

North Central Texas Council of Governments

# AGENDA

## Recycle Roundtable

Wednesday, April 6, 2022

1:30 p.m. – 3:30 p.m.

Virtual - Microsoft Teams

[Link to Join Meeting](#)

Optional Call-in Number: 1-903-508-4574

Conference ID: 862 822 88#

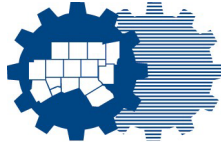
### 1. Welcome and Introductions.

## PRESENTATION

2. **Responding to the Demand for Recycled Materials.** Benjamin Iobst, Operations Improvement Manager, Waste Management, will present an overview of Waste Management's plans for investing in recycling infrastructure and advanced technologies.

## DISCUSSION

3. **Know What to Throw (KWTT) Campaign Discussion.**
  - a. **MVPs (Most Valuable Posts).** NCTCOG will present the social media posts that resonated the most with our regional audience over the past quarter.
  - b. **KWTT Biweekly Emails.** NCTCOG will ask the group for feedback on the frequency of these emails and is open to any input on how to improve their usefulness.
  - c. **Working Group Sessions.** Attendees will be randomly divided into small working groups and tasked with providing input on the topics below. After each working group session, attendees will come together as a whole group and share their results.
    - i. **Reevaluating the Know What To Throw Calendar.** Should this calendar better incorporate messaging from the KWTT campaign or recycling overall, and how? NCTCOG will provide additional context at the meeting.
    - ii. **Developing Text for Know What To Throw Posts.** Attendees will be asked to develop text to caption KWTT posts regarding what should be recycled curbside and what should not.



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### 4. NCTCOG Updates.

- a. **North Texas Community Cleanup Challenge.** Communities have until April 15, 2022, to sign up to participate. Clean-up events held from March 1 – May 31, 2022, are eligible. [www.communitycleanupchallenge.com](http://www.communitycleanupchallenge.com).
- b. **NCTCOG's Trash Free Waters Project.**

5. **Roundtable.** The Recycle Roundtable participants will share what is happening regarding recycling in their communities.

6. **Future Agenda Items and Request for Presentations.** The Recycle Roundtable may suggest future agenda items and NCTCOG will request presentation topics for the next meeting.

7. **Schedule for the Next Meeting.** The next meeting is scheduled for **Wednesday, July 27, 2022, at 1:30 p.m.** The Recycle Roundtable will be asked for their input on whether this meeting should be virtual or in-person.

### 8. Adjournment.

If you have any questions regarding the meeting or agenda items, please contact Elena Berg by phone at (817) 608-2363, or by email at [eberg@nctcog.org](mailto:eberg@nctcog.org).

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Brian Geck by phone at (817) 608-2361 or by email at [bgeck@nctcog.org](mailto:bgeck@nctcog.org), 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.