



# Waste Prevention Campaign Targeting Residential Generators Plan

OAR 340-090-0042(3)

A local jurisdiction choosing to conduct the waste prevention campaign targeting residential generators is required to complete and submit a campaign description and implementation plan to the Oregon Department of Environmental Quality.

The campaign must target residential generators of waste and focus on one or more **toxic or energy intensive materials or consumer purchasing practices**. “Consumer purchasing practices” means the act of purchasing a toxic or energy intensive material, a product containing toxic materials, or a product consisting at least 50 percent by weight of energy-intensive materials.

Complete this form to describe how the local government will meet the requirements and what actions will be taken to provide a waste prevention campaign to residential generators. **These activities must occur in each city required to implement this program. See Reference Information on Page 2 to assist in completing this form.**

Name of Local Jurisdiction: \_\_\_\_\_

Population Served: \_\_\_\_\_

Name of Local Hauler(s)/Service Provider: \_\_\_\_\_

**Describe the toxic or energy intensive material or consumer purchasing practice targeted in your program and the waste generating behavior targeted for change.**

**Examples of toxics:** <http://www.deq.state.or.us/toxics/docs/focuslist.pdf>

**Examples of energy intensive materials:** Food, building materials, textiles

**Examples of consumer purchasing practices:** Purchase of more durable goods (such as apparel), purchasing only food that is likely to be eaten to reduce waste.

	<b>Campaign Description</b>
Campaign Focus/ Change targeted	
Implementation Schedule	
Media type, delivery method	
Who will receive this message?	
Who will complete this activity?	

**Describe the campaign implementation strategy and a performance measurement plan that specifies one or more outcomes the local government will use to demonstrate the campaign reached the target audience or achieved the waste prevention objective.**

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

**Reference Information**

Campaign Basics: The duration of a campaign may not exceed five years and the local government’s implementation schedule must include a schedule for refreshing components of the campaign at least once every two years. To refresh components of a campaign means to use new or different components to deliver messages in a different way. A local government may also request, and DEQ may approve, a campaign duration or implementation schedule that differs from this schedule provided that the local government can demonstrate:

- That the campaign or one of its components has contributed to the desired behavior change
- That continuing the campaign or one of its components is likely to result in further desired changes in behavior or practices.

\*Note: Education materials used to satisfy this Waste Prevention & Reuse element must be in addition to education materials used to satisfy the requirements of section (2) of this rule.

**Examples of ways to measure campaign performance in terms of reaching target audiences:** Number of times an ad ran in the local paper, along with circulation information for that paper, number of neighborhood association social media posts promoting the campaign, number of posts on community/neighborhood online forums (i.e. Nextdoor), number of flyers/brochures distributed at applicable community events (i.e. National Night Out, community clean up events), number of flyers posted or distributed in community spaces (i.e. coffee shops, grocery stores, libraries), number of times a radio promotion aired on a local station (along with listenership data for that station, website hits or numbers of materials downloaded from a website, etc.).

**Examples of ways to measure progress toward a waste prevention objective:** Measurable reductions in food waste going to landfills or composting, number of pledges given to change a behavior, number of durable/reusable giveaways distributed (i.e. pails to collect food scraps, reusable bags/straws/cutlery, cold/hot drink cups), number of attendees in community classes/events that support campaign (i.e. make your own green cleaners classes, community clothing swaps).