

**Trash•Talk** [trash-tawk] noun.  
Insulting or boastful speech by a  
recyclable put in the trash.

It's time to stop treating recyclables like they're trash.

## End the trash talk.

Recycle your paper, plastics, aluminum and glass.

**“ I am recyclable,  
hear me roar! ”**  
#TalkingTrash



[TimeToRecycle.com](http://TimeToRecycle.com)



- Website redesigned and relaunched on April 24th
- 836 Recycling Locations are now listed
- 139 Municipalities are now listed

The screenshot displays the 'Time To Recycle' website interface. At the top left is the logo, a circular arrow with a recycling symbol. To its right is the text 'Time To Recycle'. Further right are links for 'FAQ' and a 'Google Custom Search' box. Below the logo is a vertical navigation menu with categories: 'Rethink!' (with sub-items: Talking Trash, e-Recycling Campaign, Stop Illegal Dumping, Beyond the Curb), 'Reduce' (with sub-items: Composting, Bokashi, Shop Smart), 'Reuse' (with sub-item: Creative Reuse Ideas), and 'Recycle' (with sub-items: What is Recyclable?, How to Recycle). The main content area features a map of the Dallas metropolitan area. Above the map are filters: 'View by market: View All' and 'Filter by accepted materials: All Materials'. A 'Reset Map' button is also present. The map is densely populated with green, orange, and blue pins, each containing a recycling symbol. A legend at the bottom of the map identifies the pin colors: a green pin for 'Residential', an orange pin for 'Commercial', and a blue pin for 'Commercial & Residential'. The map includes street names, highway shields, and a Google logo at the bottom center. Map data is attributed to 2015 Google.



## Facebook.com/RecycleNorthTexas

- Paid Campaign August 1 – 28
- 520,928 impressions
- 4,686 Facebook page views from ads
- 2,086 visits to TimeToRecycle.com from Facebook
- 328 Post Likes
- 52 Post Shares
- 25 Post Comments
- 47 Page Likes

## Twitter @TimeToRecycle

- 27 tweets made by @TimeToRecycle
- 18 Twitter followers gained
- 3 tweets from a municipality using #TrashTalk #TalkingTrash
- 2 tweets from a municipality @TimeToRecycle
- 60 visits to TimeToRecycle.com from Twitter

“This is how we roll.”

#TalkingTrash



TimeToRecycle.com



North Central Texas  
Council of Governments

## Billboards

- 12 Bulletins (big size, up for 4 weeks)
- 20 Posters (smaller size, up for 12 weeks)
- 12 County coverage  
(Collin, Dallas, Denton, Ellis, Erath, Hood, Johnson, Kaufman, Navarro, Palo Pinto, Tarrant, Wise)
- Estimated 43.9M+ impressions

## Public Transit

- 60 Bus Queens (sides)
- 22 Bus Tails
- 14 Bus Benches
- 18 Rail Station Posters
- 45 Rail Interior Cards
- 3 Rail Mega Kings (full length of train)
- ? Potential Impressions





“You may have  
9 lives, but you’ve  
got nothin’ on me!”  
#TalkingTrash

TimeToRecycle.com



001641

CLEARCHANNEL

CLEAR CHANNEL

TICKETS  
ON SALE!

AUGUST 19 - 30  
SOUTHWEST CENTER MALL

ersoulcircus.com • ticketmaster

END THE #TRASHTALK



Tarrant County  
Council of Governments

TimeToRecycle.com



004934

004935

“This is how we roll.”

#TalkingTrash



TimeToRecycle.com



North Central Texas  
Council of Governments

003795

CLEAR CHANNEL



TimeToRecycle.com



“Yes you  
**CAAAN!**”  
#TalkingTrash



North Central Texas  
Council of Governments

006584

CLEAR CHANNEL

41055

19

CAUTION  
CHILDREN MAY  
BE EXITING

DART

"Just because I'm bald doesn't  
mean my life is over."  
#TalkingTrash



TimeToRecycle.com



TEXAS  
117-4468

CNG



**“This is how we roll.”**  
#TalkingTrash



[TimeToRecycle.com](http://TimeToRecycle.com)



Texas Commission on Environmental Quality  
Created by House Bill 1309

DART 39013

554 BROWNE WEAVER  
PAUL QUINN

554






Clean Burning Natural Gas

334

TimeToRecycle.com  
Yes you CAN!!  
Recycling



  "You may have 9 lives, but you've got nothin' on me!"  
#fallingtrash

TimeToRecycle.com 



Tickets & Information



Purchase Ticket  
Before Boarding Train

**Trash-Talk** (trash-tawk) noun.  
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recyclable put in the trash.

It's time to stop treating recyclables like they're trash.

**End the trash talk.**

Recycle your paper, plastic, aluminum, and glass.  
For more information about recycling and  
waste reduction opportunities near you, visit  
[www.TimeToRecycle.com](http://www.TimeToRecycle.com)

*I am recyclable,  
hear me roar!*

[TimeToRecycle.com](http://TimeToRecycle.com)





“You may have  
9 lives, but you’ve  
got nothin’ on me!”

#TalkingTrash

TimeToRecycle.com



## Radio

- 98 Spots on 96.3 KSCS
- 110 Spots on 820am WBAP
- 18 Spots on 92.5 KZPS
- 80 Spots on 91.7 KXT
- 17 Spots on 90.1 KERA
- (224 Total Spots)

## Movie Theatres

- 15 Movie theaters
- 201 Screens
- Estimated 22,400 spots shown
- A potential of 435,000 Max impressions



# Radio Spots

**KSCS and WBAP**



**KZPS, KXT, and KERA**





NCM "Just because I'm bald doesn't mean MY life is over."



TimeToRecycle.com



# TimeToRecycle.com

July 1, 2015 – September 30, 2015 (most activity occurred in August)

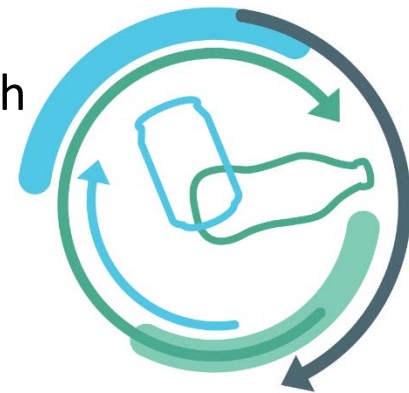
## Website Views

- 10,854 Sessions (visits)
- 340 Talking Trash campaign web page views
- 42.75% of visitors were on a mobile device
- 14.66% were on a tablet
- 42.59% were on a desktop

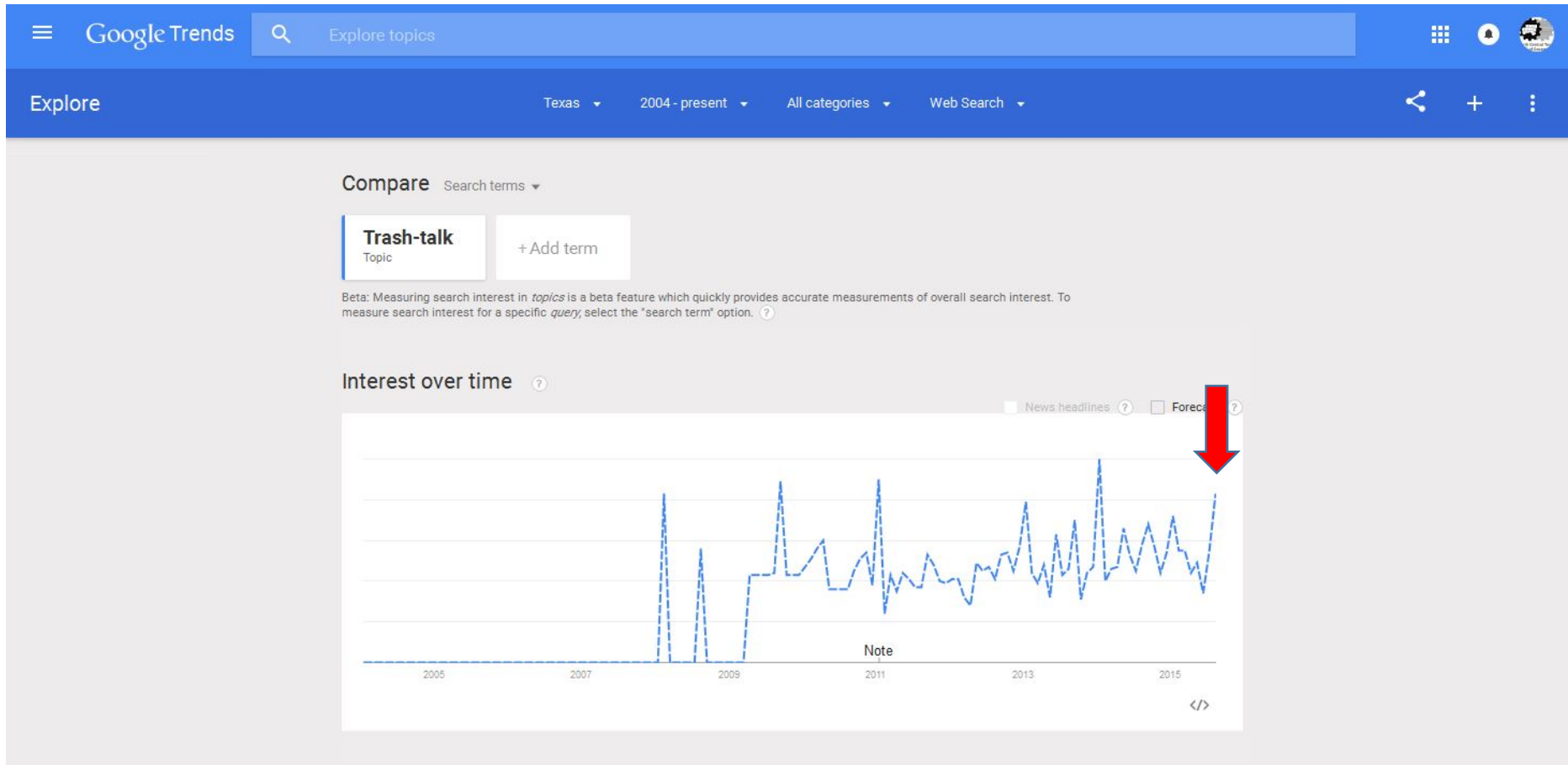
## # visits to

## TimeToRecycle.com (top 5)

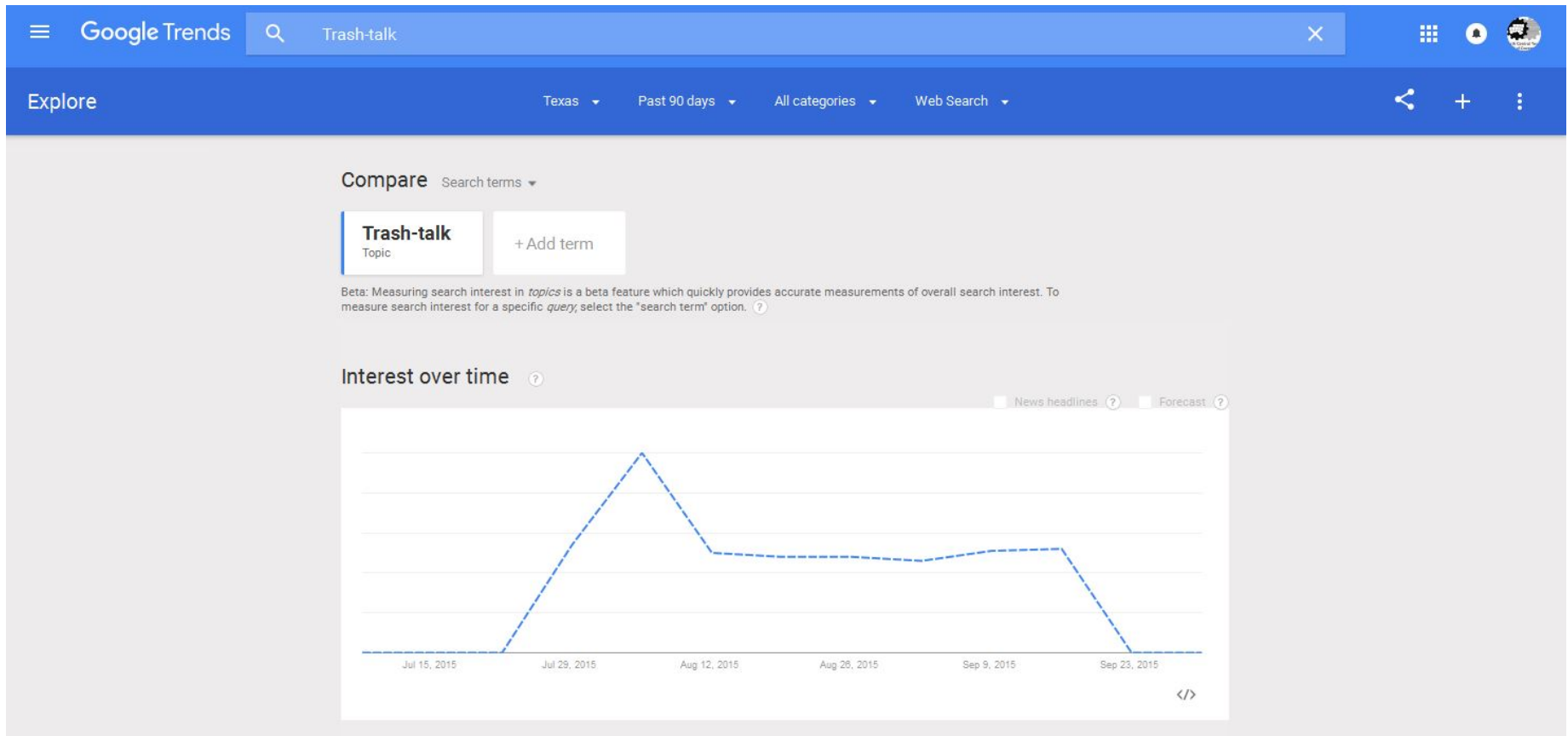
- From city websites:
  - 707 – Arlington-tx.gov
  - 122 – Fortworthtexas.gov
  - 106 – bedfordtx.gov
  - 49 – cityofirving.org
  - 34 – cityoflewisville.com
- By geographical location:
  - 2,310 – Dallas
  - 744 – Arlington
  - 703 – Fort Worth
  - 323 – Plano
  - 122 - Irving



# Trash-Talk Trended on Google during our campaign



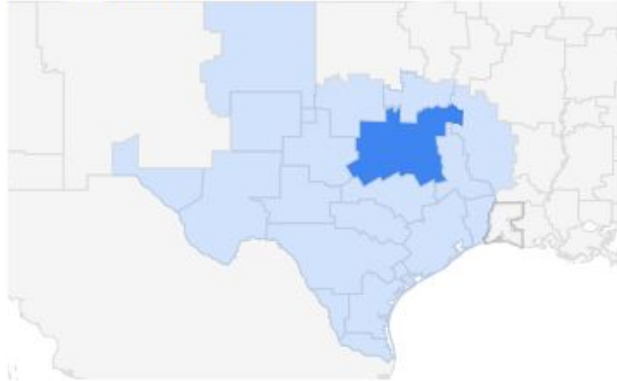
# Trash-Talk Trended on Google during our campaign



# Trash-Talk Trended on Google during our campaign

## Regional interest ?

Worldwide > United States > Texas



Metro | City

Dallas-Ft. Worth TX

100 

▶ View change over time ?

</>

</>

## Related searches ?

Topics

Top Rising

Not enough search volume to show results.

Queries

Top Rising

trash talk

100 

trash talking

45 



**[TimeToRecycle.com](https://www.timetorecycle.com)**



# Report Illegal Dumping

[ReportDFWDumping.org](http://ReportDFWDumping.org)

1-888-335-DUMP



# Illegal Dumping Report Hotline: 1-888-335-DUMP

[Report an Illegal Dump Site](#)

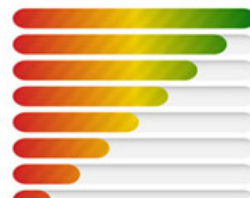
## Quick Navigation

Illegal dumping is a real issue in the North Central Texas area. It is a problem that affects the people and the environment in which it takes places. Do your part to eliminate illegal dumping. Start here:



### Submit A Report

Report on active illegal dumps or on illegal



### Track A Report

Check the status of a previous submitted



### Proper Disposal Map

Learn about how and where to properly

# Report an Illegal Dump Site

Submit an illegal dump site to be investigated by the proper authorities. You may choose to remain anonymous, but must provide contact information if you would like follow up correspondence.

Please fill out as much information as possible. The more information you provide, the faster authorities will be able to investigate the issue.



You can click and drag the marker to refine its position on the map.

## Coordinates

(32.75013968094349, -97.06798523843992)

## Jurisdiction

Arlington

## Location Description

Description of the location of the waste on the property.



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