

Oregon Recycling System Advisory Council

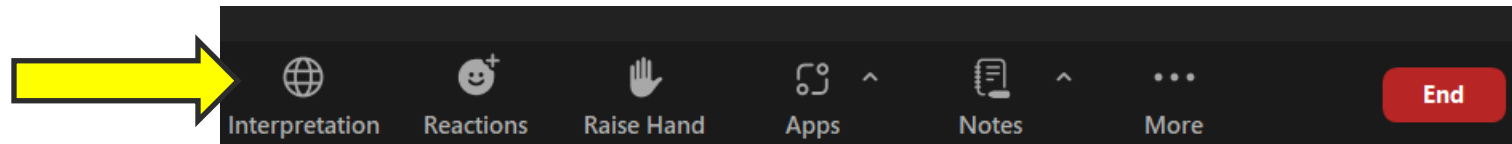
Dec. 13, 2024

8:30 to 11:30 a.m.

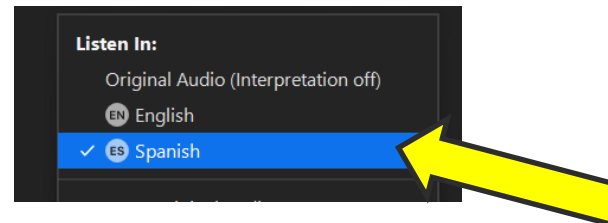
Zoom meeting

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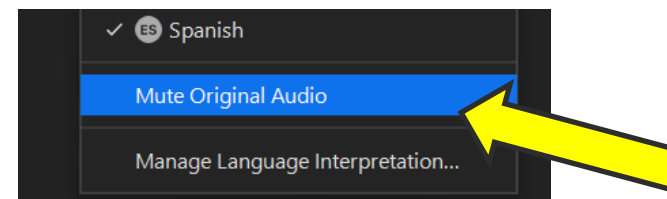
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- 2 Selecciona: Español



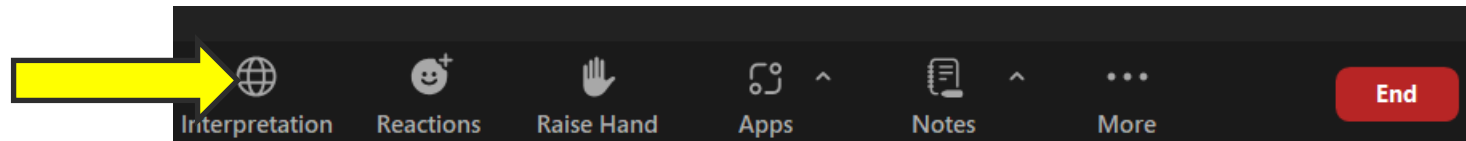
- 3 Después, silencia el audio original



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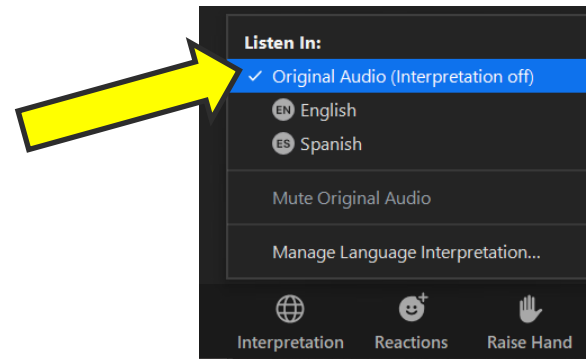
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Zoom logistics

Today's session is being recorded

Non-Council members are in listen-only mode, and chat is turned off

Sign-ups for public input will occur at the start of that item (11 a.m.)

Technical difficulties?

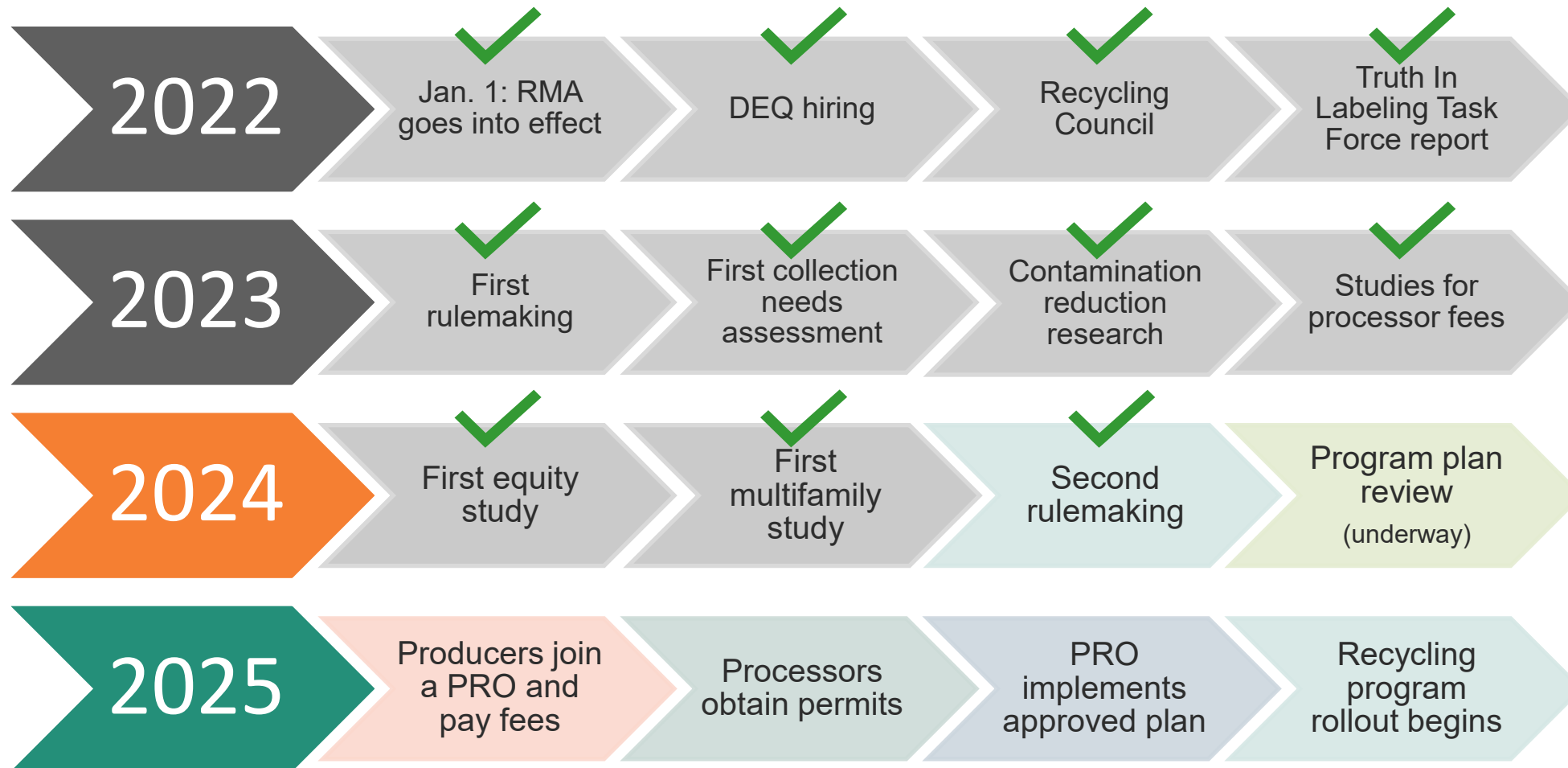
Contact Stephanie Caldera via email Stephanie.Caldera@deq.Oregon.gov or text 971-279-9517.

Agenda // Orden del día

All times approximate and subject to change // Todas las horas son aproximadas y están sujetas a cambios

Time	Topic	Tema
8:30 a.m.	Welcome and meeting open	Bienvenida y apertura de la reunión
8:35 a.m.	Informational updates: RMA projects and events	Actualizaciones informativas: Proyectos y eventos de la RMA
8:40 a.m.	Informational presentation and discussion: PRO Plan Draft 3	Presentación informativa y debate: Borrador 3 del Plan PRO
9:30 a.m.	Discussion: Council review process for PRO Plan Draft 3	Debate: Proceso de revisión del Consejo para el Borrador 3 del Plan PRO
9:45 a.m.	<i>Break</i>	<i>Receso</i>
9:55 a.m.	Update and discussion: Education and Outreach subcommittee report-out from October and November work sessions	Actualización y debate: Informe de las sesiones de trabajo de octubre y noviembre del Subcomité de Educación y Divulgación
10:10 a.m.	Informational presentation: Education and outreach campaign concept	Presentación informativa y debate: Concepto de campaña de educación y divulgación
11 a.m.	Public input session	Sesión de aportaciones públicas
11:15 a.m.	Meeting close, next steps and upcoming agenda topics review	Clausura de la reunión, próximos pasos y revisión de los próximos puntos del orden del día
11:30 a.m.	Adjourn	Se levanta la sesión

RMA Implementation





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Oregon Program Plan, Draft Three

Oregon Recycling System Advisory Council

December 13, 2024

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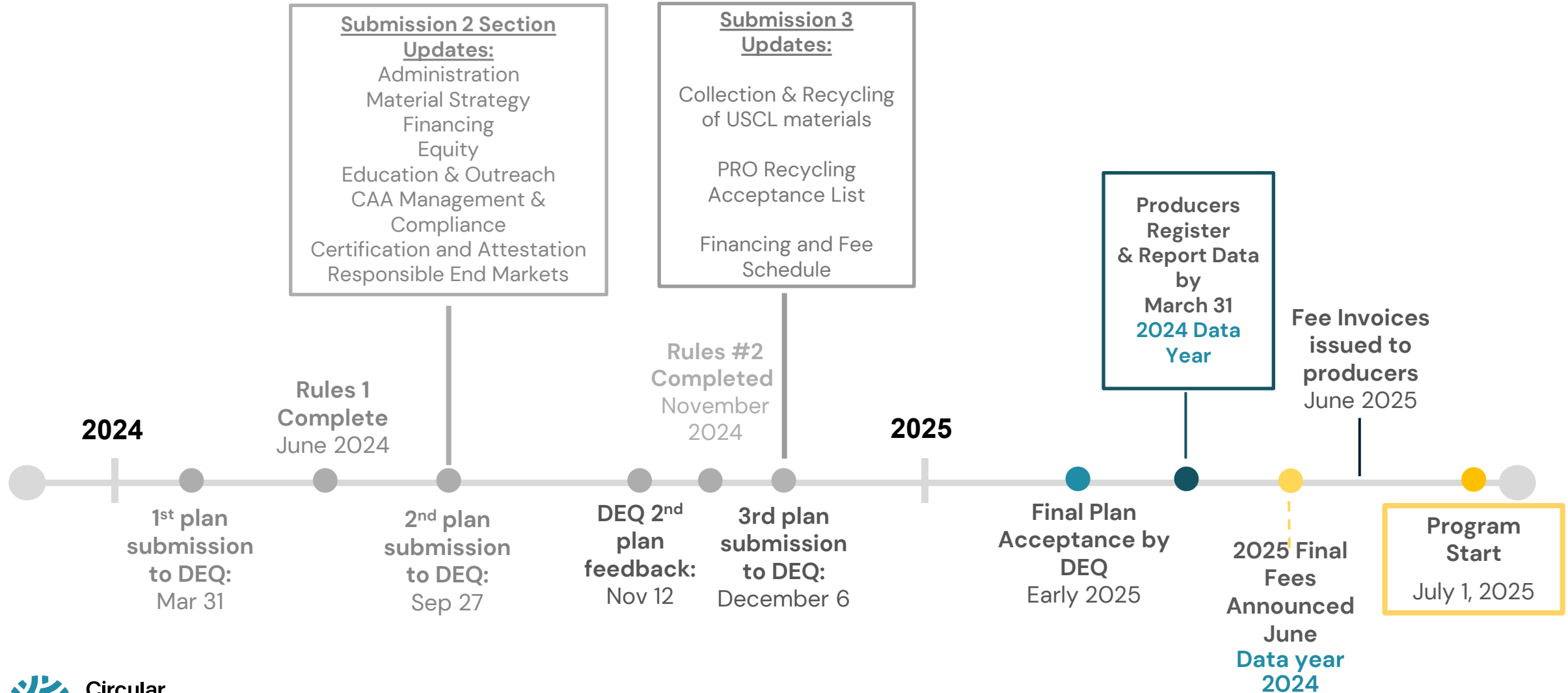
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1. Agenda

1. Overview
2. System Expansion
3. PRO Depot Network
4. Revised/Expanded Fees
5. Other Updates

Overview of the program plan submission process

Program Plan Timeline



The plan submission process

Since the March 31 submission, CAA has:

- Participated in over 10 ORSAC meetings to review plan content
- Reviewed
 - Nearly 400 pages of public comment
 - 10 pages of feedback from the Council
 - 200 pages of comments from DEQ with more than 400 individual comments
- Conducted the Oregon Recycling System Optimization Project, which is the most comprehensive mapping of the current recycling system ever undertaken in Oregon.
 - System expansion funding
 - Transportation reimbursement modeling
 - Depot operating cost modeling
- Engaged with hundreds of interested parties across the state

The result of this process is a final plan that has had extensive public review and input and is far more detailed than traditional packaging EPR program plans submitted in other jurisdictions.

Overview of new content for Program Plan 3

Program Plan Draft 3 overview



Address all comments received from program plan submission 1 and 2.



Provide the proposed schedule of investments for system expansion



Provide list of interested parties for serving as a PRO collection point



Introduction of Bonus B for eco-modulation



Updated fees



Updated list of interest holder engagement

Other areas update

Draft 3 also included changes to several other areas:

- Equity (definition added)
- Materials (on-ramping plan and plastics recycling rate update)
- Responsible End Markets (Verification support added, variance requests update, proposal for random bale tracking)

Oregon ORSOP Results and System Expansion Funding

- CAA launched the Oregon Recycling System Optimization Project (ORSOP) in Spring 2024.
- Purpose:
 - Develop more accurate cost estimates related to RMA local government funding obligations following the DEQ 2023 Local Government Needs Assessment.
 - Identify system gaps that need to be closed to enable local governments to transition to collecting the materials on the Uniform Statewide Collection List.

	2023 Needs Assessment	ORSOP Survey
Jurisdictions	241	191
Wasteshed consultations	-	35

- CAA worked closely with the Oregon Refuse & Recycling Association, the League of Oregon Cities, and the Association of Oregon Counties and the Department of Environmental Quality to drive participation amongst jurisdictions and haulers.

System Expansion Funding Examples

Eligible Costs

New trucks for expanded service

New container and/or roll carts for expanded service

On-board contamination monitoring equipment and software

New program promotional literature to support expanded service

The process of hiring and training staff

Staff safety equipment related to the management of USCL materials

ORSOP Results Overview

	2023 Needs Assessment	Anticipated in PP1 Fee Schedule	ORSOP Survey Requests	Used in PP3 Fee Schedule*
Jurisdictions	241		191	
Trucks	1,491	201	149	97
Carts	2,577,784	361,245	259,369	194,000
Depots	148	29	27	23
Transfer Stations (Reload facilities)	82	4	2 and 12 upgrades	2 and 12 upgrades

* RRS and TRP conducted watershed consultations where redundancies in requests were identified and the information gathered helped inform our strategic investments used in the PP3 Schedule.

Estimated Capital Funding for Local Government System Expansion

	Program Plan 1 (March 2024)	Program Plan 3 (December 2024)
2025	\$54M to \$70M	\$3.3M
2026	\$143M to \$186M	\$19.1M
2027	\$159M to \$207M	\$59.1M
Total Program Plan Funding	\$356M to \$463M	\$81.5M

A

Local governments that are not or will not meet Opportunity to Recycle obligations without PRO support

Source: List of communities provided by DEQ

B

Existing depots to collect materials formerly collected on route.

Source: ORSOP data. Existing depots in communities collecting shredded paper, aerosols, nursery pots, PRO list plastics

C

Existing depots to collect newly listed materials (USCL or PRO depot).

Source: ORSOP data. All USCL depots

D

LGs under 4,000

Source: ORSOP data. Local governments under 4,000 with any system expansion.

E

LGs over 4,000 adding NEW service (depot or on route)

Source: ORSOP data/Census data. Communities over 4,000 expected to expand to new areas. (Primarily unincorporated counties)

F

All LGs that are seeking to expand service

Source: ORSOP data. Expanded service identified in ORSOP

System Expansion Funding Process

STEP 1

ORSOP Review and application

STEP 2

Consultation and Evaluation – CAA Verify Need and Readiness

STEP 3

Contracting and Scheduling – Reimbursement or Prepay & Audit

STEP 4

Local Government/Service Provider Procurement

STEP 5

Submit Invoice(s)

STEP 6

CAA Reimbursement

Schedule of Investment by Quarter

Community Priority	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	2025	2025	2025	2026	2026	2026	2026	2027	2027	2027	2027
Priority A		\$3,283,642			\$4,852,728			\$8,281,840			
Priority B			\$58,258			\$233,033					
Priority C				\$460,631			\$1,842,525				
Priority D					\$1,993,203			\$1,671,414			\$6,301,400
Priority E					\$2,484,006				\$5,254,984		\$4,681,040
Priority F					\$8,419,948					\$18,016,312	\$15,663,480
Capital Sum		\$3,283,642	\$58,258	\$460,631	\$17,749,885	\$233,033	\$1,842,525	\$9,953,254	\$5,254,984	\$18,016,312	\$26,645,920
Operating Sum		\$95,544	\$163,851	\$723,713	\$1,789,400	\$1,789,400	\$1,789,400	\$1,789,400	\$1,789,400	\$1,789,400	\$1,789,400
Total Sum		\$3,379,186	\$222,110	\$1,184,345	\$19,539,286	\$2,022,434	\$3,631,925	\$11,742,654	\$7,044,384	\$19,805,712	\$28,435,320

Transportation Reimbursement

- Statute requires CAA to reimburse transportation for distances over 50 miles to the nearest CRPF (a.k.a., MRF) with capacity.
- Regulation suggested CAA look at a zonal based reimbursement approach.
- Haulers and local governments preferred a mileage-based approach, given the largest county in Oregon is 10,266 sq. miles (the 10th largest county in the U.S.)
- RRS considered all factors that contribute to reimbursement and developed a time-based reimbursement model.
 - CAA has shared this approach with DEQ, the Oregon Refuse & Recycling Association, and the attendees of the Association of Oregon Recyclers' Fall Forum. All support the suggested approach.



Hourly Base Rates

Modeled hourly rates based on market research

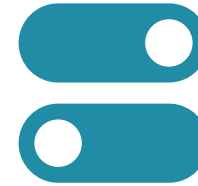


Trip Times

Modeled trip times from ARC GIS

Origin points from ORSOP identified reloads

Destination points – CRPF and in state glass end market



Optimization

Cost variables for loose, baled, compacted loads

Min/max recommended load weights

Load and unload time



User Options

Add fuel surcharge

Override destination points to accommodate capacity

Cost escalator

Transportation Reimbursement Model

The model considers:

- Time of day for transport
- Load and unload time
- Facility Staff Time
- Type of truck
- Hourly truck operation costs, including driver
- Fuel costs – Adjusted Monthly
- Travel time to and from the end market (if a backhaul can be utilized, return trip may not be reimbursed)

PRO Recycling Acceptance List

PRO Depot Cost Factors

- Lease
- Signage
- Sea container or trailer
- Site upgrades/readiness such as grading, creating covered areas or fencing

Site costs



- Wages
- Hiring and training
- Safety equipment

Labor/personnel



- Drums
- Totes
- Cages
- Carts

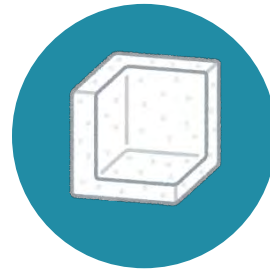
Containers



- Number of collection points: 140 (estimate)
- Number of sites identified during ORSOP: Nearly 90
- Number of sites identified through additional outreach: 28
- Remaining number of sites to meet convenience standard requirements: 22
 - CAA has 2.5 years of the program plan to meet the convenience standard
- Potential partnerships with community-based organizations:
 - St. Vincent de Paul
 - Habitat Restore
 - Trash for Peace
 - BRING
 - James Recycling
- CAA will begin testing collection event models in 2025 with various partners



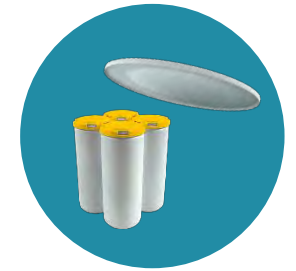
Aluminum Foil and
Pressed Foil
Products



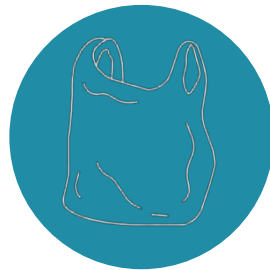
Block White
Expanded
Polystyrene



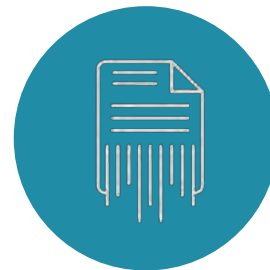
Plastics Buckets,
Pails, and Storage
Containers



PE and PP Lids and
HDPE Package
Handles



Polyethylene Film
Packaging



Shredded paper



Glass Packaging

PRO Regional Approach

Phased PRO Depot Launch

- **Regional Approach:**
Five Oregon regions aligned with Oregon Beverage Recycling Cooperative (OBRC) service areas (Medford/White City, Eugene, Pendleton, Redmond/Bend, Clackamas/Metro)
- **Sequenced Roll-Out:**
One region activated at a time in succession, allowing OBRC to expand capacity and optimize logistics
- **Strategic Communication Focus:**
Phased approach enables targeted CAA messaging and resources for each region

- Site variance requests
 - Address-Based City Inclusion
 - Adjacent Jurisdiction Placement
 - Mileage Based Consideration
- Base vs. Enhanced collection approach
- Administrative Discretion on EPS
 - Phased in Approach
- Pressurized Cylinders and aerosols, delayed until 2028

Updated Budget and Fees

Updated Budget Estimates

Program Plan Appendix E (p. 49 in Appendices)

Due to the quality of the data yielded in the ORSOP survey, CAA was able to:

- Refine system investment cost projections based on identified recycling system needs, reducing projected system costs and producer fees
- Better estimate ongoing operational costs around
 - Transportation of recyclables
 - Operation of USCL and PRO depot
 - PRO administration costs and reserve requirements

Program Plan Estimates	2025	2026	2027
Mar. 31, 2024	\$219-\$287M	\$335-\$436M	\$374-\$483M
Dec. 6, 2024	\$188M	\$254M	\$289M

Program Plan 3 Cost Reduction Areas

CAA reduced program costs in Oregon by hundreds of millions of dollars between the first and third program plans.



Collection Services Expansion

System right-sized to meet needs

↓ \$236M



PRO Depots

Optimized depot system design

↓ \$55M



REM Development and Verification

Leveraging a national approach with costs shared across states

↓ \$8.1M



Regulatory Costs

Reduction in the Waste Prevention and Reuse fee due to overall program cost reductions

↓ \$8M



Contamination Reduction

Minor changes in response to updated rules

↓ \$3M



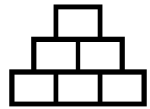
Transportation Reimbursement

Minor changes

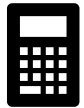
↓ \$1.8M

How are Producer Fees Determined?

- Producer fees vary by covered material or packaging type. The variation reflects the differences between each material in terms of (but not limited to) its quantities supplied, cost to recycle, and recycling performance.
- Once total program system costs are known, the PRO will allocate these costs to producers based on the amount and type of packaging they supply. This is referred to as fee-setting.
- To fairly set fees for producers, PROs require:



Guiding principles



A fee-setting methodology



Robust data and modeling

- This ensures each producer pays its fair share of fees based on the type and quantity of materials it supplies.

Data Inputs to Set Producer Fees

Significant data modelling of critical inputs is required to develop the base fees. CAA will need to use assumptions and estimates to approximate these values for program planning purposes.

Critical Data Input	Use in Fee-Setting	Source of Estimates Currently
Annual Supply Tons <i>(2025 Report Year Requires Full 2024 Data Year Reporting)</i>	To determine share of material management costs and be the denominator for fee rates	Preliminary modelling, waste characterizations and/or Needs Assessments where available.
Cost to Manage index (CTM)	To determine material-specific management costs	Activity-Based Costing model developed by project team, using material tons and composition from state studies and models.
Commodity prices	To determine commodity value of specific covered materials	Widely-used regional price indexes (RecyclingMarkets.net, Waste Paper Composite Index, RISI), following the Crowe methodology

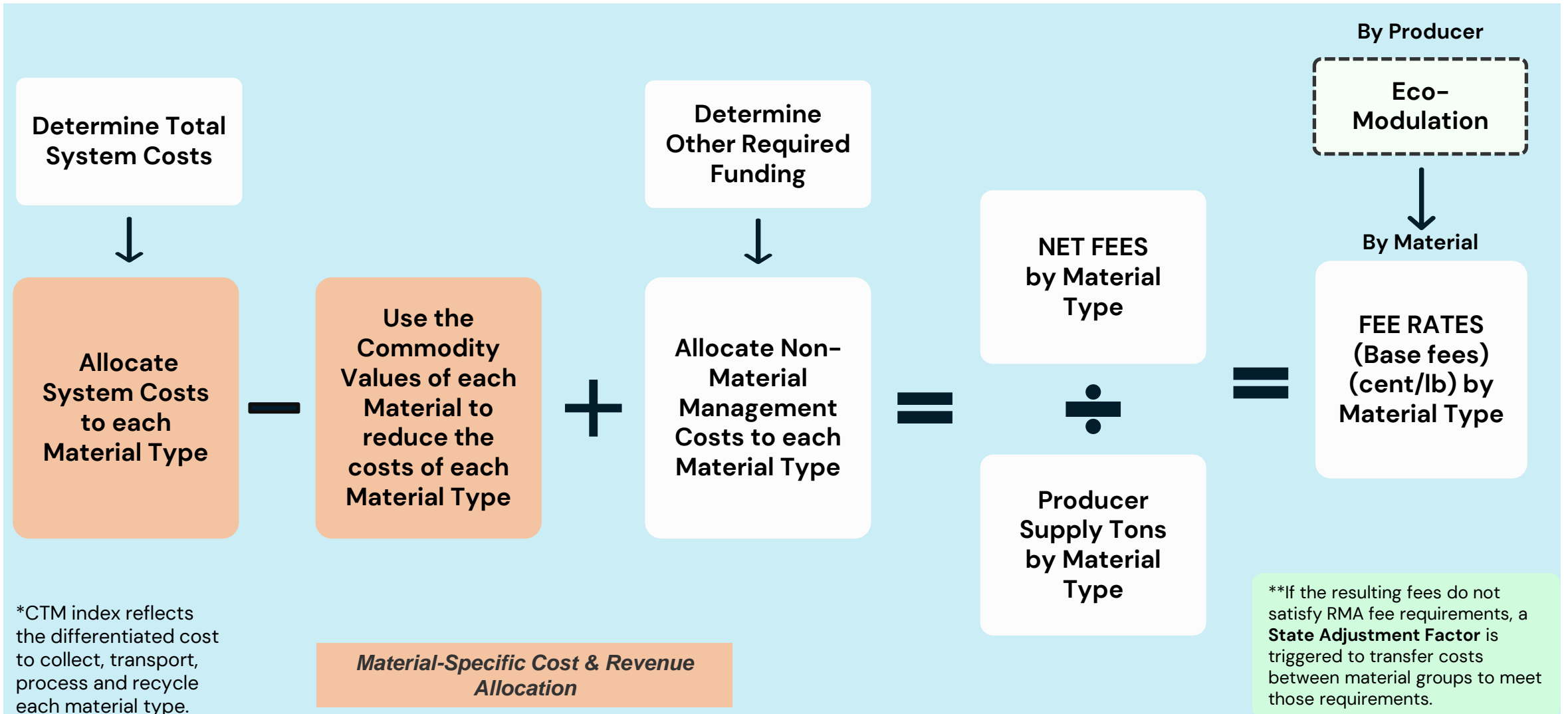
Cost Categories Used in Fee-Setting

Once estimated, program costs are grouped into cost categories which are allocated to materials in different ways. Commodity revenues are attributed to specific materials.

Cost Categories

- Non-material management (non-MM) ~10% to 15% of total budget
- Program Reserves ~5% of total budget (depends on reserves strategy)
- Material-Specific Costs Up to ~5% of total budget

Program Budgeting and Fee-Setting Process: A National Fee-Setting Approach



- Program Plan 3 is the first publication of a full, detailed schedule of fee rate estimates for all 60 material categories. **Fees are still estimates.**
- The program budget was finalized using information provided from ORSOP. CAA is still relying on estimates of annual 2024 producer supply data to finalize fees.
- Producers will be required to report 2024 supply data (12 months) by March 31, 2025.
 - The team will then verify supply reports before calculating total producer supply to use as the final denominator for the 2025 fee rates.
 - The final fee schedule will then be published in May/June 2025 and fee invoices will be issued in June 2025 ahead of the program launch on July 1, 2025.
- Because fees are still preliminary, Program Plan 3 includes a low-, and high-scenarios for the fee rate estimates, to show the impact of varying levels of supply on the fee rates.

Two Scenarios of Draft Base Fees

Total estimated supply tons in Oregon (excl. exempted producers)*
= 688,000 tons (commingled covered materials)

Fee Scenarios	Low	High
% of total supply reported	80%	60%
Annual Tons reported	551,000	413,000
Year 1 program cost	\$188M	\$188M
Average \$ fee per ton	\$340	\$455

Oregon Program Budget(s) – Program Plan View

- The program budget has been updated with the investments identified in ORSOP.
- The 2025 program budget covers 6 months of program operations and includes start-up costs.
- Founding member loan repayments are included in the 2025 budget.
- Total capital investments are estimated to be \$102M over the program plan period, and spending will mostly start in mid-2026.
- Operating contingencies are included to cover unexpected cost increases stemming from negotiations with LGs.
- Additional contamination management fees anticipated to dispose of not-accepted materials.
- Appendix E in the program plan includes a budget and fee overview.

Tiered Flat Fee Structure (for producers with gross revenues of \$5m up to \$9.999m)

Annual Supply Tons (Metric)	Low	High
1 to 2.5 tons	\$700	\$900
Over 2.5 tons to 5 tons	\$1,400	\$1,900
Over 5.0 to 7.5 tons	\$2,400	\$3,100
Over 7.5 tons to 10 tons	\$3,300	\$4,400

Eco-modulation Bonus B: Significant Impact Reduction

LCA Bonus – High Level Principles



Phase in implementation and introduce caps to limit financial exposure to the program.



For Bonus A, the level of incentives should correlate with the level of supply.



For Bonus B, the level of incentives should correlate with the level of supply and environmental impact reduction.



The level of incentives must not exceed the producer's base fees for a material category.



All producers are paying their fair share of fees and will be eligible to receive bonuses proportional to their level of impact.

- Funding for the bonuses will initially come from a 'surcharge' on material base fees that are paid proportionately by all producers based on their supply. These additional fees are material-specific and will be used to fund bonuses awarded to producers in that corresponding material category.
- The intent is to avoid cross-subsidization of bonus money between material categories.
- CAA designed the bonus program to comply with rule requirements while achieving fairness for producers in Oregon.

Bonus B Overview

- Bonus B is granted to the packaging of a SKU or batch of SKUs (max. 10 SKUs/batch).
- CAA doubled the grant award between Bonus A and Bonus B to ensure it is "substantial" and incentivizes producers to make changes to their packaging resulting in impact reductions.

Overview	Tier 1	Tier 2	Tier 3
Impact Reduction %	10 – 40%	40 – 70%	70% +
Multiplier on Bonus A	2.0	2.25	2.5
Max Payout per SKU or batch	\$40,000	\$45,000	\$50,000

- Phase II Rules dictate that the bonus must be based on a **single factor score**, which is a weighted average score of 15 impact category indicators across all packaging materials in the SKU.
- Program plan proposes Bonus B applications to start in 2026, to be applied on 2027 fee invoices.

Bonus C – Reusable/ Refillable Packaging

- CAA will introduce Bonus C via a program plan amendment in 2025
- As the team explores the bonus structure, considering 4 different refill/reuse models:
 - At home refill
 - Return from home to collection point (milkman model)
 - Institutional/co-op reuse model
 - Consumer/individual reuse container (i.e., reusable coffee cup)
- Model will include the impacts of these elements:
 - Material comparisons (single-use v. refill/reuse package weights and systems)
 - Reuse/refill processes, consumer journeys and tradeoffs
 - Logistics
 - Damage/retire rate and return rate, and EOL management
 - Environmental break-even point

Other Significant Updates



CAA has adopted an equity definition modeled off the federally adopted definition:

The term “equity” means the consistent and systematic fair, just, impartial treatment and meaningful involvement of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty, inequality or negative effects of decisions on the environment.

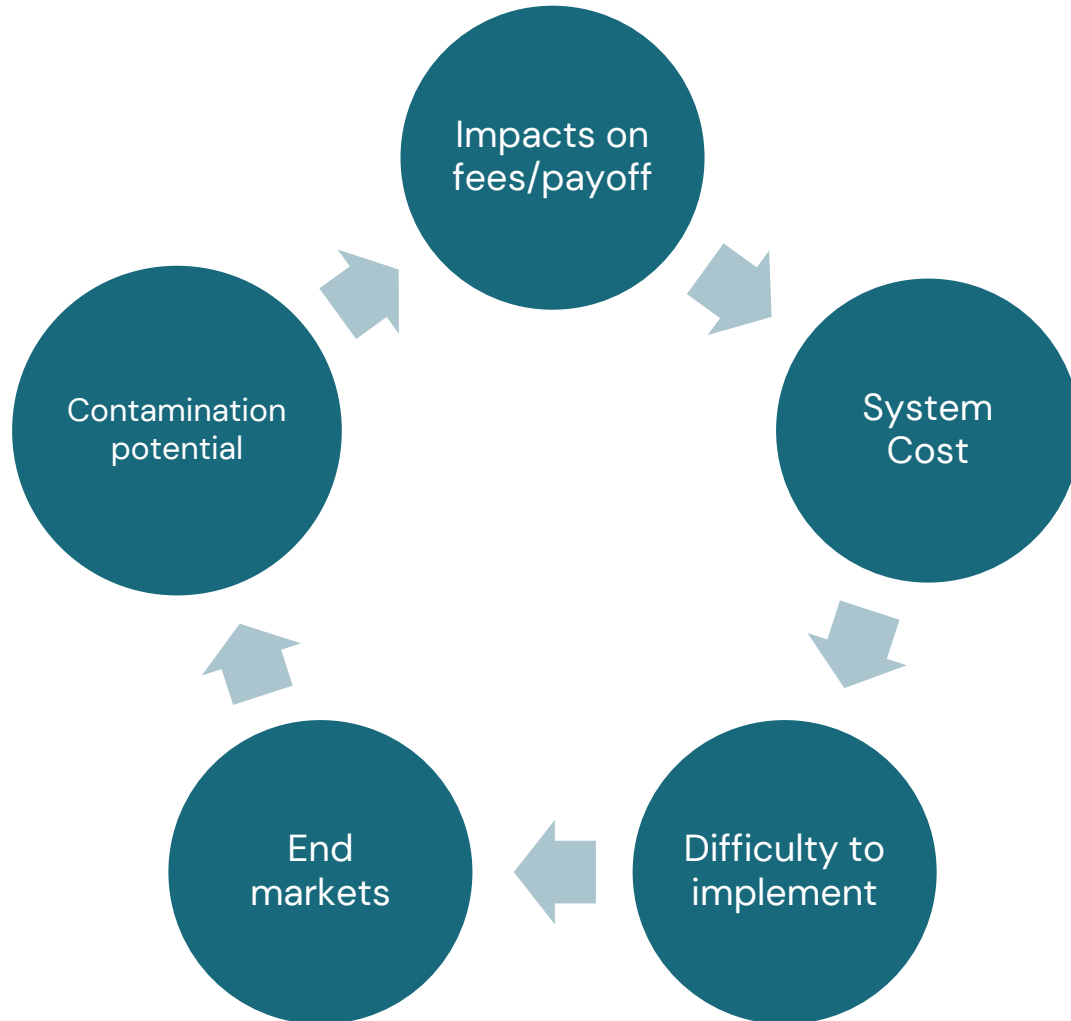
The term “underserved communities” refers to populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, as exemplified by the list in the preceding definition of “equity.”

Clearly stated intent to on-ramp the following to USCL:

- Aluminum foil products
- Empty, non-hazardous aerosols
- PP and PE lids, caps and carriers
- PET Thermoforms

Detail of the individual on-ramping strategies will be forthcoming in a 2025 program plan amendment.

A holistic approach to on-ramping



CAA will be forming a CRPF workgroup in Q1 2025 to engage the MRF community on the changes occurring with RMA implementation and assess the support CAA can provide.

In addition to the 12 statutory criteria, CAA will consider total system impacts.

Updated with latest DEQ Material Recovery Survey data:

- Recycled plastic tons: 40,535
- Total generated plastic tons: 237,777
- Current plastics recycling rate: 17.05%

2028 goal is 25% plastics recycling rate, with escalating recycling rate targets reaching 70% by 2050.

Added review and validation of the verification approach

- Industry consultation and field testing
- Process for standard update

Specify timeline in variance requests

Added approach to document random bale tracking

- Assessment of alkaline batteries-powered devices
- Report to submitted to DEQ in May 2025

Financial support to end market entities for audit preparation

REM Industry consultation – Preliminary feedback

- CAA held the first webinar, of a series, beginning with AF&PA members to explain the proposed REM Verification Approach and receive feedback
 - 55 attendees from 22 organizations, mainly paper mills
- Of the 4 REM requirements, participants expressed high confidence in meeting REM requirements, with participants reporting an ability to meet:
 - Compliance to law Requirements: 94%
 - Labor Requirements: 100%
 - Transparency Requirements: 75%
 - Environmental Requirements: 86%
- Attendees provided examples of other certification schemes that could be used to demonstrate compliance to a portion of the proposed criteria

Thank You



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Questions?



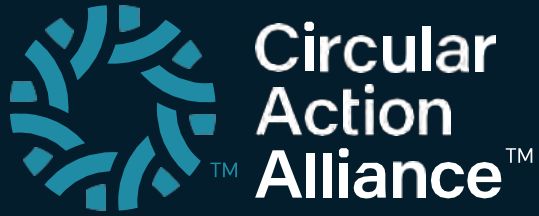
Discussion: Council process for Draft 3 review



Break

Please return at 10 a.m.





Oregon Education & Outreach

Presentation of Campaign Development & USCL Communications
ORSAC Meeting 12.13.2024

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Agenda

1. Recap of Work to Date
2. Campaign Development
3. Instructional Collateral
4. Next steps

Recap



Engagement with Interest-Holders

What's been done:

- Statewide audience research (N=1,029) to establish baseline knowledge and inform messaging. (Aug-Sep)
- Two presentations with the Recycling Council E&O Subcommittee (Oct. 2 and Nov. 5).
- Two statewide webinars for local governments & service providers with live Q&A followed by a feedback survey (Oct. 9 and Oct. 30).
- A workshop session at the Association of Oregon Recyclers Fall Forum (Oct. 28).



Engagement with Interest-Holders

What's underway now:

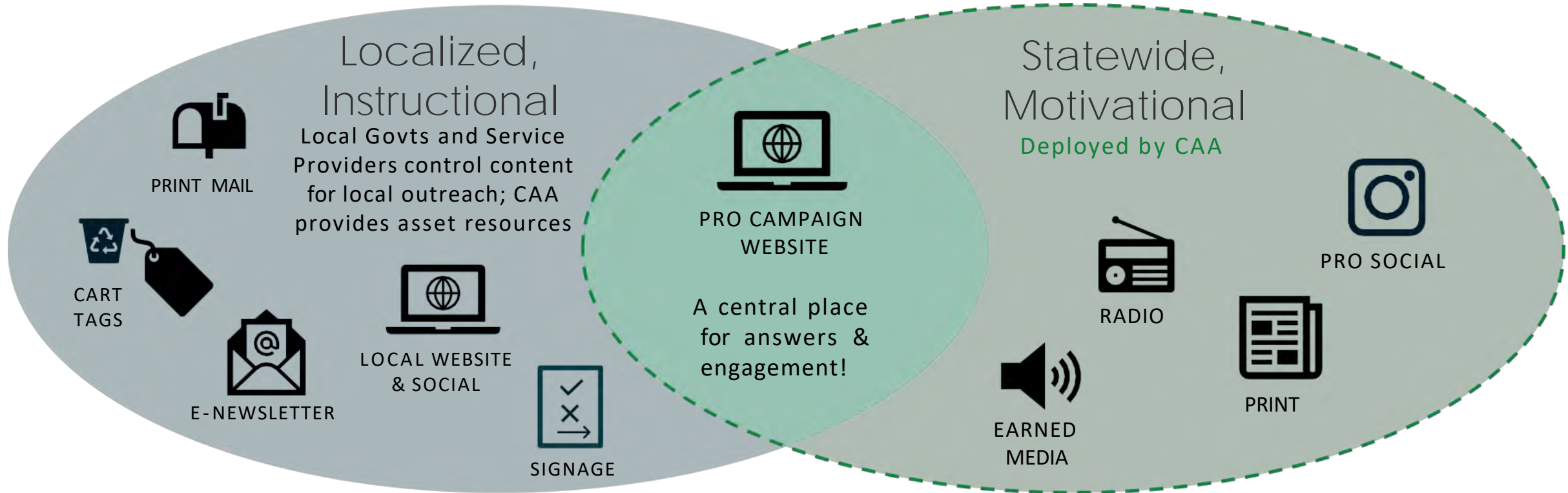
- Trash for Peace is hosting listening sessions with 10+ CBOs representing rural and urban groups and non-English speaking communities (Nov-Dec).
 - Examples of those CBOs include BRING Recycling (Eugene), The Environmental Center (Bend), St. John's Opportunity Center (Portland) and Tribal Solid Waste Advisory Network (TSWAN).
- Finalizing email invitations for mid-January Batch 1A “Betas” collateral review registration (to be sent early Dec).
- Developing review schedule for Batches 1B & 2; preplanning for reviews of Batches 3 & 4.
- CAA is establishing additional channels for transparently communicating information.

Feedback & Response

Feedback	Response
Use images instead of photo-realistic illustrations.	CAA proposed a compromise where LGs can continue to use images in E&O materials through the first program plan.
Fear of media bleed from Metro area.	Paid Media messaging will be designed in a way to reduce confusion in different regions with a more motivational than instructional tone.
Ensure collateral matches on the ground realities.	Collateral will allow for editing to match on the ground conditions.
Translation/Transcreation of materials is done well	Engaging with CBOs kicked off in 2024 & will continue. C+C has two native speakers translate/transcreate materials. Ongoing engagement with LGs/SPs and community to continuously improve.
How is feedback being integrated	CAA will report what feedback is being shared and how it is incorporated (like this!).
Timelines	As timelines are firmed up, CAA will share them with the Recycling Council and in other meetings. Open to other suggestions for how this can be shared.

Campaign Ecosystem of Messaging

A variety of messaging channels enables wide reach to diverse populations. Localized & Statewide messages complement each other and guide the public to where they can find information.



Draft Timeline - subject to change



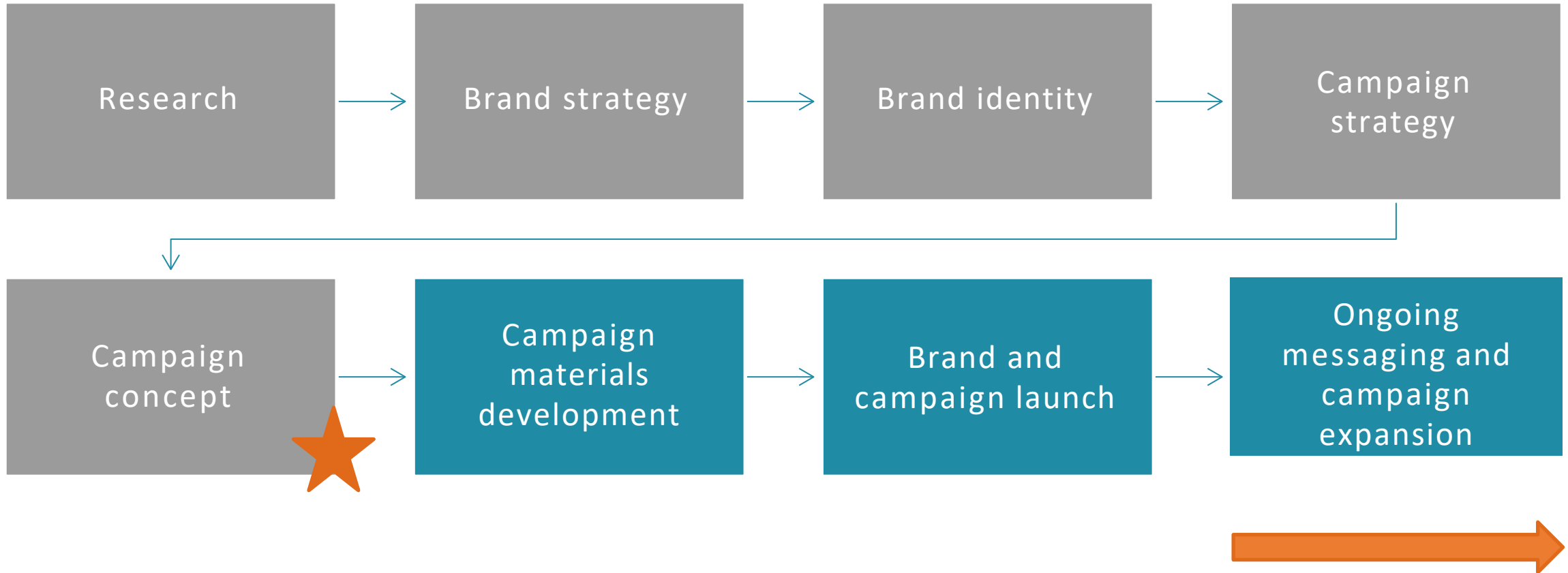
PLEASE NOTE:

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MOTIVATIONAL COLLATERAL

Campaign Development

Campaign Development Process



Quantitative Research Survey

Goal: Gather baseline data on recycling perceptions and insights to inform campaign

Approach: Survey completed by 1,000+ residents across geography and demographics (conducted in English and Spanish)

Key insights: Oregonians...

- Already have a strong believe in the benefits of recycling
- Think recycling is easy and self-rate their knowledge as high
- Yet still report feeling confusion and doing problematic behaviors (bagging, etc.)
- Resonated with the message of simplifying and improving recycling



CAA's "Musts" for the Brand Identity

Must be legally protectable while also being simple, straightforward and flexible to:

- Speak to a broad audience of Oregonians
- Transcreate well into Spanish and be culturally appropriate
- Provide a single umbrella many future messages and campaigns can live under

Must deliver on the brand strategy:

- **Mission:** Make recycling easier and more effective with convenient services, clear guidance and meaningful support so all can participate in a trusted system that works
- **Attributes:** Reliable, Trusted, Empathetic, Bold

RecycleOn Brand & Campaign



RecycleOn Strategy (Long-Term)

RecycleOn will achieve its purpose through ongoing campaigns and initiatives tailored to engage its priority audiences over time.

BRAND

RecycleOn Oregon

PURPOSE

To reduce contamination and increase recycling participation in Oregon

PRIORITY AUDIENCES

Local Governments and Service Providers

People Who Recycle

People Who **Don't** Recycle

GOAL BY AUDIENCE

Help them join forces with RecycleOn to educate their residents and customers on how/what to recycle

Encourage continued recycling and promote behaviors that will increase participation and reduce contamination

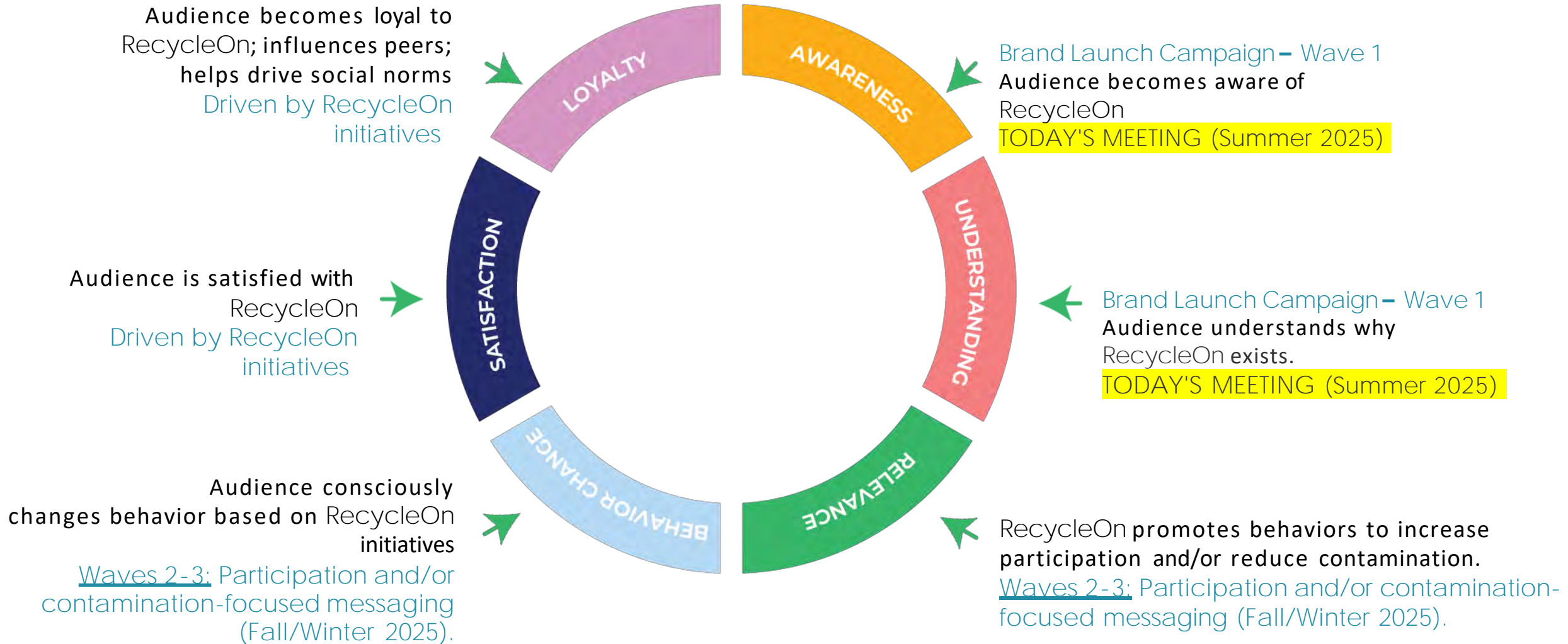
Encourage them to recycle by showing why and how other people are recycling

Businesses

Single-family

Multi-family

RecycleOn Lifecycle



RecycleOn Brand Launch (Wave 1)

CAMPAIGN PURPOSE	To introduce Oregonians to RecycleOn Oregon and position it as their trusted, friendly educational information source about how to recycle.	
CAMPAIGN GOAL	Create awareness of RecycleOn Oregon and drive priority audiences to the website.	
UMBRELLA MESSAGE	Be a part of making a better recycling program in Oregon.	
AUDIENCES	Influencer: Local Governments and Service Providers	Primary: People Who Recycle
CTA	Join Oregon's modernized recycling system at recycleon.org	Learn how recycling is changing in Oregon at recycleon.org
DETAILS	English and Spanish, includes rural residents and key materials in top languages.	
	Brand Launch will focus on people who recycle in Wave 1.	



Creative Strategy for Launch Motivational Materials

Audience	Oregon residents who recycle, including single-family and multi-family households as well as businesses.
What are they thinking now?	Recycling is important and I know how to do it, even though guidelines can be confusing.
How do we want them to think?	Recycling in Oregon is changing for the better. I need to engage with RecycleOn so I know what to do to be part of the change.
Tone	Friendly, approachable, helpful, enthusiastic
Main message	Be a part of making a better recycling program in Oregon.
Supporting messages	Shared responsibility with producers, expanded services, simplified and clear guidance, transparency

Campaign Creative Concept

What is a campaign creative concept?

- **Overarching idea to capture** audience attention, create an emotional response and inspire action (i.e. drive people to instructional materials).
- Unifying theme, tone and style **used across all campaign messages and channels.**
- **Designed to fit the creative strategy and ensure it will resonate** with priority audiences, including Spanish-speakers, and be big enough for future expansion.

What are you about to see?

- Initial ideas of what the campaign will look, feel and sound like
- Sample visual style, headlines, video ad scripts and other execution ideas
- NOT exact drafts or final versions

MOTIVATIONAL COLLATERAL

We've got this, Oregon

We've got this, Oregon

With this campaign, we home in on the pride Oregonians put into everything they do, including recycling.

We'll showcase proud families and individuals across the state, in their neighborhoods, in their homes, their businesses, and show what they take pride in, including recognizing the importance of Oregon staying at the forefront of recycling.



Sample Script Ideas/Ver 1

(Video Script with Voiceover focused on People)

Voiceover: We have a special way of doing things here in Oregon. Some of us like to be weird, others might like their wide open spaces. But no matter who we are, or where we live, we're not satisfied with just being average and rolling out the status quo every few years. So we're making our recycling system better. Like right now, as we speak. We're streamlining the process with clearer, simplified guidelines to make it easier for all of us to recycle, no matter where we live or what we do. And all this, all the actions, all you need to know about recycling can be found in one trusted place. RecycleOn.org. So get the latest, and get ready to recycle with an even clearer head. Visit RecycleOn.org. We've got this, Oregon.



Sample Script Ideas/Ver 2

(Video Script with Voiceover focused on Places)

Voiceover: From the Willamette Valley to Bend, from PDX to the corner of 13th Street and Hamilton in Medford, the Painted Hills to, um, underneath this kitchen sink, we recycle like we live here. That's why we're 100% in on making it all better. And it all begins at RecycleOn.org, a trusted source to find exactly everything that's happening with recycling in Oregon. Like how recycling services are expanding to people who didn't have them before, and more of us can contribute to keeping Oregon pretty great. So join us...from Mt. Hood to the Mercado San Juan just off Hartley in Hermiston...get the latest at RecycleOn.org. We've got this, Oregon.



We've got this, Oregon

PRINT BANNER IDEAS

(visuals would relate to headlines...showing Mt. Hood in comparison to a kitchen, etc.)

- From Mt. Hood to your kitchen, Oregon's recycling better
- From the shores of Crater Lake to the bin under the desk, Oregon's recycling better.
- From the Oregon Coast to 1376 Myrtle Street, Oregon's recycling better
- We've got this, Oregon. Let's recycle better
- Recycling is Changing. Get your information straight from the source.



We've got this, Oregon.

OTHER POTENTIAL WAYS TO EXECUTE:

- Photo series with a recycling element: Proud cyclist, proud single mom, proud lead singer, proud chef, proud hiker, etc. From the Gorge to the bin.
- Art installation with the words WE'VE GOT THIS, OREGON made up of all kinds of recycled materials.
- RecycleOn parks/jungle gyms made of all recycled materials. “PlayOn”
- RecycleOn social media challenge - what art, decor, other items can people transform from recycled materials.

Concept Input Needed

- What are places or profiles of local people to contrast with each other in the concept?
- What iconic places, people or events could be highlighted in the concept?
- What are some ways this concept could be extended in your community?

Send your input via email to Alex.Bertolucci@circularaction.org by Wednesday 12/18

INSTRUCTIONAL COLLATERAL

USCL Communications Development Update

Development of USCL Communications

What's been done:

- Statewide audience research (N=1,029) to establish baseline knowledge and inform messaging. (Aug-Sep)
- Presentations about CAA's USCL Communications Strategy to the Recycling Council E&O Subcommittee (Nov. 5) and local governments & service providers with live Q&A followed by a feedback survey (Oct. 30).
- Material Image Resonance survey & analysis (Oct-Nov)

What's underway now (for Feb 1, 2025 release):

- Initial CBO consultations (Nov.-Dec.)
- Design of full set of PRI Imagery & Terminology, USCL Guide, Cart Label; drafting newsletter copy (Dec.)
- Initial Spanish transcreation (Dec.-Early Jan.)
- Finalizing email invitations for mid-January Batch 1A "Betas" collateral review registration (to be sent early Dec.).

What's next:

- Transcreation of Batch 1A in all other languages;
- Developing review schedule for Batches 1B & 2; preplanning for reviews of Batches 3 & 4.

USCL Communications Feedback



CAA E&O Considerations for Imagery

The depictions of materials in recycling education & outreach materials must:

- Be inclusive & avoid disenfranchisement of specific populations.
- Enable excellent print quality on print formats of all sizes (ex: postcard, billboard).
- Avoid violating any legal provisions resulting from not seeking/receiving express permission to use brand images.
- Avoid creating cognitive bias among residents by presenting one branded product (e.g., Tide bottle).
- Avoid creating a sense of “favoritism” among producers.

Journey to Address Imagery Considerations



Apply a Transcreation Lens

- Work with C+C
- Identify essential elements to create an image that can resonate
- Must match shape & color



Explore Changes Needed for New EPR Reality

- What do we need to change for new systems to work for all?



User Testing of PRI Concepts

- N=1,760 U.S. consumers
- English (1,463)
 - Spanish (297)
 - Oversample in Oregon
 - In-Depth Interviews (10 in OR)

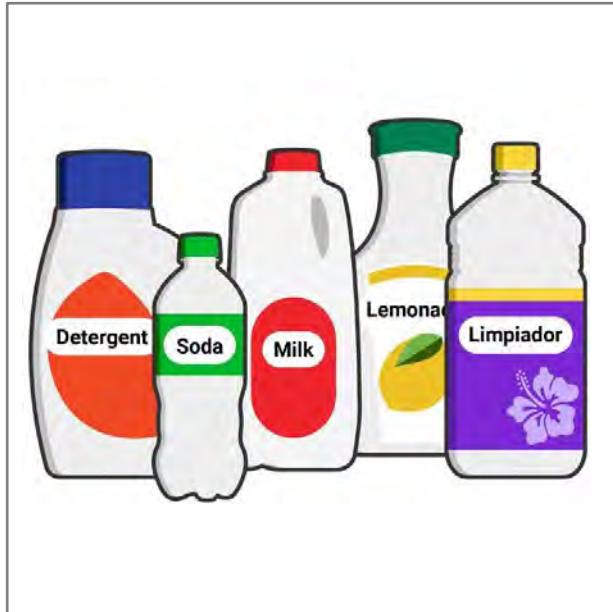


Examine which products create most recognition

- Use as basis for illustrations
- Create cultural resonance
- Partnering with C+C for transcreated product selection

Next Steps: Apply learnings to PRI design; Jan '25 Consultations with LG/SP; Release Feb. 1

Research Into Level of Detail Needed in Imagery



Detail Level: **Low**

Style:

- 2-Dimensional
- Non-branded
- Flat w/ labels



Detail Level: **Medium**

Style:

- 3-Dimensional
- Non-branded
- Forward facing



Detail Level: **High**

Style:

- 3-Dimensional
- Branded

Further Information

- Results of the Image Resonance study (Oct-Nov 2024) and its outcomes are still being analyzed.
- A more detailed report is expected to be ready in early 2025.

Feb 01, 2025 Release: Drafts of Batch 1A “Beta” USCL Materials

Newsletter Outline

Oregon's Recycling System is Getting an Upgrade— Here's What You Need to Know!

Thanks to Oregon's Recycling Modernization Act (RMA), starting on July 1, 2025, you will begin to see big improvements to our state's recycling system. While you might not notice immediate changes to your recycling service, rest assured, there's a lot happening behind the scenes to help optimize recycling.

- What's Changing?
- Why This Matters
- What You Can Do

Sample USCL Guide Image / Text

- Photo-Realistic illustrations
- Front of package, with angles for clarity as needed
- High contrast "labels"
- Highlight package content, not brand
 - An example is showing an orange on the juice carton instead of showing a reference to any specific brand of orange juice



USCL Colors / Fonts

- Classic recycling blue
- Localized logo, website, phone number
- Roboto font (Google font ensures seamless use in E&O Portal templates)



mailer



cart label



NOTE: The designs shown here reflect work in progress, not yet final assets to be used in Oregon.

FUTURE VISION – Motivation & Instruction Coming Together

 **RECYCLE** THANK YOU FOR RECYCLING THESE:

 Metal  Aluminum and Steel Cans, Pots, and Paint Cans (empty and dry)	 Cardboard & Cartons  Food and Beverage Cartons (empty and dry)	 Paper  Mixed Paper, Newspaper, Magazines, and Egg Cartons (emptied and flattened)	 Plastic  Bottles, Jugs, and Tubs (empty and replace cap)
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NO!

 Do Not Bag Recyclables (no garbage)	 No Plastic Bags or Plastic Wrap	 No Food or Liquid (empty all containers)	 No Batteries	 No Hoses, Cords, or Wires
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LOGO

website.gov | 123-456-7890



Front

FROM MT. HOOD
to
YOUR KITCHEN,
OREGON'S
RECYCLING
BETTER



Get all the info at RecycleOn.org



Jane Doe
1234 Forest Lane
Deschutes, OR
12345-6789

Back

Next Steps

PLEASE NOTE:

The content of this presentation reflects work in progress on concepts, not the final assets to be used.

What's coming next

- Feedback on what was shown today
 - Send to Alex.Bertolucci@circularaction.org by Wednesday 12/18 for incorporation before January webinars
- Batch 1A Beta Materials
 - USCL Guide, newsletter, cart label, and material image assets
 - Consultation webinars for Local Governments & Service Providers, January 13 and 24
 - Integration of feedback
 - Translation/transcreation
 - Beta material (English & Spanish) to be released Feb. 1, 2025
- Batch 1B and 2
 - Style guide, messaging timeline, social toolkit, handouts/mailers, cart tags, postcards, posters, etc.
 - Consultations start in March
- Batch 3 and 4
 - Batch 3 = website, Batch 4 = statewide ads
 - More to come as the scope and timeline is nailed down

Questions?

Feedback Requested by Dec 18;
Send to alex.bertolucci@circularaction.org



Thank You



Info@CircularAction.org



CircularActionAlliance.org



Circular Action Alliance



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APPENDIX

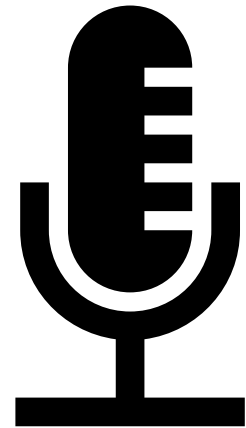
10.30.24 Webinar Survey Feedback from Local Gov't & Service Providers with Responses

Feedback & Response

Feedback from Local Gov'ts & Service Providers	Response
Some prefer to use images instead of photo-realistic illustrations.	CAA proposed a compromise where LGs can continue to use images in E&O materials through the first program plan.
The need for flexibility in customization and use of the materials to allow for consistency with existing materials	CAA will create an expanded PRI library that includes illustrations of garbage, compost and other wastes at no cost to LGs or SPs.
A desire to customize in a way that still ensures materials sent out across the state have a consistent, simple look and feel; The need for an easy-to-use design portal	A campaign style guide will be provided (Apr. '25). Additionally, easy-to-use, customizable templates for collateral will be available in the E&O Portal.
The importance of thoughtful engagement on the transcreation process and consideration for Indigenous languages	Engaging with CBOs kicked off in 2024 & will continue. C+C has two native speakers translate/transcreate materials. Ongoing engagement with LGs/SPs and community to continuously improve.
An awareness of media coverage throughout the state, ensuring reach of the broad message complemented by local messaging where there may be some initial differences in materials collected	Statewide campaign messaging will be carefully crafted and planned in stages to create awareness around the broad messaging; customizable print & digital collateral will enable localities to tailor specific messaging to their communities.
Education material formats that are easy to distribute across a variety of outreach like social media and websites	A wide variety of content formats is planned. Batches of collateral with their corresponding release dates is outlined in the Oregon Program Plan.

Public input

- To sign up: Use the “raise hand” function (usually in your Reactions panel)
 - If you cannot use the “raise hand” function, please send a chat to Stephanie Caldera (“Host”) to sign up
- When called on to start, please state your name and organization, if applicable
- Please limit input to three minutes or less
- Written material can be emailed to Stephanie Caldera:
Stephanie.Caldera@deq.Oregon.gov



Next steps

Upcoming Council meetings and topics

- **Jan. 6-17, 2025:** Subcommittee meetings for Draft 3 plan review
- **Jan. 27-30, 2025:** Council meeting for Draft 3 recommendations and feedback

Written feedback to [Stephanie Caldera](#) by **Friday, December 20**

Thank you!

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800-452-4011 | TTY: 711 | deqinfo@deq.oregon.gov