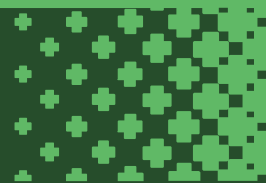



# Recycling Committee Grant Request



# Recycling Education

## Grant Request





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The Environmental Awareness Committee, with support from the City and grant resources, is proposing to adopt a Solid Waste Reduction, Diversion and Recycling Master Plan - focusing on education goals for 2022 and beyond.

Waste reduction is central to the plan. Outreach efforts will be undertaken to educate residents and businesses on waste reduction and recycling.

To reach higher diversion levels, the education plan will be used to reach the goal of a higher participation rate (number of households who recycle as a percent of all those potential households in the City) in the residential recycling curbside collection programs offered by various haulers by 2027. To help achieve this goal the following will be pursued in 2022 and beyond:

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- 1. Develop fresh graphics for marketing materials and PSA's that highlight and promote Waste Reduction
  - 2. Develop targeted education campaign with Hudson students
  - 3. Transition messaging from "awareness" to specific information about what can be recycled
  - 4. Create incentives for targeted competitions through social media
  - 5. Increase social media posts to several times per week
  - 6. Messaging to evolve to storytelling with focus on public school and EAC efforts and individual household best practices
  - 7. Create a new environmental education/awareness sub-site on city website to provide better navigation.
  - 8. Develop pledge drive to encourage participation
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# Educational Outreach

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## RESIDENT OUTREACH

**GOAL:** Begin push towards greater participation rate by 2027 focusing on education toward reducing waste and increasing recycling.

Proposed actions:

- **DEVELOP RECYCLING AMBASSADOR PROGRAM** that could possibly provide grants to community groups in exchange for documented volunteer hours to help with outreach.
- **CONDUCT PLASTIC BAG AWARENESS CAMPAIGN** by working with local grocers.
- **INVOLVE RESIDENTS** in events hosted by local non-profits such as Earth Day in April, Compost Awareness Day in May, National Reuse Day in October, America Recycles Day in November, and watershed clean ups through-out the year.
- **HOST TWO PUBLIC EVENTS** at library highlighting solid waste information
- **ENCOURAGE REDUCING WASTE AT SOURCE** by including educational programs to encourage residents to purchase products that have recyclable packaging or can be returned to the point of purchase.
- **PROMOTE COMPOSTING** to teach residents how to compost and determine if a composting location could be established.
- PROMOTE SUMMIT REWORKS activities.
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## COMMERCIAL OUTREACH

**GOAL - Develop outreach materials that will enhance current recycling efforts and showcase new efforts for businesses on how waste reduction can benefit them and improve their recycling programs.**

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- **CREATE A TOOLKIT FOR COMMERCIAL RECYCLING PROGRAM** development that would complement recycling staff's efforts. It should include step-by-step instructions for setting up a recycling program as well as waste audit instructions, a list of recyclables to target, information on how to request collection service and sample Education and Outreach materials.
  - **CREATE A TOOLKIT FOR FOOD WASTE REDUCTION AND COMPOSTING** including information on food waste reduction, donations, and composting which can assist businesses and institutions that generate substantial quantities of food waste. The toolkit should also educate businesses and institutions about the benefits of making food donations and the liability protection.
  - **CONTACT EXISTING BUSINESSES** that participate in recycling programs with targeted information on waste reduction and diversion goals adopted by the City.
  - **WORK WITH THE CITY MANAGER AND THE CHAMBER OF COMMERCE** to reach out to business community with waste reduction and diversion goals adopted by the City.
  - **CREATE NEWSPAPER AD** thanking participating businesses that recycle.
  - **DEVELOP SOCIAL MEDIA OUTREACH** to highlight one business each quarter that is doing well on their recycling efforts.
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## **PUBLIC USE RECYCLING**

GOAL - Continue efforts to place public space recycling containers in the public parks and utilize the advertising space on the containers for education outreach efforts.

DEVELOP NEW GRAPHICS for the current and future recycling containers placed in public and parks.

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## MULTI-FAMILY OUTREACH

**GOAL - Continue push for more apartment complexes to begin recycling programs and bring awareness to residents at those complexes of recycling services available to them.**

- CONTINUE TO CONTACT owners and managers of large apartment complexes for placement of recycling roll off containers for recycling service.
- RECRUIT VOLUNTEERS to go to existing complexes that recycle and place recycling information on the service on their doors.
- DEVELOP INFORMATION PACKET for complexes under 24 units in size to lay ground work for implementation of recycling service when new collection vehicles and employees are in place.
- DEVELOP AND PLACE RECYCLING DECALS ON DUMPSTERS at complexes with recycling service to remind residents of recycling services provided to them and how they can participate. Begin with the broader descriptions of your market opportunity. For instance, you are looking at opening a dental office either in a suburban location or downtown. Each location would cater to an entirely different market. For example, the downtown location would most likely attract more of the busy office worker within a short commute compared to a more family based market in the suburban location. Identify the number of families or customers in your local geography that might fit into your demographic target group.





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# SCHOOLS OUTREACH

GOAL - Create a series of 1 minute or less videos highlighting waste reduction and recycling in Hudson Public Schools to inform and create a call to action for Hudson community members.

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CREATE A SERIES OF SHORT VIDEOS highlighting waste reduction and recycling in Hudson Public Schools to inform and create a call to action for Hudson community members.

Work with a coordinator for the Hudson Public Schools to work with EAC and education efforts based on curriculum standards. Work on a Waste Reduction / Recycling Filming Project. Filming dates: late January - May 2022.

- Potential Waste Reduction Stories for videos Waste Reduction Stories for videos:
- Reusable silverware + trays in all elementary and middle schools
- Reusable water cups
- Share tables
- Custodial - reusable mop heads made of recycled material, minimal chemicals plus controlled dilution, recycled content paper towels. Describe your standard payment terms and the payment methods you accept. Describe the pricing plans (one-time fixed, recurring, mixture, or other) and any impact on cash flow.

Recycling Stories for videos:

- -Students collecting recycling - paper, cardboard, bottles, cans. Estimated 27% of waste generated is recycled
  - - Technology Department - e-waste recycling
  - - Teracycle - recycling glue sticks, juice bags, etc.
  - - Recycling at High School football and basketball games
  - • INCREASE PRESENCE ON SOCIAL MEDIA and target students with short video clips and ads on following topics: • Drop-off locations • Food waste • Tips and tricks on reducing waste - catered to students
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# MARKETING STRATEGY

GOAL - Develop advertising concepts that move message from awareness of recycling program to fostering behavioral change through action.

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- DEVELOP DIGITAL MARKETING CAMPAIGN in collaboration with the Communications team targeting education to residents using social media platforms and digital marketing technologies.
  - **Marketing Activities:** CONTRACT FOR ADVERTISING SERVICES at a variety of outlets depending on budget and approval from administration including:
    - Facebook Outreach
    - Instagram
    - HUB Times
    - Hudson Television
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## Possible Calendar of Events

Earth Day- Social Media outreach during the week of Earth Day and finishes with the Earth Day Event

Compost Awareness Week - Social Media outreach during the week and possible tour of City Compost site.

National Reuse Day - Social Media outreach throughout the week will promote reuse programs, instruction on ways for schools to “reuse” and promotion of the ReStore program and local thrift stores.

America Recycles Day - Station the progress tracker in city hall throughout the month of November and publicize and promote on social media

### RECYCLING EDUCATION BUDGET

COST ITEMS	DATE DUE	BUDGET	ACTUAL	UNDER/UNDER
<b>RECYCLING EDUCATION CAMPAIGN BUDGET 2022</b>				
<b>Education Material:</b> Brochures, Design Service for Campaign		\$12,500.00		
<b>Promotional Items:</b> Give away items ex: reusable bag		\$10,000.00		
<b>Apartment:</b> Vinyl Decal for Dumpsters (\$10/100)		\$1,000.00		
<b>Residential</b>		\$300.00		
Reprint Education Folder for new residents signing up for service including info on all haulers QTY 1500		\$1,500.00		
Prizes for contests		\$450.00		
Recycling tag update		\$5,000.00		
Mailing Services for education mailer and magnets		\$8,600.00		
ENVELOPES FOR EDUCATION MAILER AND MAGNET		<b>\$9,500.00</b>		
Promotional Items for Plastic Bag Awareness Month		\$250.00		
Develop Recycling Ambassador Program-Community Grants		\$10,000.00		
Composting: Toolkit for Food Waste Reduction		\$3,000.00		
<b>BUSINESSES</b>				
Toolkit for Businesses		\$3,000.00		
Newspaper Ad Listing & Thanking participating businesses recycling		\$3,000.00		
<b>Media Campaign</b>				
HUB Times Ads		\$2,000.00		
Facebook and Social Media Outreach		\$5,000.00		
Digital Media Outreach		\$5,000.00		
Social Media PSAs		\$5,000.00		
<b>DEVELOPING NEW SUBSITE ON CITY WEBSITE</b>		<b>\$7,500.00</b>		

