

Second Regular Session  
Seventy-second General Assembly  
STATE OF COLORADO

Attachment H

10.2.19

**BILL 4**

LLS NO. 20-0307.01 Richard Sweetman x4333

**INTERIM COMMITTEE BILL**

**Zero Waste and Recycling Interim Study Committee**

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**BILL TOPIC: "CDPHE Increase Public Awareness Of Recycling"**

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**A BILL FOR AN ACT**

101 **CONCERNING A STATEWIDE PUBLIC AWARENESS CAMPAIGN TO**  
102 **IMPROVE RECYCLING EFFORTS IN COLORADO.**

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**Bill Summary**

*(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov/>.)*

**Zero Waste and Recycling Interim Study Committee.** The bill requires the department of public health and environment (department), on and after October 1, 2020, to administer a statewide campaign to educate Colorado residents concerning recycling. The department shall ensure the campaign includes:

- Communications delivered via social media;

*Capital letters or bold & italic numbers indicate new material to be added to existing statute.  
Dashes through the words indicate deletions from existing statute.*

- Television and radio public service announcements; and
- The placement of written materials in public locations, such as community centers, recreation centers, and shopping centers.

In administering the campaign, the department shall consult with municipal governments, county governments, and private agencies that operate recycling programs. The department may contract with one or more public or private entities for the preparation of materials to be used in the campaign.

The requirement is repealed, effective September 1, 2021.

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1 *Be it enacted by the General Assembly of the State of Colorado:*

2           **SECTION 1.** In Colorado Revised Statutes, add 25-17-108 as  
3 follows:

4           **25-17-108. Statewide education campaign concerning**  
5 **recycling - repeal.** (1) ON AND AFTER OCTOBER 1, 2020, THE  
6 DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT, REFERRED TO IN THIS  
7 SECTION AS THE "DEPARTMENT", SHALL ADMINISTER A STATEWIDE  
8 CAMPAIGN TO EDUCATE COLORADO RESIDENTS CONCERNING RECYCLING.  
9 THE OBJECTIVES OF THE STATEWIDE CAMPAIGN ARE TO:

10           (a) INCREASE RECYCLING AMONG RESIDENTS; AND

11           (b) EDUCATE RESIDENTS ABOUT SPECIFIC RECYCLABLE MATERIALS  
12 AND SPECIFIC RECYCLING HABITS THAT CAN INCREASE THE EFFICIENCY OF  
13 RECYCLING EFFORTS IN COLORADO.

14           (2) THE DEPARTMENT SHALL ENSURE THE STATEWIDE CAMPAIGN  
15 INCLUDES:

16           (a) COMMUNICATIONS DELIVERED VIA SOCIAL MEDIA;

17           (b) TELEVISION AND RADIO PUBLIC SERVICE ANNOUNCEMENTS;  
18 AND

19           (c) THE PLACEMENT OF WRITTEN MATERIALS IN PUBLIC  
20 LOCATIONS, SUCH AS COMMUNITY CENTERS, RECREATION CENTERS, AND

1 SHOPPING CENTERS.

2 (3) IN ADMINISTERING THE STATEWIDE CAMPAIGN DESCRIBED IN  
3 SUBSECTION (1) OF THIS SECTION, THE DEPARTMENT SHALL CONSULT WITH  
4 MUNICIPAL GOVERNMENTS, COUNTY GOVERNMENTS, AND PRIVATE  
5 AGENCIES THAT OPERATE RECYCLING PROGRAMS.

6 (4) THE DEPARTMENT MAY CONTRACT WITH ONE OR MORE PUBLIC  
7 OR PRIVATE ENTITIES FOR THE PREPARATION OF MATERIALS TO BE USED IN  
8 THE STATEWIDE CAMPAIGN DESCRIBED IN SUBSECTION (1) OF THIS  
9 SECTION.

10 (5) THIS SECTION IS REPEALED, EFFECTIVE SEPTEMBER 1, 2021.

11 **SECTION 2. Effective date.** This act takes effect upon passage  
12 only if \_\_\_\_\_ becomes law and takes effect either upon the effective  
13 date of this act or the effective date of this act or \_\_\_\_\_, whichever is  
14 later.

15 **SECTION 3. Safety clause.** The general assembly hereby finds,  
16 determines, and declares that this act is necessary for the immediate  
17 preservation of the public peace, health, or safety.

