

# DELAWARE STATE YARD WASTE MANAGEMENT COMMITTEE

## Education Subcommittee Report

September 28, 2005

A statewide education effort will be critical to the success of a yard waste management program. This effort must be designed to reach and gain the cooperation of all affected segments of the population. These groups, the recommended focus of outreach, and the recommended outreach tools, are:

### 1. People (Households/businesses)

Yard waste diversion begins here, with individuals keeping their yard waste separate from trash and either managing it on site or arranging for transport to a processing facility. Outreach should focus on:

- Connecting yard waste management to larger issues of resource management and good environmental stewardship.
- Teaching people how to manage their yard waste through grasscycling, composting, and mulching.
- Informing people of the proper way to prepare the yard waste that they send off site.
- Providing feedback on progress, including success stories of how some of the diverted materials are being made into marketable products.

Recommended vehicles to achieve this include:

- Newspapers
- Bill stuffers
- Billboards
- Direct mail
- Public events (e.g., community fairs)

Research shows these tools to be much more effective than electronic media (TV, radio) and also much less expensive.

### 2. Political Representatives

If legislation addressing yard waste is to be put into place, it is important to inform politicians in the initial stages of this effort. They are the group who will be called first by their constituents regarding any mandated program. Outreach to legislators should include:

- Connecting yard waste management to larger issues of resource management, good environmental stewardship, and sustainability.
- Creation of business opportunities by ensuring a constant supply of material.
- Descriptions of how the yard waste management system will work and what it will look like for the impacted groups.

Recommended vehicles for imparting this information are:

- Written materials (flow charts, fact sheets)
- Workshops

3. Cities, Towns, Counties

Many successful yard waste programs are designed and managed by local governments or communities. Each demographic area (from densely populated cities to sparse rural areas) may have methods that work for that particular area, but not statewide. In addition, there may be more of a sense of commitment for a yard waste program that was designed by the people that participate in it. Outreach resources should be made available to each community to promote its own program.

4. Haulers

It will be necessary for haulers to incorporate yard waste collection into their operations. They will need to be educated on the requirements of legislation as it pertains to them. They also should be made aware of possible assistance under Delaware's Green Industries Initiative.

5. Processors

Companies that process yard waste into usable products will need education on legislative and regulatory requirements pertaining to their facilities. They also should be made aware of possible assistance under the Green Industries Initiative.