

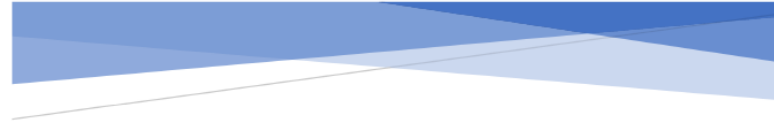


Solid Waste Infrastructure for Recycling (SWIFR) Grant Program Oregon DEQ Application

Materials Management Program/Land Quality Division

Joint Committee on Ways and Means- Subcommittee on Natural Resources
January 26, 2023

What is SWIFR?



Solid Waste Infrastructure for Recycling (SWIFR) Grant Program

Program Guidance for States and Territories

United States Environmental Protection Agency
Office of Resource Conservation and Recovery

December 2022



- EPA program to support state and territorial solid waste management planning, data collection, and implementation needs.
- Program is non-competitive; each state will receive one award of at least \$300,000
- No matching funds are required
- Awards are expected in summer of 2023 and may be spent over a three-year period.

What Oregon work will SWIFR fund?

- Implement next phase of DEQ's "Bad Apple" campaign to reduce consumer food waste.
- DEQ estimates wasted food costs Oregon households an average of \$1800 per year.
- SWIFR funds will allow for campaign expansion that will reach 30 to 50% of Oregon population.



Elements of expanded campaign



- Expand beyond the broadcast and social media channels to include radio, billboards and transit ads.
- Support amplified local government engagement in the campaign to increase its reach.
- Expand broadcast and social media ad placements to reach larger populations.

Elements of expanded campaign (cont.)

- Target efforts to more effectively reach Spanish-speaking populations across Oregon.
- Develop and implement materials targeted at schools.
- Refresh material on the existing campaign website (www.dontletgoodfoodgobad.org).



Thank you



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