



WASHINGTON COUNTY

OREGON

Solid Waste & Recycling



FY 2020-21 Education and Outreach Work Plan

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Education and Outreach

FY 20-21 Plan Goals

Leading with racial equity: We will prioritize access to resources for historically underserved communities of color in Washington County.



- In partnership with Metro and Centro Cultural, continue to support the Promotoras Ambientales (Environmental Promoters) program which trains community members to provide recycling and waste prevention education in Spanish.
- Work with Prosperidad and Adelante Mujeres to develop sustainability programs that support Latinx microbusinesses.
- Offer community reviewed outreach materials in all safe harbor languages; provide accessible options for community members with limited English proficiency to contact us via telephone or email.
- Connect with multifamily communities to provide technical assistance, resources and signage in multiple languages.

Education and Outreach

FY 20-21 Plan Goals

Pivoting to new spaces: As a result of COVID, we are unable to do our usual outreach. Instead, we are focusing on projects and practices that allow us to reach the community safely.

Trash Talk Tuesday



- Develop video libraries for use with different audiences; topics include green cleaning, recycling, food waste prevention and waste reduction.
- Update and deliver educational presentations for community members and businesses in a virtual format using tools like Zoom and Teams.
- Launch social media campaign “Trash Talk Tuesday”, including option for Facebook Live Q & A.
- Contact-free resource deliveries for businesses and multifamily properties.
- Host virtual Green Business Leaders Roundtable events, Coffee Hours and Master Recycler trainings.

Education and Outreach

FY 20-21 Plan Goals

Fulfilling our core mission with excellence: We will strengthen and grow our existing programs, resources and partnerships.



- Programs include our Green Business Certification, Food Waste Stops With Me, the Eat Smart, Waste Less Challenge, Multifamily Technical Assistance, Reduce, Reuse, Recycle, and more.
- Resources include our website, print and electronic newsletters, Facebook, the Garbage and Recycling Day (GRD) app, the What to Recycle and Where search tool, collection calendars, print materials and more.
- Sustain collaborations with partner organizations, including multiple Metro working groups, the Association of Oregon Recyclers (AOR), the DEQ Recycling Steering Committee, local jurisdictions, cities in Washington County, Oregon Green Schools, Citizen Participation Organizations (CPOs) and Community Based Organizations (CBOs) like Centro Cultural and Adelante Mujeres.

Questions?

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Thank you!

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