



Community Education and Outreach Plan

BEAUFORT COUNTY COMPOSTING GRANT – PILOT PROGRAM

November 2025



Beaufort County
SOUTH CAROLINA



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Purpose of a Community Education and Outreach Plan

Beaufort County (County) received a grant from the United States Department of Agriculture (USDA) to develop and implement an Organics Diversion Pilot Program. Through the pilot project, the County will develop a series of composting programs designed to streamline the composting process and simplify participation for citizens and businesses.

This Community Education and Outreach Plan was developed as part of the pilot program.

The plan serves as a roadmap to guide the creation of public awareness materials and programs about the County's composting initiatives.

This plan outlines the County's approach for public education and involvement to:

- Target historically underserved communities for outreach.
- Create comprehensive outreach programs and materials.
- Use best practices and a range of strategies to involve and inform the public.
- Be reflective of stakeholder needs.



Public Education and Involvement Objectives

The primary purpose of the Community Education and Outreach Plan is to raise awareness and inform the public, elected officials, staff, and community leaders about new composting services and programs being offered by the County. Building good relationships with key and interested stakeholders will result in an increased level of trust and confidence in the pilot program.

The objectives of the public education and outreach process are to:

- Proactively reach out to the community and educate about composting programs and benefits.
- Provide meaningful opportunities to educate and gather input.
- Incorporate public input into the development and refinement of composting programs.



Key Messaging

Key messages are statements that engage an audience by encouraging follow-up questions and interest in the County's composting programs. They highlight the main points of information you want your audience to hear, understand, and remember. These key messages, developed with County staff, will assist the project team in maintaining consistent communication throughout the composting education campaign.

The following high-level key messages can be incorporated into communication and outreach materials:

- The County is committed to helping cut South Carolina's food waste in half by 2030 and reducing the amount of waste each person disposes of, up to 3.25 pounds per day.¹
- Composting programs will support the goals set by the County's Solid Waste Management Plan by diverting waste and creating new solid waste management streams within the County.
- Roughly 30% of the waste South Carolinians send to landfills could be composted.
- Composting can reduce the amount of materials sent to landfills, extend the lifespan of landfills, and save taxpayer dollars.
- The County offers a range of composting solutions so you can find the right one for your needs.

¹ [S.C. Department of Environmental Services, Don't Waste Food SC, 2024](#)

Why Should I Compost?

- Composting is the natural decomposition of organics (paper, cardboard, fruits, vegetables, yard clippings, and leaves). In this process, microorganisms break down the material into a nutrient-rich product that can be used as a soil additive in yards, gardens, and potted plants.
- Locally based composting circulates dollars in the community by "greening" neighborhoods and supporting local food production and security.
- When organic waste decomposes in a landfill, it gives off methane, a greenhouse gas. When composted, organic waste enriches the soil.
- Adding compost can improve soil quality, prevent erosion, and lessen the need for fertilizers, pesticides, and water, ultimately saving money and conserving natural resources.
- When compost is added to local soils, it improves its ability to withstand floods and droughts, filter pollutants, retain nutrients, and support local food production.

Starting Your Compost Journey

- Composting involves minimal effort, equipment, and expense, and can be fun.
- Learning how to compost can inspire others to participate in diversion techniques.
- Shop with a plan. Be at the front line of reducing food waste through changes in food buying and storing habits.



Stakeholders

Public education and involvement will encompass a full range of community interests. A comprehensive list of stakeholders should be identified and engaged to verify the County reaches different types of stakeholder groups and individuals. A preliminary list of stakeholders identifies two main groups: community members and County-wide stakeholders.

Community Members – These stakeholders will be the target audience for general marketing and educational materials, informational events, and waste collection programs.

- | | |
|--|---|
| ■ General public | ■ Media |
| ■ Local environmental groups | ■ Local officials |
| ■ Historically underserved communities | ■ Other individuals or groups that may be interested in the pilot program |
| ■ Community garden groups | |
| ■ Gullah/Geechee Nation | |

County Stakeholders – These stakeholders have been identified as potential partners for the business/industrial composting pilot program.

- | | |
|---|--|
| ■ Beaufort County Libraries | ■ Open Land Trust |
| ■ Beaufort County Visitor Center | ■ Outside Foundation |
| ■ Beaufort Litter Patrol | ■ Palmetto Bluff Marine Corps Air Station |
| ■ Beaufort Soil & Water Conservation District | ■ Palmetto Dunes Stability Committee |
| ■ Beaufort-Jasper Water & Sewer Authority | ■ Parris Island |
| ■ Chamber of Commerce members | ■ Port Royal Sound Foundation |
| ■ City of Beaufort | ■ Sea Turtle Patrol |
| ■ Clemson Extension | ■ Solid Waste and Recycling Board |
| ■ Coastal Conservation League | ■ South Carolina Department of Natural Resources |
| ■ Coastal Discovery Museum | ■ Spring Island Trust |
| ■ Coastal Expeditions | ■ Stormwater Management Utility Board |
| ■ County departments | ■ Sun City Entertainment Club |
| ■ Friends of Hunting Island | ■ Technical College of the Lowcountry |
| ■ Heritage Community Farms | ■ The Rotary Club of Hilton Head Island |
| ■ i2 Recycle | ■ Town of Bluffton |
| ■ Keen on Kleen | ■ Town of Hilton Head |
| ■ Keep Beaufort County Beautiful | ■ Town of Port Royal |
| ■ Local businesses and agricultural producers | ■ University of South Carolina Beaufort |
| ■ Local public schools | ■ USCB Athletics |
| ■ Master Gardeners Program | |

4.1 Stakeholder Roles and Responsibilities

Through the development of each composting program, stakeholders will take on various program roles and responsibilities. Stakeholders may take on more than one role. Roles may vary based on the program, but a general overview of stakeholder roles is included below.

Program Role	Stakeholders	Responsibilities
Program Participant	General public, homeowners, neighborhood groups, underserved communities	- Learn program guidelines. - Take any necessary training. - Actively participate in a program.
Champion	Local environmental groups, community gardens, media, officials	- Actively participate in a program. - Attend training, become familiar with program goals. - Act as an ambassador for the program. - Educate community members on programs.
Volunteer	General public, local environmental groups, community gardens	- Assist in community outreach. - Speak at community education events. - Act as an ambassador for the program. - Lead community training.
Case Study	General public	- Participate in the composting program for 6+ months. - Attend training. - Record program participation. - Share experience through interviews with the County, which will be shared with the public.
Compost User	General public, homeowners, neighborhood groups, underserved communities, community gardens, farmers	- Sign up to receive compost. - Use compost for personal or business purposes.
Partner	Businesses, County departments, Chamber of Commerce, municipalities	- Learn program guidelines. - Take necessary training. - Hold training or informational sessions for additional users. - Provide composting bins to be used at your location. - Work with provider to set up a contract for services.

4.2 Outreach Tools and Tactics

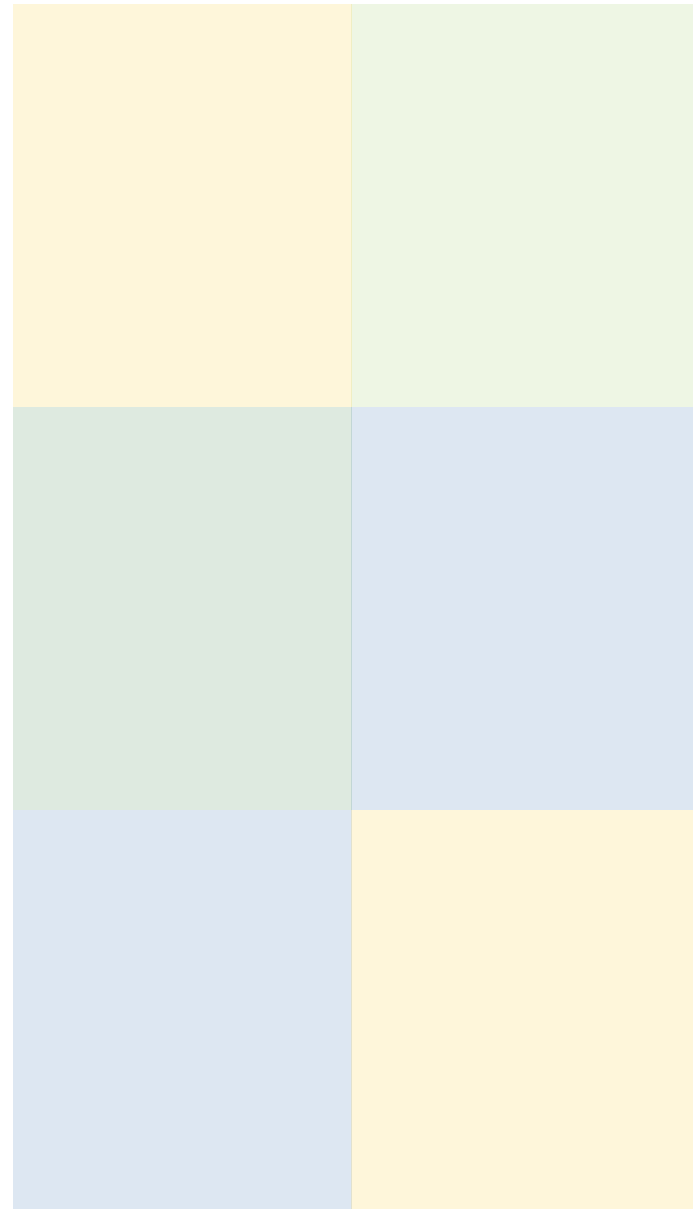
The community education strategies and outreach tools for this project will vary by program needs. Most programs will utilize the majority of tools listed, while not all tactics will be implemented. Materials designed to share information with the public will be created in a concise and easy-to-understand format and will be updated as new information is available. The following activities, outreach methods, tools, and materials are planned to be used for this project, as appropriate.

Outreach Tools and Tactics	
WEBPAGE: Program information will be added to the the County website composting page, including photos, videos, digital versions of print materials, and program sign up information.	STAKEHOLDER EMAIL UPDATES: Updates on program status, public events, and other information will be distributed to the stakeholder database.
EMAIL: Responses should be provided by the County staff or project team within 72 hours of receipt.	MEDIA: Provide project updates, news releases, b-roll opportunities, and support for PIO distribution.
MAPS/GRAPHICS: Utilize illustrations and maps for fact sheets, flyers, social media, and digital or physical marketing materials.	EDUCATIONAL EVENTS: Provide stakeholders with in-person and virtual events.
SOCIAL MEDIA: Messaging on public meetings, program status, and updates across multiple platforms (Facebook, X, NextDoor), with additional focus on tags, interactions, and message sharing.	STAKEHOLDER OUTREACH: Methods could include mailers, door hangers, phone calls, small group presentations, newspaper advertisements, surveys, or a series of one-on-one meetings.
STAKEHOLDER DATABASE: Maintain an Excel spreadsheet mailing list database of elected and local officials, external stakeholders, and the public.	SUMMARY REPORTS: Prepare timely summaries of program use and reach, planned engagement, and milestones.

Additional Engagement Tactics:

The project team (to be determined by the County) should provide guidance on selecting tactics and preparing materials to support each program's needs. Program-related content will be provided for the County to share on its website and social media platforms as appropriate. All public-facing materials can be translated into Spanish and other languages, as needed. Prior to events, the project team should also provide the County with the following for review and comment:

- Event plan outlining the logistics, staffing, materials, and talking points.
- Draft notification letter or postcard.
- Draft newspaper ad and fact sheet pursuant to all County requirements.
- Draft materials including an overview handout, presentation, and comment forms.
- Public-friendly content with easy-to-understand graphics to convey the program.
- Webpage content mirroring in-person public meetings.



Education and Outreach Methods

Developing comprehensive programming for the County's outreach goals will be the cornerstone of the pilot program and help drive successful and meaningful participation.

Guidelines and suggestions for developing these programs are outlined in Appendix A: Composting Program Playbook. The playbook outlines six overlapping sub-programs and provides overviews, target audiences, timelines, milestones, and action plans for each. Program areas include:

- Community Education
- Collection Center Use
- School Collection Program
- Compost Product Marketing
- Green Business Program
- Curbside Collection



Information and Notification Methods

Education and awareness are key components of the pilot program. Various methods will be used to communicate program initiatives, changes, updates, educational activities, and events. It is important to communicate with stakeholders in a consistent manner and provide them with opportunities to stay engaged throughout the pilot program.

6.1 Email

The project team recommends developing standard responses for common questions and providing them to County staff for use in email responses. The project team will prepare email content for County staff to distribute before outreach opportunities, as well as to share information about program progress. The updates will be emailed to contacts in the stakeholder database.

6.2 Marketing Materials

The project team, in collaboration with the County, will create or assist in the creation of marketing materials to support various programs. This includes website content, pamphlets, videos, graphics, posters, and signage that provide consistent messaging and branding for all pilot programs. These materials will follow the County's existing brand standards and build on current recycling branding.

6.3 Stakeholder Database

The project team will create a database of stakeholders, including residents, elected and local officials, community and civic organizations, businesses, special interest groups, and other interested parties. The database will be maintained as new stakeholders are identified and will serve as the project mailing list.

6.4 Media Relations

Beaufort County staff will serve as the official project spokespeople and manage media inquiries related to the composting pilot program vision, goals, strategies, and initiatives. The project team, with input from the County, will assist with content creation including public news releases, talking points, and media responses, as requested.



Targeted Outreach

To verify pilot programs are effective, the County will strategically select tactics and messaging that align with the desired audience. The audience can be large, such as all County residents, or can be tailored to a specific neighborhood or demographic within the County. Targeted outreach will help the County connect with desired users. Reaching out to historically marginalized communities will help make certain the food scrap collection program is equitable.

Polls and surveys will be created to determine whether the targeted outreach goals are being met and to help the County understand the needs of its stakeholders. These polls and surveys will be distributed to the community at various project milestones. The feedback collected will serve as a baseline for assessing the effectiveness of outreach efforts. Additionally, this feedback will provide opportunities to align materials and outreach strategies as the program evolves.



Preliminary Timeline

Implementing this education and outreach plan will be a combined effort between Beaufort County and the project team. The following timeline was proposed in the Project Narrative for the USDA Composting and Food Reduction Grant.

Activity	Program Components	Targeted Start
Phase 1: Funds available	Program planning and development	June 2024
Phase 2: Begin projects	Community education	December 2024
Phase 3: Outfit centers	- Collection center use - School collection program	August 2026
Phase 4: Collection at centers	- Compost product marketing - Green business program	TBD
Phase 5: Additional services	Curbside collection	TBD



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Evaluation

To evaluate the effectiveness of the program, the County will analyze a set of key success indicators that include the metrics identified below. Surveys and polls used to track targeted outreach will also provide insights into the program's success.

The pilot program may be evaluated through the following metrics:

- Number of participants reached through the education and outreach activities.
- Number of participants from underserved communities.
- Tonnage of organic waste diverted through the drop-off and collection programs.
- Cubic yards of compost produced as a result of the pilot programs.
- Quantity and location of compost used by agricultural producers.

Each program may have its own additional evaluation metrics. Success metrics of the overall pilot program may evolve as modifications or shifting objectives occur.



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Protocols

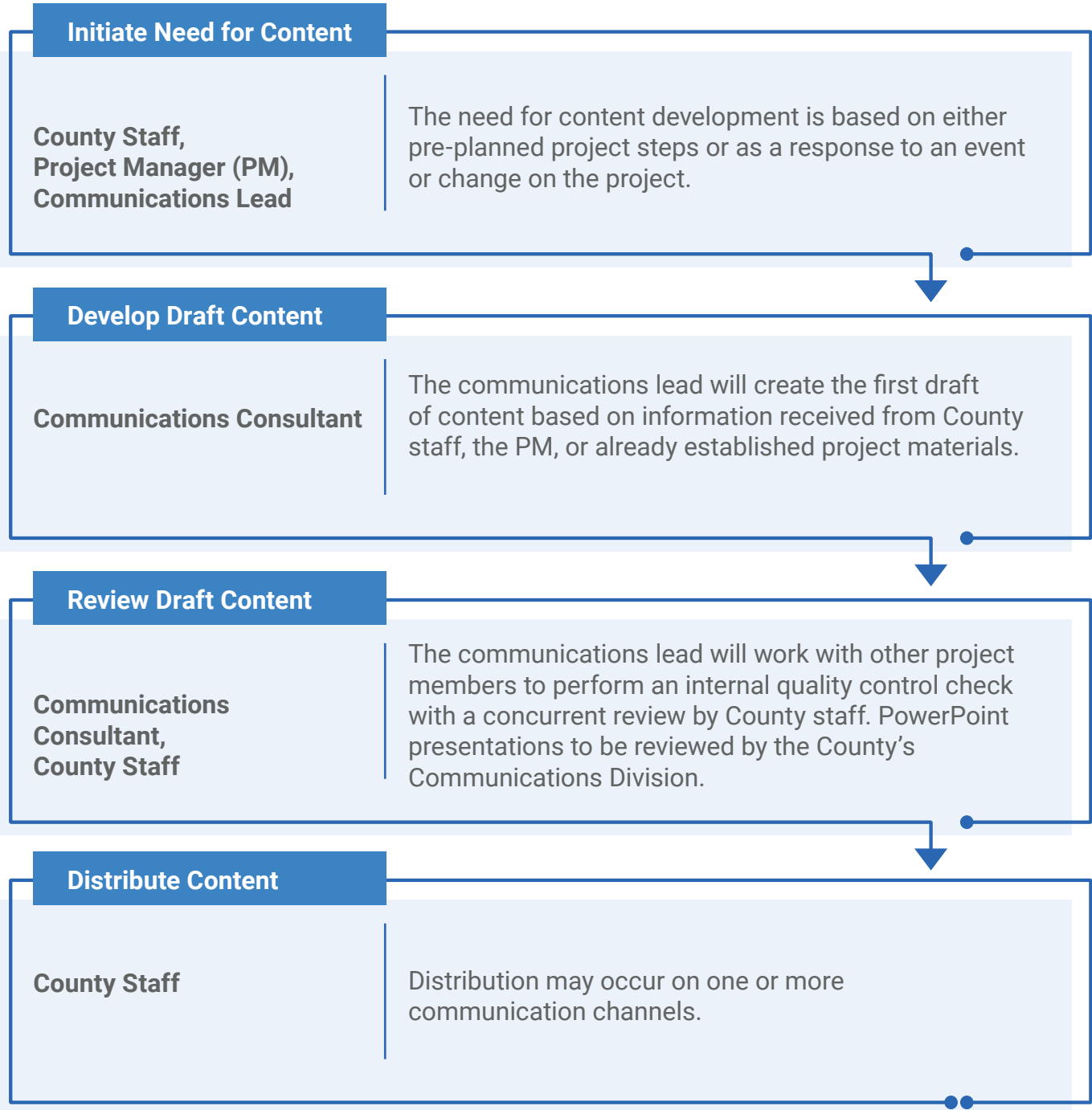
10.1 Media Request Protocol

The media may seek information or comment from multiple sources, including County staff, project team members, neighborhoods, businesses, or other stakeholders within the surrounding area. Media requests for internal information from the project team must be immediately directed to the Solid Waste and Recycling Program Manager for the County.

- The project team can be leveraged for technical data and insights as necessary.
- The project team will discuss proactive media pitches related to project status, public involvement opportunities, unique news angles, and more.
- Press releases and project news will be posted on the County's website.

10.2 Approval Process for Communication Products

Any communication product (fact sheet, video, handout, supporting content, or news release) created by the project team must go through the following approval process:



10.3 Beaufort County Branding

All materials created will follow the standards set in the County's visual and brand guidelines for County government. This will enable designers to create fresh and personable materials that reflect and enhance the County's visual identity.

Messaging and materials should be:

- Friendly and welcoming
- Informative and educational
- Transparent and trustworthy
- Positive and encouraging
- Engaging and interactive
- Inclusive and respectful
- Timely and relevant

The County's Brand and Communications Quick Reference Guide is included in Appendix B. Full visual and brand guidelines for County government are available upon request.



Project Team

Below are the primary project contacts:

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REMINDER: THIS COMMUNITY EDUCATION AND OUTREACH PLAN IS A LIVING DOCUMENT THAT IS SUBJECT TO CHANGE, BASED ON THE COUNTY AND PUBLIC NEEDS. THE PLAN MAY BE UPDATED AT ANY TIME TO ADD, REVISE, OR REMOVE OBJECTIVES, STAKEHOLDERS, STRATEGIES, OR METHODS AS NEEDED TO ADAPT TO NEW AND CHANGING CIRCUMSTANCES.



Appendix A

Composting Program Playbook

The Beaufort County Composting Pilot Program will have several overlapping sub-programs targeted to specific audiences. The composting sub-programs identified by the County are as follows:

1. **Community Education**
2. **Collection Center Use**
3. **School Collection Program**
4. **Compost Product Marketing**
5. **Commercial Collection Program**
6. **Residential Curbside Collection**

Each sub-program will have overlapping themes and use similar resources and messaging. However, each sub-program will have its own mission, goals, and strategies for implementation. This section outlines public education strategies and tactics for each sub-program.



A.1

Community Education

A.1.1 Objective and Overview

Community education will be an ongoing program run by the County. Through community engagement, the County will provide outreach to community members and promote the available pilot programs. The public will be able to request speakers who can provide program information, composting trainings and overviews, and distribute collection bins. Speakers and presentations will cater to each event's specific audience.

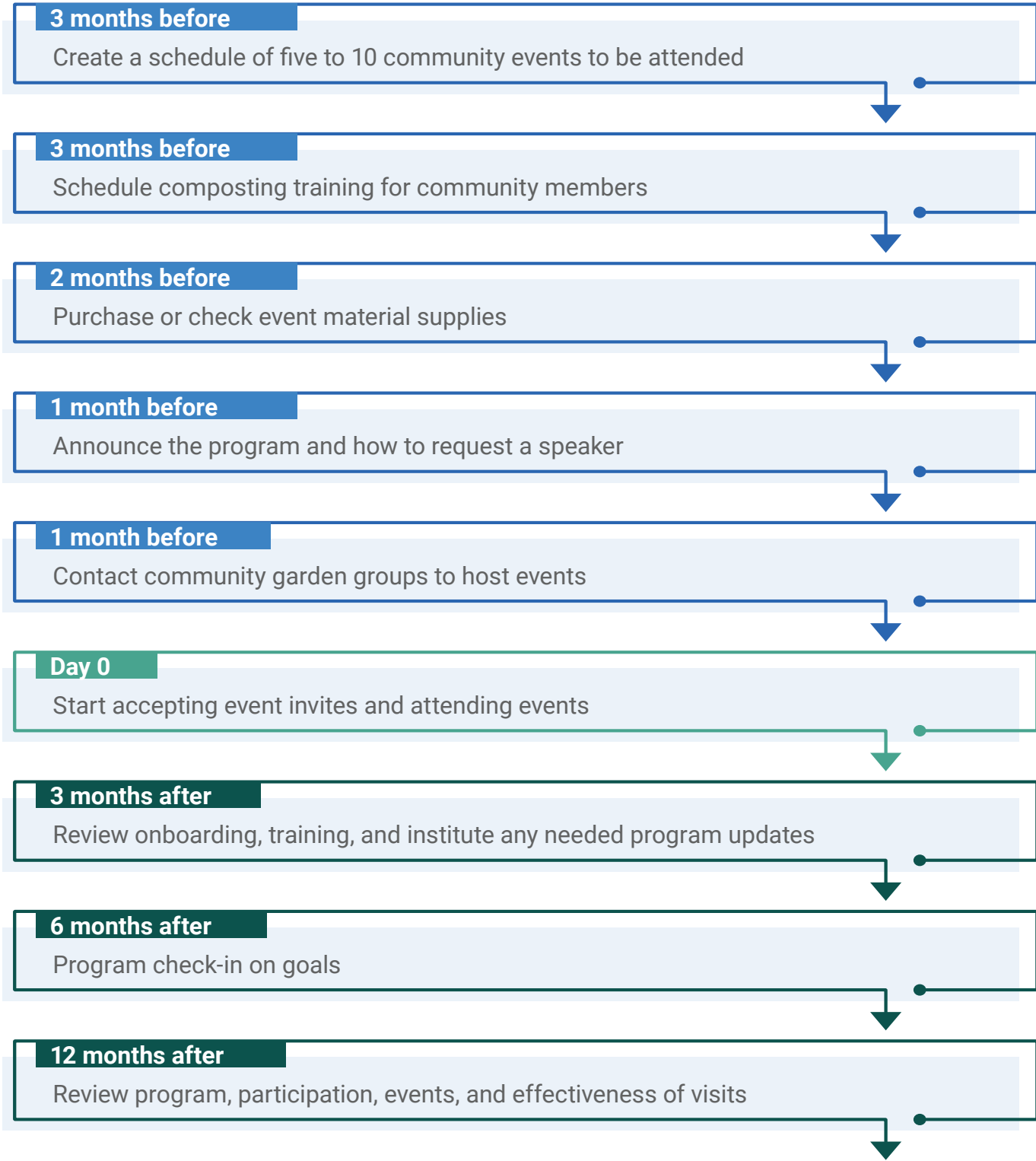
A.1.2 Target Audience

The Community Education Program will be targeted toward community members and County stakeholders. Stakeholder groups identified for this program include:

- | | |
|---------------------------|-----------------------|
| ■ General public | ■ Local officials |
| ■ Homeowners | ■ Chamber of Commerce |
| ■ Underserved communities | ■ Municipalities |
| ■ Neighborhood groups | ■ Media |
| ■ Community garden groups | |

A.1.3 Timeline and Milestones

The Beaufort County Composting Pilot Program is scheduled to run through March 2026. The Community Education Program will run throughout the pilot. This timeline will focus on the first year of the program.



A.1.4 Action Plan

The following action plan outlines the steps for establishing the Community Education Program, including an overview of tasks, required materials or processes, and ideas for implementation.

Program Promotion

The Community Education Program should plan to utilize the following tools and tactics to promote upcoming events, provide information about how to book a speaker, and provide the public with program details.

Tools:

- Webpage
- Social media
- Stakeholder emails
- Stakeholder outreach
- Graphics and collateral materials
- Email

Ideas for program promotion include:

- Write a program blurb that can be used in newsletters.
- Create a community education page or section for the County composting website.
- Promote upcoming community events on social media.
- Promote the Community Education Program on social media.
- Create handouts about educational programs that can be distributed at events or shared via email.
- Share a list of upcoming compost training details, including times and dates.

Preparation

Presentations: Several presentations should be developed to support speakers at events and provide information relevant to each audience. These presentation topics should include frequently asked questions and include topics such as the status of pilot programs, how to sign up, composting basics, best practices and community benefits. Presentations should allow for group participation or hands-on learning, when appropriate.

Speakers: The team should identify three to five individuals who can act as speakers for events. Speakers should be provided a script, visual aids, handouts, event details, and a list of special materials that may be needed. Speakers’ expertise should align with the events they are scheduled to attend.

Collateral Materials: The project team should identify and provide all materials that are needed to successfully execute events. This includes the collection and organization of materials, ensuring the event materials are in good working order, and that items are fully stocked for each event. An overview of materials is provided below. Materials for a weekend event should be provided to staff the Friday before an event.

Event Type	Materials needed	
Community event (festival, farmers market, etc.)	■ Table ■ Chairs ■ Tablecloth ■ Tent	■ Giveaway items ■ Items for visual display ■ Program handouts ■ Writing utensils
Compost certification event	■ Visual presentation ■ Program handouts ■ Check-in station	■ Nametags ■ Writing utensils ■ Compost bins
Speakers bureau	■ Visual presentation ■ Program handouts ■ Presentation props	■ Giveaway items ■ Nametags ■ Writing utensils
School event	■ Visual presentation ■ Program handouts	■ Presentation props ■ Giveaway items

Storage and organization: To keep materials organized and make tabling events more easily facilitated, the team may need to invest in a case or storage box on wheels, a cart for transporting materials, and may also need to identify a central storage location for dropping off and picking up materials.

Event Requests

Inbound Events: Throughout this program, the public should have the ability to contact the project team and request a speaker for an event. The best way to collect event requests is through an online form. Form entries can be reviewed by the project team, then confirmed or denied based on team availability and other limiting factors. The event form should collect all information necessary for event execution. If event requests are submitted by email or in person, the individual should be asked to complete the necessary form online. This allows the project team to track all inbound requests.

The form should be hosted on the composting program website in an easy-to-find location. Below is a list of questions to help submitters provide a clear overview of their event request:

- Requestor information (name, email address, phone number)
- Event contact (name, email address, phone number if different)
- Event name
- Event start and end time
- Event type (speaker request, community event)
- How would you like the project team to participate in the event? (Provide an activity for a family event, suggest topics for presentation, or specific event role such as panel speaker/emcee)
- Location details (address, room location, booth number, indoor/outdoor, etc.)
- Parking details (free, paid, offsite, etc.)
- Would you like the mascot to attend the event?
 - Is there a secure place for the mascot to change and store their items, that is not a bathroom?
 - Mascot visits are 45 minutes, plus 15 minutes of break time at the performer’s discretion. What time would you like the mascot to attend the event?

Event Outreach: Over the next year, the project team will proactively reach out to community organizers to identify events and opportunities to promote pilot programs, including targeted outreach to groups or organizations that could benefit from learning more about the pilot programs. The following events have been identified as providing a high level of community visibility and should be given priority for staffing and scheduling. The following list provides an overview of events that can be considered for attendance. Some events should also be considered for partnerships as providing composting stations at events can be a great way to raise awareness.

- A Taste of Beaufort
- Bands, Brews, & BBQ
- Beaufort Charities Oyster Roast
- Beaufort Garden Club meetings
- Coastal Conservation League events
- Library events
- Lowcountry Jaycees Food Truck Festival
- Lowcountry Master Gardener Association meetings
- Lowcountry Oyster Roast
- Olde Beaufort Farmers’ Market
- Penn Center Heritage Days
- Port Royal Farmers’ Market
- Recreations centers
- Sea Island Garden Club meetings
- Soft Shell Crab Roast
- The annual Beaufort Shrimp Festival
- The annual Beaufort Water Festival
- The Original Gullah Festival
- Various Chambers of Commerce events

Event Schedule and Planning

Event Calendar: It is the responsibility of the project team to track and manage the outreach calendar. A member of the project team will be responsible for tracking all event bookings. It is a best practice to make a shared calendar for events that is accessible to the whole team. Invites should be scheduled in a way that includes travel and set-up times, to verify the staff arrives 15 to 20 minutes before the event start time.

The following information should be included in the event calendar:

- Event name and overview
- Event time
- Location (and estimated drive time)
- Event contact information
- Parking details
- List of specific materials to bring

A log of all events should be kept by the project team to track events requested, attended, and turned down for program reviews.

Staffing: Staffing for each event can vary based on event needs or duration.

- One- to three-hour event: One to two staff members.
- More than three-hour event: Two people or one to two people in shifts.
 - If the setup includes an activity, schedule at least two people.
- Speaking engagement: One person.
 - If the setup includes an activity, schedule at least two people.

Event Follow-Up

Internal Follow-Up: Staff should provide a review of the event to provide insight into changes that need to be made, materials to be replaced, and if the event was a good fit for the goals of the program.

External Follow-Up: Staff should plan to send a thank you message post-event, sharing any photos taken and providing resource links that can be shared with attendees.



Collection Center Use

A.2.1 Objective and Overview

The County is planning to provide community drop-off sites for organic waste at convenience centers located throughout the County. The largest drop-off centers will be in Shanklin, Bluffton, Hilton Head, and St. Helena. This community drop-off initiative will begin as part of Phase 4 activities. Participants will receive a countertop composting bin (while supplies last) and must complete a compost training course to use the facilities.

In the first year of the program, the County plans to have 500 people enroll to use the convenience center.

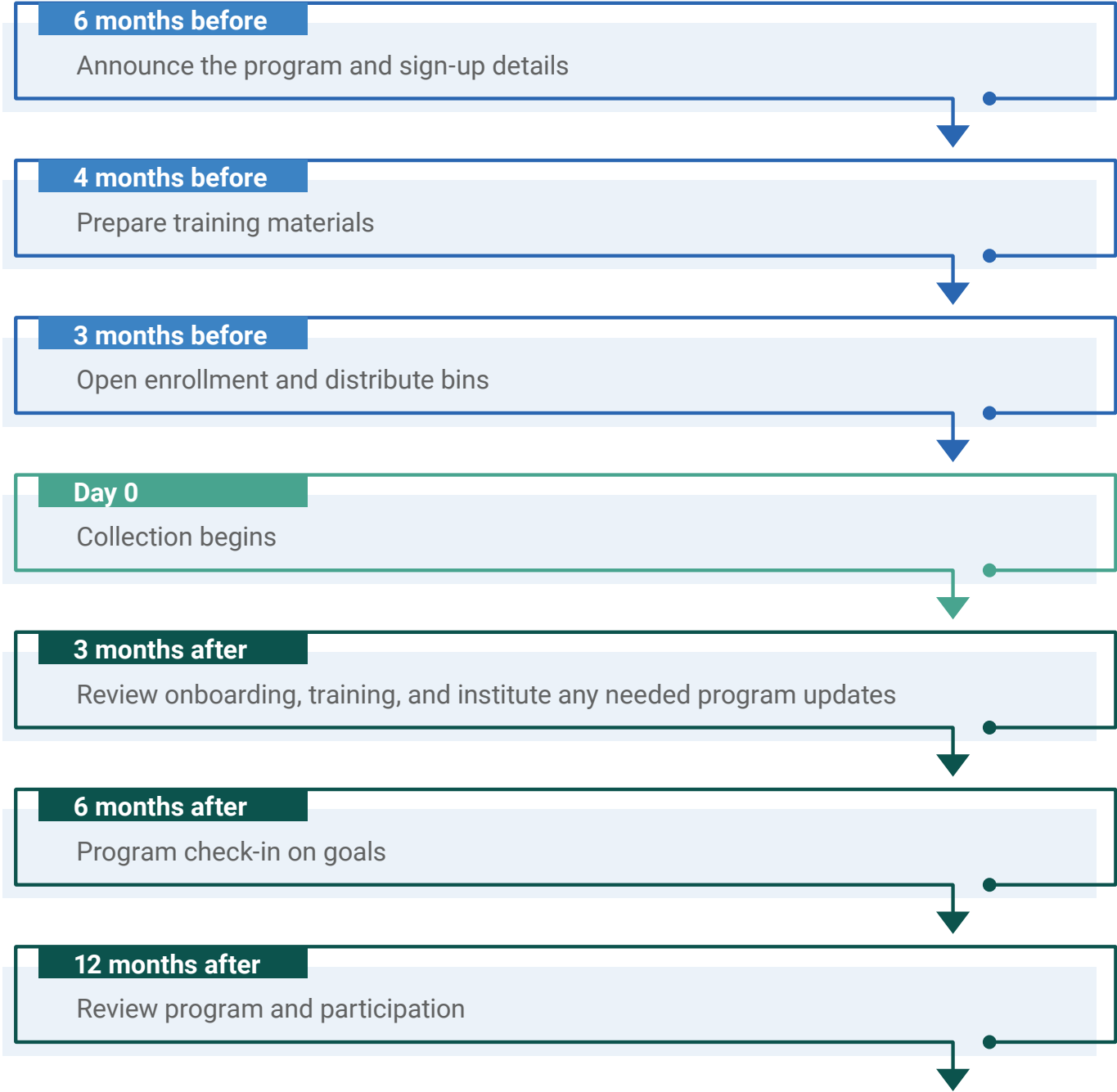
A.2.2 Target Audience

The Collection Center Use Program will be targeted toward community members. Collection bins for organic waste will be added to where residents can currently bring recyclables and trash.

- Communities near convenience centers
- Homeowners
- Underserved communities
- Neighborhood groups
- Local officials

A.2.3 Timeline and Milestones

The Beaufort County Composting Pilot Program is scheduled to run through March 2026. The Collection Center Use Program is part of Phase 3 activities. The County plans to open convenience centers by August 2026.



A.2.4 Action Plan

The following action plan outlines steps that need to be taken to set up the Collection Center Use Program. It provides an overview of tasks, items and processes needed, and ideas for implementation.

Program Promotion

This program should plan to utilize the following tools and tactics to promote the Collection Center Use Program:

- Webpage
- Social media
- Stakeholder emails
- Stakeholder outreach
- Graphics and collateral materials
- Email
- Media

Ideas for program promotion include:

- Writing a program overview that can be used in newsletters.
- Creating a Collection Center Use Program page or section for the County composting website.
- Promoting the Collection Center Use Program on social media.
- Preparing a press release about the Collection Center Use Program.
- Adding “coming soon” signs to drop-off locations with QR codes to more information.
- Creating handouts about the Collection Center Use Program that can be given away at events or shared via email.

Program Set-Up

Participants will be asked to complete an educational training session to use the community drop-off center locations. An online form should be created to track program sign-ups and training completion. Sign-up should be an opportunity for participants to select a training date and time or to opt for online training.

Online Form: The online form should collect basic contact information and be easy to complete. Below is a list of information to be collected and items to keep in mind when building the form.

- Contact information (email, phone number, address, or zip code)
- Training options available
- Bin pick-up options
- Reminder that each person who is using the drop-off bin in a household will need to complete training.

In-person Training: Through the Community Education Program, Beaufort County will offer a series of monthly trainings at local libraries and recreation centers. Attendees must check in at the event to receive their certification. Certifications and any additional drop-off use instructions will be sent to attendees via email no later than three days after the event.

Digital Training: The County should provide a digital option for those who are not able to attend an in-person event. The information and handouts in the in-person training will be translated into a digital platform so that attendees receive the same information. The length of the online version should not be longer than the in-person training.

Testing: Attendees of in-person or digital training will be required to complete an assessment, and a passing score will be required to use the facilities. For in-person or digital training, an online assessment is recommended, which will provide attendees with immediate scores and next steps. Several online form builders offer “quiz” settings that track scores and rearrange questions if a retest is needed. A passing score will be determined based on the number of questions asked. The quiz should take no more than 10 minutes to complete.

Countertop Bin Pick-Up: The County has secured kitchen countertop bins for participants to use to collect organic waste at home. Dates and locations for bin pick-up should be available to people who could not attend the in-person training. Pick-up events can involve staffed tables where registrants provide their name or email address to claim their bins. Alternatively, they can be passive pick-up events where bins are placed in a locked location, accessible only by a code given after passing the test. If bin pick-up is done at future collection sites, it would provide program exposure and insight into area-based program interest based on the number of bins collected from each location.

Collection Center Use

Certification: Upon achieving the necessary passing score, participants will be certified to use the compost drop-off locations. Each participant who achieves a passing score will be sent an email with their certificate.

Know Before You Go: Once certified, participants should receive a follow-up email with all of the information needed for their first trip to the drop-off center. Topics or information to be covered in this email should include:

- Drop-off locations
- Hours
- How to open the bins
- Relevant use instructions
- Reminders about acceptable materials

Program Management

Database Management: A database should be maintained of participants who have attended training, passed testing, and those who attended training but did not complete testing. Those who have completed training but not testing should be sent reminders that they cannot use the compost drop-off bins until they receive a passing score on the test. This database will help provide insight into who is using the Collection Center Use Program and areas that may need more outreach.

E-mail Marketing: This program should plan to utilize a quarterly newsletter to keep users updated and newsletter topics should be centered around relevant information for that month, composting best practices, notices of program changes, and can be used to promote other pilot programs. Newsletter analytics should be kept by the project team to track interest in composting topics, the number of participants, and program engagement.



School Collection Program

A.3.1 Objective and Overview

The County will begin offering organic waste collection for schools as part of Phase 3 activities. Through this program, schools will be provided with training and resources for staff and students, including organic collection bins and hauling services.

In the first year of the program, the County plans to fully onboard and implement collection services to at least one local school.

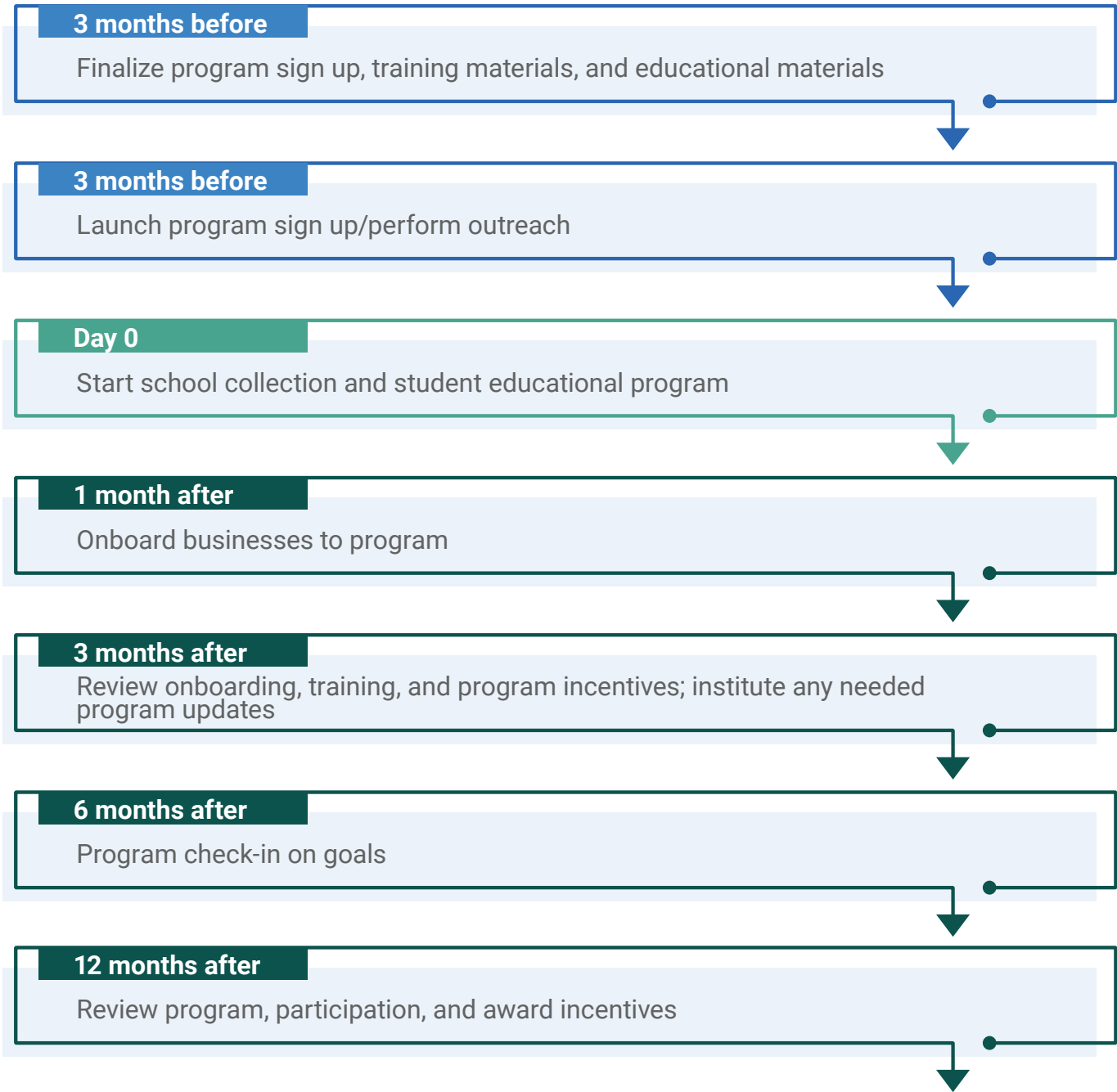
A.3.2 Target Audience

The school collection program will be targeted toward the following audiences:

- | | |
|-------------------|-----------------------------|
| ■ Public schools | ■ Afterschool programs |
| ■ Private schools | ■ Colleges and universities |
| ■ Charter schools | ■ Students (K-12) |
| ■ Daycares | ■ Teachers (K-12) |

A.3.3 Timeline and Milestones

The County has partnered with a local vendor to offer non-residential organic waste collection for the County as part of Phase 3 activities.



A.3.4 Target Audience

The following action plan outlines steps that need to be taken to set up the School Collection Program.

Program Promotion

This program should plan to utilize the following tools and tactics.

- Webpage
- Stakeholder emails
- Stakeholder outreach
- Graphics and collateral materials
- Media

Ideas for program promotion include:

- Creating a School Collection Program page or section for the County composting website that provides information on sign-up and composting educational programs.
- Performing targeted outreach to local schools.
- Using the first school onboarded as a case study that can be shared through traditional or social media.
- Performing outreach to teachers to promote composting educational offerings.

School Collection

The County will collaborate with local vendors to establish a sign-up and onboarding process that meets the needs of both organizations—this includes tracking school participation and ensuring that all necessary training has been completed. Fees for services, materials, or collection bins should be negotiated between the vendor and the school.

Onboarding: The project team will work with the vendor to supplement onboarding where needed.

Outreach: The project team will work with the vendor to identify schools for targeted outreach, focusing on schools that would benefit from composting and areas where services can be offered.

Program Management: The vendor will provide program management services. Regular updates on enrollment and collection should be provided to the project team.

Educational Programming

Composting Rally: As schools implement composting programs, the need to provide a school-wide update may arise. The project team should be ready to provide grade-level appropriate rallies that are fun and informative, and provide students with the information necessary to participate in campus composting.

Classroom Talks: Through the Community Education Program, schools can work with the County to secure speakers to talk more in-depth about composting or other related topics.

Hands-On Activities: Schools with gardens can work with the County to secure speakers through the Community Education Program for hands-on learning. A speaker will guide classes in starting a compost pile for their school garden, providing an opportunity for the school and students to manage their own compost pile, while teaching them composting basics and its benefits.

Handouts or Takeaways: Through the Community Education Program, all handouts, workbooks, or worksheets needed for programs should be developed for different grade levels and translated into additional languages, as needed.



Compost Product Marketing

A.4.1 Objective

Three to six months after the County begins collecting organic waste, compost is expected to be available for County, agricultural, and community use. Compost produced by the County will be available to community members and businesses.

In the first year of the program, the County aims to distribute at least 50% of the compost product to agricultural producers.

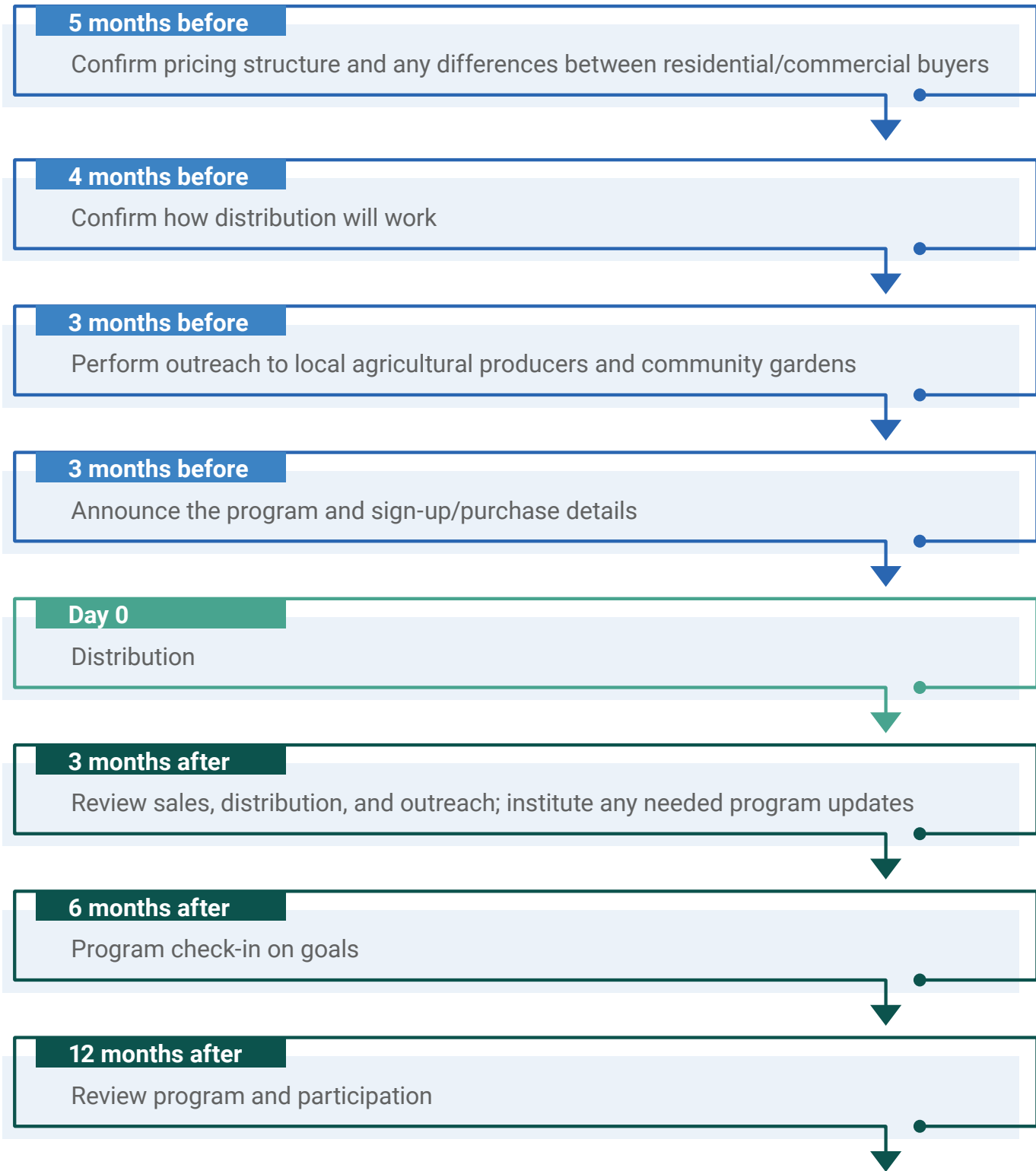
A.4.2 Target Audience

The compost pick-up program will be targeted toward community members and County stakeholders:

- | | |
|---------------------------|-----------------------------------|
| ■ General public | ■ Local officials |
| ■ Homeowners | ■ Chamber of Commerce |
| ■ Underserved communities | ■ Municipalities |
| ■ Neighborhood groups | ■ Media |
| ■ Community garden groups | ■ Regional agricultural producers |

A.4.3 Timeline and Milestones

The County expects to have viable composting product available for distribution regularly beginning three to six months after organic waste collection begins.



A.4.4 Action Plan

The following action plan outlines steps that need to be taken to set up the compost product marketing. The action plan assumes that the County may charge for compost in order to generate revenue and support the ongoing development and implementation of composting programs. However, if compost is provided free of charge, these elements and ideas can still be applied to effectively manage the program.

Program Promotion

This program should plan to utilize the following tools and tactics for compost product marketing:

- Webpage
- Social media
- Stakeholder emails
- Stakeholder outreach
- Graphics and collateral materials
- Email
- Media

Ideas for program promotion include:

- Writing a program overview that can be used in newsletters.
- Creating a Compost Product Marketing page or section for the County composting website.
- Promoting the compost product program on social media.
- Preparing a press release about the compost product availability and uses.
- Creating signs for drop-off locations with QR codes linking to more information.
- Creating handouts about compost sales that can be given away at events or shared via email.
- Allowing people to sign up to receive compost at a community event.
- Case studies to be shared as an op-ed story or on social media.
- Providing product sample at outreach events.
- Providing signs, stickers, or some other insignia that businesses can display to show they use local compost.

Agricultural and Industrial Buyers

Outreach: The County should plan to perform targeted outreach to local agricultural and industrial buyers before compost is ready to sell. This audience may include farmers, parks and recreation departments, community gardens, and other groups that would meet the threshold for bulk pricing rates. These conversations can help guide program planning and provide insight into interest, distribution schedule, quantities needed, and any additional requirements buyers might have.

Pricing: Compost pricing should be set fairly based on industry averages and overhead costs. Tiered pricing based on quantity purchased is advised. The County should provide bulk rates to producers at specific quantity amounts.

Discounts: Discounted pricing for non-profit organizations should be considered. Proof of nonprofit status should be submitted with orders to receive the discount.

Distribution: Through its partnership with vendors, the County should determine whether it is able to offer compost drop-off. If not, agricultural and industrial buyers should have their own distribution dates and times separate from residential or community gardeners. Given that these buyers have specific quantity requirements, they should be given priority for distribution.

Follow-Up: Follow-up should be performed with buyers to help grow partnerships and assess program concerns. A schedule for communications should also be established based on growing schedules to determine the months when compost is needed. Reminder emails should be sent to buyers when compost is available for purchase throughout the year.

Residential Buyers

Outreach: The County will offer the remaining compost for residential buyers. Targeted outreach can be done to groups or areas where the communities would benefit from compost use.

Pricing: Compost pricing should be set fairly based on industry averages and overhead costs. Compost will be priced per yard.

Discount Rates: Offering residential drop-off or Residential Curbside Collection users discounted rates is an ideal incentive to encourage people to join the program. Users can be emailed discount codes, coupons, or other forms of verification to confirm program enrollment.

Distribution: Regularly scheduled distribution days can be held at various locations on a rotating schedule to provide access to compost; collection will be first come, first served and buyers will be able to purchase on site.

Program Management

Database Management: A list of agricultural and industrial buyers should be maintained and include quantity purchased, business or organization location, industry, and contact information. The program should also track the number of residential and non-residential program users who collect compost, and the amount of compost distributed per location. Documenting this information will help provide an overview of where and how compost is being used. It will also provide insight into areas that might need additional outreach to grow the program.

Awareness: For agricultural and industrial buyers, targeted outreach will be the most important tactic to use. Building relationships with buyers and understanding their needs will help build sales. A forward-facing marketing campaign that includes distribution dates, locations, prices, and compost uses will be most useful for residential buyers. Ensuring that information is shared within the community and readily available online will help build residential sales.

Distribution Schedule: A consistent distribution schedule should be created using consistent dates, times, and locations to build familiarity within the community. For example, scheduling a St. Helena distribution event at the residential drop-off location on the first Saturday of every month builds community presence and makes it easier to share information by word of mouth. If a distribution date should need to be canceled or postponed, every effort should be made to notify the public in advance. A minimum of 24 hours in advance is ideal.



Commercial Collection Program

A.5.1 Objective and Overview

The County plans to offer organic waste collection for businesses as part of Phase 4 activities. The Commercial Collection Program will provide the opportunity for businesses to compost and will provide incentives to Beaufort County businesses that participate and achieve program goals. All businesses will enter into an agreement with a local vendor for services. A local vendor and the County will work together to promote nonresidential collection services in key areas and to promote the Green Business incentive program.

In the first year of the program, the County hopes to have several businesses signed up for collection and be able to award at least five businesses with certification as a Beaufort County Green Business.

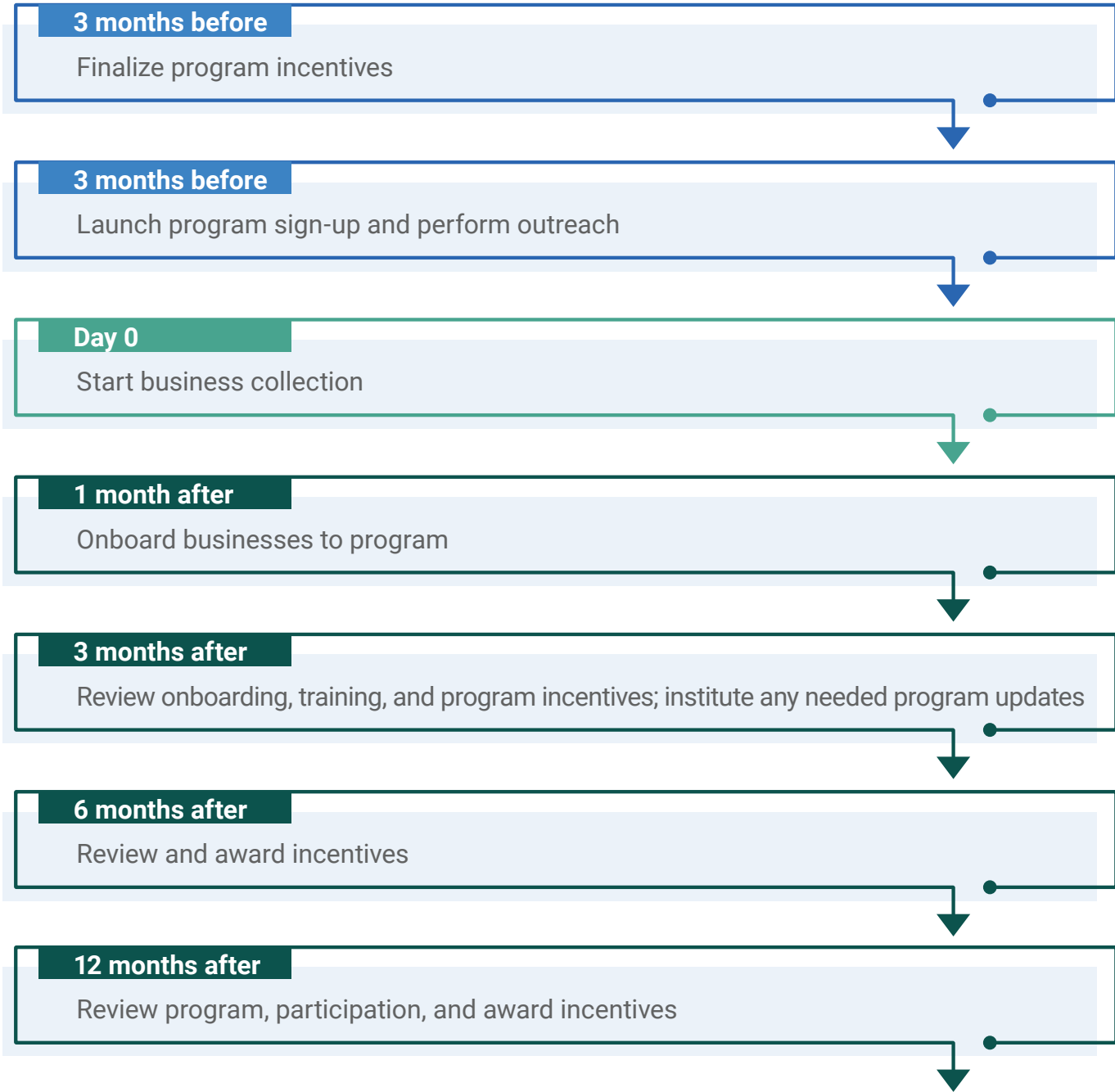
A.5.2 Target Audience

This program will be targeted toward County stakeholders and partners.

- County departments
 - Chambers of Commerce
 - Visitor centers
- Municipalities
 - Business owners
 - Restaurants and event venues

A.5.3 Timeline and Milestones

The County is partnering with a local vendor to offer non-residential organic waste collection as part of Phase 4 activities.



A.5.4 Action Plan

The following action plan outlines steps that need to be taken to set up the Commercial Collection Program.

Program Promotion

This program should plan to utilize the following tools and tactics to promote the Commercial Collection Program:

- Webpage
- Stakeholder emails
- Stakeholder outreach
- Graphics and collateral materials
- Email

Ideas for program promotion include:

- Creating a Commercial Collection Program page or section for the County composting website that provides information on sign-up and Green Business Incentives.
- Preparing a press release about businesses that achieved the Green Business designation.
- Sending letters to businesses along potential collection routes.
- Attending Chamber meetings to promote the program.
- Working with the vendor to send “opt-in” messaging to businesses that are already enrolled in other services.

Commercial Business Collection

The County will collaborate with local vendors to establish a sign-up and onboarding process that meets the needs of both organizations. This includes tracking business participation and ensuring that all necessary training has been completed. Fees for services, materials, or collection bins should be negotiated between the vendor and the business.

Onboarding: The project team will work with a vendor to supplement onboarding where needed.

Outreach: The project team will work with a vendor to identify businesses for targeted outreach, with a focus on industries that may benefit from composting in areas where services can be offered.

Program Management: The vendor will provide program management. Regular updates on enrollment and collection should be provided to the project team.

Green Business Program

General Qualifications: Businesses must be enrolled in composting and recycling programs and the business should be currently recycling glass and plastic and diverting food waste. The business must also report their recycling efforts to the South Carolina Department of Environmental Services for the SC Solid Waste Management Annual Report. Additional qualifications may be considered.

Tiered Incentives: If a tiered incentives program is developed, level qualification and reward associated with each should be clearly defined.

Incentives: Incentives should be offered for businesses that achieve the distinction of Green Business. Any monetary or tax incentives should be clearly defined by the County. Additional recognition could include the following:

- Award recognition at a press conference or Chamber meeting.
- Signage for businesses to display at their location.
- Press release naming the business that achieved Green Business status and the associated program.
- Business spotlights series for social media including information about each business and why the distinction is important to them.



A.6

Residential Curbside Collection

A.6.1 Objective and Overview

The County will work with vendors and municipalities to offer curbside collection for organic waste as part of Phase 5 activities. Residents will be provided a composting bin that can be set out for weekly collection.

In the first year of the program, the County plans to enroll a minimum of 200 homes in the Residential Curbside Collection Program.

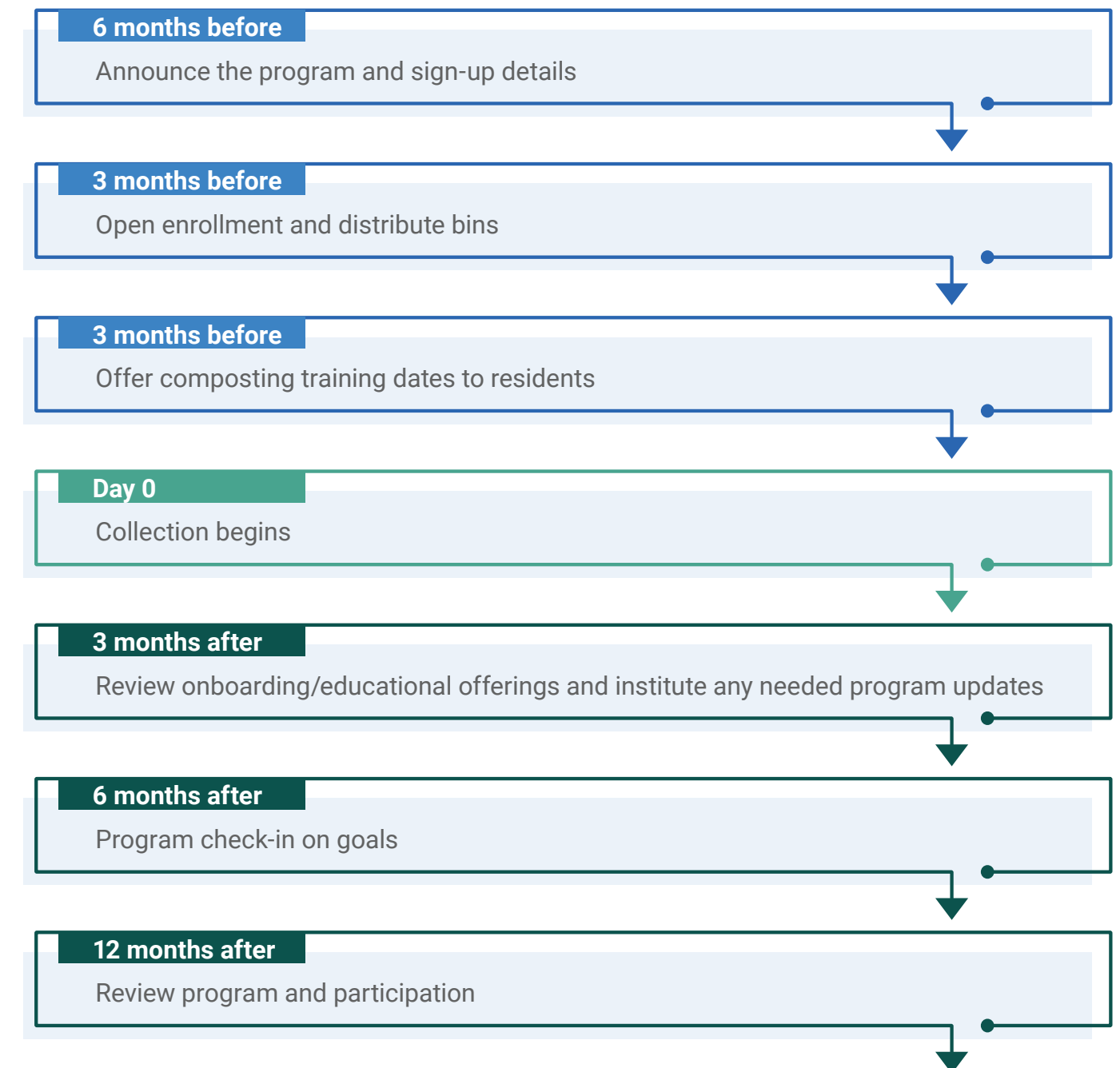
A.6.2 Target Audience

The Residential Curbside Collection Program will be targeted toward community members. This residential collection service will be provided in areas identified by the vendor and municipalities as potential routes.

- Homeowners
- Neighborhood groups
- Residents along identified potential routes

A.6.3 Timeline and Milestones

The Beaufort County Composting Program is scheduled to run through March 2026. Curbside collection is scheduled to begin during Phase 5 activities for identified areas.



A.6.4 Action Plan

The following action plan outlines steps that need to be taken to set up the Residential Curbside Collection Program.

Program Promotion

This program should plan to utilize the following tools and tactics to promote the Residential Curbside Collection Program:

- Webpage
- Stakeholder emails
- Stakeholder outreach
- Graphics/collateral materials
- Email
- Media

Ideas for program promotion include:

- Creating a Residential Curbside Collection Program page or section for the County composting website.
- Preparing a press release about the Residential Curbside Collection Program and the areas it will be serving.
- Posting signs for service along potential collection routes.
- Sending letters to homes along potential collection routes.
- Attending community meetings to promote the program.
- Working with HOAs and community organizations to share details within identified communities.
- Working with a vendor to send “opt-in” messaging to residents already enrolled in other services.

Program Sign-Up

Residents will be asked to complete an educational training session to use the residential collection service. An online form should be created to track training completion. Sign-up should be an opportunity for residents to select a training date/time or to opt for online training.

Sign-Up: The County will collaborate with local vendors to create a sign-up and onboarding process that meets the needs of both organizations. This includes tracking participation and ensuring that all necessary training has been completed.

In-Person Training: Through the Community Education Program, the County will offer a series of monthly trainings at local libraries and recreation centers. Attendees must check in at the event to receive their certification. Certifications will be sent to attendees via email no later than three days after the event. Community groups should be provided the opportunity to host training events based on area participation and sign-ups. In-person training opportunities may vary based on collaboration with vendors and the onboarding services they provide.

Digital Training: The County should provide a digital option for those who are not able to attend an in-person event. The information and handouts from the in-person training will be translated into a digital platform so that attendees receive the same information. The length of the online version should not be longer than the in-person training. Digital training offerings may vary based on collaboration with vendors and the onboarding services they provide.

Testing: Attendees of in-person or digital training will be required to complete an assessment and a passing score will be required. For in-person or digital training, an online assessment is recommended, which will provide attendees with immediate scores and next steps. Several online form builders offer “quiz” settings that track scores and rearrange questions if a retest is needed. A passing score will be determined based on the number of questions asked. The quiz should take no longer than 10 minutes to complete. Testing offerings may vary based on collaboration with vendors and the onboarding services they provide.

Getting Started: Once certified, residents should receive a follow-up email with all the information needed to get started. Topics or information to be covered in this email include:

- | | |
|-----------------------------------|--|
| ■ Collection dates | ■ Relevant use instructions |
| ■ Holiday schedule variations | ■ Reminders about acceptable materials |
| ■ How to receive a collection bin | |

Program Management

Database Management: A database should be maintained of residents who have attended training, passed testing, and those who attended training but did not complete testing. Those who have completed training but not testing should be sent reminders that they will not receive their collection bin until they receive a passing score on the test. The vendor will provide an overview of enrollment, use, and any issues regularly.

Vendor Management: The project team will work closely with the vendor to track program goals and assist with outreach where needed.



Appendix B

Brand and Communications Quick Reference Guide



BEAUFORT COUNTY GOVERNMENT

Brand and Communications Quick Reference Guide

For more information about the Beaufort County Government brand, seal usage, and writing guidelines contact the Public Information Office.
843-255-2000 | pio@bcgov.net | beaufortcountysc.gov

ABOUT

MISSION

Beaufort County government exists to serve the people of Beaufort County in a cost-effective manner, so all our citizens may enjoy and appreciate a protected quality of life, natural and developed resources in a coastal environment, a diverse heritage and economic well-being.

VISION

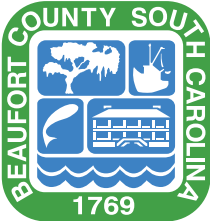
Beaufort County will continue to be one of the most desirable places in the United States to live, work, and enjoy a sense of community in a culturally diverse coastal setting.

VOICE & TONE

Friendly & Welcoming
Informative & Educational
Transparent & Trustworthy
Positive & Encouraging
Engaging & Interactive
Inclusive & Respectful
Timely & Relevant

SEAL USAGE AND GUIDELINES

SEAL SIZE AND SPACING



Clear Space Required Around Seal = .25"

The seal may not be smaller than 1" to preserve readability. Spacing of .25" is required around the circumference of the seal to separate the seal from text surrounding it. See the example above for the appropriate amount of clear space needed around the Beaufort County seal. Whenever possible, use the Beaufort County Government seal in full color. When the use of a full-color seal is not possible, the seal should be presented in black and white.

BLACK & WHITE



The black and white version of the seal should be used on materials that will be photocopied or printed in black and white.

IMPROPER SEAL USE

To maintain brand integrity, the seal may not be altered. If you have any questions about seal usage that are not mentioned in the following list, contact the Public Information Office.

- DO NOT stretch or skew perspective and size
- DO NOT rotate at an angle
- DO NOT adjust colors or fonts
- DO NOT scale to smaller than 1 inch
- DO NOT add or layer text on top of the seal
- DO NOT layer or stack with another logo

COLOR PALETTE

#606261

#1565C0

#1E88E5

#7ECEEB

#2E7D32

#43A047

#96C858

#FCC612

Fonts

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Regular / *Italic* / **Semi Bold** / *Semi Bold Italic* / **Bold** / *Bold Italic*

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Thin / Light / Regular / Medium / Bold / Black

Black Diamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Campaign / Tagline

live. work. play.

Graphic Elements / Icons



1769

Beaufort County

SOUTH CAROLINA

Keep up with Beaufort County Government @beaufortcountysc    

