TOGETHER
Transforming Recycling For Good
NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS
REGIONALLY ADDRESSING CONTAMINATION

THE RECYCLING PARTNERSHIP
BURNS MCDONNELL
North Central Texas Council of Governments
Texas Commission on Environmental Quality
Want to make a positive
ERY

What’s my name?
We Have 2 Hours to:

**Campaign Overview**
- Review deliverables and NCTCOGS’s role

**10 Min Break (vote for the name)**

**Preparing**
- Informing stakeholders
- Updating webpage

**Online Toolkit Walkthrough**
- Social media
- Promoting the quiz
- Customizing with templates

**Metrics**
- Communication based metrics
- Recycling audits

**Closing Remarks**
- Name the cart!
Here We Go!
The Challenge

Too many residents are putting garbage and unaccepted materials in the recycling system, creating unnecessary costs and safety issues.

The Solution

Start with focused regional messaging to raise awareness, knowledge and relevance of top contaminants.
What can I recycle?
### The Strategy

#### Region-level communications plan
(paid social, digital, print; quiz, news, ads) (May- Aug 2019)

<table>
<thead>
<tr>
<th>What</th>
<th>Wishcyclers - very interested in doing the right thing for the environment and resource conservation</th>
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</table>
| Who do we most need to reach with this approach? | 1. Take the Recycling Quiz  
2. Follow TimetoRecycle and local programs |
<p>| What is the call to action? | Quiz Metrics and Data, Social Metrics, Digital Metrics |
| How will we know it worked? |  |</p>
<table>
<thead>
<tr>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
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<tbody>
<tr>
<td>Prep and Launch</td>
<td>No Bags</td>
<td>No Tanglers</td>
<td>No Food</td>
<td>No Batteries</td>
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</tbody>
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- **Website, Newsletters**
- **Stakeholders, Local Media**
- **Templated Art, Unboosted/Coordinated Social, Events**
- **Metrics/Data**

**Quiz**

- **Stakeholders, Media**

**NCTCOG Regional**

- **Ads - Social Media, Digital, Print, Transit, Movie Theater**
TEST YOUR RECYCLING IQ

Plusses of a quiz as the call to action:
- Compelling
- Educates
- Delivers metrics and insights
- Highly accessible and sharable

Quiz: Do you know what to throw?
TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE
FALSE
SOCIAL MEDIA

SMART SOCIAL
(Understanding an audience)

1. NCTCOG promoting quiz and video
2. Reaching your residents

SHARE AND LIKE!
BLOGS – Answering Key Questions

6 BLOG TOPICS
(Based on what is being searched and SEO insights)

1. Plastic Bags
2. Recycling Matters
3. Hoses & Cords
4. How Recycling Works
5. Styrofoam
6. Batteries
REGIONAL PAID ADS

(Based on reported success and budget)

1. Publication ads print
2. Publication ads digital
3. Theater ads
4. Bus stop and transit ads
OUTREACH MATERIALS

DO YOU KNOW WHAT TO THROW?
Help us sort out what goes where.

GARBAGE
RECYCLE
DONATE
NCTCOG MEDIA KIT
TO PROMOTE RECYCLING EFFORTS

Earned Media
Based on best practices for shared communications strategies

• Regional impact
• Be sure to share Earned Media on social media!
Let’s Get Prepared!
NCTCOG
KNOW WHAT
TO THROW
AMPLIFICATION KIT
TO PROMOTE RECYCLING EFFORTS

AMPLIFICATION KIT

Amplification Kit
(A guide to implementing the materials in your portal)

- Getting Prepared
- Templated campaign builder
- Blogs and excerpts
- Social images and video
- Event materials
- Metrics
Preparing Webpage

Simple Steps:

- Remove outdated or unnecessary content
- Information consistency
- Direct access to recycling page from the homepage
- Visual of accepted materials
- Include campaign images
External

- Neighborhood Associations
- Local Non-profits or Citizen Engagement Groups
- Recycle Application Provider
- Neighboring Communities

Internal

- All Municipal Staff
- Customer Service or Call Center
- IT Departments
- Local Officials
How To Implement It!
Everything you need on an easy online toolkit.

1. Campaign Overview
2. Campaign Calendar
3. Resources
4. Quiz

http://bitly.com/D-FW
SOCIAL and DIGITAL

- Like and share quiz and videos posted by Time to Recycle
- Send your audience to the quiz
- Ask your ambassadors to share the quiz
- Create social posts using the images and text provided
  - Post on current holidays
- Send your audience to the blogs
• Create customizable bill stuffers and mailers; download artwork for other use

• Consider curbside communications with the Anti-Contamination Kit
  • Customizable tags

• Event materials for outreach
DO YOU KNOW WHAT TO THROW?

For recycling to thrive, we need to **recycle the YES things** and **keep the NO things out**.

**DID YOU KNOW?**

**YES! ALWAYS RECYCLE**

**BOTTLES, CANS**
EMPTY, CLEAN

**BOXES**
FLAT, DRY

**PAPER**
DRY

**LEAVE THESE OUT OF RECYCLING!**

**NO BAGS**
TAKE BACK TO STORE

**NO BATTERIES**
RETURN TO RETAIL

**NO TANGLERS**
DONATE or TRASH

For full list of what to recycle, visit [www.garland.tx.us](http://www.garland.tx.us) or call 972-205-2000

TEST YOUR RECYCLING IQ
TimeToRecycle.com
Funded through a grant from NCTCOG and the TCEQ
Let’s Measure It!
MEASUREMENT: WERE WE SUCCESSFUL?

**Metrics – Social Media**
- Engagement – likes, shares
- Pages – likes, shares
- Impressions
- Time on page
- Video views/time watching

**Metrics – Advertising**
- What is the reach and/or circulation
- Mailers/bill inserts

**Metrics – Audits**
- Post campaign audits with processor
Contacts us Along the Way!

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