



# **Materials Management Advisory Committee**

## **Education & Outreach Subcommittee**

### **Meeting Minutes (meeting conducted virtually)**

**August 6, 2020 10:00am - 11:00am**

**MMAC Members:** Don Buis (IEPA); Kay McKeen (SCARCE); Jennifer Jarland (Kane County); John Pausma (Homewood Disposal); Josh Connell (Lakeshore); Marta Keane (Will County); Sunil Suthar (IEPA); Susan Monte (Champaign County); Walter Willis (SWALCO)

**Also in attendance:** Andi Diedrich (DuPage County); Andi Yancey (Madison County); Neil James (West Cook County); Rose Naseef (SCARCE)

#### **1. Introductions**

Kay called the meeting to order and welcomed participants.

#### **2. July committee meeting follow-up**

##### **a. Materials to target for diversion**

- Textiles, electronics, medicines, household hazardous waste, paint, and empty aerosol cans were identified as items to divert from landfills. Members stated that, despite some downsides, weight of materials diverted was the best metric for reporting diversion rates. In many cases, weight can be converted into an approximate number of items diverted and vice versa.
- Participants agreed that the Education and Outreach Committee should strive to report the data produced by the Measurement Committee in a relatable manner. Jennifer shared how she has reported the amount of waste diverted in her county via a graphic showing the number of train cars the waste would fill.

##### **b. Diversion goals and role of education and outreach**

- Marta suggested making a laundry list of items, using a waste characterization study already conducted by the state as a guide. Susan supported this idea and reported that the most recent study was conducted in 2015.
- Don invited participants to send him information about programs or studies on diversion goals so that the committee can learn what did and didn't work.
- Kay reported that diversion goals can create "wishcycling," or the situation in which residents add unacceptable items to recycling bins in order to improve local recycling rates. Marta confirmed that this has happened at colleges around the country.

##### **c. Funding sources for education and outreach.**

- Participants considered requiring haulers and local governments to contribute financially to education efforts, but noted that some municipalities may be hesitant to contribute to state initiatives.



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- Jennifer stated that Kane County has had to seek alternate funding for its environmental programs, as riverboat and landfill funds are depleting. She stated that five communities in Kane County have added clauses in their hauler contracts requiring haulers to pay a designated amount per household per year. The funds can be used for a variety of community programs, including household waste collection.
- Kay reported that people attending DuPage County recycling events are willing to pay for services like paper shredding and recycling of paint and aerosol cans, so directly charging residents for some services may be an option.
- Andi D. stated that grants may be available.

### **3. Objective Discussion**

#### **a. Target audiences**

- Residents and businesses were identified as targets. They can help inform each other on disposal options: residents provide information to their places of employment, while business practices educate employees.
- Solid waste coordinators for cities and counties were also seen as targets, as they will help disperse information to community members.
- Kay has started a list of organizations that can help disseminate information. Jennifer will share her contacts with Kay.
- Don reported that the IEPA will maintain the list of contacts.

#### **b. Preferred content**

- Don summarized items discussed at the last meeting, including recommendations that the format for educational materials should include visual aids such as clipart. He invited participants to share information about effective educational programs or techniques.
- Andi D. reported that she will forward social science studies on good messaging. The studies cover both format and content. She said that she will also send information about what other states have done.

#### **c. Campaign coordination**

- Participants noted that it is a challenge to coordinate messaging since all regions of the state don't have identical procedures. One example is recycling, as communities have different lists of acceptable items.
- Marta suggested adding language to distributed materials to indicate that procedures may vary across communities. Participants agreed, noting that this also allows communities to try new programs and technologies.



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d. Data needs - None noted.

#### **4. Old Business**

a. Membership inclusion

- Don noted that individuals don't have to be members of the MMAC to participate in subcommittee discussions. He also welcomed MMAC members to join the Education and Outreach subcommittee.

#### **5. New Business**

a. Potential speakers for future meetings

- Walter suggested looking at successful campaigns from the Midwest, Florida and inviting a solid waste campaign manager to share details about state-wide efforts.
- Participants also suggested contacting Recycling Partnership, Keep America Beautiful, and Boulder (Colorado) for speakers.

b. Other

- Participants considered who might be able to speak in an infomercial.
- Kay mentioned that the Pumpkin Smash pumpkin collection will take place on Saturday, November 7, 2020. A new town has already been added as a collection site. Scholastic News will publish an article about the event in its October newsletter that is distributed nationally.

6. Next meeting is Thursday, September 3, 2020 at 10:00am.