

EDUCATION/OUTREACH

SWMD ANNUAL ADR SUBMITTAL | 2017

Hamilton County SWMD

Education/Outreach

Please click [here](#) for instructions.

Outreach Priority

Education/Outreach

	CATEGORY	MATERIAL OR FOCUS	DESCRIPTION	COMMENTS/ACTIVITIES
1	Residential Sector Education & Outreach	Electronics	Promotion of permanent electronics recycling outlets	The District continued to promote permanent outlets on its website and other one day events. In addition, the District sent an e-blast announcing the Reds 3-day event.
2	Residential Sector Education & Outreach	HHW	Promotion of permanent HHW outlets	The District continued its partnership with Hamilton County Public Health and Soil and Water. An e-blast was sent to our HHW distribution list on ways to reduce HHW and how to dispose of it. 3,754 residents opened the email (47% open rate). The Enquirer also ran an article. We also were intentional about posting appropriate content on our social media.
3	Residential Sector Education & Outreach	HHW	Promotion of permanent battery recycling outlets	The District conducted a one-month campaign advertising how to properly dispose of lithium ion batteries. We conducted Facebook advertising, ran media stories, designed a new battery web page, and sent an e-newsletter to our distribution lists. Results: 5,814 page views of the battery web page and a 44% open rate for our newsletter (well above industry standards).

4	Elected Officials Education & Outreach	General	Elected Officials Newsletter	The District sent two editions of its newsletter targeted to community leaders. It reached approximately 731 people.
5	Residential Sector Education & Outreach	General	Target Communities Outreach and Technical Assistance	The District worked with Lincoln Heights and Arlington Heights. Lincoln Heights started curbside recycling in 2017. The District worked closely with them on outreach and education. Lincoln Heights increased curbside and drop-off recycling by 52.73 tons or 886% between 2016 and 2017. In Arlington Heights, the District helped site their first drop-off and conducted outreach. The result was a 344% increase in tons recycled.
6	Residential Sector Education & Outreach	General	Adult Education Seminars	The District conducted 10 backyard composting seminars for 391 attendees.
7	Residential Sector Education & Outreach	General	Advertising Campaign	The District did not conduct a full-scale residential advertising campaign. 2017 was spent preparing for the launch of a large campaign in 2018.
8	Website/Social Media	General	Compost Blog	The Compost Blog had 87,899 page views.
9	Website/Social Media	General	District Website	Unique visitors to website - 176,689
10	Residential Sector Education & Outreach	General	Marketing Plan	The District continues to develop an annual PR workplan.
11	Residential Sector Education & Outreach	Organics/Food Waste	Outreach Priority (food waste and yard trimmings)	The District conducted a pilot food waste awareness campaign. In addition, the District continued placing a focus on implementing school sharing tables. Specifically, the District worked closely with health departments and the Ohio Department of Health to overcome some misconceptions about sharing tables. This was an essential step to clearing the path of widespread use of sharing tables. The District produced two pieces: one on how to better store food to make it last longer and the other is a Simple Guide to Reducing Wasted Food. Both are targeted to residents. The District also conducted 5 Reducing Food Waste seminars to 120 people.

12	Schools Education & Outreach	General	School Newsletters	The District produced its school e-newsletter that is sent, at minimum, four times per year.
13	Website/Social Media	General	Social Media	Facebook followers - 1,670 Twitter followers - 2,062 Instagram followers - 176 LinkedIn - 110
14	Residential Sector Education & Outreach	General	Special Events	District staff attended 19 events and reached 2,678 residents.
15	Schools Education & Outreach	General	Student Field Trips	Conducted 124 assemblies & classroom programs. Combining field trips, assemblies, and classroom programs, the District reached 11,529 students/adults.
16	Schools Education & Outreach	General	Student Presentations	Conducted 37 field trips. Combining field trips, assemblies, and classroom programs, the District reached 11,529 students/adults.

Ohio EPA Comments:

Response created on: Jan 22, 2018 at 09:52 AM CST by matthew.hittle@epa.ohio.gov

Response last updated on: Jun 1, 2018 at 12:52 PM CDT by holly.christmann@hamilton-co.org

RESIDENTIAL PROGRAMS; COMMERCIAL/INSTITUTIONAL PROGRAMS; INDUSTRIAL PROGRAMS; RESTRICTED/HARD TO RECYCLE MATERIALS

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Residential Sector Reduction and Recycling Programs

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Other Drop-off Recycling	Cincinnati City Aluminum Can Challenge	no activity required
2	Other Drop-off Recycling	Cincinnati City Textile Drop Boxes	no activity
3	Other Drop-off Recycling	Montgomery City monthly collection event (cardboard and paperboard)	See recycling tonnages under "drop off programs." This drop off was added under Drop Off.
4	Other Drop-off Recycling	Newtown Village - Cardboard only (3711 Debolt Rd.)	See recycling tonnages under "drop off programs." This drop off was added under Drop Off.

Commercial/Institutional Sector Reduction and Recycling Programs

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Public Venue and Special Event Recycling	Recycling at public events	The District provided technical assistance and loaned temporary recycling containers to 94 events reaching 180,035 residents.
2	Other Commercial/Institutional Programs	Commercial/Institutional Waste Reduction & Recycling	The District's commercial program includes businesses, bars, restaurants, schools, and multi-family. The District provides technical assistance, interior collection containers, and education. In 2017: 4 multi-family buildings started a recycling program; 10 schools started a new program or expanded an existing one; 14 bars/restaurants started a new recycling program; 25 businesses started a new program.

Industrial Sector Reduction and Recycling Programs

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Other Industrial Programs	Industrial Technical Assistance	The District did not conduct any waste assessments but did provide technical assistance in helping industries find outlets for potential recyclable materials. The District also has a list of outlets for traditional and unique recyclables on its website.
2	Other Industrial Programs	Interchange	The District ended its materials exchange catalog at the end of 2017 because of Ohio EPA's new program.
3	Other Industrial Programs	Pollution Prevention Internships	One company participated in the P2 internship program that identified 428 tons of waste reduction and \$160,105 in savings.

Restricted & Difficult to Manage Wastes, Special Collection Events

	MATERIAL TYPE	DESCRIPTION	COMMENTS/ACTIVITIES	TONS
1	Yard Waste	Yard Waste Drop-Off Centers	The District contractually operated three yard trimmings drop-off sites that had 24,918 visits in 2017.	2,799.00

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Response created on: Jan 22, 2018 at 09:52 AM CST by matthew.hittle@epa.ohio.gov

Response last updated on: Jun 1, 2018 at 12:51 PM CDT by holly.christmann@hamilton-co.org

GRANTS/INCENTIVES; FACILITIES; ENFORCEMENT/CLEAN-UP; OTHERS

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Grants, Economic Incentives, Market Development

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Community Grants	Residential Recycling Incentive Rebate (RRIR) Program	The District distributed 1,050,000 in RRI funds in 2017. Communities receive funding based on their recycling rate and tons recycled.

Facility Operation

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
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Enforcement & Clean-up

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Health Dept. Funding	Funding to County and City Health Departments	The District funded both health departments to enforce the solid waste regulations. The District spent \$344,582.
2	Other Enforcement or Clean-up activity	Environmental Crimes Task Force	The District spent 2017 as a planning year for the illegal dumping enforcement program. The District drafted the MOU with the Sheriff's office and developed the program logistics.
3	Open Dump & Scrap Tire Clean-up	Funding for Tire Clean-ups	The District collected 10,334 tires through its grant funding to Keep Cincinnati Beautiful and funding from Ohio EPA tire grant.

Other Programs

	CATEGORY	DESCRIPTION	COMMENTS/ACTIVITIES
1	Other Programs	Recycling Awards Program	The following received awards at the District's annual awards ceremony: Best City Recycling Rate- City of Madeira Best Township Recycling Rate - Columbia Township Best Village Recycling Rate - Village of Mariemont Most Improved Recycling Community - Colerain Township Recycling at Work Program of the Year - Everything But the House Excellence in Public Recycling - City of Mt. Healthy Best Multi-family Recycling - Wynbrook Apartments Outstanding School Recycling Program - Mercy Montessori Outstanding Recycling Educator - Sarah Newman, Sycamore Community Schools Student Recycler of the Year - Hailey Recker, Amity Elementary, Deer Park Schools - Friend of Recycling - Sarah Stankorb, Wyoming City Schools - Save the Food Award - Midwest Culinary Institute at Cincinnati State Recycling Restaurant Award - Casa Figueroa Excellence in Reuse - Play Library Sustainability Award - The Kroger Company Partner of the Year - Hamilton County Public Health
2	Disaster Debris Management	Emergency Debris Management Program	While not specific to Debris Management, the District continues to play a strong role on Hamilton County's EMA team.

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