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**Vermont Department of Environmental Conservation**  
Waste Management & Prevention Division, Solid Waste Program  
One National Life Drive, Davis 1 802-828-1138  
Montpelier, VT 05620-3520 [VTrecycles.com](http://VTrecycles.com)

December 22, 2021

Linda Gabor  
Executive Vice President, External Relations  
Call2Recycle, Inc.  
1000 Parkwood Cir Ste. 200  
Atlanta, GA 30339  
[LGabor@call2recycle.org](mailto:LGabor@call2recycle.org)

**RE: Approval of 2022 Proposed Collection Rate and Outreach Plan**

Dear Linda,

Thank you to you and Sean for the meeting on December 15<sup>th</sup> to discuss the upcoming plan for outreach and the proposed collection rate for 2022.

The Solid Waste Program (Program) is pleased that Call2Recycle surpassed this year's collection rate performance goal of 17% and is planning to meet a 20% goal by the end of 2022. The Program approves of the collection rate performance goal of 20% for calendar year 2022.

In addition, Call2Recycle commits to the following outreach methods during 2022 in order to obtain this increase in the collection rate performance goal:

- Social Media Campaign including short videos such as Instagram reels
- EPR Television Ads
- Front Porch Forum
- Paid Search
- Shelf/Talker and Window Cling
- National Geographic Curriculum
- VT Call2Recycle Landing Page Upgrade
- Avoid the Spark VT
- At-Home Kit
- Collection Site Engagement

We appreciate Call2Recycle's efforts to continue to divert more batteries from the waste stream.

If you have any questions, please feel free to contact me at (802) 522-5926 or [mia.roethlein@vermont.gov](mailto:mia.roethlein@vermont.gov).

Sincerely,



Mia Roethlein  
Solid Waste Program  
VT Department of Environmental Conservation

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cc: Sean Plasse, Program Manager, Northeast Region Call2Recycle;  
Josh Kelly, Materials Mgmt. Section Chief, Solid Waste Program

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