

Materials Management Advisory Committee –Education & Outreach Subcommittee

Don Buis, Co-Chair (donald.r.buis@illinois.gov)

[Jessica Schumacher, Co-Chair \(Jesica.Schumacher@cookcountyl.gov\)](mailto:Jessica.Schumacher@cookcountyl.gov)

Proposed Scope of Work

Objective: Identify and propose optimal promotional concepts to maximize statewide landfill diversion.

Education & Outreach Subcommittee's Areas of Responsibility. The Education & Outreach Subcommittee's work will help achieve the following elements of the report that must be submitted to the General Assembly:

- Recommended actions that could be taken to increase landfill diversion rates and the costs associated with those actions; 415 ILCS 15/4.5(j)(6)
- Recommended education and public outreach programs that could maximize waste diversion; 415 ILCS 15/4.5(j)(7)
- Recommended standard actions that can be taken by counties to increase landfill diversion rates; and
- Recommended education and public outreach programs that could maximize waste diversion within counties. 415 ILCS 15/4.5(k)

The Subcommittee's primary focus area will be evaluating existing education and outreach materials or programs in Illinois and other states within USEPA Regions V and VII. The analysis will include an evaluation of the cost, efficiency, and deliverable outcomes of education and outreach programs within Illinois and in other jurisdictions to determine whether such programs might be replicated, reformed, or retired. The analysis of existing programs should help determine how to best proceed with the recommendations for new programs to be included in the report to the General Assembly.

A series of comprehensive and consistent education programs implemented across the state will help increase landfill waste diversion rates. The more educated the public is on the optimal available landfill diversion options, the more we can expect the rate of landfill diversion to increase. While a single program may not be necessary, a consistent messaging with regards to the benefits of and best practices to maximize waste diversion should help achieve those goals. The subcommittee will work to map out content concepts and circulation strategies for this purpose.

Proposed Scope of Work. The following is the proposed scope of work for the Education & Outreach Subcommittee.

1. Compile and evaluate existing Illinois and regional recycling or other diversion education programs. Programs may be at the municipal, county, state, or federal level. Effective programs include bilingual plainly worded messaging that targets households and accurately reflects the best diversion practices available within their community. Advertisements, direct contact through mailer or cart-tagging, and community meetings are examples of this. This evaluation will include:
 - a) Identification of any areas in Illinois that are underserved by diversion education programs.
 - b) Identification of any programs that had a demonstrable impact on increasing diversion of particular materials or the support for an expansion of existing recycling or other diversion services. The resources (or lack thereof) that led to this outcome should be noted.
 - c) Identification of the funding models used, including whether grants were used and where those came from, and the entity that generated the educational material.
 - d) Identification of the type of messaging that has demonstrated effectiveness, including a comparative examination of campaigns that highlight the (1) benefits of recycling; (2) instructions to properly recycle; (3) environmental hazards of not recycling or diverting material; (4) the economic benefits of recycling/materials diversion; (5) the benefits of reducing waste generated/reusing materials in general; (6) a combination of any set of messages.
- 2) Work with USEPA R5 and 7 contacts to identify education and outreach has been effective and ineffective in other states.
 - a) Contact other state leaders and advocates to compile information related to education and outreach programs implemented in other jurisdictions, their successes and failures. This information should include examples of circulated materials, funding models, and data demonstrating the respective education campaigns' impact on diversion volumes and behaviors.
 - b) See what support the federal government, not-for-profits, and the private sector might offer to help with education and outreach. Are there any funding or assistance programs available to local governments?
 - c) Identification of stakeholders involved in the development of the materials.
- 3) Work with each of the other subcommittees to determine what waste diversion methods should be focused on in education materials.
 - a) Identify stakeholders to be included in developing education and outreach materials. Could include retailers, waste industry, local governments, etc.

- b) Should a marketing firm be brought in? Identify if a marketing firm or contractor should be utilized to develop an outreach program. While researching outreach programs denote the cost of the marketing firm or contractor and evaluation of program success.
- c) Identify funding options available, including grants and any proposals for legislative appropriations.

4) Identify education and outreach programs from other (e.g., non-recycling or diversion) arenas that have been successfully implemented. Evaluate common characteristics of those education campaigns and identify any that could be meaningfully extrapolated to recycling and diversion education campaigns.

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