

Education and Outreach Strategy

The NCO Solid Waste District's (NCO) strategy for providing education and outreach to residents and businesses in the six-county area consists of the following:

- 1. Consistent branding for all messaging, flyers and documents regarding logo and terminology for programs.
- 2. Detailed and continuously updated web site for all programs with consistent terminology and branding on acceptable and non-acceptable items.



3. Detailed signage at recycling drop-off sites with consistent terminology on acceptable and non-acceptable items.









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4. Targeted post card mailings for curbside and drop-off programs with consistent terminology on acceptable and non-acceptable items.





5. Curbside tagging projects for the Marysville (2019) and Sidney (2022) on acceptable and non-acceptable items.







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- 6. Targeted Curbside spot tagging projects for communities on acceptable and non-acceptable items.
- 7. Targeted drop-off spot participant engagement projects on acceptable and non-acceptable items.
- 8. Develop and produce site specific and generic videos on how to participate in the following District and community programs and post on web site:
 - ✓ Curbside recycling
 - ✓ Drop-off recycling
 - ✓ Permanent HHW facility
 - ✓ Mobile HHW facility
 - ✓ Union Recyclers MRF
 - ✓ Shelby County Recycling Center
- Develop school age children videos on broad topics of recycling and post on web site.