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# Oregon Education & Outreach USCL Communications Strategy

## ORSAC Education & Outreach Subcommittee

Nov. 5, 2024

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# Agenda

1. Project Update
2. Best Practice Journey
3. Translating Best Practices to Oregon's USCL
4. Customization
5. Next Steps

# CAA's Education & Outreach for Oregon

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CAA will fund and coordinate the development of the following educational resources, which will be created with local government input and will help enable local governments to meet Opportunity to Recycle Act requirements. These materials will communicate:

- Materials identified for recycling as described in the USCL.
- Requirements to properly prepare materials for recycling.
- The importance of not placing contaminants in commingled recycling collection.
- Information about collection of materials on the PRO Recycling Acceptance List, including locations and instructions for preparing materials for drop-off.

# CAA Oregon E&O Project Timeline - Update 11/5/24

## CONSULTATIONS:



## DEVELOPMENT:

USCL Communication Strategy

USCL Materials Development →

Campaign Concept

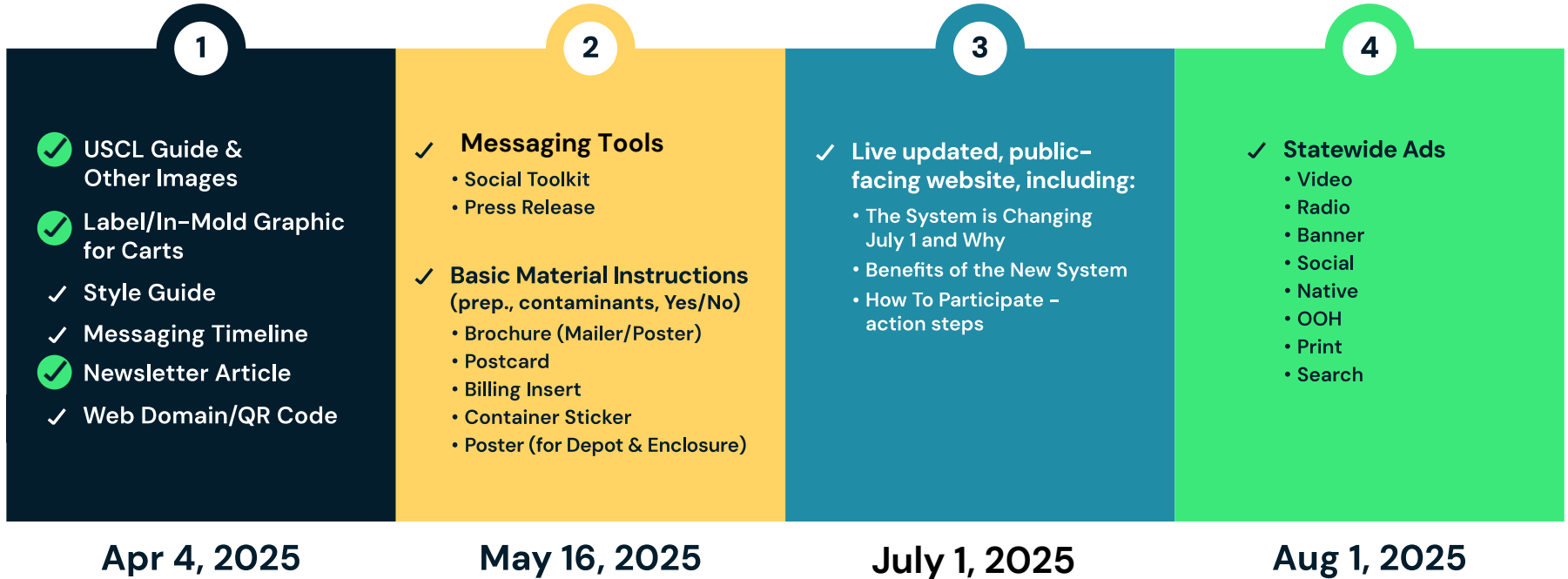
Campaign Materials Development →

### Legend:

- Consultations with LG/SP
- Consultations with ORSAC

- \* Pending DEQ confirmation
- USCL Communications Strategy Development
- Campaign Concept Development

# Batched Materials Development Overview



✓ = Beta version available Feb.1

# Insights from OR Research

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- Awareness is high, but confusion exists.
- Recycling is both easy and confusing.
- Overconfidence in recycling knowledge exists.
- Education is needed to address widespread undesired recycling behaviors.
- There is an opportunity to increase capture.
- Opportunity exists to address the rural community gap, and to reach underserved audiences.



# Takeaways

- Focus messaging on simplifying how, where and what to recycle.
- Give recyclers easily accessible guidelines provided by the sources they trust
- Ensure messages capture attention about changes and what is "new"
- Provide simple instructions to avoid common undesired recycling behaviors
- Emphasize importance of recycling correct items, clean/dry, loose in bin, proper location
- Consider extra campaign emphasis in rural areas
- Craft differentiated, culturally resonant, in-language recycling messaging

# USCL Communications Strategy

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## Research-backed Best Practices for:

- Imagery
- Language, terminology
- Information design

**INFORMING**



## Design of Education & Outreach Materials

# Best Practice Journey: Research and Development



# The Recycling Partnership in Action

- The Recycling Partnership has a decade of experience working with communities across the United States on recycling programs, including education and outreach
- The Partnership is familiar with Oregon communities:
  - Multifamily engagement in Lane County and City of Portland
  - Reviewed and gave feedback on initial designs and recycling communication best practices for Metro's Regional Multifamily Decal and Signage Playbook
  - Recent participation in Metro education and outreach retreat
  - Supported OR DEQ in establishing contamination reductions strategies and goals as part of the RMA



# The Partnership Embraces Change and Drives Action

## Data and Resources to Support Education

- Ethnographic Research
- Quantitative and Qualitative Surveys
- Community Pilots
- [User Testing and Education and Outreach Best Practices Report](#)
- [State of Recycling Reports](#)
- [Knowledge Report](#)
- Contamination Reduction Toolkits ([single-family](#) & [drop-off](#))
- [Campaign Builder Templates](#)
- [DIY Signs Templates](#)
- [Regional Portals](#)
- [Introduction to Creating More Equitable Recycling Outreach](#)
- [Multifamily Recycling Guide and Toolkit](#)



# What We Know

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Most people feel confident they know how to recycle but contamination rates confirm confidence does not translate to proper recycling.



# What We Know – Imagery Best Practices

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## Designing Educational Materials for Recycling (User Testing Overview)

People gave their best scores and warmest compliments to samples with:

- **a clean design**
- **legible fonts**
- **an organized presentation**
- **no clutter**

### The Tradeoff

Depth of detail vs. simplicity of design. People want and need the right balance of well-organized details in a clean design, without extraneous messages, instructions, or graphics.

# What We Know – Imagery Best Practices

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## Designing Educational Materials for Recycling (User Testing Overview)

### **Do you need to show people every possibility?**

- When you show a plastic water bottle, do people understand that plastic soda bottles can be recycled as well?
- In general, they were able to understand because the items fell within an easily understood category. But when items are less similar, the interpretation was more challenging.

# What We Know – Language Best Practices

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## Designing Educational Materials for Recycling (User Testing Overview)

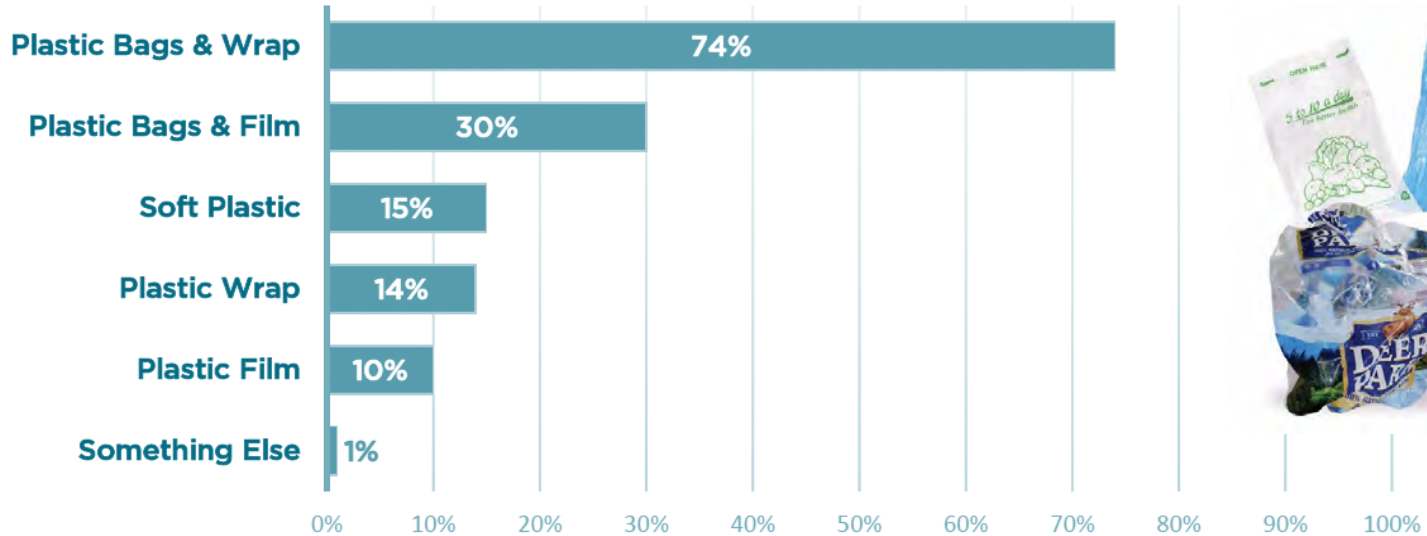
### Instructional Messaging

People have a strong preference for clear and literal language.

### Motivational Messaging

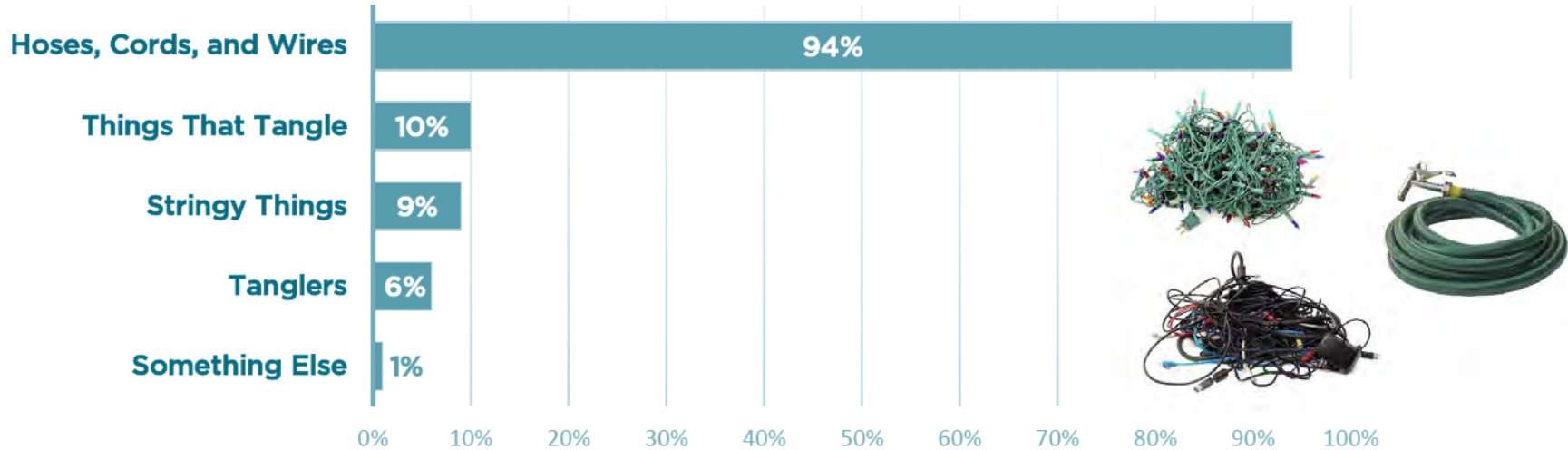
People also appreciated a feeling of warmth in the language such as “Thank you for recycling only these items.”

# What We Know – Word Preferences for Film\*



\*The Recycling Partnership's "User Testing and Education and Outreach Best Practices Report"

# What We Know – Word Preferences for Tanglers\*



[\\*The Recycling Partnership's "User Testing and Education and Outreach Best Practices Report"](#)



# Pause for Discussion & Questions

# Translating Best Practices to the USCL

# Location Influences Design

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**Where the information will be displayed (home, work, depot) drives the level of detail that people want.**

People make most of their decisions about what to recycle in their kitchen. This is where they want access to more detailed information.

Standing out in the weather, by a cart or dumpster, people said they would like the information conveyed in a more streamlined way.



# Grouping Aids Comprehension



**RECYCLE** THANK YOU FOR RECYCLING THESE ITEMS

**Cans** **Cartons** **Glass** **Paper** **Plastic**

Aluminum and Steel Cans    Food and Beverage Cartons    Bottles and Jars    Boxes, Newspapers, Magazines, Mail and Flattened Cardboard    Kitchen, Laundry, Bath: Bottles and Containers

**NO!**

Do Not Bag Recyclables (no trash)    **YUCK!** No Food or Liquid (empty all containers)    No Styrofoam Containers    No Hoses, Wires or Chains    No Batteries or Electronics

When in doubt, find out or leave it out. [www.greencounty.org/recycling](http://www.greencounty.org/recycling)

Funded in part by THE RECYCLING PARTNERSHIP

20-25 points of information

Most participants became visibly & audibly overwhelmed or even pushed away when they encountered a sample that had too much information.



**RECYCLING**

**YES**      **NO**

Put these items in your recycling cart.      DO NOT put these items in your recycling cart.

Plastic jugs    Plastic bottles (with another item inside)    Plastic tubs    Shredded paper    Paper Cartons, Milk Cartons, and Juice Boxes    Batteries or Electronics    Hazardous or toxic product containers

Phone books    Magazines    Newspapers & inserts    Take out pizza boxes    Flower pots, plastic toys    Frozen food bags    Plastic and metal hangers

Milk, mixed paper, and catalogs    Aluminum cans    Clean aluminum foil wrap and pans    Light bulbs, drinking glasses, other glassware    Food & wet waste, food contaminated paper plates and napkins

Glass jars & bottles    Clean metal food cans    Aerosol cans    Styrofoam containers, Styrofoam peanuts or packing    Chip bags    Propane tanks

Plastic bags    Corrugated cardboard (flattened)    Bioboard, cereal boxes, frozen food boxes    Pots & pans, scrap metal, ceramics

45-50 points of information

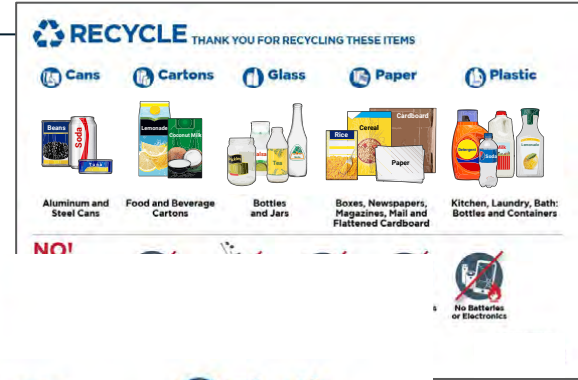
# Color Increases Recognition

Colorful, realistic material images grouped by material category play an important role in engaging people and help with comprehension.



# The “How” Improves Capture

Many good materials are lost due to improper preparation



THANK YOU FOR RECYCLING THESE:



Cans



Cartons



Glass



Paper



Plastic



Aluminum and Metal Cans  
(empty and rinse)



Food and Beverage Cartons



Glass Bottles and Jars  
(empty and dry)



Cardboard and Boxboard  
(empty and flatten)



Plastic Bottles, Tub,  
and Containers  
(empty, rinse and replace cap)



# Including Top Contaminants Encourage Accuracy

*“The bold red lines through what you can’t recycle was very clear.”*



<b>NO!</b>						
	<b>Do Not Bag Recyclables</b> (no garbage)	<b>No Plastic Bags or Plastic Wrap</b> (return to retail)	<b>No Tanglers, Cords, Hoses, or Chains</b>	<b>No Food or Liquid</b> (empty and dry)	<b>No Styrofoam™</b>	<b>No Batteries or Electronics</b> (drop-o only)

# Transcreation For Inclusivity

Creating versions of educational materials that are intentional and inviting so all community members receive information that is easy to understand and resonates.

 <p><b>Paper</b> <i>Papel</i></p>  <p><b>Paper and Cardboard</b> (flatten cardboard &amp; paperboard) <i>Papel y cartón</i> (cajas aplanadas)</p>	 <p><b>Cartons</b> <i>Envases de cartón</i></p>  <p><b>Cartons</b> (empty and clean) <i>Envases de cartón</i> (limpio y vacío)</p>	 <p><b>Metal</b> <i>Metal</i></p>  <p><b>Aluminum and Steel Cans</b> (empty and dry) <i>Latas de aluminio y acero</i> (vacíos y secos)</p>	 <p><b>Plastic</b> <i>Plástico</i></p>  <p><b>Plastic Bottles, Jars and Jugs</b> (empty and dry) <i>Jarras, frascos y botellas</i> (vacíos y secos)</p>	 <p><b>Glass</b> <i>Vidrio</i></p>  <p><b>Glass Bottles and Jars</b> (empty and dry) <i>Botellas y frascos</i> (vacíos y secos)</p>
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 <p><b>Paper</b> <i>종이</i></p>  <p><b>Paper and Cardboard</b> (flatten cardboard &amp; paperboard) <i>종이 및 판지</i> (편지 및 골판지)</p>	 <p><b>Cartons</b> <i>종이 박스</i></p>  <p><b>Cartons</b> (empty and clean) <i>종이 박스</i> (납작하게 펼친 것)</p>	 <p><b>Metal</b> <i>금속</i></p>  <p><b>Aluminum and Steel Cans</b> (empty and dry) <i>종이 박스</i> (납작하게 펼친 것)</p>	 <p><b>Plastic</b> <i>플라스틱</i></p>  <p><b>Plastic Bottles, Jars and Jugs</b> (empty and dry) <i>플라스틱 용기 종류</i> (병, 항아리, 통 등, 비어 있고 깨끗한 것)</p>	 <p><b>Glass</b> <i>유리</i></p>  <p><b>Glass Bottles and Jars</b> (empty and dry) <i>유리병 및 유리 항아리</i> (비어 있고 깨끗한 것)</p>
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Spanish



# Pause for Discussion & Questions

# Customization to Fit Local Needs

# “Where” Matters

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## What We Know

- Even though people want information about what to recycle and what to leave out of the recycling container, detailed information can be overwhelming.
  - Where the information will be displayed drives the level of detail that people want.
  - The USCL may change over the years. We need materials to be perennial over time.
- Detailed batch materials (like the USCL guide) can be made available on websites for those who want more information.
  - Websites/ QR codes on collateral can drive those who want more detail to the right resources.
  - Distributed pieces like mailers can remain clear and consistent, while detailed information and unique changes can be found online

# Help is One Step Away

## What We Know

- People feel committed and confident about their ability to recycle.
- They do want a phone number and website option to contact someone for more information.

**RECYCLE** THANK YOU FOR RECYCLING THESE:

Paper	Cartons	Cans	Plastic	Glass
<b>Cereal Boxes, Paper, Newspapers, Magazines, and Cardboard</b> (all colors and types)	<b>Cartons</b> (empty and dry)	<b>Aluminum and Steel Cans</b> (empty and dry)	<b>Plastic Bottles, Jars and Tub</b> (clean, empty and dry)	<b>Glass Bottles and Jars</b> (empty and dry)

**NO!**

Do Not Bag Recyclables	No Plastic Bags (drop-off only)	No Food or Liquid (empty all containers)	No Cords, Hoses, or Chains	No Bulky Items (drop-off only)	No Batteries or Electronics (drop-off only)

Logo      (###) ###-####      [sampleurl.org](http://sampleurl.org)

# Working For You

## What We Know

- Not all programs will look the same.
- Customization is needed for *material categories*.



# Working For You

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## What We Know

- Not all programs will look the same.
- Customization is needed for *material categories*.
- Customization is needed for *specific materials*.



# Pause for Discussion & Questions

# Next Steps in USCL Materials Design



# Next Steps

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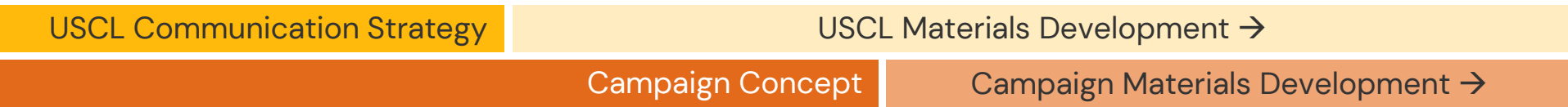
- **Nov – Dec '24** = Continued engagement with Local Governments, Service Providers, and Community Based Organizations to inform the design of materials
- **Dec '24** = Design of Early Batch 1 Material Drafts
- **Jan '25** = Local Government & Service Provider Reviews of Early Batch 1 Materials
- **Feb 1, 2025** = Early release of beta USCL Guide, Newsletter Copy, Cart Label, and Material Image assets to local governments & service providers

# CAA Oregon E&O Project Timeline - Update 11/5/24

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## DEVELOPMENT:







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# Engagement with Local Governments & Service Providers

- Oct 9, Oct 30 Webinars done
- Nov 15 Follow-up Survey due →
- Incorporate feedback into material design
- Early January consultations on draft materials (USCL Guide, Cart Decal, Newsletter) *Schedule to be announced in Dec '24*
- Incorporate feedback into material design
- Feb 1 – Early Beta Release (USCL Guide, Cart Decal, Newsletter)

## Feedback Survey

-  Program Information
-  RMA & USCL Background
-  Local Education & Outreach
-  Application of RMA

 Circular Action Alliance

- Survey is live now!
- For those not in attendance, survey will be distributed via email to those who completed the contact form
- Recommend for those not in attendance today to watch webinar recording before completing the survey
- Responses due no later than Friday, Nov. 15

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What are your thoughts?

# Questions?

Feedback Requested by Nov. 12;  
Send to [alex.bertolucci@circularaction.org](mailto:alex.bertolucci@circularaction.org)

# Thank you



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