

TOGETHER

Transforming Recycling For Good

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

REGIONALLY ADDRESSING
CONTAMINATION



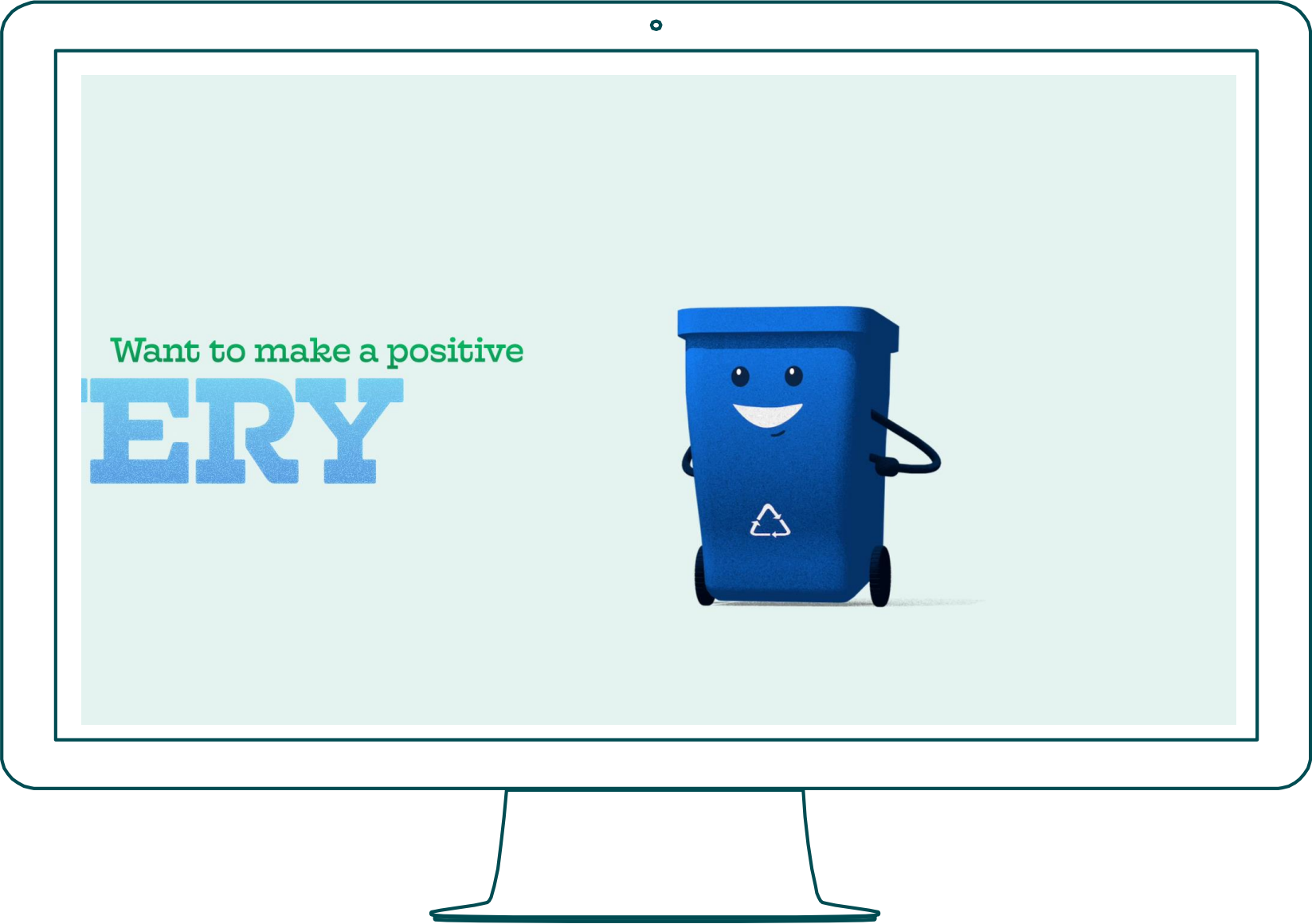
THE RECYCLING
PARTNERSHIP



North Central Texas
Council of Governments



TEXAS COMMISSION
ON ENVIRONMENTAL QUALITY



What's
my name?

We Have 2 Hours to:

Campaign Overview

- Review deliverables and NCTCOGS's role

10 Min Break (vote for the name)

Preparing

- Informing stakeholders
- Updating webpage

Online Toolkit Walkthrough

- Social media
- Promoting the quiz
- Customizing with templates

Metrics

- Communication based metrics
- Recycling audits

Closing Remarks

- Name the cart!

Let's Do This!



Here We Go!



The Challenge

Too many residents are putting garbage and unaccepted materials 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.

Website
Bill Inserts
Calendars Animated Character
Schools Mailers
Radio Newsletters Community Meetings
Social Media MRF Tours
NextDoor Billboards App
Cart Tags Events
Print Ads Campaigns / Initiatives



What can I recycle ?



Google Search

I'm Feeling Lucky



The Strategy

Region-level communications plan

(paid social, digital, print; quiz, news, ads) (May- Aug 2019)

Who do we most need to reach with this approach?

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

What is the call to action?

1. Take the Recycling Quiz
2. Follow TimetoRecycle and local programs

How will we know it worked?

Quiz Metrics and Data, Social Metrics, Digital Metrics



**MEMBER
COMMUNITIES**

MAY PREP and LAUNCH	JUNE NO BAGS	JULY NO TANGLERS	AUG NO FOOD	SEP NO BATTERIES
WEBSITE, NEWSLETTERS				
STAKEHOLDERS, LOCAL MEDIA				
TEMPLATED ART, UNBOOSTED/COORDINATED SOCIAL, EVENTS				METRICS/DATA
QUIZ				
STAKEHOLDERS, MEDIA				
ADS - SOCIAL MEDIA, DIGITAL, PRINT, TRANSIT, MOVIE THEATER				

**NCTCOG
REGIONAL**

QUIZ



DO YOU KNOW
WHAT TO THROW?

DONATE?
RECYCLE?
TRASH?

Do you actually know what everyday items are recyclable?

Start

Test your Recycling IQ

TEST YOUR RECYCLING IQ

Pluses of a quiz as the call to action:

- Compelling
- Educates
- Delivers metrics and insights
- Highly accessible and sharable

QUIZ



TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE

FALSE



TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE

30%

FALSE



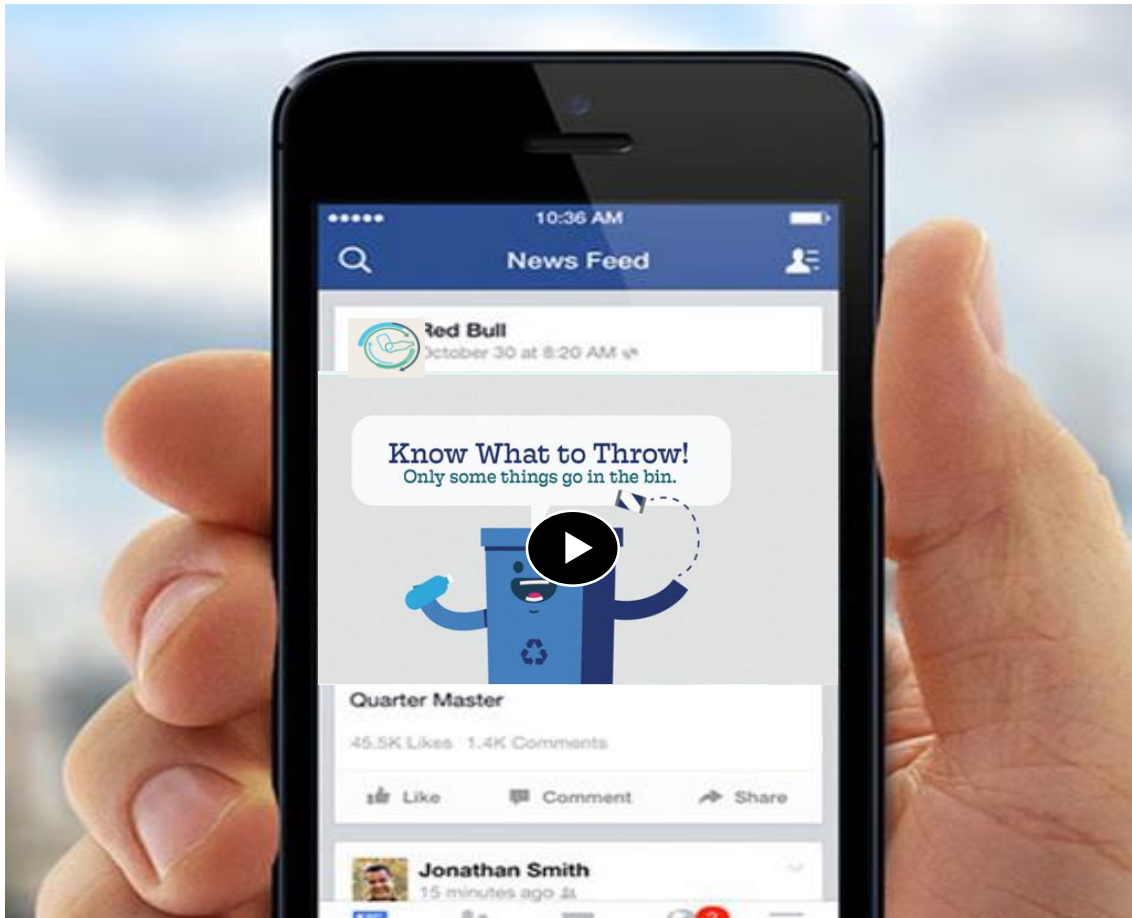
✓ **Correct!**

That's right, garden hoses and electric cords **CAN NOT** be recycled. They get tangled up in the recycling sorting equipment. But if you have time, by all means, get crafty!

Next

1/9

SOCIAL MEDIA



SMART SOCIAL

(Understanding an audience)

1. NCTCOG promoting quiz and video
2. Reaching your residents

SHARE AND LIKE!

BLOGS – Answering Key Questions



Time To Recycle

2 hrs · 🌐

Getting food to go can make your evening easier. But what to do with those styrofoam take away containers? (Hint: They don't belong in your recycling cart.) #KnowWhattoThrow



Like



Comment



Share



Time To Recycle

2 hrs · 🌐

This is something everyone should be aware of: Batteries can start fires in recycling facilities. #KnowWhattoThrow



Like



Comment



Share

6 BLOG TOPICS

(Based on what is being searched and SEO insights)

1. Plastic Bags
2. Recycling Matters
3. Hoses & Cords
4. How Recycling Works
5. Styrofoam
6. Batteries

PRINT and DIGITAL ADS



REGIONAL PAID ADS

(Based on reported success and budget)

1. Publication ads print
2. Publication ads digital
3. Theater ads
4. Bus stop and transit ads

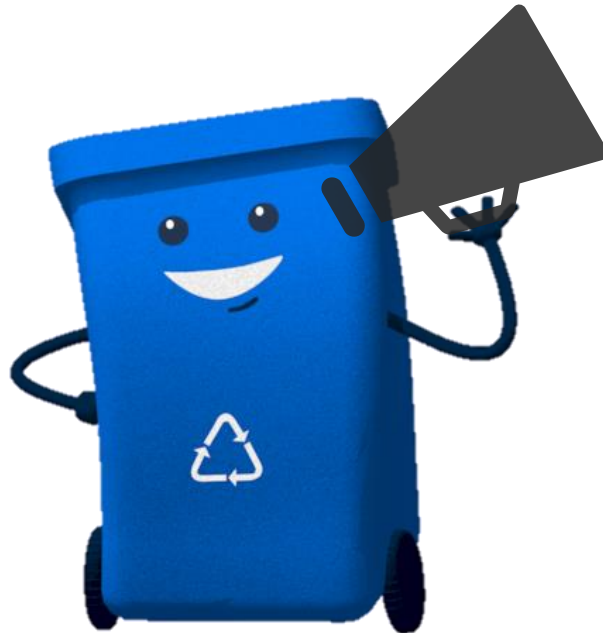


OUTREACH MATERIALS



NCTCOG MEDIA KIT

TO PROMOTE RECYCLING EFFORTS



Earned Media

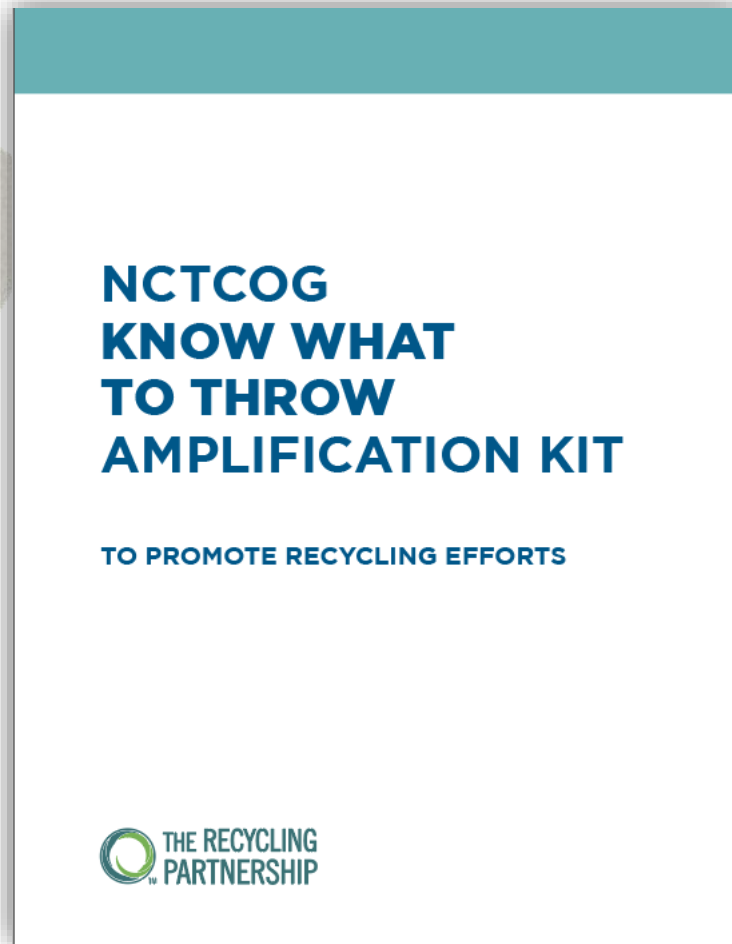
Based on best practices for shared communications strategies

- **Regional impact**
- **Be sure to share Earned Media on social media!**

A group of diverse people, including men and women of various ethnicities, are shown laughing and smiling outdoors. The image is overlaid with a solid blue filter. The text "Let's Get Prepared!" is centered in white, bold font.

Let's Get Prepared!

AMPLIFICATION KIT

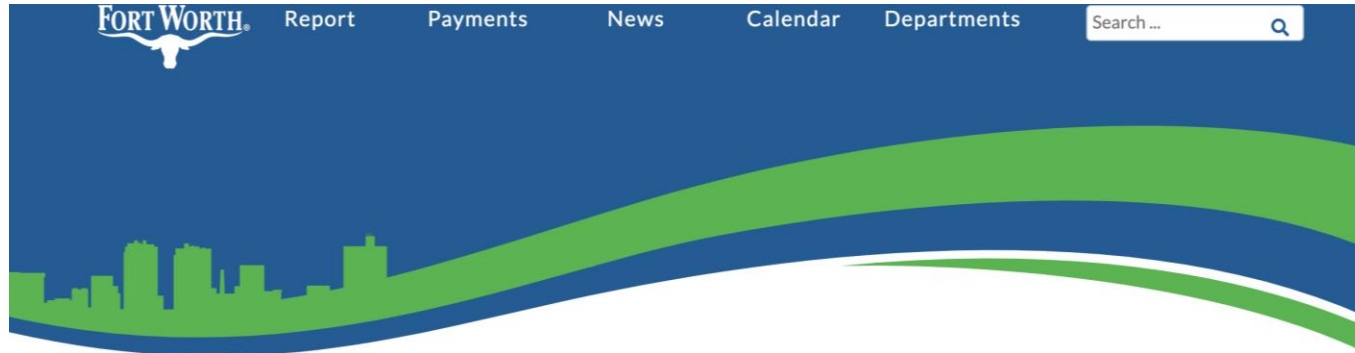


Amplification Kit

(A guide to implementing the materials in your portal)

- **Getting Prepared**
- **Templated campaign builder**
- **Blogs and excerpts**
- **Social images and video**
- **Event materials**
- **Metrics**

Preparing Webpage



[Departments](#) > [Code Compliance](#) > [Solid Waste Services](#)

Recycling



TEST YOUR
RECYCLING IQ

Customer Service

For questions or to report an issue by phone:
817-392-1234

The call center is open 7 a.m. to 6 p.m., Monday
through Friday, and 7 a.m. to 4 p.m. Saturdays.

Assistant Director:
Robert Smouse

Simple Steps:

- Remove outdated or unnecessary content
- Information consistency
- Direct access to recycling page from the homepage
- Visual of accepted materials
- Include campaign images

INFORMING STAKEHOLDERS

About the Campaign

The North Central Texas Council of Governments (NCTCOG) teamed up with its member communities, along with Burns & McDonnell and The Recycling Partnership, to create coordinated messaging to improve recycling across the region.

After several months of research, which included recycling stream audits and focus group discussions, the team has developed a shared-voice "Know What To Throw" messaging campaign.

The campaign will be launching on June 1, 2019 and running until October 1, 2019. During that time, campaign materials (similar to the image below) will be circulated throughout the region.

campaign includes:

• A Recycling Quiz (hosted on TimeToRecycle.com)

- Social Media posts & videos
- Movie Theater Ads
- Digital Ads
- Print Publication Ads
- Shared Blogs



Funded through a grant from NCTCOG and the TCEQ

3

RECYCLING
EDUCATION
CAMPAIGN
COMING!



External

- Neighborhood Associations
- Local Non-profits or Citizen Engagement Groups
- Recycle Application Provider
- Neighboring Communities

Internal

- All Municipal Staff
- Customer Service or Call Center
- IT Departments
- Local Officials





How To Implement It!



Funded through a grant from NCTCOG and the TCEQ.
Campaign distributed through
TimeToRecycle.com and
NCTCOG member communities.



DO YOU **KNOW**
WHAT TO
THROW?



Everything you need on an easy online toolkit.

- 1. Campaign Overview**
- 2. Campaign Calendar**
- 3. Resources**
- 4. Quiz**

<http://bitly.com/D-FW>

<http://bitly.com/D-FW>

SOCIAL and DIGITAL

- Like and share quiz and videos posted by Time to Recycle
- Send your audience to the quiz
- Ask your ambassadors to share the quiz
- Create social posts using the images and text provided
 - Post on current holidays
- Send your audience to the blogs



ADS & OUTREACH



- Create customizable bill stuffers and mailers; download artwork for other use
- Consider curbside communications with the Anti-Contamination Kit
 - Customizable tags
- Event materials for outreach

Example Bill Insert

DO YOU **KNOW** WHAT TO THROW?

For recycling to thrive, we need to **recycle the YES things** and **keep the NO things out**.

DID YOU KNOW?

**YES!
ALWAYS RECYCLE**



BOTTLES, CANS
EMPTY, CLEAN



BOXES
FLAT, DRY



PAPER
DRY

**LEAVE THESE OUT
OF RECYCLING!**



NO BAGS
TAKE BACK TO STORE



NO BATTERIES
RETURN TO RETAIL



NO TANGLERS
DONATE or TRASH



For full list of what to recycle, visit
www.garland.tx.us
or call **972-205-2000**

TEST YOUR RECYCLING IQ
TimeToRecycle.com

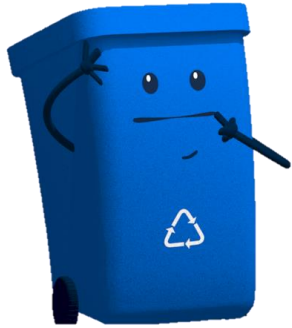
Funded through a grant from NCTCOG and the TCEQ





Let's Measure It!

MEASUREMENT: WERE WE SUCCESSFUL?



Metrics – Social Media

- Engagement-likes, shares
- Pages-likes, shares
- Impressions
- Time on page
- Video views/time watching



Metrics – Advertising

- What is the reach and/or circulation
- Mailers/bill inserts



Metrics – Audits

- Post campaign audits with processor

Contacts us Along the Way!

Elizabeth Schussler

eschussler@recyclingpartnership.org

828-243-7064

Allison Francis

afrancis@recyclingpartnership.org

828-215-9112

Alita Kane

akane@recyclingpartnership.org

727-534-6912