



# Citywide or Countywide Waste Prevention and Reuse Education and Promotion Plan

OR 340-090-0042(2)

Local jurisdictions conducting a citywide or countywide waste prevention and reuse program must complete and submit an implementation plan to DEQ. Complete this form to describe how the local government will meet the requirements and what actions will be taken to provide waste prevention and reuse information to residential and commercial service customers. **These activities must occur in each city required to implement this program.**

**Name of Local Jurisdiction** \_\_\_\_\_

**Population Served** \_\_\_\_\_

**Names of Local Haulers/Service Provider** \_\_\_\_\_

**Date the Program will Begin** \_\_\_\_\_

An education and promotion campaign must include the following two components:

- 1) Educational materials need to be provided **at least four times per calendar year** through written notice, an effective alternative, or some combination of both. To reach the maximum number of residential and commercial solid waste generators, the program must utilize a variety of materials and media formats\* to disseminate information. Indicate in the table below how you intend to meet this requirement. Messaging needs to include:
  - The benefits of generating less waste in terms of the reduction in a material’s environmental impact as part of its life cycle, including upstream impacts, such as resource extraction and manufacturing.
  - How to generate less waste.
  - How to reuse materials.
  - Solutions to common challenges of waste prevention and reuse.

	<b>Educational Material #1</b>
Date/time of year	
Media type/delivery method	
Who will receive the message?	
Topic/topics of message	

	<b>Educational Material #2</b>
Date/time of year	
Media type/delivery method	
Who will receive the message?	
Topic/topics of message	

	<b>Educational Material #3</b>
Date/time of year	
Media type/delivery method	
Who will receive the message?	
Topic/topics of message	

	<b>Educational Material #4</b>
Date/time of year	
Media type/delivery method	
Who will receive the message?	
Topic/topics of message	

2) An activity targeting at least one community or media event\*\* to promote waste prevention activities, reuse activities, or some combination of both. The activity or media event must be held at least one time per year **and in each city required to implement this program.** Describe below what event you plan to target; more events can be added to this form.

	<b>Event Information</b>
Date and Location	
Event Name or type	
Topic/topics of message	
Ways message will be delivered	
How many people targeted	
How will event be promoted	

Describe how both the educational information and the event meets the needs of various types of residential generators, such as multi-family or rural residents and various types of commercial and institutional generators.

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**City Official Signature:** \_\_\_\_\_ **Wasteshed (County) Name:** \_\_\_\_\_

## Reference Information

**OAR 340-090-0042(2)(c)** Each local government must submit to DEQ a program plan during the first year the plan is in effect. The plan must use either a format that DEQ provides or an alternative written format chosen by the local government. Thereafter, the local government must submit a summary of activities in the plan to DEQ at the same time the local government submits its periodic report under OAR 340-090-0100.

**\*Examples qualifying types of media from current Oregon programs:** Newsletters, newspaper articles, brochures, flyers, bill inserts, social media, volunteer activities, community meetings, presentations, or door-to-door outreach.

**\*\*Examples of qualifying events:** A waste prevention booth at a community event or a community cleanup event that includes a sale or giveaway component to encourage reuse and waste prevention.