

Resource Conservation Council Meeting

Tuesday, August 6, 2019

Cassidy Campbell

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1. Welcome and Introductions
2. Notification of Conflicts of Interest
3. Service Award Presentation

Action Items

4. Meeting Summary. The May 7, 2019 meeting summary will be presented for approval.

5. Recycling Technical Assistance Project

- ▶ NCTCOG contracted with Cooperative Teamwork & Recycling Assistance for the FY18-19 Biennium to provide free recycling technical assistance to communities
- ▶ CTRA was awarded \$18,000.00 and conducted work from October 2018 to July 31, 2019



5. Recycling Technical Assistance Project

- ▶ CTRA conducted 19 in-person meetings with 18 communities including:

- ▶ Alma
- ▶ Argyle
- ▶ Cleburne
- ▶ Coppell ISD
- ▶ Duncanville
- ▶ Edgecliff Village
- ▶ Everman
- ▶ Flower Mound
- ▶ Forest Hill
- ▶ Hood County
- ▶ Kaufman County
- ▶ Nevada
- ▶ Palmer
- ▶ River Oaks
- ▶ Stephenville
- ▶ Strawn
- ▶ Weatherford
- ▶ White Settlement

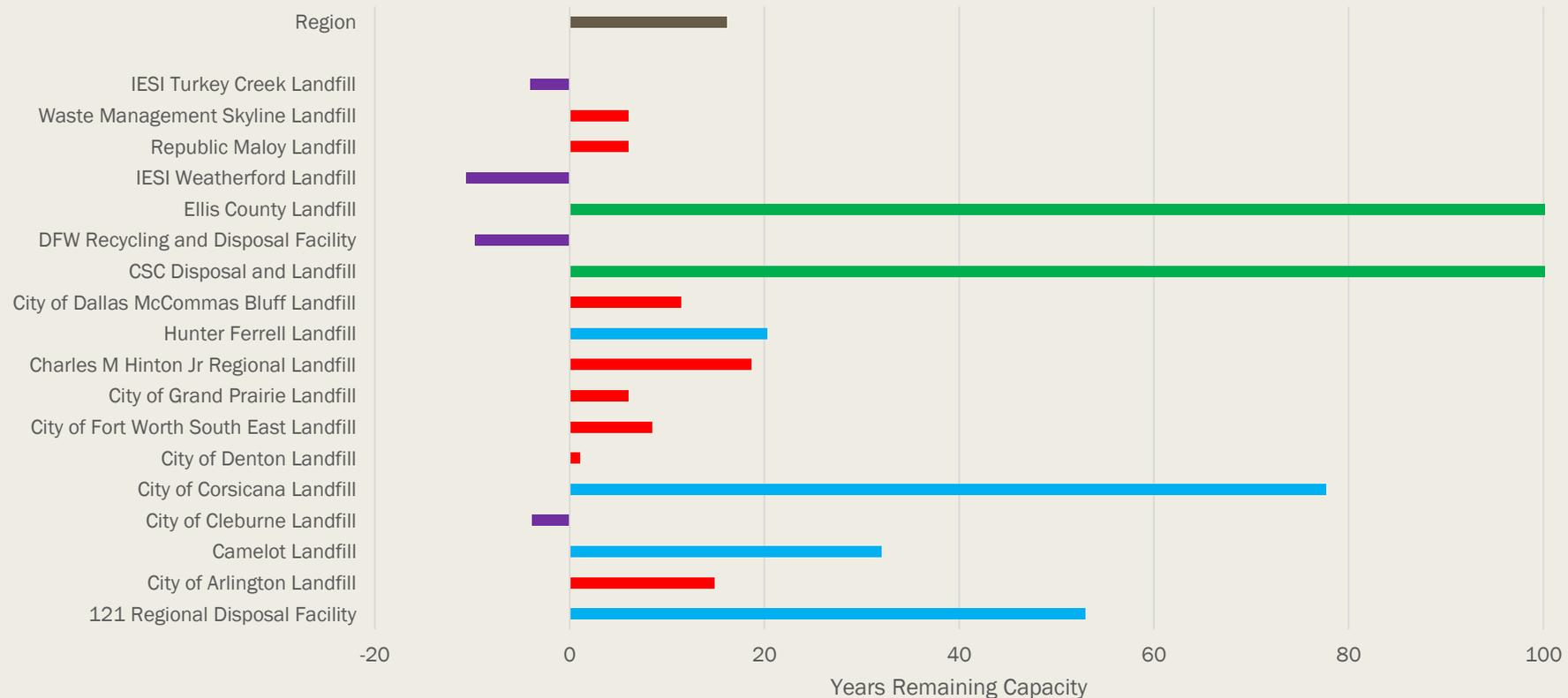
- ▶ CTRA also hosted a workshop in conjunction with KTB with over 50 attendees from 32 communities

6. Western Area Solid Waste Management

- Landfill capacity in the western counties of NCT region is becoming increasingly limited even as waste generation is expected to increase.
- Counties Impacted: Erath, Hood, Johnson, Palo Pinto, Parker, Somervell, Tarrant, Wise

2030 Projected Years of Type I MSW Capacity

NCTCOG Type I Regional Capacity 2030



Landfill Capacity

Landfill	2016 Disposed (000 Tons)	2017 Disposed (000 Tons)	2017 Capacity (000 CY)	2017 Capacity (000 Ton)	Years Remaining
Arlington Landfill	999	997	49,380	37,630	33
Fort Worth SE Landfill	637	557	23,260	16,480	30
Cleburne Landfill	0.7	0.7	18	90	12
Waste Connections Turkey Creek	524	591	6,930	5,049	12
Waste Connections Weatherford	207	198	830	544	3
Total	2,368	2,344	80,418	59,793	20-25
IESI Fort Worth C&D Landfill	368	367	8,101	3,985	11
Stephenville C&D Landfill	12	12	822	493	63
Total	380	379	8,923	4,478	12

*In 2017, the estimated total NCTCOG region disposed of over 10 million tons
 Estimated regional capacity is 415 million tons; 39 years
 Recognize that waste from region is going outside the region*

6. Western Area Solid Waste Management

- Stakeholders met on July 15, 2019 to discuss next steps.
- Recommendation: Technical Study is necessary for determining how to assure long-term disposal capacity in the western counties of the NCT region.
- Concept Paper for Technical Study

6. Western Area Solid Waste Management

- Conflicts of Interest?
- Options for funding the Technical Study:
 - Option 1: RCC can allocate implementation funds toward a regional project;
 - Option 2: A city/county can apply for a grant;
 - Option 3: NCTCOG can apply for a grant.

7. Grant Selection Subcommittee Budget Recommendation – FY20-21

- Total Solid Waste Program Budget: \$2,269,498.00
- Subcommittee Recommendation:
 - 40% to NCTCOG Administrative Budget (\$907,799.20)
 - 60% to Implementation Budget (\$1,361,698.80)

7. Grant Selection Subcommittee Budget Recommendation

- Additional action items:
 - Approve Call for Projects Timeline
 - Approve Grant Application Guidelines

Draft 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 2019
Call for Projects Opens	October 2019
Call for Projects Closes	December 2019
Call for Projects Scoring Process/Private Sector Review	January 2020
RCC Meeting - Approve Project Recommendations	February 2020
NCTCOG Executive Board - Approve Project Recommendations	March 2020
Execute Agreements	March 2020
Project Implementation	Mar 2020 – Mar 2021

8. RCC FY20 Membership Recommendations

Recommended Reappointments:

- Betsy Deck (City of Euless)
- Dustin Deel (City of Weatherford)
- Steve Massey (City of Allen)
- Ami Reeder (City of Denton)
- Jennifer Shaver (City of Arlington)
- Robert Smouse (City of Fort Worth)
- Steve Funk (City of Plano)
- Adam Gooderham (Waste Connections)
- Greta Calvery (Waste Management)
- Grace Darling (Arlington Conservation Council)

8. RCC FY20 Membership Recommendations

Recommended New Members:

- Duy Vu (City of Cedar Hill) – Small City
- Tim Yatko (City of Lewisville) – Medium City
- Tyler Hurd (City of Irving) – Large City
- Joey Highfill (Wise County) – Small County
- Joshua Mounger (Collin County) – Medium County

Recommended Chair and Vice-Chair:

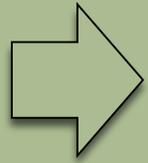
Chair: Steve Massey (City of Allen)

Vice-Chair: Jeff Mayfield (North Texas Municipal Water District)

8. RCC FY20 Membership Recommendations

- Subcommittee Membership Preferences
 - Volunteer for Conformance Review Subcommittee?
- Designated Alternates
- Nomination process for RCC Chair and Vice Chair

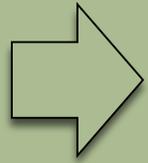
9. 86th Texas Legislative Session Update



HB 1 (SB 1)

- General Appropriations Bills
- Allocates money to Fund 5000 (Solid Waste Disposal Account)
- Signed by the Governor on 6/15/2019
- [Link to Bill](#)
- NCTCOG will be receiving \$2,269,498.00 for FY2020-2021.

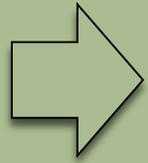




HB 5

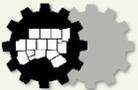
- Relating to debris management and other disaster recovery efforts.
- Requires the development of a debris management plan and model guide for political subdivisions by the Texas Department of Energy Management and Texas A&M AgriLife Extension, and will include model contracts and requirements for wet debris.
- Signed by the Governor on 6/10/2019
- [Link to Bill](#)

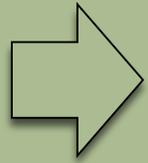




HB 191

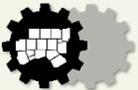
- Relating to the disposal of pesticides.
- Creates the Pesticide Disposal Fund. The Texas Department of Agriculture will coordinate with the TCEQ and Texas A&M AgriLife Extension to organize pesticide waste and pesticide container collection activities statewide.
- Signed by the Governor on 6/14/2019
- [Link to Bill](#)

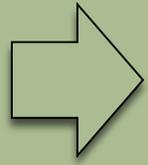




HB 1331

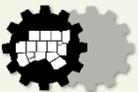
- Relating to the application fee for a permit for a municipal solid waste facility; imposing a fee.
- Applicants for municipal solid waste facilities will have to pay a \$2,000 application fee to the TCEQ.
- Signed by the Governor on 5/24/2019
- [Link to Bill](#)

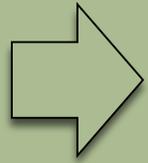




HB 1435

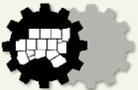
- Relating to the inspection of a municipal solid waste management facility or site by the TCEQ before a permit application is issued, amended, extended, or renewed.
- Prior to a permit being issued, amended, extended, or renewed, the TCEQ must inspect the facility or site in order to confirm information included in the application.
- Signed by the Governor on 6/2/2019
- [Link to Bill](#)

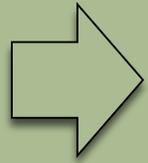




HB 1953

- Relating to reducing the volume of wastes disposed of in landfills by promoting the beneficial conversion of plastics and other recoverable materials using pyrolysis and gasification processes.
- Amends [Texas Health and Safety Code, Section 361.003](#), to include definitions of pyrolysis and gasification, and adds new sections to address treatment of post-use polymer and recoverable feedstocks, and alternatives and innovative technologies.
- Signed by the Governor on 5/17/2019
- [Link to Bill](#)

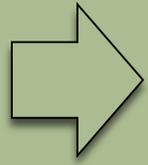




HB 3224

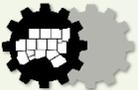
- Relating to the creation of a defense under the Solid Waste Disposal Act for persons engaged in certain recycling transactions.
- Adds a defense under Texas Health & Safety Code Chapter 361 for a person who arranges for recycling of recyclable material under certain U.S. Law Codes.
- Signed by the Governor on 6/14/2019
- [Link to Bill](#)

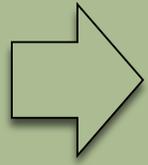




HB 3246

- Relating to treating and recycling for beneficial use certain liquid or semiliquid waste arising out of or incidental to drilling for or producing oil or gas.
- Provides clarification that fluid oil and gas waste that is produced, utilized by, or transferred to a person who takes possession for the purpose of treating the water for a subsequent beneficial reuse, is considered the property of that person.
- Signed by the Governor on 5/24/2019
- [Link to Bill](#)

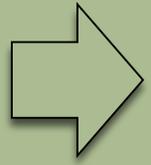




HB 4584

- Relating to the sale of returnable containers; creating a criminal offense.
- Alters the Business & Commerce Code, [Section 204.001](#), to read as “returnable containers” instead of “plastic bulk merchandise containers.”
- Signed by the Governor on 6/10/2019
- [Link to Bill](#)





SB 649

- Relating to promotion of the use of recyclable materials as feedstock for manufacturing.
- Spearheaded by State of Texas Alliance for Recycling (STAR)
- Creates a Comprehensive Market Development Plan and a statewide educational campaign that will highlight the economic importance and benefits of recycling.
- SB 649 was filed without the Governor's signature on 5/20/2019

➤ [Link to Bill](#)



Discussion Topics

10. Regional Recycling Survey and Educational Campaign

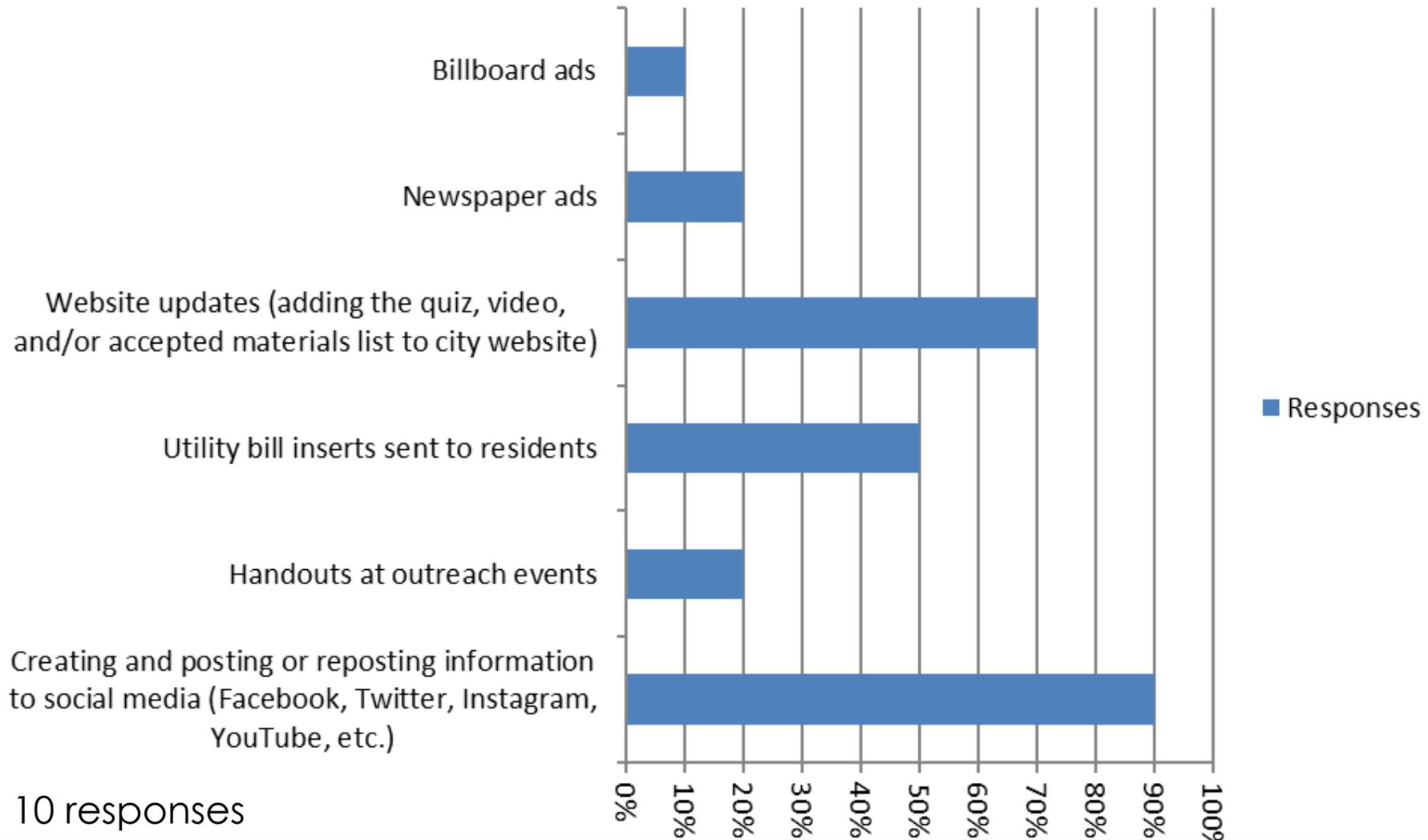
- Campaign Participation Survey Results
- Campaign Overview
- Free Print Materials Status Update
- Issues with Amplification & Solutions
- Campaign Analytics Review
- Re-Tract Connect Continuation Discussion

Discussion Topics

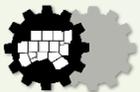
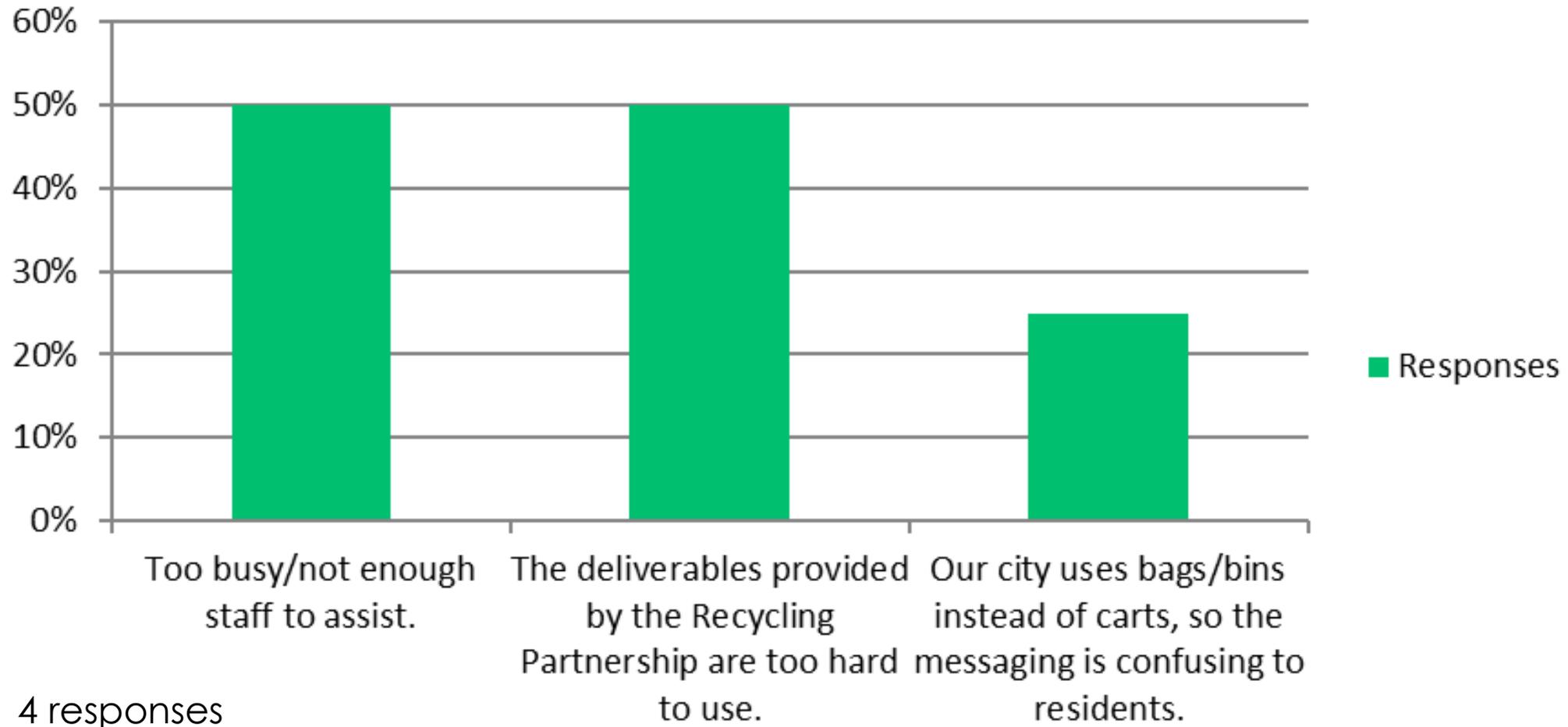
10. Regional Recycling Survey and Educational Campaign

- Campaign Participation Survey Results
 - 10 Responses

How is your entity participating in the Regional Recycling Campaign? Please select all that apply.



If you are not participating, could you please share why you are not?



What Resources/Assistance Do You Need to Participate More?

- ▶ Time
- ▶ Graphic artist to change cart to bin or bag
- ▶ More posts on Twitter that can be retweeted; more reposting/sharing of cities' posts
- ▶ Funding
- ▶ Print materials
- ▶ More social media options (posts, videos, images)
- ▶ Discussion Board for participants
- ▶ Distribution of COG's social posting schedule
- ▶ Collection of social posts that have been shared for others to use

Can You Please Share the Links Where You Are Posting Campaign Information?

- Keep Cleburne Beautiful Facebook
- www.cityofallen.org; Facebook - City of Allen; Twitter - _K_A_B
- City's Main topic carousel & Recycling Page - www.fortworthtexas.gov & www.fortworthtexas.gov/solidwaste/recycling/ Facebook - Keep Fort Worth Beautiful
- www.arlingtontx.gov/recycle and City of Arlington Facebook and Nextdoor pages.
- www.cityofmesquite.com/solidwaste
- <https://twitter.com/GoGreenGarland>, <http://www.garlandtx.gov/429/Recycling>, <http://www.garlandtx.gov/2092/Go-Green-Garland>, <https://twitter.com/garlandtxgov>,
- [Facebook.com/dallaszerowaste](https://www.facebook.com/dallaszerowaste); [Instagram.com/dallaszerowaste](https://www.instagram.com/dallaszerowaste); [Twitter.com/dallaszerowate.com](https://twitter.com/dallaszerowate.com)
- City of Grand Prairie - municipal government Facebook page

Discussion Topics

10. Regional Recycling Survey and Educational Campaign

- Campaign Overview
 - Paid Ads (Budget & Launch Date)
 - Reminder emails sent out every 2 weeks
 - Current Coordinated Launch Topic: No Food

Budget & Launch Date

Category	Budget	Launch Date
Media Press Release		6/3/2019
Quiz		6/3/2019
Initial Video Launch		6/5/2019
Social Media & Google Display Ads	\$10,000	6/5/2019
Dallas Morning News (Digital)	\$16,000	6/17/19
Dallas Morning News (Print)	\$12,000	6/24/19
Al Dia (Print)	\$12,000	6/24/19
Fort Worth Star Telegram (Digital)	\$14,000	6/17/19
Fort Worth Star Telegram (Print)	\$16,000	6/24/19
Community Impact (Digital)	\$8,230	7/1/19
Community Impact (Print)	\$7,770	7/1/19
Theater Ads	\$60,250	6/3/19
Billboards	\$35,750	6/10/19
FW Bus and Benches	\$21,050	6/17/19
DART Buses	\$47,000	6/17/19
Radio	\$34,000	6/3/19
Print (Cart Tags, Magnets)	\$70,000	
Total	\$364,050	

Discussion Topics

10. Regional Recycling Survey and Educational Campaign

- Free Print Materials Status Update
 - 16 participating entities
 - \$64,271.00
 - All orders have been entered & are in process
 - Entities will need to pick up materials at NCTCOG offices

Discussion Topics

10. Regional Recycling Survey and Educational Campaign

- Best way to amplify is to “like”, post, and re-post
- Issues with Amplification & Solutions:
 - Time/Funding/Staff Shortages
 - Not customary for cities to repost other cities' posts
 - Schedule of NCTCOG's posts
 - Bins/Bags versus Carts

Discussion Topics

10. Regional Recycling Survey and Educational Campaign

- Campaign Analytics Review

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
August 6, 2019



Overview of Campaign Efforts

- TimeToRecycle.com website overhaul
- Billboards
- Busses, Trains, Benches, Posters
- Radio
- Movie Theatres
- Print
- Digital
- Social Media
- Screaming loudly in public places



Overview of Campaign Efforts

- TimeToRecycle.com website overhaul
- Billboards
- Busses, Trains, Benches, Posters
- Radio
- Movie Theatres
- Print
- Digital
- Social Media
- ~~Screaming loudly at public places~~
- Results so far...





Rethink!

- Med Take-Back
- Talking Trash
- e-Recycling Campaign
- Stop Illegal Dumping
- Beyond the Curb

Reduce

- Composting
- Bokashi
- Shop Smart

Reuse

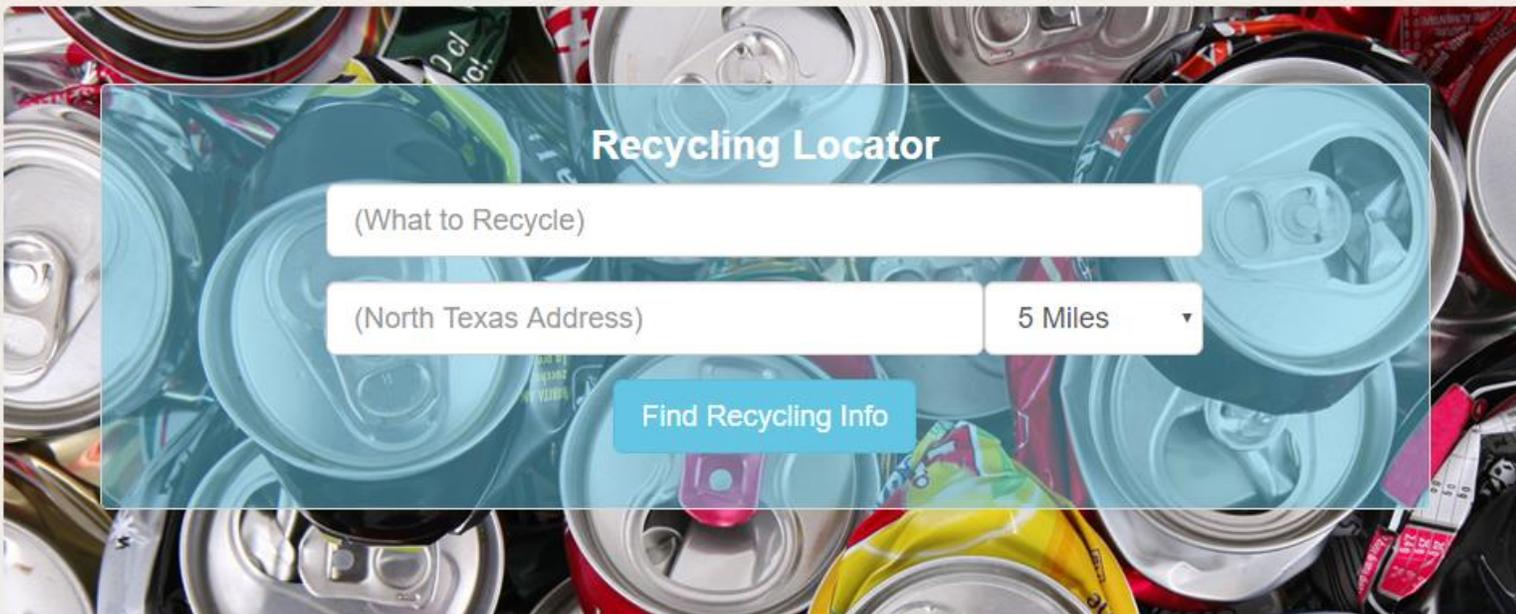
- Creative Reuse Ideas

Recycle

- What is Recyclable?
- How to Recycle
- Recycling Facility Locator

Resources

- Games




Med Take-Back Workshop

Thank you to everyone who attended the Regional Med Take-Back Workshop!

This one day event drew approximately 75 stakeholders from across the North Central Texas region to communicate and coordinate a regional solution to the challenges regarding proper drug disposal and take-back.

[Learn More & View Materials](#)

Follow @TimeToRecycle #MedTakeBack

North Texas Recycling Locator

(What to Recycle)

(North Texas Address)

5 Miles

FIND RECYCLING INFO

Do You Know What to Throw?

KNOW WHAT TO THROW

[Home](#) » [Rethink Waste](#) » [Do You Know What To Throw?](#)

DO YOU KNOW WHAT TO THROW?

Recycling has been around a while (since the 1970s) and we all know that it is good for the environment, creates jobs, and it keeps items from sitting in our limited landfill space forever. But did you know that recycling the wrong way can be harmful to the recycling economy and potentially dangerous to recycling workers?

Recycling correctly is a critical part of conserving natural resources, creating healthier air to breathe, cleaner water to drink, and creating sustainable jobs.

Recycling:

The action or process of converting waste into reusable material.

Recycling is as easy as tossing something in the trash, except, unlike items you throw in the trash, items in your recycling bin are recovered to become something new. Recyclables have the power to become new packaging and new products. When your recycling becomes something new; US jobs are generated, greenhouse gases are reduced, and natural resources and landfill space are saved.



Recycle Campaign Advertising

June - August

Legend

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

Community Impact Cities (Excludes NE Fort Worth)

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

Train Stations June 17 - August 25

- Baylor Station
- City Place Station
- Dallas Convention Center Station
- Down Town Plano Station
- Inwood/Love Field Station
- Market Center Station
- Mockingbird Station
- Medical Center/Parkland Station
- Union Station
- Victory Station



Recycle Campaign Advertising

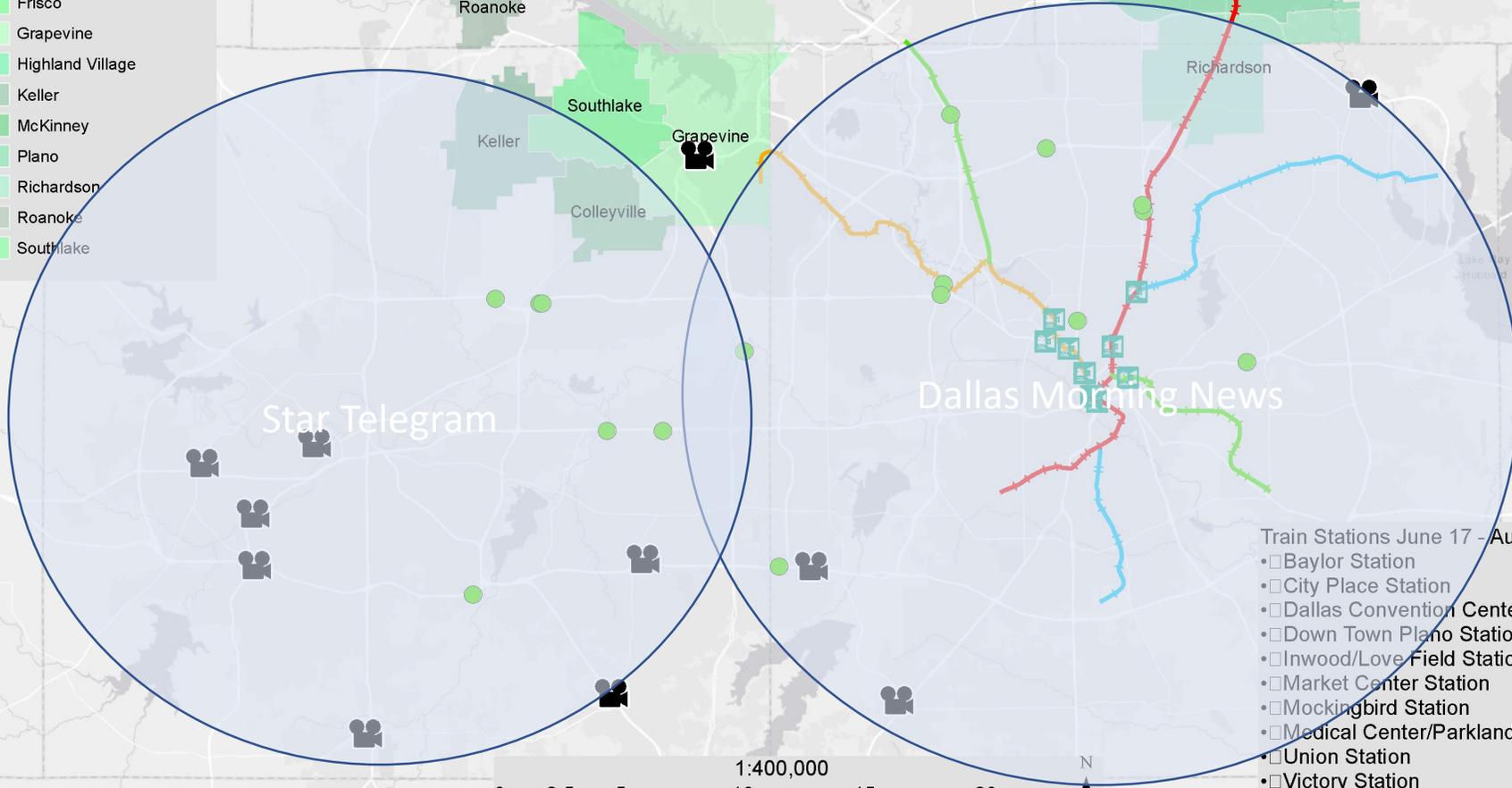
June - August

Legend

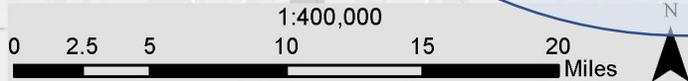
-  Theater
-  Digital Billboard
-  Passenger Rail Station
-  Blue Line
-  Green Line
-  Orange Line
-  Red Line

Community Impact Cities (Excludes NE Fort Worth)

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



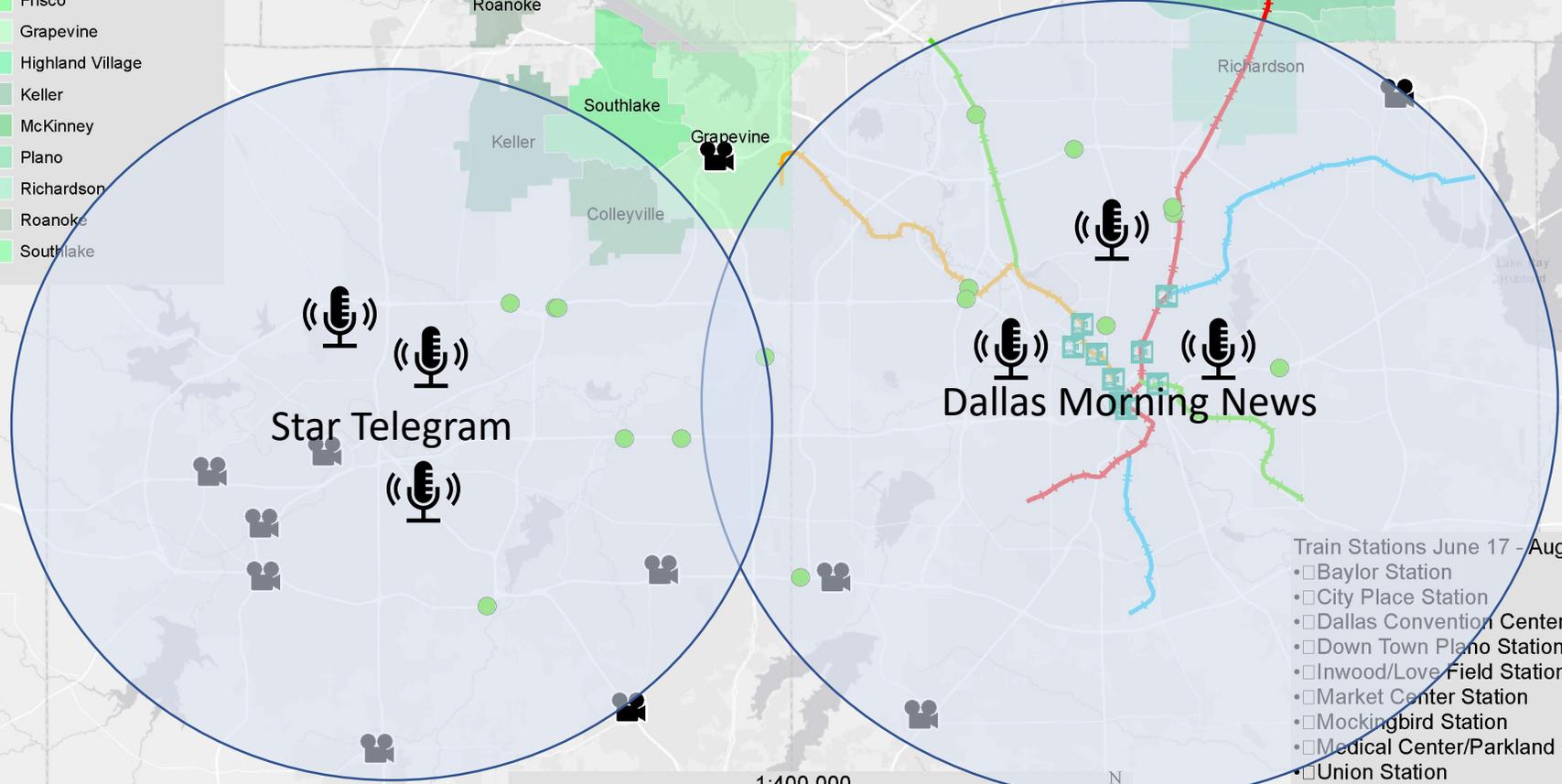
- Train Stations June 17 - August 25
-  Baylor Station
 -  City Place Station
 -  Dallas Convention Center Station
 -  Down Town Plano Station
 -  Inwood/Love Field Station
 -  Market Center Station
 -  Mockingbird Station
 -  Medical Center/Parkland Station
 -  Union Station
 -  Victory Station



Recycle Campaign Advertising

June - August

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 - Union Station
 - Victory Station



DO YOU **KNOW** WHAT TO THROW?
TEST YOUR RECYCLING IQ @
TimeToRecycle.com

002556 CCHIBRAND

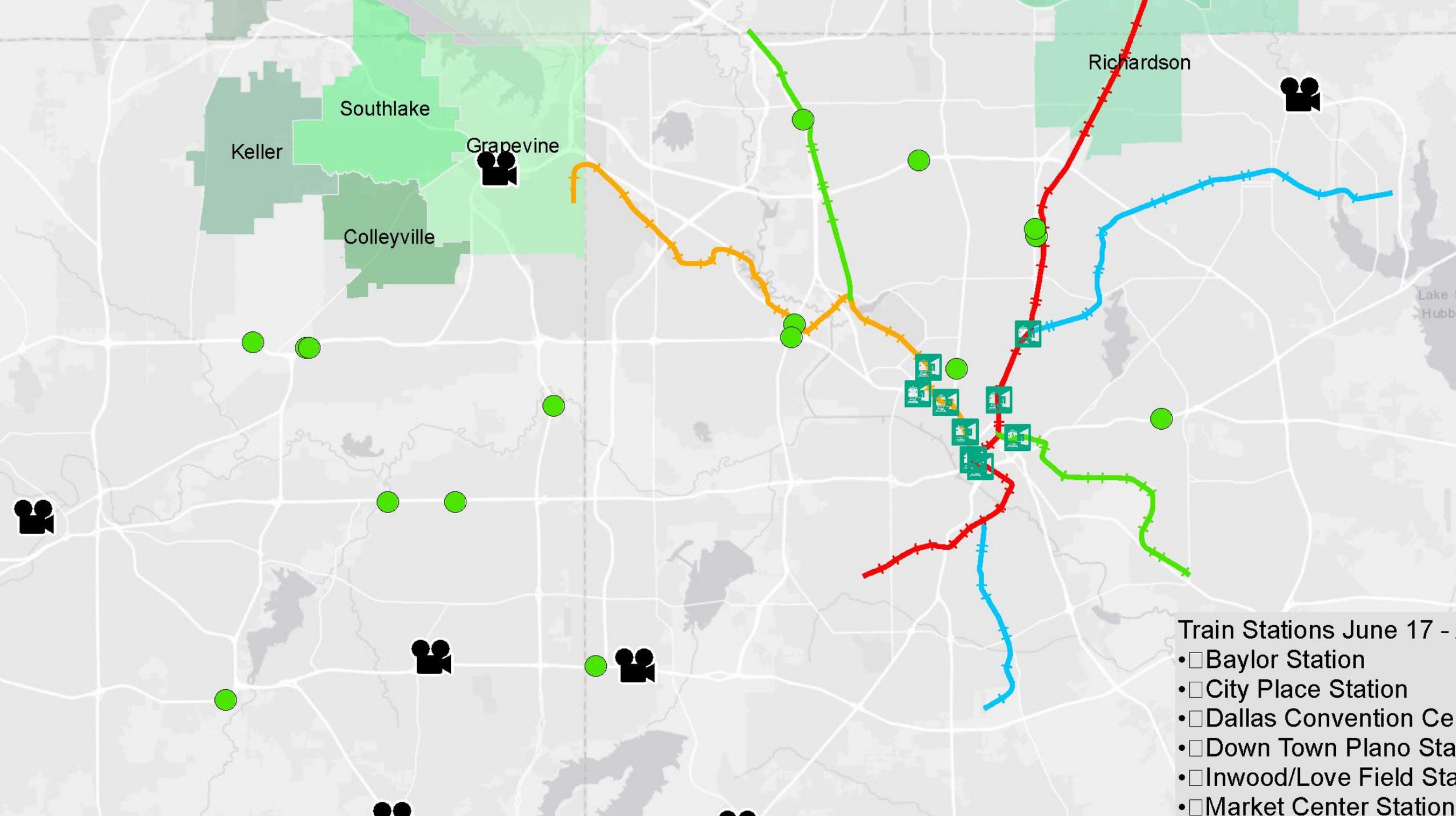
Billboards

Digital Billboards

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





Keller

Southlake

Grapevine

Colleyville

Richardson

Train Stations June 17 -

- □ Baylor Station
- □ City Place Station
- □ Dallas Convention Ce
- □ Down Town Plano Sta
- □ Inwood/Love Field Sta
- □ Market Center Station



Busses, Trains, Transit Stations



WE MAKE FREQUENT STOPS AND STOP AT ALL  CROSSINGS

Hi There!

DO YOU **KNOW**
WHAT TO THROW?

TEST YOUR RECYCLING IQ @
TimeToRecycle.com

Funded through a grant from RCTCOG and the TCEQ



Transit Systems

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

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?
WHAT TO THROW?



RECYCLE



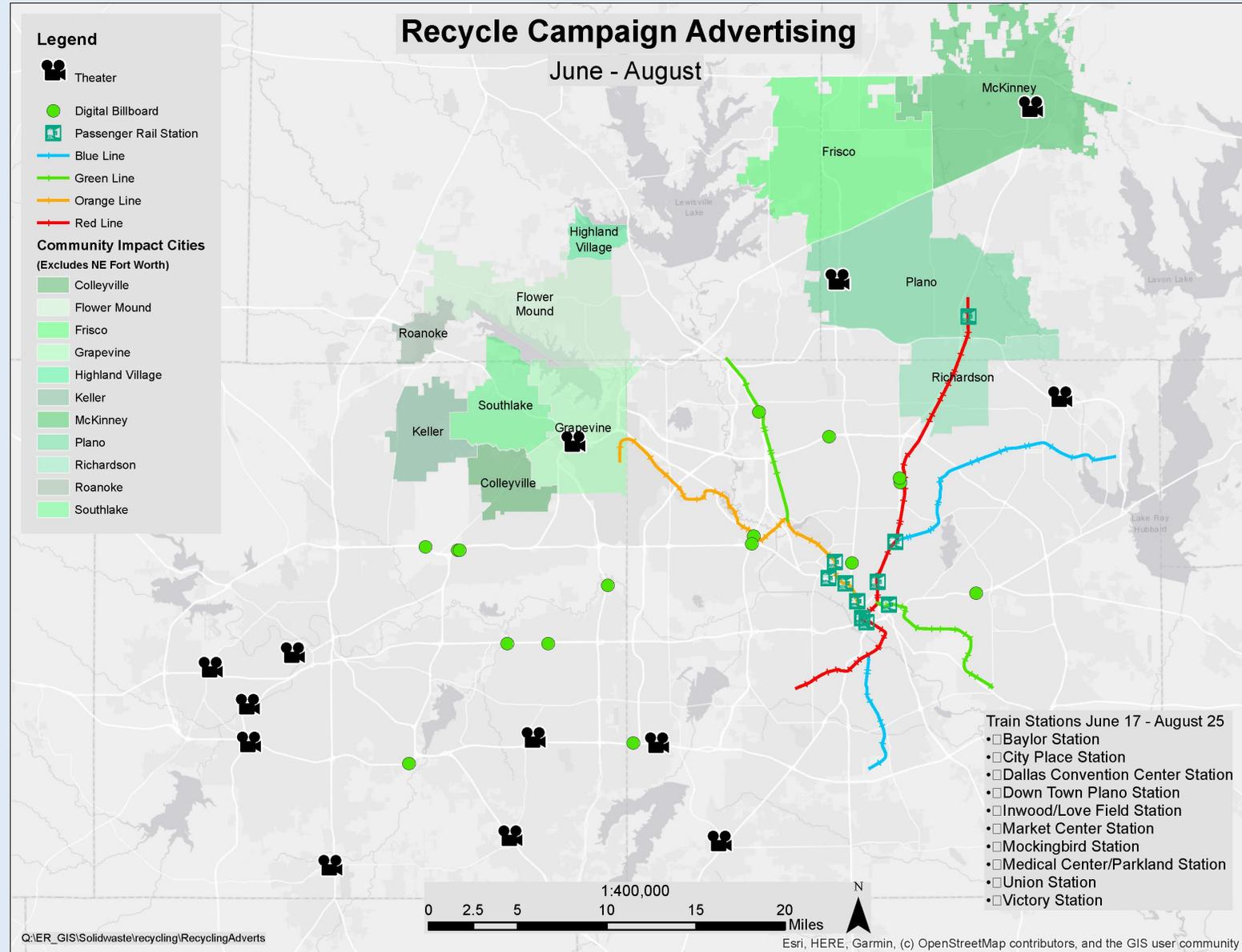
#KnowWhatToThrow

Movie Theatres

Movie Theatre Advertisements

30 Second Video

- Burleson 14, Burleson
- Cinemark 12 Town Center, Mansfield
- Clearfork 8, Fort Worth
- Movie Tavern Hulen, Fort Worth
- Movie Tavern West 7th, Fort Worth
- Movies 16, Grand Prairie
- Parks Mall, Arlington
- Ridgemar 13, Fort Worth
- Cinemark 14, Cedar Hill
- Cinemark West Plano, Plano
- Firewheel Town Center, Garland
- Movies 14, McKinney
- Tinseltown 17, Grapevine



... participants to incorporate
the types of developments residents
want to see in the city.
Presenting the plan at public meet-
ings, 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
seller.



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
Crowns & Root Canals
Night Guards & Exodontics
Cosmetic Dentistry
817-741-1111
1211 SOUTH MAIN
KELLER, TX

Printed Advertising

Dallas Morning News

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

Al Dia

- A. 6 Half Page 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, DFW! IT'S ALL YOU RECYCLE

This advertisement features a blue recycling bin character on the right, holding a cardboard box. Above it are various items: 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 batteries. The background is light green.



¿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.

HEY, DFW! IT'S ALL YOU RECYCLE

This advertisement features a blue recycling bin character on the right, holding a cardboard box. To its left are three circular icons with red diagonal lines through them, representing non-recyclable items: a white plastic bag, two white batteries, and a white cup with a lid. Above the bin are various items: 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 batteries. The background is light green.

Recycle Campaign Advertising

June - August

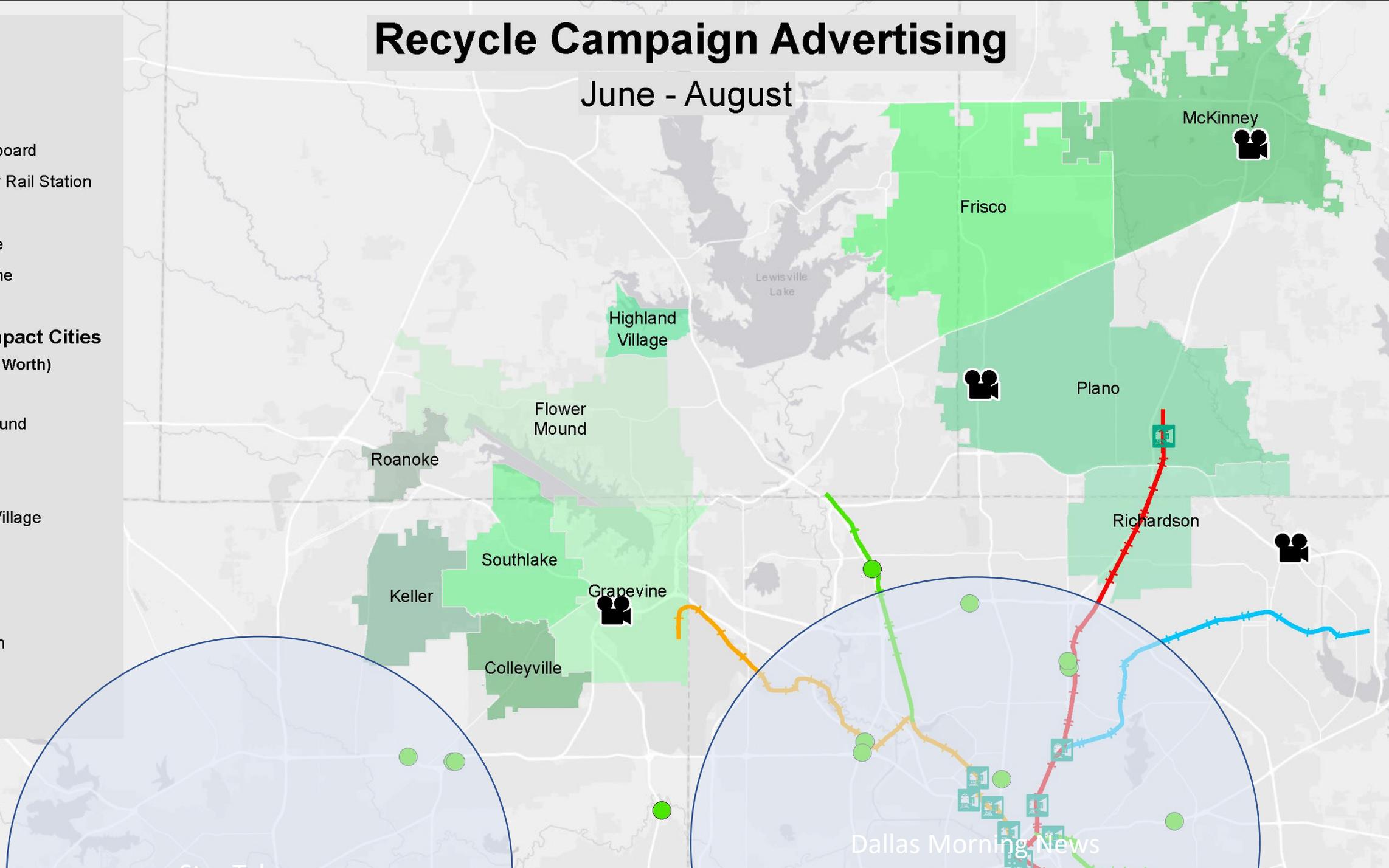
Legend

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

Community Impact Cities

(Excludes NE Fort Worth)

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





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

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/2Wtt58I> #KnowWhatToThrow

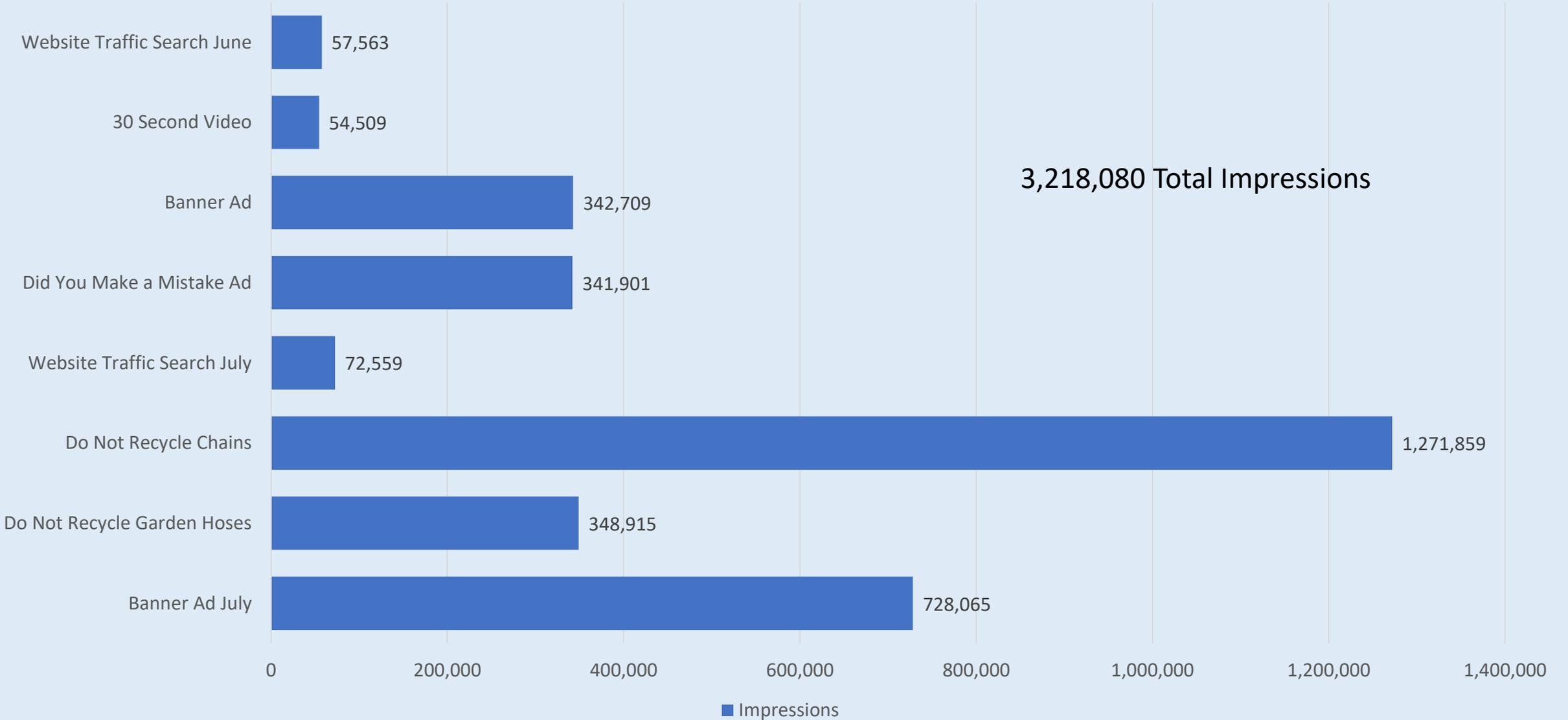
 About This Partnership



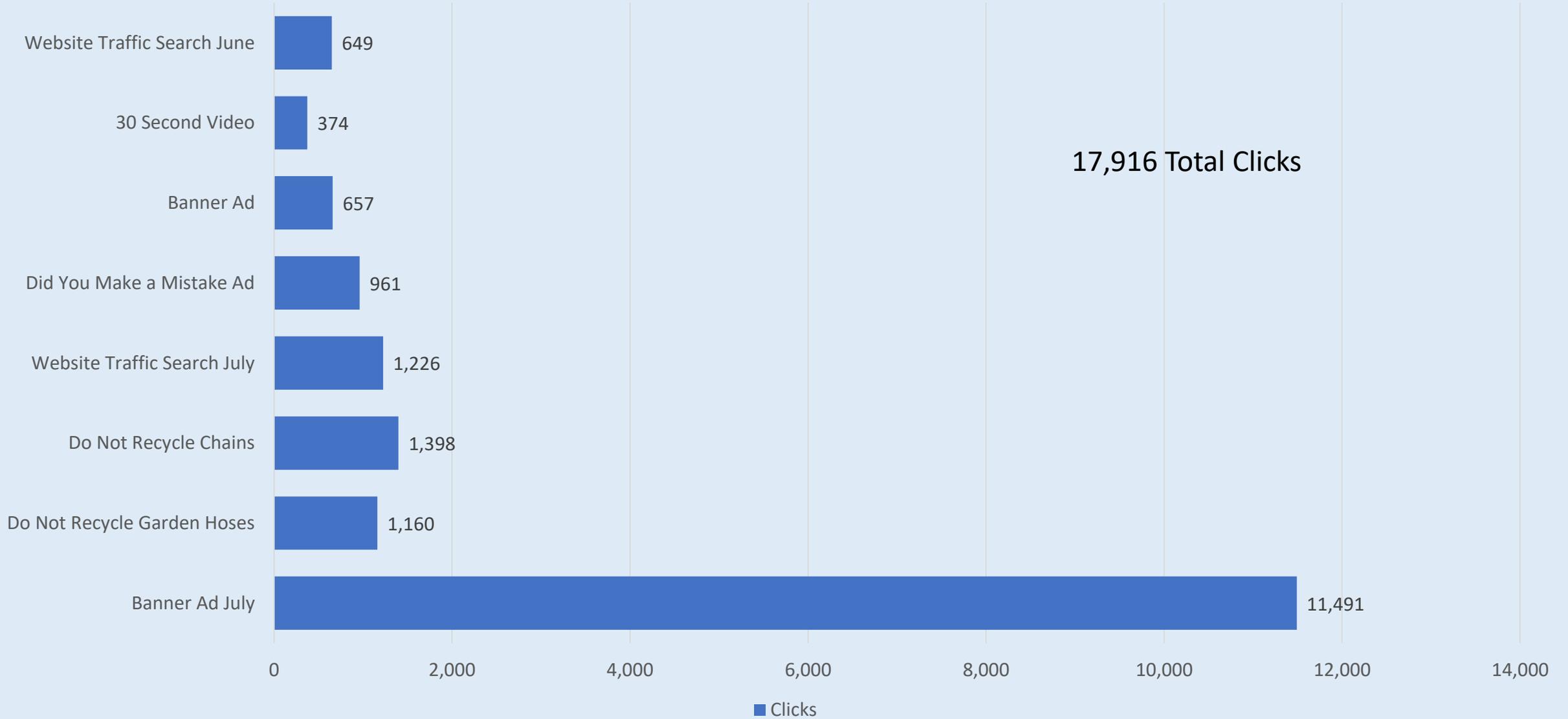
   Renée Pearl and 2.2K others 177 Comments 669 Shares

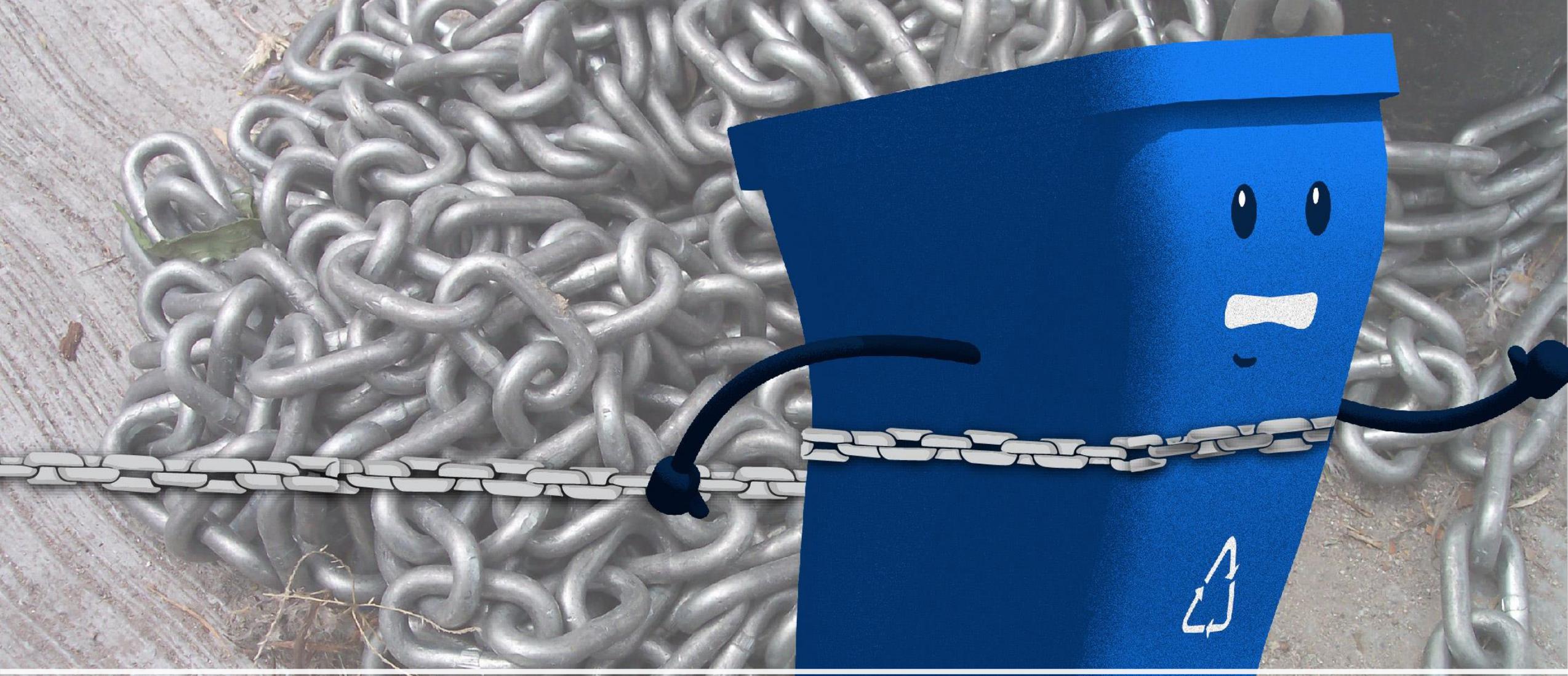
 Like  Comment  Share

Google Ad Impressions



Google Ad Clicks





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
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 **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/KnowWhatToThro...](https://www.timetorecycle.com/KnowWhatToThrow)

#KnowWhatToThrow #TimeToRecycle #Surf #SurfArt

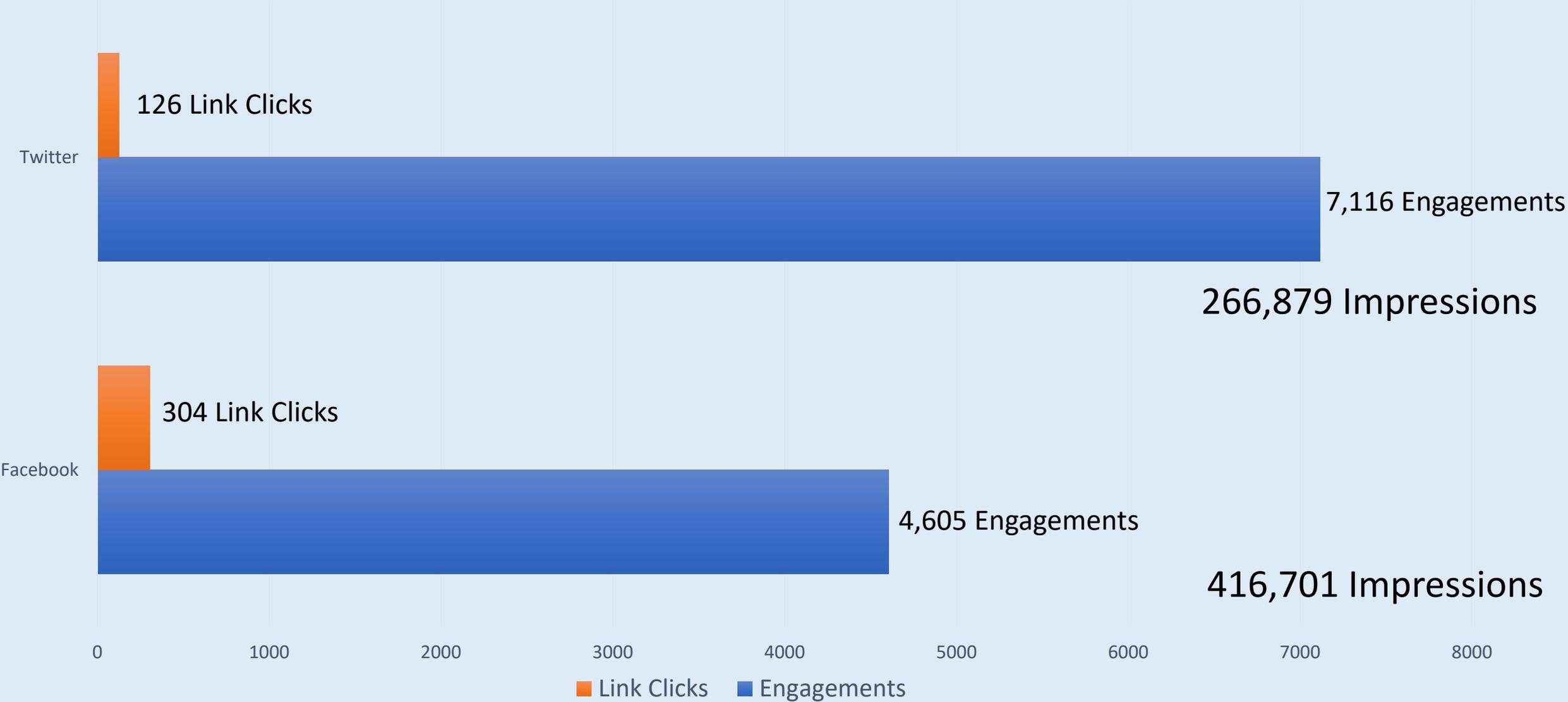


**Keep recyclables
loose.**



14 76 617

Paid Social Media Engagements



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



TEST YOUR RECYCLING IQ @
TimeToRecycle.com

Funded through a grant from NCTCOG and the TCEQ.

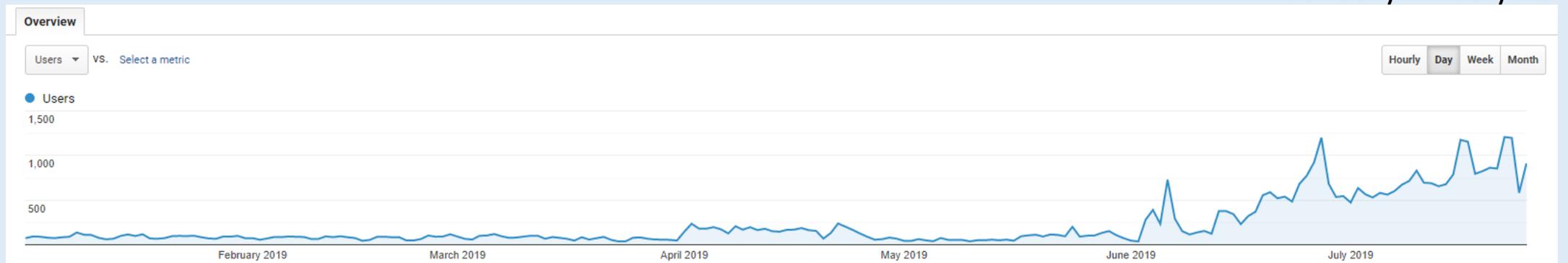
Results

Time To Recycle Website Traffic

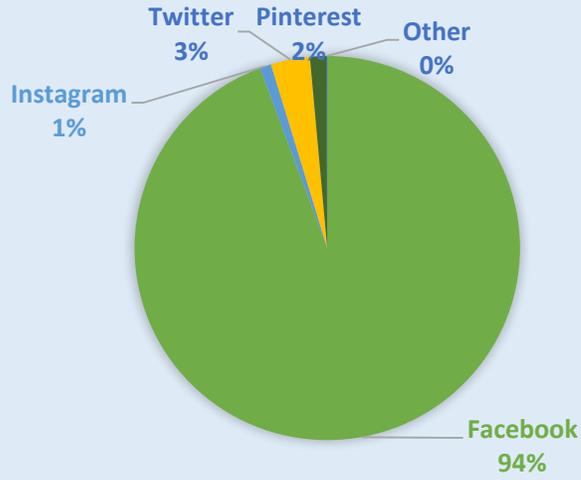
June 1 – July 25



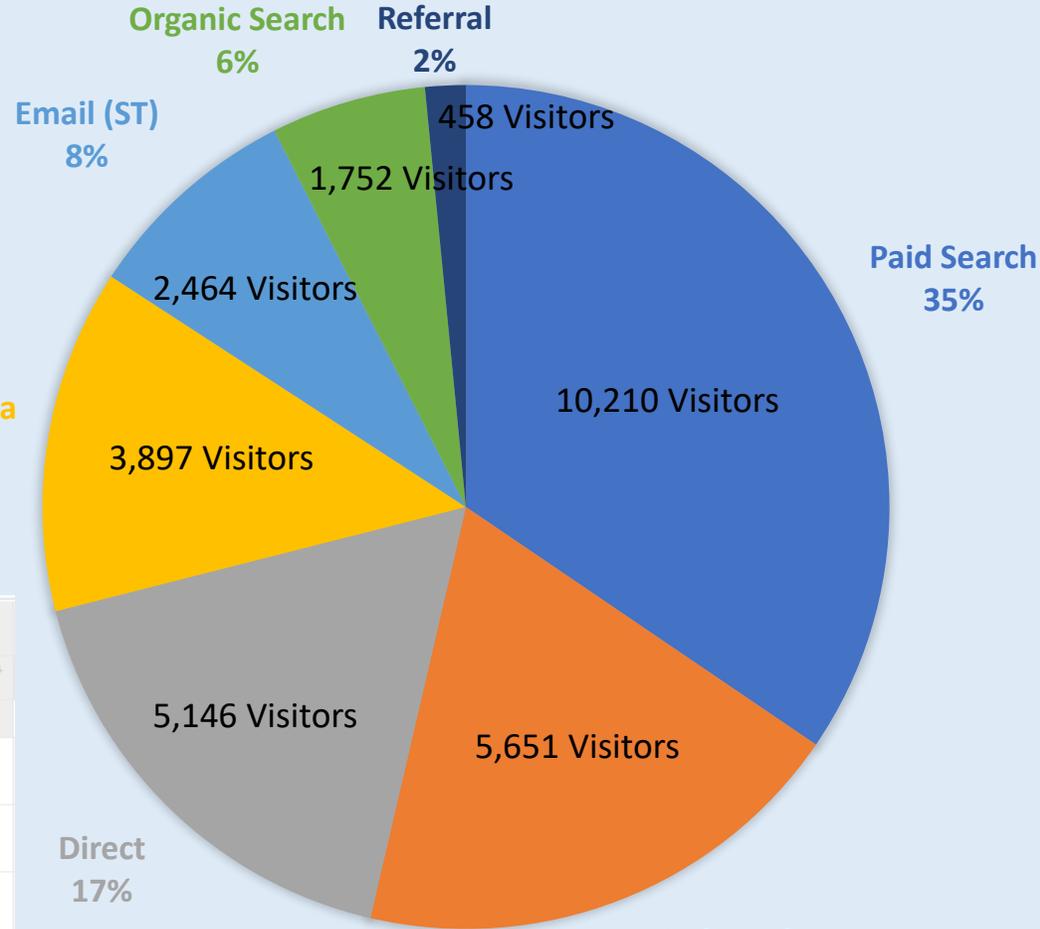
January 1 – July 25



Top Website Traffic Sources



Social Media
13%



29,263 Users

*June 1, 2019 through July 25, 2019

Acquisition			
	Users	New Users	Sessions
	29,263	29,287	34,565
1 Paid Search	10,210		
2 Display	5,651		
3 Direct	5,146		
4 Social	3,897		
5 Email	2,464		
6 Organic Search	1,752		
7 Referral	458		



TimeTo Recycle Website Users By North Texas City

- Dallas 10,249
- Fort Worth 2,738
- Arlington 1,428
- Plano 667
- Garland 599
- Lewisville 449
- Denton 429
- McKinney 416
- Irving 412
- Frisco 375
- Austin 374
- Grand Prairie 324
- North Richland Hills 303
- Richardson 277
- Mesquite 261
- Carrollton 248
- Mansfield 246
- Allen 233
- Grapevine 206
- Bedford 180
- Euless 167
- Wylie 163
- Flower Mound 155
- Rockwall 133
- Little Elm 131
- Weatherford 124
- Granbury 112
- Prosper 106



*June 1, 2019 through July 25, 2019

**70% of users are on mobile devices.

Recycling Quiz

- Over 30k Views
- Over 4k Quiz Takers

A promotional banner for a recycling quiz. The top half features a light blue background with the text "DO YOU KNOW WHAT TO THROW?" in a bold, blue, sans-serif font. The word "KNOW" is stylized with a recycling symbol (three chasing arrows) inside the letter 'O'. Below the text is a cartoon illustration of a blue recycling bin with a white recycling symbol on its front. The bin has a face and is pointing with its right hand towards three speech bubbles. The first bubble is blue and says "RECYCLE?". The second is orange and says "DONATE?". The third is green and says "TRASH?". To the right of the bin are icons for a white plastic jug, a white t-shirt, and a white bicycle. The bottom half of the banner has a white background with the text "Do you actually know what everyday items are recyclable?" in a small, black, sans-serif font. Below this text is a teal button with the word "Start" in white. At the very bottom, there is a grey bar with the text "Test your Recycling IQ" in a small, black, sans-serif font.

DO YOU KNOW
WHAT TO THROW?

RECYCLE?
DONATE?
TRASH?

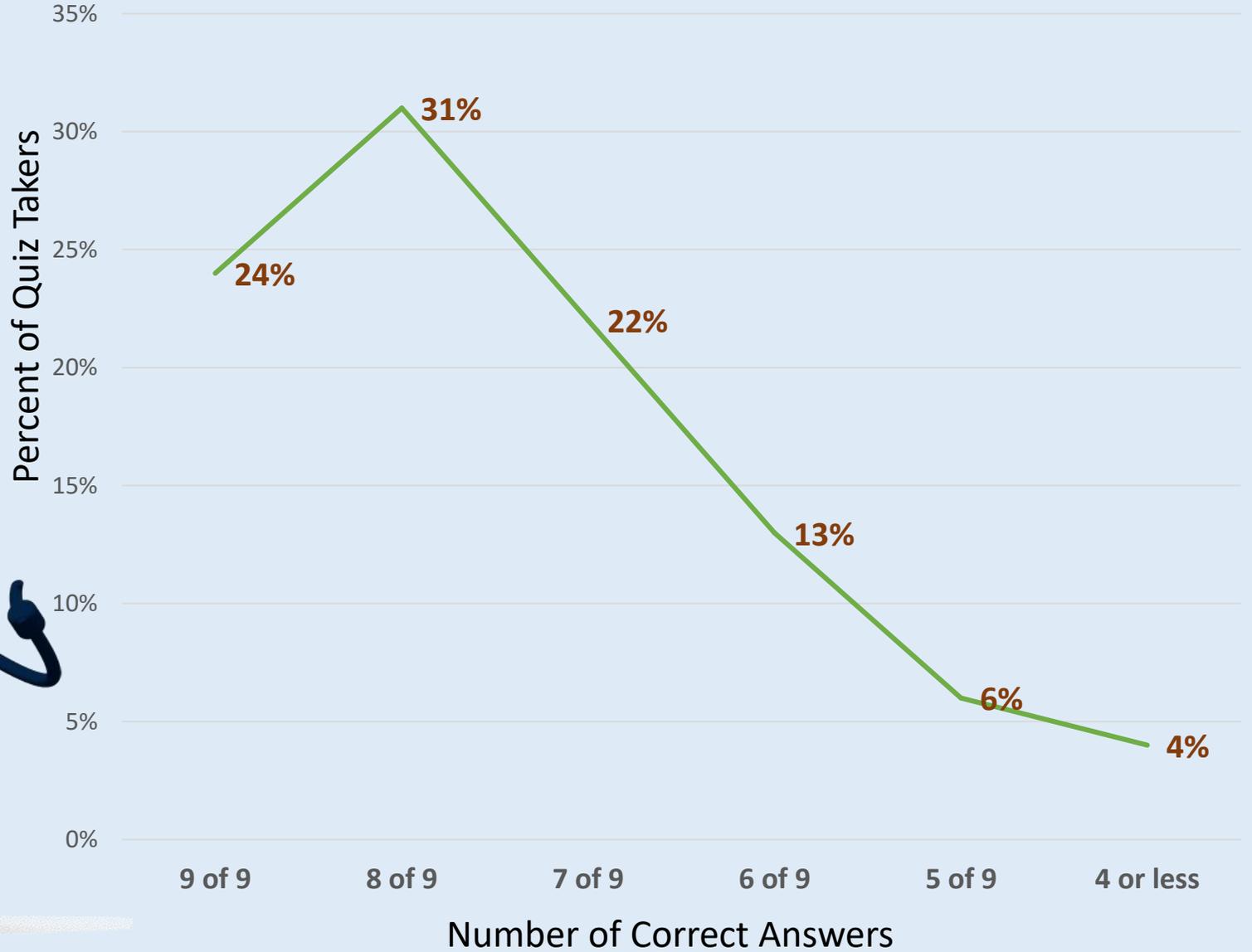
Do you actually know what everyday items are recyclable?

Start

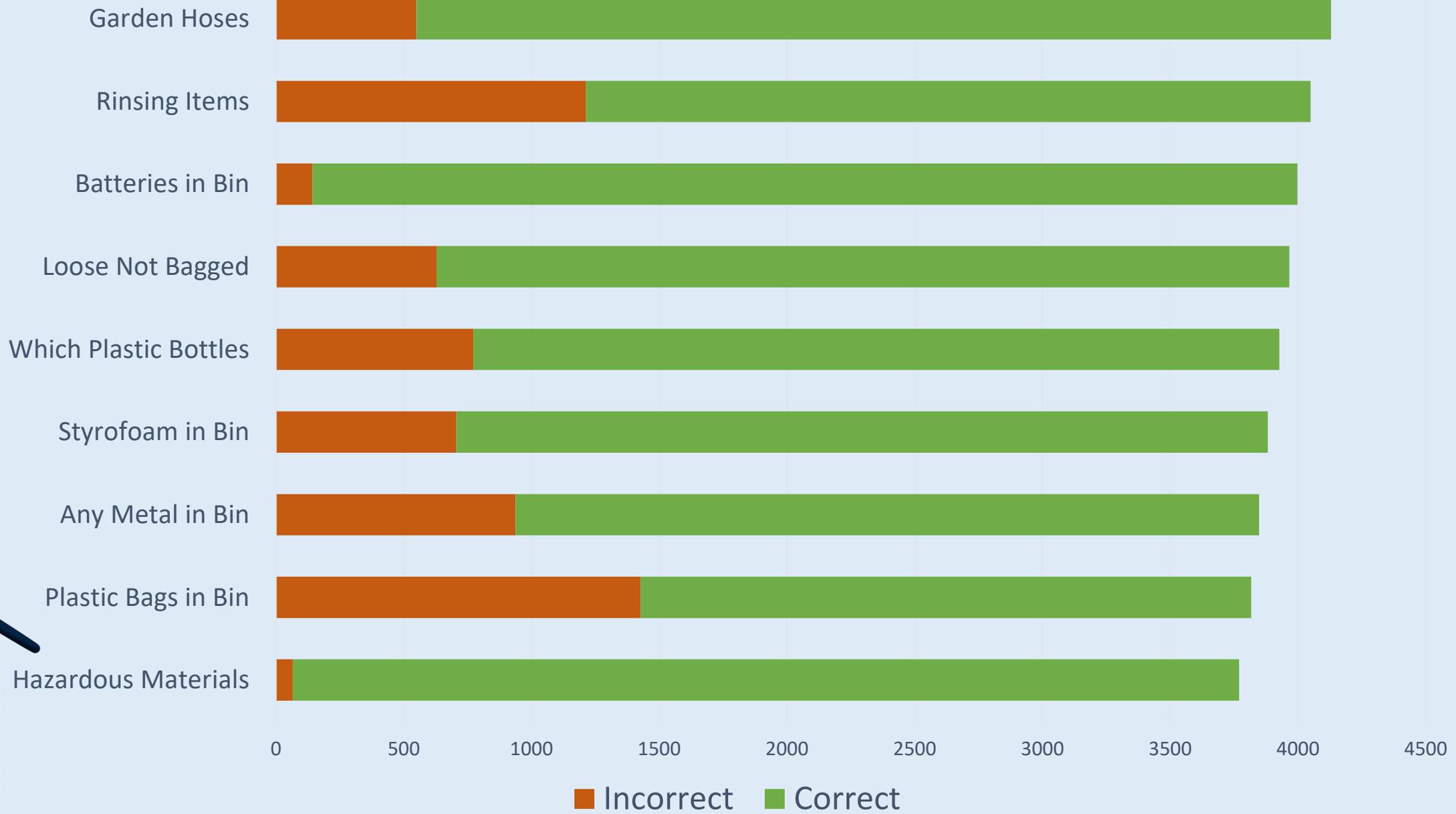
Test your Recycling IQ



QUIZ SCORE DISTRIBUTION

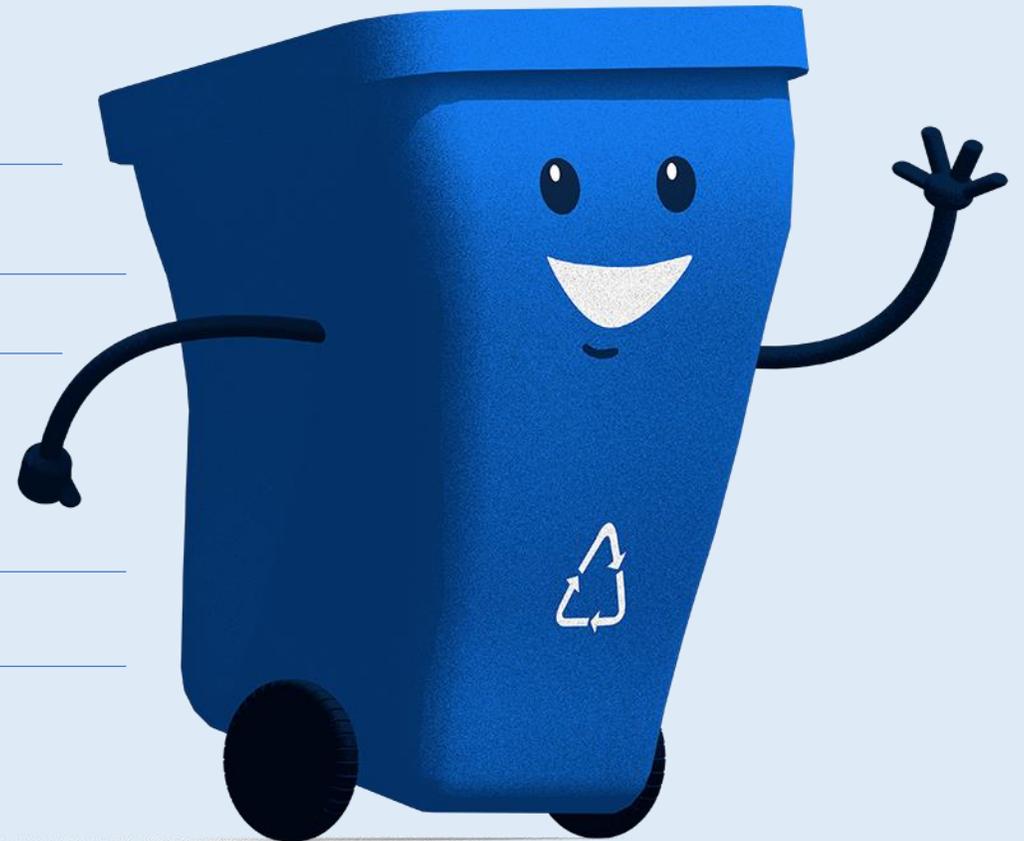


Quiz Answer Breakdown

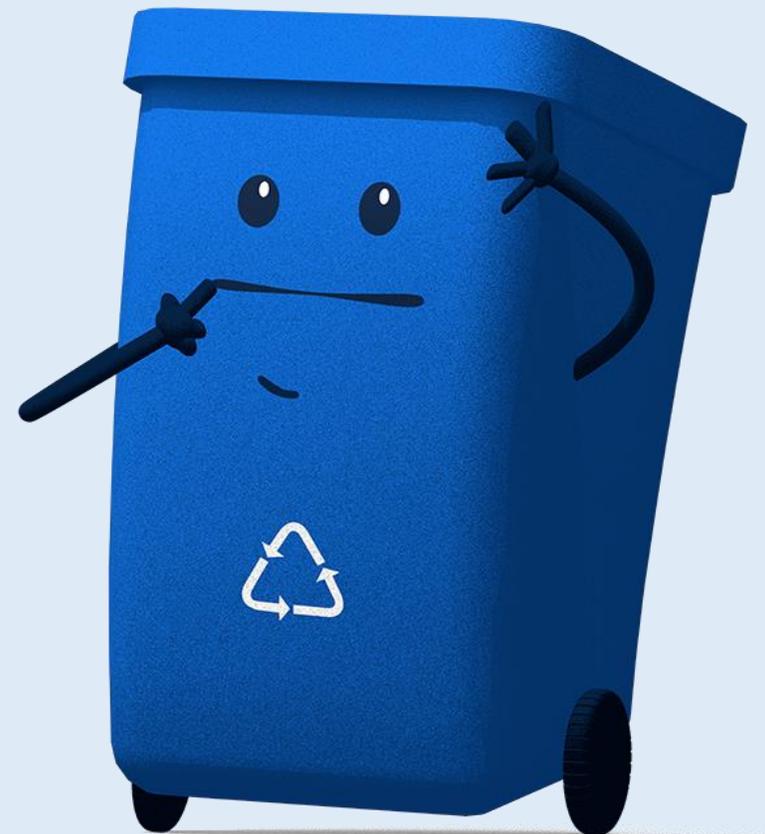


Let's keep up the momentum!

- Repost and share @TimeToRecycle social media content.
- Continue local newsletters.
- Continue bill inserts.
- Keep yelling loudly in public places.



Questions?



Discussion Topics

10. Regional Recycling Survey and Educational Campaign

- Re-TRAC Connect Review and Discussion
 - 32 Respondents to survey request
 - Determination on whether to continue subscription
 - Two options available
 - Questions for NCTCOG to provide to Emerge Knowledge before making a final decision

Discussion Topics

11. FY18-19 Implementation Grants Update

- All grants are complete, except one.
- \$1,150.01 was “returned” to NCTCOG by grantees.
- These funds were reallocated to Grand Prairie for matching expenses for the Plastic Ocean Community Awareness and Common Area Recycling Bin Installation Project.

Discussion Topics

12. Electronic Recycling Cooperative Contract - Request for Proposals

- RFP was released on July 8, 2019 and will close on August 12, 2019
- Pre-Proposal Meeting was held July 23, 2019
- Scoring to begin in mid-August – any volunteers?
- Anticipate the master services agreements to be finalized in October 2019

Discussion Topics

13. Recycle Roundtable

- Intent is to develop a roundtable of recycling stakeholders to help continue the efforts and momentum of the Regional Recycling Campaign
- Who should be included?
- When to begin activities?

Discussion Topics

14. NCTCOG Updates

- Volkswagen Funds Update – NCTCOG Transportation Department, Air Quality Team
- Regional Solid Waste Management Plan, Volume II – TCEQ Approval received June 11, 2019
- Upcoming Facility Conformance Subcommittee Meeting on **August 12, 2019 at 1:00 PM** in the Tejas Conference Room
- Illegal Dumping Training

Other Business

15. Future agenda items

16. Roundtable topics

17. Next Meeting Date:

Wednesday, October 30, 2019 at 1:30 p.m.

Tejas Conference Room

NCTCOG Offices, CP111, Third Floor

600 Six Flags Drive, Arlington, TX 76011

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