Recycle Roundtable Meeting

Thursday, January 30, 2020

Cassidy Campbell

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1. Welcome and Introductions
Recycle Roundtable

- Reconstituted at request of Resource Conservation Council
- Purpose: to provide a forum for stakeholders (both private and public sector) to discuss recycling successes and challenges
- *Know What To Throw* is intended to be a standing agenda item to provide NCTCOG guidance on sustaining the educational campaign
2. Regional Recycling Survey and Education Campaign – *Know What To Throw*: Overview
Know What To Throw!

- Regional Residential Recycling Challenges: Low Participation/High Contamination Rates

- Goal: Educate residents how to “recycle more and recycle right”

- Solution: Develop a simple and consistent message to amplify across the region so that residents “know what to throw”

- RCC allocated approximately $770,000 toward the project in FY18/19
Valuable Material Disposed

- Estimated $122 million potentially recyclable material disposed annually
- Recyclable plastics and metals represent highest value material with lowest capture rates in region
- Developed Acceptable Materials List for regional consistency and clarity
Top Prohibited Materials

- Tanglers
- Plastic Bags
- Propane Tanks
- Food/Yard Waste
- Needles/Medical Equipment
How to Participate

- Join NCTCOG’s Email Distribution List
- “Like” and “Share” NCTCOG’s posts on TimeToRecycle (Twitter & Facebook)
- Copy NCTCOG’s posts and repost them to your entity’s social media accounts
- “Boost” NCTCOG’s social media posts
- Create your own social media posts
- Update your entity’s website
- Include information in newsletters and utility bill inserts
- Use the customizable templates
- Paid promotional activities (billboards, theater, newspaper, etc.)
Overview

2. Regional Recycling Survey and Education Campaign: Discussion

- Update on Recycling Partnership and additional funding
- Feedback on next steps for the campaign
- Coordinated Topic Selection
  - April, May, June
- Survey Questions:
  - Who is participating and how?
  - Have any city ordinances or recycling programs changed?
  - Have any MRF contracts changed?
3. Regional *Know What To Throw Activities.*

a. Robert Smouse, City of Fort Worth
b. Kathy Fonville, City of Mesquite
c. Tiana Lightfoot Svendsen and Amber Madison Knott, City of Garland
d. Lori Delacruz Lewis, Mountain View College, Dallas County Community College District
Fort Worth’s
Know What To Throw
Amplification Aspects
Fort Worth partners with new regional campaign to improve recycling quality in North Texas cities

Posted June 3, 2019

In Fort Worth, recycling is a priority and residents are proud of their recycling efforts. But we must continue to do better. With a goal to improve recycling across the region, the city is partnering with the North Central Texas Council of Governments and surrounding cities and counties to launch the “Know What to Throw” education campaign.

Recycling has been around since the 1890s, and we know that it’s good for the environment, creates jobs and economic markets, and keeps reusable materials from sitting in limited landfill space forever. But did you know that recycling the wrong way is just as harmful as not recycling at all?

“Know What to Throw” is a fun campaign that will remind residents about the correct items to recycle and what should go in the brown trash cart or be recycled somewhere else beyond the curb cart. Look for the blue recycling cart in the face of the regional campaign.

City News

- Take extra care of your trash cart (repaired)
- Water utility line replacement and streets rehabilitation scheduled for your neighborhood
- Men’s Health Fair in January
- Going to the Stock Show? Here’s the best way to get there
- Two street segments to be signed in honor of Native American Heritage Month
- More News

Calendar

Metropolitan Area EMS Authority D/B/A Medilift Mobile Healthcare Board of Directors Meeting

Learn More

Do you know what to throw?

Learn what to throw in or around the City of Fort Worth’s curbside blue cart and never mix recyclable materials. In the City of Fort Worth, recycling is not just good for the environment, it’s also good for the economy. Recycling provides jobs and creates local market opportunities.

Educational Materials

Plastic and glass recycling are key to our sustainability. Be sure to check out our educational materials designed to teach you everything you need to know about recycling in the City of Fort Worth.

Customer Service

For questions or support, contact us:

682-615-2004

Available Monday – Friday: 8:00 a.m. to 5:00 p.m.

Download our app:

Find us on Facebook

To learn more about the City of Fort Worth, visit Fort WorthTexas.gov.
Advertising – Fort Worth Star-Telegram

Print Dates:
• July and October 2019

Distribution:
• 74,974
Integrated Into Fort Worth Garbage & Recycling App

Distribution:
• 42,072 users

Do you know what items can be thrown in the recycling bin? Take the one-minute quiz and test your recycling knowledge! http://www.timetorecycle.com/knowwhattothrow/
Advertising – La Vida The Black News

Print campaign – October 2019 through February
Utility/Water Bill Insert

Print Dates:
• October 2019 and January 2020

Distribution:
• 224,000 households
Social Media Holiday Trivia Game
Holiday-themed social media posts

1. Keep Fort Worth Beautiful
   Published by Localy (17) - December 23, 2019 at 1:45 PM
   Check your bins and don't be a naughty resident! Place only acceptable items in the blue recycling cart. Not sure which bin to put it in? Visit https://fortworthtexas.gov/news/2019/12/Holiday-Recycling/
   #KnowWhatToThrow #HolidayDisposal #NaughtyOrNice

2. Keep Fort Worth Beautiful
   Published by Localy (17) - December 19, 2019 at 12:16 PM
   Don't be a garbage grinch! Thank you Eric Alvarez with WFAA for featuring this story and helping educate our residents. #KnowWhatToThrow

3. Keep Fort Worth Beautiful
   Published by Localy (17) - December 28, 2019 at 1:10 PM
   Don't get your tinsel in a tangle! "Tangles" are items such as garden hoses, electrical cords, Christmas light strings, chains, clothing, metal hangers and yes, tinsel. These and other such items easily wrap around equipment at recycling processing facilities causing damage and costly repairs. Just put these in the trash. https://hons.ly/figk59/9kn0WWhatToThrow

4. Check Your Recycling Twice!
   Nice List:
   - Recycle it in the blue cart!
   - Metal or aluminum pie plates
   - Flattened cardboard boxes
   - Catalogs
   - Aluminum cans
   - Plastic containers

   Naughty List:
   - Bag it for the brown garbage cart.
   - Ornaments, ribbons & bows
   - Padded mailing envelopes
   - All wrapping paper
   - Tissue Paper
   - Bubble wrap
Social Media Messages: Facebook & NextDoor
Supporting Collaterals

Magnets
Cart Tags
Stand-up Displays
Marketing Items
Waste Wizard
Future ABA based items
Youth Education

Know What To Throw – Classroom Sorting Game
Future Collection Truck Campaign
Amplification Opportunities

- Increased participation
  - Within Fort Worth
  - Additional Cities and Counties (entire NTX region)
  - Media, Social & Environmental Groups
  - Corporate Partners
- Coordinated Communications Plan
  - Messages
  - Dates
  - Sequence order
  - Sharing
- Enhanced Data Measurements & Analysis
  - Communication Methods and Pieces
  - Audits (curb and/or MRF)
  - Behavioral Change Lifecycle of Cart Audits
Thank you
#KnowWhatToThrow
GoGreenGarland @GoGreenGarland  ·  Aug 14, 2019
Keep grease, oil and fat out of your #recycling and out of your #drains!

#WednesdayWisdom #TheMoreYouKnow #EndWishcycling #WhenInDoubtThrowItOut #RecycleRight

@garlandtxgov @TimeToRecycle @DefendDrainsNTX @DefendYourDrain @RecycleAcrossAm @wasterecycling

Time To Recycle @TimeToRecycle  ·  Aug 6, 2019
Greasy pizza boxes are a big culprit contaminating recycling systems. Tear off greasy parts of a pizza box to throw in the trash before recycling the good part! Learn more at TimeToRecycle.com/KnowWhatToThrow!
#TimeToRecycle #KnowWhatToThrow

KEEP GREASE OUT OF YOUR BIN.
Environmental Waste Services

City of Garland, Texas Government

August 1, 2019 at 8:05 AM - 11

Old Food & Pizza Boxes... those have to be recyclable. Nope! #KnowWhatToThrow Test your Recycling IQ at TimeToRecycle.com

By the way, if you have questions about what can be recycled and what can't, ask the Waste Wizard in this link. Just type the item and you'll get your questions answered.

http://www.garlandtx.gov/403/Environmental-Waste-Services

City of Garland, Texas Government

July 1, 2019 at 12:36 PM - 0

Ropes & Hoses... those have to be recyclable. Nope! #KnowWhatToThrow Test your Recycling IQ at TimeToRecycle.com

Environmental Outreach Coordinator Amber Knott, City of Garland

AG

Know What To Throw

Elmo says stop wishcycling and recycle right. Do you know what to throw?

Test your recycling IQ at TimeToRecycle.com

#KnowWhatToThrow

4 Sep - Subscribers of City of Garland

16 comments 5,089 impressions
Use All Your Resources
Garland’s Recycling Contamination

- Leaf Blower
- Luggage
- Diapers
- Cigarette Butts
- Candle
M’Kay
Whaaaaaaaaaaat?
Schedule Posts

Hootsuite™

ZOHO

sprout social

Sendible

FALCON SOCIAL

sprinklr

agora pulse

oktopost

tailwind

Environmental Waste Services
Chad
Hound
Them
Karen
Speak the Truth

WHAT IF I TOLD YOU

I AM THE MANAGER, KAREN

GARLAND
Environmental Waste Services
Mega-Karen
It All Ends in a Pothole
Pledge
Questions?
Discussion Topics

4. Roundtable

5. Meeting Structure
   - Frequency
   - Location/Tours
   - Presentation Topics/Volunteers
6. Next Meeting Date (Tentative):

Wednesday, May 27, 2020 at 1:30 p.m.
Metroplex Conference Room
NCTCOG Offices, CPII, First Floor
616 Six Flags Drive, Arlington, TX 76011
Contact

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