Resource Conservation Council Meeting

Wednesday, October 30, 2019

Cassidy Campbell
CCampbell@nctcog.org
1. Welcome and Introductions

2. Notification of Conflicts of Interest
3. **Meeting Summary.** The August 6, 2019 meeting summary will be presented for approval.
Action Items

Jeff Mayfield will present the following conformance review recommendations for RCC approval:

4. Inmar RX Solutions, Inc. Type V Medical Waste Transfer Station Registration Application, Grand Prairie, Texas.

5. Turkey Creek Landfill Type I Major Permit Amendment, Johnson County, Texas.

6. Maloy Landfill Type I Major Permit Amendment, Hunt County, Texas.

7. Oncor Technology, LLC Type V Medical Waste Processing Facility Registration Application, Grand Prairie, Texas.
Discussion Topics

8. Regional Recycling Survey and Educational Campaign

- Won 2 Awards!
  - STAR: Outstanding Environmental Public Education & Outreach Partnership (Tied for 1st)
  - NTCRA: Best Recycling Partnership (Winner)
- NCTCOG presented at MSWRRAC Meeting - October 10, 2019
- Reminder emails continue to be sent out every 2 weeks
- October coordinated topic: No Needles
- November coordinated topic: No Propane Tanks
- Ideas for December/January coordinated topics?
- Final FY18/19 campaign expenditures
- Recycle Roundtable: January 30, 2020 at 1:30 PM, NCTCOG offices
### Final FY18/19 Campaign Expenditures

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractual</td>
<td>$300,000.00</td>
</tr>
<tr>
<td>Social Media</td>
<td>$14,699.66</td>
</tr>
<tr>
<td>Dallas Morning News/Al Día</td>
<td>$40,000.00</td>
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<tr>
<td>Fort Worth Star Telegram</td>
<td>$29,868.00</td>
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<tr>
<td>Community Impact Newspaper</td>
<td>$15,610.00</td>
</tr>
<tr>
<td>Theater Ads</td>
<td>$95,249.99</td>
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<tr>
<td>Billboards</td>
<td>$95,478.00</td>
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<tr>
<td>DART Buses and Rail</td>
<td>$47,000.00</td>
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<tr>
<td>Fort Worth Buses and Benches</td>
<td>$21,050.00</td>
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<tr>
<td>Radio Ads</td>
<td>$33,939.96</td>
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<tr>
<td>Print Materials</td>
<td>$73,939.50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$766,835.11</strong></td>
</tr>
</tbody>
</table>
A look at the Summer 2019 Time To Recycle Outreach Campaign

Brian Geck
North Central Texas Council of Governments
October 30, 2019
RESULTS

Recycle your clean, dry bottles, cans, boxes and papers

Test your recycling IQ @ TimeToRecycle.com

Results

Funded through a grant from NCTCOG and the TCEQ.
Google Ad Clicks

- Website Traffic Search June: 649 clicks
- 30 Second Video: 374 clicks
- Banner Ad: 657 clicks
- Did You Make a Mistake Ad: 961 clicks
- Website Traffic Search July: 1,226 clicks
- Do Not Recycle Chains: 1,398 clicks
- Do Not Recycle Garden Hoses: 1,160 clicks
- Banner Ad July: 11,491 clicks

17,916 Total Clicks
Paid Social Media Engagements

- **Twitter**
  - 126 Link Clicks
  - 7,116 Engagements
  - 266,879 Impressions

- **Facebook**
  - 304 Link Clicks
  - 4,605 Engagements
  - 416,701 Impressions
Time To Recycle Website Traffic

Jan: 2,575 Users
Feb: 2,072 Users
Mar: 2,141 Users
Apr: 3,957 Users
May: 2,342 Users
Jun: 12,066 Users
Jul: 21,684 Users
Aug: 11,871 Users
Sep: 4,197 Users

Jan: 2,575 Users
Feb: 2,072 Users
Mar: 2,141 Users
Apr: 3,957 Users
May: 2,342 Users
Jun: 12,066 Users
Jul: 21,684 Users
Aug: 11,871 Users
Sep: 4,197 Users
**Top Website Traffic Sources**

- **Paid Search**: 12,046 Visitors (27%)
- **Display Ads**: 3,492 Visitors (22%)
- **Direct**: 6,332 Visitors (21%)
- **Social Media**: 3,160 Visitors (14%)
- **Email (ST)**: 1,046 Visitors (8%)
- **Organic Search**: 9,494 Visitors (7%)
- **Referral**: 702 Visitors (1%)

*June 1, 2019 through August 31, 2019*

**Social Media Traffic Sources**

- **Facebook**: 95%
- **Instagram**: 0%
- **Twitter**: 3%
- **Pinterest**: 2%
- **Other**: 0%

**Website Traffic Breakdown**

- **45,028 Users**
- **839 Visitors**
- **4,812 Visitors**
- **10,104 Visitors**
- **9,494 Visitors**
- **3,492 Visitors**
- **3,160 Visitors**
- **702 Visitors**

**Top Websites**

- **Dallas Morning News**: 84%
- **Star Telegram**: 12%
- **Google**: 4%
- **Other**: 0%
Top Website Traffic Sources (non-campaign)

6,226 Users
*April 1, 2019 through May 31, 2019

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Users</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>2,756</td>
<td>43.94%</td>
</tr>
<tr>
<td>Organic Search</td>
<td>1,798</td>
<td>28.55%</td>
</tr>
<tr>
<td>Direct</td>
<td>1,646</td>
<td>26.64%</td>
</tr>
<tr>
<td>Referral</td>
<td>317</td>
<td>5.10%</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

Facebook 95%
Instagram 1%
Twitter 1%
Pinterest 3%
Other 0%

[Image: Chart showing the top website traffic sources with pie charts and bar graphs]
Website Users By North Texas City

- Dallas 15,411
- Fort Worth 4,613
- Arlington 2,201
- Plano 1,158
- Garland 989
- McKinney 742
- Frisco 679
- Denton 643
- Lewisville 598
- Irving 594
- Mesquite 470
- Grand Prairie 466
- Richardson 445
- North Richland Hills 442
- Carrollton 401
- Allen 366
- Mansfield 341
- Grapevine 329
- Bedford 283
- Euless 256
- Wylie 244
- Granbury 229
- Little Elm 204
- Weatherford 200
- Rockwall 189
- Prosper 172
- Southlake 146
- Coppell 144

*June 1, 2019 through August 31, 2019

**70% of users are on mobile devices.
Recycling Quiz

- Over 45k Views
- Over 7k Quiz Takers
QUIZ SCORE DISTRIBUTION

Percent of Quiz Takers

Number of Correct Answers

- 9 of 9: 25%
- 8 of 9: 31%
- 7 of 9: 23%
- 6 of 9: 13%
- 5 of 9: 6%
- 4 or less: 3%

Great Job!
Quiz Answer Breakdown

- Garden Hoses: Incorrect: 1000, Correct: 6000
- Rinsing Items: Incorrect: 1000, Correct: 6000
- Batteries in Bin: Incorrect: 1000, Correct: 6000
- Loose Not Bagged: Incorrect: 1000, Correct: 6000
- Which Plastic Bottles: Incorrect: 1000, Correct: 6000
- Styrofoam in Bin: Incorrect: 1000, Correct: 6000
- Any Metal in Bin: Incorrect: 1000, Correct: 6000
- Plastic Bags in Bin: Incorrect: 1000, Correct: 6000
- Hazardous Materials: Incorrect: 1000, Correct: 6000

85% completion rate
Let’s keep up the momentum!

• Repost and share @TimeToRecycle social media content.
• Continue local newsletters.
• Continue bill inserts.
Questions?

Brian Geck
Communications & Technology Supervisor
North Central Texas Council of Governments
Environment & Development Department
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817-608-2361
Discussion Topics

9. Re-TRAC Connect Annual Reporting Tool
   - 32 Survey Responses
   - Determine whether to continue subscription
   - Two subscription options available
   - Questions for Emerge Knowledge before making a final decision
Discussion Topics

10. RCC Subcommittee Selections
   - Subcommittee Membership Selection
   - Designated Alternates
11. FY20-21 Implementation Grants Update
   - Call for Projects opened on October 14, 2019
   - Deadline to submit is January 6, 2020
   - Grant scoring sessions will take place on January 21 & 22, 2020
## FY20/21 Call for Projects Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Anticipated Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCC Meeting - Approve Solid Waste Program Budget &amp; Call for Projects (CFP) Criteria</td>
<td>August 6, 2019</td>
</tr>
<tr>
<td>NCTCOG Executive Board - Approve Solid Waste Program Budget &amp; CFP Criteria</td>
<td>September 26, 2019</td>
</tr>
<tr>
<td>Call for Projects - Grant Application Webinar/Workshop</td>
<td>September 23, 2019</td>
</tr>
<tr>
<td>Call for Projects Opens</td>
<td>October 14, 2019</td>
</tr>
<tr>
<td>Call for Projects Closes</td>
<td>January 6, 2020</td>
</tr>
<tr>
<td>Call for Projects Scoring Process/Private Sector Review</td>
<td>January 21 &amp; 22, 2020</td>
</tr>
<tr>
<td>RCC Meeting - Approve Project Recommendations</td>
<td>February 13, 2020</td>
</tr>
<tr>
<td>NCTCOG Executive Board - Approve Project Recommendations</td>
<td>March 26, 2020</td>
</tr>
<tr>
<td>Execute Agreements</td>
<td>April 2020</td>
</tr>
<tr>
<td>Project Implementation</td>
<td>April 2020 – Mar 2021</td>
</tr>
</tbody>
</table>
Discussion Topics

12. Recycling Technical Assistance Project

- 3 Survey Respondents
- Agree or Strongly Agree that:
  - The services were valuable and met expectations
  - CTRA was easy to work with, responsive and answered all questions
  - They would utilize CTRA again and recommend CTRA to another organization
  - NCTCOG should continue offering Recycling Technical Assistance
Discussion Topics

12. Recycling Technical Assistance Project

- Overall experience was great and a “pleasure working with knowledgeable staff”

- All three respondents have ongoing programs, including working to bring back recycling to a small city
Discussion Topics

13. NCTCOG Updates

- Electronic Recycling Project Update
- Grant Funding from The Recycling Partnership for Recycling Campaign
- Recycle Roundtable – January 30, 2020 at 1:30 PM, NCTCOG offices
- America Recycles Week Social Media Activities/EPA amplification
- Additional Waste Characterization Studies
- Regional Waste Disposal Capacity Study
- Regional Solid Waste Management Plan, Volume II - TCEQ approval received
- Trash Free Waters Grant (EPA)
- UTA Food Waste Model
- Tire Disposal Roundtable – November 12, 2019 at 9:30 AM, NCTCOG offices
Other Business

14. Future agenda items

15. Roundtable topics
16. Next Meeting Date:

Thursday, February 13, 2020 at 1:30 p.m.
William Pitstick Conference Room
NCTCOG Offices, CPII, First Floor
616 Six Flags Drive, Arlington, TX 76011
Contact

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Connect

Facebook.com/nctcogenv
@nctcogenv
nctcogenv
youtube.com/user/nctcoged
EandD@nctcog.org
nctcog.org/envir
Billboards
Digital Billboards
June - August

3 Flights, 6 Billboards Per Flight

<table>
<thead>
<tr>
<th>Flight</th>
<th>Potential Impressions</th>
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</thead>
<tbody>
<tr>
<td>A. June 10 – July 7</td>
<td>8,256,635</td>
</tr>
<tr>
<td>B. July 8 – August 4</td>
<td>5,723,567</td>
</tr>
<tr>
<td>C. August 5 – August 31</td>
<td>9,079,960</td>
</tr>
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</table>

4th Flight, 60 Billboards

<table>
<thead>
<tr>
<th>Flight</th>
<th>Potential Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. August 19 – August 31</td>
<td>35,198,862</td>
</tr>
</tbody>
</table>
Buses, Trains, Transit Stations
Transit Systems
June - August

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 Advertisements
July - August 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
Movie Theatres
# Movie Theatre Advertisements

**30 Second Video**

## August

<table>
<thead>
<tr>
<th>Theater Name</th>
<th>Location</th>
<th># of Screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance Town Center 14 with XD</td>
<td>FORT WORTH, Texas</td>
<td>14</td>
</tr>
<tr>
<td>Burleson 14</td>
<td>BURLESON, Texas</td>
<td>14</td>
</tr>
<tr>
<td>Cinemark 12 Rockwall</td>
<td>ROCKWALL, Texas</td>
<td>14</td>
</tr>
<tr>
<td>Cinemark 12 Town Center with XD</td>
<td>MANSFIELD, Texas</td>
<td>13</td>
</tr>
<tr>
<td>Cinemark 14 Cedar Hill</td>
<td>CEDAR HILL, Texas</td>
<td>14</td>
</tr>
<tr>
<td>Cinemark 24 The Legacy with XD</td>
<td>PLANO, Texas</td>
<td>24</td>
</tr>
<tr>
<td>Cinemark West Plano with XD</td>
<td>PLANO, Texas</td>
<td>20</td>
</tr>
<tr>
<td>Clearfork 8**</td>
<td>Fort Worth, Texas</td>
<td>8</td>
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<tr>
<td>Eastchase 9</td>
<td>FORT WORTH, Texas</td>
<td>9</td>
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<tr>
<td>Firewheel Town Center 18</td>
<td>GARLAND, Texas</td>
<td>18</td>
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<tr>
<td>Fossil Creek</td>
<td>FORT WORTH, Texas</td>
<td>11</td>
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<tr>
<td>Hulen 10</td>
<td>FORT WORTH, Texas</td>
<td>10</td>
</tr>
<tr>
<td>Lake Worth Movies 14</td>
<td>FORT WORTH, Texas</td>
<td>14</td>
</tr>
<tr>
<td>Movie Tavern Green Oaks</td>
<td>ARLINGTON, Texas</td>
<td>7</td>
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<tr>
<td>Movie Tavern Hulen</td>
<td>FORT WORTH, Texas</td>
<td>13</td>
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<tr>
<td>Movie Tavern West 7th Street</td>
<td>FORT WORTH, Texas</td>
<td>7</td>
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<tr>
<td>Movies 14 Lancaster</td>
<td>LANCASTER, Texas</td>
<td>14</td>
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<tr>
<td>Movies 14 McKinney</td>
<td>MCKINNEY, Texas</td>
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<tr>
<td>Movies 16 Grand Prairie</td>
<td>GRAND PRAIRIE, Texas</td>
<td>15</td>
</tr>
<tr>
<td>Northeast Mall 18 with XD</td>
<td>HURST, Texas</td>
<td>18</td>
</tr>
<tr>
<td>Palace 9</td>
<td>FORT WORTH, Texas</td>
<td>9</td>
</tr>
<tr>
<td>Parks @ Arlington 18</td>
<td>ARLINGTON, Texas</td>
<td>18</td>
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<tr>
<td>Ridgmar 13</td>
<td>FORT WORTH, Texas</td>
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<tr>
<td>ShowBiz Waxahachie 13</td>
<td>WAXAHACHIE, Texas</td>
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</tr>
<tr>
<td>Tinseltown Movies 17</td>
<td>GRAPEVINE, Texas</td>
<td>17</td>
</tr>
</tbody>
</table>
#KnowWhatToThrow
Only recycle empty and
dry bottles, cans, boxes,
and papers.

TEST YOUR RECYCLING IQ @
TimeToRecycle.com
Printed Advertising
June - August

Dallas Morning News
A. 12 Front Page Strip Ads
B. Metro News Section

Al Día
A. 6 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
NO PLASTIC BAGS IN YOUR RECYCLING!

Reduce- shop with reusable bags.
Reuse- use bags repeatedly.
Recycle- Take Bags Back To Stores!

Funded through a grant from NCTCOG and the TCEQ.
Digital Advertising
June - August

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
Social Media
# Social Media Advertising

## Facebook

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Clicks</th>
<th>Cost/Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Did you make a recycling mistake?</td>
<td>52</td>
<td>$0.43</td>
</tr>
<tr>
<td>B. Surfing Carter</td>
<td>25</td>
<td>$10.00</td>
</tr>
<tr>
<td>C. Tanglers (Chains)</td>
<td>30</td>
<td>$4.85</td>
</tr>
<tr>
<td>D. Carousel Ad</td>
<td>197</td>
<td>$2.54</td>
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## Twitter

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Clicks</th>
<th>Cost/Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. 30 Second Video Ad</td>
<td>35</td>
<td>$6.93</td>
</tr>
<tr>
<td>B. Did you make a recycling mistake?</td>
<td>8</td>
<td>$3.00</td>
</tr>
<tr>
<td>C. Banner Ad</td>
<td>5</td>
<td>$1.80</td>
</tr>
<tr>
<td>D. Surfing Carter</td>
<td>25</td>
<td>$9.98</td>
</tr>
<tr>
<td>E. No Plastic Bags</td>
<td>19</td>
<td>$26.32</td>
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## YouTube (Google)

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Clicks</th>
<th>Cost/Click</th>
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</thead>
<tbody>
<tr>
<td>A. 30 Second Video Ad</td>
<td>2</td>
<td>$0.96</td>
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