

# TOGETHER

## Transforming Recycling For Good

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

REGIONALLY ADDRESSING  
CONTAMINATION



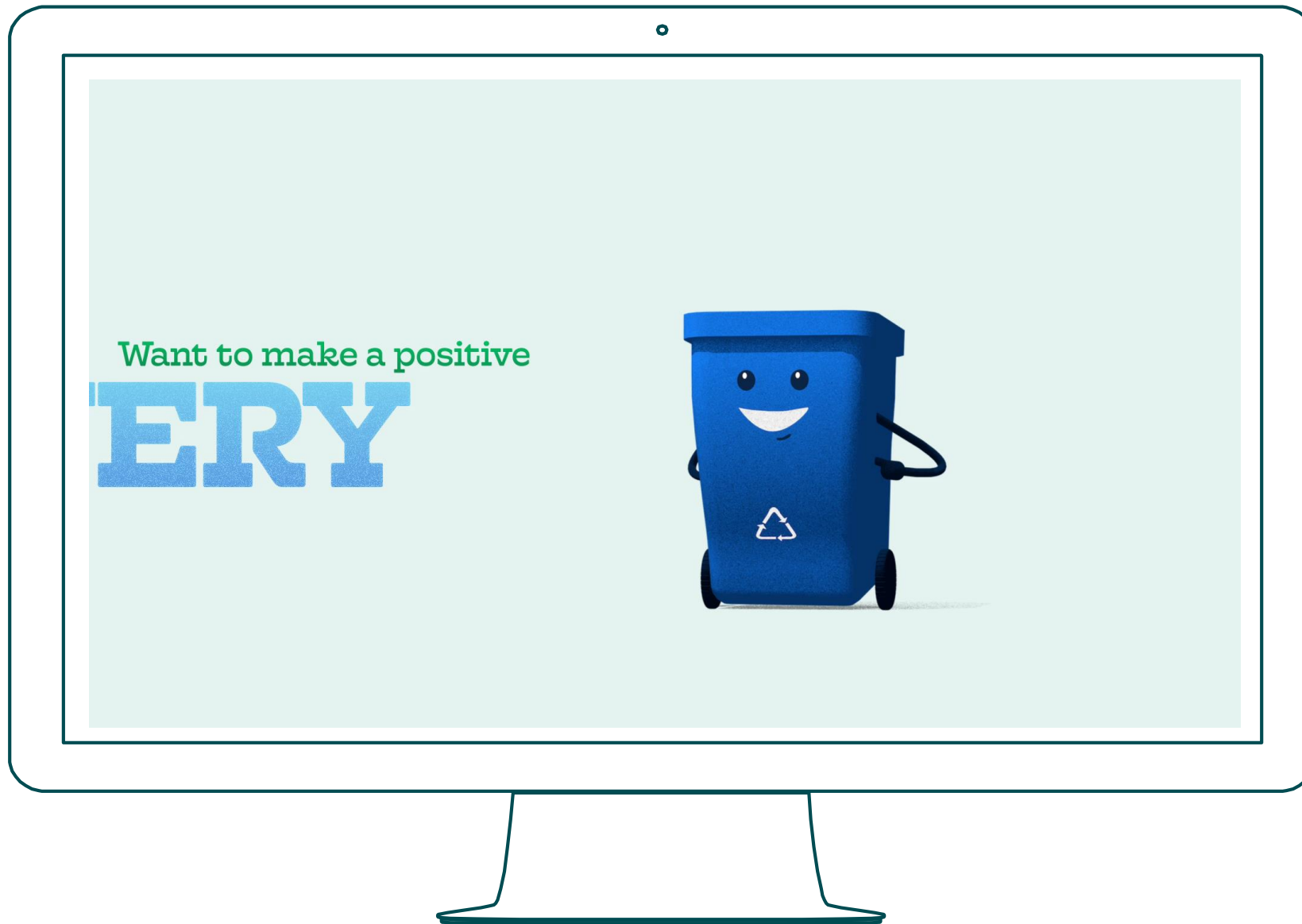
THE RECYCLING  
PARTNERSHIP



North Central Texas  
Council of Governments



TEXAS COMMISSION  
ON ENVIRONMENTAL QUALITY



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!

**Let's Do This!**



# 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.**

Website  
Bill Inserts  
Calendars Animated Character  
Schools Mailers  
Radio Newsletters Community Meetings  
Social Media MRF Tours  
NextDoor Billboards App  
Events  
Cart Tags  
Print Ads Campaigns / Initiatives



What can I recycle ?



Google Search

I'm Feeling Lucky



## The Strategy

### Region-level communications plan

(paid social, digital, print; quiz, news, ads) (May- Aug 2019)

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**Who do we most need to reach with this approach?**

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

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**What is the call to action?**

1. Take the Recycling Quiz
2. Follow TimetoRecycle and local programs

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**How will we know it worked?**

Quiz Metrics and Data, Social Metrics, Digital Metrics



**MEMBER COMMUNITIES**

MAY PREP and LAUNCH	JUNE NO BAGS	JULY NO TANGLERS	AUG NO FOOD	SEP NO BATTERIES
	WEBSITE, NEWSLETTERS			
	STAKEHOLDERS, LOCAL MEDIA			
	TEMPLATED ART, UNBOOSTED/COORDINATED SOCIAL, EVENTS			METRICS/DATA
QUIZ				
STAKEHOLDERS, MEDIA				
NCTCOG	ADS - SOCIAL MEDIA, DIGITAL, PRINT, TRANSIT, MOVIE THEATER			THE RECYCLING

**NCTCOG  
REGIONAL**

# QUIZ



## TEST YOUR RECYCLING IQ

### Plusses of a quiz as the call to action:

- Compelling
- Educates
- Delivers metrics and insights
- Highly accessible and sharable

# QUIZ



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

TRUE

FALSE



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

TRUE

30%

FALSE



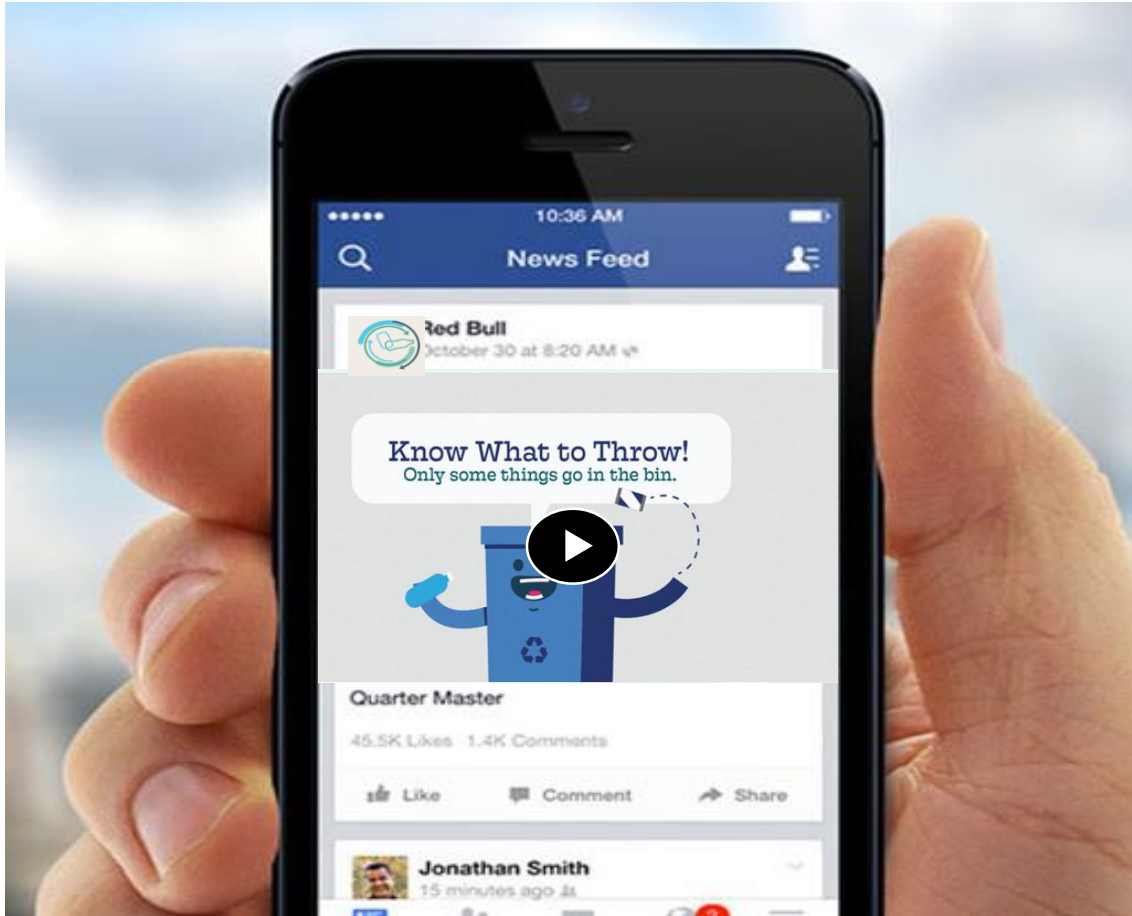
✓ **Correct!**

That's right, garden hoses and electric cords **CAN NOT** be recycled. They get tangled up in the recycling sorting equipment. But if you have time, by all means, get crafty!

Next

1/9

# SOCIAL MEDIA



## SMART SOCIAL

(Understanding an audience)

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

## SHARE AND LIKE!

# BLOGS – Answering Key Questions



**Time To Recycle**

2 hrs · 🌐

Getting food to go can make your evening easier. But what to do with those styrofoam take away containers? (Hint: They don't belong in your recycling cart.) #KnowWhattoThrow



Like



Comment



Share



**Time To Recycle**

2 hrs · 🌐

This is something everyone should be aware of: Batteries can start fires in recycling facilities. #KnowWhattoThrow



Like



Comment



Share

## 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

# PRINT and DIGITAL ADS



## 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

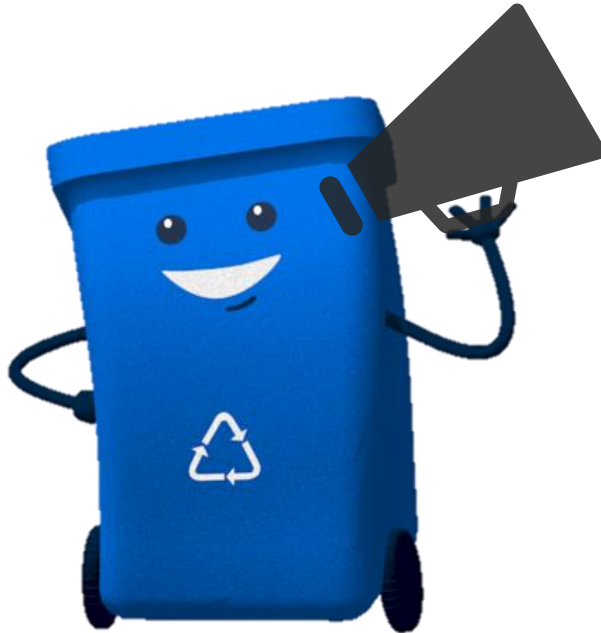


# OUTREACH MATERIALS



## 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!

# AMPLIFICATION KIT



## NCTCOG KNOW WHAT TO THROW AMPLIFICATION KIT

TO PROMOTE RECYCLING EFFORTS

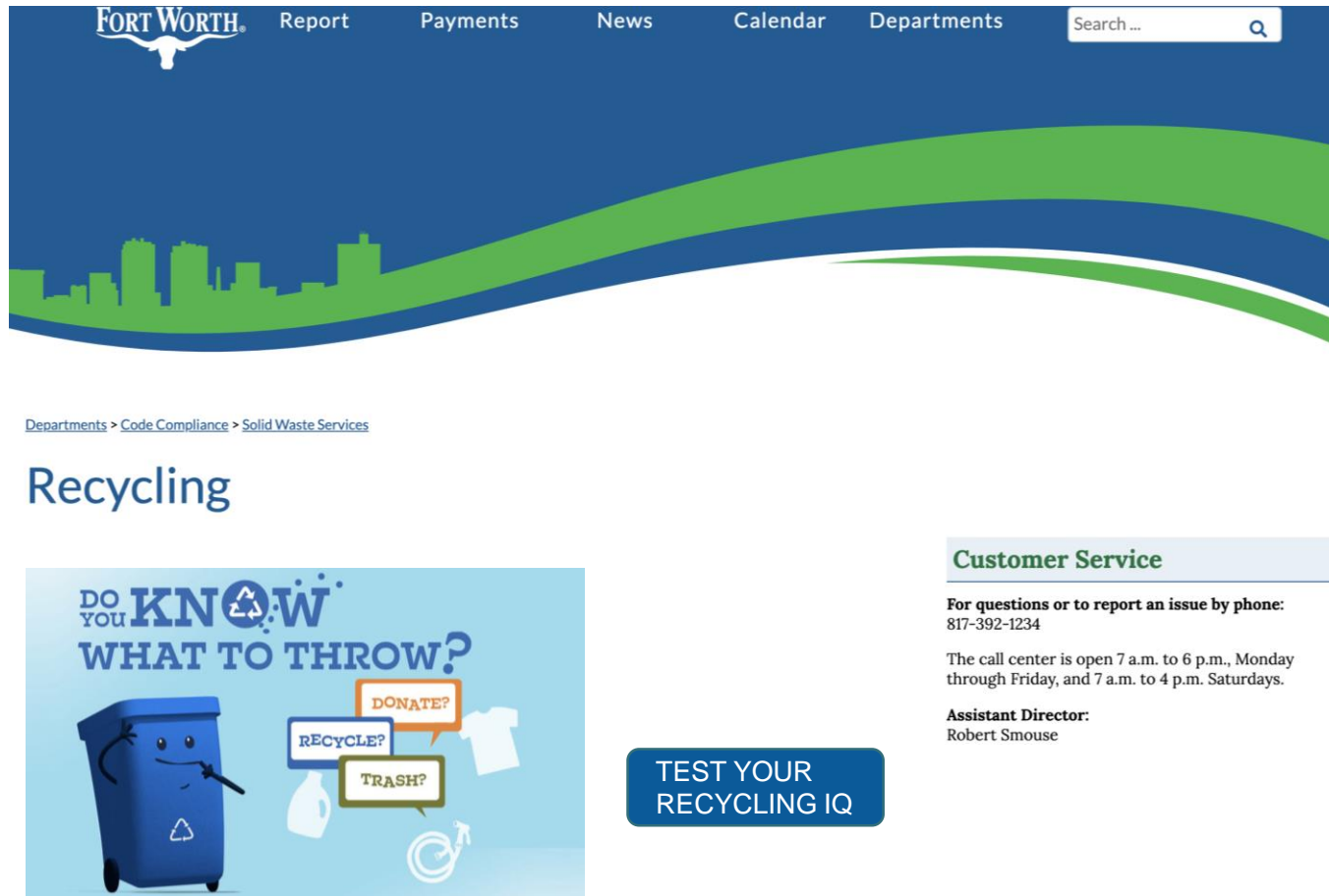


## Amplification Kit

(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

# INFORMING STAKEHOLDERS

## About the Campaign

The North Central Texas Council of Governments (NCTCOG) teamed up with its member communities, along with Burns & McDonnell and The Recycling Partnership, to create coordinated messaging to improve recycling across the region.

After several months of research, which included recycling stream audits and focus group discussions, the team has developed a shared-voice "Know What To Throw" messaging campaign.

The campaign will be launching on June 1, 2019 and running until October 1, 2019. During that time, campaign materials (similar to the image below) will be circulated throughout the region.

### The campaign includes:

• A Recycling Quiz (hosted on TimeToRecycle.com)

- Social Media posts & videos
- Movie Theater Ads
- Digital Ads
- Print Publication Ads
- Shared Blogs



Funded through a grant from NCTCOG and the TCEQ

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## 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!



Funded through a grant from NCTCOG and the TCEQ.  
Campaign distributed through  
TimeToRecycle.com and  
NCTCOG member communities.



DO YOU **KNOW**  
WHAT TO  
THROW?



**Everything you need on an easy online toolkit.**

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

<http://bitly.com/D-FW>

<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



# ADS & OUTREACH



- 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

# Example Bill Insert

## 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 TANGLED**  
DONATE or TRASH



**GARLAND**  
TEXAS MADE HERE

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](http://TimeToRecycle.com)**

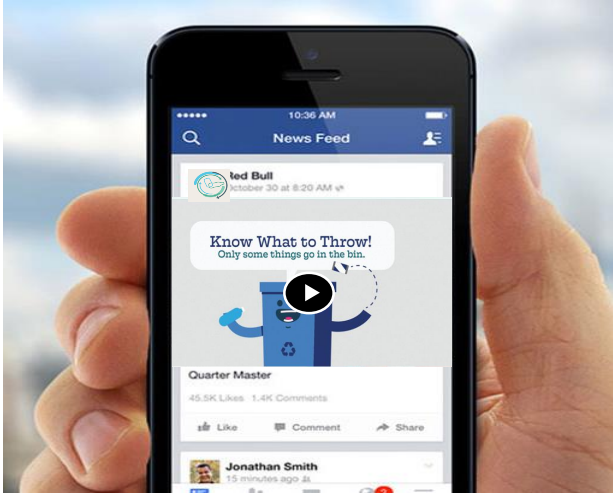
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# Let's Measure It!

# 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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