

Resource Conservation Council Meeting

Wednesday, October 30, 2019

Cassidy Campbell

CCampbell@nctcog.org

1. Welcome and Introductions
2. Notification of Conflicts of Interest

Action Items

3. Meeting Summary. The August 6, 2019 meeting summary will be presented for approval.

Action Items

Jeff Mayfield will present the following conformance review recommendations for RCC approval:

4. Inmar RX Solutions, Inc. Type V Medical Waste Transfer Station Registration Application, Grand Prairie, Texas.
5. Turkey Creek Landfill Type I Major Permit Amendment, Johnson County, Texas.
6. Maloy Landfill Type I Major Permit Amendment, Hunt County, Texas.
7. Oncor Technology, LLC Type V Medical Waste Processing Facility Registration Application, Grand Prairie, Texas.

Discussion Topics

8. Regional Recycling Survey and Educational Campaign

- Won 2 Awards!
 - STAR: Outstanding Environmental Public Education & Outreach Partnership (Tied for 1st)
 - NTCRA: Best Recycling Partnership (Winner)
- NCTCOG presented at MSWRRAC Meeting – [October 10, 2019](#)
- Reminder emails continue to be sent out every 2 weeks
- October coordinated topic: No Needles
- November coordinated topic: No Propane Tanks
- Ideas for December/January coordinated topics?
- Final FY18/19 campaign expenditures
- Recycle Roundtable: January 30, 2020 at 1:30 PM, NCTCOG offices

Final FY18/19 Campaign Expenditures

Expenditure Category	Total Cost
Contractual	\$300,000.00
Social Media	\$14,699.66
Dallas Morning News/Al Día	\$40,000.00
Fort Worth Star Telegram	\$29,868.00
Community Impact Newspaper	\$15,610.00
Theater Ads	\$95,249.99
Billboards	\$95,478.00
DART Buses and Rail	\$47,000.00
Fort Worth Buses and Benches	\$21,050.00
Radio Ads	\$33,939.96
Print Materials	\$73,939.50
Total	\$766,835.11

DO YOU KNOW? WHAT TO THROW?

A look at the Summer 2019
Time To Recycle Outreach Campaign

Brian Geck
North Central Texas Council of Governments
October 30, 2019



RECYCLE
YOUR CLEAN, DRY
BOTTLES,
CANS, BOXES
and PAPERS

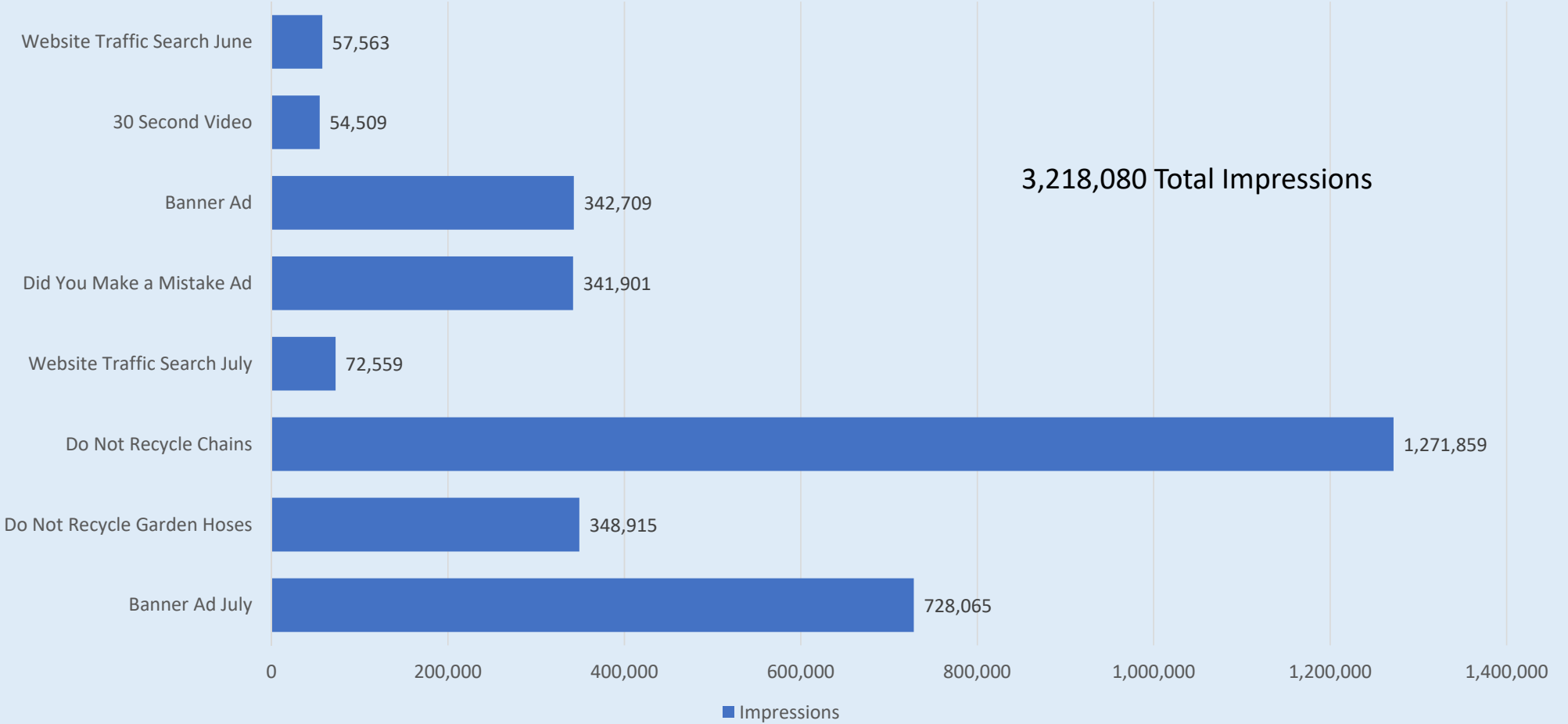


TEST YOUR RECYCLING IQ @
TimeToRecycle.com

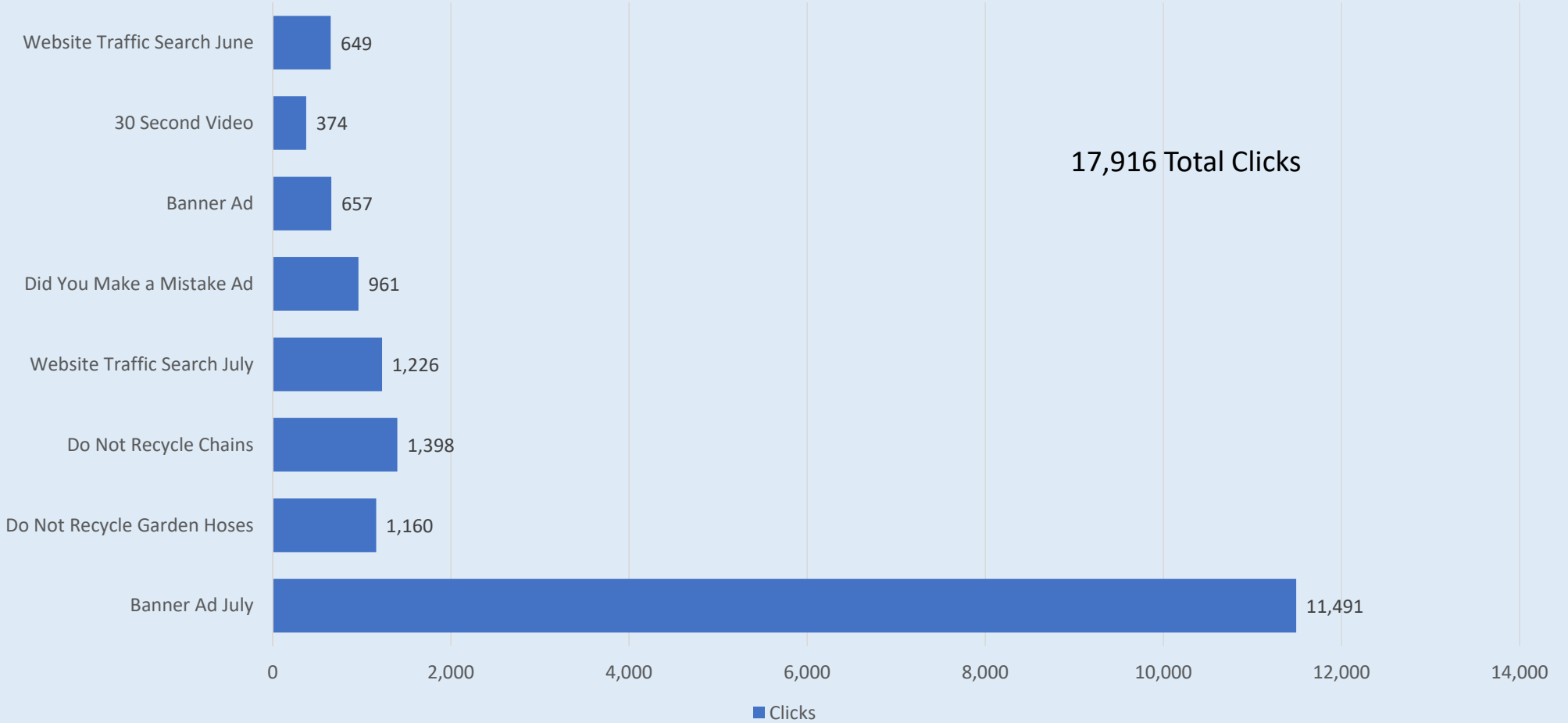
Funded through a grant from NCTCOG and the TCEQ.

Results

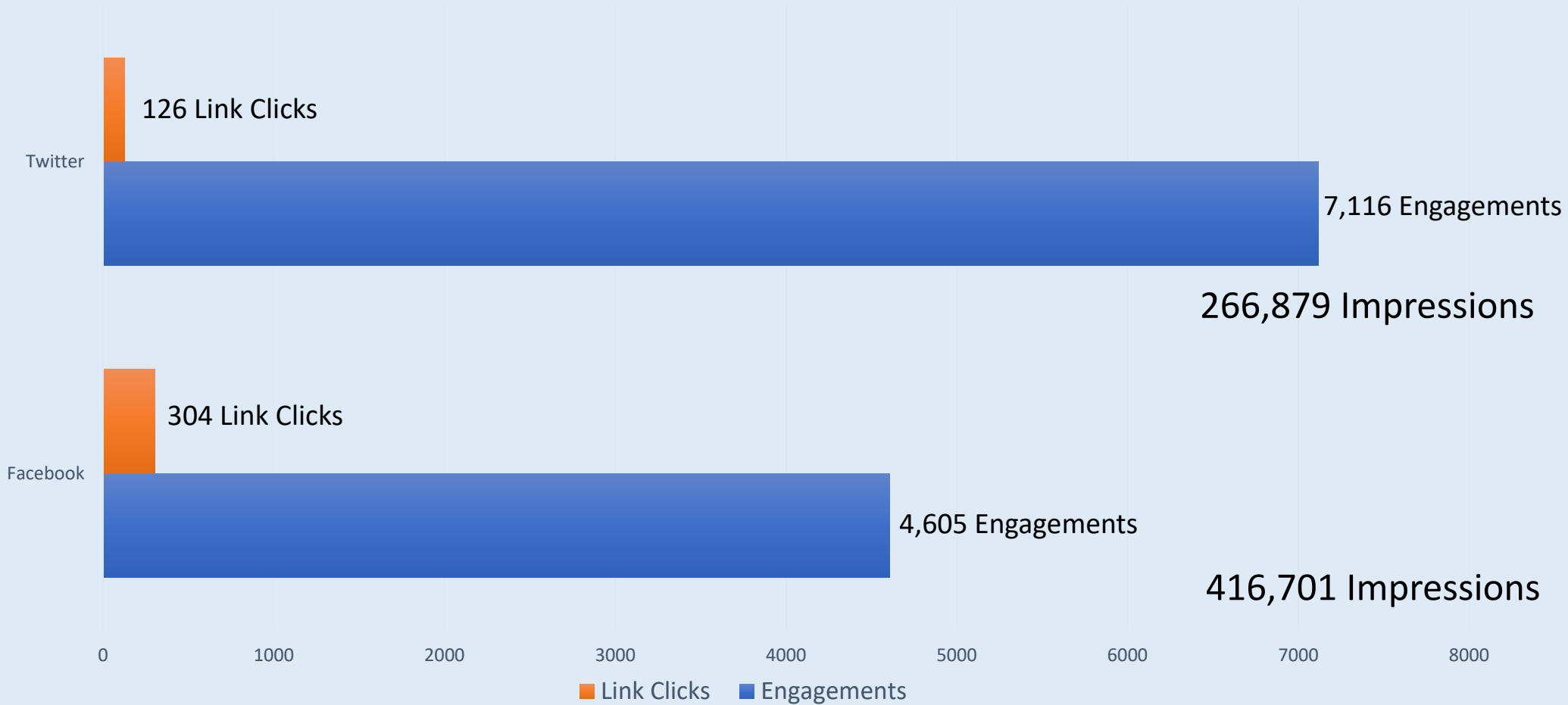
Google Ad Impressions



Google Ad Clicks

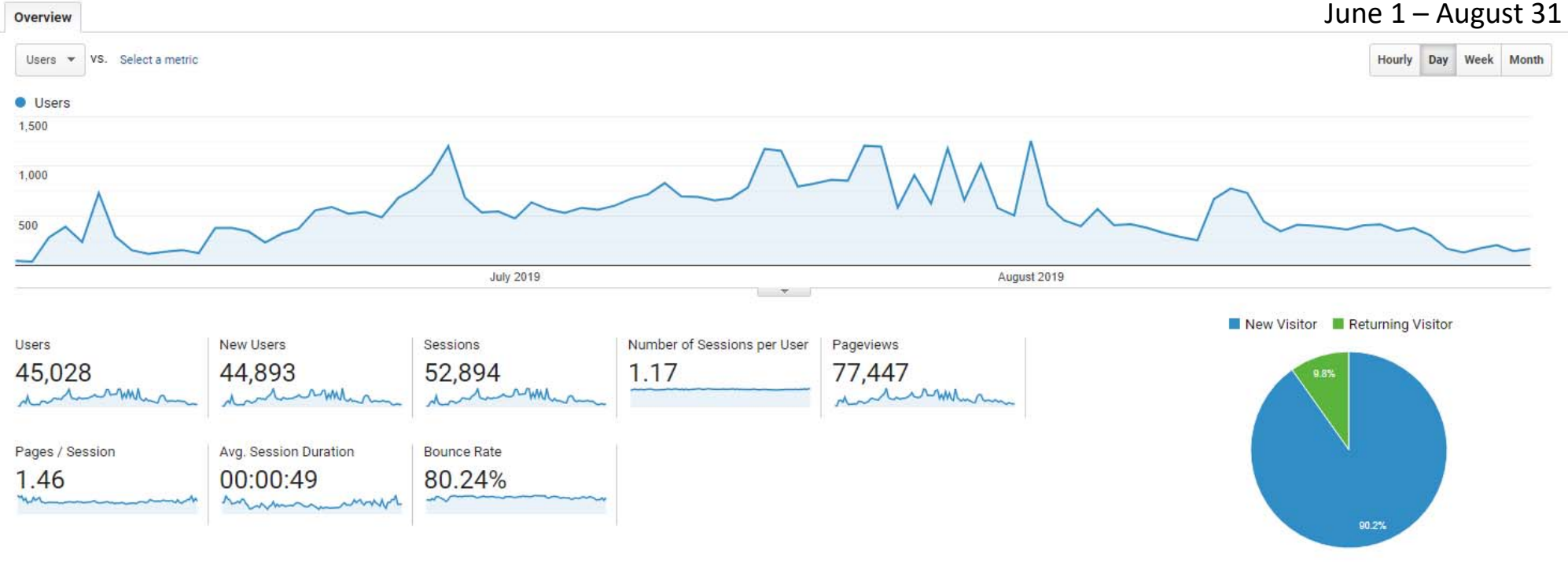


Paid Social Media Engagements

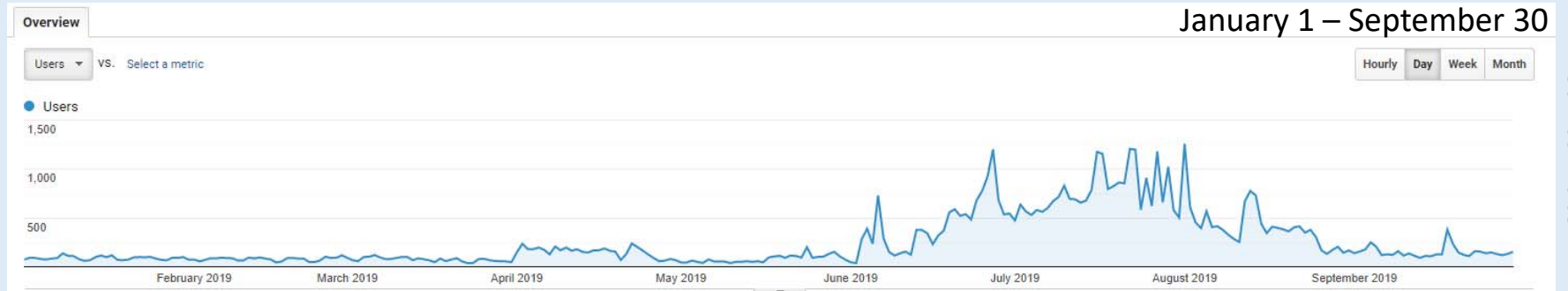


Time To Recycle Website Traffic

June 1 – August 31



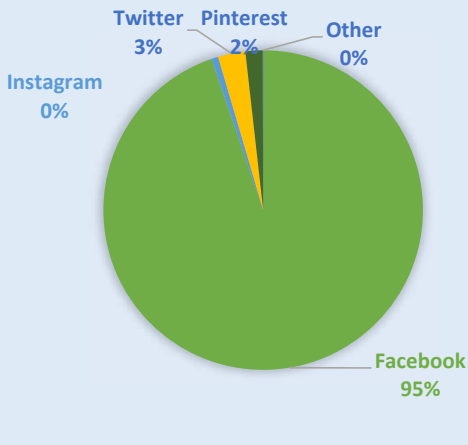
Jan: 2,575 Users
 Feb: 2,072 Users
 Mar: 2,141 Users
 Apr: 3,957 Users
 May: 2,342 Users
 Jun: 12,066 Users
 Jul: 21,684 Users
 Aug: 11,871 Users
 Sep: 4,197 Users



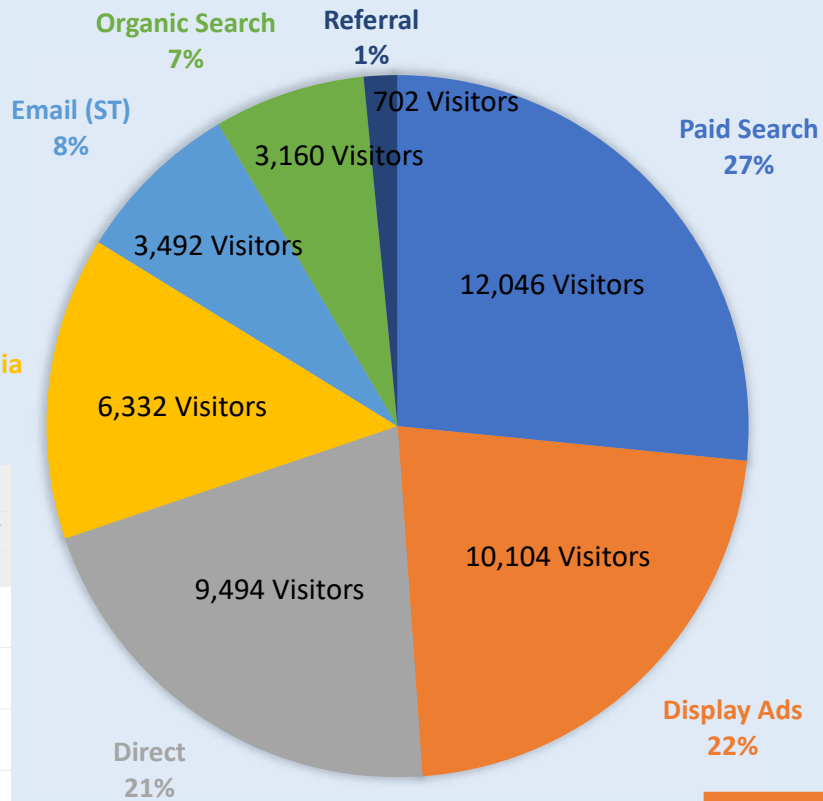
Campaign

Year to Date

Top Website Traffic Sources



Social Media
14%



45,028 Users

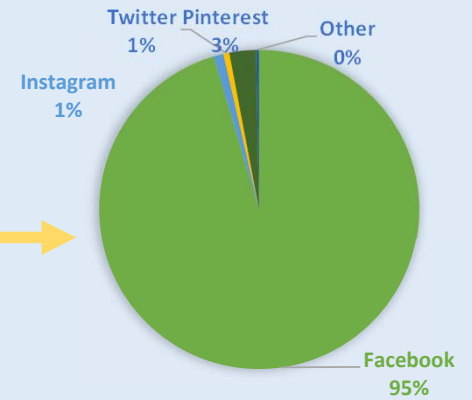
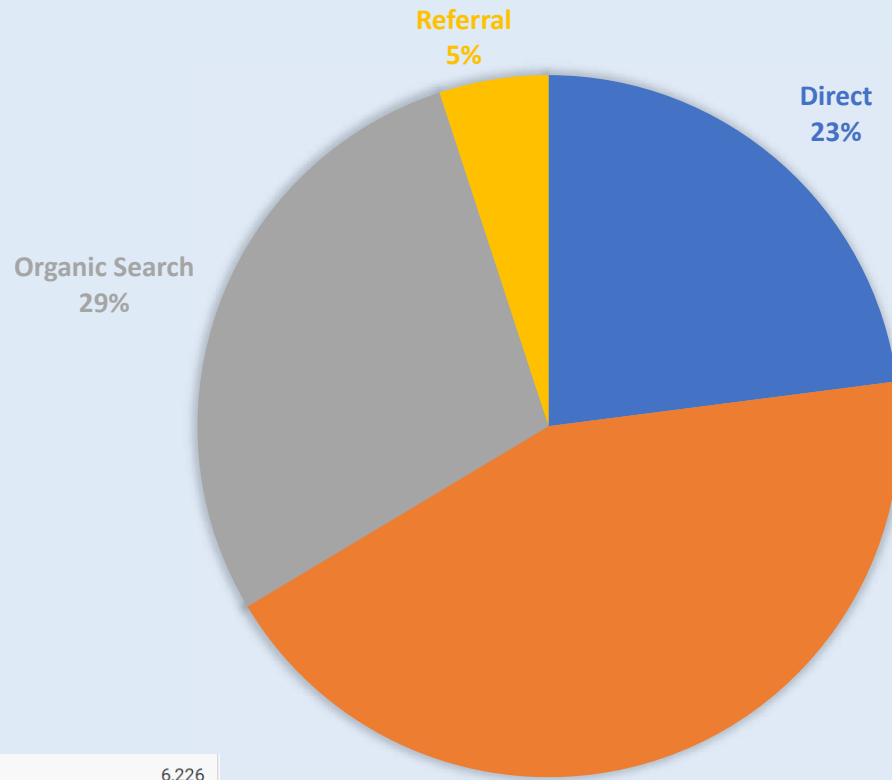
*June 1, 2019 through August 31, 2019



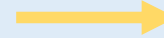
	Acquisition		
	Users	New Users	Sessions
	45,028	44,893	52,894
1 Paid Search	12,046		
2 Display	10,104		
3 Direct	9,494		
4 Social	6,332		
5 Email	3,492		
6 Organic Search	3,160		
7 Referral	702		



Top Website Traffic Sources (non-campaign)



Social Media
43%



6,226 Users

*April 1, 2019 through May 31, 2019

	6,226 % of Total: 100.00% (6,226)	6,226 % of Total: 100.00% (6,226)
1. Social	2,736	43.45%
2. Organic Search	1,798	28.55%
3. Direct	1,446	22.96%
4. Referral	317	5.03%



TimeTo Recycle Website Users By North Texas City

- Dallas 15,411
- Fort Worth 4,613
- Arlington 2,201
- Plano 1,158
- Garland 989
- McKinney 742
- Frisco 679
- Denton 643
- Lewisville 598
- Irving 594
- Mesquite 470
- Grand Prairie 466
- Richardson 445
- North Richland Hills 442
- Carrollton 401
- Allen 366
- Mansfield 341
- Grapevine 329
- Bedford 283
- Euless 256
- Wylie 244
- Granbury 229
- Little Elm 204
- Weatherford 200
- Rockwall 189
- Prosper 172
- Southlake 146
- Coppell 144



*June 1, 2019 through August 31, 2019

**70% of users are on mobile devices.

Recycling Quiz

- Over 45k Views
- Over 7k Quiz Takers

A promotional banner for a recycling quiz. The background is light blue. At the top, the text "DO YOU KNOW WHAT TO THROW?" is displayed in a bold, blue, sans-serif font. The word "KNOW" is larger and has a recycling symbol (three chasing arrows) integrated into the letter 'O'. Below the text, a blue recycling bin with a white recycling symbol and a smiling face is shown. To its right are three speech bubbles: a blue one saying "RECYCLE?", an orange one saying "DONATE?", and a green one saying "TRASH?". Surrounding these are icons of a white plastic jug, a white t-shirt, and a white bicycle. At the bottom of the banner, the text "Do you actually know what everyday items are recyclable?" is written in a smaller, dark font. Below this text is a teal "Start" button. At the very bottom, a grey bar contains the text "Test your Recycling IQ".

DO YOU **KNOW** WHAT TO THROW?

RECYCLE? DONATE? TRASH?

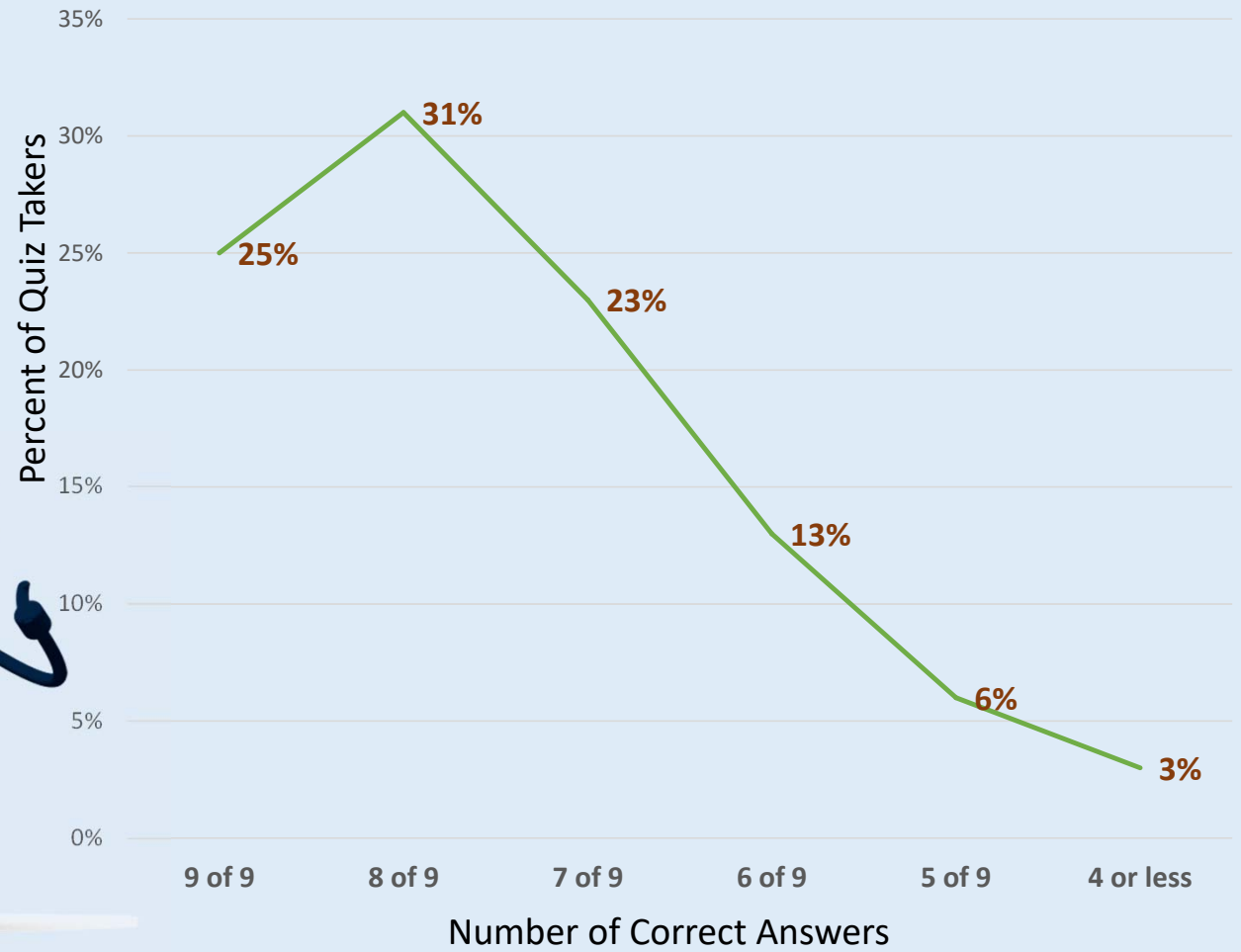
Do you actually know what everyday items are recyclable?

Start

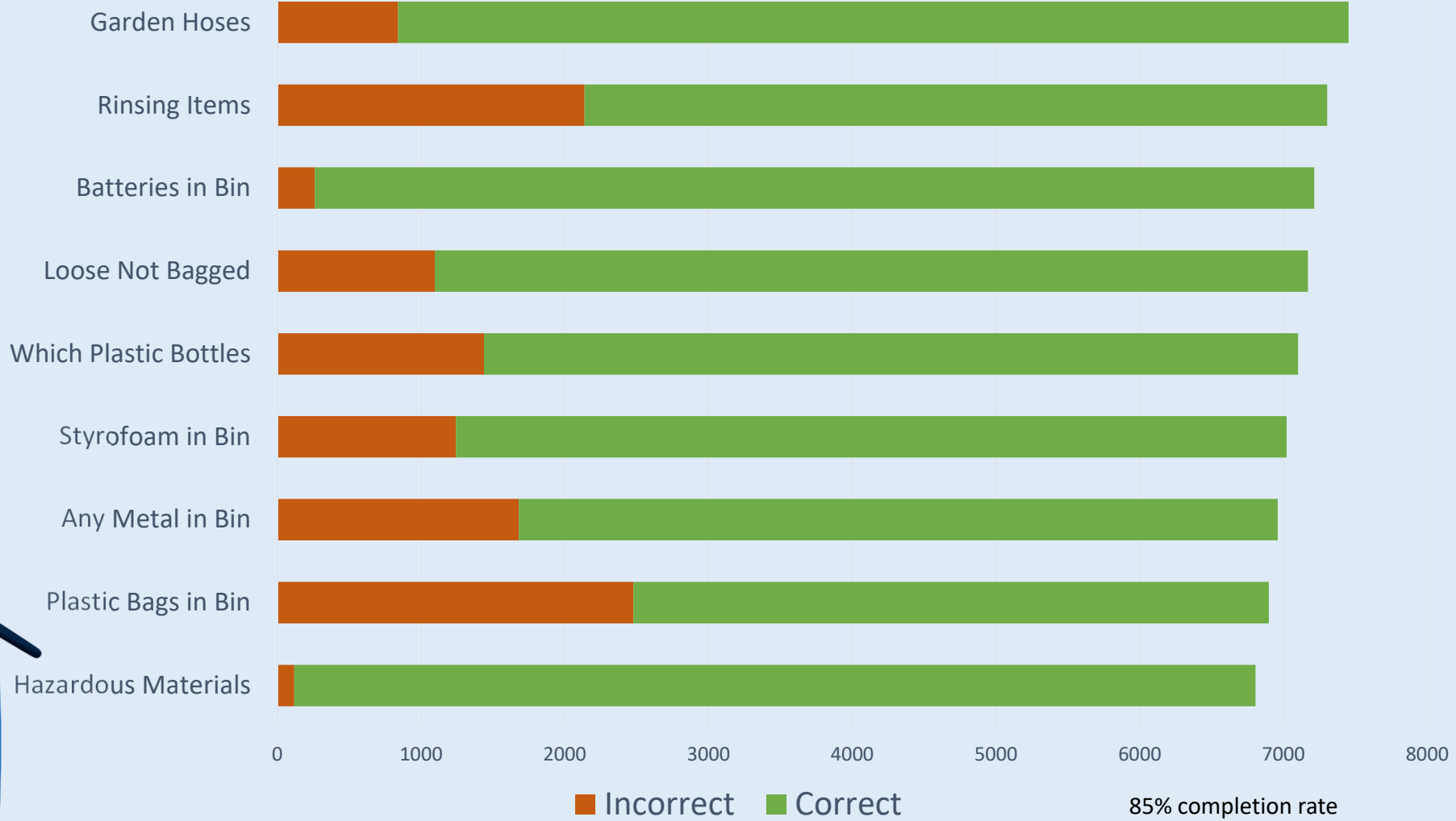
Test your Recycling IQ



QUIZ SCORE DISTRIBUTION

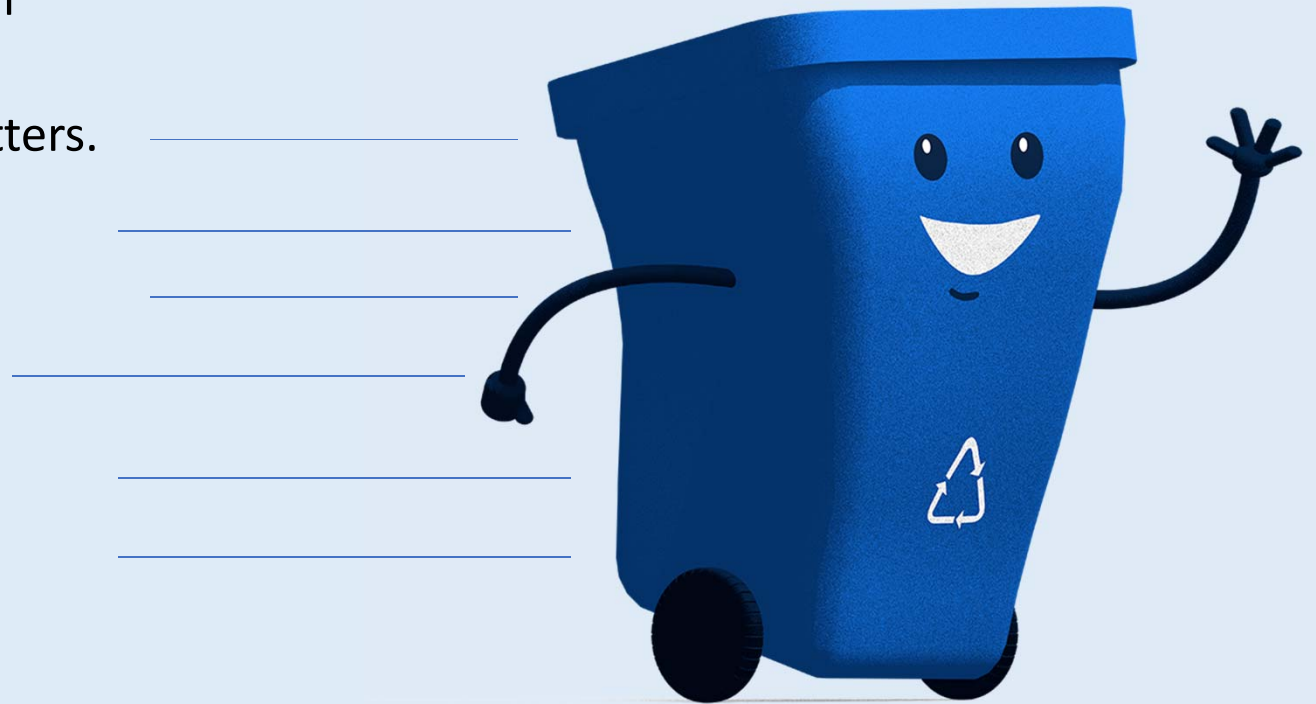


Quiz Answer Breakdown



Let's keep up the momentum!

- Repost and share @TimeToRecycle social media content.
- Continue local newsletters.
- Continue bill inserts.



Questions?

Brian Geck

Communications & Technology Supervisor
North Central Texas Council of Governments
Environment & Development Department

bgeck@nctcog.org

817-608-2361



Discussion Topics

9. Re-TRAC Connect Annual Reporting Tool

- 32 Survey Responses
- Determine whether to continue subscription
- Two subscription options available
- Questions for Emerge Knowledge before making a final decision

Discussion Topics

10. RCC Subcommittee Selections

- Subcommittee Membership Selection
- Designated Alternates

Discussion Topics

11. FY20-21 Implementation Grants Update

- Call for Projects opened on October 14, 2019
- Deadline to submit is January 6, 2020
- Grant scoring sessions will take place on January 21 & 22, 2020

FY20/21 Call for Projects Timeline

Event	Anticipated Timeline
RCC Meeting – Approve Solid Waste Program Budget & Call for Projects (CFP) Criteria	August 6, 2019
NCTCOG Executive Board - Approve Solid Waste Program Budget & CFP Criteria	September 26, 2019
Call for Projects – Grant Application Webinar/Workshop	September 23, 2019
Call for Projects Opens	October 14, 2019
Call for Projects Closes	January 6, 2020
Call for Projects Scoring Process/Private Sector Review	January 21&22, 2020
RCC Meeting - Approve Project Recommendations	February 13, 2020
NCTCOG Executive Board - Approve Project Recommendations	March 26, 2020
Execute Agreements	April 2020
Project Implementation	April 2020 – Mar 2021

Discussion Topics

12. Recycling Technical Assistance Project

- ▶ 3 Survey Respondents
- ▶ Agree or Strongly Agree that:
 - ▶ The services were valuable and met expectations
 - ▶ CTRA was easy to work with, responsive and answered all questions
 - ▶ They would utilize CTRA again and recommend CTRA to another organization
 - ▶ NCTCOG should continue offering Recycling Technical Assistance

Discussion Topics

12. Recycling Technical Assistance Project

- Overall experience was great and a “pleasure working with knowledgeable staff”
- All three respondents have ongoing programs, including working to bring back recycling to a small city

Discussion Topics

13. NCTCOG Updates

- ▶ Electronic Recycling Project Update
- ▶ Grant Funding from The Recycling Partnership for Recycling Campaign
- ▶ Recycle Roundtable – January 30, 2020 at 1:30 PM, NCTCOG offices
- ▶ America Recycles Week Social Media Activities/EPA amplification
- ▶ Additional Waste Characterization Studies
- ▶ Regional Waste Disposal Capacity Study
- ▶ Regional Solid Waste Management Plan, Volume II – TCEQ approval received
- ▶ Trash Free Waters Grant (EPA)
- ▶ UTA Food Waste Model
- ▶ Tire Disposal Roundtable – November 12, 2019 at 9:30 AM, NCTCOG offices

Other Business

14. Future agenda items

15. Roundtable topics

16. Next Meeting Date:

Thursday, February 13, 2020 at 1:30 p.m.
William Pitstick Conference Room
NCTCOG Offices, CP11, First Floor
616 Six Flags Drive, Arlington, TX 76011

Contact

Cassidy Campbell

Senior Environment & Development Planner

ccampbell@nctcog.org

817.608.2368

Hannah Allen

Environment & Development Planner

hallen@nctcog.org

817.695.9215

Elena Berg

Environment & Development Planner

eberg@nctcog.org

817.608-2363

Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



EandD@nctcog.org



nctcog.org/envir



Billboards

Digital Billboards

June - August

3 Flights, 6 Billboards Per Flight

	Potential Impressions
A. June 10 – July 7	8,256,635
B. July 8 – August 4	5,723,567
C. August 5 – August 31	9,079,960

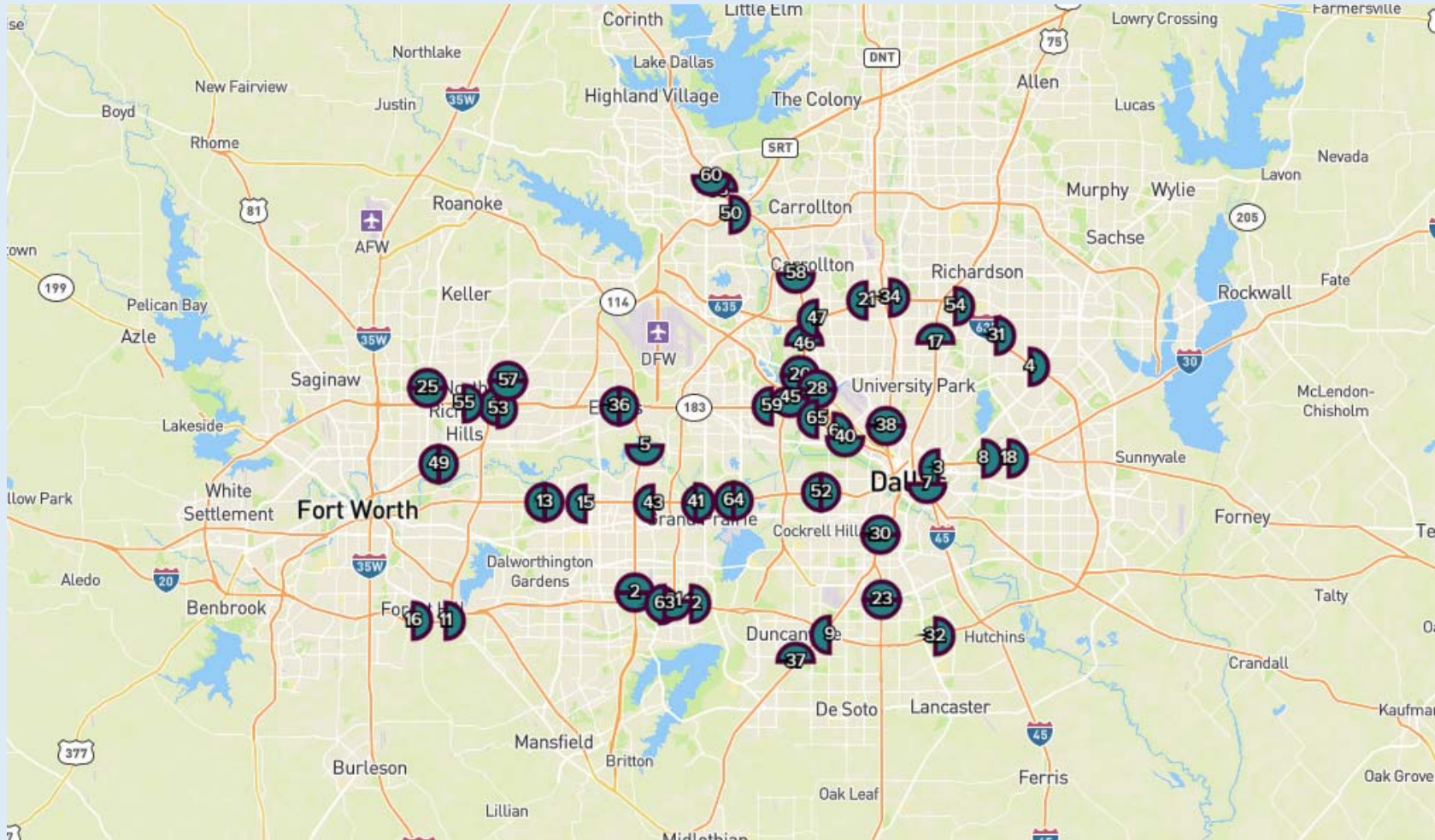
78 Digital Billboards

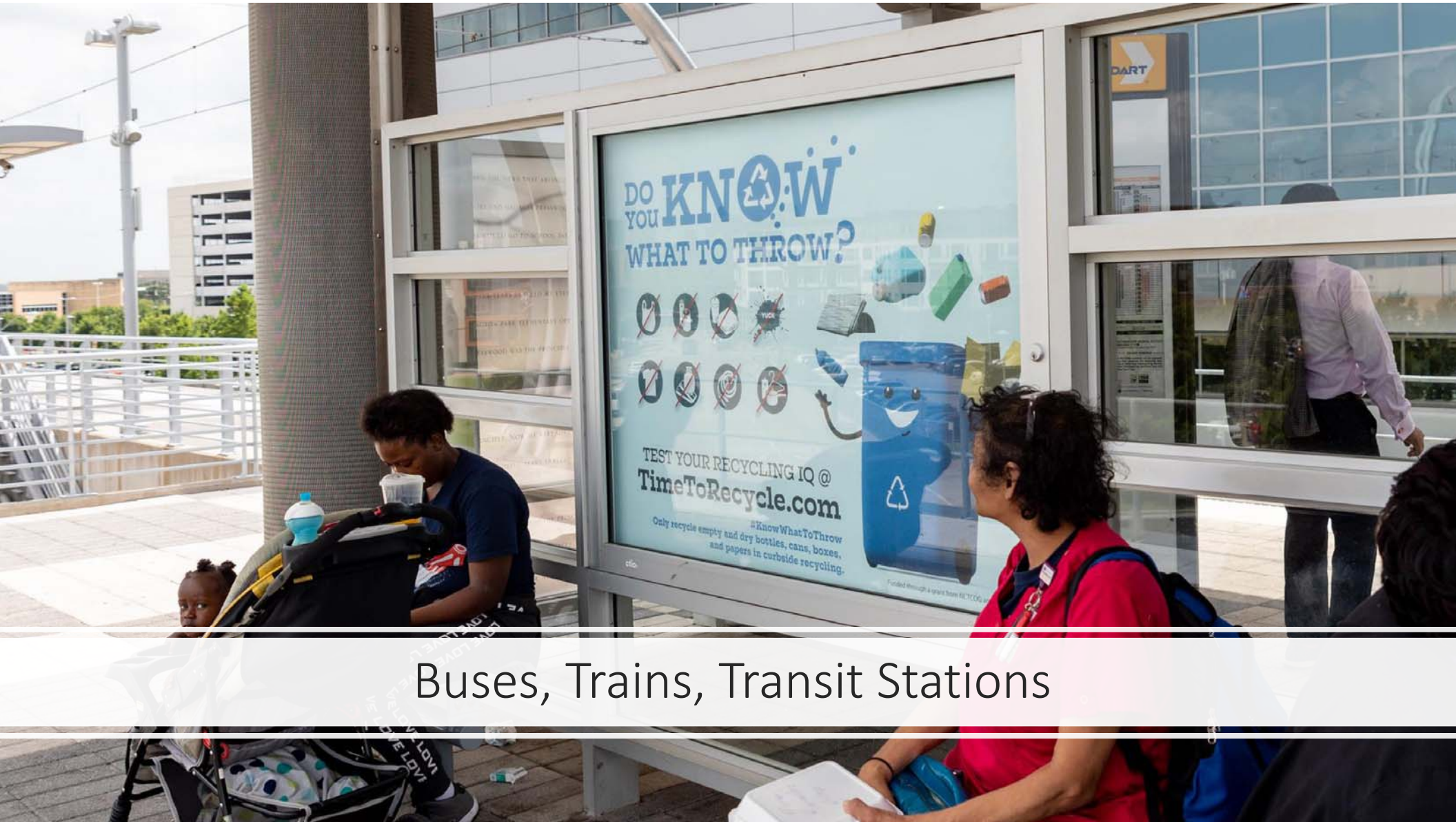
4th Flight, 60 Billboards

	Potential Impressions
A. August 19 – August 31	35,198,862



Billboard Locations





Buses, Trains, Transit Stations



Transit Systems

June - August

Dallas Area Rapid Transit

- A. 25 Bus Kings
- B. 4 Train Mega Kings
- C. 10 Rail Station Posters

Fort Worth Transit

- A. 20 Bus Queens
- B. 20 Bus Tails
- C. 25 Bus Benches





Radio

Radio Advertisements

July - August

15 Second Spot

99.5 The Wolf

72 ads over 6 weeks

96.3 New Country KSCS

84 ads over 6 weeks

1310 AM Sports Radio

72 ads over 6 weeks

103.3 ESPN Radio

66 ads over 6 weeks

820 AM WBAP Talk Radio

72 ads over 6 weeks

93.3 FM Today's Hits

60 ads over 6 weeks

DO YOU **KNOW** WHAT TO THROW?





Movie Theatres

Recycle Campaign Advertising

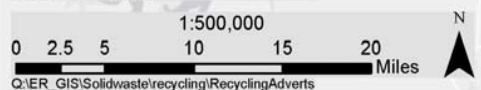
Legend

- Movie Theater
- Billboard
- Passenger Rail Station
- Blue Line
- Green Line
- Orange Line
- Red Line

**Community Impact City
(Excludes NE Fort Worth)**

- Colleyville
- Flower Mound
- Frisco
- Grapevine
- Highland Village
- Keller
- Lewisville
- McKinney
- Plano
- Richardson
- Roanoke
- Southlake

- Train Stations June 17 - August 25**
- Baylor Station
 - City Place Station
 - Dallas Convention Center Station
 - Downtown Plano Station
 - Inwood/Love Field Station
 - Market Center Station
 - Mockingbird Station
 - Medical Center/Parkland Station
 - Union Station
 - Victory Station



Q:\ER_GIS\Solidwaste\recycling\RecyclingAdverts

Movie Theatre Advertisements 30 Second Video

August

25 Theatres

Theater Name	Location	# of Screens
Alliance Town Center 14 with XD	FORT WORTH, Texas	14
Burleson 14	BURLESON, Texas	14
Cinemark 12 Rockwall	ROCKWALL, Texas	14
Cinemark 12 Town Center with XD	MANSFIELD, Texas	13
Cinemark 14 Cedar Hill	CEDAR HILL, Texas	14
Cinemark 24 The Legacy with XD	PLANO, Texas	24
Cinemark West Plano with XD	PLANO, Texas	20
Clearfork 8**	Fort Worth, Texas	8
Eastchase 9	FORT WORTH, Texas	9
Firewheel Town Center 18	GARLAND, Texas	18
Fossil Creek	FORT WORTH, Texas	11
Hulen 10	FORT WORTH, Texas	10
Lake Worth Movies 14	FORT WORTH, Texas	14
Movie Tavern Green Oaks	ARLINGTON, Texas	7
Movie Tavern Hulen	FORT WORTH, Texas	13
Movie Tavern West 7th Street	FORT WORTH, Texas	7
Movies 14 Lancaster	LANCASTER, Texas	14
Movies 14 McKinney	MCKINNEY, Texas	14
Movies 16 Grand Prairie	GRAND PRAIRIE, Texas	15
Northeast Mall 18 with XD	HURST, Texas	18
Palace 9	FORT WORTH, Texas	9
Parks @ Arlington 18	ARLINGTON, Texas	18
Ridgmar 13	FORT WORTH, Texas	13
ShowBiz Waxahachie 13	WAXAHACHIE, Texas	13
Tinseltown Movies 17	GRAPEVINE, Texas	17

DO YOU **KNOW** WHAT TO THROW?



... participants to public input
the types of developments to incorporate
want to see in the city.
Presenting the plan at public meet-
at local events, and through
media and online surveys
the task force garner feedback.
on feedback from resident
nearly 80% of respondents
want to see more dining
Keller.



WHAT TO THROW?

TEST YOUR RECYCLING IQ @ TimeToRecycle.com



#KnowWhatToThrow
Only recycle empty and
dry bottles, cans, boxes
and papers.

Funded through a grant from NCTCOG and the TCEQ.
Keller - Roanoke - Northeast Fort Worth edition • July 2010

Print



General Dentistry
Routine Cleanings
Cosmetic
Night Guards • Ex...
Cosmetic
817-741-...
1211 SOUTH MAIN
KELLER, TX

Printed Advertising

June - August

Dallas Morning News

- A. 12 Front Page Strip Ads
- B. Metro News Section

Al Día

- A. 6 Ads
- B. Front Page

Fort Worth Star-Telegram

- A. 1/4 Page Ad
- B. 1/8 Page Ad

Community Impact

- A. 1/4 Page Ads
- B. 11 Service Areas



DO YOU KNOW WHAT TO THROW?

TEST YOUR RECYCLING IQ @ TimeToRecycle.com

#KnowWhatToThrow
Only recycle empty and dry bottles, cans, boxes and papers.

Funded through a grant from NCTCOG and the TCEQ.

HEY, DREW!
IT'S ALL ABOUT YOU
RECYCLE

This advertisement features a central illustration of a smiling blue recycling bin with arms and legs, holding a cardboard box. Above the bin, various items are shown: a blue t-shirt, a clear plastic bottle, a blue can, a blue jug, a green garden hose, a grey plastic bag, and two orange cans. The background is light green with a white recycling symbol in the center of the title.



¿MIRAS LO QUE TIRAS?

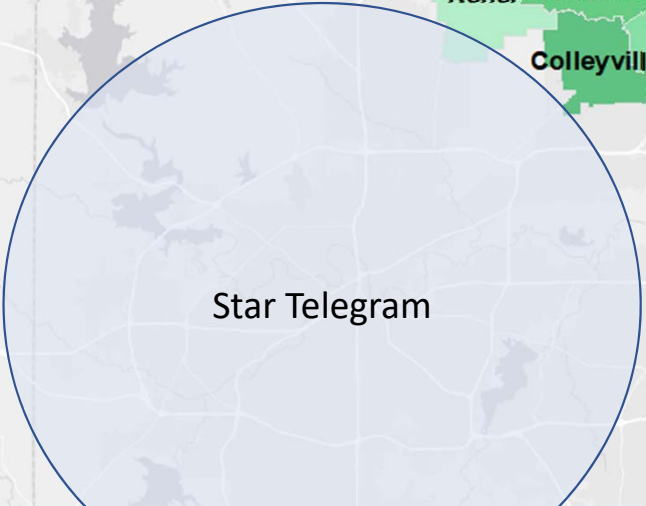
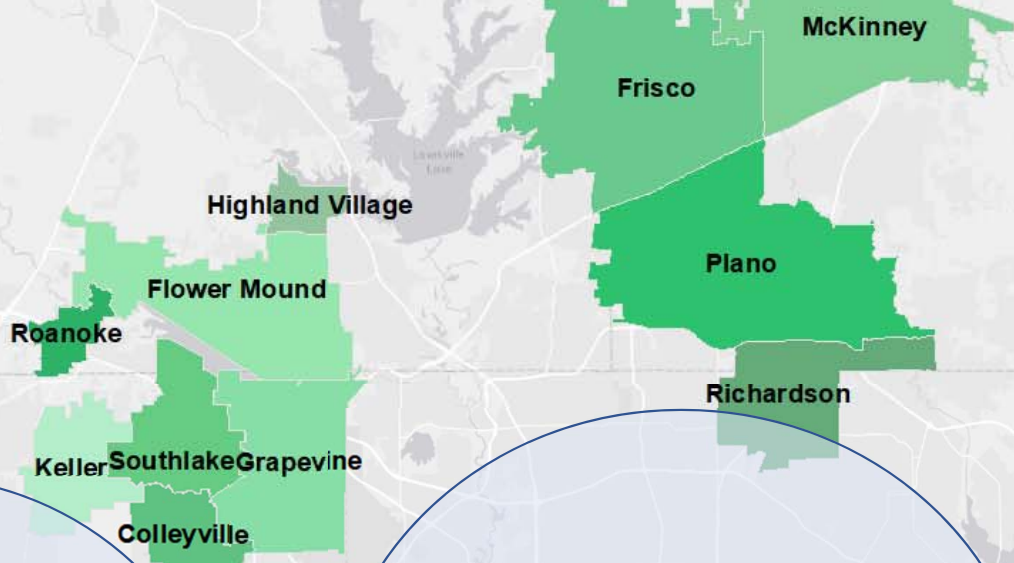
Toma la Prueba de Reciclaje @ TimeToRecycle.com/sp

#KnowWhatToThrow
Sólo reciclar botellas vacías y secas, latas, cajas y papeles.

Financiado a través de una subvención del NCTCOG y la TCEQ.

This advertisement features a central illustration of a smiling blue recycling bin with arms and legs, holding a cardboard box. To the left of the bin, three circular icons are shown with red diagonal lines through them, indicating items not to be recycled: a white plastic bag, a white can with a red top, and a white cup with a lid. Above the bin, various items are shown: a blue t-shirt, a clear plastic bottle, a blue can, a blue jug, a green garden hose, a grey plastic bag, and two orange cans. The background is light green with a white recycling symbol in the center of the title.

 Community Impact Newsletter





Reduce- shop with reusable bags.

Reuse- use bags repeatedly.

Recycle- Take Bags Back To Stores!

NO 
PLASTIC
BAGS **IN YOUR**
RECYCLING!

Funded through a grant from NCTCOG and the TCEQ.

Digital

Digital Advertising

June - August

Dallas Morning News

- A. Digital Display Ads
- B. 3 Sponsored Social Media Posts

Fort Worth Star-Telegram

- A. Digital Display Ads
- B. Email Newsletter

Google Display Ads / Sponsored Search

- A. 8 Campaigns



Dallas Morning News Sponsored Post

Impressions: 114,852

Comments/replies: 177

Post Shares: 669

Reactions: 2,236

Link Click: 1,746



The Dallas Morning News with Time To Recycle. Paid Partnership ·

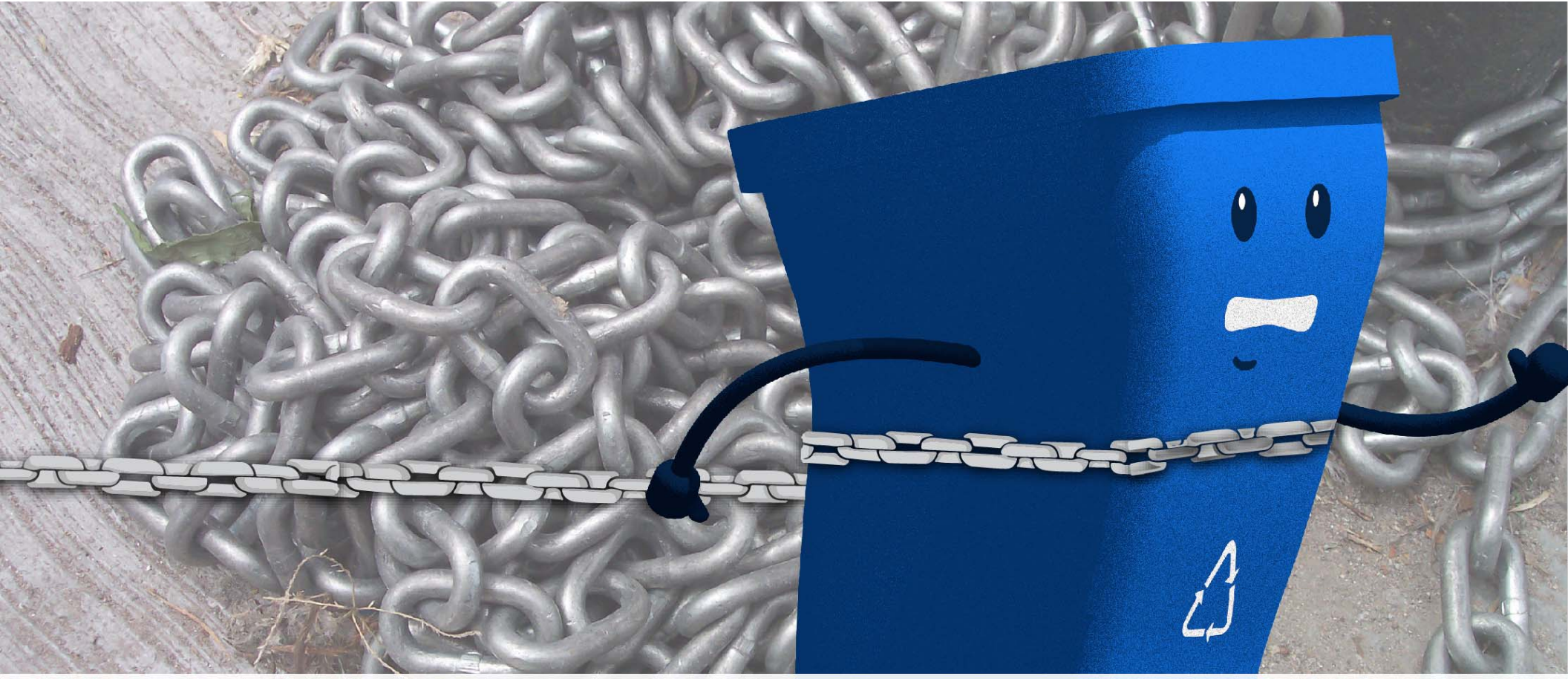
Recycling correctly is a critical part of conserving natural resources. What we put in our recycling bins ultimately affects the recycling economy. Do you know what to throw? Find your nearest recycling locations and learn more: <http://bit.ly/2Wtt58l> #KnowWhatToThrow

About This Partnership



Renée Pearl and 2.2K others 177 Comments 669 Shares

Like Comment Share



Social Media



Social Media Advertising

Facebook

	Clicks	Cost/Click
A. Did you make a recycling mistake?	52	\$0.43
B. Surfing Carter	25	\$10.00
C. Tanglers (Chains)	30	\$4.85
D. Carousel Ad	197	\$2.54

Twitter

A. 30 Second Video Ad	35	\$6.93
B. Did you make a recycling mistake?	8	\$3.00
C. Banner Ad	5	\$1.80
D. Surfing Carter	25	\$9.98
E. No Plastic Bags	19	\$26.32

YouTube (Google)

A. 30 Second Video Ad	2	\$0.96
-----------------------	---	--------

 **Time To Recycle** @TimeToRecycle · Jun 22

Hang ten and keep it loose! Recyclables should be kept loose in the cart, NOT bagged in plastic. Learn more at [TimeToRecycle.com/KnowWhatToThrow](https://www.timetorecycle.com/KnowWhatToThrow)...
#KnowWhatToThrow #TimeToRecycle #Surf #SurfArt



**Keep recyclables
loose.**



14 76 617