



North Central Texas Council of Governments

Tackling Contamination Focus Group Agenda  
Regional Recycling Survey and Educational Campaign  
North Central Texas Council of Governments

January 23, 2019 – 1:30 pm – 4:00 pm

Regional Forum Room, Centerpoint 2  
616 Six Flags Drive  
Arlington, TX 76011

<b>Time</b>	<b>Activities</b>
1:30 – 2:15 pm	<b>Creating a Successful Regional Outreach Campaign</b> <ul style="list-style-type: none"><li>• <i>Defining success</i></li><li>• <i>Identifying key campaign components</i></li><li>• <i>Tailoring “It’s All You” campaign for maximum impact</i></li></ul>
2:15 – 3:35 pm	<b>Current Contamination</b> <ul style="list-style-type: none"><li>• <i>Relevant benchmarks</i></li><li>• <i>New and past studies</i></li><li>• <i>Turning the tide of high contamination</i></li></ul>
2:35 – 2:45 pm	<b>10 Minute Break</b>
<i>Note: after the break attendees will be encouraged to share insights about what has worked for their community recycling programs, what they see as success for a regional approach, and how they imagine they can incorporate regional messaging into their programs in the future.</i>	
2:45 – 3:30 pm	<b>Effectively Addressing Contamination</b> <ul style="list-style-type: none"><li>• <i>Impacting the trends</i></li><li>• <i>Sharing program strengths and insights</i></li><li>• <i>Influencing trends through social levers</i></li><li>• <i>Employing social norms</i></li><li>• <i>Creating a collective North Central Texas voice</i></li></ul>
3:30 – 4:00 pm	<b>Developing a North Central Texas Outreach Campaign</b> <ul style="list-style-type: none"><li>• <i>Key components of North Central Texas outreach plan</i></li><li>• <i>Steering local resident knowledge and action</i></li></ul>