Thank you NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

and Burns & McDonnell
You might find us trying to drum up a conversation about:

1. Cody
2. Awareness and Behavior Change
   - Elizabeth
3. Measurement and Data
   - Scott
4. Implementation Plan
   - Tricia
5. Regional Collaboration
   - Alita
OUR FUNDING PARTNERS
Aligning operations and education helps cities deliver better recycling.

Cart grants deliver year over year results and measurable incremental tonnage.

More than 20K local programs lack resources but determine success.

The system is loosely connected but highly dependent.

OVER 1000 Communities
OVER $37 MM Leveraged Investment
OVER 50 MM Households

OUR WORKING MODEL
Recycling Partnership resident facing messaging

- Local findings

Localizable messaging for an integrated approach

Collection of deliverables

- Localized existing videos
- One new video on quality
- Video segments for PSAs
- Radio ad
- Localize existing marketing assets for behavior change

- Light customization of social media library
- Blog posts
- Key assets in up to 3 languages
- Library of assets
- Recommendations for implementation and measurement
We can do more if we work together.

Targeted
If we target the same outcome, we stand a better chance of success.

Sequential
Focus on top opportunities first and carry on.

Coordinated
If we say the same message, the same way more people will hear it.

Great Where Should We Start?
Wait, remind me what we are trying to do...

And, if I focus on this, I can still reach my other goals?
FROM PROJECT DATA to PROJECT DELIVERABLES to IMPACT

1. REGIONAL MESSAGING FOCUSES MOST ON PRIORITIES ➔ REACH AND SATURATION

   TOPIC or MECHANISM or AUDIENCE

2. MODULAR YES/NO SUITES CREATE SIMILAR DIFFERENCES ➔ CONSISTENT STYLE

   LIBRARY OF RELATED ASSETS ➔ ADAPTABILITY
REGIONAL SUCCESSES

5 min
POLL
CHALLENGES

5 min
GROUP
CONTAMINATION

5 min
NOTEBOOKS and POLL
“What looks like resistance is often lack of clarity.”

- Chip and Dan Heath, *Switch*
How can we educate for better behavior?

To make the most of limited communications, coordinate and integrate messaging

![Diagram showing stages of awareness, knowledge, participation, and advocacy with various tools and methods like billboards, social media posts, digital ads, traditional media, leadership ambassador, hauler information, direct mail, blog, individual ambassadors, social media shares, pledge, and endorsement.]

FREE TOOLS to Grow Awareness and Change Behavior Through Integrated Messaging

RECYCLINGPARTNERSHIP.ORG
Targeting Behavior Change For “BETTER”

Data-backed, functional, actionable tools, that residents are responding to

1. **Annual infocard** to set expectation
2. **Cart tags** for responsive feedback and prompt
3. **Top issue mailer** as reminder

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**Effect of campaign on plastic bags in carts in Atlanta:**

**BEFORE**

- House icon
- House icon
- House icon
- House icon

**AFTER**

- House icon
- House icon
- House icon
- House icon

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<table>
<thead>
<tr>
<th>Location</th>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Massachusetts</strong></td>
<td>What is contamination?</td>
<td>Tagging best practices</td>
</tr>
<tr>
<td></td>
<td>RESULTS:</td>
<td>Results in 8 collections</td>
</tr>
<tr>
<td><strong>Atlanta</strong></td>
<td>Demographics</td>
<td>Smart App</td>
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<tr>
<td></td>
<td>RESULTS:</td>
<td>HH economics not driver</td>
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<tr>
<td><strong>El Paso</strong></td>
<td>MRF-level measure</td>
<td>Yr long /200k HH</td>
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<tr>
<td></td>
<td>RESULTS:</td>
<td>15% less contamination</td>
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</table>
CAPTURE

5 min
POLL
## Overall Capture Rate Results

<table>
<thead>
<tr>
<th>Material</th>
<th>Recycled %</th>
<th>Recyclables in Waste</th>
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</thead>
<tbody>
<tr>
<td>Paper</td>
<td>45%</td>
<td>350,660</td>
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<tr>
<td>Plastic</td>
<td>22%</td>
<td>183,614</td>
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<tr>
<td>Metal</td>
<td>18%</td>
<td>72,746</td>
</tr>
<tr>
<td>Glass</td>
<td>25%</td>
<td>238,848</td>
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</table>
Opportunity

CAPTURE RATES MORE ACCURATELY INFORM ACTION THAN RECYCLING RATE.

Capture shows OF WHAT IS AVAILABLE, WHAT IS CAPTURED and you could reach 100%

Data on Participant Capture Rates – How Recycling Participants are Doing
Recycling Partnership data using un-bagged material figures

Data on Whole City Capture Rates – How the Whole City is Doing
Recycling Partnership estimate using waste composition, recycling, and household data

NCTCOG- whole region capture rate for residential recyclables = 32.0%

This graph compares data from 2018 NCTCOG Survey from Burns & McDonnell to Recycling Partnership data.
Growing Awareness For “MORE”

Data-backed, functional, actionable tools, that residents are responding to

Denver

**Messaging**

RESULTS
Simple instructional ask=> 25% incr in pilot

**Recall**

RESULTS
Tags (43%), mailer (18%), signage (13%), nearly no social (2%)

**Capture and Survey**

RESULTS
HH patterns
- 20% landfilling the most cans
- 10% cans lost to bagging
10 Min Break
YOUR AUDIENCES

10 min
NOTEBOOKS and POLL
MESSAGING

10-15 min
POLL
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

Residents Rely on Information They Have Been Mailed About Recycling

CHICAGO
Where do you look for information?

Q: Where do you generally find information about recycling?
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

DENVER
Tags ranked highest in recall among group B who received tags (A did not receive tags even though 4% reported recall)
Social media could have been more successful but would have to have been immensely successful to out score print.

GROUP A

GROUP B

Tag on Trash Cart
4% 43%

Post Card In Mail
14% 18%

Recycling Truck Sign
11% 13%

Facebook Posts
1% 2%

Twitter Posts
0% 0%
WHAT ARE WE TELLING RESIDENTS?

Do our acceptable materials lists match?
Do they reflect what we could be recycling?

59% provided recycling information online
41% provided no information online

Of those with information, only 40% matched their MRF’s acceptable material list
BUILDING ON EXISTING AWARENESS, INSTRUCTIONAL and BEHAVIOR CHANGE ASSETS
1. Choose a template, upload your logo or photo, edit select text.
2. Download the art file.
PUTTING IT ALL TOGETHER

1. NEEDS
2. POTENTIAL MEASURES
3. PREFERENCES
4. AUDIENCES
5. NETWORKS
Next Steps
We’re all in this bin together.
TRY THESE TOOLS, JOIN OUR NETWORK, and let’s make recycling more & better!

TOOLS
Online
Library
Starters
BMPs

IDEAS
Webinars
Newsletters
E-Books
Forums

RESOURCES
Grants
Campaigns
Tech
Assistance

RECYCLINGPARTNERSHIP.ORG
We’ll be customizing the following three pieces.

Before we begin, make sure your accepted materials and top contaminants match your MRF’s. Our MRF Survey will help you get on the same page as your hauler, which will lead to a more effective campaign.

CONTINUE