

# HOUSEHOLD HAZARDOUS WASTE DROP-OFF EVENT PLANNING & MARKETING HOW-TO GUIDE

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## Household Hazardous Waste Drop-off Event Planning & Marketing

This how-to guide is designed as a starting point to help your community prepare for a household hazardous waste drop-off event. This document guides you through event planning basics, poses important questions to consider, and provides links to more detailed resources that can help you plan a successful event. It is just one of the resources in an online toolkit that includes a planning & marketing checklist that complements the how-to guide and helps your team brainstorm and organize information, downloadable fliers and social media graphics, and links to other helpful resources. The complete toolkit can be found at [www.wichita.edu/hhwdropoff](http://www.wichita.edu/hhwdropoff).

### What is Household Hazardous Waste?

The US EPA considers leftover household products that can catch fire, react, explode, or that are corrosive or toxic as household hazardous waste (HHW). Labels on these products often include the words *Danger*, *Caution*, *Warning* or *Poison*. It is important that hazardous household products are used, stored, and disposed of properly. HHW includes:

- paints and stains
- paint thinners and strippers
- adhesives and caulk
- household cleaning products
- drain cleaner
- motor oil, gasoline
- other automotive fluids
- batteries
- fluorescent light bulbs
- herbicides and pest control products

For more information on Household Hazardous Waste, visit <https://www.epa.gov/hw/household-hazardous-waste-hhw>.

### Why host a drop off event?

Unless community members have regular access to programs or facilities that collect HHW, they likely have HHW materials in their homes. And they may not be aware that materials are classified as HHW or that they should *not* be thrown out with their regular trash. Hosting a HHW drop-off event provides an opportunity to raise awareness about hazardous materials in the home and allows community members to properly identify HHW, improve chemical safety around their homes through proper management of those materials, reduce the toxicity of the products they use, and protect the local environment through proper disposal.

### Establishing goals for your program

Outlining goals for your HHW program will help you decide what type of event to host, who to include on your planning team, and what other resources you will need to engage the community and market your event. Consider what outcomes you want to achieve through this program. It is simply an effort to safely dispose of hazardous materials, or is there a broader opportunity to engage the community in reducing waste to eliminate the need or frequency of collection events in the future? Is there an opportunity to educate the community about other aspects of your waste management plan? Can you connect HHW collections with other new or existing programs that will help reduce waste and environmental impacts in your community?

A few goals to consider, to ensure a successful program, include:

- *Raise awareness about HHW:* Your event may be the first opportunity community members have to learn about household hazardous waste. Including HHW education and outreach as a goal can provide opportunities to share information about how to identify HHW using key words or phrases on product labels, and to recommend for safe use and storage of hazardous materials.

- *Reduce the use of products that are identified as hazardous:* Source reduction is a key strategy for addressing HHW and should be considered the first step toward reducing and eliminating HHW in your community. You don't have to worry about how to dispose of hazardous materials in your community if people don't buy them in the first place. A successful program will provide information about alternatives to purchasing hazardous materials, such as using natural cleaning products and integrated pest management practices that reduce the need for chemicals.

The EPA's Waste Management Hierarchy prioritizes source reduction as the most environmentally preferred strategy for reducing waste. This includes reducing toxicity, buying less, and reusing products that have already been purchased.



Source: <https://www.epa.gov/smm/sustainable-materials-management-non-hazardous-materials-and-waste-management-hierarchy>

- *Reuse products that can safely be redistributed to community members:* Some programs offer collected materials back to other community members with the expectation that those materials will be stored, used, and disposed of properly. For example, unused cans of paint and well labeled cleaning products may be set aside to be picked up by community members who can use them. This practice reduces waste, keeps materials out of the landfill, and reduces disposal costs while providing a service that helps community members save money as well. See page 8 for more information about reuse stations.
- *Protect local environmental resources:* When HHW services are not provided in a community, it can unfortunately result in community members disposing of materials improperly or illegally by dumping them down the drain, on their lawns, or in storm drains or water ways (for example, dumping used motor oil on the ground), effectively harming the community. One goal for hosting your events may be to address dumping of hazardous materials and protecting community health and valuable environmental resources.
- *Protect the health and safety of community members:* Part of your education and outreach efforts may include information about health and safety concerns related to improper use and storage of

HHW in the home. Reducing the use of harmful chemicals can improve indoor air quality and reduce skin contact and even accidental ingestion of toxic materials.

- *Safe disposal of household hazardous waste:* This should be one of the primary goals when hosting an HHW drop-off event. Proper disposal of HHW with a certified contractor ensures safe disposal of materials following all federal regulations.

## Establishing a budget

One reason communities may not have HHW programs is the cost associated with running a licensed facility and/or contracting with a licensed disposal company to provide regular collection services. Hosting an HHW event does require a financial investment, both in the time it takes to plan and coordinate an event and the cost of disposing of the collected materials.

Oftentimes it can be difficult to project disposal costs for an event because fees are based on the amount and type of materials collected. The contractor you select will be able to provide additional information about costs, but a large portion of fees are based on the weight or volume of materials collected. You can create a rough estimate of costs by considering the number of households you think will participate, the average weight of materials generated per household, and additional set-up costs. According to the U.S. EPA, the average household generates over 20 pounds of HHW each year and may accumulate as much as 100 pounds.<sup>1</sup> The *Household Hazardous Waste Collection: A Program Guide for Tribal Governments*, the average amount collected from each household can vary from 45 to 75 pounds in metropolitan areas and from 50 to 150 pounds in rural areas.<sup>2</sup>

A rough estimate for possible contractor expenses could include a range based on possible participation:

- *Low estimate = number of households x percent that will participate (10%) x average weight per household (20 lbs) x cost per pound (\$100) + base-cost (\$5000)*
- *High estimate = number of households x percent that will participate (20%) x average weight (100 lbs) x cost (\$100) + base-cost (\$5000)*

There are other methods for estimating the costs that can help you refine that basic estimate as you begin planning and setting up a budget for your event:

- *Waste Assessment:* The EPA's Tribal Waste Management Program encourages all tribes to develop a Tribal Integrated Waste Management (TIWM) plan. These plans seek to outline how a tribe can reduce, manage, and dispose of its waste in healthy, sustainable ways. Important elements for tribes to consider when developing a TIWM plan include the community service area, the waste management program structure, proposed waste management practices, and sustainable funding options. A TIWM plan should include opportunities for proper disposal of HHW. The TIWM planning process helps identify potential sources of waste, audit waste to determine composition of the waste stream, identify processes for safe disposal, and estimate associated costs. Additional information about this program and resources for developing your TIWM can be found at <https://www.epa.gov/tribal-lands/tribal-waste-management-program>.

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<sup>1</sup> US EPA (Archived), Downloaded from <https://archive.epa.gov/region9/waste/archive/web/html/house.html>

<sup>2</sup> US EPA, Downloaded from <https://nepis.epa.gov/Exe/ZyPDF.cgi/P1009AB0.PDF?Dockkey=P1009AB0.PDF>

- *Community Surveys:* If no other records exist and your TIWM plan does not include HHW, conducting a community survey may help you develop an estimate. Develop an online survey asking community members to identify HHW within their homes, the approximate volumes, and likelihood of disposing of those materials if a drop-off event were to be held. This could be part of your education and outreach initiatives to raise awareness while helping you prepare for your event.
- *Past Events:* If you have hosted drop-off events in the past, search for records from those events to find any data that was collected on the types and quantities of HHW that were generated, and any costs associated with the project. Be sure to keep records when you host an event to help estimate costs of future events.
- *Other local or regional events:* If you have not hosted an event, seek out communities in your region or similar sized tribal communities that have hosted drop-off events. They may have records from their events that would help you develop estimates.

Use a free online service like Survey Monkey or Google Forms or use the HHW list in the toolkit to gather information about the types and quantities of HHW community members may bring to an event.

Even small community events can result in as much as \$15,000 in fees. If you have not hosted a drop-off event in several years, expect costs to be high. As you host more regular events – for example, an annual drop-off event each spring – and pair events with education and outreach campaigns to encourage the use of less toxic or safe alternatives, you may see those costs start to drop. As community members use your program to dispose of hazardous materials they have in storage and begin to reduce or eliminate purchases of HHW, the amount of material requiring disposal will decline.

You may be able to manage variable costs by establishing parameters with the community and/or the contractor:

- Be clear in outreach materials what items can and cannot be disposed of through your event. Your contractor may be able to help identify materials that should be excluded due to the high cost of disposal. HHW programs should not accept asbestos, explosives, medical waste, or radioactive materials.
- Limit the amount of material each household can dispose of through the event (e.g., 5 gallons or 50 pounds per vehicle).
- Consider assessing a fee for materials that are brought in and not included on your list of acceptable items and/or for quantities above the stated limit.
- Be clear that the event is for households only and is not open to hazardous waste from businesses or agricultural products from local farms.
- Consider ending the event early if you are receiving larger than expected volumes. Work with your contractor to determine what the cut-off point could be to avoid exceeding a stated budget or price range. They may be able to estimate costs as materials are being collected.

If limits on materials are advertised, have a plan in place for how you will handle materials that exceed those limits on the day of the event to prevent illegal/improper dumping. Remember, the goal is to safely dispose of HHW and protect environmental resources. Rejecting part of a load may have negative consequences.

## Identifying funding

Grant funding and assistance with developing grant proposals may be available through the US EPA. The Hazardous Waste Management Grant Program for Tribes supports a range of activities associated with hazardous waste, including the development of HHW collection programs (<https://www.epa.gov/tribal-lands/hazardous-waste-management-grant-program-tribes>). The most recent announcement with a due date of May 12, 2022 can be found at <https://www.grants.gov/web/grants/view-opportunity.html?oppld=338970>.

## Building your team

Planning and hosting a HHW drop-off event is a team effort, so consider the resources available in your department and in the community as you start putting together a plan. Depending on the goals you have set for the program, consider including team members with the following skills or responsibilities:

- *Event Coordinator:* Every team needs a strong leader to coordinate activities, delegate tasks to appropriate team members, and keep planning and implementation on track. This person should have a clear understanding of each aspect of the event and be effective at working with team members to make sure everyone is doing their part throughout the planning process and as each part is implemented as scheduled. They also serve as the point of contact for team members, contractors, and other event support.
- *Waste Management:* Include a staff member who handles waste management in the community and understands proper handling and disposal practices, as well as the regulations related to household hazardous waste.
- *Education & Outreach:* Raising awareness about HHW and engaging community members to encourage participation in your event requires a special skill set. Including staff members or volunteers with experience in community education, marketing and promotion, communication, or social media can help engage community members in the process and boost turnout for your event.
- *Logistics:* You will want collections to go smoothly the day of the event, which could include managing the flow of traffic, setting up areas for community members to park while unloading materials, and providing ample room for sorting and temporary storage of HHW while materials are being gathered for collection by your contractor. Having someone on your team that is good at managing processes and details will ensure that community members have a positive experience and materials are handled efficiently on the day of your event.
- *Health & Safety:* Ensuring the health and safety of everyone involved in the event and developing a hazard response plan in case of accidents, is critical to planning your event. Include representatives from appropriate health and emergency response organizations on your team. See *Planning event logistics* for more on this topic.
- *Event Volunteers:* You may recognize a need for volunteers who can support some of the specific tasks you'll need to complete leading up to and on the day of the event. This might include volunteers to share information on identifying HHW, promote the event through existing programs or popular channels of communication, and even helping with tasks on the day of your drop-off event (e.g., directing traffic, collecting information from participants, and recording collection data). Volunteers should not be directly involved in handling HHW.

Once your team is identified, you might recognize a need for training so that everyone understands the basics of HHW and are comfortable sharing information about the event with community members. In

most cases, this will be minimal training to provide a basic overview of the event and logistics. However, it can be helpful to have a waste management staff member attend more in-depth training on hazardous waste, including proper handling and sorting of HHW materials, to have a better understanding of the process, federal regulations, the roles and responsibilities of contractors, and limitations of non-licensed professionals and facilities. Keep in mind that the actual management of HHW should only be conducted by a licensed professional, in this case the contracted service provider.

## Planning event logistics

HHW Drop-off events can take on various forms. You might take part in a nearby collection event, host your own one-time collection event, or collaborate with others on a multi-community event:

*Participate in a nearby tribe, county, or city's collection event.* If you are new to HHW collection participating with a nearby collection event may allow your entity to learn more about the process and glean useful information for hosting your own. Start by contacting neighboring communities, the county HHW coordinator, or neighboring tribe to find out when they are hosting events and whether they will accept any HHW that originates outside of their jurisdiction. If they are interested in partnering, offer to provide whatever support you do have capacity for to help plan and conduct their collection event, as well as to share any costs associated with the process. This could include a proportion of the fees charged by their contractor, distribution of marketing materials, and the cost of safety training for staff and volunteers. In addition to being a good learning opportunity, this could be a more cost-effective approach as you are sharing staff time and actual costs with the host community.

*Organize your own event (e.g., one-time, annual, or biennial events as funding allows).* This approach involves hiring a contractor to run a single collection event and taking on all aspects of managing an event, including:

- Developing and sending out a request for proposals to potential contractors to manage collections activities at your site, sort and pack the waste, and bring it to a transfer, storage, or disposal facility
- Evaluating bids to select the contractor that best meets the needs of the community while delivering services within your proposed budget
- Providing a site and any equipment, materials, and staff or volunteer support required by the contractor
- Developing and distributing outreach materials to inform your community about HHW
- Ensuring staff receive proper training in HHW management and understand health, safety, and emergency response needs associated with hazardous materials
- Advertising the collection day to residents via social media, newsletters, tribal meetings, or other outlets for information in your community
- Securing funding to support the event, including the cost of hiring a contractor, disposal fees, and administrative or staffing for the day of the event

*Collaborate on a multi-community collection event with nearby tribes and/or towns.* Similar to participating in a local event, this approach starts by forming a partnership with nearby tribes or towns. Entering a cooperative agreement with others can lower collection costs in the long run, but it may take additional time to form the partnership in the beginning. Questions to discuss with your partners include:



- Who should be included on the team?
- Who will lead the event? One person? A representative from each group?
- What level of HHW training is needed for staff and what will that cost?
- What type of staff safety training will be needed and what will that cost?
- Will waste be brought to a single location or multiple locations for collection?
- What needs to be purchased (protective equipment, tables, tarps, etc.)?
- Will any necessary vehicles be rented, leased, or purchased?
- Do any of the partners operate a licensed facility or operate a vehicle licensed for transporting hazardous waste?
- What are the fees charged by contractor for transferring and disposing of the waste? Do the partners have the financial resources to start the program?
- Who will manage the finances?
- What will the total estimated costs be and how much will each partnering entity contribute?

For each of these options, you will need to consider additional aspects of planning and logistics:

- Make a project timeline. Start planning at least 6 to 12 months before your event, as some contractors may be scheduled several months in advance.
- Develop and distribute outreach materials to educate community members about HHW and advertise the collection event. See “Developing a marketing plan” to learn more on this topic.
- Determine what type and how much household hazardous waste the community generates using the estimation methods noted above.
- Decide how the HHW will be collected prior to the collection event:
  - Option 1: Community members transport the waste directly to the collection event. This is the most cost-effective method but requires effective engagement to make sure community members are aware of the event and remember to attend. Taking steps to make the event convenient and accessible to community members can help boost participation.
  - Option 2: Residents bring their HHW to a central location on the reservation. This is similar to Option 1 but allows for multiple days of collections. However, it requires the community to have sufficient storage space meeting all safety requirements and permits for managing and storing HHW.
  - Option 3: Tribal environmental staff will collect directly from residents’ homes by appointment or at a scheduled time of day. This can be the most convenient option for community members but is more labor intensive for the tribal government. It also requires an investment in a vehicle that is properly equipped to carry HHW, proper storage, and meeting all licensing requirements for transporting and storing hazardous waste.

For the day of your event, you’ll need to plan for the following:

- *Health & Safety/Emergency response plan:* Develop a plan to ensure safety onsite, prevent accidents, and respond to any spills or accidents that may happen. Identify a member of your team who will be responsible for coordinating safety measures on site, initiating an emergency response, and contacting relevant authorities. Involve local police and fire departments or other emergency response teams in the planning process and have phone numbers for all emergency contacts easily accessible on the day of the event. The collection contractor may have sample plans available to help with your planning.



- *Event set-up:* Requirements may vary depending on the contractor, but you may be expected to provide any or all of the following:
  - Tarps to cover the ground in multiple collection and sorting areas
  - Folding tables for sorting materials in each area
  - Plastic sheeting to cover tables
  - Roll-offs to collect trash that can be disposed of as municipal solid waste
  - Forklift to load aggregated materials onto the contractor's truck (and trained/licensed forklift operator if contractor is not responsible for loading)
- *Participant Check-in:* Your collection site should have space to get participants checked in, gather a few key pieces of information, and direct them to the correct collection station. A simple check-in form includes participant name and contact information, the number of people in the household, and space to identify what types of materials are being dropped off. Gathering these details will allow you to direct the vehicle to the correct station(s) to have materials unloaded while gathering data that will help you assess what types of materials are being generated. This information can help you identify common items that should be targeted with source reduction activities and may be helpful when planning future events. Finally, gathering details at check-in may prove useful if anything reported at check-in is not collected by the vendor and later turns up at an illegal dump site. A sample check-in sheet is available for download in the online toolkit.
- *Reuse Station:* If your goals include a reuse program, decide how you would like to set up a reuse or "swap" table. Latex paint can be set aside to be picked up by other residents throughout the day, blended in a larger container for individuals or organizations to use for exterior applications on buildings, painted outdoor furniture, or even to cover graffiti on structures in the community. Cleaning products and pesticides could also be included in a swap program. However, they should only be made available if they are in the original container with the label intact, so the next user has all the information on safe use, storage, and disposal. Items that have been banned or that are in damaged or unlabeled containers should not be included in a reuse program. Staff or volunteers who manage the reuse station should receive health and safety training regarding the management of HHW materials and be able to identify which items are acceptable. Items remaining at the end of the day should be disposed of through the contractor.
 

If you include a reuse option, be sure to share information with community members about proper use, storage, and disposal.
- *Payment (Optional):* Your program may want to consider whether fees should be assessed for collection of certain materials. If you believe this will support the goals of the event, work with your local decision-making body to determine if fees will be assessed and what the process will be (e.g. payment taken on site, assessed as part of trash bills, etc.). If payment is taken on site, determine what point of sale technology will be required to accept credit card payments and set-up the necessary accounts for online services, acquire equipment for remote payment, or ensure a hard-wired connection is available at your collection site. If cash payments are accepted, ensure that the required staff are included in the process to maintain secure handling and exchange of cash.

## Selecting a venue

The site you select should be conveniently located and well known to the community. It should also have enough space to set up a collection station and any services staff will require (e.g., temporary shade shelters and portable restrooms if there are not accessible facilities nearby) and to efficiently

Community members who miss the HHW event may try to bring items to the site after the event. Be sure to monitor the site at the conclusion of your event to make sure additional items aren't left behind, and survey routes to and from the site to check for illegal dumping.

move traffic in, out, and through the site. This might include space for vehicles to get off the main road and into a holding line before checking in with staff or volunteers; space to unload vehicles, space to sort, pack and temporarily store materials; parking for vehicles that may need additional time to unload; and space for support services and emergency vehicles. It is also important to select a site that is easy to secure, including control of routes to and from the collection site, to help prevent illegal dumping if community members miss the collection time, tire of waiting in line, or have materials that are not accepted by the contractor. Parking lots at schools or government-owned facilities often work well. However, you should avoid sites in environmentally sensitive areas where a

spill could quickly reach surface water, wetlands, wells, or other vital resources. Site selection may be dependent on the type of event you are hosting (see above) and requirements of the contractor.

## Selecting a date

As with any public event, check local calendars to avoid scheduling during planned activities that could reduce participation in your drop-off event. However, existing activities may present opportunities for collaboration:

- Consider whether community members might be more likely to bring materials to a drop-off event if they are already attending a community event nearby, such as a community fair, festival, market or open house that does not require participation at specific times but generally engages a large portion of the population. Plan for a larger turnout if you pair your drop-off with another event.
- Combining an HHW event with existing community clean-ups could also increase participation because community members are already accustomed to participating in such events. Adding an HHW component provides built-in opportunities for education and outreach, enhances the services provided, and encourages responsible disposal of all types of waste.

## Contracting HHW services

Depending on your internal process for contracting for services, you may need to issue a Request for Proposals (RFP) and establish a formal contract with a service provider selected through the RFP process. The RFP should include a description of the community and population served, the type of waste targeted for collection, any services your team will provide (e.g., outreach, marketing), and a general description of the event you plan to host. It should request information on the services that will be provided, materials that will and will not be accepted, supplies and equipment that will be provided by the

For more on contracting HHW collection services, including developing an RFP, selecting a contractor, and developing a contract, see page 32-36 in *US EPA's A Manual for One-Day Community Collection Programs*.

<https://nepis.epa.gov/Exe/ZyPDF.cgi/10000RGD.PDF?Dockey=10000RGD.PDF>

contractor, itemized costs for services (including on-site labor, training of your staff/volunteers, transportation, and disposal), data and reports that will be provided, the destination and method of disposal for materials collected, and proof of insurance. Prospective contractors should also respond with expectations of the event hosts, such as materials, equipment, site requirements, and support from staff and volunteers. If the contractor requires support from staff and volunteers, any training that will be provided should also be outlined.

## Developing a marketing plan

Once you have all the details finalized, it is time to develop a marketing and promotion plan to raise awareness about HHW, help community members identify materials they can and can't dispose of through your HHW event, and make sure they know when and where to bring HHW for safe disposal.

Consider the most effective methods for communicating with community members:

- Is there a newsletter that most in the community receive (and read)?
- Do people visit your website frequently to get information?
- Do you have a strong following on Facebook, Instagram, or other social media platforms?
- Would an insert in a monthly utility bill be effective?
- Are there other events you can participate in to promote your event?

Once you've decided on the best approach for reaching your audience – which may include a variety of media types and events – plan out your outreach activities over at least a 6-week period leading up to your drop-off event. The *Event Planning Checklist* has a calendar you can use to plan out your newsletter articles, emails, social media posts and other promotional activities.

Marketing and promotion plans should include:

- educational materials to inform community members about the types of materials they may have in their possession that are considered HHW
- information about your event and how community members can participate
- tips for reducing HHW by using alternative products and adopting integrated pest management practices
- post-event details highlighting your success

Templates for marketing materials and links to education resources are included [in the toolkit](#). The toolkit includes:

- An Event Planning and Marketing Guide that compliments the How-To Guide and helps your team brainstorm ideas and organize information
- Access to a customizable flier and an RSVP postcard
- Graphics (some that are customizable) that can be used for social media or print to help promote your event, raise awareness about HHW, and encourage source reduction strategies

Community-based social marketing (CBSM) is an effective approach to engaging the public and encouraging sustainable behaviors. Developed by Dr. Doug McKenzie-Mohr, CBSM is a process that involves identifying barriers to a desired activity and selecting the most effective behavior change tools

to help participants overcome those barriers and then piloting and evaluating those tools.<sup>3</sup> It draws heavily from research in the social sciences, going beyond basic information and education campaigns to focus on activities that shift behaviors in the community. Links to CBSM resources are available on the [toolkit website](#).

## Determine measures of success

Before you host your event, define what a successful event will look like and determine how you will measure that. Set up a process for collecting that information in advance so you are prepared to gather accurate and useful data before, during, and after the event. Then be sure to save your data in a format that can easily be revisited in the future.

- *Engagement:* Keep track of the type of engagement, frequency, and number of people reached through your education and outreach campaigns (e.g., how many households received mailers, how many visits you had to a website, or how many views your social media posts received). Assess which approaches worked and which didn't. This will help you repeat efforts in the future and potentially evaluate and adjust your approach in the future.
- *Participation:* Document the number of vehicles or households that participate on the day of the event. This can include a simple count of cars as they arrive, or you can gather more detailed information by asking participants about the number of people in their household and if they are bringing items from more than one household. These numbers can be useful in developing estimates for future events.
- *Materials collected:* Make sure you receive a report from the contractor that includes weights or volumes of materials collected during the event. Making an estimate during the event as materials are packed and loaded (e.g., how many barrels or boxes of materials are loaded) can help ensure that you have at least some basic data and provides additional accountability if you determine that your estimates do not match up with the contractor's report. You can also use this information, along with participation data, to calculate the cost per person or per household to see how close you were to your initial estimates and adjust your calculation for future events.
- *Post-event evaluation:* As with any community event, it is helpful to get feedback from participants to learn what you got right throughout the process and what you can improve on for future events. Consider developing a short survey – something that can be completed in just a minute or two – to provide participants when they check in at the drop-off event or while they are waiting for their car to be unloaded. This could be a paper form, an online survey (if Wi-Fi access is available or you have tablets or other mobile devices they can use), or a set of questions volunteers ask directly.

Questions to consider asking:

- How did you learn about this event (e.g., Facebook, flyer, word of mouth)?
- How easy was it for you to prepare materials to bring in for disposal today?
- How would you rate your experience participating today?
- Would you participate in an event like this in the future?
- What would have made this event better?

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<sup>3</sup> McKenzie-Mohr, D. and Smith, W. (1999). *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*. Gabriola Island, B.C., Canada: New Society Publishers.

You can also include questions to help assess learning that has occurred through your education and outreach efforts:

- Do you feel more confident about identifying HHW after receiving information before this event?
- What steps can you take to reduce the amount of HHW generated at home in the future?

Include your own evaluation of the event by assessing whether you met expected targets for participation and materials collected (note why or why not), and identify those things that went well and things that did not work out as planned so you can make adjustments for future events.

- *Celebrate success!:* After you've collected and reviewed the data, thank the community for participating and share the results with them. Report weights and volumes of material and provide some meaningful context. For example, compare volumes to something that is relatable, like the volume of a container that people are familiar with or a well-known item or feature in the community.

### Other options to consider

There may be businesses and organizations in nearby communities that offer recycling services for materials like motor oil and other automotive fluids, lead acid batteries, fluorescent light bulbs, and latex paint. Check the Earth911 Recycling search (<https://search.earth911.com>) for recycling and disposal options to share with community members, or to partner with your event.

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