

Outreach and Marketing Analysis

This appendix is an overview of R3Source’s existing strategies for providing education, outreach, marketing, and technical assistance to address five target audiences.

A. Minimum Required Education Programs

Goal 3 of the 2020 State Plan requires solid waste districts to provide four minimum education requirements. This section details how Hamilton County R3Source meets the four minimum education goals: website, resource guide, inventory, and speaker/presenter.

1. Website

R3Source strives to maintain a comprehensive website at HamiltonCountyR3Source.org. R3Source chose an easy to remember URL and organizes the website by self-identifying user (resident, business, school, etc.). Although the website has an extensive amount of information, R3Source has organized it into logical pages and sections using drop down menus. The website also features a search function currently powered by Recollect software.

In 2020, R3Source received 215,985 unique visitors to the website.

R3Source staff keep the website up to date by regularly updating information and in many cases actively contacting outside organizations to make sure the information is accurate.



2. Resource Guide

One of the most-viewed pages on the website is the [“Recycling and Reuse” outlets page](#). This comprehensive resource guide lists regional organizations accepting materials by material type.

R3Source promotes its website in all literature and almost all outreach materials. Staff members regularly reference the website during programs, presentations, and telephone interactions with the public. The R3Source website was updated in 2021 coinciding with rebranding.

3. Infrastructure Inventory

R3Source has an [infrastructure inventory](#) available as a pdf on our website. Much of this information is also included in other parts of the website but it is helpful for some audiences to have this information all in one place.

4. Speaker/Presenter

Six R3Source staff are ready and able to give presentations to residents, businesses, communities, schools and other groups in Hamilton County. These presentations are sometimes coordinated by staff and sometimes prepared on request. In addition to staff, R3Source also contracts with presenters to offer assemblies and school programs in 2020. Table L-1 shows the speaking programs offered by R3Source in 2020 which were impacted by the Covid-19 pandemic.

Table L-1. District Presentations in 2020		
	Number of Presentations	People Reached
Classroom programs and assemblies	167	4,175
Adult seminars	36	1,343
Total	203	5,518

B. Outreach and Education – Outreach Plan and General Education Requirements

R3Source outreach, education, and technical assistance programs address all the required 5 target audiences. Table L-2 lists the programs R3Source offers by audience. This list may shift as needs of the audience change or new program opportunities arise, however, R3Source will offer appropriate programming to each of the five audiences throughout the planning period.

Table L-2: R3Source Outreach Programs by Audience		
Residents	<ul style="list-style-type: none"> Recycling Hotline Advertising Campaigns Target Communities Seminars/ Presentations Container Loan Program 	<ul style="list-style-type: none"> Let’s Stop Waste at Multi-Families Social Media Newsletter Website
Schools	<ul style="list-style-type: none"> Recycling Hotline Website Classroom Programs and Assemblies Field Trips 	<ul style="list-style-type: none"> Let’s Stop Waste at Schools Container Loan Program Waste Audit Toolkit Newsletter
Industries	<ul style="list-style-type: none"> Recycling Hotline Social Media Let’s Stop Waste P2 Internship 	<ul style="list-style-type: none"> Waste Audit Toolkit Newsletter 513 Green Certification Seminars/Presentations
Commercial Businesses	<ul style="list-style-type: none"> Recycling Hotline Social Media Let’s Stop Waste Seminars/Presentations P2 Internship 	<ul style="list-style-type: none"> 513 Green Certification Waste Audit Toolkit Container Loan Program Newsletter
Communities / Elected Officials	<ul style="list-style-type: none"> Recycling Hotline Seminars/Presentations Community Toolkit Let’s Stop Waste 	<ul style="list-style-type: none"> Target Community Outreach Newsletter Container Loan Program Website

Using Best Practices to Optimize Outreach

R3Source commits to following Ohio EPA’s best practices when conducting outreach and behavior change, including:

1. Understanding the different needs of different audiences.
2. Focusing on changing behavior not just creating awareness.
3. Having measurable outcomes to achieve.
4. Using a consistently and frequently repeated message.
5. Evaluating the results to determine if the program is achieving the desired outcome.

For example, when R3Source starts working with a Target Community, staff takes the time to get to know the needs of the community, meeting with elected officials and community administration, attending meetings of resident groups such as block watch or beautification committees, and surveying residents. Staff ensures the appropriate infrastructure is in place to divert materials from the landfill and creates outreach materials that go beyond awareness to encourage behavior change. R3Source also finds multiple media on which to spread the message such as mailers, billboards, signage, and newsletters. Staff wraps up the Target Community work with a wrap up report evaluating the results.

Aligning Outreach and Education Programs with Diversion Opportunities

When planning an outreach or education effort, R3Source takes the time to evaluate the infrastructure available to a target audience and aligns the outreach to that available infrastructure. Questions considered include:

Recycling

- Does this audience have recycling available?
- For residents is the recycling curbside or drop-off?
- Do they need to pay a subscription fee to participate?
- For businesses, is recycling service available during the needed times?
- Do they have the space to accommodate recycling?
- For schools, do the children have access to recycling at school?

Food

- Is this audience able to legally donate prepared food?
- Do food scrap drop-offs or curbside collection services exist in their area?
- For businesses, do they have a commercial kitchen with space for food waste prevention technology?
- For businesses, is food scrap collection available to them?
- For residents, do they have space for backyard composting?

Yard Trimmings

- For residents, do they have access to curbside yard trimmings collections?
- For residents, do they have yards that would generate yard trimmings?
- For residents, do they have vehicles to transport yard trimmings to drop off locations?

R3Source ensures the most effective outreach by aligning the outreach materials to appropriate audiences with access to the needed infrastructure for the desired behavior change.

Incorporating Behavior Change Principles

R3Source frequently uses the techniques laid out in *Fostering Sustainable Behavior* by Doug McKenzie-Mohr to develop behavior change campaigns. This technique involves more work upfront than traditional awareness campaigns. After identifying the desired behavior, staff searches for past research and possibly conducts new research to better understand the barriers of adopting the behavior. Often outreach ideas need to be tested on a small scale and results analyzed before launching a full-scale campaign.

Evaluating the campaign or outreach effort afterward is also an important step to learn the effectiveness and gain insight into improvements for future campaign or programs.

Program Descriptions

Table L-3 outlines outreach programs targeting all the audiences. Descriptions of each program is listed below the table.

Table L-3: Outreach and Education Based Programs Reaching Most Audiences				
ID	Name	Start Date	End Date	Goal(s)
	Recycling Hotline	Ongoing	Ongoing	4,000 calls per year
	Newsletter	Ongoing	Ongoing	6,000 stakeholders reached per year
	Website	Ongoing	Ongoing	200,000 unique visitors each year
	Container Loan Program	Ongoing	Ongoing	25,000 people reached per year
	Social Media	Ongoing	Ongoing	10% increase in followers per year
	Seminars	Ongoing	Ongoing	1,300 adults reached per year

- **Recycling Hotline:** R3Source has a hotline number for individuals to call with questions on recycling, composting, and other waste diversion issues.
- **Newsletter:** R3Source publishes a digital newsletter four times per year highlighting current programs and opportunities. Although this is an awareness piece, it promotes programs and campaigns rooted in behavior change.
- **Website:** R3Source maintains a primary website (<https://hamiltoncountyr3source.org/>) with information on various programs as described at the beginning of this appendix.
- **Container Loan Program:** Organizations and individuals can borrow recycling and composting event containers. This program helps reinforce the normative behavior of separating out recyclable and organics.
- **Social Media:** R3Source has a primary presence on Facebook, LinkedIn, and YouTube. This outreach is mostly awareness based but works to build a community and keep our audiences engaged.
- **Seminars:** Staff presents both in person and virtual seminars on various waste reduction topics. These seminars vary from informational to instructional.

Table L-4: Residential Outreach and Education Based Programs				
ID	Name	Start Date	End Date	Goal(s)
	Advertising Campaigns	Ongoing	Ongoing	Campaign dependent
	Target Community	Ongoing	Ongoing	Community Dependent
	Seminars	Ongoing	Ongoing	1,300 adults reached per year
	Let's Stop Waste at Multi-Families	Ongoing	Ongoing	5 new complexes per year

- **Advertising Campaigns:** Conduct an annual robust county-wide residential outreach campaign. This campaign will incorporate social marketing principals to change behavior and primarily target residents. Campaign focus could vary from reducing wasted food, to recycling, to encouraging reuse.
- **Target Communities:** Target underperforming communities with technical assistance and outreach to residents to improve residential waste diversion participation and programs.
- **Let's Stop Waste at Multi-Families:** A technical assistance program for multi-family buildings to implement recycling into their infrastructure. This program strives to make recycling as easy as landfilling and includes resident outreach.

Table L-5: School Outreach and Education Based Programs				
ID	Name	Start Date	End Date	Goal(s)
	Classroom Programs and Assemblies	Ongoing	Ongoing	12,000 people reached per year
	Field Trips	Ongoing	Ongoing	10 field trips per year
	Let's Stop Waste at Schools	Ongoing	Ongoing	30 schools assisted per year

- **Classroom Programs and Assemblies:** R3Source offers both in house and contracted programs on many topics ranging from recycling and composting to reducing waste. Educators tailor the program by audience. Access to necessary infrastructure is considered when planning the programs.
- **Field Trips:** R3Source offers subsidized field trips and transportation reimbursement for several waste reduction related field trips. Hands-on and experiential learning encourages behavior change.
- **Let's Stop Waste at Schools:** A technical assistance program for schools to implement recycling, composting, and waste reduction into their infrastructure. This program strives to make recycling as easy as landfilling and includes student and teacher outreach.

Table L-6: Industry Outreach and Education Based Programs				
ID	Name	Start Date	End Date	Goal(s)
	Let's Stop Waste	Ongoing	Ongoing	5 industries helped each year
	Pollution Prevention (P2) Internship	Ongoing	Ongoing	2 interns hosted per year
	513 Green Certification	Ongoing	Ongoing	10 organizations certified per year

- **Let's Stop Waste:** A technical assistance program to implement recycling, composting, and waste reduction into their infrastructure. This program strives to make recycling as easy as landfilling and includes employee outreach.
- **P2 Internship:** R3Source pays for part of a summer intern salary to help implement waste reduction and pollution prevention projects.
- **513Green Certification:** An all-around sustainability certification with a strong waste reduction focus that recognizes local businesses.

Table L-7: Commercial Outreach and Education Based Programs				
ID	Name	Start Date	End Date	Goal(s)
	Let's Stop Waste	Ongoing	Ongoing	50 businesses helped each year
	P2 Internship	Ongoing	Ongoing	2 interns hosted per year
	513Green Certification	Ongoing	Ongoing	10 organizations certified per year
	Waste Audit Toolkit	Ongoing	Ongoing	50 unique views per year

- **Let's Stop Waste:** Described in "Industries" above.
- **P2 Internship:** Described in "Industries" above.
- **513Green Certification:** Described in "Industries" above.
- **Waste Audit Toolkit:** An online resource for organizations wanting to conduct their own waste audit. This resource explains the different types of audits, and best practices.

Table L-8: Community Outreach and Education Based Programs				
ID	Name	Start Date	End Date	Goal(s)
	Community Toolkit	Ongoing	Ongoing	Update content twice per year
	Let's Stop Waste	Ongoing	Ongoing	Assist 5 community buildings per year
	Target Community Outreach	Ongoing	Ongoing	Partner with two communities each year

- **Community Toolkit:** An online toolkit giving communities easy access to newsletter articles, images, and social media posts. Leveraging community level outreach helps spread the message to more locations.
- **Let's Stop Waste:** Described in "Industries" above.
- **Target Community Outreach:** R3Source partners with two to three communities each year with underperforming diversion rates. Together with the community, R3Source develops an outreach plan that everyone agrees to and then implements the tailored plan. R3Source staff incorporate social marketing principles into the outreach plan.

Outreach and Marketing Plan

Annually, R3Source's communications staff prepare a Communications Work Plan to guide the outreach efforts for the year. The purpose of the Communications Work Plan is to position R3Source as a leader in helping communities, schools, businesses and individuals reduce waste. R3Source typically uses the following marketing tactics to achieve these objectives:

- Digital Advertising (Streaming services, YouTube Pre-rolls, Facebook/Instagram, Google Ads)
- Direct Mail
- Email Marketing
- Public Relations
- Local media news coverage
- Social Media

The Communications Work Plan is in addition to the many programs targeted to the five target audiences, all of which incorporate changing behavior. The Strategic Marketing Plan proactively builds awareness about recycling, reuse, waste reduction and Hamilton County R3Source among residents, businesses, schools and elected officials.

C. Outreach Priority: Food

The Waste Composition Analysis in Appendix H identified food as the most predominant single material category in both residential and business waste landfilled. In addition, the Processing Capacity Analysis in Appendix H identified processing capacity for this material as the largest area for improvement within Hamilton County. Given that one in five Hamilton County residents is food insecure¹ and food waste in the landfill can create greenhouse gas emissions, focusing on reducing wasted food can have a major impact socially and environmentally.

Strategies to address reducing wasted food will need to focus on multiple audiences to have a broad impact. R3Source plans to regularly evaluate strategies and adapt based on successes and available technology. Here are two sample strategies R3Source will implement.

1. Residential Wasted Food Campaign

Purpose/Goal: To change residential behavior around reducing wasted food. Identified behaviors include shopping with a grocery list, inventorying the pantry and refrigerator before shopping, storing food properly to optimize useable life, and consuming leftovers.

¹ Feeding America

Target Audience: Current audience are Hamilton County residents with young families who are the primary grocery shopper and/or cook in the home. Young families were identified as they create the most food waste. Secondary audience are all Hamilton County residents who grocery shop and prepare food.

Strategy Development and Implementation: R3Source will use current data gathered by a research consultant and other data available from similar research to identify the best audience and strategies for reducing waste. The Food Waste Diversion Coordinator will work closely with Communications staff to identify barriers to behavior change and develop strategies to overcome those barriers. R3Source will hire outside consultants and advertising firms as needed for campaign material and video development and advertising purchasing.

Determining Success: R3Source will determine success using a few quantitative and qualitative measures. R3Source will gather quantitative data using waste sorts either at the landfill or the curb to measure success over time. R3Source will also look at statistics from the campaign such as website view and number of individuals watching the videos. Finally, R3Source has partnered with the University of Cincinnati and outside firms to measure the amount of awareness and self-reported behavior change over time. The ultimate measure of success will be less overall waste entering landfills from residents.

2. Supporting Food Rescue Infrastructure

Purpose/Goal: Support existing and development of new infrastructure as needed for recovering edible food and getting it to those in need.

Target Audience: Food pantries, food rescue operations, venues creating edible food that is currently wasted (e.g., wedding venues, restaurants, institutional kitchens).

Strategy Development and Implementation: Food Waste Diversion Coordinator will work with stakeholders on a regular basis to receive their input on needs, barriers, and ideas where R3Source could support. Large new programs and grants will run through the Hamilton County Solid Waste Policy Committee before approval.

Determining Success: Increase in amount of food rescues as measured by our annual commercial survey.