



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

Time	Activities
1:30 – 2:15 pm	Creating a Successful Regional Outreach Campaign <ul style="list-style-type: none">• <i>Defining success</i>• <i>Identifying key campaign components</i>• <i>Tailoring “It’s All You” campaign for maximum impact</i>
2:15 – 3:35 pm	Current Contamination <ul style="list-style-type: none">• <i>Relevant benchmarks</i>• <i>New and past studies</i>• <i>Turning the tide of high contamination</i>
2:35 – 2:45 pm	10 Minute Break
<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	Effectively Addressing Contamination <ul style="list-style-type: none">• <i>Impacting the trends</i>• <i>Sharing program strengths and insights</i>• <i>Influencing trends through social levers</i>• <i>Employing social norms</i>• <i>Creating a collective North Central Texas voice</i>
3:30 – 4:00 pm	Developing a North Central Texas Outreach Campaign <ul style="list-style-type: none">• <i>Key components of North Central Texas outreach plan</i>• <i>Steering local resident knowledge and action</i>