



Model Sustainable City

Santa Clarita, located in North Los Angeles County, boasts master planned communities and business parks, award-winning schools, distinguished local colleges, and an unmatched quality of life. The fourth largest city in Los Angeles County, Santa Clarita is proud of its commitment to environmental stewardship and sustainability, which permeates all facets of the city. As a dedicated sustainability partner, Waste Management works with the city to develop and implement creative solutions that fuel Santa Clarita's economic growth while safeguarding its environmental integrity.

Our innovative municipal waste management programs have put Santa Clarita on the map as a Model Sustainable City—an example for other forward-thinking municipalities. With a shared commitment to innovation, overall value, community pride, and sustainability, Waste Management and Santa Clarita have moved beyond the standard recycling program to:

- Meet unfunded mandates and legislative requirements**
- Provide solutions for hard-to-handle waste**
- Shape community behavior**
- Engage the city council and constituents**
- Achieve over 50% residential diversion and over 60% community-wide diversion**

Increased Residential Diversion

Through enhanced public education and the implementation of innovative new programs, diversion in the residential waste sector increased 6% in the past two years. Together, we have paved the way for Santa Clarita to become a zero-waste city by providing free programs to residents to eliminate waste such as commingled recycling, Waste Management's Sharps Home Delivery Program, Clothes for Community, and the City of Santa Clarita Green Educational Guide. *(continued on back)*

"We've always been very proactive on green issues, so we depend on innovative partners like Waste Management to help Santa Clarita protect and expand our legacy of doing what's right for the environment."

— Marsha McLean
Mayor, Santa Clarita

Multi-Family Recycling

Waste Management has worked closely with the city to develop an effective multi-family recycling program that is easy for residents to use and for property managers to administer. We partnered with Santa Clarita to secure \$250,000 in grants for multi-family recycling programs and completed over 100 site visits, recycling consultations, and workshops. This comprehensive program doubled participation in one year, reduced disposal costs for property managers, and earned the city recognition from key organizations including CalRecycle and the American Public Works Association.

Sharps Collection

Waste Management's MedWaste Tracker™, offers residents a convenient way to responsibly dispose of needles, lancets, syringes and other sharps from their own homes. Waste Management has delivered nearly 1,000 containers since launching this program in November of 2009.

Greening the Schools — Providing Cost Savings & Environmental Leadership

Waste Management helped schools increase recycling up to 50% as a result of district audits to save thousands of dollars in associated maintenance costs. In addition to regular recycling support and outreach, Waste Management actively seeks and receives grant funding to support school sustainability efforts, such as funding received through Waste Management—Keep America Beautiful to support local school districts.

Green Squad

Management has partnered with the city to bring the Green Squad to the community. Green Squad works strategically to reduce overall operating costs, increase sustainability efforts and employee engagement, and reduce the overall carbon footprint of the businesses it serves.

Comprehensive Public Education Plan

Public education plays a critical role in changing behavior and driving participation in the city's sustainability initiatives. Through personal visits, targeted outreach, newsletters, media events, community workshops, and electronic notifications, the Public Education Plan has increased diversion while bringing value to residents.

Community Involvement

Highlights of Waste Management's participation in the community include the Santa Clarita River Rally, the Santa Clarita Earth Day Celebration, neighborhood clean-up events, and sponsorship and support of Santa Clarita Sheriffs Boosters, Gibbons Conservancy, SCV Food Pantry, and Santa Clarita Valley Senior Center.

Cities throughout the U.S. face the challenge of balancing commitment to environmental stewardship with tough budgetary constraints. The key to facing that challenge is a dynamic, comprehensive environmental services program that combines economy with sustainability by incorporating innovative programs, education, and community involvement. Waste Management partners with municipalities like Santa Clarita everyday to implement solutions that lead to a sustainable, economically sound future.