

# **APPENDIX K**

## **Outreach and Marketing Plan**

### GOAL #3: OUTREACH AND EDUCATION MINIMUM REQUIRED PROGRAMS

**a. Website**

We currently have a website for the public to use.

- By June 2015 we hope to have a more comprehensive and user friendly SWMD website with quicklinks to important community information, updated education guide, a calendar of important community pick-up/SWMD days, and new trends in solid waste

**b. Comprehensive Resource Guide**

- Create an easy to use: Recycle Guide for curbside disposal
- Create an extensive list of county wide resources for disposing of other waste items
  - Stipulation for local businesses: must send us yearly updates (ex. Oct. 1 of every year) of what they collect to be featured on website.

**c. Inventory of Available Infrastructure**

- Have curbside recycling available for all townships in Erie County
- Potential ZeroLandfill for business waste like Cuyahoga County
- Partner with different districts to reach out and educate the commercial and industrial sectors on how to better recycle after we tackle residential recycling
- Incentivize/provide grants to help businesses: RecycleBank

**d. Speaker and/or Presenter**

- Provide yearly presentation on our Annual District Report
- Bring Recycling Expert to give presentations- Republic, Rumpke

**e. Additional (Optional) Programs**

- Landfill Tours – “See where your waste goes!” (schools, residents)
- Virtual Landfill Tours on website, or for educational purposes (schools, residents)
- Curriculum based lesson plans using the SMART Board (schools)
- “Chopped” style recycling craft program- basket with mystery trash/recyclable materials and must create “art” from it. Have the mystery basket for different ages. (schools, community groups)
- Increase recycling knowledge through different avenues: having Haulers put on recycling demonstrations, “I recycle” pride stickers, etc.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

	Residents	Schools	Commercial	Industrial	Elected Officials	Outreach Method(s)
<b>Infrastructure</b>						
Curbside Recycling (coming in 2015)	x				x	Commercials, radio discussions, public meetings, newspaper
Drop-off locations (eliminate most in 2015)	x		x		x	
Composting Facility: Barnes Nursery	x	x	x		x	
Hauler programs for commercial/ industrial			x	x		
Community sponsored yard waste collections	x				x	
Battery Recycling Program (12 locations)	x	x			x	Flyers
Tire collection	x	x	x	x	x	
Household Hazardous Waste Collection (Jun – Oct)	x	x				Water bill, radio, newspaper, flyers, social media
Electronics Collection	x	x	x	x	x	Social media, flyers
School Recycling		x				
<b>Programs</b>						
Green Shopping	x	x				
General Recycling	x	x	x	x	x	
Intro to Composting/ recycling	x	x				
Craft Workshop	x	x				

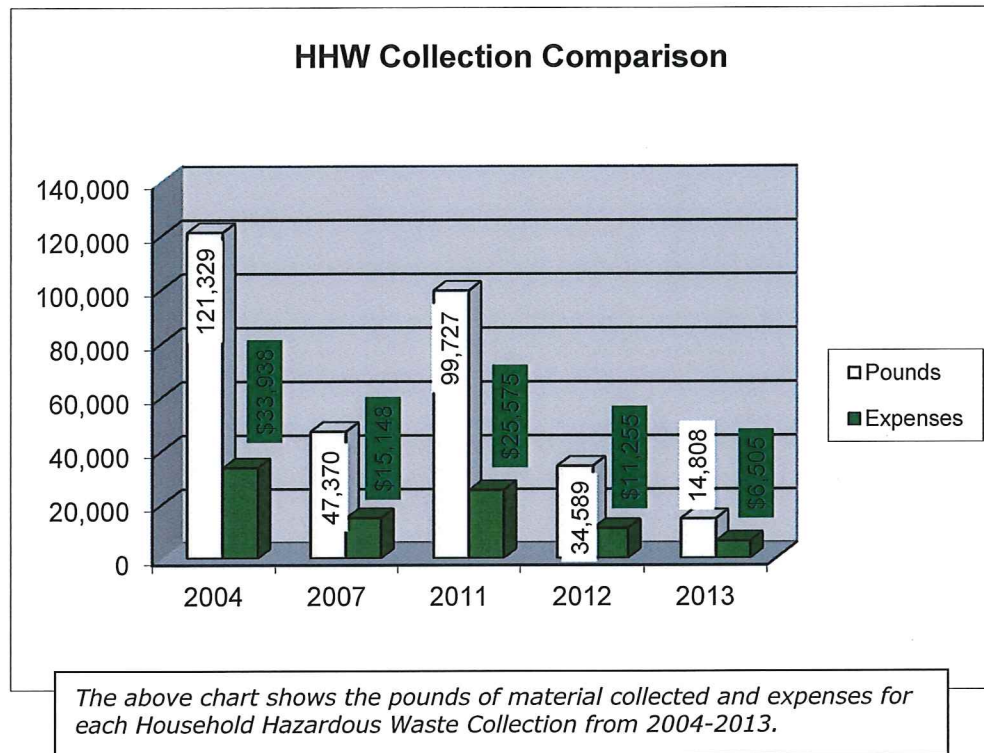
## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

Paper Making	x	x				
Green Cleaning	x	x				
Solid Waste Updates			x	x	x	Radio
Solid Waste Plan Updates					x	Public meetings
"How to Recycle"	x	x	x	x		
<b>Events</b>						
Great American Clean-Up	x	x	x	x	x	Flyers to public officials
Arbor Day	x	x	x	x	x	
Earth Day Extravaganza	x	x	x	x	x	TV commercials, radio, newspaper
Harvest Happenings	x	x	x	x	x	TV commercials, radio, newspaper
<b>Tools</b>						
G.R.E.EN. Bean	x	x	x	x	x	Website, social media, newsletter
G.R.E.EN. Pod	x	x	x	x	x	
Recycling Containers	x	x			x	
<b>Outreach/ Distribution</b>						
Cable	x	x	x	x	x	
Flyers	x	x	x	x	x	
Newspaper	x	x	x	x	x	
Webpage	x	x	x	x	x	
Word of Mouth	x	x	x	x	x	
Water Bill	x	x			x	
Social Media	x	x			x	
Industrial Survey			x	x		
Other:		*Teacher Newsletter	Fax	Fax	Public meeting	

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### Measurables

Chart R-1



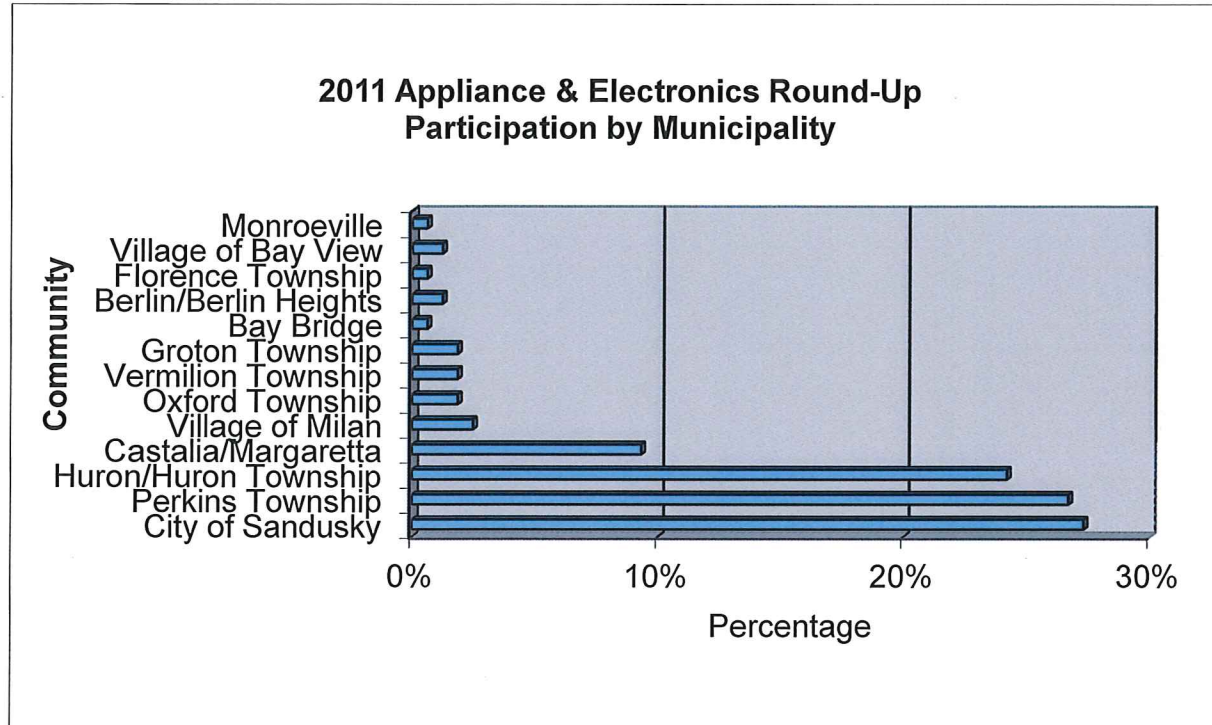
Before 2012, the District would host one day annual collections, these collections were held on Saturday from 9am-12pm and residents showed up during that time period to drop off materials. Residents were not happy as they had to collect material all year and wait in line for hours at a time to drop off material. In 2011, the collection opened and 700 residents showed up within the first hour and the District had to cut off residents from attending the collection. The contractor worked from 8am-5pm to collect the 99,000+ pounds of material dropped off at the event.

In 2012, the District re-vamped the program to 5, 1 day collections per year by reservation. The last Saturday of each month, June - October, the District holds a 3 hour collection and attendees must register in advance. The amount of material and attendees is more manageable and the collections have been running smoothly.



## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

Chart R-2



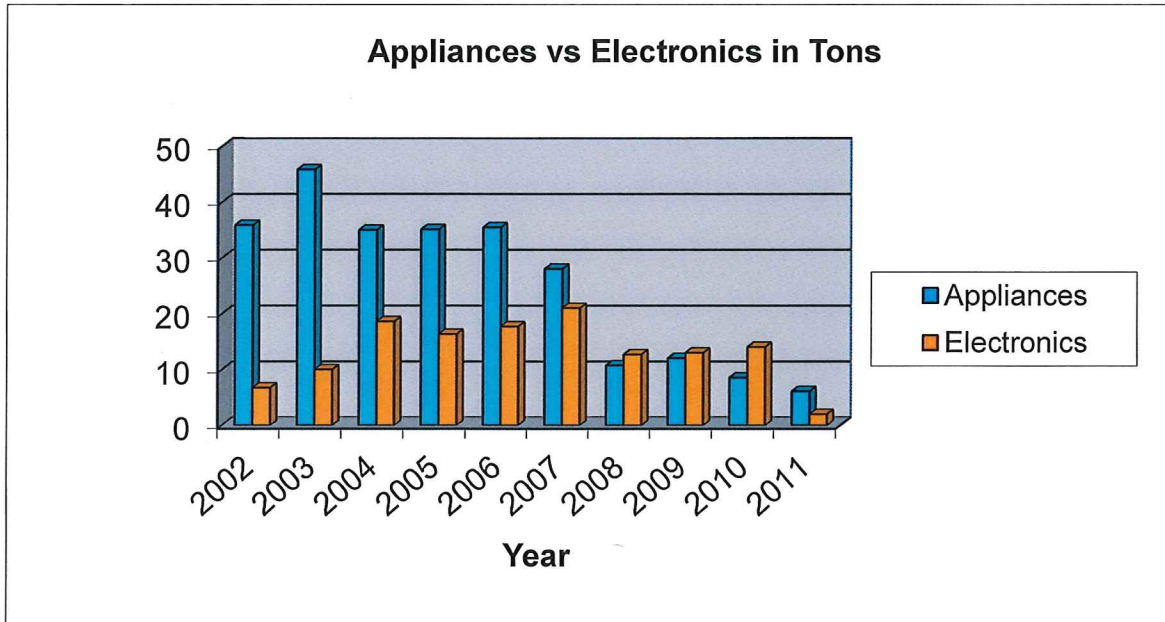
*The above chart shows which communities in Erie County the attendees reside. The District uses the information to target the outreach and to utilize in reports.*

At each event and special collection the District asks the resident where they reside. This helps focus marketing and outreach efforts by the District. The above stats also help other agencies such as Erie Soil & Water Conservation District with educating the Elected Officials, who are tasked with the responsibility of trying to meet stormwater requirements.

Sandusky is the largest community in Erie County representing 50% of the total population, so it is no surprise to the District that they represent the largest participating community. This also helps demonstrate that the District is reaching the smaller communities in the county i.e. Bay View are represented at events and special collections.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

Chart R-3



*The above chart compares the amount of appliances and electronics brought to the collection.*

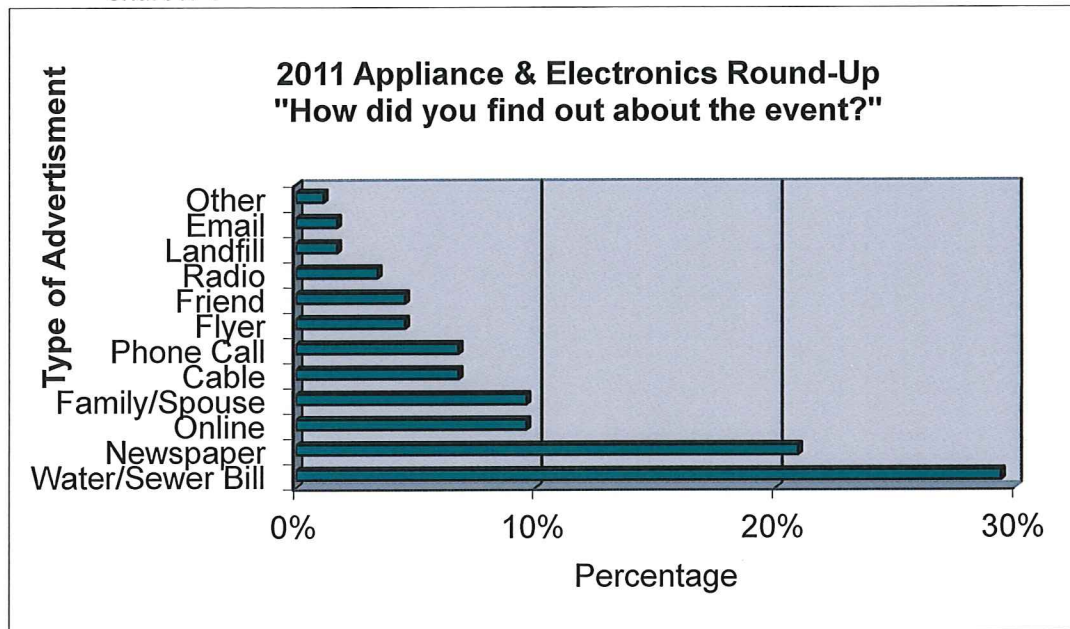
Tonnage statistics at a collection help to determine if a special collection is necessary. Chart R-3, shown above, highlights the decline in tonnage of appliances and electronics over a 10 year period. Two things happened in 2010 that made us change our method of collection: 1.) Goodwill Industries started to accept computer and computer related equipment, and 2.) Scrap metal value increased. 3.) In 2012, the Volunteer Center of Erie County started an ongoing, year round, electronics collection. The Volunteer Center also has a 1 day collection where the District funds the recycling of television sets and monitors. More residents began utilizing these alternative outlets due to convenience. The District decided to promote these outlets rather than hold a collection, saving funds and staff time.

### **Outreach Measurables:**

The District surveys all participants to events, special collections, programs, and workshops and one of the questions asked is, "Where did you hear about this program, event, special collection, or workshop?" The top five continue to be: 5.) Cable, 4.) Word of Mouth, 3.) Online (Webpage or Social Media), 2.) Newspaper, and 1.) Water Bill. The District continues to concentrate their efforts on those top five for outreach.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

Chart R-4



Both social media and the District's webpage have built in options to view/print statistics on "visits" that can be compared annually. Social media can also break down the demographics of each visit to further define the target audience captured.



## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### I. Residents

Goal: Demonstrate that recycling can be easily and conveniently incorporated into residents' homes. Once the technology and infrastructure are established through a curbside program, the goal will be to change behavior so that it is incorporated into daily life.

a. Programs: Our residential programs are currently on the minimal side with such a small staff. We offer requested programs to adult groups and nonprofit organizations, free of charge, any time of the year.

- Collaborates with organizations including: Erie MetroParks, Volunteer Center of Erie County, Erie County Health Department, and Erie County Soil & Water
- Jointly attend and put on events such as Earth Day, the Erie County Fair, Harvest Happenings, etc.
- Partners with Erie MetroParks to provide day camps to show how trash can be reused for art and alternate purposes. Examples: "recyclosauruses," the recycled forest project, and "Art in the Park."

aa. Moving forward:

- In the next 2 years, it is the District's goal to get an education specialist to expand our programs to target audiences.
- Programs will be evaluated on a yearly basis to determine which programs are successful and what new trends can be incorporated into our programming department.
- We will have increased education efforts as curbside recycling is incorporated into the infrastructure
- Pre-Curbside: attend community meetings
- Coincide with Curbside: easy to use recycling magnet guides OR recycling stickers to go on containers and hauler sponsored events
- Post-Curbside: "I/We Recycle" stickers to increase awareness in neighborhoods and change behavior

b. Outreach and Marketing:

Our main outreach methods are the water bill, newspaper, online sources (webpage or social media), and attending public meetings.

bb. Moving forward:

- Pre-Curbside/ Coincide with Curbside: Educate through as many different avenues as possible by the following methods:
- Create an on-going commercial series & use Keep America Beautiful's public service announcements on TV channels.
- Have a website that adequately reflects recycling changes happening in different communities, new pick up days, frequently asked questions, & a calendar of important community pick up days
- Post-Curbside: After a curbside infrastructure has been established, our goal will be to then increase recycling efforts and change behaviors.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

- Reach people through different avenues, whether its direct mailers, partnering with different organizations, or encouraging other outlets such as city officials to let them know about recycling options.
  - Have haulers provide educational guides and programs for residents.
  - Target schools and teenage audience to create a more personal feel with soon to be voters and parents: “\_\_\_\_\_ is hard, recycling is easy.”
  - Completely update and do a re-haul of the SWMD website by January of 2016.
  - Create a user friendly and updated list of businesses that accept various recyclable materials throughout the county.
- c. Technical assistance:
- Most technical assistance is provided through our website. On there, residents are able to find businesses that take specific hazardous waste products or common household items i.e. eyeglasses or paint cans.
  - Our phone system is also valuable and is listed on every drop off location as well as our website. All phone messages are returned, and we’re always available to help residents with questions/issues regarding hauler information, recycling efforts, hazardous waste collections, and trash pickup.
  - Social media is a great outlet where we can connect with people and try to engage the technology focused audience.
- cc. Moving forward (highest priority to lowest priority):
- Create an up to date, annually reviewed, list of accepted materials and businesses who take these items.
  - As drop off locations are eliminated, we will try to have our information broadcasted in other ways.
  - Create a more comprehensive and user friendly website.
  - Review frequently asked questions at the landfill and recycling centers to create quick links of commonly researched topics.
- d. Additional (optional)
- Short Term Evaluations:
    - Programs: Use our attendance at residential programs from year to year to expand or re-direct future programs.
    - Marketing & Outreach: From year to year, the district will use the recycling tonnages provided to us by the hauler(s) to determine how curbside recycling is being received. We can then determine whether to increase or hold steady with our current marketing strategy.
    - Technical Support: After the website has been updated, the District will monitor number of mouse clicks the quick links receive.
  - Long Term Evaluations:
    - Continue to use attendance and tonnages for direction. Additionally, the District will use container sizes for recycling and trash as indicators on behavior. This information will be used to aid in future consortiums and contract adjustments.

#### GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

- Create a “Yearly Theme” to focus SWMD efforts’ on. Target areas of education and changing behavior (through education and potentially community based social marketing strategies).
  - This topic will be the basis for all of our programs for that calendar/school year. For example, Year 1 would be: Recycling! (in general)
  - We would then **educate** and provide insight on topics such as how, what, and where to recycle. The goal is to change the behavior from throwing material into your waste container → to consciously considering waste options → to throwing into recycling container instead- by using EPA’s best practices and experimental ones.
  - The District will highlight the **benefits** and **create incentives** for recycling by creating competitions between municipalities based on recycling per capita and marketing programs such as RecycleBank.



## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### II. Schools

Goal: To make school recycling more accessible for teachers and children of all ages. We'll do this by ensuring that information and staff assistance are readily available, and encouraging these resources to be used through teacher workshops and outreach.

- a. Programs: Currently we do requested programs. If a recycling program is not yet established, our first responsibility is to aid in the set up process.
  1. The education specialist will be responsible for introducing a recycling program through presentations and demonstrations.
  2. Once recycling is established, we need to show how recycling can be easily incorporated in school and at home.
- aa. Moving forward:
  - Activity boxes online: updated and standardized with curriculum
  - Recycling contests
  - Grade cards for schools' recycling rates
- b. Outreach and Marketing: Currently, our biggest source of outreach is through our website. We have teacher resources and activities to do with young children in preschool and kindergarten. We provide programs when requested.
- bb. Moving Forward (highest priority to lowest priority): Create the foundation first by making quality programs, then provide outreach and marketing to encourage their use.
  - Communicate with other SWMDs and Ohio EPA to see which programs and age groups are most successful and receptive.
  - Create and update activity boxes and teacher lesson plans that are current, align with today's standards, and are age/maturity appropriate for K-12.
  - Create and market "virtual field trips" to help alleviate the problem of funding and still increase awareness and knowledge of what happens when you . Potential facilities include the landfill, wastewater treatment plant, recycling center, and Barnes Nursery composting center.
  - The education specialist will have the key responsibility to talk with teachers and let them know what information is available regarding recycling and technology developments.
  - Provide teacher workshops on how to use our updated guides and SMART Board technology.
  - Create contests between schools such as "recycling wars" and use marketing campaigns to engage technology focused or high school students like "\_\_\_\_\_ is hard, recycling is easy."
- c. Technical Assistance: Our website and telephone are our major source of technical assistance. We will help implement school recycling programs if they don't have one. We offer assistance with special collections and our recycling bins are available to use at events. (Example: Relay for Life)
- cc. Moving Forward:
  - Incorporate SMART Board technology with lesson plans and programs.
  - Incorporate guides with recycling, composting, green cleaning, etc.
  - Host a teacher workshop to aid in tech assistance and SMART Board technology.



## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### d. Additional (Optional)

- Short Term Evaluations:
  - Programs: Track how many schools the District assists with startup programs.
  - Marketing & Outreach: The first year or two, success will be monitored by attendance and feedback provided at our teacher workshop.
  - Technical Assistance: Attendance and questions asked about the SMART Board technology during the teacher workshop and throughout the school year
- Long Term Evaluations:
  - After the teacher workshop trainings, evaluation will be based on the number of hits and feedback our virtual tours and activity boxes receive. Combine this information with observations and numbers from haulers to determine if we've been effective at infiltrating schools.
- Incorporate our yearly theme (referenced in I. Residents) into the school systems and programs.
- Market the G.R.E.E.N. Bean to schools & sporting teams for clean-up/litter/volunteer projects.
- Research creative ways that recycling can be incorporated into different subjects and classrooms. Example: Have children write stories about a world filled with trash- English class. New recycling t-shirt design contest- Middle school/high school Art class.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### III. & IV. Commercial & Industrial

Goal: Provide increased education and outlets for recycling and alternate diversion/reuse methods.

- a. Programs: Recycling and waste options are chosen by businesses and contracts are currently signed between the hauler and the business. Our industrial sector currently recycles about 90% of waste. Commercial sector needs to be targeted in the future.
- aa. Moving Forward:
  - “Sharing Day”: partnering with other SWMDs in the area to educate businesses about landfill diversion tactics, where they can recycle materials, and to discuss incentives.
- b. Marketing and Outreach: Our website provides information regarding businesses and where materials can be recycled. We have an online survey for industrial and commercial businesses to fill out.
- bb. Moving Forward:
  - Create an extensive list of county wide businesses that dispose of other waste items – Stipulation for local businesses: must send us yearly updates or fill out annual survey of materials they collect/use to be featured on website
  - Annually review and update this list
- c. Technical Assistance: The District is available to help with hauler concerns and questions on how things may be recycled or disposed of. The website is available to see what other businesses are doing locally. Waste audits are sent out annually by the District.
- d. Additional (Optional)
  - Short Term Evaluation:
    - Evaluate based on attendance and feedback at “Sharing Day”
  - Long Term Evaluation:
    - Use the annual numbers the District receives from Ohio EPA to determine effectiveness of “Sharing Day” and if alternate outlets are being utilized.
  - Keep a tally of how much waste each sector (or business) has diverted from the landfill so they can advertise their “going green” efforts.

## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### **V. Communities & Elected Officials**

Goal: Have community leaders be secondary educators about recycling issues and be knowledgeable about changes to the District

- a. Programs: We currently have \$1,000 community grants available to aid in small collections.
  - aa. Moving Forward:
    - Provide more grants and better advertise their releases dates for more submissions
  - b. Marketing & Outreach: The District currently attends 2-3 meetings annually, for each community. We want to be a recognizable face in these communities and work cohesively with the leadership in place.
  - bb. Moving Forward:
    - Creating a comprehensive guide from the Annual District Report and inform community leaders at meetings.
    - Provide a yearly "thank you" flyer with information regarding the community's measurable statistics from recycling, battery collections, etc.
- c. Technical Assistance: Our website provides information regarding what and where materials can be recycled, as well as different collections coming up.

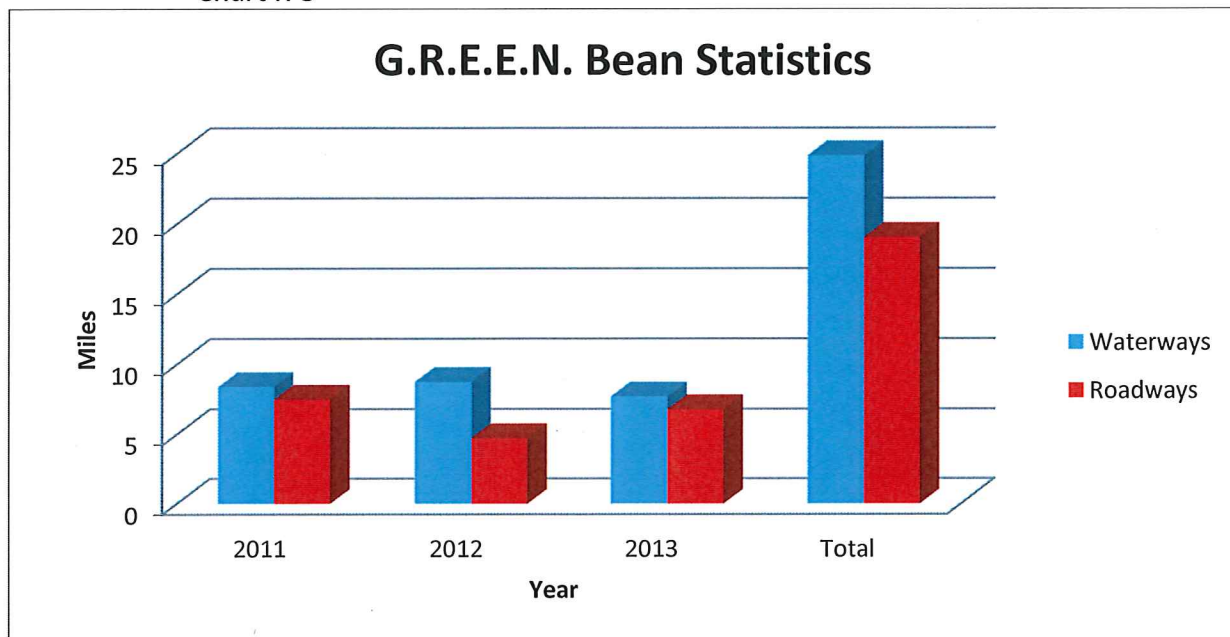
## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### VI. Volunteers

Goal: Increase volunteer base and have regular volunteers to increase overall knowledge and leadership in communities.

- a. Programs: The District has mostly one time volunteers that participate in cleanup projects.
  - The G.R.E.E.N Bean comes stocked with tools and protective equipment, and can be borrowed for beautification and cleanup projects.
  - Recycling containers can be borrowed for use at unique events i.e. Relay for Life
  - Highways can be adopted for people and groups that are looking for a more long term volunteer opportunity
  - Communities and organizations participate in the Great American Cleanup
- aa. Moving Forward:
  - Have volunteer training sessions so volunteers can aid in providing educational programs and community outreach
- b. Marketing & Outreach: There are links present on our website so volunteers can contact us about the above programs. The G.R.E.E.N. Bean vehicle provides marketing when out in the community.
- bb. Moving Forward:
  - Market to schools, sports teams, and organizations that these resources are available for use
  - Provide increased outreach to people looking for regular volunteer opportunities- retirees and stay at home parents
- c. Technical Assistance: Our website provides links to all of our programs and which partner can be contacted if in need of assistance.

Chart R-5



*The above chart compares miles of roadway and waterway clean-ups. Erie County has two active watershed groups, a stormwater group, and being located on Lake Erie there are also numerous public beach clean-ups.*



## GOAL #4: OUTREACH AND EDUCATION PLAN AND GENERAL REQUIREMENTS

### **VII. Alternate Diversion in Erie County**

Goal: For Erie County to continue finding and advertising more outlets for alternate diversion methods for residents and businesses to utilize

#### **a. Barnes Nursery Composting Facility:**

- Currently accepts brush, tree trimmings, grass, leaves, yard trimmings, wood chips, sod, soil, and Christmas trees to be properly composted
- Recycles over 20,000 tons of yard trimming, food, and agricultural waste annually

#### **b. Various private outlets:**

- Available for goods like used motor oil, furniture, vinyl siding, etc.
- They are advertised on our website under "Special Material Recycling"

#### **bb. Moving Forward:**

- Discuss potential anaerobic digestion facility with the Erie County Landfill, communities, and businesses
- Analyze the need and cost of an anaerobic digestion facility in a study

### **VIII. Regional Solid Waste Districts**

Goal: To know and discuss what other solid waste districts regionally are doing, in order to create possible partnerships

#### **aa. Moving Forward:**

- Regional meetings
- "Sharing Day": partnering with other SWMDs in the area to educate businesses about landfill diversion tactics, where they can recycle materials, and to discuss incentives.
- Workshops and trainings