

WHAT'S UP WITH REO?



June 17
Environmental
Committee
Meeting

Editth Makra

*Project Manager,
Director of Environmental
Initiatives,
Metropolitan Mayors Caucus*

SCOPE OF PROJECT

Timeline

November 2024
-
June 2027

Budget

\$2 million
EPA Grant

Goals

- Get residents of the Metro region excited about recycling again!
- Educate residents to increase recycling and reduce contamination
- Improve the quality of materials placed into the recycling stream
- Encourage consumers in the region to "buy recycled"

REGIONAL EFFORT



Baseline and Results

SCS Engineers collecting baseline data to measure success with resulting data

Marketing

Güd Marketing developing messaging to launch an ad campaign

Outreach Staff

Recycling Education & Outreach Specialist will educate residents on proper recycling through 'retail' outreach

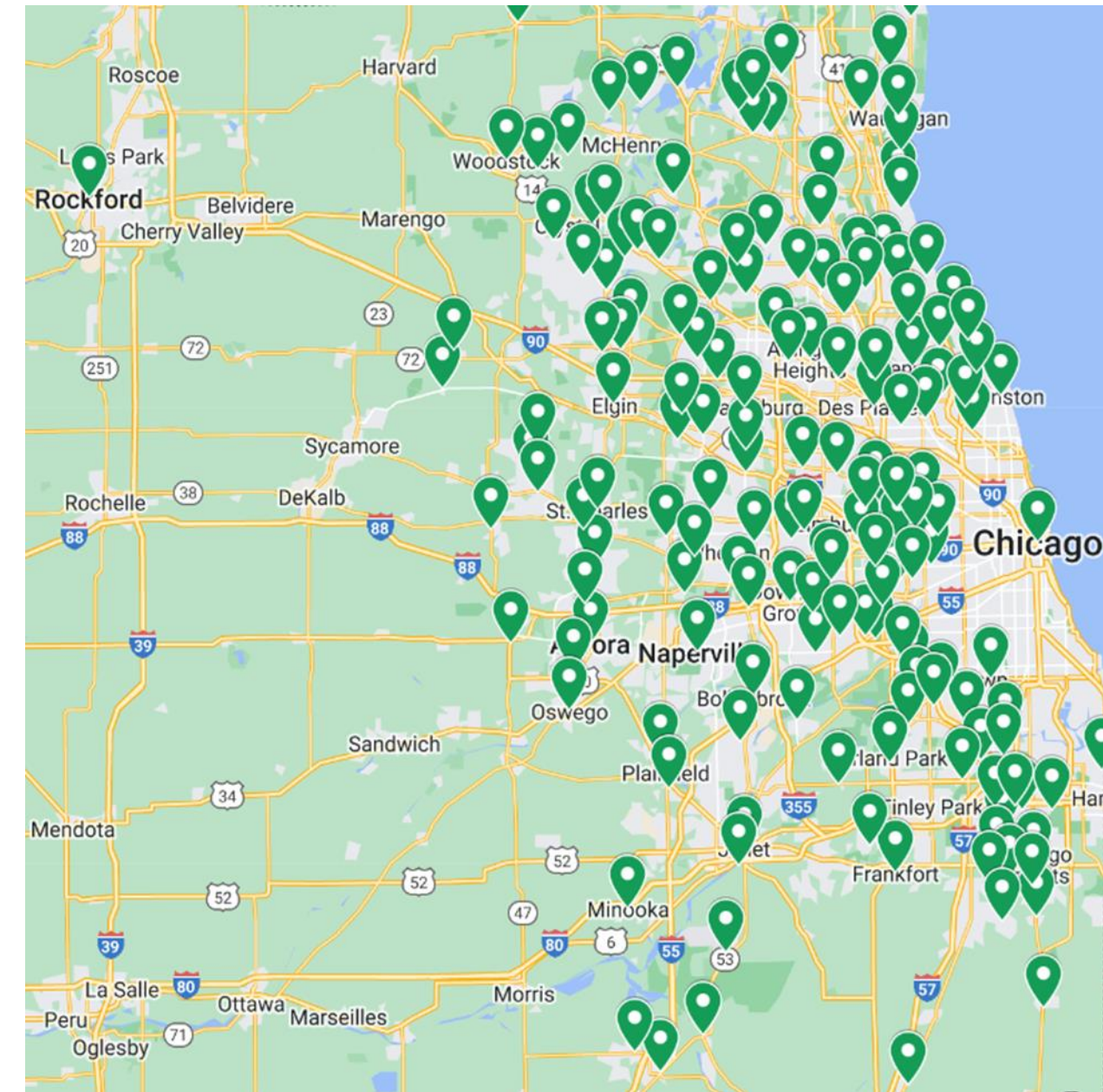
Partners' Subawards

Each partner has a sum of money to further recycling participation in their communities

CONSENSUS for ACTION

GRC Waste & Recycling Goals

- Support sustainable material management
- Recycle materials across all sectors
- Divert waste from landfills
- Enact policies that cause sustainable material management
- Engage the community in waste reduction and recycling



GRC Adopters

- 158 municipalities
- 6 counties
- 10 COGS