

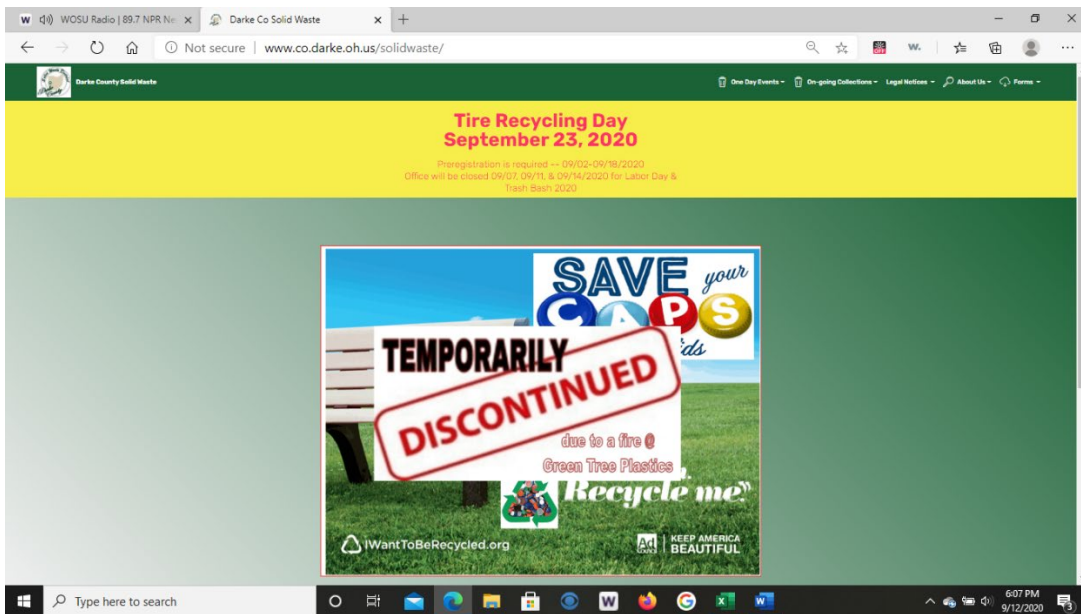
# APPENDIX L Minimum Required Education Programs: Outreach and Marketing Plan and General Education Requirements

## A. Minimum Required Education Programs

The programs described in this section are required programs for all solid waste management districts in Ohio. Goal #3 in the state plan identifies essential programs while allowing the District to tailor these programs to fit the needs and the priorities identified by the District.

### Web Page

Name	Start Date	End Date	Goal
<a href="http://www.co.darke.oh.us/solidwaste/">http://www.co.darke.oh.us/solidwaste/</a> District website with up-to-date information.	Ongoing	Ongoing	Goal #3
Continued updating of web-site as the District does additional research to finalize the District’s Social Marketing Plan	2021-pre-Plan ratification	Ongoing	Goal #3



The District’s website was redesigned in 2019. District staff is able to update the site in a timely manner so that the site remains fresh. The first thing a visitor sees when opening the site is a banner announcing the next District sponsored event and timely news or announcements from the District.

Visitors can click on “One Day Events” for dates, times, and detailed information on events like Paper Shred Day, Household Hazardous Waste Collection, etc. “Ongoing Collections” like the household battery collection program and the Trash Bash.

District Guide to Recycling that lists all of the Drop-off sites, information on curbside programs, a directory with all of the recycling opportunities in the District and at near-by locations outside of the District by material type. The Guide also has information on waste reduction, composting, and alternatives to hazardous household materials. “About Us” provides contact information, information about the District’s purpose, programs, funding sources, and a complete copy of the District Plan. Clicking on “Forms” leads to survey forms for business and industry and forms for the public to register for District events like Tire Day. .

The District intends to keep the website timely and interesting. In addition, the District is on Facebook which is a platform to which current information, news, and photos can be easily posted. From phone calls to the District, it is apparent that many people look for a Facebook page to get information before they look for a website. The District anticipates future changes and additions to the website and the Facebook page as the District pilots and implements social marketing initiatives. The use and updating of social media will be ongoing throughout the planning period.

Infrastructure Inventory and Comprehensive Resource List

Name	Start Date	End Date	Goal
Darke County’s Guide to Recycling	Ongoing	Ongoing	Goal #3

**Air Conditioners & Refrigerators**

Barga Heating, Air Conditioning,  
& Refrigeration  
5419 St Rt 49  
Greenville, OH 45331  
937-548-3645  
Service Charge to remove refrigerant & to tag  
(Sends to Richmond Recycling Center)

Davis Refrigeration  
5702 Hollansburg-Arcanum Rd  
Arcanum, OH 45304  
937-692-6327  
Service Charge to remove refrigerant & tag.

1 Shot Services  
6377 Hahn Rd  
Bradford, OH 45308  
937-447-3300  
www.1shotservices.com

Recycling Center, Inc  
Debra Edelman  
530 S Main St  
Richmond, IN 47374  
765-966-8295  
\$35 Service Charge to remove refrigerant to  
recycle. No Deep Freezes.

Schmidt’s Refrigeration  
999 Sweitzer Street  
Greenville, OH 45331  
937-548-5220  
Service Charge to remove refrigerant and to tag for  
recycling.

Darke County’s Guide to Recycling in printed form and posted on the website is the District’s comprehensive Infrastructure Inventory and Resource Guide. It includes “where to recycle” organized by material type. (Example shown) Materials listed include commonly recycled materials and difficult to manage materials like lead acid batteries and used motor oil.

Other information:

- Drop-off locations
- Household battery collection locations
- List of special collection events with dates, locations, materials accepted and how to prepare
- Year around safe disposal site for drugs.
- All waste companies offering recycling
- Information on how recyclables are managed at a MRF
- List of acceptable and not acceptable items in Darke County SWMD for both curbside and drop-offs.
- Explanation as to why some materials are not accepted.
- Did you know? Page with interesting information about recycling and waste management

The District prints the paper version of the Guide in house and keeps the number printed to an amount that will be distributed within a few weeks so that the printed version can easily be updated when changes are needed. The annual survey process is used to update information regarding private sector recycling opportunities. The District works closely with the Cooperative Extension Service, 4-H, Soil and Water Conservation District, and the Park District to ensure that the Guide to Recycling and other waste reduction, composting and recycling literature is available at all the agency locations and events.

Areas for improvement of the website Recycling Guide:

- Adjust web site category names or add a prominent box on opening page that makes it easy for site visitors to find out how to subscribe for waste collection with curbside recycling service.
- Make the list of public drop-offs more prominent and include a map showing general locations with insets that pinpoint the exact location. Be sure addresses that are included work in apps like Google maps to guide potential users directly to the drop-off sites.
- In future copies of the Guide and on the website post a request, “Help us keep our information up-to-date. If you know of a recycling opportunity that is not listed or have corrections to information in the Recycling Guide or for The Darke County Solid Waste Management District website, contact the District office.” The District will follow-up to confirm the information.
- Use colorful graphics to illustrate acceptable and unacceptable material for curbside and drop-off recycling. Make deciding as easy as possible.

Speaker/Presenter

Name	Start Date	End Date	Goal
The District Director is the main presenter for the education and information program.	Ongoing	Ongoing	Goal #3

The District Director is the main spokesperson and presenter for both adult and youth programs and activities. Through good working relationships with other organizations and the connection with Keep America Beautiful, the District can access resources and work with volunteers to prepare presentations that address specific areas of interest. The District will keep a record of all speaking and presenting occasions including type of event or organization, topic or nature of presentation, and the number attending.

## **B. Outreach and Education – Outreach Plan and General Education Requirements**

The 2009 State Plan, Goal 4 states that each SWMD will develop an outreach and marketing plan. There are three components that all SWMDs shall incorporate into their outreach and marketing plans. These components are:

1. Each SWMD will address specified target audiences. The five target audiences as identified in Ohio EPA format 4.0 are:
  - Residents of single-family homes and multi-family dwellings;
  - Schools, primary through higher education including students, staff, and administrators.
  - Manufacturing industries;
  - Institutions and commercial businesses
  - Communities and elected officials

2. Each SWMD will follow basic best practices when developing outreach programs; and,
3. Each SWMD will select an outreach priority and provide programs to all appropriate audiences in the context of the priority.

The State Plan provides a brief definition of Best Practices. When selecting programs and strategies to address each audience, the SWMD will adhere to the following best practices:

1. Be familiar with the solid waste management infrastructure. Understanding the solid waste management infrastructure, particularly the reduction and recycling infrastructure, is crucial to understanding how outreach can be the most effective.
2. Provide outreach within the context of the infrastructure.
3. Develop and implement outreach effectively by:
  - Having measurable outcomes to achieve;
  - Understanding the different needs of different audiences;
  - Using a consistently and frequently repeated message;
  - Focusing on changing behavior not just creating awareness; and
  - Evaluating the results to determine if the program is achieving the desired outcome.

*Residential Sector*

Name	Start Date	End Date	Goal
<u>Curbside Recycling Participation</u> : Develop a marketing campaign directed to residents of the three municipalities that have curbside recycling programs, Greenville, Versailles, and Arcanum with the goal of increasing the number of curbside set outs and decreasing the amount of unaccepted materials in recycling set outs.	Research to start April 2021	Ongoing with modifications based on evaluation.	Goal #4
<u>Multi-Family recycling</u> : Contact apartment complex owners or managers to find out what, if any, recycling opportunities are available for residents on site. Would owners consider cooperating on providing recycling and, if so, what are they willing to do? At a minimum District will provide a drop-off in Greenville convenient to the biggest cluster of apartment complexes and market participation to apartment residents.	Research to start 2021	Ongoing based on research findings. <i>Minimum commitment is to provide and promote drop-off in northern area of Greenville.</i>	Goal #4
<u>Exhibits/displays at County Fair and at least one other well attended event</u> featuring residential participation in recycling and composting and other District programs	Ongoing	Ongoing	Goal #3 and #4
<u>Explore creating a compost kitchen training program</u> in conjunction with Cooperative Extension or Soil and Water	Research feasibility 2021	If feasible, implement in 2022	Goal #4

Curbside Participation: Greenville, Versailles, and Arcanum together represent 34% of the total population of the District. The curbside programs have much in common in that the materials collected, and the frequency of collections is the same. Versailles Village provides their own waste and recycling collection and keeps records of the materials collected by weight. Rumpke provides the waste and recycling collection in Greenville, and Arcanum. The initial research will include a survey of setouts over a four-week period. The District will work with community officials to get a better understanding of their evaluations of the program and to seek their cooperation and with Rumpke to set up logistics. The set-out survey will provide a base line and will be followed up with a second study in 2022 to help judge the effectiveness of the marketing plan which will be designed for kick-off the summer of 2021. This is before the Plan is ratified, but it is hoped that the marketing plan will be evaluated, adjusted as needed, and will continue to be implemented during the planning period.

A successful marketing plan will require the District to work closely with Rumpke and with neighboring Districts, especially Montgomery County. The District has discussed a changing approach to marketing aimed at increasing recycling participation and decreasing contamination with Rumpke, but at the time of this draft has not yet had detailed discussion or talked with neighboring counties. The Dayton area connection is particularly important because all of the network affiliated TV stations that broadcast into the area are based in Dayton. Although the District has a good relationship with the Daily Advocate and the weekly Early Bird, and with local radio, the impact of these mediums for getting out information is dwindling. The District is not financially able to run TV ads and rarely will have events or happenings that will make it onto Dayton TV. If the District is aware of advertising or coverage regarding anything that could be useful in promoting participation or in battling contamination, they could tie into that message with local radio or on social media.

Elements of marketing plan:

- Evaluation comparing pre survey and post survey of the amount of set outs.
- Other evaluation criteria to be added if possible
- Visible participation by notable figures in curbside communities
- Information specific to curbside recycling on website, Facebook, and social media. Consider adding Twitter to social media tools.
- Include some type of reward or recognition. Ask would it be feasible to tie in a contest or reward? One idea is leaving a card in participating bins to be sent in to enter curbside participants in a drawing for some attractive prizes. (Brainstorm ideas to find what is feasible and include it in the Marketing Plan)

Rural Curbside Recycling: Designing and evaluating a marketing plan for rural curbside recycling is more challenging than for the curbside programs in the city and villages. Residents are more distant, and the materials are collected over a wider area. Loads will include materials from rural drop-offs and commercial customers. Also, the band wagon effect from seeing neighbors putting recycling bins out is not as likely to influence non-recyclers because they will not see bins at the ends of far-off driveways. However, curbside marketing in the three municipalities will probably have some spill over effect. The District should try to identify ways to include in some way the townships in which curbside is available.

Multi-family recycling

The number of multi family housing units has increased significantly in the past ten years particularly in the northern side of Greenville. This is a part of the population that has been overlooked in planning for recycling participation. Before developing a marketing plan, research is needed to know what, if any,

*Darke County Solid Waste Management Plan Update 2021*

facilities for recycling are available at these properties. In APPENDIX J, the District has committed to adding a full-time urban drop off in the north end of Greenville where many of the apartment complexes are located. Additional research is needed. Based on the research. The District will develop a plan to market recycling to apartment dwellers that is compatible with the infrastructure that is available. The elements of the marketing plan will be similar to those for the curbside campaign, but the evaluation criteria will have to use different methods to measure the impact of the program. The evaluation methods should become a part of the plan when the District has more information on how multi-family recycling opportunities will be structured.

Exhibits/displays at County Fair and at least one other well attended event: In the summer of 2020, the traditional Darke County Fair did not happen. The fair was limited to the youth programs. However, County Fairs are important in rural counties and are an excellent way to meet the public and get out information. The District is committed to having a display at the County Fair and at least one other well attended event. The display will support the District’s market plan to increase participation in residential recycling and in composting. It can also provide an opportunity to highlight volunteers, students, 4 H clubs or other youth organizations that have done special projects that further the cause of waste reduction.

Evaluation for event success: The number of people who take time to browse is useful. One way to measure this is to have some type of drawing that requires filling out an entry form. The form can also include a few survey questions. The people staffing the event may also count the number of people who stop and ask questions.

Compost kitchen: There are templates available for developing a workshop series to instruct participants in composting and related topics including soil ecology, chemical free gardening, and household waste management. Participants who attend all the workshop sessions could be given a free home compost unit. The workshops would also help the District build a wider group of informed people to be advocates for recycling and composting in their communities.

Evaluation: Follow-up survey of participants. Number of participant that report starting or increasing composting and/or recycling at home.

Overall evaluation of marketing for residential sector: The marketing ideas listed above include some form of evaluation, but the most important indicator of success will be an increase in measured residential commercial recycling and a decrease in waste disposal.

*Commercial/Institutional Sector*

Name	Start Date	End Date	Goal
<u>Darke County Government Recycling:</u> Annually contact each agency to identify the person responsible for the recycling program. Check on participation, offer help as necessary to keep the programs on track and reporting problems and successes.	Ongoing	Ongoing	Goal #4
<u>Identify contacts at institutions/businesses including independent living and assisted living facilities,</u> looking for recycling programs or opportunities to assist in developing recycling programs.	Ongoing	Ongoing	Goal #4

<p><u>Revitalize the annual commercial recycling survey process</u> to increase the number and quality of response and use it as a vehicle to make direct contact with businesses to thank them for their efforts (if appropriate) or offer assistance in developing or improving a recycling program.</p>	Ongoing	Ongoing	Goal #4
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The analysis of commercial recycling in APPENDIX H revealed that the amount of reported commercial recycling has decreased in the past three years. Although it is difficult to be sure how much of the decline was due to non-participation, the District is sure that much of the decline is because businesses have become less compliant in responding to surveys. The District does not believe marketing campaign aimed at the commercial sector will be effective. Instead, in a small community, personal relationships and accountability may be more effective. The purpose of the three initiatives will collect information regarding the recycling programs, develop a list of contacts so that the District can direct surveys to a specific person if facilities have recycling programs, and offer assistance if they can be interested in developing a program. Very small businesses can be offered the option of using drop-off locations.

Darke County Government Recycling: Most of the county agency recycling is collected by Rumpke and is comingled with commercial recycling. The amount is included in the totals reported by Rumpke for commercial recycling, but the amount is not reported in a way that makes tracking the progress of individual agencies or locations possible. Therefore, it is important that the District know who is responsible for recycling at each location and checks at least annually to be sure that the program is continuing, that the collection service is reliable, and that the containers and equipment needed are available.

Identify contacts at institutions/businesses including independent living and assisted living facilities: A sector where the responses to surveys have noticeably declined are institutions like libraries and independent and assisted living facilities. The largest of these is The Brethern Retirement Community. A specific plan to reach out to these facilities should be included in the District Plan.

Revitalize the annual commercial survey process: Responses to surveys have fallen off. In the past the survey responses have had dual purposes. The obvious one is to provide recycling data, the second one is the opportunity to include useful information with the survey mailing and the receive requests for information or assistance. In another section of this Plan, the District has committed to customizing the survey forms to varying types of businesses. Customization combined with personal contact either pre-survey to verify the appropriate person to get the survey or follow up to non-respondents provides a point of contact which can under score the importance of the survey and be an occasion to answer questions or offer assistance. The District should commit to following up with at least one third of the non-respondents by phone or email each year. And commit to sending a thank you letter or post card to each respondent that provided usable data every year. In a larger District this would be impossible, but in a District the size of Darke County personal contacts can be made and can be effective.

*Industrial Sector*

The industrial sector in Darke County has consistently taken the initiative to implement recycling programs. The data they provide indicates that the industrial sector is successfully doing what they can. The District has always cooperated with industries to try to identify markets for difficult to recycle materials and has welcomed opportunities to pass on relevant information about available programs like the market development grants. There is not evidence to indicate that a marketing plan is necessary. Not

*Darke County Solid Waste Management Plan Update 2021*

developing a formal plan does not mean the District ignores industries. They are an important partner. The District will continue to make contact with industries about District programs and services.

*Political Leaders*

Name	Start Date	End Date	Goal
Develop and implement a plan and schedule to contact officials in each municipality and the township trustees in each township at least once every year about some aspect of the recycling program in their area with three purposes: identify problems related to recycling services, keep them informed about District initiatives, ask for active and visible support of recycling programs available in their area.	Contact plan and schedule to be completed by January 2021	Ongoing	Goal #4

The District has worked with local governments on issues like contracts for service and pay as you throw. Some of these interactions have been productive, and others have not. As the District hones the marketing plan for residents to increasing participation in existing recycling programs and decreasing contamination, it is important that local officials are kept in the loop and that the District listen to their concerns, keep them up to date regarding the messages and methods that the District will be using to market to residents, and enlist their help and visible support. To ensure that this happens, the District needs to make a Plan that includes a schedule and list specific events or occasions that will involve local officials in some aspect of the District’s programming.

*Schools*

Name	Start Date	End Date	Goal
Student hands-on recycling responsibilities: encourage and support direct involvement of students.	Ongoing	Ongoing	Goal #3 and #4
Annually update a directory of contacts in each school district that includes the person responsible for the recycling program and a faculty member who will take responsibility for sharing information with other faculty and with the District.	Ongoing	Ongoing	Goal #3 and #4
Engage older youth in hand-on projects to increase recycling participation, reduce contamination, gather data, and develop marketing plans.	Start in 2021	Ongoing	Goal #3 and #4
Maintain and update publicly available resource library.	Ongoing	Ongoing	Goal #3 and #4
Make age-appropriate presentations in classrooms and for youth groups.	Ongoing	Ongoing	Goal #3 and #4

Student hands-on recycling responsibilities: Encourage all school districts, particularly those for which the District supplies a drop-off recycling container, to engage students directly in the school recycling program by having recycling containers in classrooms, and to the extent possible, involving students in managing aspects of the recycling program in their school building. Middle school and high school students could be designated to monitor the bins and report useful data to the District. Evaluation: Use of recycling containers.



Annual contact update: It is important that the District keep in touch with the people responsible for school recycling programs and that there is a contact in each school district who will share information with other faculty and with the District. Many schools are developing environmental studies as part of the STEM programs in middle school and high school. Teachers involved in STEM would be good contacts because they may be willing to collaborate with the District in developing hands-on projects for students.

Engage older youth in projects: When designing community outreach projects, the District should consider enlisting the help of older youth including high school and college students. Sources for volunteers that could benefit the District while gaining experience or earning credit include Edison Community College students (marketing, statistics, environmental studies), 4-H clubs or individual members, and Eagle Scout candidates. Evaluation: Has the District succeeded in engaging youth in meaningful activities and projects?

Resource library: Maintain and update the library. Solicit suggestions from teachers about new material that should be added to the library. Considering the recent need to pivot to online instruction adding a directory of appropriate videos for various topics and ages that are available on-line would be useful.

Age-appropriate presentation: The District Director is prepared to make classroom presentations on a variety of topics including safe waste disposal, waste reduction, recycling, and using recycled content products. Among the most popular presentation are the Edible Landfill and the Recycling Relay.

**C. Outreach Priority**

Name	Start Date	End Date	Goal
Increase participation in curbside and drop-off recycling programs while reducing contamination.	2020	Ongoing	Goals #2, #3 and #4

The most important element in implementing this priority is explained under the heading of Residential Recycling which includes the elements of a marketing plan to address this priority. APPENDIX L-4 and APPENDIX L-5.

**C. Measuring Progress and Success**

The obvious measure of progress or success of the studies, actions, and programs described in section A. and B would be to compare the amount of waste for disposal and the amount of and the quality of material diverted or recycled through the targeted action or program before, during , and after implementation. The District faces a challenge that has been discussed in other parts of this plan.

The challenge as stated in Appendix H page 3 is reiterated again here to explain the reason for this discussion.

Rumpke Recycling collects the curbside material and services all of the drop-off sites in the District. The material is taken to Rumpke material recovery facilities for processing. Rumpke reports the weight of material collected in Darke County by material type through the annual Material Recovery Facility Reports submitted to Ohio EPA. The collection, processing, and reporting system is designed to be efficient. However, it

presents a problem for the District because it is impossible to use the weight of material collected to evaluate the performance of individual drop-off sites or curbside programs. There is no way to track the weight of recyclables that are produced by a specific drop-off or, with the exception of Versailles, specific curbside programs.

At the present time, there is no way to remedy the reporting problem without making changes in collection and transportation methods that would seriously damage collection efficiency resulting in increased cost. In a rural area where residences are spread out and villages are small, collection routes are designed for efficiency. A truck route may include residential curbside from several villages and townships, commercial recycling, and material from one or more drop-off locations.

For most of the outreach and marketing initiatives included in this Plan the obvious measures of progress and success will not be feasible or informative. In designing the program or action implementation plan, the District needs to be deliberate in considering and including clearly defined goals and well described methods and timelines for accessing progress and/or success that are specific to the activity or program and that are feasible within the constraints described above.