

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: September 2, 2026

TO: The Honorable Adrin Nazarian, Chair
The Honorable Katy Yaroslavsky, Vice Chair
The Honorable Imelda Padilla, Member

FROM: Joone Kim-Lopez, Executive Director and General Manager
LA Sanitation and Environment



SUBJECT: REPORT ON BUREAU OF SANITATION'S COMPREHENSIVE PUBLIC OUTREACH CAMPAIGN PLAN FOR THE PROPOSED SINGLE-USE PRINTER CARTRIDGE BAN (COUNCIL FILE NO. 21-0064)

On December 10, 2025, the Los Angeles City Council approved the Energy and Environment Committee's report directing the Bureau of Sanitation (LA Sanitation and Environment or LASAN) to develop and present a comprehensive public outreach campaign plan in support of the proposed ban on single-use printer cartridges. This proposed ban is one of the upstream source reduction measures, intended to prevent waste generation at the source, identified in the City of Los Angeles' (City) Comprehensive Plastics Reduction Program (Program) and evaluated in the certified Final Program Environmental Impact Report (Final PEIR) for the Program (Council File No. 21-0064).

RECOMMENDATIONS FOR COUNCIL ACTION

1. REVIEW and APPROVE the comprehensive public outreach campaign plan presented by LASAN in support of the proposed single-use printer cartridge ban; and
2. DIRECT LASAN to implement the comprehensive public outreach campaign in advance of the ordinance effective date to educate consumers and businesses about the proposed single-use printer cartridge ban to ensure broad public awareness and compliance readiness.

BACKGROUND

For more than a decade, the City has proactively addressed the environmental and public health impacts of single-use plastic waste through the adoption of six plastic source reduction ordinances. These ordinances include banning single-use plastic carryout bags at all retail establishments, prohibiting the sale and distribution of expanded polystyrene products, restricting the automatic distribution of disposable foodware accessories, and requiring City-owned facilities and City-sponsored events to meet zero waste policies. LASAN has successfully led the implementation of these ordinances, providing comprehensive stakeholder engagement, technical assistance, and enforcement. These efforts have included public education, business outreach, and compliance monitoring, which have proven critical to the success of the ordinances by increasing awareness and promoting lasting behavior change.

Building on this foundation, the City is now considering a citywide ban on single-use printer cartridges, taking another critical step toward reducing plastic waste and preventing the associated environmental and economic harms. The proliferation of single-use printer cartridges represents a multi-faceted challenge requiring formal intervention. Hundreds of millions of cartridges are sold annually, with a vast majority ending up in landfills where they decompose slowly and risk leaching toxic heavy metals and

volatile organic compounds into soil and groundwater. Beyond these critical environmental threats, single-use printer cartridges frequently infringe upon the intellectual property rights of original equipment manufacturers deceiving consumers and undermining legitimate market competition. Furthermore, many single-use cartridges are tied to unethical global supply chains involving documented forced labor practices. Codifying a clear ban and establishing a structured compliance framework is essential to protect public health and the environment and support the transition toward a circular economy.

On June 24, 2025, LASAN submitted a report to City Council outlining the proposed ordinance's key components, including definitions, impacted entities, implementation schedules, and compliance mechanisms. As with prior source reduction ordinances, LASAN recommends to lead with an education-first approach, supported by a 12-month comprehensive public outreach campaign prior to the effective date of the proposed ordinance to engage residents and businesses. This campaign is designed to inform, engage, and prepare all impacted stakeholders, including consumers, retailers, and manufacturers, ensuring broad awareness, smooth implementation, and sustained compliance.

DISCUSSION

The successful implementation of the proposed single-use printer cartridge ban will require a robust and coordinated public outreach, engagement, and technical assistance campaign that informs retailers, educates consumers, and leverages existing industry infrastructure and programs leading up to enforcement.

This report presents a comprehensive five-phase campaign designed to ensure the effective rollout and long-term success of the proposed ban. The campaign balances direct engagement with businesses, broad consumer education, and partnerships with original equipment manufacturers (OEMs) and remanufacturers to build public and industry awareness, promote compliance, and support long-term behavior change. The approach is structured to build momentum over 12 months and transition seamlessly into LASAN's ongoing enforcement and compliance programs.

Phase 1: Awareness and Pre-Launch (Months 1-2)

Spanning the initial two months of the 12-month outreach campaign, Phase 1 will center on establishing widespread public and stakeholder awareness regarding the newly adopted ordinance. The City, led by LASAN, will set the tone for implementation by communicating clearly, consistently, and across multiple platforms.

The campaign will begin with a joint press release issued by the Mayor's Office, City Council, LASAN, and the City Attorney's Office to announce the adoption of the ban and its significance. This announcement will be amplified through earned media, including coverage by local television, newspapers, community radio stations, and multilingual and ethnic media outlets.

Throughout the campaign, LASAN will maintain close and continuous coordination with the Mayor's Office and individual Council Districts to ensure that outreach efforts are aligned with local priorities and effectively tailored to specific community needs. This partnership will facilitate the efficient dissemination of campaign materials, support the execution of community events, and allow for agile responses to constituent inquiries and feedback as implementation progresses.

A centralized webpage on LASAN's website will serve as the public's primary information hub, offering ordinance details, frequently asked questions (FAQs), compliance deadlines, and an interactive map of printer cartridge recycling and drop-off locations throughout the City. Information on the proposed ordinance and recycling instructions will also be integrated into the City's MYLA311 application and website and LASAN's ongoing solid waste outreach programs, including its newly launched SORT LA

application. This integration will enable residents to locate the nearest take-back program or drop-off site. Direct notifications in the form of mailers and e-mails will be sent to licensed retailers most affected by the ban, such as office supply stores, electronics retailers, and discount outlets. In parallel, LASAN will host informational webinars with large retailers and online platforms to outline compliance obligations and answer questions.

To unify the campaign, a recognizable brand identity will be developed that will appear on all collateral materials. This identity will give the public and stakeholders a consistent reference point as the campaign unfolds.

Phase 2: Retailer and Business Engagement (Months 3-5)

Following the initial awareness phase, the 12-month public campaign will focus its outreach on direct engagement with retailers and business associations from months 3 through 5. The goal in this phase is to ensure that all sellers, both brick-and-mortar and online, understand their obligations and have access to technical assistance to achieve compliance.

A Retailer Compliance Toolkit will be developed and distributed both digitally and in print. This toolkit will include clear visual examples of banned printer cartridges, guidance on identifying non-compliant printer cartridges and acceptable alternatives, instructions for communicating with customers, and a summary of enforcement penalties. Presentations will also be delivered at chambers of commerce meetings, business improvement district forums, and trade association gatherings to reach business networks efficiently.

To ensure accessible technical assistance, the City will utilize the dedicated e-mail address and compliance hotline established for enforcing its six existing plastic source reduction ordinances to handle business inquiries. Outreach ambassadors, including Program staff and inspectors, will conduct walk-throughs of applicable retail establishments, hand-delivering compliance flyers and answering retailer questions in person. Retailers will also be provided with in-store signage templates to both communicate their compliance and reinforce consumer education at the point of sale.

LASAN will request retailers to submit quarterly data on printer cartridge sales and take-backs. This information will enable LASAN to estimate the proportion of printer cartridges properly returned through take-back programs, providing a valuable benchmark for compliance and a means to assess the effectiveness of the public education campaign. Findings from this data will help inform adjustments to outreach strategies and program implementation, as needed.

In addition to retail outreach, LASAN will implement targeted engagement strategies aimed at office buildings, schools and universities, hospitals, and commercial property managers, with a focus on facilities that maintain centralized printing operations. LASAN will leverage education and outreach efforts conducted through recycLA for commercial and industrial sectors to raise awareness about proper printer cartridge recycling practices. Engagement activities may include delivering presentations at commercial real estate association meetings and distributing informational materials through recycLA service provider and property management newsletters. LASAN will collaborate with building owners and tenant associations to promote proper printer cartridge collection and recycling within office environments. Office buildings will also be encouraged to establish internal collection bins and support educational initiatives such as displaying signage, distributing employee guidance, and facilitating staff training.

Phase 3: Consumer Education and Behavior (Months 4-8)

Shifting consumer behavior is essential to reducing demand for clone and single-use printer cartridges while building responsible return and recycling habits. This phase, carried out from months 4 through 8, emphasizes education, motivation, and accessibility, ensuring residents understand that used printer

cartridges should be properly returned through designated take-back programs, not placed in their blue, black, or green bins.

To expand the reach and impact of this effort, LASAN will partner with community-based organizations, non-profits, and grassroots groups trusted within local neighborhoods and Council Districts. These organizations will play a vital role in assisting with delivering culturally relevant education, amplifying messaging through their networks, and supporting behavior change through peer-based outreach. Furthermore, LASAN intends to collaborate with nearby jurisdictions, utilizing platforms like the Los Angeles Regional Agency, to advocate for proper collection and recycling practices for printer cartridges.

Social media will serve as a central communication channel, featuring a coordinated campaign of infographics, short videos, and animations that explain the environmental harm caused by counterfeit and single-use printer cartridges, highlight the benefits of recycling, and identify environmentally friendly alternatives. To guide the public on the correct recycling procedures, a short instructional video will be produced demonstrating the steps for returning used printer cartridges, including details on where and how they can be returned. This video will be distributed through LASAN's website, YouTube channel, libraries, schools, and partner organizations. If possible, LASAN will also seek to have public service announcements (PSA) on local radio stations, at bus shelters, and on digital billboards and ads across the city.

Consumer engagement will also extend into the community through neighborhood councils and tabling at public and community events such as CicLAvia, farmers markets, Earth Day celebrations, and household hazardous waste mobile collection events. These events will provide opportunities for residents to speak directly with LASAN staff, receive educational materials, and drop off used printer cartridges at designated collection bins.

Recognizing the importance of early education, LASAN will seek to collaborate with Los Angeles Unified School District (LAUSD), local charter schools, and their respective waste haulers to foster environmental awareness from a young age. These efforts may include interactive classroom activities, such as "How a Printer Cartridge Gets a Second Life," that introduce students to circular economy principles and the importance of responsible waste management practices. Since May 2026, LASAN has actively delivered presentations across LAUSD campuses, incorporating targeted segments on proper printer cartridge recycling practices.

Internally, LASAN will collaborate with the General Services Division to ensure all City Departments are aware of printer cartridge recycling policies and procedures. The City may pilot an employee-facing campaign throughout City departments to model cartridge recycling best practices. This initiative may include integration of printer cartridge recycling into the City's annual Zero Waste training, further embedding sustainable practices into the organizational culture.

Phase 4: Original Equipment Manufacturer and Remanufacturer Partnership Integration (Months 6-9)

To maximize available infrastructure and avoid duplicating efforts, LASAN will partner with OEMs, remanufacturers, and recyclers to expand printer cartridge take-back opportunities across Los Angeles.

This phase, taking place from month 6 through 9, will begin with an Industry Roundtable that brings together major manufacturers such as HP, Canon, Epson, and Brother, along with remanufacturers and recycling firms. The discussions will build on more than a year of engagement with these stakeholders and will focus on aligning compliance strategies, identifying synergies with existing corporate take-back programs, and exploring potential co-funding of outreach initiatives. To promote transparency and ensure measurable results, LASAN will request quarterly reports from OEMs and remanufacturers detailing the volume of printer cartridges collected within Los Angeles.

As part of this effort, LASAN may pilot an OEM take-back program at LASAN S.A.F.E. Centers, allowing residents to conveniently return printer cartridges alongside other household hazardous waste. Co-branded outreach materials will link the City's campaign with OEM efforts, reinforcing visibility and trust. Additionally, LASAN may develop a collection program, similar to the City's battery recycling network, with printer cartridge drop-off bins placed at accessible public locations citywide, including S.A.F.E. Centers and branch libraries. These sites will offer residents with convenient, no-cost options for proper printer cartridge collection. Collection sites will be listed on LASAN's website, the SORT LA application, and all outreach materials. Signage and posters will be placed at City facilities, including libraries and S.A.F.E. Centers, directing the public to approved drop-off sites and promoting the City's campaign.

To further encourage public participation, LASAN will work with OEMs to explore consumer incentive programs, such as rebates or discounts, for residents who recycle printer cartridges at designated drop-off locations. The City will also explore opportunities to partner with OEMs and remanufacturers on hosting or sponsoring local events, participating in community outreach, and supporting public education efforts, further expanding the reach and impact of the campaign.

Phase 5: Enforcement, Evaluation, and Long-term Visibility (Months 10-12)

Spanning months 10 through 12, the final phase solidifies compliance, measures progress, and ensures that the campaign's momentum carries into long-term operations.

LASAN will issue enforcement reminder letters to retailers, emphasizing penalties for non-compliance and outlining inspection schedules. In parallel, a final round of consumer messaging will be deployed through social media, neighborhood councils, and community media outlets, reminding residents where to return used printer cartridges.

A final evaluation report will compile campaign metrics including audience reach, participation levels, and compliance outcomes, while also highlighting lessons learned and recommendations for sustaining the program. By the conclusion of this phase, enforcement of the proposed single-use printer cartridge ban will transition into LASAN's routine inspection and compliance programs, ensuring lasting oversight.

12-Month Timeline Overview

- **Months 1 - 2:** Awareness and pre-launch communications.
- **Months 3 - 5:** Retailer engagement and compliance assistance.
- **Months 4 - 8:** Consumer education campaign.
- **Months 6 - 9:** OEM/remanufacturer partnerships and pilots.
- **Months 10 - 12:** Enforcement, evaluation, and long-term integration.

Collateral Materials

The campaign will rely on a range of collateral to reach diverse audiences effectively. These include:

- **Print and Mail Materials:** Retailer compliance mailers, flyers, and posters for in-store display.
- **Digital Materials:** Social media graphics, explainer videos, and interactive recycling maps.
- **Event Tools:** Tabling kits, branded tents, and OEM co-branded bins for collection pilots.
- **Traditional Media:** Press releases, PSAs, radio spots, and transit/digital ads.
- **Technical Guidance:** Compliance toolkit, fact sheets, and reporting templates for retailers and OEMs.

RESOURCES

The estimated cost to implement the City's ban on single-use printer cartridges over a 12-month period is approximately \$497,000 in contractual services. This funding is structured across five phases of outreach, engagement, and technical assistance, with a portion reserved for collateral and design that will be used throughout the campaign. Since the necessary funds are already allocated within the Program's contractual services budget, no further funding requests are required.

Phase / Category	Estimated Contractual Services Cost	% of Total
Phase 1 – Awareness & Pre-Launch	\$53,000	11%
Phase 2 – Retailer & Business Engagement	\$127,000	25%
Phase 3 – Consumer Education & Behavior Change	\$51,000	10%
Phase 4 – OEM & Remanufacturer Partnerships	\$49,000	10%
Phase 5 – Enforcement, Evaluation, & Visibility	\$59,000	12%
Shared Collateral (translation, design, printing, media assets) through all 5 phases	\$158,000	32%
Total Campaign Estimate (12 Months)	\$497,000	100%

The first phase, focused on awareness and pre-launch activities, requires a strong communications push to establish the ordinance and build legitimacy. Resources here will fund campaign branding, an interactive recycling map, press and media outreach, multilingual translations, and targeted mailings to registered retailers. These initial investments, estimated at \$53,000 for contractual services, are critical to set a clear and consistent message from the outset.

The second phase emphasizes direct engagement with retailers and business associations to ensure sellers understand their obligations and have access to technical assistance. Costs in this phase include the development of a compliance toolkit, including in-store signage, flyer, guidance document, and FAQ document, consultant outreach staff to walk retail corridors and respond to inquiries from businesses seeking support, and development of a quarterly reporting form and portal. At \$127,000 of contractual services, this investment reduces the risk of non-compliance by making it easier for businesses to adapt.

The third phase, focused on consumer education and behavior, relies on a multi-channel media strategy including public service announcements, social media campaigns, instructional videos, community events, and school outreach, to reach millions of Angelenos. The \$51,000 in contractual services utilized for this phase will support the development and placement of these social media, traditional media, advertising, and digital content in addition to the development of collateral utilized for community event tabling, school presentation, and City staff training. Investments in this phase are designed to change purchasing behavior, discourage counterfeit cartridges, and normalize recycling practices.

The fourth phase leverages existing resources from OEMs and remanufacturers, with a relatively modest City investment of \$49,000 in contractual services. Funds will support roundtable coordination, co-branded outreach materials, piloting take-back bins at S.A.F.E. Centers, and establishing reporting

systems. By integrating corporate programs with City infrastructure, this phase significantly expands recycling opportunities at a fraction of the cost of building new systems.

The final phase, focused on enforcement, evaluation, and long-term visibility, will ensure compliance and transparency. Estimated at \$59,000 in contractual services, this phase includes development and mailing of compliance reminder mailers, a final round of consumer messaging, development of a public dashboard, recognition of compliant businesses, and preparation of a final evaluation report. These efforts will demonstrate accountability and support sustained compliance beyond the first year.

In addition to these phase-specific costs, approximately \$158,000 of contractual services is allocated for shared collateral across the campaign. This includes professional graphic design, consistent branding, translation services to reach Los Angeles' diverse communities, printing of outreach materials, and video/animation assets to reinforce messaging throughout the year.

CONCLUSION

The successful implementation of the single-use printer cartridge ban depends on a balanced strategy that informs, engages, and supports stakeholders while building consumer awareness and shifting behaviors. This five-phase outreach, engagement, and technical assistance campaign provides a roadmap that not only ensures compliance but also strengthens the City of Los Angeles' leadership in advancing waste reduction and circular economy goals.

Through coordinated communications, direct business support, consumer education, strategic industry partnerships, and transparent reporting, this campaign will transform the ban from a regulatory requirement into a visible and participatory effort that benefits residents, businesses, and the environment alike.