Oregon Recycling System Advisory Council

Equity & Outreach Committee feedback and recommendations on 2025 Annual Report and future reports

November 2026

Background

The Plastic Pollution and Recycling Modernization Act requires producer responsibility organizations (PROs) to submit annual reports to the Oregon Department of Environmental Quality (DEQ). The Oregon Recycling System Advisory Council (ORSAC) is responsible for reviewing these reports and may provide written recommendations to DEQ.

The Equity & Outreach Committee reviewed the education, outreach, equity, accessibility and related implementation components of the PRO, Circular Action Alliance's, 2025 annual report. The committee met on September 24 and October 28, 2026, to discuss observations and recommendations. Committee members reviewed DEQ's annual report review worksheet and focused on opportunities to strengthen transparency, equity outcomes, public accessibility and future reporting.

The following summary reflects the committee's feedback for consideration by the full Oregon Recycling System Advisory Council.

Overall Committee Observation

The Equity & Outreach Committee recognizes the substantial effort undertaken during the first six months of program implementation and appreciates the significant work reflected throughout the annual report, particularly regarding education and outreach materials, language access and interested partners engagement. The committee's recommendations are intended to strengthen transparency, improve evaluation of equity outcomes and support ongoing efforts to ensure Oregon's recycling system is accessible, inclusive and responsive to the needs of all communities.

Equity & Outreach Committee Feedback and Recommendations

1. Alignment Between Program Goals and Performance Metrics

Reference: Goals of the Program, pg. 8-11, 71, 146 Appendix O

The committee appreciated the inclusion of program goals and associated performance metrics but found it difficult to understand how some performance measures demonstrate progress toward stated goals. For example, Goal 3 is to: *"Improve public participation, understanding and equity in the state's recycling system"* (p. 10), while Metric 3a measures *"Tons of material collected through commingled, depot and other applicable programs, indexed against population and generation metrics"* (p. 147).

Recommendations

- Strengthen the connection between stated goals and reported metrics.
- Include a table or visual that clearly maps each performance metric to the goal it is intended to measure.
- Consider reporting how education and outreach initiatives contribute to specific program goals.
- Clarify how reported metrics demonstrate progress toward equity outcomes.

2. Equity and Recycling Access Measures
Reference: PRO depots (RecycleOn Centers) Operations pg. 12-49 and Convenience Standards 3.2.2 Convenience Standards, pg. 22

The committee supports CAA's efforts to expand recycling opportunities statewide and encourages future reports to include more direct measures of accessibility and equitable service delivery, as well as understanding impacts from developing and expanding a PRO depot (RecycleOn Center) network.

Recommendations

- Include metrics that demonstrate reductions in access barriers, such as:
    - Collection sites near public transit.
    - Collection sites located in underserved communities.
    - Alternative service models that improve convenience and accessibility.
- Provide additional information on how convenience standards support equitable access across diverse communities.
- Report on how siting decisions improve access for populations that may face transportation or mobility barriers.
- Include information on community feedback regarding RecycleOn Centers, including any public complaints and how concerns were addressed.
- Report on contamination challenges and lessons learned from operating sites.
- Describe circumstances where existing depots identified in planning efforts were or were not selected as RecycleOn Center locations.
- Provide information about efforts to support a just transition and ensure existing RecycleOn Center implementers are appropriately considered and compensated, and have appropriate training and education materials to be successful.

1. Tribal Engagement

The committee appreciated the Tribal engagement efforts described in the report and recommended use of terminology that reflects Tribal sovereignty.

Recommendations

- Use "Tribal Nations" or "Tribal Governments" rather than "Tribal communities" where appropriate.

- Continue reporting on relationship-building efforts and opportunities for future collaboration.

3. Disability Access and Inclusive Participation

The committee supports the availability of disability access requests but would like future reports to provide more information about outreach and awareness efforts.

Recommendations

- Describe how disability accommodation services were promoted.
- Report on outreach conducted with disability organizations, senior-serving organizations and homebound populations.
- Evaluate awareness of available services among intended user groups.
- Include information on accessibility accommodations beyond language access, such as:
    - Screen-reader compatibility.
    - Telecommunications relay services.
    - Braille or alternate formats.
    - Other accommodations for people with hearing or visual impairments.

2. Transparency in Community Engagement

The committee appreciated the inclusion of information regarding community-based organization engagement and believes future reports could provide a more complete picture of interested partners outreach.

Recommendations

- Report which organizations, local governments, service providers and other interested parties were contacted and engaged.
- Describe which organizations ultimately participated in engagement activities.
- Provide information on how partnerships will continue beyond initial engagement activities.
- Include engagement timelines, opportunities for co-creation, and mechanisms for ongoing feedback.

4. Equity-Focused Outreach and Education

The committee recognizes and appreciates the significant education and outreach work completed during the initial year of implementation, including multilingual materials, community engagement and statewide outreach campaigns.

Recommendations

- Provide more information about how outreach reached specific communities beyond material translation and transcreation.

- Identify trusted community channels, media outlets, cultural organizations, faith-based organizations, events and other networks used to reach diverse audiences.
- Describe pathways for reaching historically underserved and hard-to-reach populations.
- Continue demonstrating how community feedback informs future outreach activities and materials.

5. Outreach Effectiveness and Evaluation

The committee encourages additional reporting on the effectiveness of outreach activities across different audiences.

Recommendations

- Where available, provide outreach and awareness results by audience segment.
- Report differences in outcomes across languages, geographic regions, or demographic groups.
- Identify which communication channels were most effective for reaching different audiences.
- Continue building baseline measures that support long-term evaluation of awareness, confidence, participation and recycling behavior.

The Equity & Outreach Committee appreciates the opportunity to provide feedback, and thanks DEQ and CAA for their ongoing partnership and engagement. We encourage DEQ to consider the feedback provided and follow up to both the Recycling Council and Equity & Outreach Committee on how this input was incorporated into feedback to Circular Action Alliance.

Thank you.