



# Alhambra Recycles Campaign



# Alhambra Recycles Campaign



## LOCATION

Alhambra, California

## TIMELINE

2025

## ROLE

Consultant

## SERVICES

Building + Interior

Urban + Systems

Landscape

Planning + Policy

Graphic

Engagement

Tactical

Organization

Transforming organics recycling from a requirement into a community-driven movement, Alhambra Recycles connects policy, education, and storytelling to make sustainable waste practices accessible and engaging.

Launched in response to California's SB 1383 legislation, the campaign was designed to increase participation in organics recycling, reduce contamination, and ensure equitable access to information. City Fabrick partnered with the City of Alhambra to develop a comprehensive communications strategy that translated complex waste systems into clear, approachable guidance. Through multilingual materials, consistent messaging, and a unified visual identity, the campaign reached residents across diverse communities.

The results were measurable. The city diverted more than 1,100 additional tons of recyclable and organic material from landfill and avoided approximately 488 metric tons of CO<sub>2</sub> emissions. These gains reflect how clear communication and thoughtful design can drive behavior change at scale.