



Circular  
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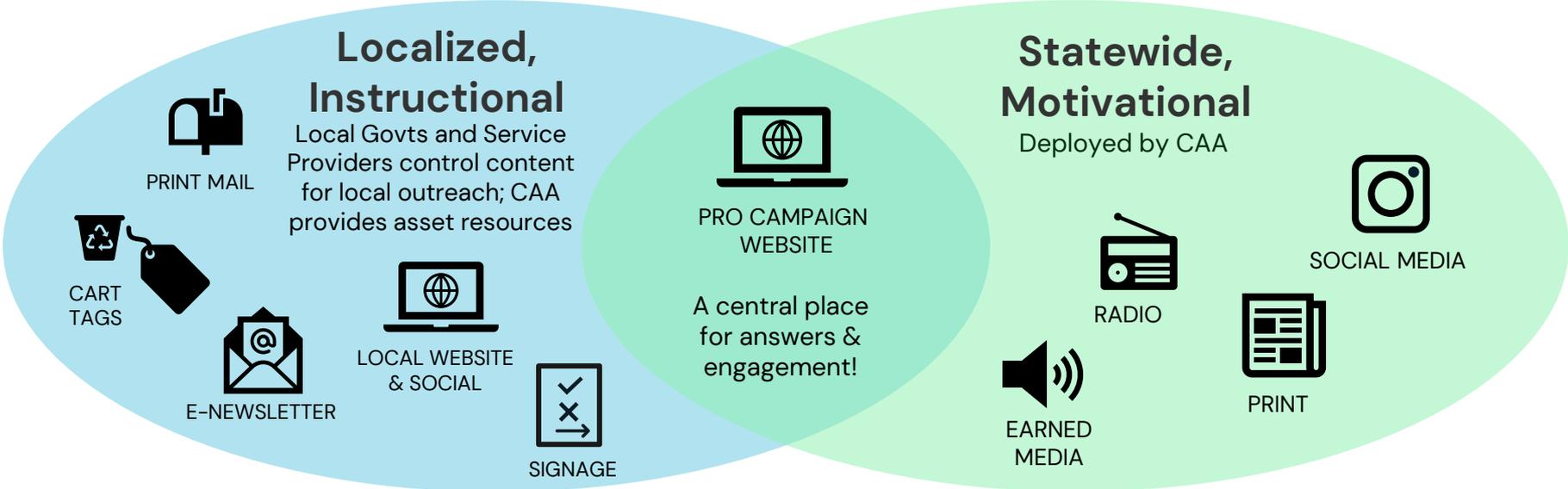
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# Oregon Education & Outreach Overview

Maryland Advisory Council  
Dec. 2, 2025

# Campaign Ecosystem of Messaging

A variety of messaging channels enables wide reach to diverse populations. Localized & Statewide messages complement each other and guide the public to where they can find information.



# Education & Outreach

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- **Mission:** Make recycling easier and more effective with convenient services, clear guidance and meaningful support so all can participate in a trusted system that works.
- **Attributes:** Reliable, trusted, empathetic, bold.
- **Tone:** Friendly, approachable, helpful, enthusiastic.
- **Main message:** Be a part of making a better recycling program.



*Transcreated Spanish language logo*

# E&O Portal

Toggle curbside glass collection on or off.

Select between the standard and alternative USCL metal collection.

Choose which No! icons are most important for the community.

Customize the material with the local government or hauler logo and contact info.

Automatically translate the material into 11 non-English languages. Translating materials also updates material images to show 1 item specific to the language.

The screenshot displays the E&O Portal interface, divided into a form editor on the left and a preview on the right.

**Form Editor (Left):**

- Select community:** Arlington (City), Oregon
- Select program:** Single-Family Program
- Name your project:** USCL Recycling Guide
- description:** default description
- Include Glass?:**
- Metal Options:** Standard
- No Icon 1:** No Bagged Recyclables
- No Icon 2:** No Batteries
- No Icon 3:** No Food or Liquid
- No Icon 4:** No Plastic Bags
- No Icon 5:** No Hoses, cords or wires
- Website URL:** localwebsite.gov
- Phone Number:** 123.456.7890
- logo:** UPLOAD YOUR LOGO
- Preview in Language:** English

**Preview (Right):**

**Recycling Guide**  
Thanks for recycling these items! All items must be empty and dry.

Following the guidelines of what is allowed in your recycling bin saves natural resources, reduces pollution and creates jobs.

**Plastic:** Bottles, round containers, buckets, and rigid plant pots. Caps OK if screwed on. All items must be 2 inches by 2 inches or larger.

**Metal:** Aluminum and steel cans, and scrap metal. Less than 10 pounds and 18 inches.

**Cardboard and Cartons:** Flattened cardboard, packaging boxes, and food and beverage cartons. Pizza boxes must be empty with no food residue.

**Paper:** Newspaper, magazines, office paper, paper egg cartons, mail, paperback books, paper bags, and non-metallic gift wrap.

**No!**

- No bagged recyclables
- No batteries
- No food or liquid (empty of contents)
- No plastic bags or stretchy plastics (other than a Ziploc)
- No hoses, cords, or wires

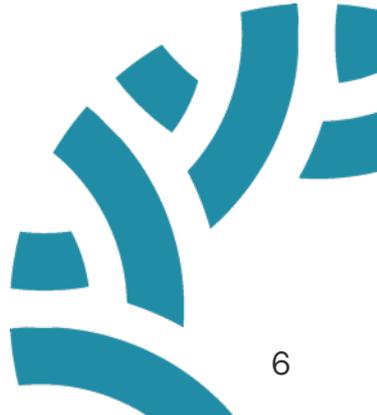
RecycleOn OREGON | UPLOAD YOUR LOGO | 123.456.7890 | localwebsite.gov



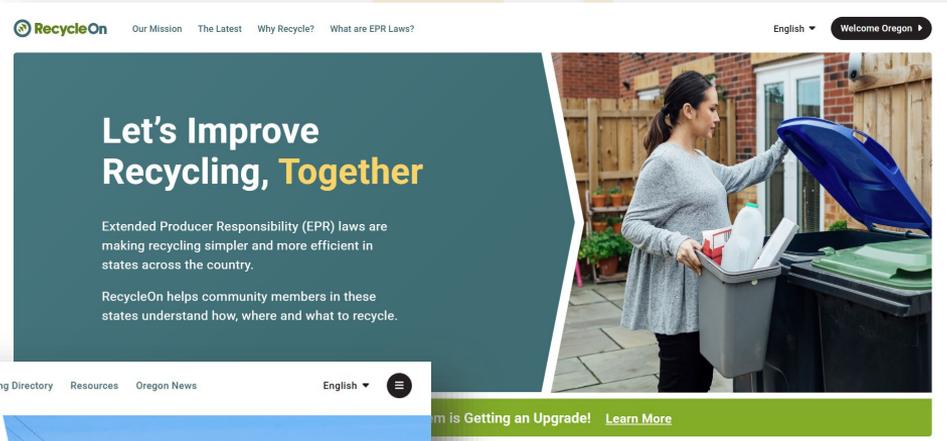
# Additional E&O Materials Available

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-  Messaging Timeline Guide
-  Community Education and Outreach Playbook
-  Newsletter and press release templates
-  Images (recycling and non-recycling materials, No! Icons)
-  RecycleOn Oregon logos
-  Social media toolkit
-  Terminology spreadsheet



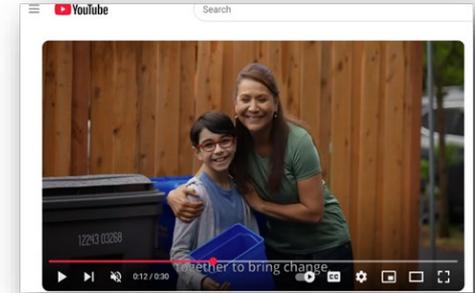
RecycleOn.org/Oregon serves as a trusted source for community members to get information about recycling in their state.



CAA ensured that community members using the website have “off-ramps” to **connect to their local recycling program.**

# Oregon Statewide Ads

- The RecycleOn Oregon statewide advertising campaign launched in August 2025!
- Phase 1 introduced the [RecycleOn.org/Oregon](https://RecycleOn.org/Oregon) website and builds awareness that changes are coming to improve recycling in Oregon.
- The campaign includes Google search, out-of-home, digital audio, podcasts, digital video/pre-roll/YouTube, broadcast and cable TV, radio and social media ads.
- Video ads
  - [Together We Can Do This](#)
  - [Juntos Podemos hacerlo](#)
- RecycleOn Oregon shares recycling tips, behind-the-scenes views of recycling centers and news about recycling on Facebook, Instagram and TikTok.



Together, we can do this video ad



Examples of social media ads



Billboard and Transit Ad 8

# Oregon Statewide Ads

## Phase 1

### RecycleOn Oregon Launch



- **69,771,753 completed video views** at a cost per view below the national average.
- **42,620,170 audio listens** at a cost per listen below the national average.

## Phase 2

### Anti-Contamination



- **12,686,846 audio listens** at a cost per listen below the national average.
- **50,753 site clicks**

## Phase 3

### RecycleOn Centers



- **889,888 audio listens** at a cost per listen in line with the national average.
- **3,341 site clicks**
- Smaller geographic area than the other phases.



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