TOGETHER

Transforming Recycling For Good

Thank you **NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS**

and **Burns & McDonnell**

HELLO

We are here to help!

You might find us trying to drum up a conversation about:

1. Cody

2. Awareness and Behavior Change

    – Elizabeth

3. Measurement and Data

    – Scott

4. Implementation Plan

    - Tricia

5. Regional Collaboration

    - Alita

OUR FUNDING PARTNERS

OUR WORKING MODEL

INFRASTRUCTURE
Cart grants deliver year over year results and measurable incremental tonnage.

EXPERT ASSISTANCE
Aligning operations and education helps cities deliver better recycling.

TOOLS AND DATA
More than 20K local programs lack resources but determine success.

SYSTEM SOLUTIONS
The system is loosely connected but highly dependent.

OVER 1000 Communities

OVER $37 MM Leveraged Investment

OVER 50 MM Households

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Let's Go!

BUILDING BLOCKS ⟩ LOCAL ⟩ PLAN ⟩ KIT

Recycling Partnership resident facing messaging

⬇

Local findings

⬇

Localizable messaging for an integrated approach

Collection of deliverables

- Localized existing videos
- One new video on quality
- Video segments for PSAs
- Radio ad
- Localize existing marketing assets for behavior change

- Light customization of social media library
- Blog posts
- Key assets in up to 3 languages
- Library of assets
- Recommendations for implementation and measurement

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WE CAN DO MORE IF WE WORK TOGETHER

GREAT WHERE SHOULD WE START? Wait, remind me what we are trying to do...

And, if I focus on this, I CAN STILL REACH MY OTHER GOALS?

STRATEGY:

COORDINATED
If we say the same message, the same way more people will hear it.

TARGETED
If we target the same outcome, we stand a better chance of success.

SEQUENTIAL
Focus on top opportunities first and carry on.

FROM PROJECT DATA to PROJECT DELIVERABLES to IMPACT

1

REGIONAL MESSAGING FOCUSES MOST ON PRIORITIES ·······▶ REACH AND SATURATION

TOPIC *or* MECHANISM *or* AUDIENCE

2

MODULAR YES/NO SUITES CREATE SIMILAR DIFFERENCES

·······▶ CONSISTENT STYLE

LIBRARY OF RELATED ASSETS

·······▶ ADAPTABILITY

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REGIONAL SUCCESSES
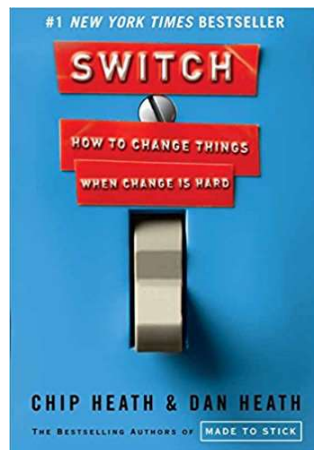
5 min
POLL

CHALLENGES

5 min
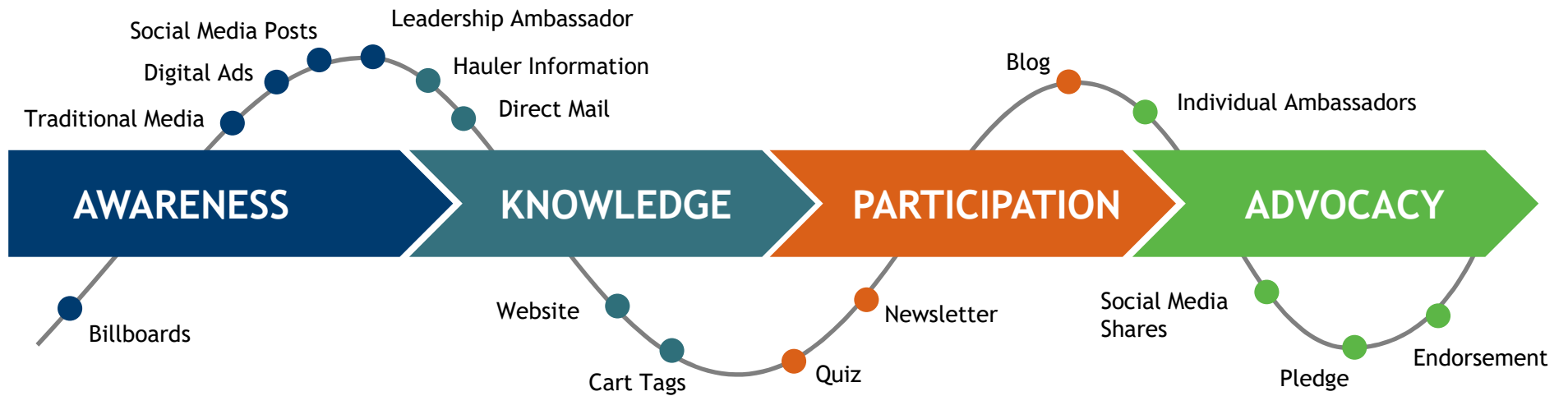GROUP

CONTAMINATION

5 min
NOTEBOOKS and POLL

"What looks like resistance is often lack of clarity."

-Chip and Dan Heath, *Switch*

How can we educate for better behavior?

To make the most of limited communications, coordinate and integrate messaging

FREE TOOLS to Grow Awareness and Change Behavior Through Integrated Messaging

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Targeting Behavior Change For "BETTER"

Data-backed, functional, actionable tools, that residents are responding to

1. **Annual infocard** to set expectation
2. **Cart tags** for responsive feedback and prompt
3. **Top issue mailer** as reminder

Effect of campaign on plastic bags in carts in Atlanta:

BEFORE   AFTER
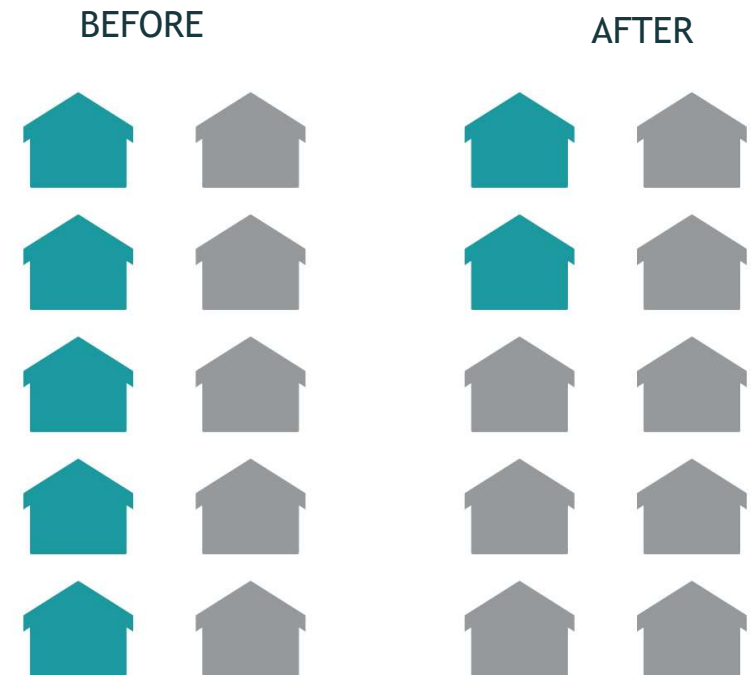
Massachusetts	Atlanta	El Paso	
What is contamination? Tagging best practices	Demographics Smart App	MRF-level measure Yr long /200k HH	*And more!*
RESULTS: Results in 8 collections	RESULTS: HH economics not driver	RESULTS: 15% less contamination	

CAPTURE

5 min
POLL

Overall Capture Rate Results

RECYCLED % of recyclable captured   **RECYCLABLES IN WASTE**

Paper   288,032   45%   350,660

Plastic   52,222   22%   183,614

Metal   16,477   18%   72,746

Glass   78,383   25%   238,848

This data from 2018 NCTCOG Regional Survey, Burns & McDonnell
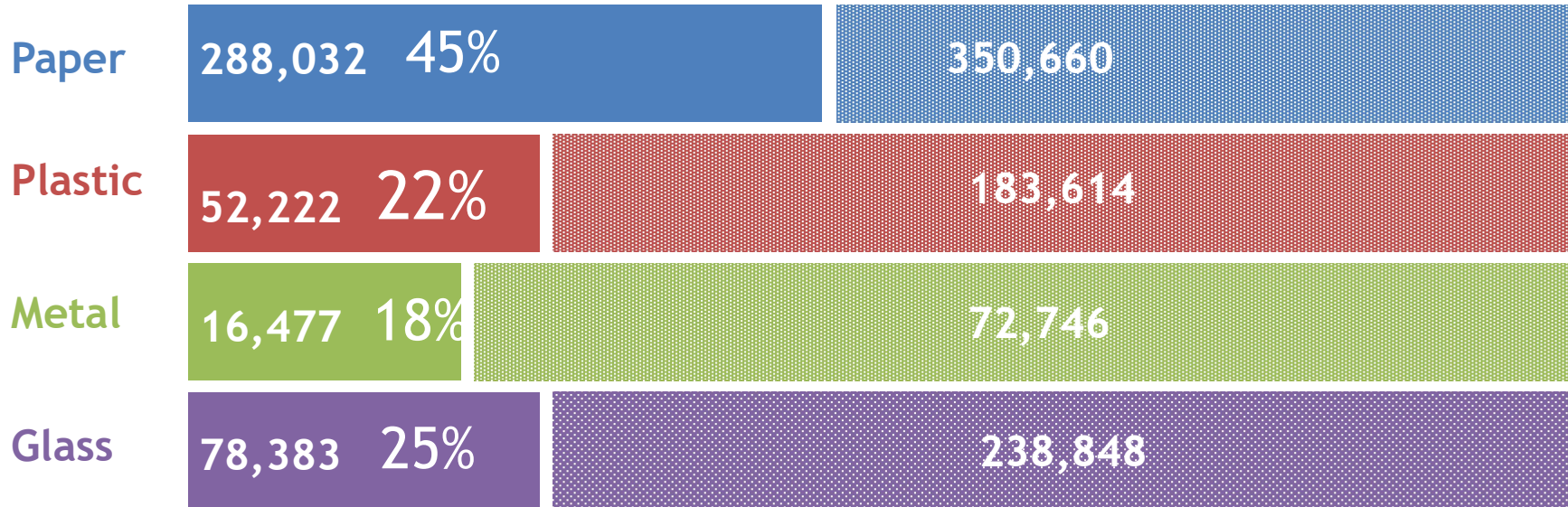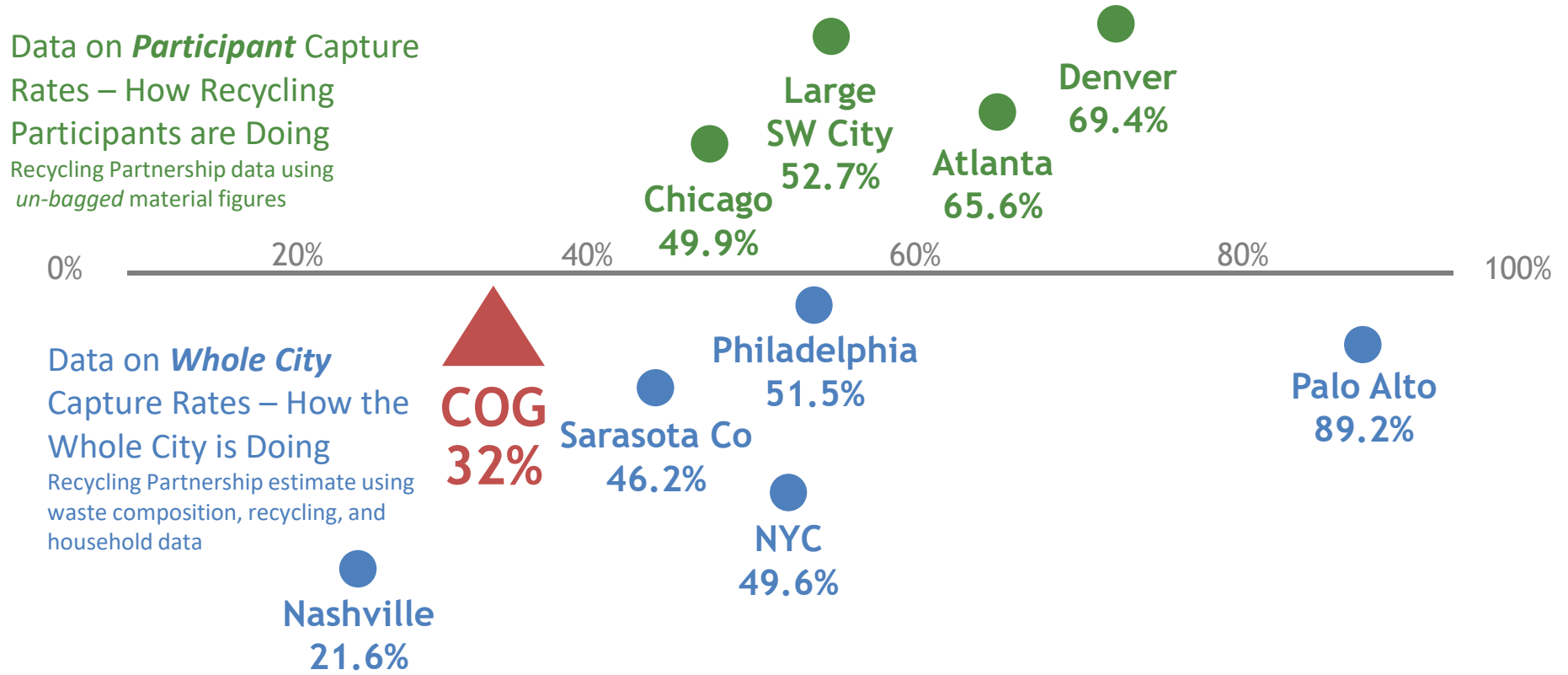
Opportunity

CAPTURE RATES MORE ACCURATELY INFORM ACTION THAN RECYCLING RATE.

Capture shows OF WHAT IS AVAILABLE, WHAT IS CAPTURED and you could reach 100%

Data on *Participant* Capture Rates – How Recycling Participants are Doing
Recycling Partnership data using *un-bagged* material figures

Large SW City 52.7%

Denver 69.4%

Atlanta 65.6%

Chicago 49.9%

0%   20%   40%   60%   80%   100%

Data on *Whole City* Capture Rates – How the Whole City is Doing
Recycling Partnership estimate using waste composition, recycling, and household data

COG 32%

Philadelphia 51.5%

Palo Alto 89.2%

Sarasota Co 46.2%

NYC 49.6%

Nashville 21.6%

NCTCOG- whole region capture rate for residential recyclables = **32.0%**

This graph compares data from 2018 NCTCOG Survey from Burns & McDonnell to Recycling Partnership data.

Growing Awareness For "MORE"

Data-backed, functional, actionable
tools, that residents are responding to

Denver

Messaging	Recall	Capture and Survey	
RESULTS	RESULTS	RESULTS	*More to come!*
Simple instructional ask=> 25% incr in pilot	Tags (43%), mailer (18%), signage (13%), nearly no social (2%)	HH patterns • 20% landfilling the most cans • 10% cans lost to bagging	

10 Min Break

YOUR AUDIENCES

10 min
NOTEBOOKS and POLL

MESSAGING

10-15 min
POLL

WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

CHICAGO
Where do you look for information?

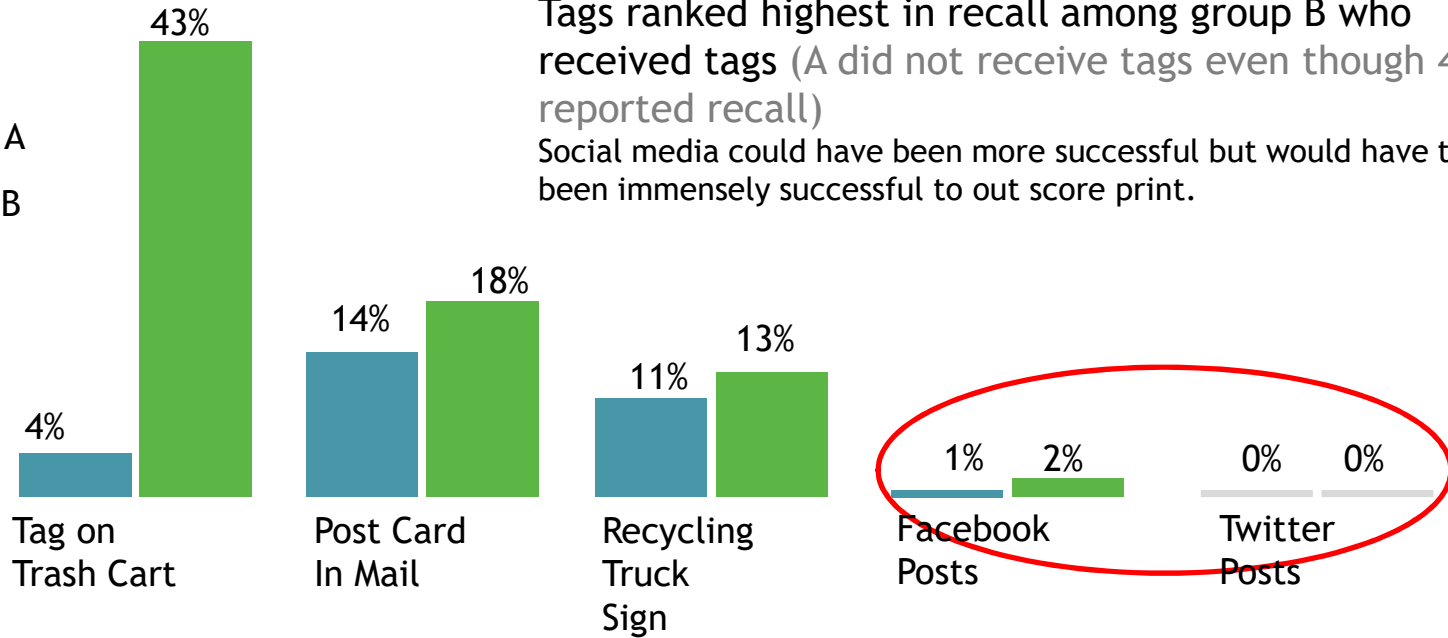## Residents Rely on Information They Have Been Mailed About Recycling
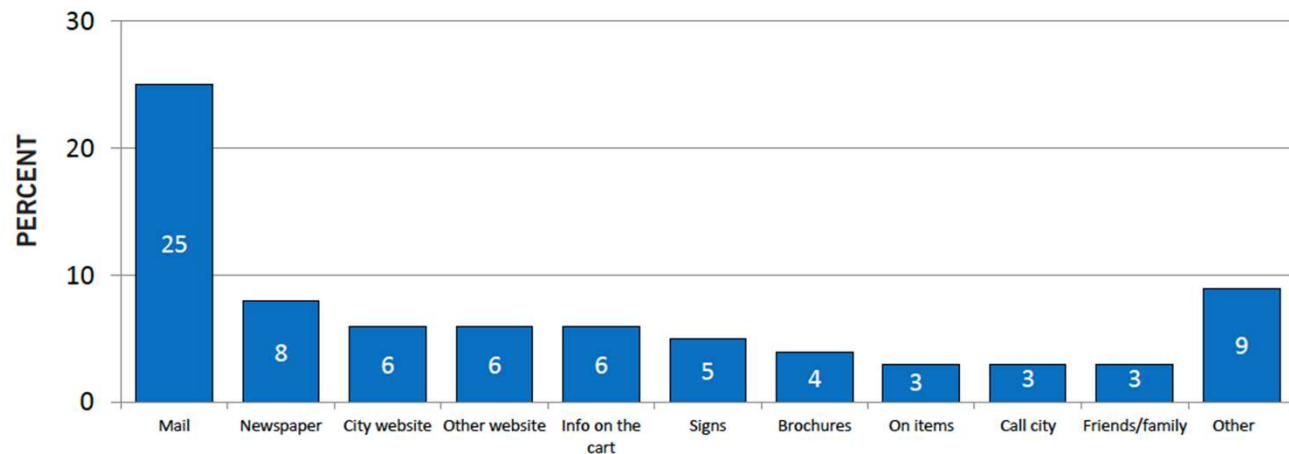
Q: Where do you generally find information about recycling?

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WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

DENVER

Tags ranked highest in recall among group B who received tags (A did not receive tags even though 4% reported recall)

Social media could have been more successful but would have to have been immensely successful to out score print.

GROUP A
GROUP B

43%

18%
14%

13%
11%

4%

1%   2%   0%   0%

Tag on Trash Cart   Post Card In Mail   Recycling Truck Sign   Facebook Posts   Twitter Posts

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WHAT ARE WE TELLING RESIDENTS?

Do our acceptable materials lists match?
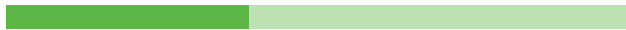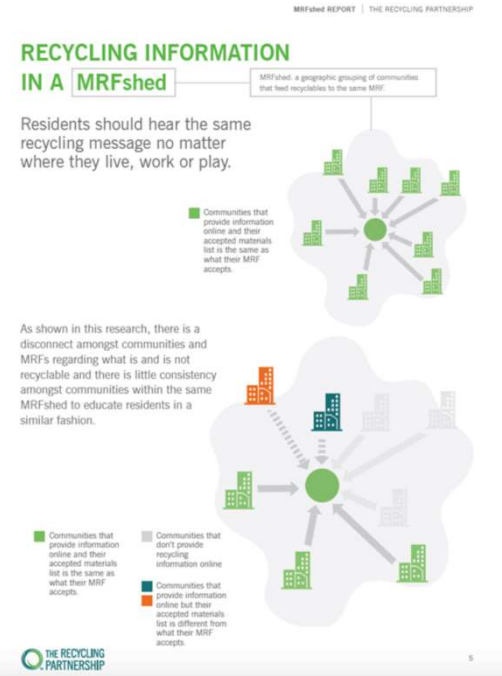Do they reflect what we could be recycling?

59%
provided recycling
Information online

41%
provided no
Information online

Of those with information, only 40% matched their MRF's acceptable material list

MRF-shed Report

IT'S ALL YOU RECYCLE

Hidden Camera - Setting social norm

BUILDING ON EXISTING AWARENESS, INSTRUCTIONAL and BEHAVIOR CHANGE ASSETS

NO PLASTIC BAGS IN THE RECYCLING CART
DO NOT BAG Recyclables
Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.
Town and Department
(123) 456-7890
SampleUrl.org

RECYCLE
THANK YOU FOR RECYCLING THESE:

Cans — Aluminum and Steel Cans, empty and rinse
Cartons — Food and Beverage Cartons, empty and replace cap
Glass — Bottles and Jars, empty and rinse
Paper — Mixed Paper, Newspaper, Magazines, and Flattened Cardboard
Plastic — Kitchen, Laundry, Bath: Bottles and Containers, empty and replace cap

NO!
Do Not Bag Recyclables No Garbage
No Plastic Bags or Plastic Wrap (return to retail)
YUCK No Food or Liquid (empty all containers)
No Clothing or Linens (use donation programs)
No Tanglers (no hoses, wires, chains, or electronics)

(123) 456-7890
Town and Department
SampleUrl.org

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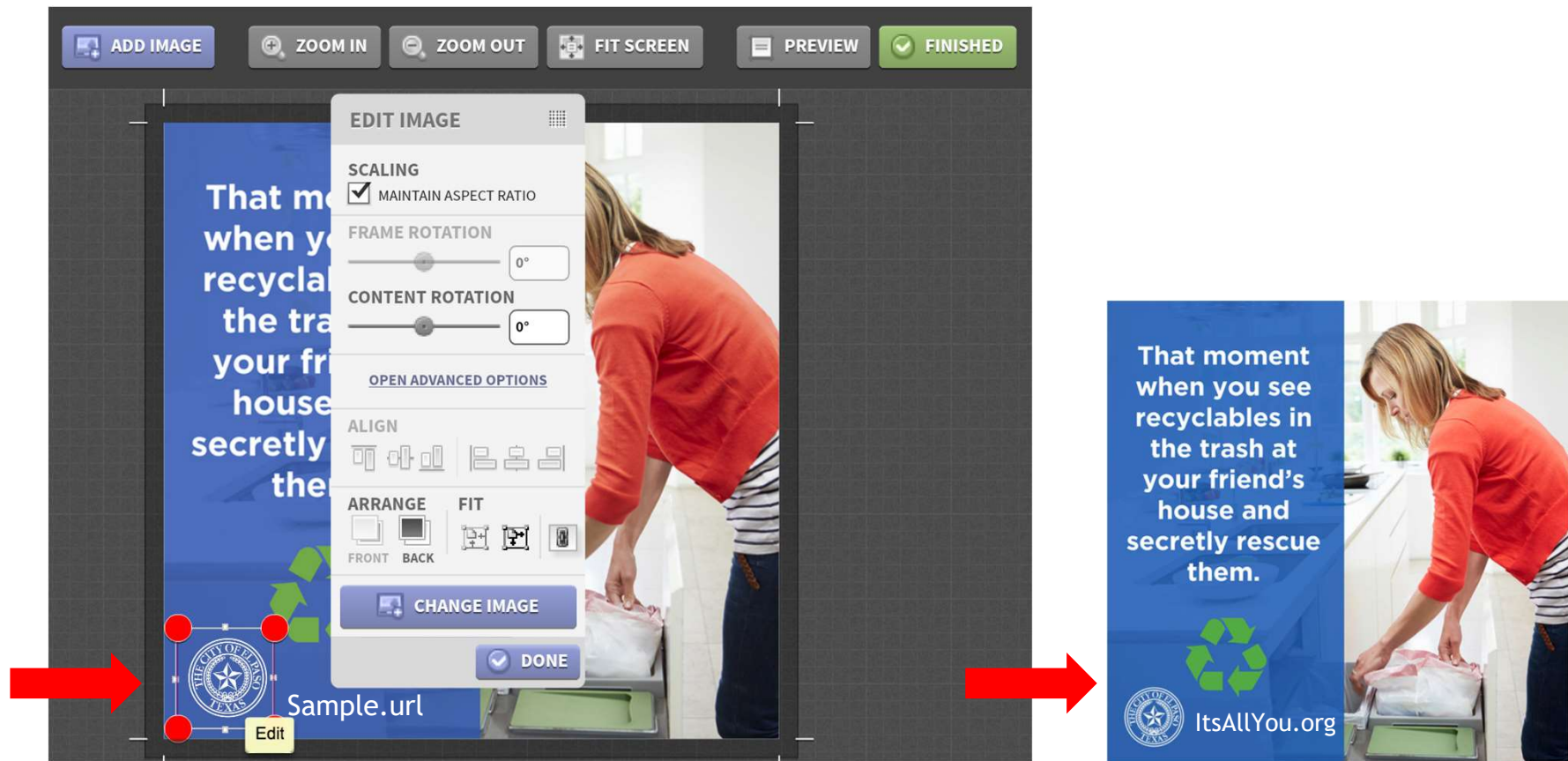
1. Choose a template, upload your logo or photo, edit select text.
2. Download the art file.

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PUTTING IT ALL TOGETHER

1. NEEDS

2. POTENTIAL MEASURES

3. PREFERENCES

4. AUDIENCES

5. NETWORKS

$1 and a Day

PRIORITY

AUDIENCE

MESSAGE

MECHANISM

10 min
GROUP DISCUSSION

Next Steps

TRY THESE TOOLS,
JOIN OUR NETWORK,
and let's make recycling more & better!

TOOLS
Online
Library
Starters
BMPs

IDEAS
Webinars
Newsletters
E-Books
Forums

RESOURCES
Grants
Campaigns
Tech
Assistance

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