

Sustainability All Stars: A Positive Approach to SB 1383 Compliance

In cities like Lancaster, California, SB 1383 compliance has evolved into more than just a mandate—it's become a source of civic pride. The Sustainability All Stars program, developed in collaboration with WM, celebrates local businesses that lead in organics recycling and food recovery.

By transforming regulatory requirements into a platform for public recognition, business engagement, and measurable progress, the program demonstrates how cities can lead with positivity while achieving real results.

Each quarter, five standout businesses are honored with storefront decals, recognition at City Council meetings, and promotion across city and WM channels—creating a ripple effect that inspires broader participation that can help cities meet their diversion goals.

Why It Works for Municipalities

- **Accelerate Compliance Progress:** Helps cities meet SB 1383 and local sustainability targets through increased business participation.
- **Celebrate Local Success:** Shifts the focus from enforcement to recognition, encouraging broader community engagement.
- **Strengthen Public-Private Partnerships:** Builds collaboration between city staff, WM, and the business community.
- **Elevate Civic Pride:** Uses public recognition and storytelling to highlight leadership and inspire others.

How WM Supports the Program

- **Identify Model Businesses:** Using diversion data and field insights, WM helps pinpoint businesses that consistently meet recycling standards.
- **Coordinate with City Staff:** WM collaborates to ensure nominees align with your sustainability goals and community values.
- **Promote the Story:** WM helps capture and share success stories through video, social media, and city communications.
- **Recognize:** WM assists with award presentations at council meetings and can help organize year-end celebrations.

The Result

A scalable, low-lift initiative that transforms compliance into a community success story—helping your city meet its diversion goals while building engagement, elevating local leadership, and demonstrating what's possible when municipalities, haulers, and businesses work together.

