In January, CAA and its contractor, The Recycling Partnership, hosted two webinars to share drafts of Batch 1A Beta education and outreach (E&O) materials. CAA thanks everyone who provided feedback for their thoughtful input on the materials. Your insights are essential in enhancing the effectiveness of these resources. Continued feedback will be accepted to inform future updates to our educational materials. Below is the combined feedback and CAA's response.

Key improvements inspired by your feedback include:
- Simplified materials by reducing text and using more common language
- Added language to educational materials to meet OTR requirements
- Streamlined design with fewer visual distractions
- Improved readability and accessibility
- Simplified language to allow for clearer transcreation and aligned with translated language already in use in Oregon communities
- And revised text and imagery to address material-specific feedback. Because many comments covered the same topic, they were combined, making the full number of comments received much higher.

Comment	Response
Recycling Guide Imagery and Text	
Plastics	
2" in 2 dimensions is confusing to read.	Changed to "2 inches by 2 inches or larger"
Most items are labeled with weight, not the container's dimensions, so when saying that items must be larger than 2" x 2" dimensions, it does not make it any easier for the residents of Oregon to decide if a container is recyclable at the curbside	The USCL created by DEQ sets the 2 inch x 2 inch standard instead of the current 6 oz or larger. The 2" guideline aligns with the Association of Plastic Recyclers guidelines.
Replace caps and lids is confusing	Changed to "caps OK if screwed on"

Why include plastic numbers for nursery pots but no other plastic, particularly when we stress that we recycle based on shape and size.	Changed text to say "rigid" instead of using the recycling identification code.
Plastic is the only category that mentions which location these items may be found, which may not be necessary. Consider removing it to provide more space.	Changed
The descriptive text in the plastic section references kitchen, laundry and bath. This is very residential focused and could benefit from adding something that addresses commercial/business customers.	Removed
I do like the specificity of Food, Laundry and Bath for plastic.	Thank you for the feedback. That text was removed to save space.
People don't understand what a "tub" is. Use round plastic container instead	Changed to "round container"
Remove non-covered products such as soda and water bottles	Removed one plastic bottle
It feels redundant to include text on the images and some of the same text below the group of images. Could we use the text below the group to provide general guidelines for each category. For example: "Choose plastics to recycle based on size and shape. In Oregon we recycle round plastic containers, bottles and jugs with a screw top cap and buckets up to 5 gallons. Ensure that each container is at least 2 inches in two directions	The text on the images can help people connect the item with the category it represents. CAA will explore other options for this before the final launch of materials in April. The suggested text is longer than the current text. Due to many requests to streamline the amount of information on the guide, CAA will work to update the text overall.
The milk jug looks full	Changed color to match natural HDPE more closely
"Cat Litter" may be better labeled as "Bucket"	All other labels, except cardboard, identify what is often found inside them instead of the items' name. CAA will explore icons/pictures for the final release.

What's a jug? Isn't it just a bottle?	"Jugs" has been removed
Is there a maximum size?	The USCL says "that fit loosely in the provided on-route collection container". To save space a maximum size will not be added at this time.
Do plastic items need to be rinsed, empty, dry, clean? There aren't any instructions with those details.	These instructions have been added for all materials at the top of the page
I am concerned about the lack of specificity for plastic bottles. Are MRFs going to report the 'contamination' of solid color PET/PETE bottles and jars or are these materials going to be added soon? I have many examples of Food and Bath that are solid color PET in my office.	This is a good question that will require a bit more research before the final release in April.
The nursery pot, which will be a new addition in many area, is somewhat hidden and may be unclear as to what it is.	Moved for visibility
Cardboard and cartons	
why is a pizza box included (food contaminated waste in recycling stream)	A study confirmed that pizza boxes are recyclable by paper mills. Grease and cheese in an amount typically found on pizza boxes are not an issue for the recycling process. Added text to indicate that items need to be clean. Study link – https://www.westrock.com/greasecheesestudy
Are plastic caps on aseptic containers okay? please remove caps from cartons in the visuals.	Caps removed
If "Cardboard and Cartons" is going to be a separate category from "Mixed Paper" consider including these two categories visually next to each other.	Moved next to "cardboard and cartons" and renamed "mixed paper" to "paper"

Is an egg carton a "carton"?	CAA chose to keep egg cartons in the "paper" category to highlight that only paper cartons are accepted, and plastics and Styrofoam egg containers are not.
What about non-food boxes like an empty Kleenex box (and so many other examples)? Suggest simplifying and saying boxes, beverage cartons and flattened cardboard.	Removed "food" from in front of "boxes".
There could also be confusion around the addition of "cartons" like the cream carton in the picture that is accepted, but then saying "No boxes from the refrigerator"	This issue will be resolved via descriptor text changes (eliminate the word "food") and switching out the No! icon with a more serious contaminant (as requested in other feedback)
Consider clarifying that only uncoated cardboard is accepted (this is most important for commercial customers like grocery stores)	CAA will look at including this in future business-focused guides.
Metal	
There should be a few additional cans, soda, beer, bubbly.	Conflicting comments on this topic. No change will be made at this time.
Remove non-covered products such as beverage cans	
What's supposed to be done with can lids?	Not all items can be listed on the Recycling Guide. Many commenters requested less information on the page. CAA does not intend to add directions for metal lids at this time. This approach matches many local government's current recycling lists. A complete list will be included on the public-facing website.
the pot is somewhat difficult to identify as it's quite hidden	The pot was moved out slightly for visibility. CAA was unsure if this was the nursery pot or the cooking pot. Both were adjusted.
I like that an actual cooking pot was included in the accepted materials section	Conflicting comments on this topic. No change will be made at this time.
"pots" seems unnecessarily specific for scrap metal	

Are Teflon coated pans acceptable?	The USCL is silent on this topic.
The metal should have a fine print section that specifies less than 10 pounds, 18 inches length or less and no sharps and tanglers.	Added "and 18 inches"
There are different metal collection images? what are the differences and why? I thought the goal was to have consistency throughout the state?	Some communities will continue to collect a larger list of metals while CAA investigates on-ramping foil and empty aerosol cans to the USCL. The two guides reflect this difference.
"Communities with/without Curbside Collection of Glass and/or Additional Metal Collection" is a confusing way to describe the difference between communities that have chosen to accept reimbursement for collecting some PRO materials on the side. Consider ways to more clearly explain the differences between these two collection options.	This description is not a public–facing signifier. CAA uses this to help communities understand which list is which.
Consider listing aluminum foil products	Due to space concerns, CAA did not add "aluminum foil products" to the list
Mixed paper	
crumpled up paper on top of the pile? I'm assuming those are books in front of the envelope	Removed
Consider moving "(no ribbons)" from the Mixed Paper category to the NO! section with "No Hoses, Cords or Wires" to reduce clutter and remain consistent.	Removed "no ribbons"
Change title from "mixed paper" to "paper"	Changed to "paper"

Text describing allowed paper types: Could this also be reduced to reduce the total amount of text? It is quite a bit of text for English and when translated, the text will likely take up more space. Maybe: Paper bags, egg cartons, envelopes, magazines and paperback books. Get rid of the "also accepted" list.	Updated
is tissue paper not included anymore?	Tissue paper used as packaging is still accepted but hard to convey in writing as it is often confused with facial or sanitary tissue.
The term "packaging paper" is not a common term. Consider listing tissue paper as part of the phrase "gift wrap and packaging tissue." Consider listing molded pulp packaging and paper mailers.	Removed "Packaging paper"
Consider adding a descriptor for all other printing and writing paper (like "junk mail.")	Added "mail" as not only "junk mail" is recyclable
Glass	
What's supposed to be done with jar lids?	Not all items can be listed, and how to deal with them. Many commenters requested less information on the page. CAA does not intend to add directions for glass jar lids. This approach matches many local governments' current recycling education. A full list of items will be included on the public-facing website.
Glass examples are better example but whitespace between objects helps differentiate items from the grouping	Thank you for the feedback
Add wine and beer bottle images	A wine bottle will be added for the final release in April.

Add "food" to the beginning. This is one category where we usually do want to say food only as we don't want non-food bottles like perfume or cosmetics.	Kept as "glass" to match other material categories (paper, plastic, etc.). Other glass packaging, such as perfume and cosmetic containers, are accepted.
further emphasize glass is separate (Bold? Orange font? Background? Header?	Border made thicker
glass collection process - how will it work and how will that be communicated for businesses / residential /multi family dwelling?	Communities with current curbside glass collection are encouraged to continue collecting glass curbside. Communities without curbside collection of glass will have glass collected at PRO Depots. There will be different tools available to communities to educate different sectors.
<td colspan="2" align="center">**"No" list**</td>	
Didn't follow ISO 7010 regarding images of NO! items	More information is needed to understand why ISO 7010, a technical standard for graphical hazard symbols on hazard and safety signs, would need to be followed for this guide.
"No Boxes from the Freezer or Refrigerator" is confusing as there are many items you may buy at the grocery store on the shelf, then put into your refrigerator at home, like ginger beer, fizzy water, etc. Questions will arise from this.	OAR 340-090-0630(2)(a)-(m), which is the list of materials included on the USCL, defines paperboard boxes and packaging in (c): "Paperboard boxes and packaging, such as cereal, cracker and medicine boxes, excluding any non-paper flexible packaging inside such boxes or packaging, **and excluding any polycoated paperboard packaging that is used for refrigerated or frozen food products**" Soda, beer and other boxes with wet strength are polycoated and not currently included on the USCL. This is a common area of confusion. A proposal to

	explore commingled, trial collection of polycoated paper packaging and single-use paper cups with the intent to better understand generator behaviors and other system barriers to the inclusion of these materials on the USCL is included in CAA's program plan. Updated to say "No frozen food boxes"
Some are active verb, other is written in noun – suggest consistency or removing text where necessary.	Updated for consistency.
Do Not Bag Recyclables (no garbage) – the no garbage part is confusing with the icon and bagged recyclables. Suggest removing "(no garbage)" or "No bagged recyclables or garbage"	Removed "no garbage" and made it a separate option for inclusion.
No Food or Liquid (please compost) – please change to "(empty, clean & dry)" or "(empty all containers) since compost service is not available and/or used by all customers and liquids are not allowed in compost.	Changed to "No food or liquid (empty all containers)" The "no" list will be editable within the E&O Portal. Communities can select what meets their needs.
Capitalization: Change "no" section text to sentence case instead of title case, to align with "yes" section.	Updated for consistency.
The muted colors of the "no" section will most likely not bring much attention to Oregon residents.	Conflicting feedback. No change will be made at this time.
The contamination iconography looks good, and I appreciate the variety of options available to fit different collection sectors	
Some of the wording is around preparation. Consider distinguishing between actions to properly prepare recyclables from items on the No list.	Updated

Ensure wording is consistent (use of please, "depot drop-off" vs. "drop-off only" vs. "separate collection"	Updated to use consistent words.
Foam is not a meaningful material descriptor to the public. Use more common terminology.	CAA is open to feedback on other terms; however, "foam" is the industry standard. Styrofoam is a trademarked term and not appropriate for foam food containers. The "no" section will be editable, and communities can choose what best fits their needs.
"No clear plastic produce or takeout containers" is overly narrow. Consider broadening to no takeout food containers.	Moving to "no takeout food containers" removes the other thermoform containers (such as berry and producer containers) that are also not accepted and considered contaminants at this time. Because this change would narrow the instruction, no change is being made.
Consider adding "or medical waste" to "No needles."	Updated.
Consider listing "no pet waste or diapers."	Added
"No foam" (possible to show block EPS or peanuts instead of the cup?)	Switched to block EPS and peanuts.
No hazardous waste (skull and crossbones is too detailed and connotes "pirate," not hazardous waste)	The skull and crossbones icon is EPA's designated symbol for toxic hazardous waste. No change will be made.
No Household Items or Furniture (overlap between hangers and chair makes the image hard to read)	Addressed.
No Construction waste (Cannot read the image)	No change was made at this time.
General feedback	
Photos instead of illustrations	Communities will have the option to use photographs if they would like, however, CAA will not cover the cost of

	these materials. More guidance on printing costs will be provided.
flat imagery makes it difficult to discern of grouped items and its relevance to my purchasing behaviours	Recent research found that this level of detail for illustrations was best received.
Overlapping images make the guide cluttered and difficult to understand.	The number of images has been reduced.
Many items listed on the USCL are not shown in the imagery. More space devoted to the imagery could allow for more materials to be shown.	Conflicting feedback. Much of the feedback asked for fewer items listed. CAA believes that a good balance was struck. Many recycling lists in the state only show nine total recyclable items.
Some of the images are difficult to discern what they are	More information is needed to understand which items this addresses. However, many items are being updated or adjusted for readability.
Too many words and images	The number of images has been reduced.
Remove words from material images	Research found that labels on items are helpful in orienting readers to what they are looking at. While CAA understands that these might not be readable by all users, they provide a label-like appearance. CAA is exploring the use of icons on material items for the final release in April.
Remove any dates	Dates removed.
Add dates or code for version control	Added.
The font size is too small, Text is not ADA compliant (far too small, particularly on the images)	Increased text size to at least 12pt on non-material (e.g., bottles, boxes, etc.) fonts.
There are too many borders	Text section at top removed. This may help with the number of borders.
Avoid using contractions in printed materials	Updated.
Remove the top section to provide more space for improving ADA compliance	Simplified.

"Please refer to your local community recycling program to confirm…" with "Please refer to your city or county to confirm…" Or for communities without city or county info, this could be changed to recycling collection company. It mentions "referring to your local community recycling program" – but for the public, this document IS coming from their local community recycling program. Isn't this the document that is letting them know what is recyclable? If not this document, why are we sending it?	
Replace "You're helping keep Oregon cleaner, greener, and more sustainable" with a line that meets DEQ OTR requirements to educate the public about the benefits of recycling.	Changed.
Add text to say recyclables should be "emptied and rinsed" or "empty and dry" etc.	Added to top of page.
Do not use oxford commas	Addressed.
Be consistent and mindful with title case, sentence case and all lower case to reduce confusion.	Made consistent within sections.
Do not use ampersand (&) because some viewers may not know what it means.	Ampersand removed.
the 2nd page is more for the *metro* area. Can you create another page duplicated of page 1 but have the glass be framed out saying "glass bin only"?	Items will be editable in the final batches to reflect on the ground conditions.
Bring down the reading level.	Simplified.
Follow plain language guidelines to provide clear and concise information.	

Will these be editable to be school, event or single waste stream specific (i.e., paper only)	The guide will be editable for USCL items only. Special posters with single materials are not covered under the RMA. However, a RecycleOn Oregon Community Playbook or style guide will be provided in Batch 1B educational materials which will provide style guidelines that can assist communities with creating additional outreach for unique audiences and materials with a consistent look and feel.
Remove the outer blue border for better visuals.	CAA has opted to maintain the current design choice, appreciating its existing merits.
If keeping the intro paragraph, place it on a blue background.	The intro paragraph is removed.
Leave space before the guide section.	Space was added throughout the guide.
Avoid rounded corners, as they complicate print materials.	Updated
Add a small white space between the blue outline of accepted items and the red list of not accepted items.	Added
The red and blue colors clash and appear harsh next to each other.	This contrast helps to draw attention to the "no" list. Space added between the two sections.
The intro paragraph does not add value to the guide, especially in areas where the list is not changing.	Simplified.
Center the reader in the text. What do they need to do?	Simplified.
The first paragraph can be rephrased to be more direct, have a lower reading level (from a 16.7 to a 11.9 grade reading level) and use shorter sentences. It could say, "The Recycling Modernization Act (RMA) will improve Oregon's recycling system. All households and businesses will have a consistent list of accepted	Simplified.

materials. This will make recycling less confusing for everyone.	
Will there be talking points created to assist educators on how to answer questions around why certain items are on the Yes list and why certain items are on the No list?	This is not currently on CAA's list. However, CAA will consider creating this resource.
Include the "why recycling is important" to meet OTR such as " By recycling right, you help reduce waste sent to landfills and create jobs. By using recycled materials to create new products, manufacturers conserve energy and natural resources. This also reduces pollution and the emissions responsible for climate change. "	Added.
While the intro is a nice summary of RMA, I struggle to understand when I would use this material with it stating, "Starting July 2025." I'd suggest something more evergreen and concise. As it's currently worded, it's a bit unclear about what is currently accepted.	Simplified.
We expected to see the RecycleOn logo featured on CAA-provided materials (we were under the impression the logo inclusion was to be a requirement for local governments to receive reimbursement for incorporating/using CAA outreach and education materials). We'd like to better understand when/how/where the logo will be used.	The RecycleOn logo will be included on any materials paid for by CAA. This helps reenforce the consistent, statewide nature of the program.
Will the USCL guides be customizable beyond just the service provider logo and website?	Yes, many areas of the guide will be editable within the E&O portal.

General Positive Feedback on the Recycling Guide	
Thank you for removing the icons associated with each category to simplify the visuals and reduce the risk of visual clutter.	Thank you for your feedback.
All in all I love everything.	
The colors used in these posters catch the eye	
The signage/imagery looks good. The shapes are definite enough to help clarify what is recyclable without being overly specific (size, brand, etc)	
Translation	
Mexican Spanish speakers on our team have weighed in that the translation isn't coming through effectively. Would like to understand more about how these materials were transcreated to be culturally relevant for different communities.	C+C and CAA have native Spanish speakers on staff who did the translation. Continued alignment of translations will be needed moving forward.
No other language or languages represented in these flyers/handouts	These will come in later batches due in April.
Aluminum foil = papel de aluminio not papel aluminio	Updated.
Row 62 – in Spanish, the text mentions no clear containers, which is not as specific as the English text which specifies no clear produce or takeout containers. Many recyclable containers are clear (like a soda bottle).	Updated.
The Latino community tend to not read much the information in flyers/guides. Most of the people are more visual and with direct short information like on July 2025 Oregon will start …This is what can be recycled or not.	Simplified.
Add QR codes to other languages	This will be added to the final batches due in April. Placeholder added in beta.

Spanish content usually takes up more space than English content, so allowing extra space will accommodate that better.	More space added.
to use "Mexican Spanish" rather than "Mexican dialect."	Updated.

Cart Label	
Russian – Metro translators translated Recycling to "Переработка" versus "Утиль"	Kept translation as is. Below is a more thorough explanation provided by the linguist.

There is no one word to translate the term "recycling". Some magazines and info sources in Russia started using what is called Lexical Borrowing: they just take an English language word and start using it in Russian. "Рециклинг" in this case, but we don't want to do it, just yet. Additionally, it is important to note that Recycling is a process and "утиль" is things or matter, so it is technically incorrect to translate "Recycling" as "утиль" because the latter is not a process. Word "утиль" indeed signifies waste but not necessarily recyclable waste, rather "утиль" means "refuse, junk, waste". The reason one is tempted to use this word is because it had been used traditionally in combination with the other word signifying raw material (сырьё) as a compound "утильсырьё", which means" recoverable refuse." And again, this word defines matter and not a process. |
| How has CAA decided in which Chinese language to translate? | Updated to match Metro |

Metro uses simplified Chinese versus Traditional Chinese. Metro region translated recycling to 回收	CAA is required to translate into Simplified and Traditional Chinese. Update to match Metro. Below is the feedback from our translation partners. Both terms are widely understood and convey the concept of recycling, but they serve slightly different purposes: • Use 可回收 (CAA's suggestion) when focusing on the recyclability of materials, emphasizing eco-friendly qualities. • Use 回收 (Metro's suggestion) when describing the action, service, or system of recycling materials. To explain the subtle differences in detail: 可回收: • Broader meaning: It describes materials or items that can be recycled. This term emphasizes the potential or characteristic of something being recyclable. • Implication: It suggests an eco-friendly quality and focuses on the material's ability to be reused or processed into something new. • Nuance: Often used to label items or materials themselves, such as "recyclable material" or in

contexts where the focus is on sustainability and environmental awareness.

回收:
- Action-oriented: It directly refers to the act of "taking back" or "collecting" materials for recycling.
- Implication: It focuses on the process or service of collecting recyclable materials, rather than their inherent quality of being recyclable.
- Nuance: It is commonly used to describe systems, services, or actions, such as "recycling programs," "collection points," or the act of collecting used items.

Specific Usage and Purpose:
Use 可回收 when:
- You are describing the recyclable nature of a material, item, or product.
- Example: "可回收塑料" (recyclable plastic), "可回收材料" (recyclable materials), "可回收垃圾" (recyclable waste).
- Purpose: Highlight environmental friendliness or educate users about what can be recycled.

Use 回收 when:
- You are referring to the process or service of collecting and recycling materials.

	• Example: "回收中心" (recycling center), "电子产品回收" (electronic recycling), "垃圾回收服务" (waste collection service). • Purpose: Emphasize the collection system or recycling service, rather than the properties of the material itself.
I believe it is Ukrainian (lower-most right hand corner of label & according to tools available to me) that reads "Waste processing," rather than recycling. Perhaps you had it vetted already, but while all other machine-translated gave a "recycle" context, this one didn't.	No change made. Below is a more thorough explanation provided by the linguist for reference. In some countries recycling is "waste processing," and because they are not really processing most of the waste but landfill it they don't have the same concept of "recycling" as in US or EU, otherwise "recycling" means just reuse/recover/reprocess and it can be anything not related to waste/garbage. Here are some other alternate versions for Ukrainian: 1. рециклювання – recycling of waste 2. рециклінг – English "recycling" transcribed and used also 3. ресайклінг – English "recycling" transcribed into Ukrainian sometimes used 4. вторинна переробка– secondary waste processing
"Rác" in Vietnamese means "trash." Through user testing, multifamily residents recommended adding "Rac" to all headers which provided consistency for the reader and indicated that these were all items to be thrown away.	Updated to match Metro's usage.

Add images or a QR code to direct folks to a visual acceptance list	A QR code will not be added to the cart tag at this time.
This seems specific for the Metro region. Can this be tailored to the most spoken languages in a community?	This option will be explored. However, DEQ and the Recycling Council have directed CAA to translate or transcreate materials into 11 non-English languages. Placing them all on one decal addresses this need without having to know what language each household speaks.
Looks good	Thank you for your feedback
Doesn't feel like enough information especially if other carts are not clearly labeled (garbage, yard waste, glass)	CAA encourages communities to clearly label all carts as a best practice to reduce confusion.
Utilizing the recycling symbol may still be synonymous with some individuals that if the item they want to recycle has that symbol, it goes into the recycling.	CAA understands and has had many discussions about this concern. At this time, we believe that the chasing arrows is the best symbol to use.
How were the other translations determined (by a single translator, by community groups, cross-referenced)?	C+C's in-house multicultural team collaborates with a diverse network of certified translators/interpreters skilled in transcreation across 42 languages. The network was developed through long-term relationships with partner community-based organizations, work on previous client projects, and accessing the Washington State Coalition for Language Access directory of translators/interpreters. C+C's trusted partners provide referrals of linguists across various multicultural communities. They leverage linguists' expertise in industry-specific terminology and cultural nuances to ensure messaging aligns seamlessly with local customs, values, and idiomatic expressions.
It is a good piece	Thank you for your feedback.

Could you include a box or line that shows what 2" are? Most of these countries represented by language use the metric system and if there were a line "this is what 'two inches' is" they may be able to train for small containers that fit the "2 inches in two dimensions" conundrum.	This is an interesting idea, but there is concern that implementing a ruler in print design is risky – if the print size is off, the ruler will be incorrect. The safest option is to keep the size spec in the Recycling Guide.
Larger cart/dumpster labels: When the larger decals/stickers are designed, we would like to see visuals of what is and isn't allowed in the larger container decals – while still emphasizing the recycling symbol as the key wayfinding visual. While we understand most people have already sorted their waste by the time they get to the bin, we cannot guarantee that everyone will receive detailed sorting instructions – or look at the information they receive – regularly enough to be top of mind. Where larger decals allow for more space, we would like to see visuals included so they can be another source of information.	Larger container decals will come in future batches and will include consultation periods.
It meets the needs as it is one word and very clear.	Thank you for your feedback.
Reverse print can be difficult for some people to read when the font size is small.	CAA will try to keep all non–artwork font 12–point or larger for readability.
Local governments and service providers need to know the size of the label	Sizes will be provided during the final release in April.
The cart label looks good	Thank you for your feedback
Newsletter	
We will have to tweak the newsletter for each community depending upon what they will be recycling and how, this provides a good foundation to start from	This is a good approach to ensure the newsletter reflects each community's voice, tone and reality.

The articles have too many filler words. Reading level is too high. Sections are very repetitive. Please provide an article that is less than 300 words. Please use plain language and check the reading level. Example rewrite: Oregon's Plastic Pollution and Recycling Act (RMA) will improve the state's recycling system. You may not see changes to your recycling service right away. But we want to keep you informed about what to expect in the future!	Updated
It meets the needs for a group of people that are interested or know more about recycling. For the other group that has not much knowledge, could be a shorter and more specific at explaining.	Thank you for the feedback

Important to consider gendered words, rather than a "mantente informadA/informadO" or "atenta/atento." In the US, it is common to address in the formal mode when broad-reaching communications are drafted. As a cultural nugget of wisdom, native users of Spanish are more conservative in the use of exclamation points. ¡Sigue reciclando! (see? you separated it here, but not the English language slogan) is OK, but ¡queremos compartir contigo lo que viene y qué esperar! not quite. Lastly, as I mentioned, separating your Spanish language slogan for these type of communications, just goes to illustrate that the one shown, could benefit from using CamelCode (CamelScript) particularly as it benefits users of screen readers as a means of accessibility for community members with vision problems. While the syntax of the language recommends lower case for titles' second and on words, you may use caps for all words if that helps drive the message or, as indicated, supports technology intended to aid a segment of the community.	This feedback was shared with the translation team. The team said they were mirroring the tone in English but have removed some of the exclamation marks in the updated version. CAA will move toward a more formal tone in future batches. More information is needed about CamelCode.
The first bullet under What You Can Expect is about the shared responsibility, while true I'm not sure it's what rings as the most important for the general public. Consider changing this to the plastic pollution element of the law.	CAA's obligations under the RMA are to educate about the USCL and PRO depot acceptance list. Plastic pollution work is out of scope for CAA.

Although this is very well written, it does not serve a metro area that will implement updated mixed recycling right away July 1. Perhaps this is more helpful in rural communities (Oakridge, Cottage Grove, Florence, Marcola) that will see change with haulers more slowly. For Eugene/Springfield, it does not make sense to publish articles about what folks can eventually expect. Folks will want to know once mixed recycling has been restored to normal (tubs and cartons) or expanded (scrap metal). I think teasing a change that is not specified is worse than saying nothing at all.	Not all educational materials will need to be used by every community. This newsletter is offered as an option for communities. CAA encourages local governments and service providers to select the items that best fit their situation.
Overall the newsletter is fine, but I want to hightlight that this point doesn't seem accurate given the shift from our current materials to the proposed materials. "You can expect clear, simplified recycling information, making it easier for households and businesses across Oregon to RecycleOn with confidence."	Thank you for the feedback
Overall the messaging is great! It's instructive while managing expectations. Here are just a few pieces of feedback. ● Please include a message about how the RMA sets to reduce plastic pollution since it's the primary purpose of this law. ● Recommend removing unnecessary words such as "rest assured", "even though" and "when in doubt." Newsletter text takes up valuable space. ● Beginning in July, keep an eye out for changes, tips and, information about recycling in our community. —- for Lane County, we're concerned as some communities	Text reduced The rollout does complicate messaging. In the next batch of education materials CAA will provide a messaging timeline that outlines suggestions for when to use messaging. CAA's obligations under the RMA are to educate about the USCL and PRO depot acceptance list. Plastic pollution work is out of scope.

(Priority A) that are eligible for carts and trucks, won't receive those investments until 2026 (depending on delivery of trucks). We may have inconsistent roll out of programs, so we'll have to be very careful about how we message to certain communities.	
I like how the article addressed responsible end markets, transparency and adding new items to the list. – There are way too many words to include this in a printed newsletter but it could work in a digital format. It also feels repetitive at times and I can't see us using this in the current form. I'd like to ask for a version that's 250–300 words, which would go in our largest annual mailer. – Sentences are long and it's not using plain language. A few suggestions to clarify/simplify: 1. Replace "Thanks to Oregon's Plastic Pollution and Recycling Modernization Act (RMA), improvements to the state's recycling system will begin to take shape." with "Oregon's Plastic Pollution and Recycling Act (RMA) will improve the state's recycling system." 2. Replace "While you might not notice immediate changes to your recycling service, rest assured, there's a lot happening behind the scenes to help improve recycling. Even though you might not see the changes right away, we wanted to share with you what's ahead and what to expect!" with "You may not see changes right away but there is a lot happening to improve our recycling system. Here's what you can expect: "	Incorporated

3. No need to include "Although you won't see these changes," since that has already been stated in previous sections. 4. Replace "… making it easier for households and businesses across Oregon to RecycleOn with confidence." with "….to recycle with confidence." Adding the brand here may confuse people and is better suited for another platform. Does that translate well?	
Many of us don't read letters. Even if the letter is amazing if you don't read it you don't get the message. We need different outlets of communication such as social media platforms, television, and radio. All in different languages of course not just one. English, Russian, and Spanish would be a good start.	CAA will provide many E&O options that communities can use to distribute materials. More information on the different batches of education and outreach materials can be found in CAA's program plan.
mentioned that this is a statewide system when it hasn't been in the past. It would be more impactful to say something like "right now, cities and jurisdictions across Oregon each provide their own or no recycling system. Thanks to RMA, we are standardizing recycling across the state to make recycling more straightforward and accessible to everyone."	CAA sees the statewide change as more important to industry and less so to everyday recyclers. No change has been made at this time.
more focus on RMA building confidence in Oregon's recycling system by ensuring responsible end-markets. The acceptance list isn't changing for the Metro region, but we do have a lot of residents that have lost confidence in where their recyclables are going or sometimes believe their recyclables are just being landfilled. This is our opportunity to highlight specifics about how the system is changing to build back trust.	Not all educational materials will be right for every community. This newsletter is offered as an option for communities to use as they transition to collecting the USCL. CAA encourages local governments and service providers to select education and outreach materials that best fit their situation.

Statements like this: "We know many people have felt uncertain about recycling in the past, and this new system is designed to make the process more trustworthy, no matter where you live across the state." are so general and give readers no specifics about what they can expect – It feels like a PR statement rather than actual trust–building.	
This statement is confusing: "Although you won't see these changes, the facilities that sort your recycling are getting upgrades to improve sorting capabilities." In this case, the word "see" is intended to mean that you won't observe these changes with your own eyes. But some could take it as they won't be experiencing these changes at their facilities any time soon.	Updated
This is a strong piece.	Thank you for your feedback
When in doubt, visit our website [INSERT LOCAL SITE'S LINK] to stay informed about local recycling updates and learn how you can help reduce waste in our community. Less is more, For more information, visit….	Updated
Beginning in July, keep an eye out for changes, tips, and information about recycling in our community. Similar to the guide, I'd suggest removing references to points in time, it keeps it from being evergreen, and some communities won't see changes in July (or for a while after).	The date in the newsletter will allow communities to share a starting point for their residents to take action. CAA encourages communities to edit the date as needed.

In general, it might be best to bold the first reference to "Recycling Modernization Act (RMA)" as this is likely the first time folks are hearing about RMA, so putting emphasis to the first and only reference to what RMA stands for could be beneficial.	Thank you for the feedback
Is there intentionally no introduction to CAA or RecycleOn? "RecycleOn" is used as a catch-phrase, but there's no explanation. Perhaps we just don't fully understand the RecycleOn campaign and how it all fits together and interacts with local websites vs the Oregon RecycleOn webpage.	This was intentional. CAA will not be the leading face of the education and outreach campaign. More of a push to share information about RecycleOn will occur once the RecycleOn.org public website goes live.
I'm curious to know more about how/why CAA has decided to use informal vs formal Spanish.	The informal Spanish was recommended by the translation team to provides a more friendly and approachable tone that matches the branding of "Sigue reciclando." After further discussions, CAA will move toward a more formal tone in future batches.
Newsletter could include more local examples or stories to enhance engagement, as well as offering more actionable steps for readers.	This is a great idea. Because each community will be rolling out recycling in different ways, each community could add these stories and actions for their use case.
I liked that the newsletter was short and sweet. Using words like "simplified recycling", "transparency" and "trustworthy" really got my attention.	Thank you for your feedback
if it's an e-newsletter, hyperlink RecycleOn. Also, the section "What can you expect?" maybe start each bullet point with a bold word that describes that point i.e. Transparency, Shared Responsibility, Simplified, etc. This would help to break up all the verbiage for readers.	The RecycleOn website will not be live until June 2025, so a hyperlink isn't available at this time.

• Consider using a positive frame or otherwise eliminating the phrase "less confusing" • Consider changing "impact" to "benefits" in "Thanks to the Recycling Modernization Act (RMA), Oregon's recycling system is set to deliver greater…" • Consider eliminating "When your community starts recycling this larger list of items, they will let you know. Stay tuned!" as there are many different situations across the state, including communities that will be collecting a list that is not larger, but different.	Updated newsletter copy. No one newsletter article can reflect all the different realities of each community. CAA encourages communities to use the newsletter as a starting point if it works for their situation.
PRO Recycling acceptance list	
Hard plastic handles is not a meaningful material descriptor to the public. Consider other terminology	Changed to "Rigid plastic package handles" after consultation with other recycling educators and an Oregon producer of the product. Updated before April release.
Bulky plastics is not a meaningful material descriptor to the public. Consider other terminology	The term will continue to be looked at.