

## Public Information Officer Priority Topics

### 1. 2019 ISWMP Education & Outreach Recommendations – See Chapter 5

Implement a 3 year education and social marketing program to educate the public and business community about landfill diversion initiatives and opportunities

Expand and improve public education and awareness programs

- Develop a visitor industry waste reduction education program for both tourists and facilities
- Continue reuse education, outreach and public awareness campaign to encourage public participation and use of the reuse centers

Implement HHW/e-waste education, outreach and public awareness program

Other: *(tended to be medium priority)*

- Master Recycler volunteer program for events and at Transfer Stations
- Business waste audit tools and assistance to reduce waste
- Improve website and other social media communication
- Improve signage at transfer stations
- Conduct marketing survey to tailor messages to target audiences
- Increase DEM participation in public events
- Develop school education materials and presentations for both students and facilities
- Educate the public on the true cost of waste disposal and diversion
- **Educate the public on true costs of littering** (prevention addressed in Ch 10.5.5.4). Lay groundwork for increased fees or change in services
- Keep public up to date on key issues – operational and budget constraints affecting availability of services, exploration of future activities (eg, composting)

*RG 4/27/22 - figure out how to immediately notify County residents of something that is normally open on any given day (greenwaste at Kealakehe, etc.) has been closed for that day.*

### 2. Wastewater Treatment

- Educate public on life cycle impacts of cesspools, improper sewage practices
- Status of issues – need for routine communication on progress for WWTP construction, planning and compliance issues with affected communities, develop and promote Master Plan
- Set up website and other social media for WW issues, FAQ, lay groundwork for future fee increases and changes in services