

Chapter 5

EDUCATION AND OUTREACH

This chapter describes the general solid waste management educational and outreach approaches being taken in support of solid waste management plan elements. Some specific educational programs are described in more detail within those chapters relating to the various subject matter topics. For example, education and outreach activities specific to waste reduction are detailed in the Chapter 4, Waste Prevention and Reduction discussion. Table 5-4 of this chapter lists the current education programs and activities being conducted for the overall solid waste system.

This chapter does not include a comprehensive public involvement and outreach plan, such a plan needs to be a living document capable of responding to changing needs and resources over the term of plan implementation. Instead, this chapter, sets the context for the development of a public involvement and outreach plan, as well as, appropriate marketing strategies to guide the County in achieving specific outcomes identified in the *Clark County Solid Waste and Moderate Waste Management Plan*.

Residents, businesses and organizations within Clark County each have a critical role in managing their solid wastes and it is essential that communications with them be well considered and coordinated so that the whole system functions properly. The County and its partners are regularly reaching out to engage, educate and inform the community in order to encourage and facilitate stewardship of our natural environment. This outreach provides core support to the regional solid waste system and provides important mechanisms for reaching the goals & objectives of this Plan.

Regulations Governing Local Governments

The County, through Interlocal agreements with the municipalities, and with the participation of private contractors and partners, is responsible for the planning and management of the regional solid waste system. This responsibility also includes developing and delivering education programs and outreach activities. Listed below are the RCWs which specifically relate to education and outreach activities.

Table 5-1 Mandates and Authorities

RCW 70.95.010(6)(c)	It is the responsibility of county and city governments to assume primary responsibility for solid waste management and develop and implement aggressive and effective waste reduction and source separation strategies.
RCW 70.95.010(15)	Comprehensive education should be conducted throughout the state so that people are informed of the need to reduce, source separate and recycle solid waste.
RCW 70.105.220(1)(b)	A plan or program to provide for on-going public involvement and public education in regard to the management of moderate-risk waste.
ORS 459A.010(2)(c) 1	An expanded education and promotion program conducted to carry out the policy set forth in ORS 459.015 to inform solid waste generators of the manner and benefits of reducing, reusing, recycling and composting material and to promote use of recycling services....
ORS 459.305(1)(a) 1	Includes a program for recycling that achieves the applicable recovery rate in ORS 459A.010....

Solid Waste System Objectives

The 5-year objectives for the regional solid waste system are (by 2020):

- Increase the recycling rate to 55% and the total diversion rate to 70%
- Reduce per person per day landfilled volumes (pounds) by 5%
- Reduce the amount of total waste generated per person per day by 5% (this includes what is landfilled, recycled and recovered)

Assessment of Conditions

The solid waste system has developed numerous programs to address waste prevention, recycling, reuse, reduced toxicity, and sustainability. As a regional system, it is important to maintain consistent outreach messages across all jurisdictions for these programs. This is of particular importance for the curbside collection program.

In addition to overall goals for the system, key education programs have established specific outcomes: public involvement and outreach plans; work plans (to allocate resources); and, marketing plans and performance measures to be used in conjunction with the budget process. Performance measures are established and tracked monthly as measuring tools in evaluating program performance towards reaching identified goals and outcomes. Table 5-4 summarizes the programs and outreach activities that support the regional solid waste system.

One of the strengths of the solid waste system is its partnerships with all of the municipalities. Through the Interlocal agreements, municipalities may choose to participate in the Regional Solid Waste System Steering Committee (RSWSSC). This group, generally comprised of Public Works Directors or their designees, provides input on a variety of matters that may include public education, and outreach and marketing efforts. This ability to provide input, allows the opportunity to “brand” and enhance the shared nature of our regional communications efforts.

To help clarify that regional partners are participating in outreach efforts and publications, and that regional funding supports these program, a statement has sometimes been utilized in our promotional messages:

“Solid Waste Planning and Programs are a cooperative effort of Battle Ground, Camas, Clark County, La Center, Ridgefield, Vancouver, Washougal and Yacolt.”

As new outreach efforts are planned, this statement and other branding or theme elements that help create this shared identity in promotional messages will continue to be considered and updated. “Say Hello to Your New Best Friend”, “Stay True to Blue” and “Recycling Done Right” are examples of promotional messaging used to encourage and/or recognize communities for being diligent about proper sorting of the items they place in their carts.

Waste stream analysis data can help in determining which specific generator groups and materials should be targeted for future education and outreach campaigns. A waste stream analysis was complete in 2012. Data and information from this study has been incorporated in this plan and the report is included in Appendix I.

The screenshot shows the Clark County Washington website. The header includes the county logo and navigation links: Home, Find It!, A-Z Index, Departments & Programs, Jobs, and Contact Us. Below the header is a breadcrumb trail: Public Works > Recycling > Garbage Collection & Disposal > Residential Collection Service. The main content area is titled "Residential Collection Service" and features a "NEVER MISS ANOTHER COLLECTION DAY!" banner. The banner text says: "Use this helpful tool to get the garbage, recycling and optional yard debris schedule for your residence. Enter your address and hit search. You can also:" followed by three bullet points: "View, download and print your garbage and recycling collection calendar", "Sign up for reminders by email, phone or twitter", and "Upload your schedule to your iCal, Google or Microsoft Outlook calendar". Below the banner is a "Collection Schedules and Reminders" section with a "Need help?" link. It contains a form with the label "Please type your home address:" and a "Search" button. An example address is provided: "Example: 2502 Northeast 49th Street, Vancouver, WA". A sidebar on the left lists various services: Environmental Services, Recycling, Garbage & Hazardous Waste, Waste Reduction, Garbage Collection & Disposal, Residential Collection Service, Commercial Collection Service, Bad Weather & Holiday Collection, Construction/Demolition, Where does my garbage go?, Self-Haul Options, Recycling Collection & Disposal, Recycling A-Z Index, and Solid Waste Advisory Commission.

Public Involvement and Outreach Plan

A public involvement and outreach plan is developed in conjunction with the County’s biennial budget cycle. A public involvement and outreach plan should identify the goals, outcomes and measures for a particular program. The plan should also have a marketing strategy that includes these components: a situation analysis, an identification of target audiences, and a Strengths, Weakness, Opportunities and Threats (SWOT) analysis. The marketing strategy is used to create a positioning statement that can communicate the core value of the program while differentiating it from other programs. Goals, which are associated with clear measures and outcomes, are tied to appropriate tactics and identified promotional strategies. Details are fleshed out for implementation activities and linked to needed resources, task assignments and schedules. Finally it is important to plan for the regular evaluation of results and the adjustment of strategies as implementation proceeds. Many education programs use combinations of these approaches as part of planning the overall outreach process. A sample plan format/outline is provided in Appendix H.

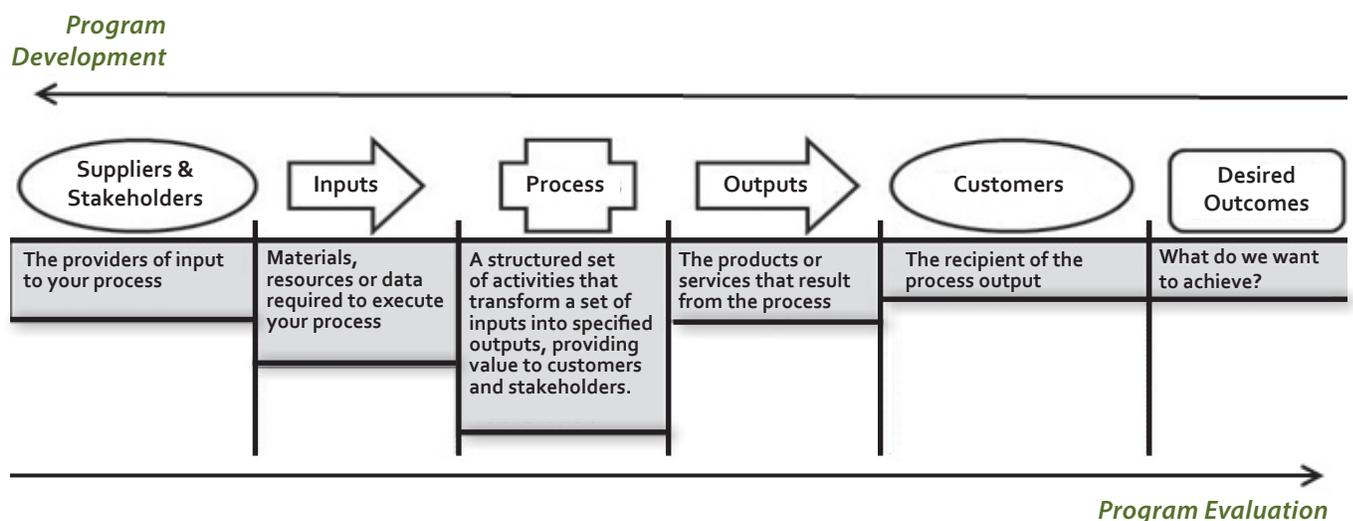
Who, What, When, Where, Why, How?

A public involvement and outreach plan should be filtered through the “five W’s, and one H” review. This review, which provides short answers to these important questions, should be performed early enough in a project’s development to effectively achieve desired outcomes.

Logic Models

For education programs, it is important to identify the ultimate desired outcomes. The County is currently implementing the Lean process in evaluating its programs and processes and this process offers some useful tools to identify efficiency in meeting desired outcomes. One such tool is the logic model; it can be useful in developing education programs and identifying outreach outcomes.

The primary approach of a logic model is to consider cause and effect – if this; then that. For example, if the resources are available for a program, then the activities can be implemented, if the activities are implemented successfully then certain outputs and outcomes can be expected. The logic model maps the connection between activities and high level outcomes and allows for performance measurement at each step. This tool is utilized to help “bridge the gap” between individual programs and connected activities to an ultimate goal, e.g. reducing waste generation. An example of the logic model, below:



The benefits of using a logic model are as follows:

- clear theory of cause and effect;
- communicates the relationship between “what we do” and results;
- increases understanding about the program or activity;
- connects what staff do to facilitate outcomes that citizens want;
- improves planning and management; and,
- improves communication to internal and external audiences.

A public involvement and outreach plan will be developed for key education and outreach programs under the implementation process for this *Solid Waste Management Plan*. This will include an analysis of the program strengths and opportunities. The analysis will also include a review of potential challenges and barriers. The public involvement plan will:

- identify stakeholders and targeted market segments;
- engage citizens in processes;
- develop consistent messages;
- strengthen relationships with regional partners, other governmental agencies, non-governmental organizations (including contracted service providers), and other organizations; and,
- foster communication with the public.

In evaluating program alternatives, the following will be reviewed:

- consistency with the objectives of this *Solid Waste Management Plan*;
- consistency with other regional plans;
- cost effectiveness;
- operational effectiveness; and,
- potential for awareness/behavior changes that address the intended outcomes.

Segmented and Targeted Marketing

Marketing is a key component of any education program and outreach activity. Public involvement plans for the solid waste system’s education program and outreach activities are frequently grouped around user segments. For example, our general customer groups are: residents, businesses, and institutions (e.g. schools). Programs and activities can also be grouped by types of waste (e.g., recyclables, organics, construction & demolition debris, household hazardous waste); by desired behavior outcomes (e.g., waste prevention, recycling, reuse, reduced toxicity and sustainability); and, by different outreach venues (e.g., technical assistance, community events, workshops, etc.).

Education programs and outreach activities use many different marketing tools to reach the various segments of the community. In planning for our programs and outreach, the County utilizes the concepts of community-based social marketing and experiential education (discussed below). An increasing emphasis is placed on web based and social marketing tools, such as Facebook, yet other more traditional and varied methods of marketing are also available to reach certain segments. Our outreach activities utilize both electronic and print media, such as (Table 5-2):

Table 5-2 Media outlets

Electronic Media	Print Media
Internet websites	Advertisements
Facebook sites	Press Releases
Twitter	Fact Sheets
YouTube	Brochures
CVTV	Directories
Television Ads	Mailers/Flyers/Door Hangers
Radio Ads	Coupons
Online Surveys	Billing Inserts
Newsletters	Truck “Wraps”
E-Mail	Paper Surveys
Phone Surveys	Project Signage
Behavior Pledges	Newsletters

The marketing tools that are listed below in Table 5-3 are utilized by our education programs and outreach activities.

Table 5-3 Marketing tools

Workshops/Summits	Tours
Work & Learn Sessions	Training Volunteers
Technical Assistance	Pledges & Challenges
Collection Events	Competitions
Festivals/Fairs/Expos/Events (Department & community sponsored)	Demonstration Sites/Trailer
Presentations/Webinars	Open House
Project/program/neighborhood meetings	SWAC meetings and hearings
Online Surveys	Billing Inserts
Newsletters	Truck "Wraps"
E-Mail	Paper Surveys
Phone Surveys	Project Signage
Behavior Pledges	Newsletters

The following approaches to education and outreach are additional marketing "tools" that are available and may be appropriate for certain program activities identified through the logic model process. Each has unique advantages and disadvantages and none are intended to be used exclusively. Familiarity with them will help the reader understand and distinguish among them at a basic level as plans to utilize them are considered. We anticipate that many, but not necessarily all of them, will be incorporated into public involvement and outreach plans from time to time.

Community Based Social Marketing

Community based social marketing applies marketing principles and techniques in communicating with the public to influence behaviors that benefit the environment. The ultimate outcome of community based social marketing is to influence or change behavior. The five steps of community based social marketing are: 1) selecting behaviors; 2) identifying barriers and benefits; 3) developing strategies; 4) conducting a pilot; and 5) a broad-scale implementation.

Experiential Education

Experiential education is another method which directly engages the public through direct, hands-on experience in order to build knowledge, skills and values. That is to say, experiential education refers to learning-by-doing and then reflecting on one's own experiences from doing. Experiential education is most valuable because participants make their own discoveries by experiencing learning-by-doing, rather than relying on learning indirectly through what they have read or heard about from others' experiences. This reinforces their learning through reflecting on their direct experiences.



Source: Corwin Beverage
- Green Business training
waste stream analysis

Electronic Media

The use of electronic media, including social media, for education programs and outreach activities provides the capacity to communicate with the public through fast-changing internet and related technologies. These tools allow the public to communicate with and obtain information directly from the County and other implementation partners. Social media includes web-based venues such as blogs (which are generally interactive applications) and sites, including [Facebook](#), [Twitter](#), [YouTube](#), and [CVTV](#). Effective and appropriate use of social media can further the goals of the solid waste system as well as individual programs. Table 5-4 lists the current County and partner web sites and Facebook sites that support our solid waste system and inform our target segments.

A social media presence provides a means to:

- **Disseminate time-sensitive or emergency information** as quickly as possible to a broad audience. For example, inclement weather affecting garbage pick up
- **Promote, announce and inform** about solid waste programs and services available to the public
- **Reach new audiences** and provide the public with an additional means to receive information
- **Grow a network** and connect with friends of friends that recognizes and encourages actions and develops support for those activities that address our desired outcomes



The county has both policies and procedures in place for using electronic and social media which must be followed. These policies and procedures ensure that the county's use of electronic and social media comply with applicable federal, state, and county laws and regulations. This includes adherence to established laws regarding copyright infringement, records retention, Freedom of Information Act (FOIA), First Amendment rights, privacy laws and information security policies established by the county.

Print Communications

Production of informational materials through print media is an important component of any public information and outreach plan. Specific needs for informational materials will be identified at the education program and outreach activity level. Print media (as identified in Table 5-2) will be produced following guidelines and procedures.

Graphic design has much to do with how professional the print media looks and how effective it is at communicating content with target audiences. This is also the case for web design and other types of media. "Branding" of a program's name, terms, signs, symbols and designs and/or a combination of these features helps targeted audiences identify the source of the communications and ideally creates clarity, connections, credibility, motivation and loyalty among "customers" for your service or product and also helps to support long-term outcomes. These factors are considered in the development of print as well as other types of media.

As the solid waste system is regional, outreach and public involvement is strategically planned with regional partners. Outreach information may be tailored to meet the requirements and branding goals of the agency or regional partners involved in producing particular print, or other, communications. This may include unique logos or themes, such as the Green Business program flyer shown at right. Agencies producing printed, or other, communications may have unique requirements to follow, such as the



County's accessibility statement required by the American with Disabilities Act (ADA). Similarly, Waste Connections has corporate guidelines related to the use of their logo. It is important that coordination and approvals be properly managed by the producer of each printed or electronic communication to assure effective collaboration.

Collaborative projects

The County maintains partnerships and sponsorships with many agency, non-governmental organizations and businesses to deliver solid waste environmental messages and outreach activities. Use of such partnerships and sponsorships maximizes and extends outreach efforts and increases community support of education programs and outreach activities. Collaborative publications with partners and sponsors require planning for the use of graphics, logos, and various standards. County and partners place an emphasis on utilizing volunteers as a means of providing outreach information and education to the public.

Communicating with Diverse Audiences

The County is committed to increasing involvement and participation of ethnic, culturally and socially diverse populations in its education programs and outreach activities. This will facilitate outreach programs and activities that:

- Create, establish, and maintain an inclusive culture
- Embrace the diversity of our community
- Provide services to the public in a culturally competent manner

As a part of the public involvement and outreach plans, the County will develop communication strategies to address the range of diverse populations. This will include providing outreach with the use of native languages and using different communication methodologies to accommodate different learning styles (visual, auditory, and kinesthetic).



Source:
Green Business home-page -
www.clarkgreenbiz.com

Outreach and Education Programs and Activities

Three core programs (Green Neighbors, Green Business and Green Schools) have been developed to connect with our primary customer groups (residents, businesses and students). These programs help shape and focus our outreach efforts through distinct “branding”. Table 5-4 below summarizes the programs and outreach activities in these core programs that support the regional solid waste system.

Table 5-4 Programs and Outreach

Programs and Outreach – by customer sectors	
Green Neighbors	
	Green Neighbors website
	www.clarkgreenneighbors.org
	Green Neighbors E-newsletter
	Workshops
Green Businesses	
	Green Business website
	www.clarkgreenbiz.com
	Green Business Recognition Event
	Sponsorship Recruitment
	Work & Learn Sessions
	Technical Assistance
Washington Green Schools	
	Washington Green Schools website
	www.wagreenschools.org
	Technical Assistance
	Green Summit
	Teacher Workshops
	Watershed Festival
	Save Organic Scraps
	Save Organic Scraps website
	www.saveorganicscraps.com
	School Recycling
	Student Environmental Monitoring Program



Source:
Save our Scraps - Let's Compost
Education Booklet

Programs and outreach – by waste category & desired behavior outcomes

Waste Reduction

	Recycled Arts Festival
	Recycled Arts Festival website - www.recycledartsfestival.com
	Recycled Arts Festival - Facebook
	Sponsorship/partner recruitment
	Volunteer recruitment
	On site education by DES & NGO's
	Do-It-Yourself Fair
	2 Good 2 Toss website - www.2good2toss.com (web exchange site)
	Grasscycling Tutorial
	Waste Busters competition
	Holiday Waste Reduction outreach
	Stop junk mail & phone books registry website - www.catalogchoice.org

Recycling

	Recycling Curbside Information
	Waste Connections - www.wcnorthwest.com
	Transfer Station website - www.columbiareourcecompany.com
	www.clark.wa.gov/recycle/recyclingA-Z.html
	Recycle Clark – Facebook
	Recyclingest Neighborhood
	Recollect app (find your recycling day), Recycling A-Z app, Recycle Right app
	Recycle Days Collection Events
	Technical Assistance

Organics

	Master Composter/ Recyclers (partnered program – administered by Columbia Springs who is also responsible for outreach - www.columbiasprings.org)
	Christmas Tree Recycling outreach
	Leaf Disposal Coupons outreach
	Technical Assistance

Household Hazardous Waste (HHW) /Moderate Risk Waste

	HHW Awareness Week
	HHW Fixed Facilities
	Satellite collection events
	Computer Reuse & Block Foam Collection
	Paint take back
	Home Collection
	Motor Oil Recycling
	Unwanted Medication Take Back
	Curbside collection – household batteries, oil and antifreeze
	Master Gardeners Natural Gardening (partnered program – administered by WSU Extension who is also responsible for outreach)
	Pacific Park Demo Garden & community gardens

	Brochures
	Technical Assistance - includes Green Business support workshops/ presentations
Sustainability	
	Environmentally Responsible Purchasing
	ISO 14001 Environmental Management System
	Planet Clark Emerald House

Programs and outreach – supporting all programs	
General Ongoing Outreach	
	www.clark.wa.gov/recycle
	www.cityofvancouver.us/solidwaste
	www.clark.wa.gov/public-health/waste
	www.volunteerclark.com
	Printed Information – Brochures & Fact Sheets
	Press Releases
	Targeting Neighborhood Associations (NA) & NGO's
	Presentations to NACCC and groups
	Office of Neighborhoods newsletters and weekly e-mails
	Community Events – Booths and/or Planet Clark Trailer
	Clark County Fair
	Home & Garden Idea Fair
	Farmers Markets
	Earth Day Eco Fair
	Many other community & neighborhood events

Recommendations

- 1. Meet regulatory requirements by providing waste management education and outreach programs** with an emphasis on waste prevention. (5-1)
- 2. Build partnerships with agency partners**, the service providers, businesses and non-government organizations on education and outreach activities. (5-7)
- 3. Focus educational activities through using effective marketing strategies and public involvement** and outreach plans. Provide performance measures and regular evaluations that relate to desired outcomes for each program in achieving program goals and objectives in conjunction with County's budget cycle. (5-3 to 5-6)
- 4. Promote and support the three core programs:** Green Schools, Green Business, and Green Neighbors. (5-8)
- 5. Enhance presence on the internet** with web, Facebook and Twitter sites. (5-8)
- 6. Implement residential educational programs and activities** to support proper curbside recycling and to increase participation and recovery. (5-1)
- 7. Increase education and outreach information to be more accessible** to diverse populations. (5-7)

End of Chapter 5