



Kick-off Meeting Agenda  
Recycling Survey and Campaign  
North Central Texas Council of Governments

August 29, 2018 – 1:00 - 4:30 pm

To Participate Remotely:

<https://nctcog-agency.webex.com/nctcog-agency/onstage/g.php?MTID=e751b3f7b3cef6aa7ba0d683832dd3adb>

Audio available through computer or: +1-415-655-0002

Access code: 665 907 211

<b>Time</b>	<b>Activities</b>
1:00 – 1:30pm	<b>Welcome and Project Introduction</b> <ul style="list-style-type: none"><li>• <i>Introductions</i></li><li>• <i>Review Project Scope and Schedule (see attachment)</i></li><li>• <i>Review Project Meetings</i></li><li>• <i>Review Request for Information</i></li></ul> <p><i>This is intended to be a brief discussion of these items</i></p>
1:30 – 2:00 pm	<b>Discuss Goals and Objectives of Project</b> <ul style="list-style-type: none"><li>• <i>Creation of data tool</i></li><li>• <i>Revised recyclable material list</i></li><li>• <i>Recycling and refuse composition data collection</i></li><li>• <i>Develop regional educational campaign assets</i></li></ul>
2:00 – 2:30 pm	<b>Task 2. Creation of Data Tool (Emerge Knowledge)</b> <ul style="list-style-type: none"><li>• <i>Demonstration of Municipal Measurement Program data tool</i></li><li>• <i>Survey design: adapt the existing Municipal Measurement Program to NCTCOG needs</i></li><li>• <i>How data tool will be utilized during and after project</i></li></ul>
2:30 – 2:45 pm	<b>Break</b>

2:45 – 3:00 pm

**Task 3: Survey Evaluation of MRF-Sheds**

- *MRF Acceptable Materials Worksheet Review (see attachment)*
- *Conduct MRF interviews and site visits*
- *MRF-shed mapping*
- *Workshop to develop recyclable material list*

3:00 – 3:45 pm

**Task 4: Data Collection and Analysis**

- *Recycling data collection*
- *Refuse data collection (see attachment)*
- *Recycling and refuse data analysis*

3:45 – 4:25 pm

**Task 5: Create Regional Educational Campaign (The Recycling Partnership)**

- *Pretesting via focus group workshop*
- *Develop campaign assets*

4:25 – 4:30 pm

**Wrap-up and Discussion of Next Steps**