

APPENDIX L Minimum Required Education Programs: Outreach and marketing plan and General Education Requirements

A. Minimum Required Education Programs

Web Page

Name	Start Date	End Date	Goal
Four County Solid Waste District	2015	Current	Goals 3 & 4
Recycling Fulton County, OH - Official Website	2015	Current	Goals 3 & 4
WMEA Recycling Paulding County	2015	Current	Goals 3 & 4
Recycling Williams County Health Department	2015	Current	Goals 3 & 4
https://www.facebook.com/4CSWDistrict	2017	Current	Goals 3 & 4

The 4CSWD website is managed by the district office located in Defiance, OH. This website links to each county's recycling page by clicking on the county courthouse picture or on the county name. The individual webpage is maintained by that county and provides information and a schedule regarding their recycling programs. The District Facebook page is also managed by the district office and contains each counties recycling schedule, litter prevention, special events, county activities, safe disposal, recycling details, and applicable information.

Infrastructure Inventory

Name	Recycling Type	Start Date	End Date	Goal
Village of Sherwood	Non-Sub Curbside	2019	On-Going	Goals 1 & 2
Village of Swanton	Non-Sub Curbside	2024	On-Going	Goals 1 & 2
City of Defiance	Sub Curbside	1993	On-Going	Goals 1 & 2
Village of Hicksville	Sub Curbside	2018	On-Going	Goals 1 & 2
Village of Archbold	Sub Curbside	1995	On-Going	Goals 1 & 2
Village of Delta	Sub Curbside	1994	On-Going	Goals 1 & 2
Village of Blakeslee	Sub Curbside	2012	On-Going	Goals 1 & 2
City of Bryan	Sub Curbside	2022	On-Going	Goals 1 & 2
Village of Edgerton	Sub Curbside	1993	On-Going	Goals 1 & 2
Village of Edon	Sub Curbside	2012	On-Going	Goals 1 & 2
Village of Montpelier	Sub Curbside	1998	On-Going	Goals 1 & 2
Village of Stryker	Sub Curbside	1998	On-Going	Goals 1 & 2
Power Dam	Drop-Off	2003	On-Going	Goals 1 & 2
Ayersville	Drop-Off	2009	On-Going	Goals 1 & 2

Landfill	Drop-Off	2023	On-Going	Goals 1 & 2
Village of Hicksville	Drop-Off	2003	On-Going	Goals 1 & 2
HTS	Drop-Off	2025	On-Going	Goals 1 & 2
Jewell	Drop-Off	2021	On-Going	Goals 1 & 2
Noble	Drop-Off	1994	On-Going	Goals 1 & 2
Richland	Drop-Off	1994	On-Going	Goals 1 & 2
Village of Sherwood	Drop-Off	1994	On-Going	Goals 1 & 2
Village of Ney	Drop-Off	1994	On-Going	Goals 1 & 2
Evansport	Drop-Off	1994	On-Going	Goals 1 & 2
Farmer	Drop-Off	1994	On-Going	Goals 1 & 2
Village of Delta	Drop-Off	1995	On-Going	Goals 1 & 2
Village of Lyons	Drop-Off	1993	On-Going	Goals 1 & 2
Village Fayette	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Cecil	Drop-Off	1993	On-Going	Goals 1 & 2
Junction	Drop-Off	2021	On-Going	Goals 1 & 2
Haviland/Scott	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Latty	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Paulding	Drop-Off	2010	On-Going	Goals 1 & 2
Village of Grover Hill	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Payne	Drop-Off	1993	On-Going	Goals 1 & 2
Village Antwerp	Drop-Off	2010	On-Going	Goals 1 & 2
Kunkle	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Stryker	Drop-Off	1993	On-Going	Goals 1 & 2
Village of West Unity	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Montpelier	Drop-Off	1993	On-Going	Goals 1 & 2
Alvordton	Drop-Off	1993	On-Going	Goals 1 & 2
Village of Edgerton	Drop-Off	1993	On-Going	Goals 1 & 2
Jefferson Township	Drop-Off	1993	On-Going	Goals 1 & 2
Center Township	Drop-Off	2000	On-Going	Goals 1 & 2
Northwest Township	Drop-Off	1993	On-Going	Goals 1 & 2
Pulaski Township	Drop-Off	1993	On-Going	Goals 1 & 2
Defiance County LF	MSW Landfill	1989	On-Going	Goals 1 & 2 & 6
Williams County LF	MSW Landfill	1975	On-Going	Goals 1 & 2
ARS	Transfer Station	1988	On-Going	Goals 1 & 2
Fulton County TS	Transfer Station	1999	On-Going	Goals 1 & 2
Werlor's	Material Facility	1969	On-Going	Goals 1 & 2
Triangular Processing	Material Facility	1997	On-Going	Goals 1 & 2
WiltonKeck	Material Facility	2014	On-Going	Goals 1 & 2
Oberlin Recycling	Material Facility	2007	On-Going	Goals 1 & 2

The district has two non-subscription curbside pickups for the Village of Sherwood (Defiance County) and the Village of Swanton (Fulton County). Non-Subscription means the village has the choice to select a collector from anywhere, but the Village normally will recommend or promote a collector for their village. This collector will deliver containers, literature, and schedule pickups on a regular basis. The residents would be billed directly, without village involvement.

The district has a total of ten (10) Subscription Curbside opportunities with two (2) in Defiance County, two (2) in Fulton County and six (6) in Williams County. The district

acknowledges that Subscription Curbside is the best opportunity to recycle and translates to a contract with a collector/provider at a negotiated price. That cost is filtered to the residents via a utility bill or other means to collect. The collector would also deliver containers, literature, and schedules but would collect the costs from the village or city. Drop-off recycling trailers are at the heart of our recycling programs. Drop-off trailers are strategically based at areas throughout the counties to give a greater opportunity to recycle at many of our rural communities. The district has a total of thirty-four locations. Defiance County has twelve, Fulton County has three, Paulding County has eight and Williams County has eleven.

The district is fortunate to have two MSW Landfills, one in Defiance County and the other in Williams County and two permitted transfer stations, one in Fulton County and the other in Williams County.

Four material recovery facilities and multiple composting locations not listed in this appendix but can be found in Appendix B.

Resource Guide

Name	Start Date	End Date	Goal
Defiance County Environmental Services Brochure	1993	On-Going	Goals 1 & 4
Fulton County Recycling Program Brochure	2012	On-Going	Goals 1 & 4
Paulding County WMEA Brochure	2012	On-Going	Goals 1 & 4
Williams County Health Department Recycling Brochure	2012	On-Going	Goals 1 & 4
HHW Resource Guide	2009	Annually	Goals 1, 4 & 6

Each county within the district has a recycling brochure that explains how, what, and where to recycle for their program. The HHW brochure was created to assist all residents in the safe disposal or recycling of regular household hazardous waste. This booklet was developed when the district determined holding a HHW event was not cost effective. The HHW Booklet is in digital and hard copy format.

Speaker/Presenter

Name	Start Date	End Date	Goal
Shannon Ruschel, Paulding County PMCC	October	Annually	Goals 3 & 4
Shannon Ruschel, Paulding County PMCC	February	Annually	Goals 3 & 4
Shannon Ruschel, Paulding County PMCC	April	Annually	Goals 3 & 4
County PMCC's	TBD	TBD	Goals 3 & 4

The county Program Manager County Coordinators are the individuals who manage, operate, track, and understand their recycling programs. They are available to present, discuss, talk about District Resources, their recycling programs, litter prevention, and/or any recycling assistance. The District' County Commissioners are incredibly involved within the District and are willing to discuss or present information about the District and/or individual recycling opportunities.

B. Outreach and Marketing Plan

General:

The outreach and marketing plan outlined by the District will include the following programs to provide reduction, recycling, and assistance to all constituents. The outreach and marketing plan will include a strategy for revolving the SWMDs education and outreach programs away from traditional awareness education and towards changing people's behavior.

The District has defined the following target audiences:

1. Residents; Single Family homes
2. Schools (K-12, colleges, vocational); including students, teachers, principals, janitorial, school organizations.
3. Industries
4. Institutions and Commercial Businesses; including government offices, non-profit organizations, hospitals, churches, small businesses.
5. Community and Elected Officials; County Commissioners, Township Trustees, Community Leaders, Economic Development Officers, Chamber of Commerce, Elected Offices, Community Leaders.

The District will adhere to the following **best practices**:

1. Understand the available reduction and recycling infrastructure.
 - a. Infrastructure is detailed throughout this plan update.
2. Provide outreach within the context of this infrastructure.
 - a. Know where, when, and how to recycle within the district.
 - b. People cannot recycle if they do not know where or how.
3. The District will develop and implement outreach effectively.
 - a. Review and understand the different needs of different audiences.
 - i. Why do some recycle, and others do not?
 - b. Focus on changing behavior not just creating awareness.
 - c. Measure the outcomes.
 - i. How many people use a drop-off trailer?
 - ii. How many people come to a special event?
 - d. Stay consistent; same recycling, same way to recycle, same location, same time.
 - e. Evaluate constantly to determine if the location or program is performing.
 - i. PMCC's should be reviewing the data, adjusting as needed to give the best opportunity to residents to recycle.

Programs

Residential Sector

Name	Start Date	End Date	Goal
Part-Time, Rural Drop-Off	See Appendix I	See Appendix I	Goals 1 & 2

SWMD has thirty-four part-time rural drop-off opportunities, twelve in Defiance County, three in Fulton County, eight in Paulding County and eleven in Williams County.

The district understands that part-time drop-off trailers, set at strategic locations, provide the entire district area with recycling opportunities. The PMCC's evaluate the locations for population, convenience, usage, and the materials collected, to determine if this recycling location is the best resource for recycling. Some locations have been closed due to excess trash or moved due to insufficient use.

The SWMD will continue to provide drop-off trailers to locations that will provide an opportunity to recycle, especially in areas that are not participating with curbside recycling.

The PMCC's will do the following:

1. Review the location – is it the best location to get the best outcome?
2. How many are using this location – how many recyclers come to this location?
3. Are they recycling correctly? – are they bringing clean recycling? Do you require the cardboard to be flattened? Is this happening? Are the plastic bottles rinsed, emptied? Do you have trash left behind?
4. How is this being measured? Do you weigh the contents of the trailer? Track the tonnages per location? Per program?
5. Do you post the schedule? Where, how often?
6. This information will be incorporated into the quarterly reports given to the Board of Directors and consolidated as a presentation to the Policy Committee at the annual program update meeting.

Commercial/Institutional Sector

Name	Start Date	End Date	Goal
Collection Services (small businesses, government offices, churches, institutions, etc.)	See Appendix I	See Appendix I	Goals 1, 2, 4 & 7

The SWMD's office/small business/institutions recycling program has grown significantly since the last plan update. Small businesses have realized that a full waste dumpster costs to be emptied and if you are filling it with boxes and other recycling items, it fills quickly. The recycling program is free to small businesses and can save them money. This is a great program to help our environment and assist local businesses.

Defiance County has twenty-eight locations. Fulton County has twenty-two. Paulding County has twenty-eight and Williams County has two.

The SWMD will continue to provide collection services to small businesses, government offices, churches, hospitals, etc. that will provide an opportunity to recycle.

The PMCC's will do the following:

1. Review the location – is it the best location to get the best outcome?

2. How often do you pick up? - is this done weekly? Is it in close proximity to other locations? Is it worth the trip?
3. Are they recycling correctly? – are you picking up clean recycling? Do you require the cardboard to be flattened? Is this happening? Are the plastic bottles rinsed, emptied? Is it bagged or placed into a container? Is the container provided by the program?
4. How is this being measured? Do you weigh the contents of the trailer? Track the tonnages per location? Per program?
5. Do you post the schedule? Where, how often? How is this advertised?
6. This information will be incorporated into the quarterly reports given to the Board of Directors and consolidated as a presentation to the Policy Committee at the annual program update meeting.

Industrial Sector

Name	Start Date	End Date	Goal
Manufacturing Industries	TBD	TBD	Goal 5

The District office is the point of contact for all industries' questions and concerns regarding recycling. The Ohio EPA as of the 2020 State Plan, has changed the industrial goal to reflect a strategic initiative for the industrial sector. The District has created a new outreach priority for the Industrial Sector. **See Outreach Priority below:**

Special Events

Name	Start Date	End Date	Goal
Special Events for Hard to Recycle items	TBD	TBD	Goals 4 & 6

The District allows each county to address hard to recycle items per county. These include but are not limited to HHW, tires, electronics, yard waste, and lead acid batteries. The District addresses these hard-to-recycle items in a variety of ways to comply with the directive of providing an opportunity to recycle or properly dispose of these items.

HHW: The District has developed an HHW Booklet for all district residents to review for answers regarding safe disposal or recycling of HHW. Williams County and Paulding County hold annual events to accept HHW materials. The items accepted may vary and are detailed within their flyers or brochures and may also vary per county. Williams County events are open to anyone and Paulding County limits to Paulding County residents. Those events are also advertised at the district level and are posted on the District Facebook page. The district office receives calls regarding the events as well.

Tires: The District office promotes taking tires to Defiance County Landfill, a resource for all tires, year-round. The Landfill will accept all types of tires, on a rim or off, for a fee. Williams County and Paulding County offer tire recycling events. These events are normally held if the county has received additional tire grant funding. Truck or car tires are the usual accepted type, and a small fee is applied to offset the costs, or per the tire

grant requirements. All tires, over the quantity of one hundred, must be transported by a licensed, certified tire hauler.

Electronics: The District acknowledges the ever-changing technology and attempts to adapt to those updates with an opportunity to recycle or dispose of various electronics. Defiance County will accept CPU's, laptops, e-readers such as a nook, cell phones, and tablets at every drop-off trailer location year-round. Williams County holds an annual electronics event and accepts anything with a cord. Paulding County held a recycling round up event and recycled a selection of electronics for Paulding residents. Another special event held annually is for Christmas tree lights. This event is offered to all residents, anywhere and has been highly successful.

Yard Waste: The District office stays updated with the registered compost locations within our area and contacts Cities and Villages, not registered, to determine if they have a municipal program and what they pick up or collect, such as fall leaves, grass clippings, limbs, etc. This information is then shared with those who contact the district office.

Lead Acid Batteries: The District does not feel this is a hard-to-recycle item as all auto repair shops, or auto part shops will accept lead acid batteries. The District's HHW promotes those big-name stores.

Schools

Name	Start Date	End Date	Goal
School Recycling Program	See Appendix I	See Appendix I	Goals 1, 2 & 4

The District understands that school recycling is a fundamental requirement for our plan update and has reviewed the schools within each county and the existing opportunities.

The PMCC's will do the following:

1. How often do you pick up? - is this done weekly?
2. Are they recycling correctly? – are you picking up clean recycling? Do you require the cardboard to be flattened? Is this happening? Are the plastic bottles rinsed, emptied? Is it bagged or placed into a container?
3. Is the container provided by the program?
4. How is this being measured? Do you weigh the recycling? Track the tonnages per location? Per program?
5. Do you post the schedule? Where, how often? How is this advertised?
6. This information will be incorporated into the quarterly reports given to the Board of Directors and consolidated as a presentation to the Policy Committee at the annual program update meeting.

C. Outreach Priority

Name	Start Date	End Date	Goal
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Manufacturing Industries	TBD	TBD	Goal 5
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Outreach Priority:

The District office is the point of contact for all industries' questions and concerns regarding recycling options. The Ohio EPA has requested each SWMD choose at least three (3) programs, activities, or services to industrial generators. These programs, activities or services can consist of recycling services, technical assistance, education, outreach, and other activities selected from the following suggestions:

1. Waste Assessments – The District office has assisted with waste assessment for a couple of Defiance County industries. This included reviewing the current production process, scrap data, recyclable usage and offered recycling options and improvements. This service is offered but industries have not contacted the District for this service in the last 15 years.
2. Recycling Contract Assistance – Most industries contract with a provider for this service. The District is unaware of who that provider is, and this may be something to ask on our survey, to assist other industries who may have the same need.
3. Grants – Ohio EPA offers a Market Development Grant and a Scrap Tire Grant with a sponsor. These grant options are relayed to district-wide recyclers, but not necessarily industries. This may be something to ask on our survey – if an industry would be interested in this type of grant funding.
4. Recycling and Waste Reduction Programs – This could be rolled into Option #1
5. Improve Existing Recycling Programs – This could be a part of Option #1 and #4.
6. Collaborating with Industries and the OMM – The District already takes an active approach to promoting OMM with industries and smaller businesses. A flyer or brochure is mailed out with the annual ADR survey. The District Office also assists with contact information to sign up for the OMM site and general information on how it works.
7. Workshops – Meeting with industries to discuss reduction, recycling related program or presenting how to create or improve such items, could be incorporated into Options #1, #4, and #5.
8. Roundtables – Roundtables and workshops are similar.
9. Loans - The District does not offer loans and feels this type of option would be better addressed by individual counties Economic Development office. This may be applicable with an Enterprise Zone Agreement or other economic tax-exempt incentives to promote an area for industrial growth. This may be something the District could provide to the Economic Development offices to include in their promotions.

10. Waste Reduction Analysis – Ties in with other Options noted.

11. Extended Producer Opportunities – Most industries do take responsibility to develop other uses for by-products, scrap, and other components. The District has a small amount of knowledge of what is being done for a few industries such as North Star Blue Scope, which takes scraps metals, weighs them, melts them, and reuses them.

12. Industrial Recycling Opportunities – What is available to industries? How can the District be more involved to understand what is needed? What direction does the District feel is the best way to determine this?

13. Collection Services – Who collects recycling from industries? What do they collect?

14. Other Programs

The Policy Committee reviewed each of these suggestions in detail and has opted to incorporate the following into their Goal 5 strategic initiative for the industrial sector.

Option 1 – Waste Assessment – How does an industry assess their waste? Do they have a percentage allowed for scrap? What is done with that scrap? Can it be recycled, reused? How can the District assist with this? The District does feel an industry must have some idea of waste and scrap issues and that Options #4 (Recycling and Waste Reduction Programs), #5(Improve Existing Recycling Programs), #7(workshops) #8 (Roundtables) and #10 (Waste Reduction Analysis) all could be tied into Option 1.

Option 3 – Grants – Reviewing the industries and understanding what they make and the components they use, may assist to determine if a Market Development or Scrap tire grant would be an opportunity for this industry.

Option 6 – OMM – The District will continue to promote and assist users with difficult to recycle industrial items.

To comply with the Goal 5 strategic initiative the District would like to create more interaction with the local industries, gathering information to share with other industries.

What is Target Audience? Industrial Sector.

What is the behavior being targeted and the purpose/goal of the outreach priority? The District is looking to expand knowledge of recycling efforts currently being used and those possibly could be used.

What behavior change tools will be used? Sharing data between industries, procedures to reach desired outcomes.

What steps will be developed and implemented with the strategy? The District will submit the annual district survey report/form and distribute an additional survey requesting information.

The District reviewed ADR Industrial list and Williams County has eighty-one industries listed for the 2024 ADR survey, fifty-two in Fulton County, twenty-one in Defiance County and twenty in Paulding County.

- The 2026 survey for 2025 data will be the 1st submittal and will target Williams County (they have the most industries)
- in 2027 for 2026 the survey will be sent to those in Fulton County,
- 2028 for 2027 the survey will be sent to those in Defiance County and in
- 2029 for 2028 the survey will be sent to those in Paulding County.

What milestones will be created to track this strategy? How many industries respond. What are their responses? Are they willing to share this information?

Who will implement the strategy? The District office is responsible for the ADR survey and will add this additional survey to that procedure.

How will this be measured? The District office will track the information received.

The tool for measuring the outcome? Percentage of those sent and received with applicable information.