



North Central Texas Council of Governments

AGENDA

Recycle Roundtable

Thursday, August 19, 2021

1:30 PM – 3:30 PM

Virtual - Microsoft Teams

Join Microsoft Teams Meeting

Or call in (audio only)

+1 903-508-4574, 618979980# United States, Tyler

Phone Conference ID: 618 979 980#

1. Welcome and Introductions.

PRESENTATION

- 2. Impactful Education/Outreach Tactics to Increase Recyclables Capture Rate.** Burns and McDonnell, Inc. will provide a brief overview of the results of the waste characterization assessments performed in North Central Texas and will then facilitate discussion covering:
 - Education and outreach efforts that may have caused positive increases in specific material capture
 - Next steps to reengage the regional campaign after COVID-19 changed work/life norms
 - Effectiveness of using digital marketing
 - Leveraging the *Know What to Throw* campaign to increase cost effectiveness of recycling programs in region
 - Coordinating data tracking and reporting using alternative metrics

DISCUSSION

- 3. Know What to Throw (KWTT) Campaign Discussion.**
 - a. MVPs (Most Valuable Posts).** NCTCOG will show the group the social media posts that resonated the most with our regional audience over the past quarter.
 - b. KWTT Quiz Level 2.** NCTCOG will provide an update on the KWTT Level 2 Quiz.
 - c. KWTT Campaign Modifications.** The group will discuss any recommended changes to campaign implementation.
- 4. Future Meeting Format.** NCTCOG will request feedback on the Recycle Roundtable's preferred meeting format (virtual, in-person, or hybrid) and when to start implementing any changes to the current virtual format.
- 5. NCTCOG Updates.**
 - a. NCTCOG Solid Waste Grant Call for Projects
 - b. 87th Texas Legislative Session



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- c. *Governmental Entity Recycling and Purchasing of Recycled Materials (Senate Bill 1376)* toolkit
6. **Roundtable.** The Recycle Roundtable participants will share what is happening in their communities.
7. **Future Agenda Items and Request for Presentations.** The Recycle Roundtable may suggest future agenda items and NCTCOG will request presentation topics for the next meeting.
8. **Schedule for the Next Meeting.** The next meeting is scheduled for Wednesday, December 8, 2021, at 1:30 p.m. The meeting location is to be determined.
9. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Cassidy Campbell by phone at (817) 608-2368, or by email at ccampbell@nctcog.org.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Barbara Bradford by phone at (817) 695-9231 or by email at bbradford@nctcog.org, 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.