

TOGETHER

Transforming Recycling For Good

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

REGIONALLY ADDRESSING CONTAMINATION

March 7, 2019

Recycling Partnership, Burns & McDonnell



NCTCOG: Regionally Addressing Contamination

PHASE 1- NCTCOG REGIONAL MESSAGING MAY 2019 – AUG 2019

1. Data to Identify Top Issues
2. Strategy to Address Issues within Resources
3. Communication Plan
 - Social Media
 - Online Toolkit
 - Local Amplification Opportunities

To come: GOALS AND DIRECTIONS FOR PHASES 2 AND 3



The Challenge

Too many residents are putting garbage in the recycling system, creating unnecessary costs and safety issues.



The Solution

Start with focused regional messaging to raise awareness, knowledge and relevance of top contaminants.



The Strategy

Coordinated communications plan for the initial launch (Phase 1, May- Aug 2019) and an **online toolkit** for consistent messaging across NCTCOG (Phase 2, Aug 2019 – July 2020).



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Phase 1

Who do we most need to reach with this approach?

Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation

How can we reach them in this project?

Time To Recycle Accounts- Site, Social, Digital Ads, Nextdoor, Earned Editorial, Events

What is the call to action?

Take the Recycling Quiz, Follow TimetoRecycle

How will we know it worked?





Quiz Metrics and Data, Social Metrics, Digital Metrics

What else do we need to do now?

Generate Earned Media;
Evaluate and Verify MMP Data



TASK 5 DELIVERABLES / TIMELINE

	JAN 	FEB	 MAR	 APR	MAY 
Focus Group/Meetings	Focus Group	Summarize Input	PITCH APPROACH 3/7	FINAL PITCH 4/9?	FINAL WORKSHOP 5/20
Videos	-	Identify Messaging, Script	Produce	Produce, Package	
PSAs	-	Identify Messaging, Script	Produce	Produce, Package	
Marketing Assets	Survey Focus Group	Identify Messaging, Templates, Languages	Localize, Produce	Produce, Build Customizable	Package
Social Media Assets	Survey Focus Group	Identify Messaging, Approach, Tactics	Localize, Produce	Produce, Build Customizable	Package
Implementation Plan	Survey Focus Group	Identify Approach	Craft Plan	-	Package
On-Line Toolkit	-	Mock Wireframe	Map Journey	Populate, Invite for Workshop	Launch, User Support
Measurement Plan	-	-	Draft Plan	-	-

RELEVANT
KNOWLEDGE
plus

PERSONAL
APPEAL
plus

AMPLIFICATION

Awareness and education alone do not change behaviors.

If you tell people too much, they will do nothing.

Social is easy for supporters and influencers to amplify.

Without means to launch a broad advertising splash, we suggest NCTCOG **focus first on top issue contaminants** and build the **"communication infrastructure"** so residents' paths to find information are predictable and convenient so guidance and knowledge are easy to own and apply. Using modular messaging, local specifics can vary, such as accepted materials or collection types, but collective messaging leverages recycling as a brand making program changes easier to weather.

HIGHLY-SOCIAL COMPONENTS TO DRIVE KNOWLEDGE

[DRAFTS NOT ACTUALS]

CONCEPT to DRIVE KNOWLEDGE

KNOW WHAT TO THROW

KNOW BETTER. THROW BETTER.

RECYCLE RIGHT EVERY TIME

PERSONABLE HASHTAGS

#KnowWhatToThrow

#RecyclingGenius

#RecycleLikeAPro

CLEAR CALL to ACTION



EMOTIVE and PERSONABLE

RESONANT, SHARABLE POSTS:

Me: Who wants to party???

Recycling: About those cans...

Also me: What party?

QUICK PROMPTS, REMINDERS

KNOW
WHAT TO
THROW



NO CORDS, ROPES,
HOSES IN RECYCLING

RESONANT, SHARABLE POSTS:

Don't let your know-it-all
friends school you on recycling.
Test your Recycling IQ



Let's Go!

Join the *May 20th Workshop*

<https://www.nctcog.org/envir/events>