

Malibu's Waste Reduction Plan

The City of Malibu (City) actively engages in various initiatives to improve recycling, solid waste management, and waste reduction. The City is strongly focused on combating climate change by promoting sustainable practices and addressing critical environmental issues, such as methane production in landfills. Methane, a potent greenhouse gas, contributes significantly to global warming, while the potential for contaminating water sources through groundwater poses additional environmental risks. To address these challenges, the City is committed to reducing landfill pollution and encouraging composting practices as a key part of its sustainability efforts.

The City has utilized CalRecycle grant funds to enhance outreach for its Organics Recycling Program. This initiative provides various educational opportunities to engage the community and increase awareness of the environmental benefits of recycling organic waste. City staff continues to offer monthly virtual Organic Waste Recycling training sessions designed to educate residents about the environmental impact of organic waste and provide guidance on proper waste sorting. These sessions also address program requirements and offer practical advice on preventing contamination of recyclables. As part of the initiative, participants are provided with free kitchen collection caddies to collect food scraps, which can then be placed in their curbside green waste bins, making it easier for residents to contribute to waste reduction.

In addition to virtual training, the City has held in-person sessions at City Hall, specifically targeting senior citizens and local youth. These sessions are customized to meet the needs of different age groups and include valuable information on food waste reduction and strategies for recovering edible food. To effectively promote these initiatives, the City has employed a comprehensive approach using a variety of print and digital outreach tools. These include the City's website, social media platforms such as NextDoor, Facebook, Twitter, and Instagram, and Malibu TV and print media like newspaper ads and postcards. This multi-channel strategy has significantly increased the visibility of the Organics Recycling Program and its educational components. Since launching these outreach efforts in October 2022, the City has seen a 36.7% increase in engagement rates across all platforms, with a 9.9% rise in post impressions in 2024 compared to the previous year.

These efforts are part of the City's broader commitment to sustainability, reducing waste, and tackling the environmental impacts of climate change. For more information on the City's Organics Recycling Program, visit www.MalibuCity.org/organics.