

Waste Reduction Education Campaign

In 2019 and 2020, the Madison County Department of Solid Waste's Recycling Coordinator launched an updated county-wide recycling and waste reduction campaign. The campaign is called "Rethink Waste in Madison County." The purpose is to continue educating County residents on waste reduction, recycling, and reuse practices. The campaign is ongoing, and the recycling coordinator's education and campaign goals are highlighted on page 4 of the 2019 Madison County Solid Waste Management Plan.

The recycling coordinator used various forms of communication and outreach to engage residents in Madison County. The coordinator presented in classrooms, at event tables, and gave tours of the recycling center to educate residents. Educational material like the County's recycling guide was also updated. The Recycling Coordinator also used communication methods such as the County website, social media, print advertisements, and radio to educate and reach residents.

In 2019 the recycling coordinator reached 1,858 community members through various presentations. Since the campaign's launch, the coordinator has presented a table of information at SUNY Morrisville's welcome week, the annual Madison County Fair, DeRuyter's Firemen's Fair, and the Great Swamp Conservancy's Earth Day celebration. In addition, SUNY Environmental Science and Forestry engineering students took a tour of the transfer station and recycling operations.

Despite the pandemic and its gathering limitations, the recycling coordinator was still able to educate almost 500 community members through classroom presentations, tours of the transfer station, and at events such as the electronic waste recycling day.

In 2019, the department also updated its recycling guide, created a recycling magnet, and distributed new recycling bins to all county residents. Over 5,000 brochures and magnets were distributed across the County in strategic locations for pick-up such as village and town halls, local libraries, the transfer station, and the Department of Solid Waste. In addition, to encourage the proper separation of recyclable materials based on dual stream guidelines, the department also distributed 3,750 22-gallon recycling bins.

Recycling guide: <https://www.madisoncounty.ny.gov/DocumentCenter/View/9405/2022-Recycling-Guide>

Magnet/Quick Guide: <https://www.madisoncounty.ny.gov/DocumentCenter/View/9366/Recycling-Quick-Guide?bidId=>

The campaign also included the launch of a new recycling website that has a plethora of resources and information. Through the "How Do I Recycle and Dispose Of" search tool, users can type in the waste item they would like to dispose of and, as a result, will receive information on how to do so. In 2021, over 9,000 users searched over 16,000 materials with the "How Do I Recycle and Dispose Of" search tool. On the website, there is also access to a waste sorting game that the department created. Almost 300 people tested their knowledge playing the game. Most importantly, a calendar of upcoming recycling events is provided on the department's website.

Website and Calendar: <https://www.madisoncounty.ny.gov/2367/Solid-Waste>

Game: <https://madisoncountyny.recycle.game/>

From 2020 to 2021, a high school intern from the Madison Oneida Board of Cooperative Educational Services led the effort to create a series of YouTube videos for the Department of Solid Waste. The videos educate residents on the proper disposal of hazardous household and electronic waste and particular health-related items at the County's transfer station.

Household Hazardous Waste: <https://www.youtube.com/watch?v=AGi8Yg4k5gc>

Electronic Waste Program: <https://www.youtube.com/watch?v=NzaZdRf8cN0>

Special Programs at the Transfer Station:

<https://www.youtube.com/watch?app=desktop&v=tZY8bCtiYK4>

The recycling coordinator uses the Department of Solid Waste's Facebook page and the Madison County Solid Waste website to advertise upcoming educational events. A recent screenshot of a Facebook post and the link to the Department's website with upcoming events is provided below.



Department Calendar: <https://www.madisoncounty.ny.gov/2367/Solid-Waste>

Facebook: <https://www.facebook.com/madisoncountyrecycles>

Lastly, the recycling coordinator informs county residents on social media about various local and state recycling updates via Facebook and Nextdoor. Topics include the recycling program in Madison County, state-wide events and bans, holiday recycling, and educational events occurring in the County.