

TOGETHER

Transforming Recycling For Good

Thank you **NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS**

and **Burns & McDonnell**



RECYCLINGPARTNERSHIP.ORG



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



OUR WORKING MODEL

INFRASTRUCTURE

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



EXPERT ASSISTANCE

Aligning operations and education helps cities deliver better recycling.



TOOLS AND DATA

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



SYSTEM SOLUTIONS

The system is loosely connected but highly dependent.





Let's Go!

BUILDING
BLOCKS



LOCAL



PLAN



KIT

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

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?

STRATEGY:

COORDINATED

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

TARGETED

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

SEQUENTIAL

Focus on top opportunities first and carry on.

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



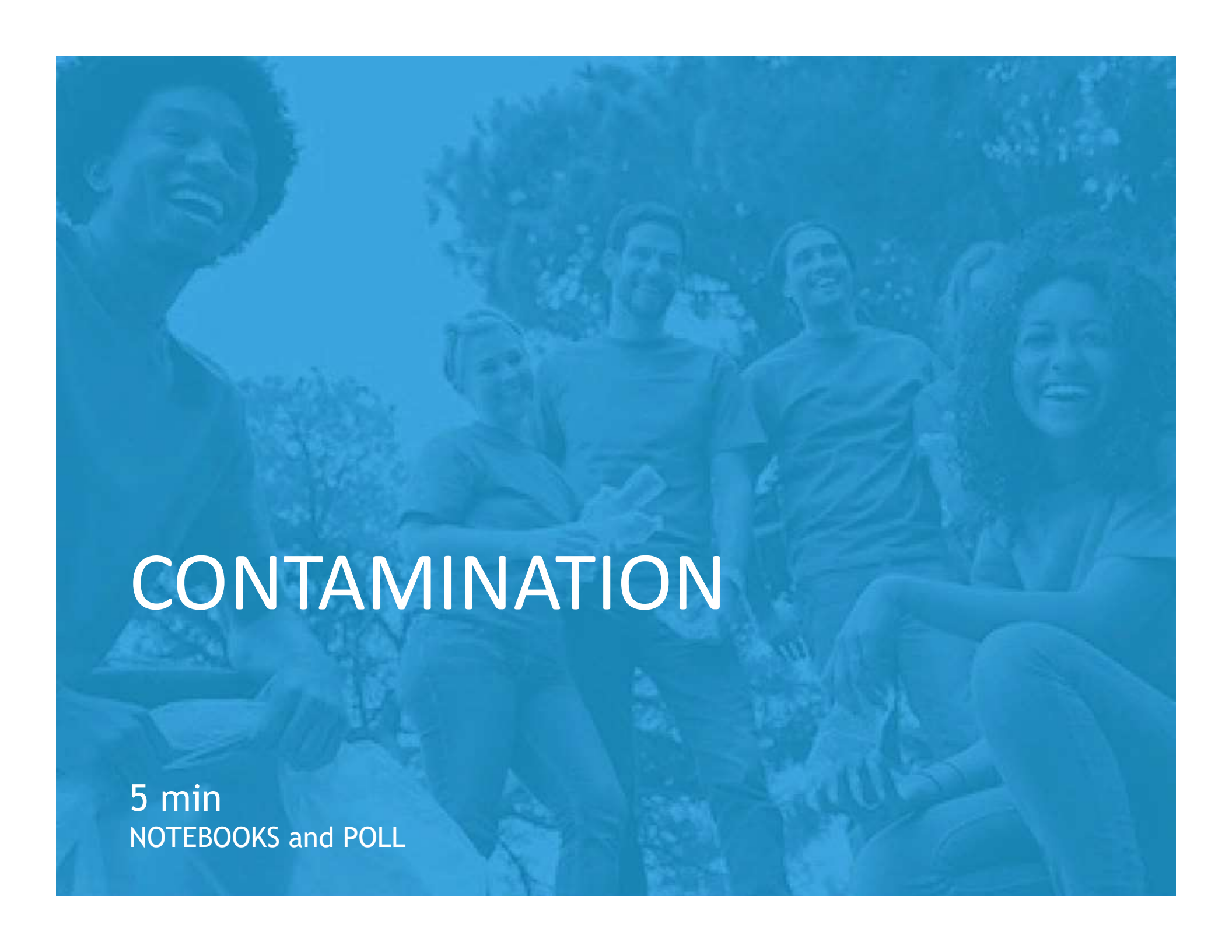
REGIONAL SUCCESSES

5 min
POLL



CHALLENGES

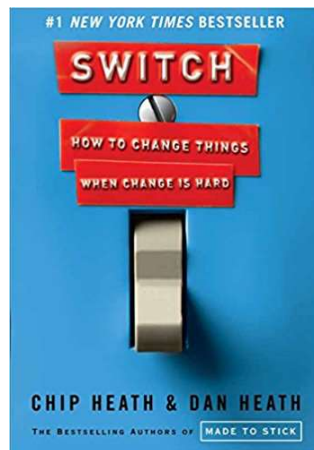
5 min
GROUP



CONTAMINATION

5 min
NOTEBOOKS and POLL

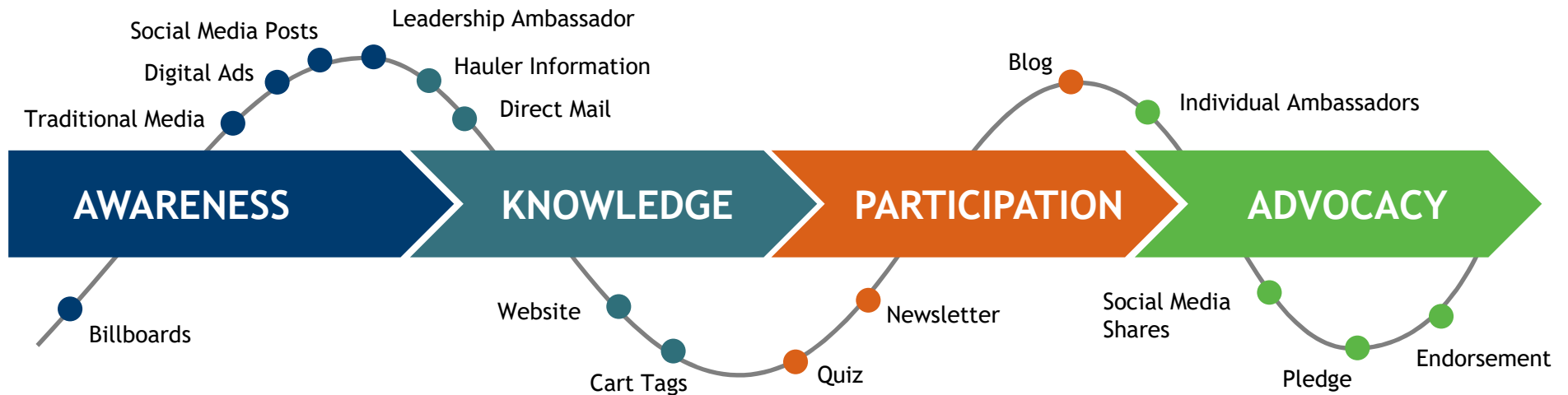
“What looks like resistance is often lack of clarity.”



-Chip and Dan Heath, *Switch*

How can we educate for better behavior?

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



FREE TOOLS to Grow Awareness and Change Behavior Through Integrated Messaging

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

Effect of campaign on plastic bags in carts in Atlanta:



Massachusetts

What is contamination?
Tagging best practices

RESULTS:
Results in 8 collections

Atlanta

Demographics
Smart App

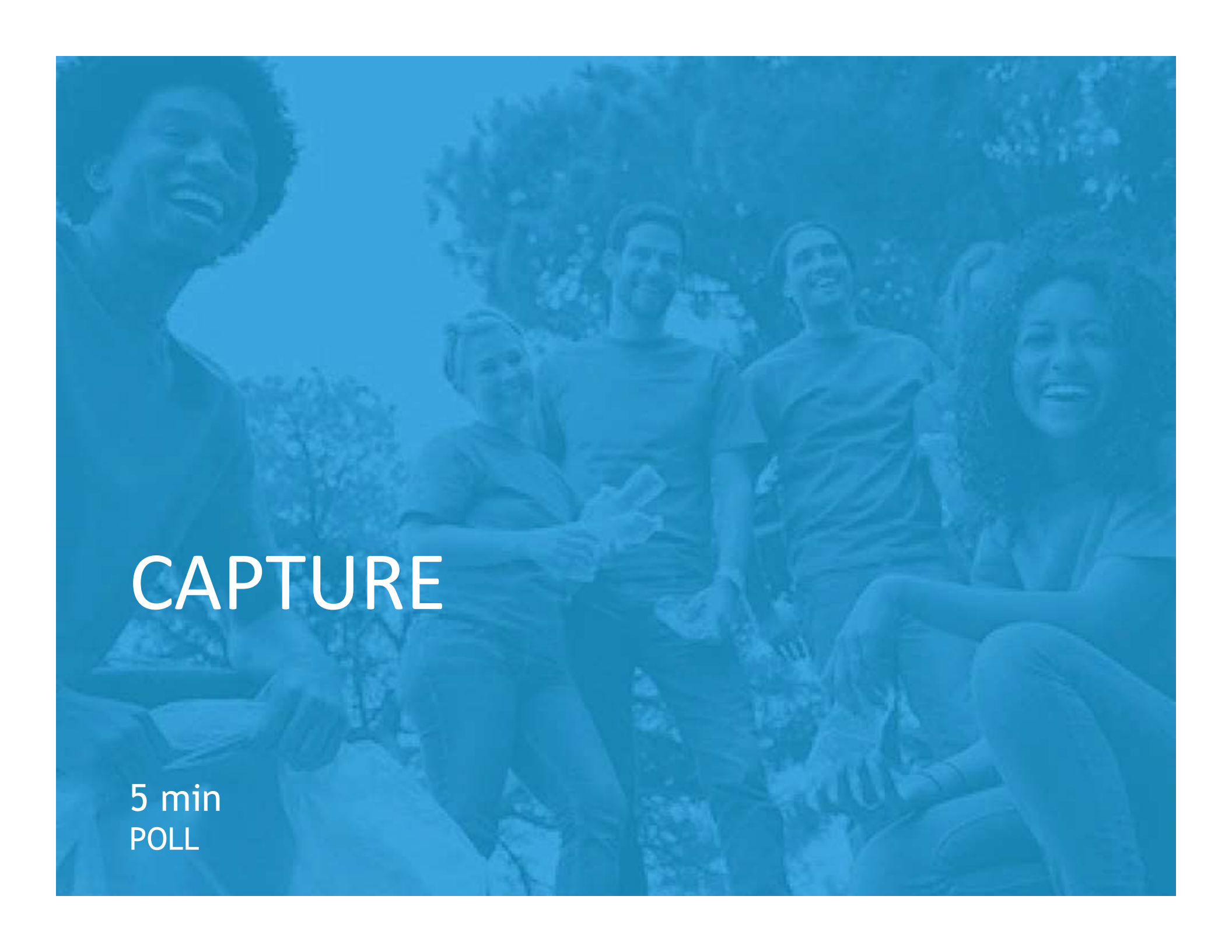
RESULTS:
HH economics not driver

El Paso

MRF-level measure
Yr long / 200k HH

RESULTS:
15% less contamination

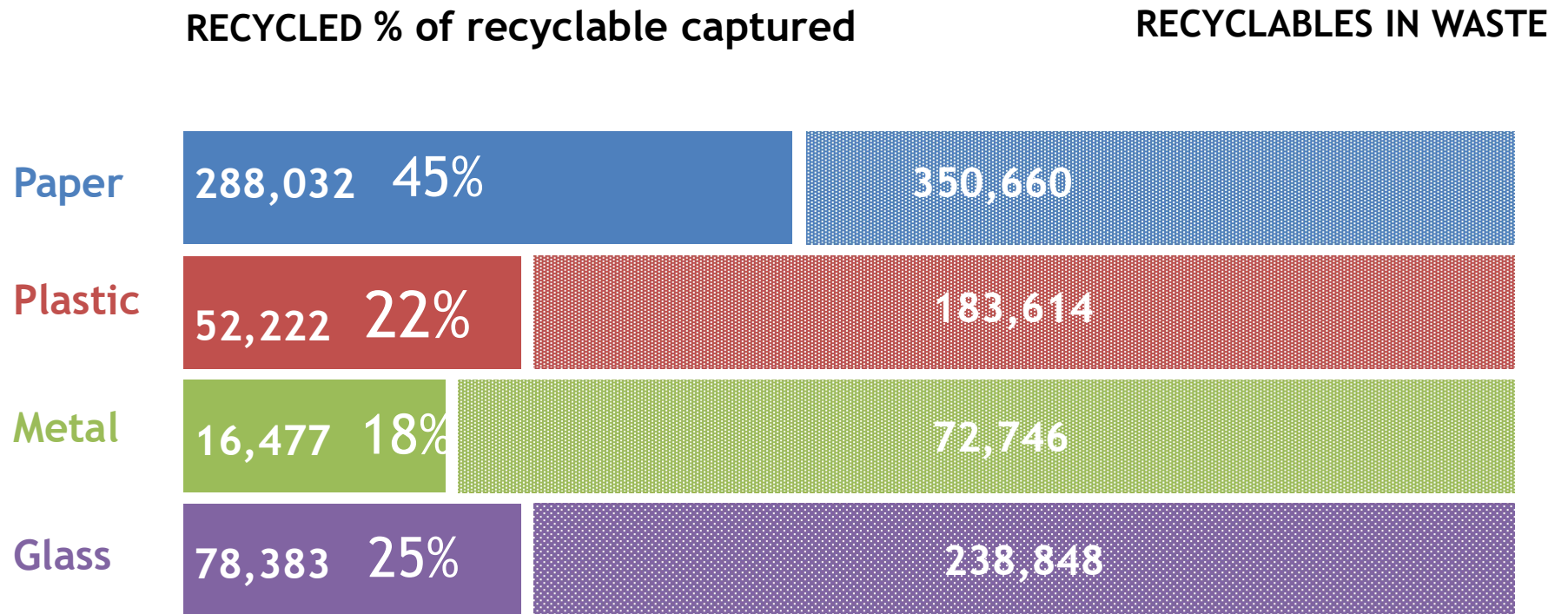
And more!



CAPTURE

5 min
POLL

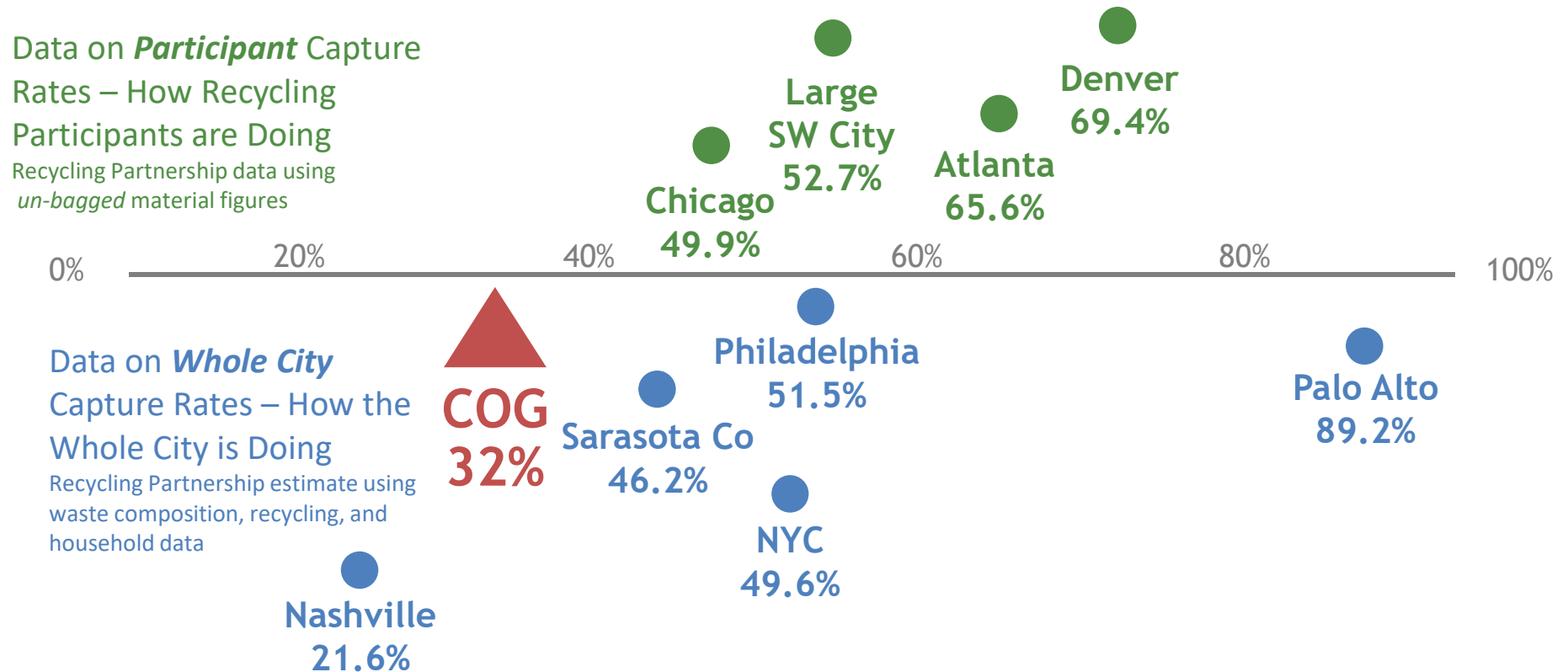
Overall Capture Rate Results



Opportunity

CAPTURE RATES MORE ACCURATELY INFORM ACTION THAN RECYCLING RATE.

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



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

More to come!

A group of five diverse people (three men and two women) are smiling and posing outdoors. The image is overlaid with a solid blue filter. The text "10 Min Break" is written in white, sans-serif font in the lower-left area.

10 Min Break



YOUR AUDIENCES

10 min
NOTEBOOKS and POLL



MESSAGING

10-15 min
POLL



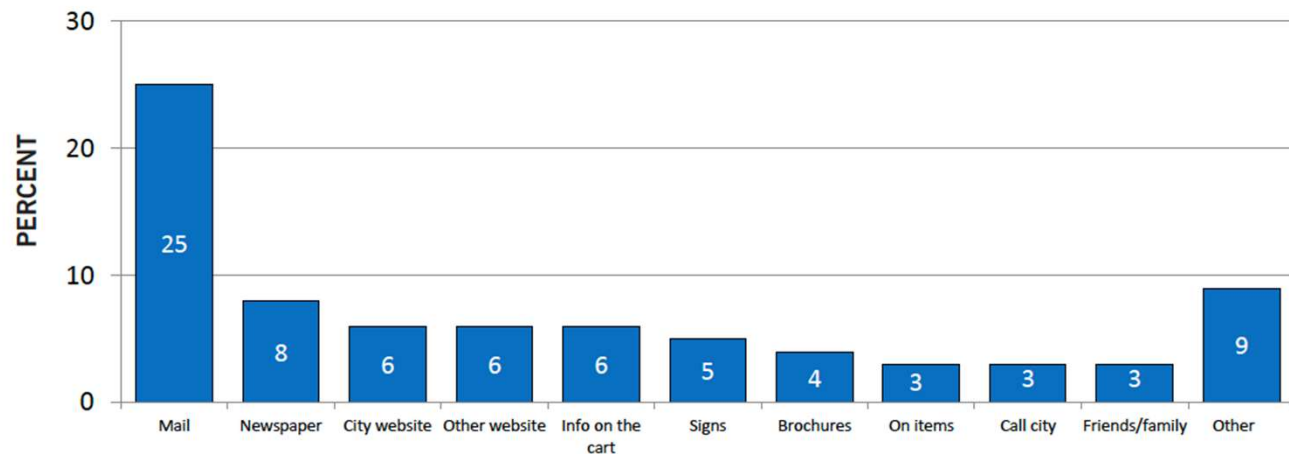
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

CHICAGO

Where do you
look for
information?

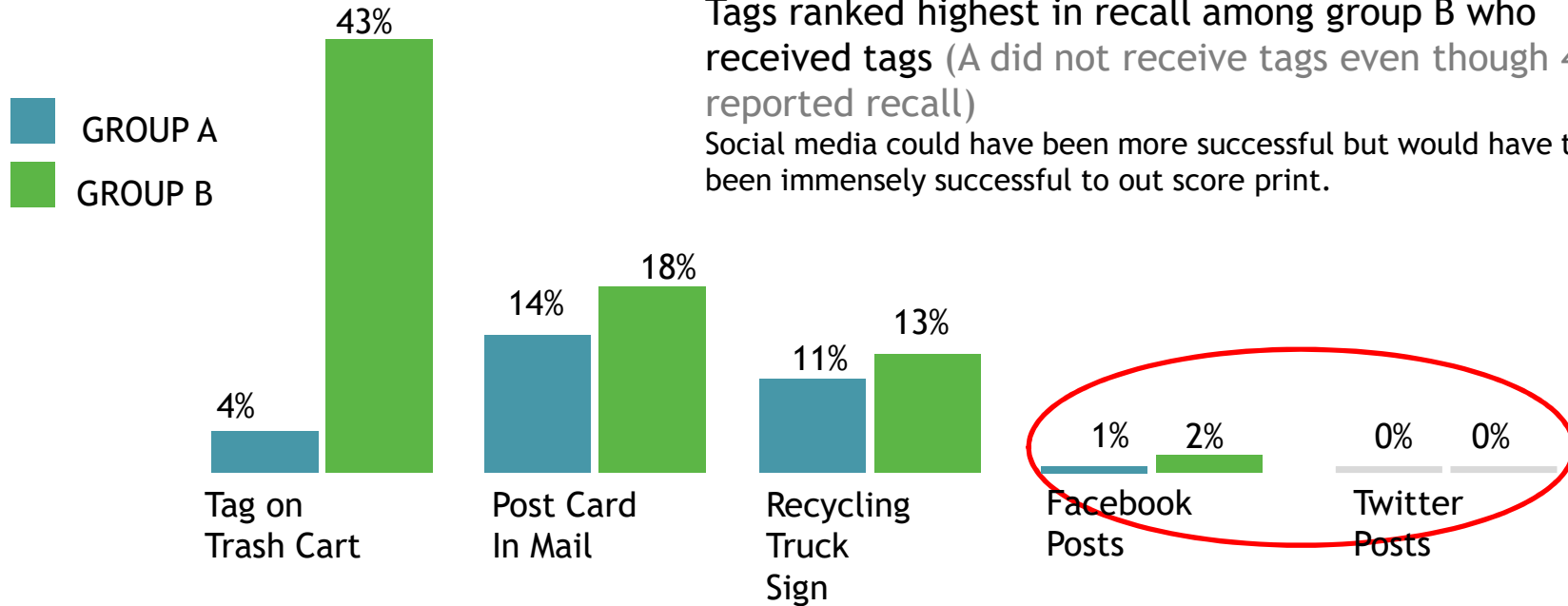
Residents Rely on Information They Have Been Mailed About Recycling



Q: Where do you generally find information about recycling?



WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?



PEOPLE ARE SO VERY PEOPLEY: Knowledge vs Behavior



WHAT ARE WE TELLING RESIDENTS?

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

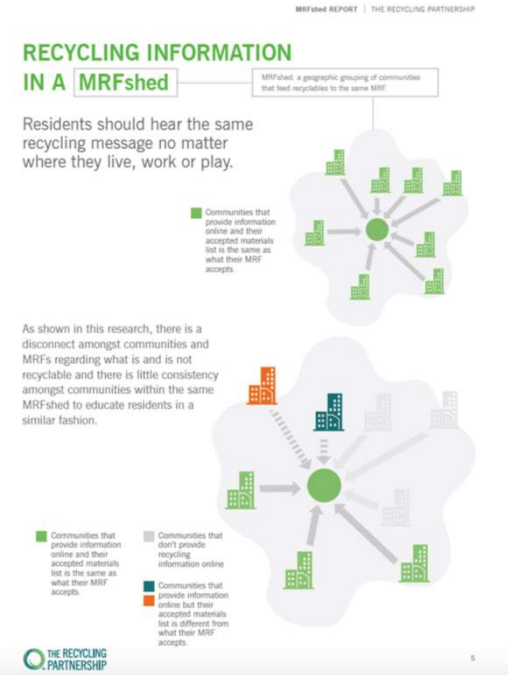
59%

provided recycling
Information online

41%

provided no
Information online

Of those with information, **only 40%**
matched their MRF's acceptable material list



MRF-shed Report



BUILDING ON EXISTING AWARENESS, INSTRUCTIONAL and BEHAVIOR CHANGE ASSETS

NO PLASTIC BAGS IN THE RECYCLING CART

DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.

Return plastic bags to retailers.

Town and Department
(123) 456-7890

SampleUrl.org

RECYCLE

THANK YOU FOR RECYCLING THESE:

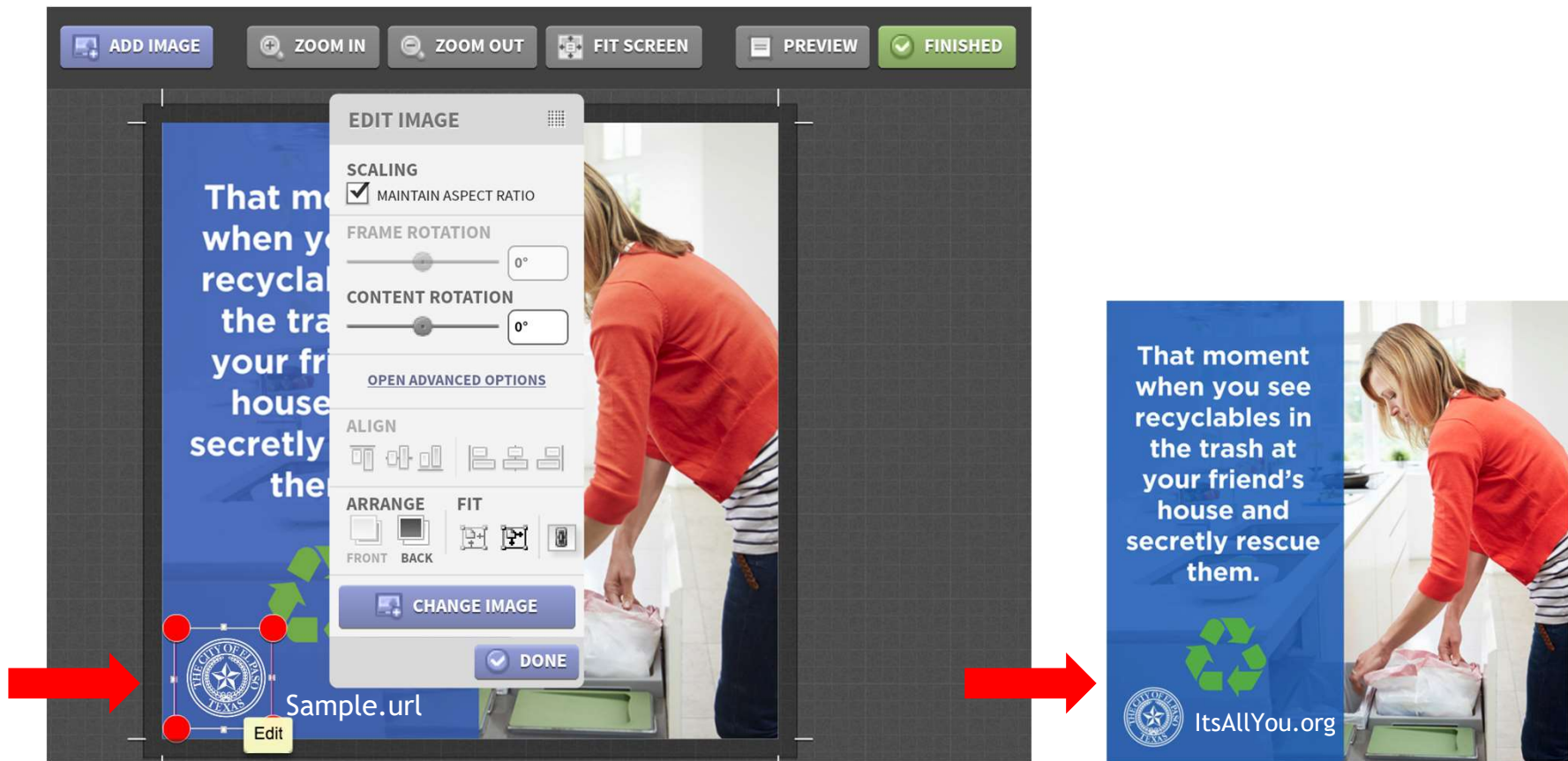
Cans	Cartons	Glass	Paper	Plastic
Aluminum and Steel Cans empty and rinse	Food and Beverage Cartons empty and replace cap	Bottles and Jars empty and rinse	Mixed Paper, Newspaper, Magazines, and Flattened Cardboard	Kitchen, Laundry, Bath: Bottles and Containers empty and replace cap

NO!

Do Not Bag Recyclables No Garbage	No Plastic Bags or Plastic Wrap (return to retail)	YUCK No Food or Liquid (empty all containers)	No Clothing or Linens (use donation programs)	No Tangles (no hoses, wires, chains, or electronics)
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(123) 456-7890
Town and Department

SampleUrl.org



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



\$1 and a Day

PRIORITY

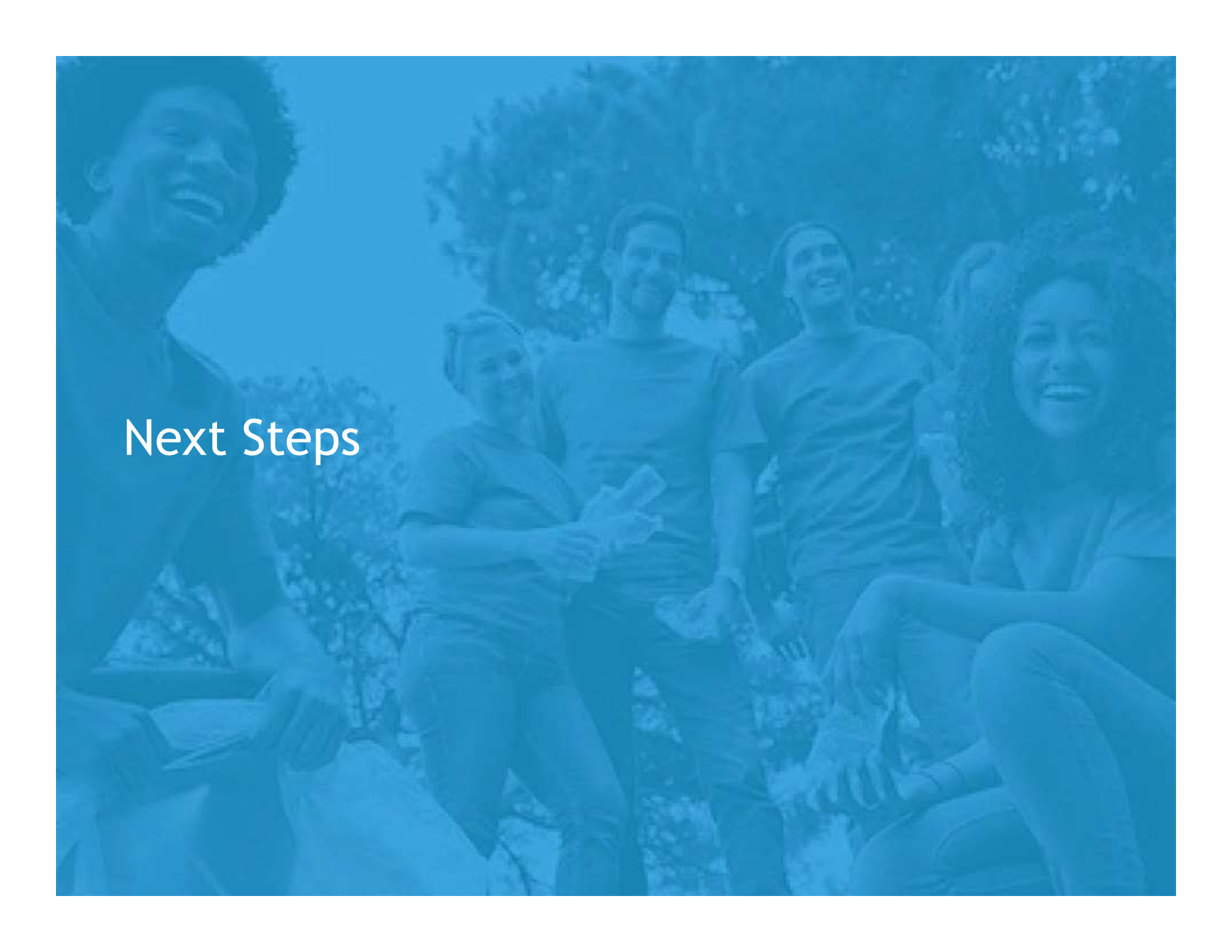
AUDIENCE

MESSAGE

MECHANISM

10 min

GROUP DISCUSSION

A group of six diverse young adults are smiling and posing outdoors. The image is overlaid with a solid blue filter. The text "Next Steps" is written in white on the left side.

Next Steps

We're all in this bin together.



THE RECYCLING
PARTNERSHIP

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



We'll be customizing the following three pieces.

TOP ISSUE MAILER



OOPS TAG



ANNUAL INFO CARD



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](#)