

TOGETHER

Transforming Recycling For Good

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

**REGIONALLY ADDRESSING
CONTAMINATION**

Messaging Review April 8, 2019

Recycling Partnership, Burns & McDonnell



NCTCOG: Regionally Addressing Contamination

PHASE 1- NCTCOG REGIONAL
MESSAGING MAY 2019 – AUG 2019

APRIL 8th Call

COMMUNICATION PLAN

REGIONAL LEAD

Earned

- Media Kit

Owned

- Time To Recycle website

Paid

- Placement Recommendations
(Social, Digital, Print)

MESSAGING

LOCAL AMPLIFICATION OPPORTUNITIES

ONLINE TOOLKIT What will be available

AMPLIFICATION KIT How communities amplify

RECOMMENDATIONS FOR PHASES 2, 3

WHAT TO EXPECT TODAY

- **Forum for feedback**
 - **Implementation**
 - **Amplification**
- **Timeline**
 - **Now – Aug 31**

Approach

NCTCOG Leads Regional Messaging

Local Programs Amplify and Then Lead Locally

Message

Know What To Throw- Only some items belong in recycling
Sample Designs

Feedback

Comments, Requests, Workshop Agenda

Email ESchussler@RecyclingPartnership.org by 4/11

Timeline

Final edits to assets and plans now until May 6

Workshop plans finalized by May 13

Workshop for implementers May 20



Let's Go!

THE STRATEGY



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. (Targeting wishcycling and dirty)



The Strategy

Region-level communications plan (paid social, digital, print; promoting quiz, news, ads) (Phase 1, May- Aug 2019)

Plus an **online toolkit for coordinating local-level messaging** for amplification across NCTCOG (Phase 2, Aug 2019 – July 2020).



The Strategy

Phase 1 **Region-level communications plan (paid social, digital, print; promoting quiz, news, ads)** (Phase 1, May- Aug 2019)

Who do we most need to reach with this approach?

Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation

How can we reach them in this project phase?

NCTCOG Owned, Earned, Paid- (Time To Recycle accounts)-
Website, Social, Digital and Print Ads, Earned Editorial

What is the call to action?

Take the Recycling Quiz, Follow TimetoRecycle

How will we know it worked?

Quiz Metrics and Data, Social Metrics, Digital Metrics

What else do we need to do now?

Generate Earned Media;
Evaluate and Verify MMP Data



The Strategy

Phase 1 **Local-level amplification** across NCTCOG (June 2019 – July 2020).

Who do we most need to reach with this approach?

Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation

How can we reach them in this project phase?

Local Owned, Earned, Paid - news, social, websites

What is the call to action?

Take the Recycling Quiz, Follow local program

How will we know it worked?

Quiz Metrics and Data, Social Metrics, Digital Metrics, Contamination Data

What else do we need to do now?

Generate Earned Media;
Track MMP Data

Without means to launch a broad advertising splash, we suggest the NCTCOG leads the regional messaging and communities amplify:



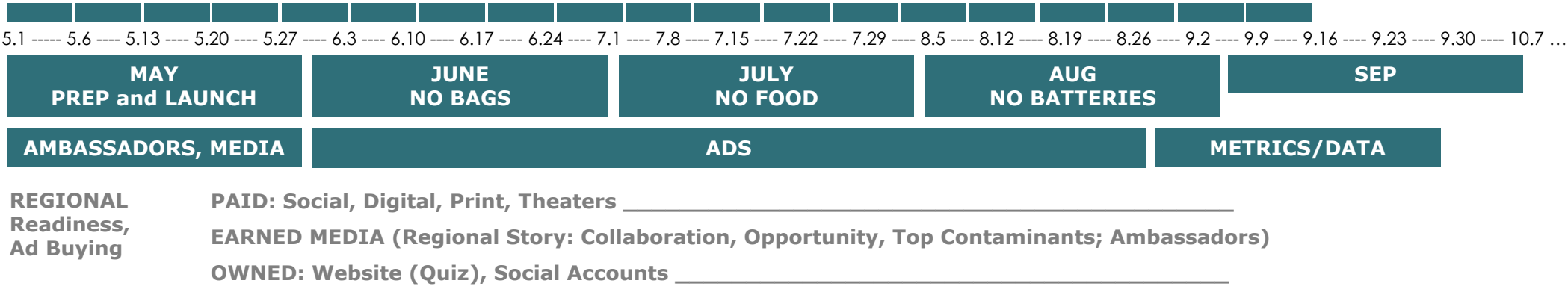
REGION – paid, earned, owned

- **PAID** Social Media, Digital, Print ads to promote the online quiz and focus on top contaminants
- **EARNED** Regional News about the campaign
- **OWNED** TimeToRecycle.com

LOCAL PROGRAMS – paid, earned, owned

- **PAID** Print ads, mailers, etc to promote the online quiz and focus on top contaminants
- **EARNED** Local editorial about how to recycle
- **OWNED** Websites, social media, email, events

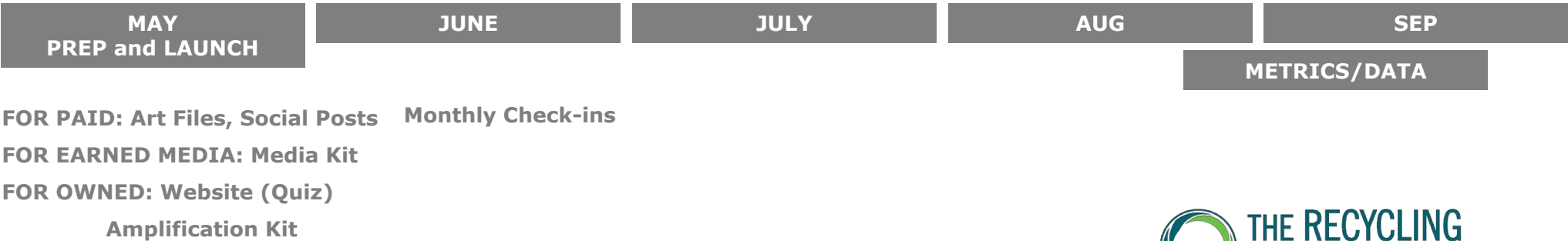
NCTCOG
REGIONAL



LOCAL



RECYCLING
PARTNERSHIP



HIGHLY-SOCIAL COMPONENTS TO DRIVE KNOWLEDGE

CONCEPT to DRIVE KNOWLEDGE

KNOW WHAT TO THROW

KNOW BETTER. THROW BETTER.

All based on Recycling Partnership research of resident **sentiment** and **knowledge** as well as **SEO** and **social performance** research.

CLEAR CALL to ACTION

EMOTIVE and PERSONABLE



SPECIFIC PROMPTS, REMINDERS

KNOW
WHAT TO
THROW



NO BAGS
IN RECYCLING
RETURN THEM
TO RETAIL

RELEVANT KNOWLEDGE and PERSONAL APPEAL

DO YOU KNOW WHAT TO THROW?

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

TAKE THE ONLINE QUIZ



TEST YOUR RECYCLING IQ

Plusses of a quiz as the call to action:

- Educates and delivers metrics, insights
- Highly accessible and sharable
- Easy to edit
- Grow email database
- Create group challenge

QUIZ



Sample Questions:



TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE

FALSE



TRUE OR FALSE?
Batteries and electronics with batteries go in your recycling cart.

TRUE

FALSE

DATA MAPPING

PLATFORMS SHARING QUIZ

Google Display ads →

Regional media →

Time to Recycle -
Facebook →

Local Facebook →

Events →

Earned Media →

TAKE THE RECYCLING QUIZ



Quiz embedded on TimetoRecycle.com

OUTCOMES

→ Google data

→ Quiz data

→ Web traffic

→ Social
Engagement

→ Referring links

1. SOCIAL POSTS: Ads to Promote Quiz

 **Time To Recycle**
2 hrs · 🌐

10 Things everyone should know about recycling. Test your knowledge...

DO YOU KNOW WHAT TO THROW?



 Like  Comment  Share

 **Time To Recycle**
2 hrs · 🌐

82% of people want to do it correctly, and x% say that won't date someone unless they do it. Take the quiz!



 Like  Comment  Share

 **Time To Recycle**
2 hrs · 🌐

Hey North Central Texas! Do you know what everyday items are recyclable? See what's recyclable with this quiz!



 Like  Comment  Share

2. SOCIAL POSTS: Videos/PSAs

Four 15 sec videos

1. General Recycling
2. NO Plastic Bags or Wrap
3. NO Batteries
4. NO Food
5. NO Tanglers, Trash, Donate



3. SOCIAL POSTS: Ads to Promote Blogs



6 BLOG TOPICS

(Based on what is being searched and SEO insights)

1. How Recycling Works
2. Plastic Bags
3. Hoses & Cords
4. Styrofoam
5. Impact of Recycling
6. Batteries

PRINT and DIGITAL ADS, EARNED COVERAGE



OTHER PAID ADS

(Based on local success and budget)

1. Publication Ads Print
2. Publication Ads Digital
3. Theater Ads

PLUS EARNED MEDIA

Telling the regional story of cleaner recycling and top contaminants.



Let's Go!

IMPLEMENTATION

RECOMMENDED BUDGET

- 40% regional social/digital
- 35% theater ads
- 25% regional print material

PAID REGIONAL PROMOTION:

- Paid social media on Facebook, Instagram through TimeToRecycle accounts #KnowWhatToThrow
- Traditional print advertising, digital ads, PSA

COMMUNITY PROMOTION and AMPLIFICATION:

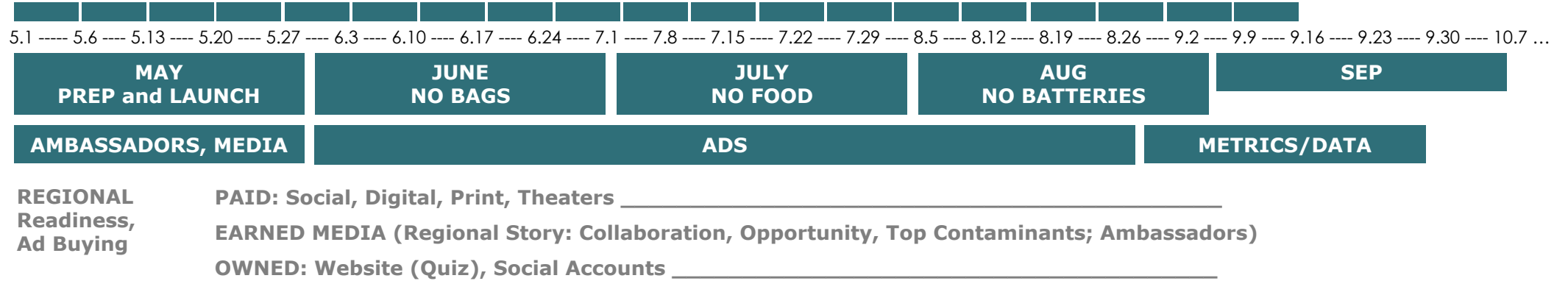
- Shared social media on Facebook, Instagram, NextDoor (promote hashtag, quiz)
- Earned Media
- Customizable assets: mailers/handout, cart tags, bill inserts
- Download able assets: print/digital ads, event activity, editorial blocks

REGIONAL SPEND May-Aug 2019

PATH - 40% regional social/digital, 35% theater, and 25% regional print material

	MAY	JUNE	JULY	AUG	TOTAL
Time to Recycle					\$0
Paid SocMed - Facebook, Instagram	\$3,000	\$10,000	\$10,000	\$10,000	\$35,000
Google Display Ads	\$	\$5,000	\$5,000	\$4,295	\$14,295
Digital Ads Star-Telegram	\$3,000	\$3,000	\$3,000	\$3,000	\$12,000
Digital Ads Dall Morning	\$3,500	\$3,500	\$3,500	\$3,500	\$14,000
Digital Ads Community Impact	\$1,680	\$1,680	\$1,680	\$1,680	\$6,720
Theater Ads	\$	\$24,000	\$24,000	\$24,000	\$72,000
Print Ads – Star-Telegram	\$	\$2,000	\$2,000	\$2,000	\$6,000
Print Ads – Star Weekly	\$	\$3,125	\$3,125	\$3,125	\$9,375
Print Ads – Dall Morning Al Dia	\$	\$1,800	\$1,800	\$1,800	\$5,400
Print Ads - Community Impact	\$	\$9,070	\$9,070	\$9,070	\$27,210
TOTAL.	\$11,180	\$63,175	\$63,175	\$62,470	\$200,000

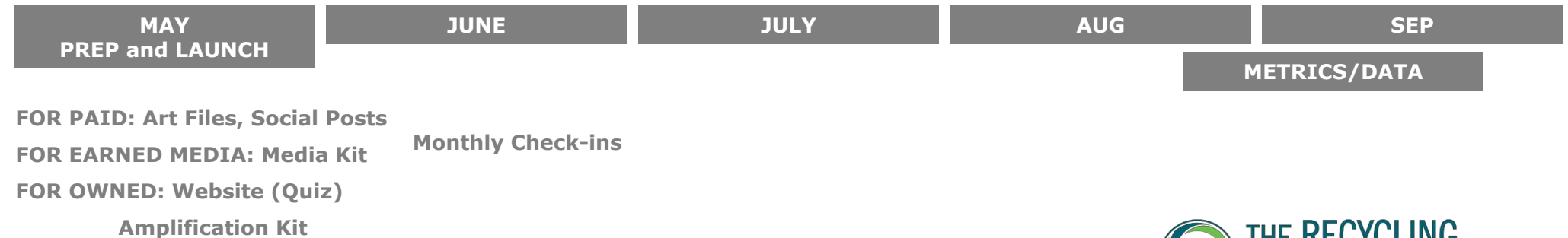
**NCTCOG
REGIONAL**



LOCAL



RECYCLING PARTNERSHIP



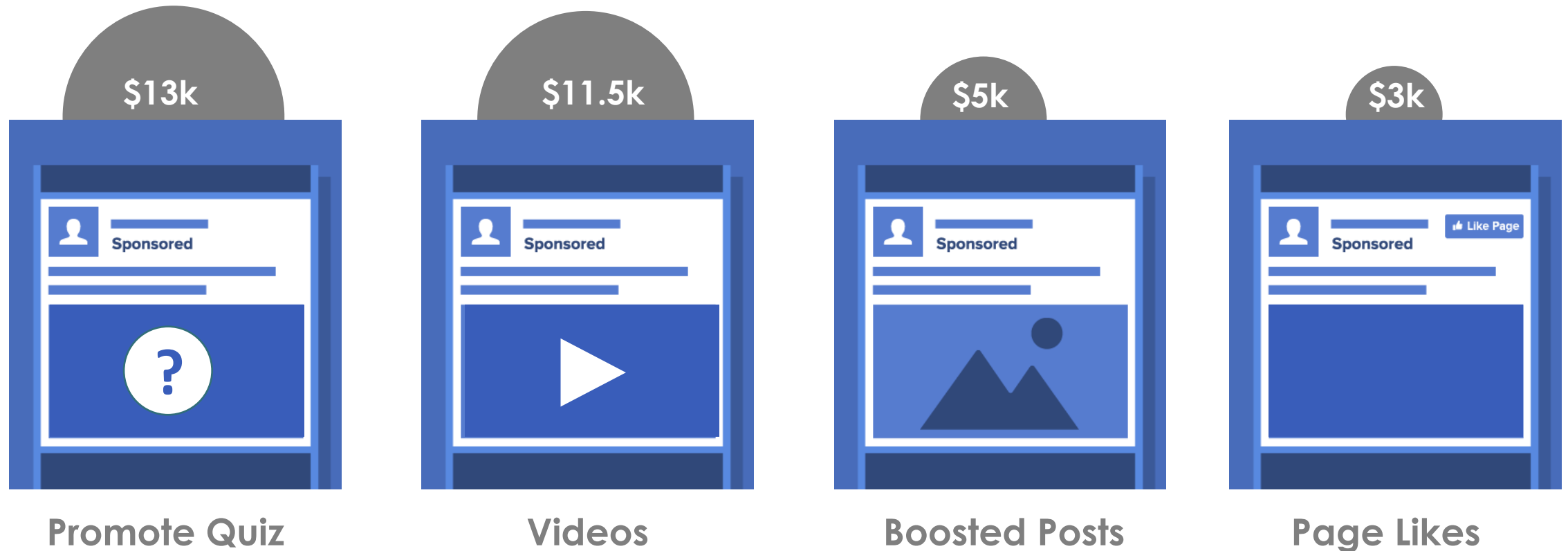


Let's Go!

SOCIAL SUCCESS

Blend of Social Media - Ads

Breakdown of \$35k for paid social



Estimated Projections from Paid Posts

~10k quiz takers

~\$.02 impression, 1% click through rate

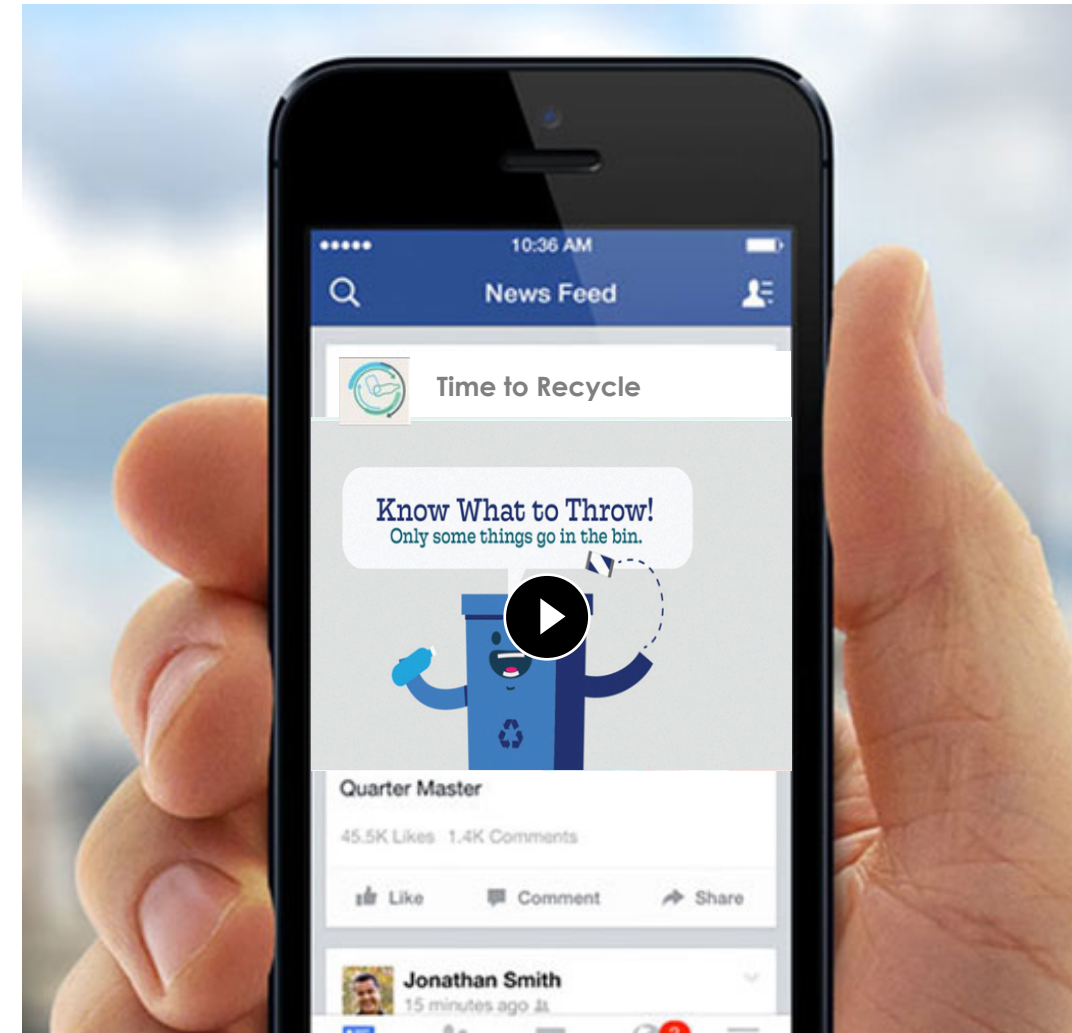
575k - 1.1M Video Views

~\$.01 - .02 per view

125k impressions

3-6k page followers

~\$.50-1.00 per follower





Let's Go!

LOCAL AMPLIFICATION KIT

Coordinated Timeline and Internal Planning

Online Toolkit

Suggestions for Local Implementation

DRAFT of ONLINE TOOLKIT

The Partnership will house and maintain all assets and plans on the NCTCOG project webpage, providing an easy online portal.

1. Campaign Overview: Reducing Contamination

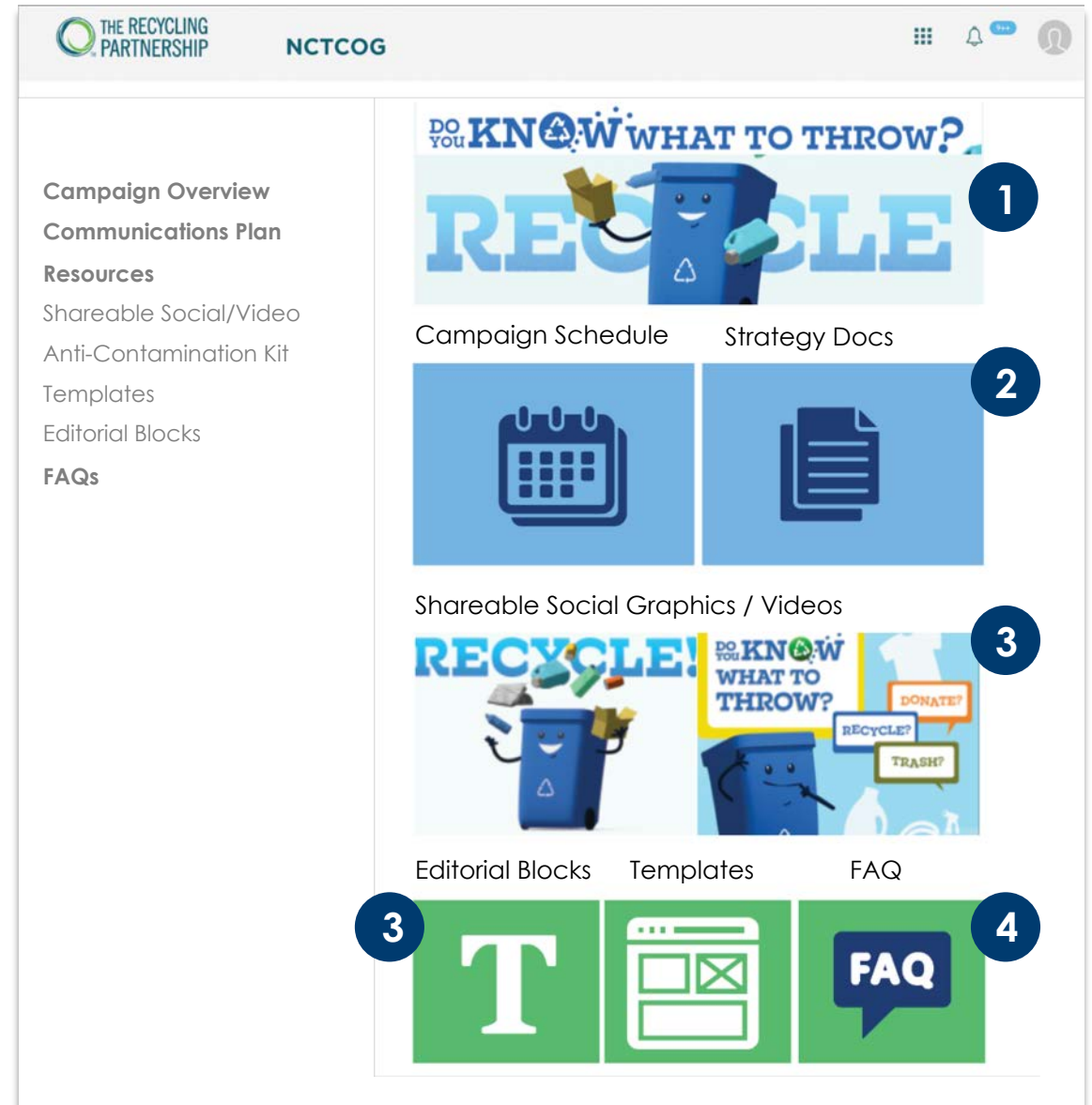
2. Statewide Communications Plan

- Schedule
- Strategy Documents

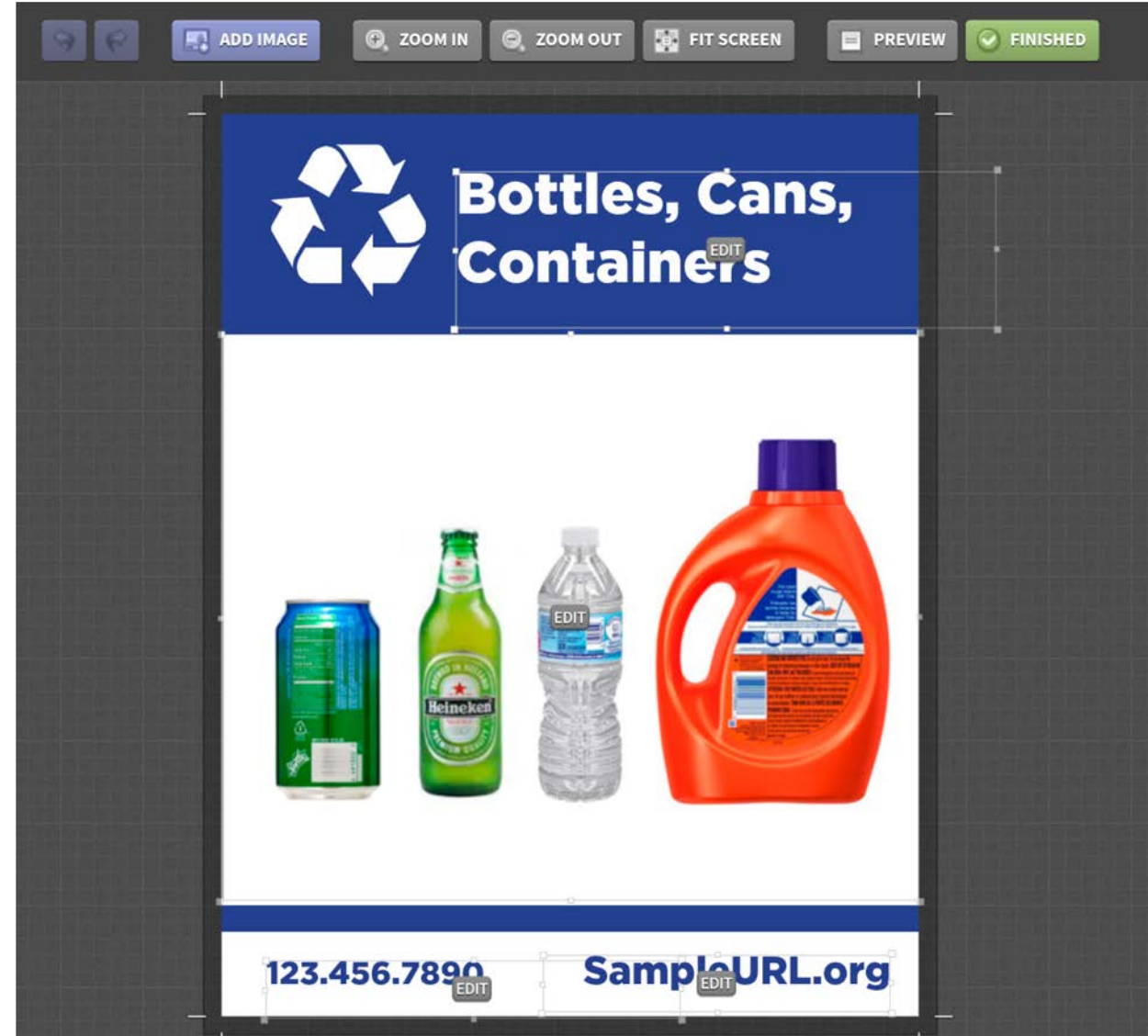
3. Resources

- Shareable Social Graphics / Videos
- Editorial Building Blocks
- Customizable Templates
- Links to External Resources

4. FAQs



Draft Sign Builder Templates



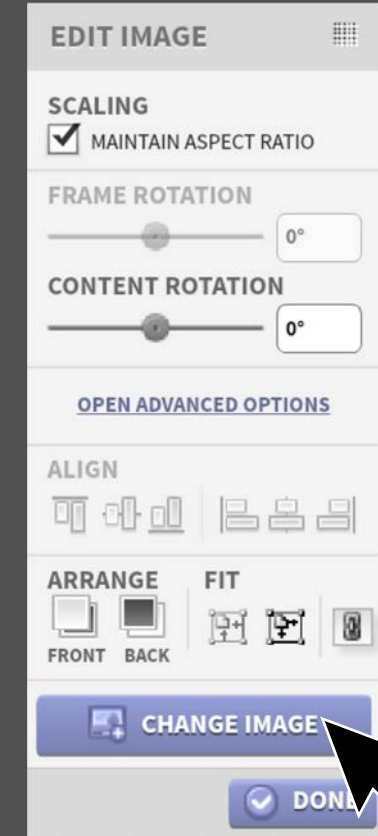
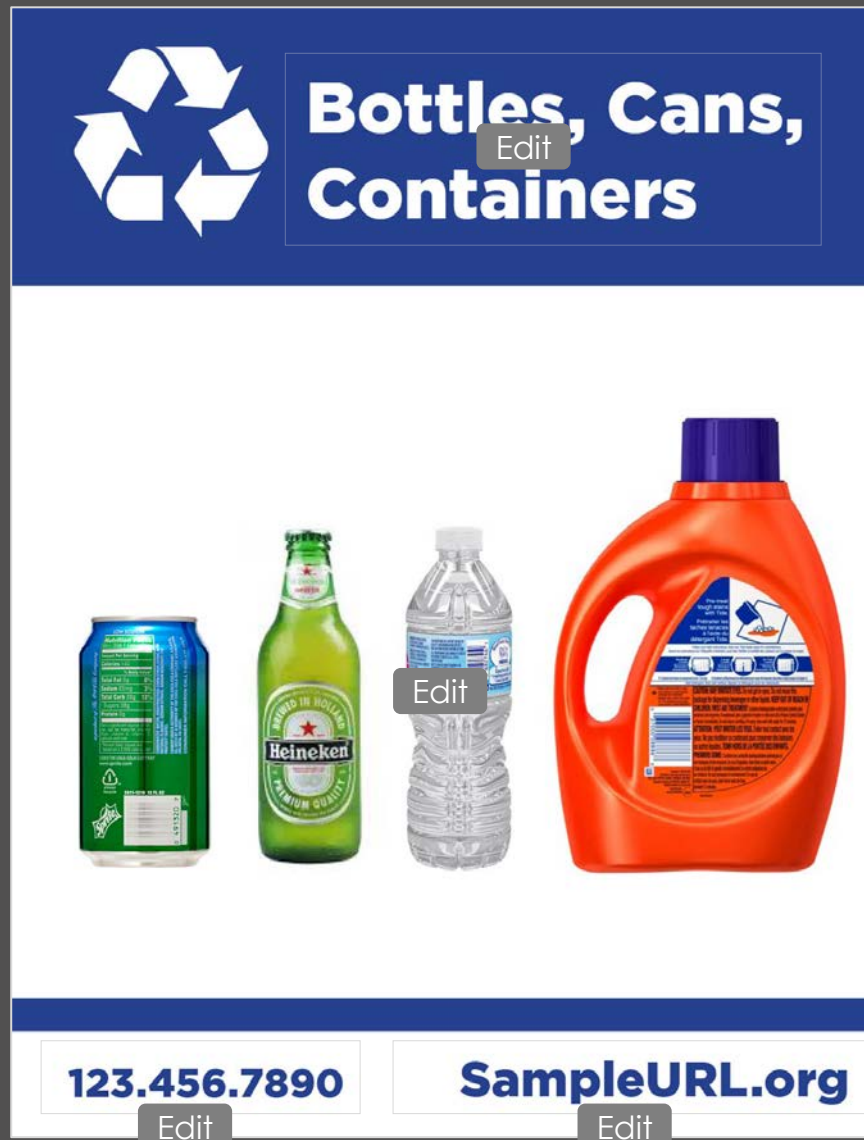
Easy to Customize Builder Templates



Edit Copy

Select Image

Upload Logo
(TBD)



Assets

Related assets



bottles-cans-containers-tubs.jpg



bottles-cans-containers.jpg



Bottles, Cans, Containers

Edit



123.456.7890

Edit

SampleURL.org

Edit



Recycling Quiz

Recycling IQ data

Social Videos and Graphics

- No Bags, No Wrap
- No Tanglers
- No Food
- No Shredded Paper
- No Lithium Batteries



Editable Design Templates

Mailer/Handout

**RECYCLE / RECICLE**

THANK YOU FOR RECYCLING THESE:
GRACIAS POR RECICLAR ESTO ARTICULOS SUELTOS:

**Cans**
Latas

**Cartons**
Cartones

**Glass**
Vidrio

**Paper**
Papel

**Plastic**
Plásticos

**Aluminum and Steel Cans**
latas de aluminio y metal

**Food and Beverage Cartons**
de comida y bebida

**Bottles and Jars**
botellas y frascos

**Cereal Boxes, Newspaper, Magazines and Mail and Flattened Cardboard**
periódicos, revistas y aplane, las cajas de carton

**Kitchen, Laundry, Bath: Bottles and Containers**
productos de cocina, y baño: botellas y envases

NO!
Not in your recycling cart.

**No Plastic Bags**
No tire bolsas de plástico

**No Food or Liquid (empty all containers)**
No tire comida ni líquidos

**No Clothing (drop-off only)**
No tire bolsas de plástico

**No Hoses, Wires, or Chains**
No tire objetos que se puedan enredar

**No Batteries**
No tire comida ni líquidos



**123.456.7890**
Department Name

SampleUrl.org

Editable Design Templates


Bill Insert/Handout

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
RETURN TO RETAIL



NO BATTERIES
RETURN TO RETAIL




NO TANGLERS
DONATE or TRASH

LOGO

For full list of what to recycle, visit
www.sample.url
or call **123-456-7890**

TEST YOUR RECYCLING IQ
TimeToRecycle.com
Funded through a grant from NCTCOG and the TCEQ



Downloadable Design Templates

Interactive
Activity





Let's Go!

THE MAY 20 WORKSHOP

WHO IS ATTENDING?
WHAT IS MOST HELPFUL?
ONGOING RESOURCES?



Let's Go!

THE MAY 20 WORKSHOP

The Plan and How to Amplify
How to Use Templates and Online Toolkit
Getting More: Your Website, Social, Metrics



Let's Go!

Phases 2 and 3

Phase 2

Update info on Community Websites

Training to Equip Community Social Media

Prep, Hacks, Metrics

Evaluate Quiz Results to Inform Messaging

Launch Collaborative Editorial Calendar

Training, Tailoring for Trackable Cart Tagging and Case Studies

Funding for Measurement and Continued Messaging to Reduce Contamination

Plan for Convenient Drop-off, Special Collection

Phase 3

Comparative Audits

Focus Group to Identify Resident Barriers

Collaborative Campaign v2 accounting for new information

Identify Regional Recycling Standards and Contracting Strategies

Multifamily Resources

Multicultural Resources