



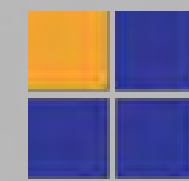
REO Project Update

WHERE WE ARE NOW & FEED THE CART INTRODUCTION

Juliet Mathey

ENVIRONMENT & ENERGY
COMMITTEE

NOVEMBER 18, 2025



Metropolitan
Mayors
Caucus

Components



1

Grant Partners' Subawards

2

Outreach Staff

3

Marketing Campaign

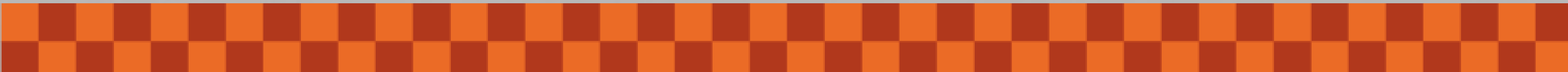
4

Baseline and Results

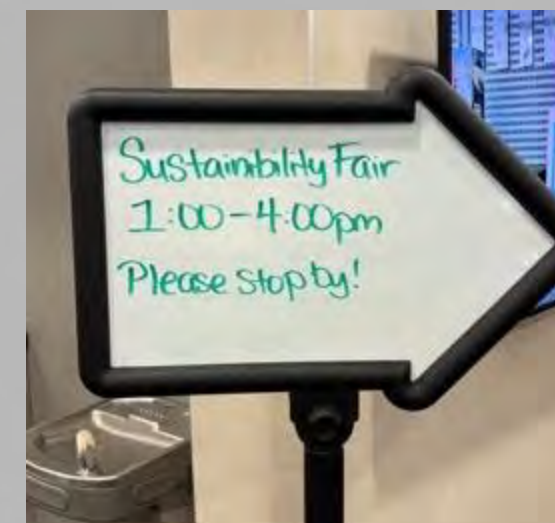


Data Update

SPENCER LABELLE, SCS ENGINEERS



Tabling & Outreach Events



Presentations & Listening Sessions

Environmental Commissions

- West Chicago Environmental Commission
- Park Forest Environment Commission
- Brookfield Conservation Commission
- Glenview Environment and Natural Resources Commission
- Aurora Sustainability Advisory
- Batavia Environmental Commission
- Homer Glen Environmental Committee

Local Organization Engagement

- CHaRM Center
- McHenry County College
- Environmental Defenders of McHenry County
- Elgin Community College
- Southland Green Drinks
- Sustain Rockford
- Environmental Education Association of Illinois
- & more!

Overview

- Desire for residential resources
- Existing education efforts
- Need for increasing awareness of resources
- Culturally relevant materials are important
- Solution? Diverse methods



Feed The Cart Launch



Next Steps



More Municipal Resources to Come

Developing Outreach Materials



Winter Community Events

Bringing Loop to Your Community!

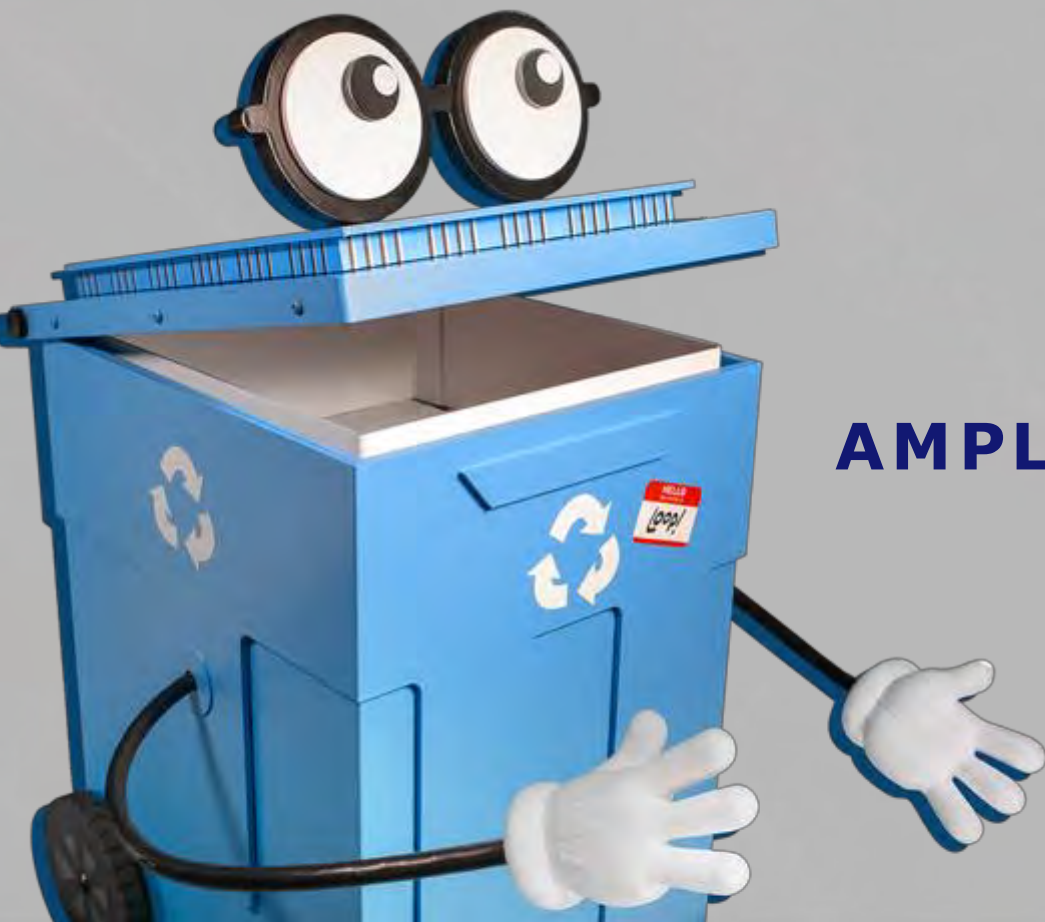






How You Can Help

AMPLIFYING LOOP'S MESSAGE IN YOUR COMMUNITY



Let us know...

- Event opportunities
 - Juliet & Loop can table!
 - Mike Nowlin can work the press angle
- Available community billboards
- Resources you'd like to see



Utilize & Share...

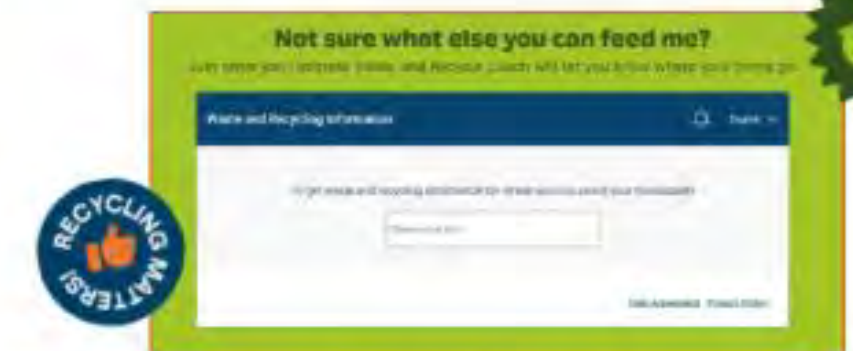
- Existing municipal resources
 - Introductory newsletter
 - Introductory social media post
 - Drafted language
- FeedTheCart.org
 - Recycle Coach
- Loop's social media!
 - Facebook: @LoopTheCart
 - Instagram: @RecycleWithLoop



Meet Loop!

He's a little cart with a BIG appetite for your recyclables. As a recycling cart, Loop knows just how great recycling is for the environment and the economy. Cardboard boxes, plastic bottles or jugs, metal cans or glass jars ...the benefits only make recyclables that much tastier. That means a little treat for Loop is a BIG win for the community!

FeedtheCart.org can connect you with local resources who can provide you with more targeted information and upcoming events in your community!



Learn what you can recycle with Loop at FeedtheCart.org. Use the Recycle Coach feature on the website to find out where to bring hard to recycle materials like electronics, clothing, and household chemicals.

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement 84079901 to Metropolitan Mayors Caucus.

Invite Loop to Your Community!



Breakout Sessions



- 1 How can Loop help your community?
- 2 How can your community help Loop?
- 3 Outreach material ideas
- 4 Share what you're already doing