

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS
2019

FOCUS GROUP

**FROM RECYCLING SURVEY
to REGIONAL CAMPAIGN**



THANK YOU!

Thank you for joining us today and for sharing your insights to help shape the regional messaging.

Name: _____

Representing: _____

Your Program

1. Our recycling program collects:

(“x” all that apply, add how many households if applicable)

() carts _____

() bins _____

() bags _____

() drop-off _____

2. How would you describe your community? What’s unique about your recycling program? *Population, number of households, demographics, descriptors, unique or defining aspects?*

3. What have you found to be a successful way to reach your residents? _____

4. What are unique opportunities for engaging your residents in your community? _____

5. What are your residents’ most common questions? _____

PROJECT GOALS

Capture

1. In households that have recycling, there are still recyclables going to the landfill.

2. Does your program have any insights on what routes or what materials are priorities for improvement? _____

3. What if any messaging do you run reminding residents to recycle any specific materials? _____

4. How do residents know what it is accepted in your program? _____

5. While not comprehensive, tell us about your accepted materials- **which is more accurate?**

Paper ☐ We accept cereal boxes, newspaper, magazines and mail, flattened cardboard and paper tubes. OR
☐ We accept cereal boxes, newspaper, magazines and mail, flattened cardboard, paper tubes, and empty pizza boxes.

Metal ☐ We accept aluminum and steel cans. OR
☐ We accept aluminum, steel and aerosol cans, and foil.

Cartons ☐ yes OR ☐ no

Glass ☐ yes OR ☐ no

Plastic ☐ We accept plastic bottles. OR
☐ We accept plastic bottles and tubs. OR
☐ We accept plastic bottles, tubs, and bulky rigids. OR
☐ We accept plastic bottles, tubs, bulky rigid, and thermoforms.

Contamination and Quality

1. How core is addressing contamination this year?

() 1 it is important, but we have more important program changes/projects,

() 2 it is part of our plans, or

() 3 we need to focus to fix it and fix it fast!

2. How likely is it that you could dedicate resources to plan and execute contamination- focused campaign? () Not sure () Probably () Definitely

3. There can be many causes of contamination- if there was a switch you could flip that would change one thing _____

4. The biggest barrier in addressing it? _____

5. What about these typical contaminants? Score each as high, med, or low concern.

_____	High	_____	Med	_____	Low	Plastic Bags and Wrap
_____	High	_____	Med	_____	Low	Tanglers – Hoses, cords, wires
_____	High	_____	Med	_____	Low	Flammables- Lithium Batteries, Propane Tanks
_____	High	_____	Med	_____	Low	Hazards- Needles, Chemicals
_____	High	_____	Med	_____	Low	Trash
_____	High	_____	Med	_____	Low	Food Scraps
_____	High	_____	Med	_____	Low	Clothing, Textiles
_____	High	_____	Med	_____	Low	Plastics
_____	High	_____	Med	_____	Low	Styrofoam
_____	High	_____	Med	_____	Low	Electronics

Others? _____

6. What is your current contamination rate? _____

7. Have you ever had a load rejected for contamination? () yes () no

8. Do you already have a specific goal or strategy in mind? _____

9. Do you audit carts at the curb? () yes () no

10. If so, do you reject? Fine? () yes () no

11. In 2019, will you implement a specific plan to address contamination? If yes, what are the key components? (ie, our team will (or would like to) tag and reject carts that contain trash, bulky or yard waste, clothing, or food etc. We will also mail residents information about recycling items loose in their carts.) _____

MESSAGING AND OUTREACH

Social Media

1. Does your recycling department use social media to connect with residents? () YES () NO

2. What is your approx. social following?

Facebook _____ Twitter _____ Instagram _____ NextDoor _____

3. Are your accounts dedicated to recycling or do you share with other services? _____

4. Do you or your immediate staff have support to create and post messages directly to your social media? () YES () NO

5. If not, does someone else handle it with the city services? () YES () NO

6. Or does an external contractor create and post? () YES () NO

7. Has your program ever paid for social advertising or boosting? () YES () NO

8. Has your program run Google ads? () YES () NO

9. Are you able to monitor results and metrics from social media? () YES () NO

Website and Email

1. What is your website url? _____

2. Do you have a blog on your website? () YES () NO

3. Is it easy for your to make changes to this website? () YES () NO

4. s your recycling information up to date on your website? () YES () NO

5 Do you email your residents regularly? () YES () NO

Community, Public Relations, Print and Traditional Advertising

1. Given the opportunity, I would be interested in the following? (“x” *all that apply*)

☐ Billboards

☐ Social posts

☐ Signage

☐ Handouts

☐ Radio ads

☐ Direct Mail/Post Cards

☐ Videos

☐ Social video

2. Do you mail anything to your residents? What / how often? _____

3. How do you currently communicate program changes to your residents?

4. Does your program have internal or external support with public and media relations?

☐ YES ☐ NO

5. What are the local television stations that report to your residents? mark any with which you have paid or free ads or editorial _____

6. What are the local radio stations that report to your residents?mark any with which you have paid or free ads or editorial

7. What are the local newspapers and magazines that report to your residents?mark any with which you have paid or free ads or editorial
