

# Recycle Roundtable Meeting

Tuesday, June 23, 2020

Elena Berg

[eberg@nctcog.org](mailto:eberg@nctcog.org)



# Procedures for Online Meeting

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- Today's presentation is posted on Recycle Roundtable website.

<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>

- Roll call today in lieu of sign-in sheet.
- Please state your name and entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking. If you are on a phone, you can do this by hitting the asterisk key twice. If you are on your computer, hit mute button.

# 1. Welcome and Roll Call

# Presentation

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## **2. City of Plano's Residential Recycling Outreach Activities.**

Nicole Warhoftig, Sustainability and Environmental Education Supervisor, City of Plano.

# Recycling Education in Plano



Nicole Warhoftig  
Sustainability and Environmental Education Supervisor  
June 23, 2020

# Ongoing Education



## Where Does The Trash Go?

Every day in the United States each person throws away almost five pounds of garbage. Where does it all go? Find out about municipal waste programs, the local landfill, the work that goes into disposing our waste and why it is important to reduce, reuse and recycle.

Duration 45 minutes

[Request](#)

- HOA's
- Eco Fairs
- Scout Groups
- Churches



# Newsletter Articles



## Don't Hose Your Recycling

Yards are benefiting from the stay at home orders, but recycling isn't. Contamination in Plano's recycling carts has increased, including items like old garden hoses. Tanglers like these wrap around equipment and cause frequent shutdowns at the recycling facility. They can even damage machines. See the full [list of accepted recyclable items](#).



## Recycle Your Old and Broken Electronics

Spending your time at home clearing out items like old electronics? Recycle them safely by bringing them to one of our Saturday collection events. Visit [plano.gov/electronics](http://plano.gov/electronics) for dates and times. Remember to stay in your vehicle. Only one car will be unloaded at a time.

Enews = 8800 residents  
Pnews = 73,000 households

# Utility Bill Inserts

82,000 residents



ARE YOU DOING MORE ONLINE SHOPPING THAN USUAL?

**REMEMBER TO RECYCLE THOSE BOXES**

Remove and dispose of all non-recyclable contents. Breakdown the boxes. Small boxes can be placed in your recycle cart. Large boxes can go out with your yard trimmings.

Effective June 1, 2020

The insert features a cartoon owl with a blue face and a brown body with white dots, standing on a stack of cardboard boxes. The background is blue with a white circle containing the text.



NEXT TIME YOU HIT THE BEVERAGE AISLE AT THE STORE, SHOP SMART!

Choosing cans is the way to go. They can be recycled indefinitely and return the highest value when recycled in Plano.


The insert features a cartoon owl with a blue face and a brown body with white dots, standing next to a large green beverage can. The background is blue with a grid of smaller cans. An orange circle contains the text and three icons of beverage cans.



# Social Media


 **Live Green in Plano** February 25 · 🌐

Did you know recycling one aluminum can save enough energy to power a 14 watt CFL light bulb for 20 hours? Don't forget to recycle! ♻️



**563** People Reached      **30** Engagements      [Boost Post](#)



👍❤️ Selena Medrano, Lauren Thumann and 11 others      2 Shares

 **Live Green in Plano** March 29 · 🌐

Due to the recent health crisis keeping residents at home, we are seeing an increase of trash mixed with recycling. Please reduce contamination in the recycling stream by only placing these items in your recycling cart:

- ✓ Aluminum, tin and steel cans
- ✓ Plastic bottles, jugs and containers numbered 1, 2 & 5
- ✓ Glass jars and bottles... [See More](#)

**CONFUSED ABOUT WHAT TO RECYCLE?**  
**STICK TO THE BASICS: CANS, PLASTICS (1, 2 & 5), MIXED PAPER, CARDBOARD & GLASS.**

			
<b>Metal food and beverage containers</b>	<b>Plastic containers</b>	<b>Glass containers</b>	<b>Paper and cardboard</b>

**1,232** People Reached      **86** Engagements      [Boost Post](#)

👍 Jolee Kempf, Alice Chang and 11 others      3 Comments 9 Shares

# Town Hall Meeting



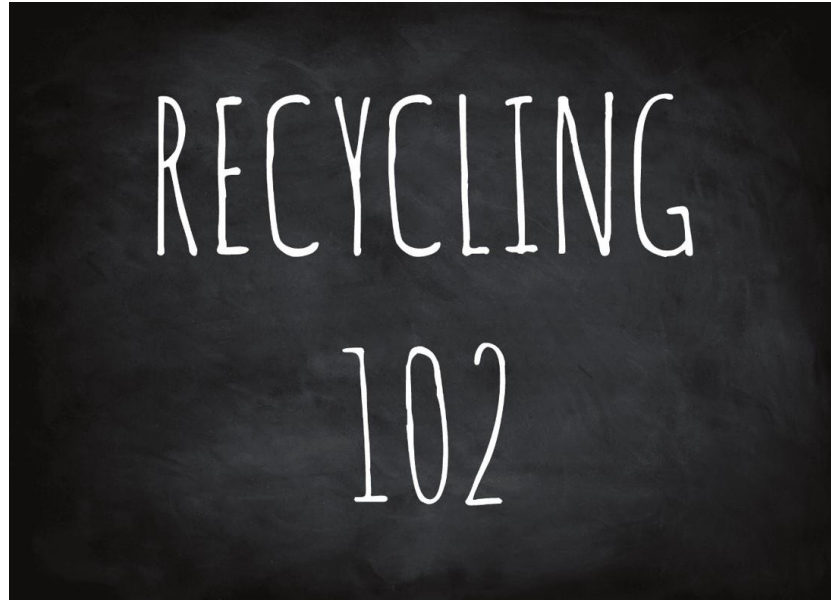
- Live audience = 14 attendees
- Conference Call = 890 attendees
- Facebook Live Feed = 2332 attendees

# Community Conversations

- 2 sessions
- 12:30 p.m. and 6:30 p.m.
- Both - 9 registered, 5 attended



# Recycle 102



- In person Class = 27 attendees
- Webinar (evening) = 17 registered, 11 attended
- Webinar (evening) = 38 registered, 17 attended
- Post webinar views = 7

# Recycling Ambassador Training

- 22 Registered
- 17 Completed
- 1 session cancelled
- Revamped for 2021



# MRF Tours

- 30 attendees
- 4 scheduled per year



# Green School Program



- 2<sup>nd</sup> year of program
- 1<sup>st</sup> year = 14 schools
- This year - 33 schools

# Ask Us Anything

The screenshot shows a Facebook event page for 'Ask Us Anything: Recycling'. At the top, there is a green banner with the text 'Ask Us Anything' in large orange letters. Below this, three topics are listed: 'Litter' with the date 'June 8', 'Recycling' with the date 'June 22', and 'Electric Vehicles' with the date 'July 2'. The main event title is 'Ask Us Anything: Recycling', dated 'JUN 22', and is described as 'Public - Hosted by Live Green in Plano'. Below the title are buttons for 'Interested' (with a star icon) and 'Going' (with a checkmark icon), along with 'Share' and a menu icon. The event details include the date and time 'Monday, June 22, 2020 at 12 PM - 12:30 PM', a weather forecast 'Next Week - 73-93°F Thunderstorms', and the event type 'Online Event'. At the bottom, it says 'Hosted by Live Green in Plano' with a 'Message Host' button and a note 'Typically replies within a few hours'.

**Ask Us Anything**

*Litter*    *Recycling*    *Electric Vehicles*  
**June 8**    **June 22**    **July 2**

**JUN 22** Ask Us Anything: Recycling  
Public - Hosted by Live Green in Plano

★ Interested    ✓ Going    ➦ Share    ⋮

🕒 Monday, June 22, 2020 at 12 PM – 12:30 PM  
Next Week - 73–93°F Thunderstorms

🌐 Online Event

🗨️ Hosted by Live Green in Plano  
Typically replies within a few hours    Message Host



# Videos



#LovePlano  
Recycle Right in Plano!

922 views · Apr 28, 2020

32 0 SHARE SAVE ...



Can This Be Recycled? - Plastic Film

Live Green in Plano

Like Comment Share ...

15 3 Comments 11 Shares

# NCTCOG Recycling Campaign

- 500 Homes - Cart Lid Replacements
- 7200 Homes - Peek and Check Inspection
- 500 Homes - Cart Lid Stickers



# Questions?

Nicole Warhoftig  
SEED Supervisor  
(972) 769-4132  
[nwarhoftig@plano.gov](mailto:nwarhoftig@plano.gov)

# Discussion Topics

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## **3. *Know What to Throw (KWTT) Campaign.***

### **a. Monthly Dual Coordinated Topics**

# Monthly Dual Coordinated Topics

	Dual Recycling Topics
<b>June</b>	Do recycle aluminum cans; do not recycle picnic supplies.
<b>July</b>	Do recycle glass, aluminum, and plastic beverage containers (empty the liquids – hydrate yourself, not your cart!); do not recycle propane tanks.
<b>August</b>	Do recycle plastic (empty) bottles; do not recycle clothing.
<b>September</b>	Do recycle HDPE containers; do not recycle batteries.
<b>October</b>	Do recycle glass, aluminum, and plastic beverage containers; do not recycle needles or medical equipment.
<b>November</b>	Do recycle aluminum and steel cans; do not recycle propane tanks.
<b>December</b>	Do recycle cardboard (flattened); do not recycle Christmas trees/decorations.
<b>January 2021</b>	Do recycle cardboard (flattened); do not recycle Christmas trees/decorations.
<b>February</b>	Do recycle aluminum and steel cans; do not recycle batteries.
<b>March</b>	Do recycle paper; do not recycle yard waste.
<b>April</b>	Do recycle HDPE containers; do not recycle Easter baskets or anything in them (i.e. plastic eggs and grass, candy wrappers, stuffed animals, etc.).
<b>May</b>	Do recycle cardboard (flattened); do not recycle yard waste (including grass clippings, flowerpots, pallets, soil bags, etc.).

# Discussion Topics

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## **3. *Know What to Throw (KWTT) Campaign.***

- a. Monthly Dual Coordinated Topics.
- b. Results of 2020 KWTT Survey.

# *Know What To Throw Campaign*

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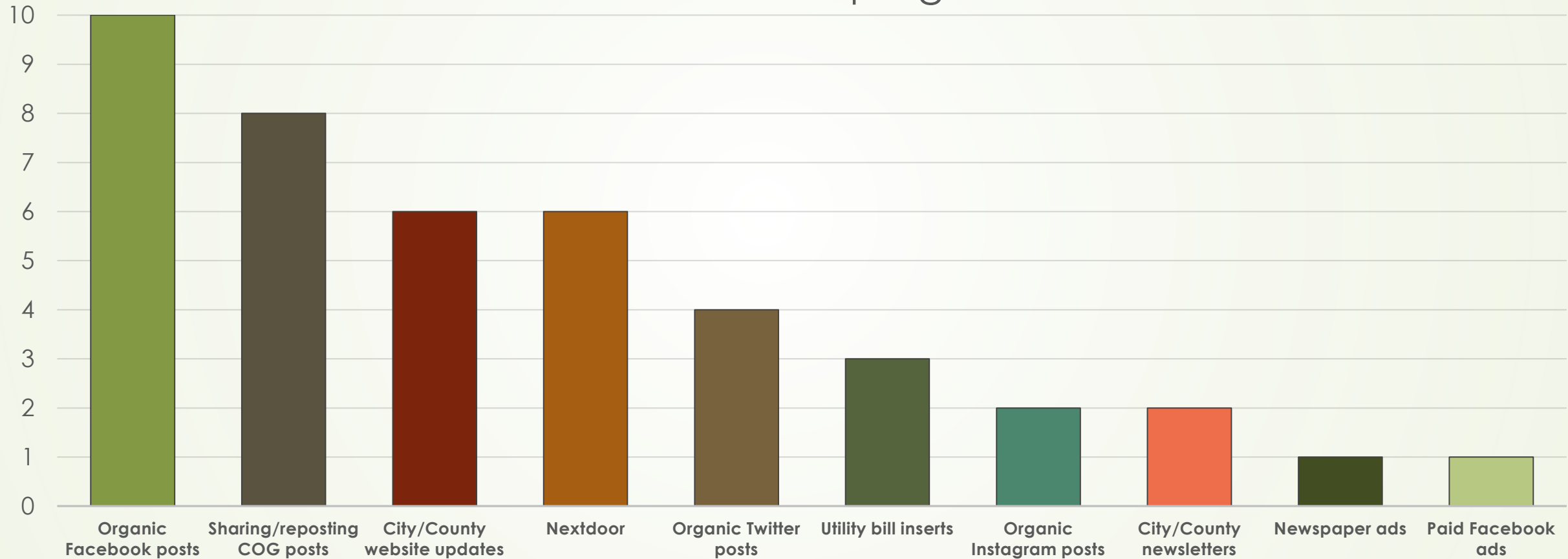
## **KWTT 2020 Survey Results**

- 20 responses total (3 incomplete), from 11 different entities
- All answered “yes” when asked if their organization is participating in the *Know What To Throw* campaign
- All answered “no” when asked if their organization has made any changes, or plans to make any changes to ordinances or Materials Recovery Facility (MRF) contracts as a result of the KWTT campaign



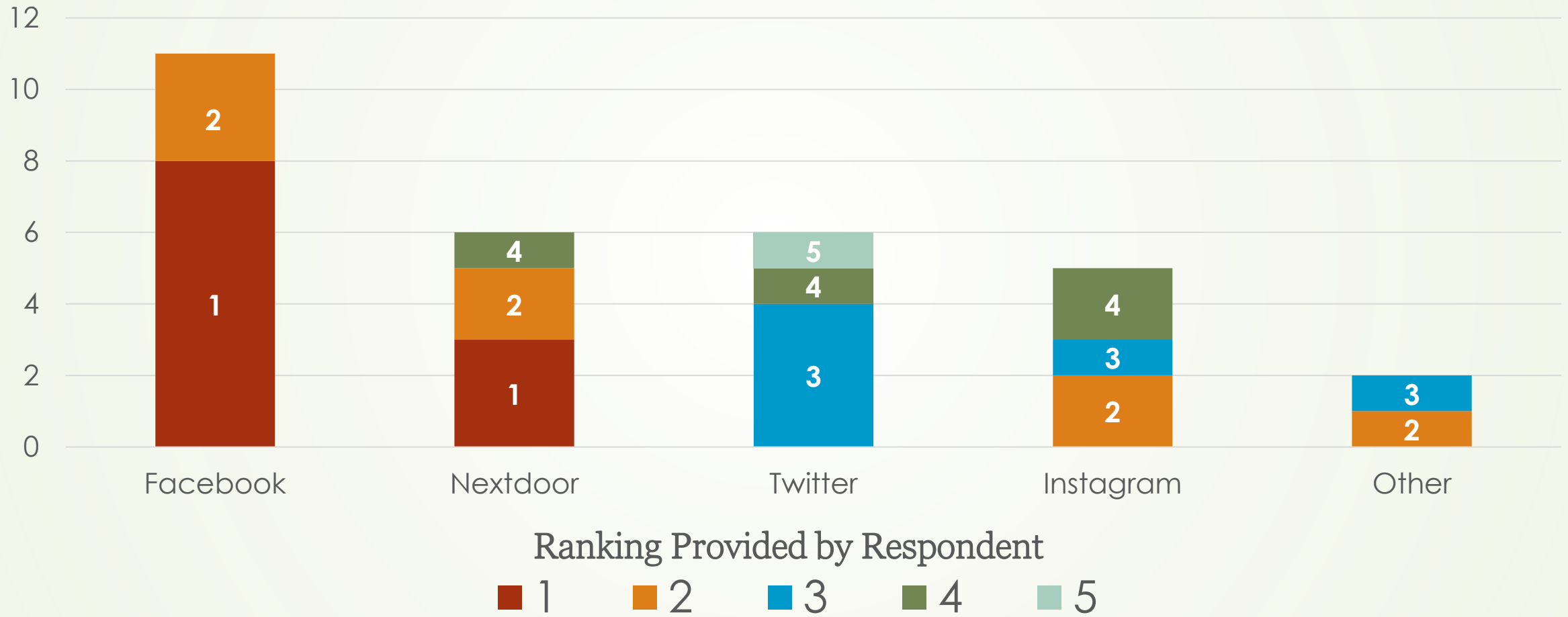
# Participation Results

In which ways is your organization participating in the campaign?



# Participation Results (continued)

Rank Social Media Platforms Used for KWTT Promotional Activities



# Discussion Topics

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- 3. *Know What to Throw (KWTT) Campaign.***
  - a. Monthly Dual Coordinated Topics.
  - b. Results of 2020 KWTT Survey.
  - c. Lessons Learned (so far) from KWTT Social Media Posts.

# Lessons Learned from KWTT Social Media Posts

## Facebook



Styrofoam you CAN recycle at Fort Worth locations

Clean cups and to-go containers      Egg cartons      Rigid packaging

Styrofoam you CANNOT recycle at Fort Worth locations

Colorful styrofoam      Meat Trays      Packing Peanuts

Check out other locations around the DFW area where you can recycle Styrofoam!



Reach	Engagements
5,809	443

Reach	Engagements
5,809	700

Reach	Engagements
4,068	261



# Lessons Learned from KWTT Social Media Posts

## Your Recycling Bin's Favorite Holiday Things



- Cardboard Boxes
- Plastic Bottles
- Clean Tin Cans
- Empty Wrapping Paper Tubes
- Aluminum Cans



Reach	Engagements
192	16

## Instagram



Reach	Engagements
127	11

### IT'S NOT EASY BEING GREEN... HERE ARE SOME TIPS!



#### YES



HDPE PLASTIC BOTTLES



PET PLASTIC BOTTLES



CARTON



GLASS BOTTLES



#### NO



GARDEN HOSES



YARD WASTE



CLAM SHELL CONTAINERS



PLASTIC BAGS



Reach	Engagements
160	21



# Lessons Learned from KWTT Social Media Posts

## Twitter



Impressions	Engagements
7,223	97



Impressions	Engagements
3,656	32




Impressions	Engagements
2,945	32

# Discussion Topics

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## 4. KWTT Quiz – Level 2.

Brian Geck, Communications  
and Technology Supervisor,  
NCTCOG



Hi There!

DO YOU **KNOW** WHAT TO THROW?

TEST YOUR RECYCLING IQ @  
**TimeToRecycle.com**

Funded through a grant from NCTCOG and the TCEQ.

Do You Know What to Throw? Level 2 - Recycling Ninja Training

You may know the basics of recycling, but how much do you *really* know about what can be recycled in your curbside program?

[Start the quiz!](#)

# Discussion Topics

## 4. KWTT Quiz – Level 2.


- **Recycling Ninja Training** – Less common items, precision recycling
- This quiz will be offered next to and after the first quiz to drive further engagement.
- 11 questions based on our most discussed/shared topics on social media.
- Includes education on proper disposal of each item.
- Implemented lessons learned from the first quiz.
  - Offer an “I don’t know” option.
  - Friendlier language and design pattern to encourage demographic data entry.





1. Can wrapping paper go in the recycle bin?
2. What should you do with fluorescent lightbulbs?
3. True or False, plastic toys can go into the recycling bin.
4. Should plastic bags go into the recycling bin?
5. Which of these items are NOT able to be recycled curbside?
6. Shredded paper is technically paper, so it's recyclable in your curbside program, right?
7. Which item has had the highest monetary value per ton for recycling for the past 5 years?
8. Are shopping receipts recyclable?
9. Can a glass bottle be recycled if it is not clear? (i.e wine bottles, beer bottles, etc.)
10. What can you do with Styrofoam packing material?
11. Should you keep the plastic bottle caps on or off when recycling plastic bottles?

## ← Level 2 Quiz Questions



*You are a Recycling Ninja!*

**Your score: 10 / 11**  
You're a recycling ninja!

Awesome - you've shown you're definitely a master of recycling... savvy enough to avoid the common contaminants in your recycle bin, while able to separate and load up on the good stuff! We thank you for your efforts to save the planet and the recycling economy!

[Play again](#)

Share your result [f](#) [t](#) [m](#) [in](#)

# Discussion Topics

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## 5. NCTCOG Updates

a. Shared Google Drive:

<https://www.facebook.com/groups/228968681443231/>

b. Summary of Resource Conservation Council's COVID-19 Response Conference Call.

c. EPA Trash Free Waters Award

d. Regional Stormwater Coordinating Council's Region-Wide Fall Clean-up Event



# Discussion Topics

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## 6. Future Agenda Items

## 7. Roundtable Topics

## 6. Next Meeting Date (Tentative):

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**Monday, September 21, 2020 at 1:30 p.m.**

Location: TBD

## Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to [www.TimeToRecycle.com](http://www.TimeToRecycle.com)
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU KNOW?  
WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

 TimeToRecycle.com



# Contact

## Cassidy Campbell

Senior Environment & Development Planner

[ccampbell@nctcog.org](mailto:ccampbell@nctcog.org)

817.608.2368

## Elena Berg

Environment & Development Planner

[eberg@nctcog.org](mailto:eberg@nctcog.org)

817.608.2363

## Hannah Allen

Environment & Development Planner II

[hallen@nctcog.org](mailto:hallen@nctcog.org)

817.695.9215

# Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



EandD@nctcog.org



nctcog.org/envir