North Central Texas Regional Recycling Survey & Campaign

Campaign Launch Workshop

May 20, 2019
Campaign Development Process

RCC Members Lead Efforts to Initiate Project

Project Advisory Group Provides Key Insight throughout Project

Data Collection & Analysis Informs Campaign Development

Workshops & Focus Groups Inform Campaign Direction

Campaign Development & Implementation
RCC Members Lead Efforts to Initiate Project

Members of RCC identified opportunity to make recycling education and outreach in region more effective

Burns & McDonnell selected to lead project team to develop the Recycling Survey and Campaign
RCC Members Identify Concerns

“
My recycling processor is asking for rate increases because of China’s import restrictions
“

“
It’s challenging to educate residents that are getting different information at home, at work, and in public areas
“

“
We can not devote as much budget to education and outreach as we would like
“

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Project Advisory Group Provides Key Insight throughout Project

- Direction at the kick-off meeting
- Critical feedback during interim reviews
- Communication support throughout the project
Data Collection & Analysis Informs Campaign Development

Municipal Survey

Collected Refuse and Recycling Data
- Annual tonnage
- Education and outreach efforts
- Hauler information
- Set out type
- Program challenges

Waste Characterization

Sorted Waste From 10 Representative Cities

Analysis Recyling Facility Audit Data

Generated Regional Capture Rate Analysis

MRF Survey

Interviewed All Recycling Facility Operators in NCTCOG Region

Identified Acceptable & Prohibited Material on Facility-by-Facility Basis
### TONS RECYCLED / % of recyclable captured

<table>
<thead>
<tr>
<th>Material</th>
<th>Recycled Tons</th>
<th>Recycling Rate</th>
<th>Total Tons in Waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>288,032</td>
<td>45%</td>
<td>350,660</td>
</tr>
<tr>
<td>Plastic</td>
<td>52,222</td>
<td>22%</td>
<td>183,614</td>
</tr>
<tr>
<td>Metal</td>
<td>16,477</td>
<td>18%</td>
<td>72,746</td>
</tr>
<tr>
<td>Glass</td>
<td>78,383</td>
<td>25%</td>
<td>238,848</td>
</tr>
</tbody>
</table>
Workshops & Focus Groups Inform Campaign Direction

Facilitated workshops and focus groups to communicate data collection and analysis

Developed regional consensus on:

- Focus of the campaign
- Acceptable and prohibited materials

Stakeholders selected multi-media marketing campaign focused on reducing contamination
## Regionally Accepted Materials

<table>
<thead>
<tr>
<th>Paper</th>
<th>Plastic</th>
<th>Metal</th>
<th>Glass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardboard</td>
<td>Plastic Bottles</td>
<td>Aluminum Cans</td>
<td>Bottles/Jars</td>
</tr>
<tr>
<td>Chipboard</td>
<td>Plastic Jugs</td>
<td>Steel/Tin Cans</td>
<td></td>
</tr>
<tr>
<td>Mail, Magazines, Newspaper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kraft bags</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Top Prohibitive Items

- Plastic Bags
- Tanglers
- Explosives
- Sharps
- Food Contaminated
Campaign Development & Implementation

Developed education and outreach materials for distribution by NCTCOG in a multi-media campaign effort.

Intention to reach residents in a consistent and timely manner through coordinated messaging.

All Campaign assets and implementation guidance are available for download for recycling education at no cost.