

PRESS RELEASE

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City of Alhambra Introduces ‘Compost Charlie’ and Innovative Campaign to Promote Organics Recycling Program

Alhambra, CA — The City of Alhambra is proud to announce the new Alhambra Recycles Campaign, an initiative aimed at improving community and business participation in the City’s organics recycling program.

California State Senate Bill 1383 set requirements for residents and businesses to divert organic waste from landfills. In response, the Alhambra City Council adopted Ordinance No. O2M21- 4787 and rolled out organics collection services to all Alhambra residences and businesses in 2021. Organic waste is collected and processed into compost by the City’s waste hauler and given back to the community.

As a supplement to our outreach efforts, the City created a robust social marketing campaign to motivate Alhambra’s diverse population of residents and businesses. The multi-faceted effort includes videos, flyers and signs in English, Spanish and Chinese that offer practical actions that everyone can take to separate food scraps, yard waste and other organic materials from landfill waste.

The campaign also introduces new Alhambra Recycles branding and “Compost Charlie,” an animated worm mascot specially designed for the City of Alhambra. “Compost Charlie” is featured in the City’s free online game in which players earn points by correctly sorting common household items into the 3-bin system.

Key features of the Alhambra Recycles Campaign include:

- Community workshops catered to residents, businesses, and multi-family properties
- Informational videos and outreach flyers in English, Spanish and Chinese
- Outreach toolkit for residents and businesses
- User-friendly recycling webpage
- Online advertisement campaign in multiple languages
- Alhambra Recycles branding
- “Compost Charlie” mascot voted on by the community
- Interactive online sorting game

Material distribution and outreach efforts will be ongoing. Residents are encouraged to follow the City's social media accounts @CityOfAlhambra and visit bit.ly/AlhambraOrganics for up-to-date information.



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