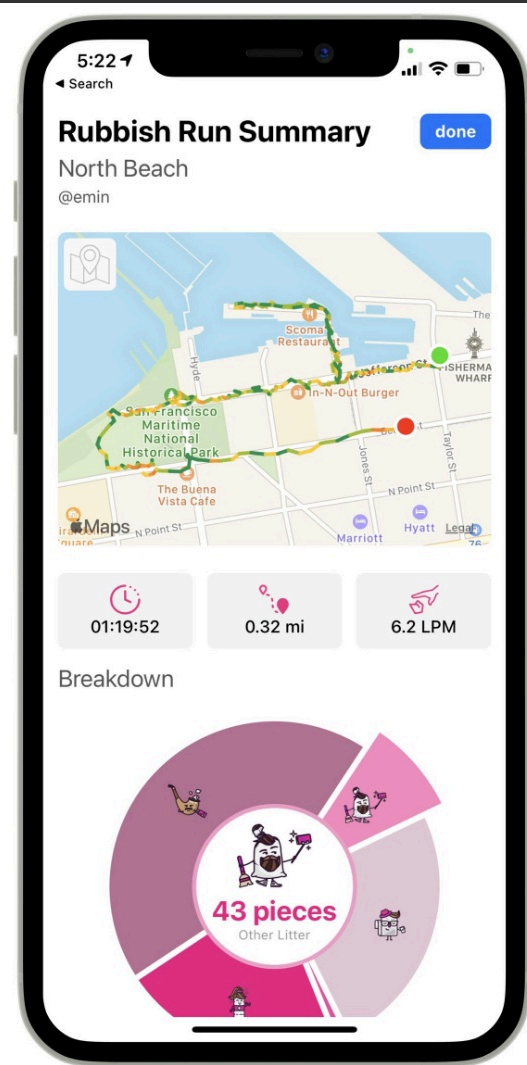
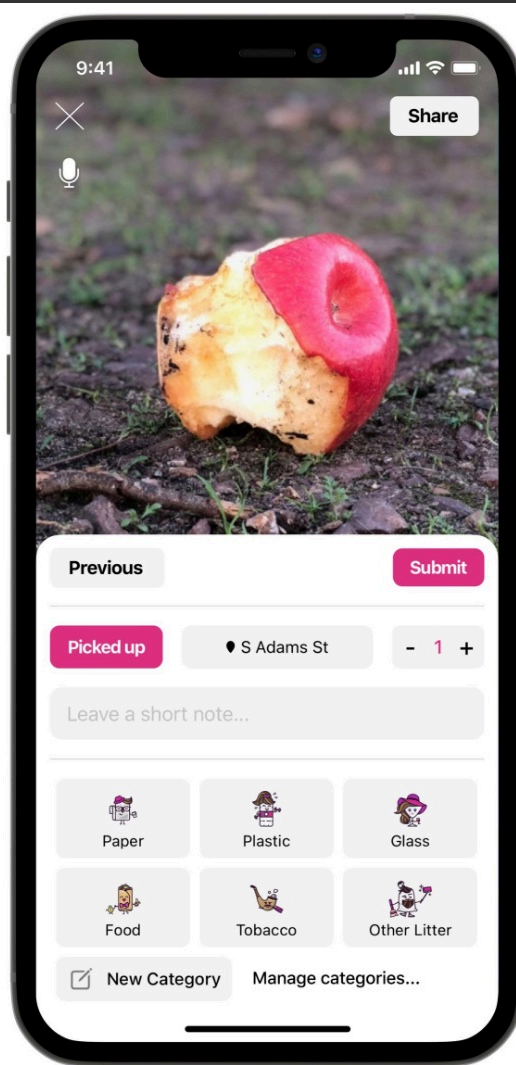


# AI Model Accuracy Rates >85%



# Rubbish iOS App

Demo TIME!





ai

Recycling  
Bin

ecoENCLOSE  
YouTube

recycling bin as

# What does AI unlock?

- **Significantly faster data collection and characterization**
- **Automates repetitive tasks**
- **More accessible**  
Audio feedback, multilingual support, cheaper
- **Less bias in collection\***  
Bias is more explicit, consistent, controllable



# Rubbish Recycles

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Up-to-date recycling information, wherever you go.

# Problem: People Suck at Recycling. But it's not their fault!

## ORGANIC WASTE RECYCLING



\*Check with your service provider to determine what materials are accepted at your property.

**X NO**  
compostable and biodegradable bags, tea bags, plastic containers, plastic film gloves, disposable wipes, glass, plastic bags, pet waste, plant pots, dirt, rocks, bricks, plant tags, food labels and stickers, twist ties and silverware.

## RECYCLING

All Recyclables Empty, Dry and Loose



\*Check with your service provider to determine what materials are accepted at your property.

**X NO**  
plastic bags, plastic wrap, food or liquid, clothes, hoses, wires, electronics, hazardous waste, chemicals, batteries, compact fluorescent light bulbs, paper napkins and paper towels, any full containers, compostable and biodegradable plastics and diapers

## TRASH



\*Check with your service provider to determine what materials are accepted at your property.

**X NO**  
food, yard waste, recyclables, electronics, hazardous waste, chemicals, batteries and compact fluorescent light bulbs

## HOUSEHOLD HAZARDOUS WASTE

Toxic Products, Electronic Waste, Paint, Bulbs, Batteries, Motor Oil, Needles and Syringes, Propane and Helium Tanks and Chemical Cleaners

Do not dispose of these items in the trash, recycling or organic waste recycling. They are considered toxic and could harm you. Residents can bring hazardous waste to Micromer Environmental Hazardous Waste Transfer Facility for free by appointment only. Call 458-694-7000 or visit [waste.org/waste](http://waste.org/waste) for more information or to make an appointment.

## BULKY ITEMS

Furniture, Appliances and Mattresses

These items are too large to fit into a regular recycle or trash bin. Check with your service provider to understand your bulky item disposal options or check out [WasteFreeSD.org](http://WasteFreeSD.org). Do not dump bulky items where they don't belong.

Learn more at [RecyclingWorks.com](http://RecyclingWorks.com)

## Black/Gray Container

is for garbage



DO NOT ADD HAZARDOUS WASTE

GARBAGE GUIDE	
YES	NO
Clothing	Batteries ⚡
Diapers	Electronic waste ⚡
Dishware	Hazardous waste ⚠
Hoses	Hot ashes ⚠
Flower pots	Infectious waste ⚠
Palm fronds	Flammables ⚠
Pet waste	Fluorescent bulbs ⚡
Plastic bags	Machinery ⚠
Plastic toys	Paint ⚠
Plastic utensils	Pesticides ⚠
Shrink wrap	Oil ⚠
Straws	Organics 🌿
Window glass	Sharps ⚠
Wipes	Tires ⚠

## Blue Container

is for recyclables



PLEASE DO NOT BAG RECYCLABLES

RECYCLING GUIDE	
YES	NO
Plastics #1-7	Bubble wrap 📦
Empty food cartons	Batteries ⚡
Empty glass bottles & jars	Carpet 🏠
Empty cans:	Ceramic dishes 🍽
• Aerosol	Clothing 👕
• Aluminum	Diapers 🍑
• Tin	Electronic waste ⚡
Clean paper:	Fluorescent bulbs ⚡
• Cardboard	Hoses 🚰
• Envelopes	Mirrors 🪞
• Junk mail	Per food bags 🍷
• Magazines	Plastic toys 🧸
• Newspaper	Stuffed animals 🧸
• Pizza boxes	Window glass 🪟
• Wrapping paper	

## Green Container

is for green waste & food waste



PLEASE BAG FOOD WASTE

ORGANICS GUIDE	
YES	NO
Bagged food waste	Batteries ⚡
Birds of Paradise	Cactus 🌵
Dead plants	Concrete 🏠
Expired food	Dirt 🏠
Flowers	Electronic waste ⚡
Food soiled paper	Flammables ⚠
Grass clippings	Glass 🪟
Horse manure	Hazardous waste ⚠
Leaves	Metal 🪗
Prunings	Oil ⚠
Shrub trimmings	Pet waste 🐾
Small branches (under 4')	Plastic 🪗
Untreated wood	Rocks 🪨
Weeds	Sharps ⚠

## THESE SYMBOLS INDICATE PROPER DISPOSAL



# AI in Recycling, Composting, and Recovery

## Goals

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**Simplify disposal instructions.**

**Make recycling fun.**

**Tailor instructions by region.**

**Centralize constantly evolving legislations.**

**Contamination detection.**

## Comply with Local Laws

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**Senate Bill – 54:** Plastic Prevention and Packaging Producer Responsibility.

**Senate Bill – 1383:** Organic Waste Reduction  
**Extended Producer Responsibility (EPR)**



# Snap & Categorize

Trash, Recycling, Compost, Hazardous, eWaste

AI will even give disassemble instructions!

Chicken:  
Compost



Plastic Container:  
Recycling\*\*

\*Must wash and clean first.

\*\*According to Recology SF

\*\*\* Not actually recyclable.

Paper:  
Recycling

# Local Disposal Guidelines

Specific guidance for each community.

Link to local information and programs

Track EPR Data



**Mattresses**

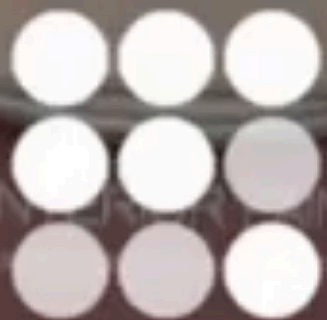


**Paint Cans**

REGAL  
SELECT

PREMIUM INTERIOR PAINT AND PRIMER  
FOR WALLS AND CEILING

PEARL FINISH



**AI Categorization in Progress...**

ai



# Code Enformment AI

---

Automate Routine, Focus on Human Interaction



# Code Compliance Assistance

Match a photo to a code.

Use AI to pre-fill form details.

Automate the boring parts so officers can focus on the human interaction.

Customizable to each county.



Example Use Case

## Detect Weight & Quantity

Auto-categorize illegal dumping based on severity.

Works with existing systems, like 311, and can pre-screen or route issues.



Misdemeanor



Felony

# AI in the Near Future

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6 - 24 month predictions

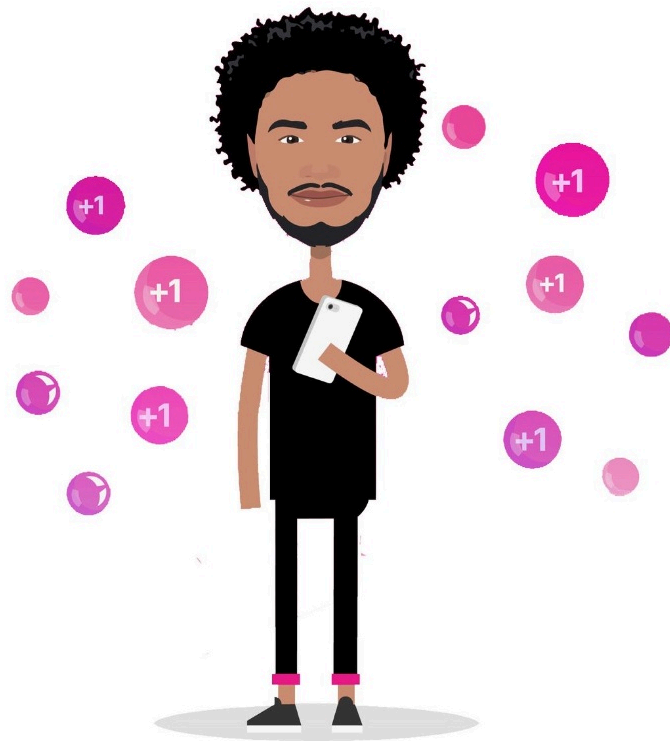
# Better, Faster, Cheaper

Increased accuracy, >95%

Better at counting & estimating large numbers

Prefill forms based on photos

Under 2 second processing time



# rubbish

Love where you live

iOS Try it now!  
Web coming soon.



[emin@rubbish.love](mailto:emin@rubbish.love)  
[www.rubbish.love](http://www.rubbish.love)

Emin & Team  
from rubbish with love



Your feedback helps us improve



**1:00 pm Pacific Time  
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# **Annette Poliwka**

**Board Member**

**League to Save Lake Tahoe (aka,  
Keep Tahoe Blue)**

**The Power of Tech in Litter Abatement**



**National Zero Waste Conference 2024**

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**1:00 pm Pacific Time  
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# **Marilee Movius**

**Senior Community Engagement Manager**

**League to Save Lake Tahoe (aka  
Keep Tahoe Blue)**

**The Power of Tech in Litter Abatement**



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# Innovation for Tahoe Litter Solutions



**KEEP  
TAHOE  
BLUE<sup>®</sup>**

*League to Save Lake Tahoe*





“  
**The fairest picture the whole world affords**

**Enough water to cover  
California 14” deep**

**Second deepest lake in  
the United States**

**15+ million annual visits**

**Not a national park**

*Photo: Jesse Bradford*





*League to Save Lake Tahoe*

We are the donor-funded organization of environmental experts and Tahoe-lovers who have been keeping Tahoe blue since 1957.



**1 Repeat Litter Offenders**



**2 Loving Tahoe to Death**

**3 Plastic Problem**





# Lake Tahoe's Land Litter

Recap of data collected at Keep Tahoe Blue cleanups, 2014-2024



## Top litter items by count

Cigarette butts  
253,000

Miscellaneous plastic pieces  
186,000

Plastic food  
wrappers  
77,000

Miscellaneous  
paper pieces  
75,000

Metal  
cans/tabs  
58,000

2,100+

Volunteer-powered  
cleanup events

105,000+

Pounds of trash  
removed

1,065,000+

Litter items  
collected

## Plastics by category

Miscellaneous plastic pieces	186,000
Food wrappers	77,000
Bottle caps	35,000
Foam Pieces	32,000
Straws	28,000
Cups/Lids	24,000
Bottles	23,000
Bags	21,000



1

# Bans on Common Litter Items

Data for Policy Change

Plastic Bags



Polystyrene



Single-Use Plastic Water Bottles





# 2 Tahoe Blue Beaches

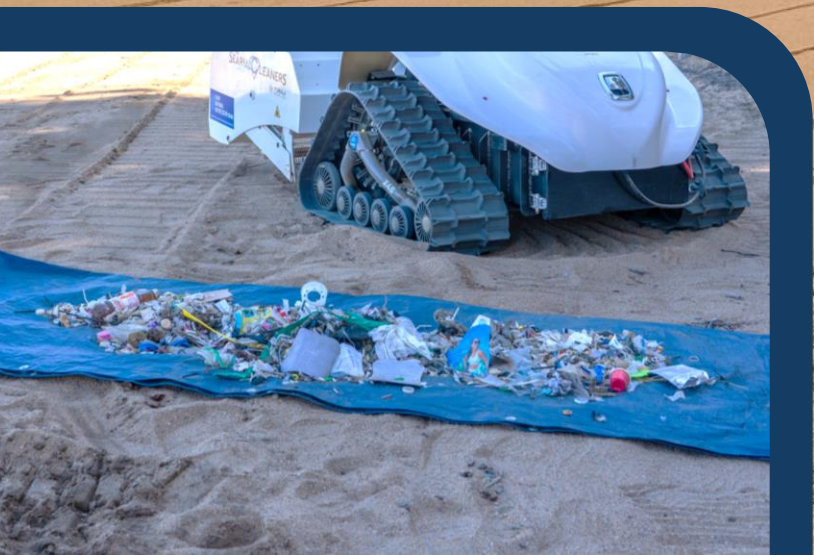
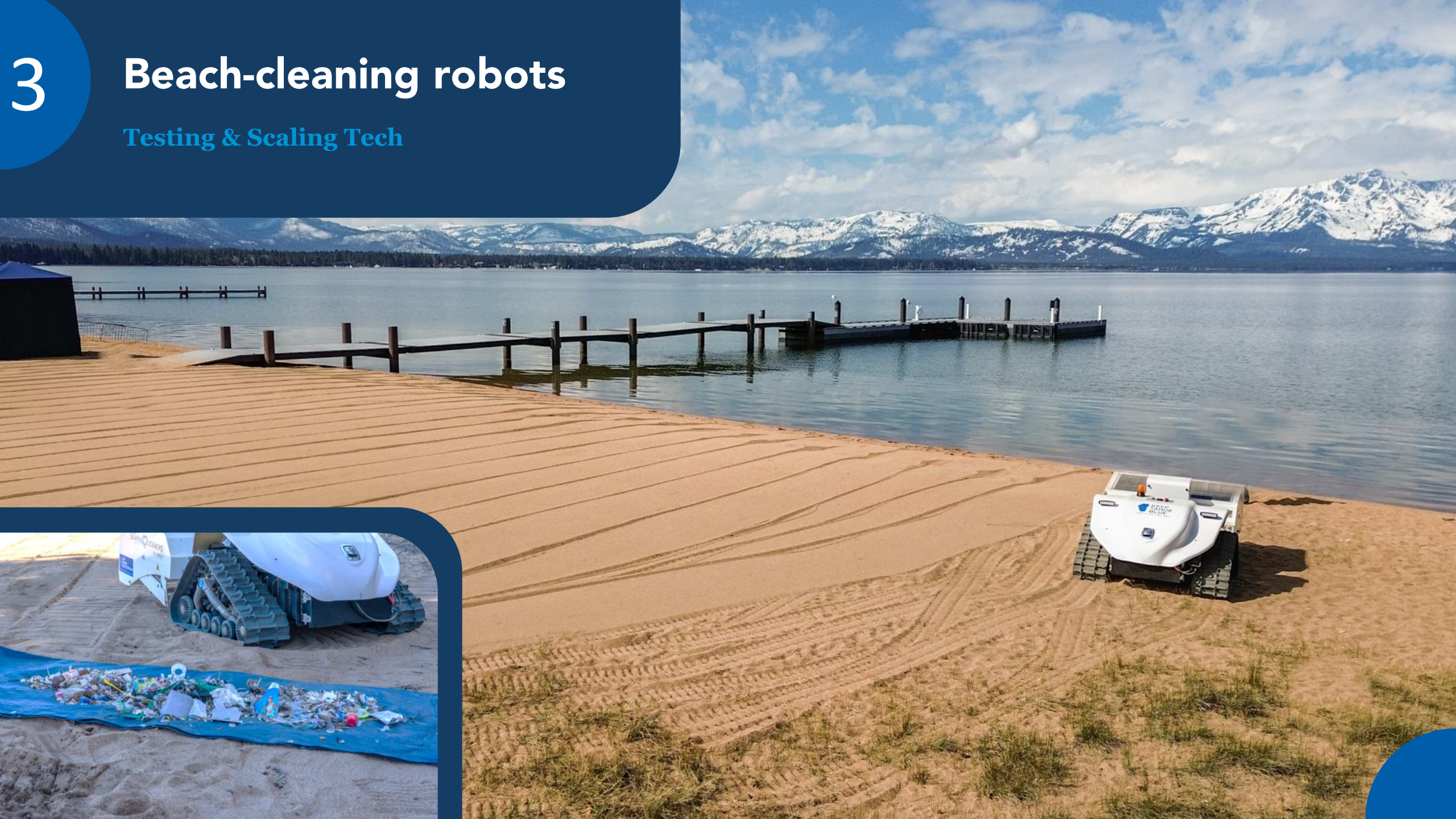
## Innovative Management

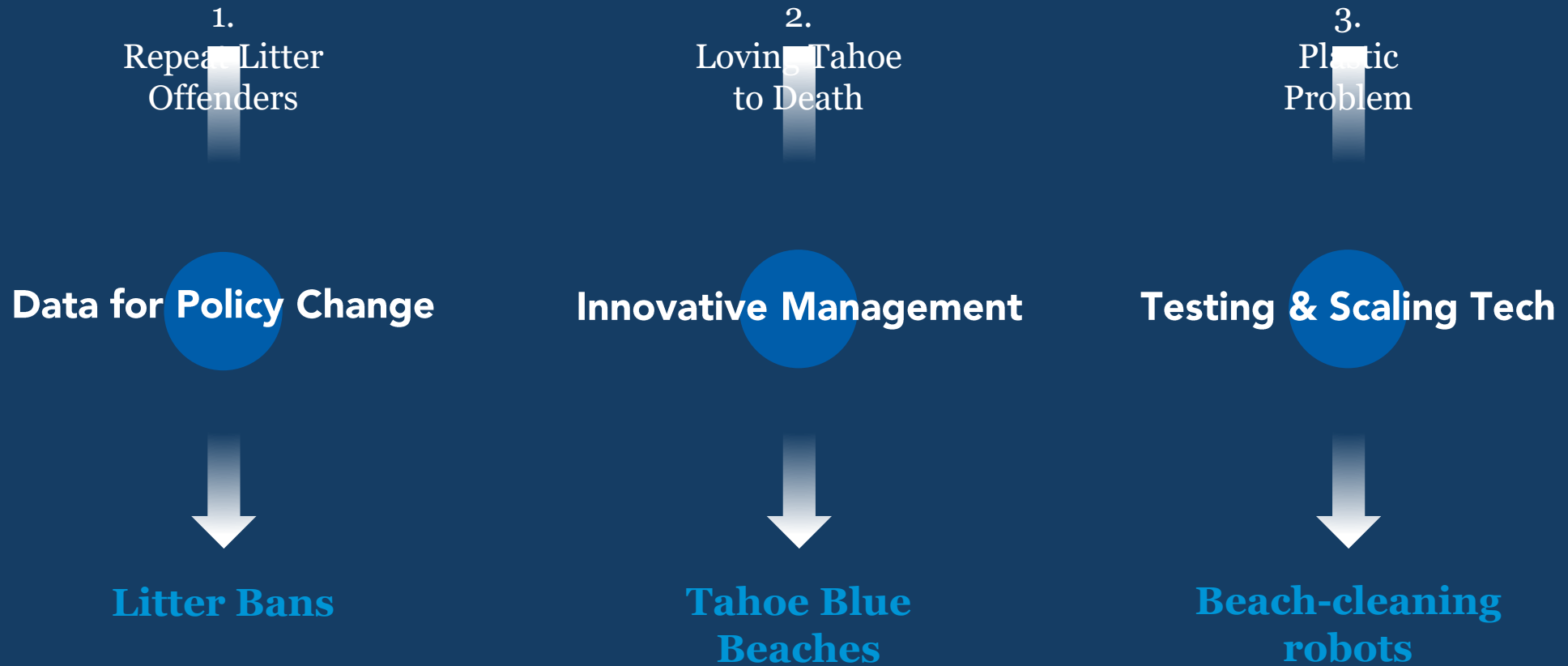




# 3 Beach-cleaning robots

Testing & Scaling Tech









**Thank You**

[info@keptahoebblue.org](mailto:info@keptahoebblue.org)  
[keptahoebblue.org](http://keptahoebblue.org)  
[@keptahoebblue](#)

**1:00 pm Pacific Time  
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**JoAnn Gemenden**  
**Executive Director**  
**NJ Clean Communities**

**The Power of Tech in Litter Abatement**



**National Zero Waste Conference 2024**

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**Hosted by:**





# Introduction [www.njclean.org](http://www.njclean.org)

New Jersey Clean Communities is a statewide, non-profit litter-abatement program created by the passage of the Clean Communities Act in 1986. The Act provides a funding source for the program by placing a tax on fifteen categories of businesses that produce/sell litter-generating products.

Clean Communities legislation was passed in 1986 and **became NJ's first EPR Act.**

In 2020, NJCCC was included in NJ's Single Use Plastics legislation & given the responsibility for developing statewide education and outreach.



# NJ Launches Recycle Coach



**In 2017, NJDEP purchased the Recycle Coach app for use by all counties and towns. It offers residents detailed information about their local recycling programs, waste disposal guidelines, and a “*What Goes Where*” tool.**

Recycling Information Center Report a Problem

My Schedule | What Goes Where | Discovery Zone

Your Location:  
16-123 Linden Ln, Princeton Change Address

September 2024

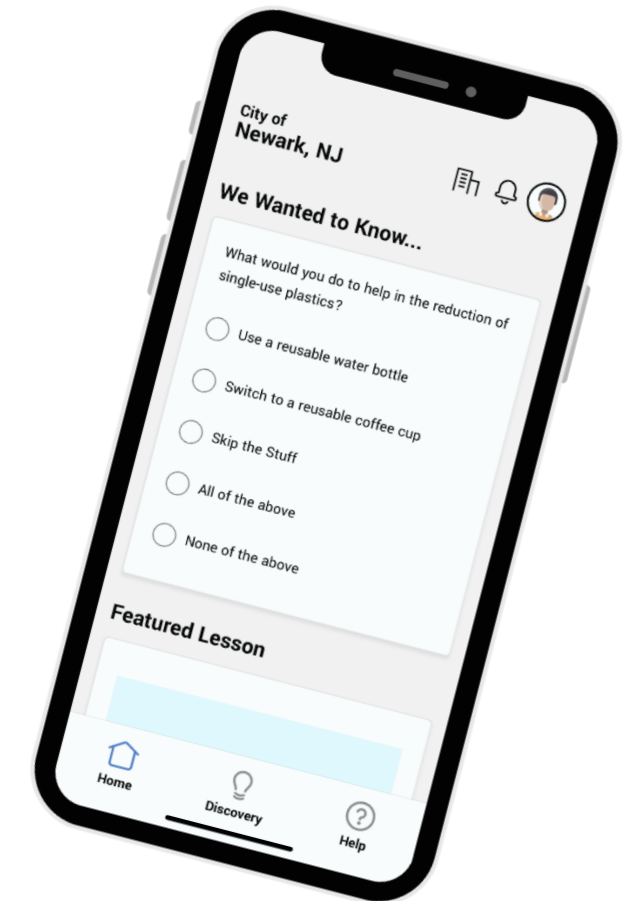
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 ● Holiday	3 ● Brush	4	5 ● Garbage	6	7
8	9 ● Recycling	10	11	12 ● Garbage	13	14
15	16 ● Brush	17	18	19 ● Garbage	20	21 ● Mcia Hhw & Electronics Event
22	23	24	25	26	27	28

# Using Digital Technology to Combat Litter



**NJCCC integrated Recycle Coach to promote litter prevention actions, advertise community clean-up events, educational workshops, and other litter abatement programs.**

**This helped boost volunteer participation and community involvement.**





# Focus Areas

Cleanup

Enforcement

Education

- ✓ General Litter
- ✓ Cigarette Butts
- ✓ Balloon Releases
- ✓ Single Use Plastics
- ✓ Reusable Bags







# Litter Abatement Custom Content Program

12-month State-Wide program  
Sponsored by NJ Clean Communities

**2023-2024**



# Customized Quiz Questions for Web App

Question 1: What would you do to help in the reduction of single-use plastics?

**4.82k Users Participated**

Question 2: Are you remembering to bring your reusable bag every time you shop?

**7.42k Users Participated**

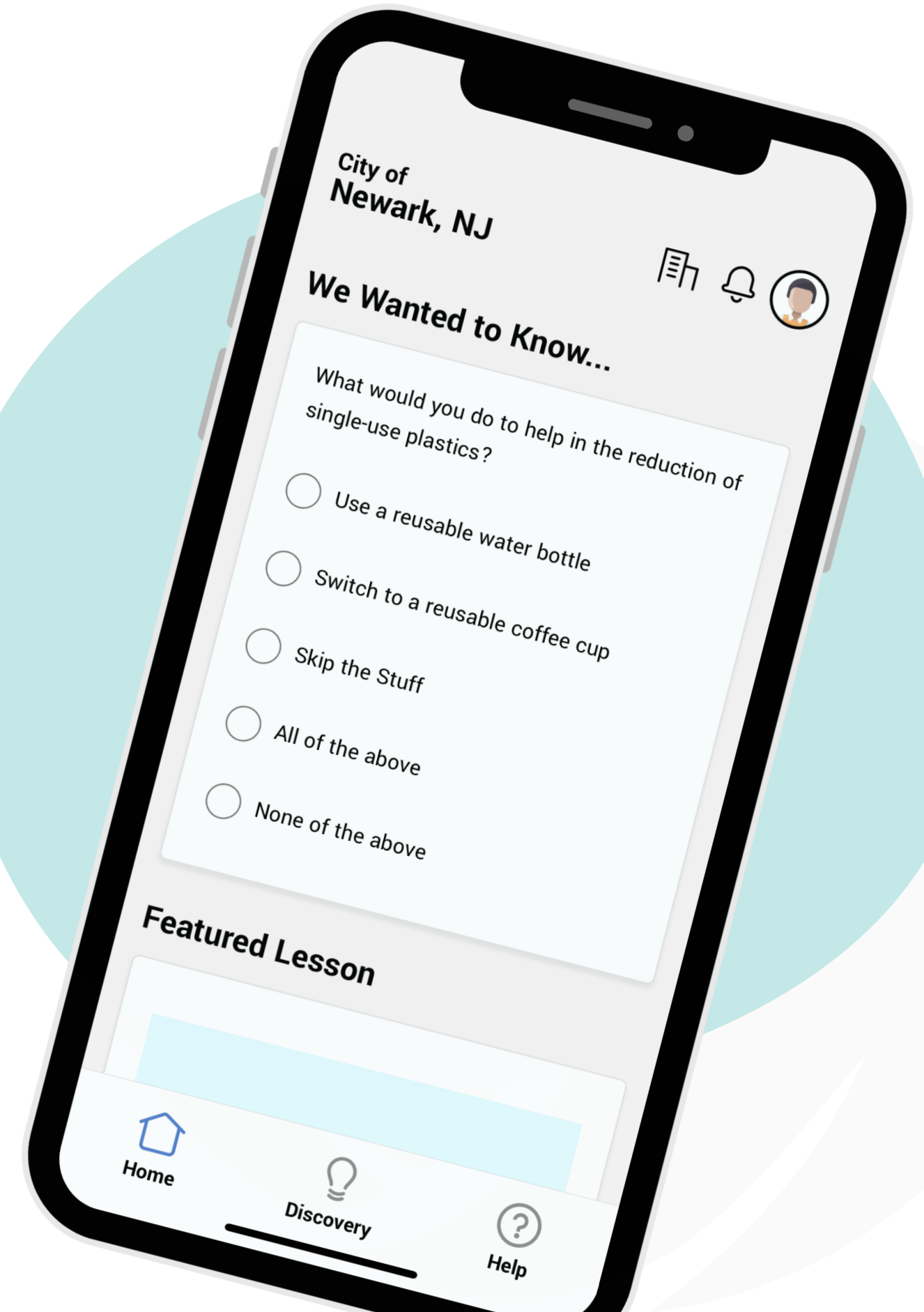


Question 3: Did you know balloons can often travel up to 1,400 miles and land in waterways or the ocean causing litter? Instead of a balloon release at your next celebration, which of these sustainable alternatives are you most interested in trying?

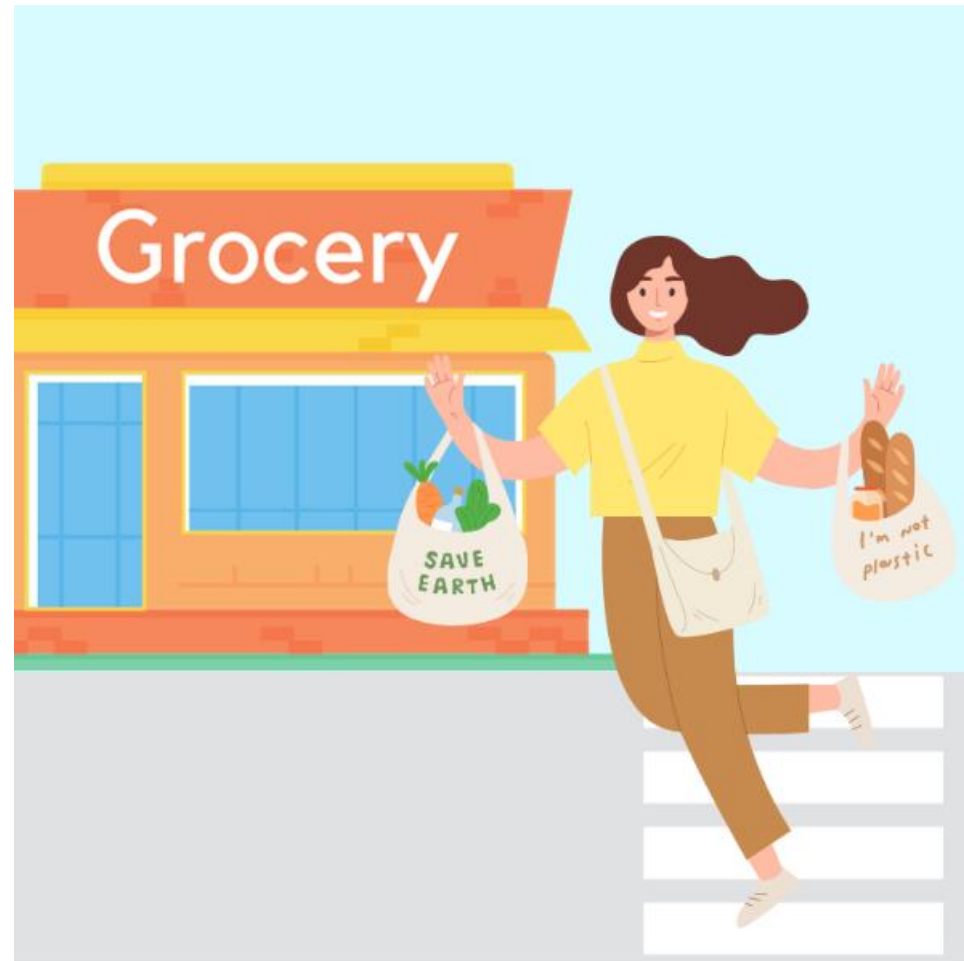
**11.35k Users Participated**

Question 4: TRUE or FALSE: One of the leading contributors to ocean microplastic pollution is microfibers that are broken off of clothing during agitation in laundry machines.

**5.8k Users Participated**



# Learning Modules



## Benefits of the NJ Bag Law

18.1k Users

45.6k Engagements

Residents watch the NJ video then engage with poll and quiz questions about changes in plastic bag usage in NJ.



## The Problem with Microfibers

18k Users

40.3k Engagements

Residents engage with a photo gallery explaining the effects of microfiber plastic pollution and how to reduce impacts in their home.



## Balloon Releases

8.13k Users

17.9k Engagements

Residents learn about issues with balloon release litter and are provided with sustainable alternatives.



# Community Pledge

Pledge	# of Users that pledged	% of respondents that pledged
I pledge to reduce my plastic waste by bringing reusable bags every time I shop.	3576	92%
I pledge to keep New Jersey clean by not littering.	3763	98%
I pledge to avoid single-use plastics.	3145	82%
I am dedicated to reducing microfibers in my laundry by reducing the amount of water used. I will do this with a combination of washing on cold, avoiding delicate cycles, doing laundry less often, and/or washing full loads.	2810	90%
I will no longer release balloons.	2938	92%
I will practice sustainable alternatives to enhance my gatherings, such as blowing bubbles, playing music, or planting a tree.	2408	81%



# Check Out NJCCC's New Interactive Features to Help Make NJ Litter Free

**CLICK HERE**

## Get Involved Through Learning

- Download Our New Kid's Activity Book
- Participate in Quizzes
- Watch Videos
- Take a Pledge
- Read Articles
- Get the 2024 Calendar

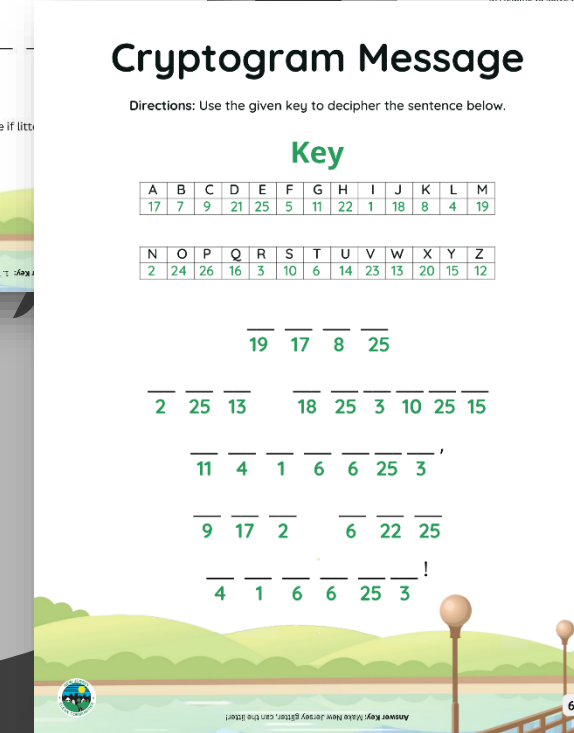
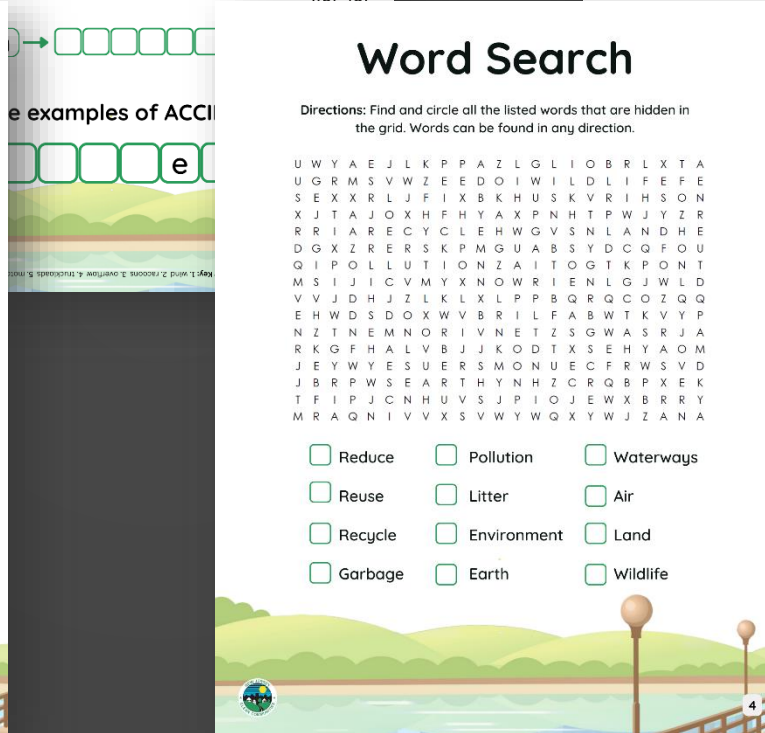
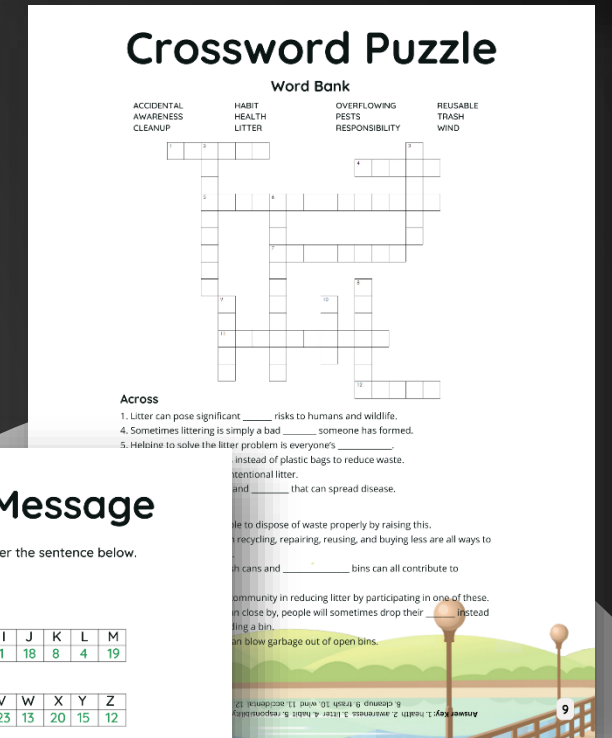
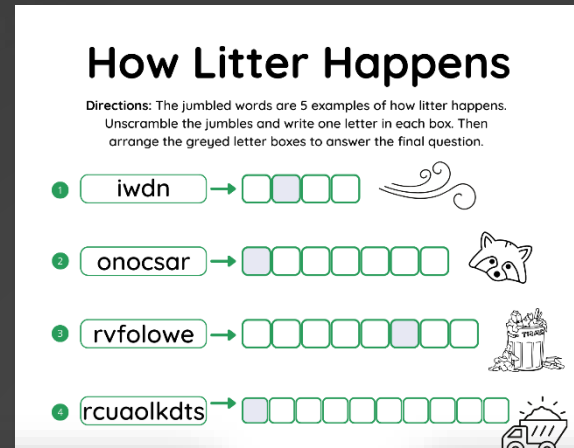
*New Jersey Clean Communities is New Jersey's only Statewide, Comprehensive, Litter-Abatement Program*







# ACTIVITY PACKS – ENGAGE AT AN EARLY AGE



Live on Web App and used as a community resource for any CC Coordinator





# 12-MONTH WALL CALENDAR

Live on Web App and used as a community resource for any CC Coordinator

Start the New Year Off Right With Resolutions That Are Easy to Keep AND Good for the Environment.

**New Years Resolutions**

- Use Refillable Water Bottle
- Skip the Straw and Plastic Utensils
- Bring Reusable Bag
- Join a Clean-Up Event

**LITTER FREE NJ**

**JANUARY 2024** #LitterFreeNJ  
NJClean.org @NJCleanCommunities

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
	New Year's Day					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	MLK Jr. Day					
21	22	23	24	25	26	27
28	29	30	31			

Skip the Straw and Save the Wildlife.

Choose a Reusable or Biodegradable Straw, or Skip It All Together!

**FEBRUARY 2024** #LitterFreeNJ  
NJClean.org @NJCleanCommunities

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
					World Wetlands Day	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
	Presidents Day				National Skip the Straw Day	
25	26	27	28	29		

Rain Washes Pollutants into Storm Drains and Directly into Our Lakes, Rivers and Ocean

Properly Dispose of Pet Waste to Keep Our Water Supply Clean

**MARCH 2024** #LitterFreeNJ  
NJClean.org @NJCleanCommunities

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
World Wildlife Day						
10	11	12	13	14	15	16
				International Day of Forests		
17	18	19	20	21	22	23
	Global Recycling Day					
24	25	26	27	28	29	30
Easter					World Water Day	Earth Hour
31					Good Friday	International Day of Zero Waste





# Municipalities Can Add Their Own Content And Event Sign Up



INTRODUCING  
**CLEAN COMMUNITIES PACKAGES**  
WITH RECYCLE COACH



**Recycle Coach in partnership with NJ Clean Communities, announces new packages available to local communities.**

*"We're excited to partner with Recycle Coach to bring local solutions to Clean Communities Coordinators. Leveraging this interactive platform that over two million residents in New Jersey use every year is a perfect way to articulate your local Clean Communities strategy. Recycle Coach has innovated on two packages for your consideration to help bring awareness to litter reduction, clean-up events, and single use plastic education." - JoAnn Gemenden, Executive Director*

**Our technology is so much more than just a calendar. It's a game changer.**

Reach out to Kim Stuart at [kstuart@recyclecoach.com](mailto:kstuart@recyclecoach.com) or 1-855-343-3363 x121 to hear more about our programs for Clean Communities.

## Education Programming Package

Educate your residents about litter abatement by adding this package to your existing plan.

### 4-Part Video Series

Empower residents on the importance of litter reduction through a 4-part video series.



### Digital Badge for Residents

Motivate residents with a digital badge to display their commitment to reducing litter.

### 12 Monthly Featured Lessons

Engage residents through monthly interactive lessons and gamification of educational content.



### Do you know the answer?



### Marketing Support Package

Promote education through our custom marketing package designed to encourage resident participation and user acquisition.

Population	0-30k	30-50k	50-75k	75-200k	200-500k	500k+
Investment	\$ 2,000	\$ 3,000	\$ 4,500	\$ 5,200	\$ 6,000	\$ 7,500

Please note, images are for reference only.

## Communications Package

Deploy this robust communications plan empowering your residents to become involved in Clean Communities events.

### In App Event Sign-Ups

Simplify Clean Community event sign-ups by making them available on the Recycle Coach App.



### Clean Communities officer in your municipality

Looking to do more around your community?  
Monday Week 1 11am

### Enhanced Notifications Roadmap

Reach more residents with push notifications about Clean Communities events and information that encourage sign-ups.

### Promotional Event Flyers

Increase awareness by adding a promotional event flyer to calendars downloaded by residents



### Don't know what to do with old clothing?



### Social Media Communications Plan

Bolster your messaging to residents with an established social media communications plan built to increase engagement and participation.

Population	0-30k	30-50k	50-75k	75-200k	200-500k	500k+
Investment	\$ 1,000	\$ 1,500	\$ 2,250	\$ 2,600	\$ 3,000	\$ 3,750

Please note, images are for reference only.





# Topic Engagements and Exposures

This is the measurement of all engagements and exposures to the topic of Litter and Reducing Plastic Waste from October 2023 through today. This shows how many times all New Jersey residents have interacted with these topics across all content over the course of the program.

## Litter

123k Engagements  
1.6m Impressions

## Reducing Plastic Waste

38.2k Engagements  
524k Impressions



# Summary of Collaborative Benefits



## Statewide Consistency:

Utilizing Recycle Coach ensures that all municipalities within New Jersey have access to the same quality of information and tools, promoting a unified approach to recycling and litter reduction across the state.

## Cost-Effective Outreach:

Digital platforms like Recycle Coach offer a cost-effective means for NJCCC to reach a broader audience without the extensive expenses associated with traditional marketing and educational campaigns.



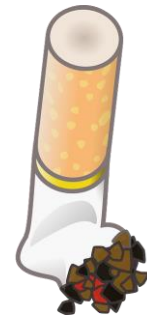
# Check out our PSAs...



## General Litter



## Cigarette Litter



## Balloon Litter



AVAILABLE AT  
LITTER FREE NJ

## Reusable Bag Resource Center coming soon!







# THANK YOU

JoAnn Gemenden

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