

Recycle Roundtable Meeting

December 8, 2021

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Procedures for Virtual Meeting

- Welcome!
- Today's presentation is posted on the Recycle Roundtable website:
<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>
- Please sign-in by typing your name and the entity you are representing in the chat box.
- Please state your name and the entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking.

Presentation

Keeping Rowlett Clean and Green

Martha Brown, Councilmember, City of Rowlett

Ron Harper, Grants Manager, City of Rowlett

The speakers will highlight:

- Recycling outreach efforts in Rowlett and the City's new education vehicle; and
- Knowledge gained from hosting clean-up events, such as the Tri-City Clean-Up Event.

Keeping
Rowlett
Clean
and
Green



Rowlett
T E X A S

Video – Trash in Lake Ray Hubbard

Link to Video: <https://www.youtube.com/watch?v=v2m8coVaLV0>

KEEP ROWLETT BEAUTIFUL TEAM UP TO CLEANUP



Don't mess with Texas
TRASH-OFF



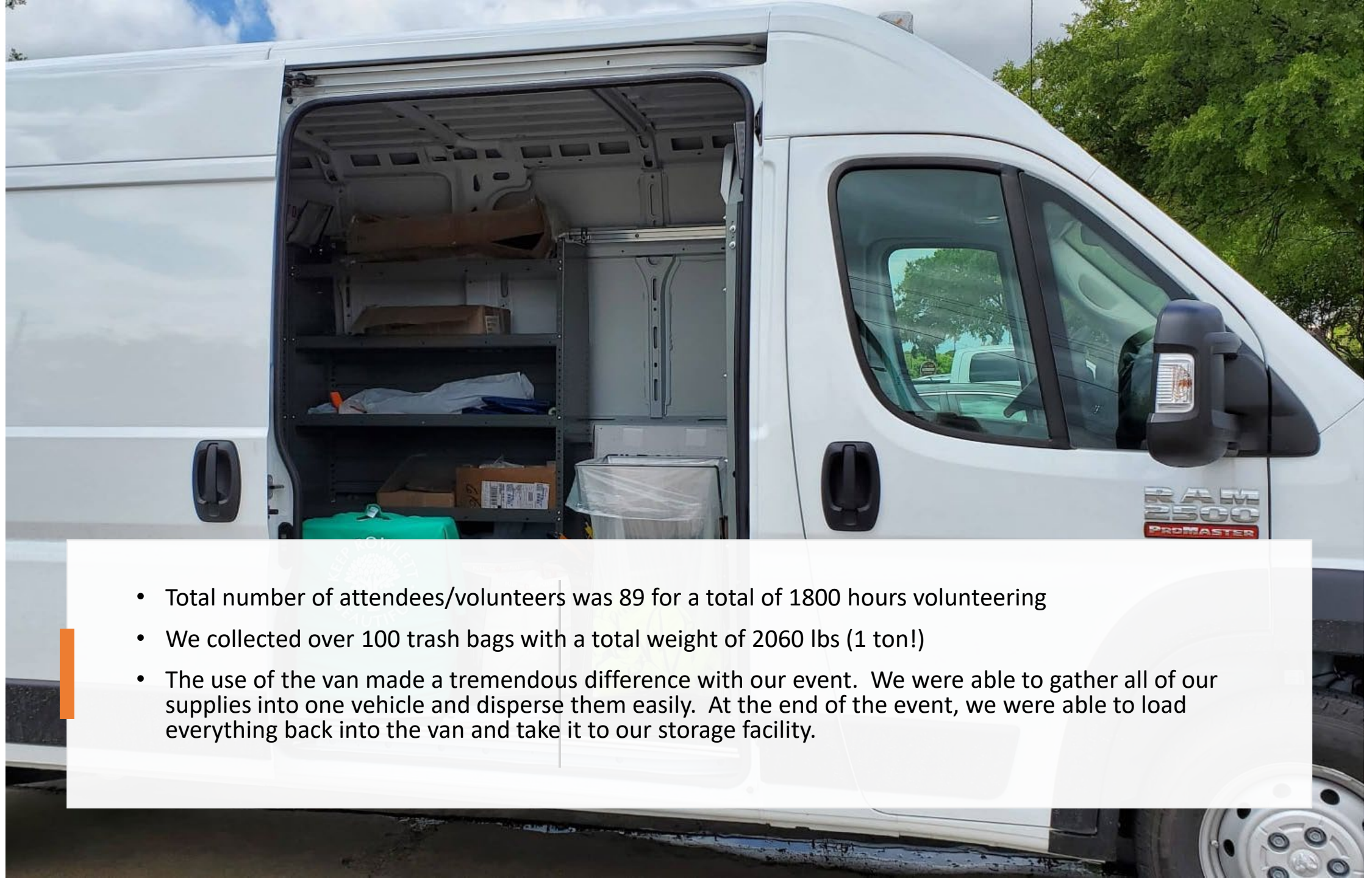
GREAT AMERICAN
CLEANUP
KAB.ORG



Saturday, April 24th, 2021
9:00 a.m. to 1:00 p.m.

Register by going to keeprowlettbeautiful.org/gac





- Total number of attendees/volunteers was 89 for a total of 1800 hours volunteering
- We collected over 100 trash bags with a total weight of 2060 lbs (1 ton!)
- The use of the van made a tremendous difference with our event. We were able to gather all of our supplies into one vehicle and disperse them easily. At the end of the event, we were able to load everything back into the van and take it to our storage facility.



**TRI-CITY
CLEANUP
SITE LOCATION**

G.W.: 10.3
N.W.: 9.3

TRI-City Cleanup

The 5th Annual clean up was held in partnership with Garland, Rowlett, and Dallas on October 23, 2021.

The event was a great success.

117 Volunteers contributed 269 hours and collected 3,460 lbs of litter. 23 tires were pulled from the lake and sent to the recycler.



Rowlett
TEXAS



REDUCE
REUSE
RECYCLE

PREPARED IN
COOPERATION WITH THE
NORTH CENTRAL REGIONAL
COUNCIL OF
GOVERNMENTS THROUGH
FUNDING FROM THE
TEXAS COMMISSION ON
ENVIRONMENTAL
QUALITY

CONTACT INFORMATION:
KEEPROWLETTBEAUTIFUL.ORG

KEEP ROWLETT
BEAUTIFUL





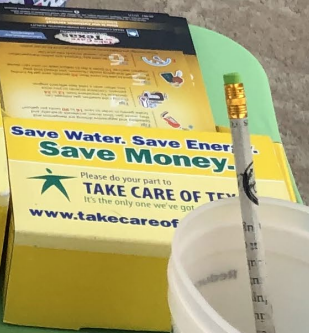
REDUCE, REUSE, RECYCLE

FUNDED BY 



\$20.00 Donation
KRB T-Shirt
or
Water Bottle

DONATIONS WELCOME
Keep Rowlett Beautiful is a non-profit, volunteer organization.
All donations go to defray costs.





Discussion Topics

Know What to Throw (KWTT) Campaign MVPs (August 2021 – November 2021)



	Impressions/ Reach	Engagements
Facebook	423 Reach	20
Instagram	66 Impressions	7
Twitter	212 Impressions	4

	Impressions	Engagements
Facebook	251 Reach	19
Instagram	77 Impressions	10
Twitter	1,004 Impressions	16

	Impressions	Engagements
Facebook	307 Reach	17
Instagram	37 Impressions	3
Twitter	269 Impressions	16

Discussion Topics

Ideas for KWTT Campaign Modifications.

- Messaging focused on specific groups?
 - New homeowners, youth, groups age 40-50, etc.

- 30-second video?

- Infographic?
 - Could Recycle Roundtable members provide photos (of contamination, MRFs, etc.) and information to include?

- Revising or adding to rotating calendar?

Current KWTT Calendar

Month	Do Recycle...	Do Not Recycle...
December	Cardboard	Christmas trees/decorations
January	Cardboard	Christmas trees/decorations
February	Aluminum and steel cans	Batteries
March	Paper	Yard waste
April	HDPE containers	Easter baskets or anything in them
May	Cardboard	Yard waste
June	Aluminum cans	Picnic supplies
July	Glass, Aluminum, and Plastic beverage containers (empty the contents)	Propane tanks
August	Plastic (empty) bottles	Clothing
September	HDPE containers	Batteries
October	Glass, Aluminum, and Plastic beverage containers	Needles or medical equipment
November	Aluminum and steel cans	Propane tanks

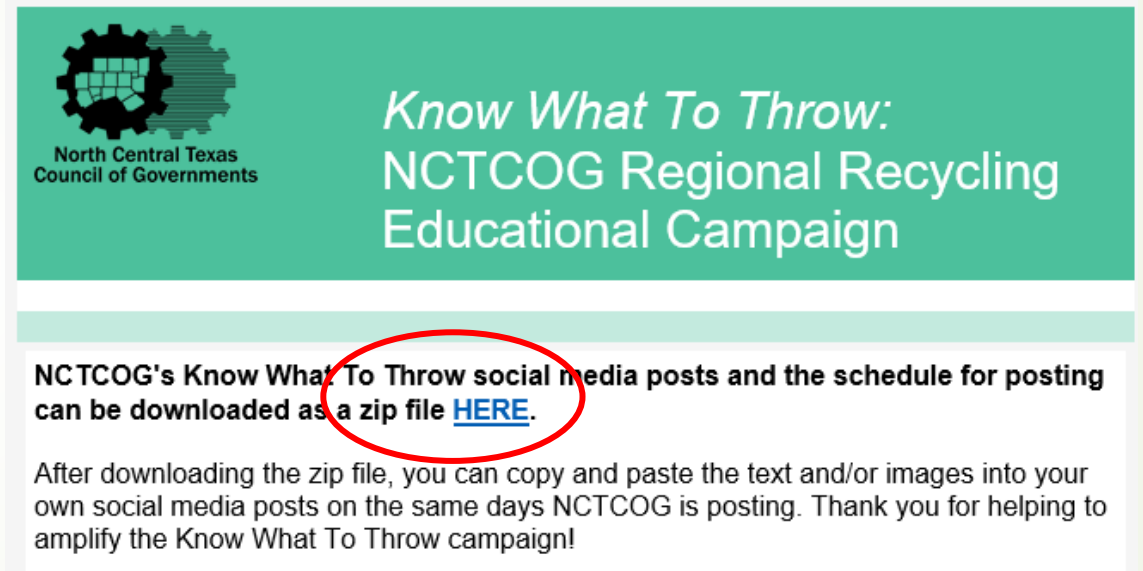
Discussion Topics

KWTT Biweekly Emails.

➤ New Format

➤ All posts are provided ahead of time so you can choose to copy and paste text and/or images into your own social media posts.

➤ Is this new format helpful?



The screenshot shows the header of an email with a green background. On the left is the North Central Texas Council of Governments logo, which consists of a gear with a map of the region inside it. To the right of the logo, the text reads: "Know What To Throw: NCTCOG Regional Recycling Educational Campaign". Below the header is a white section containing the following text: "NCTCOG's Know What To Throw social media posts and the schedule for posting can be downloaded as a zip file [HERE](#)." The word "HERE" is underlined and circled in red. Below this text is a paragraph: "After downloading the zip file, you can copy and paste the text and/or images into your own social media posts on the same days NCTCOG is posting. Thank you for helping to amplify the Know What To Throw campaign!"

Discussion Topics

Recycle Roundtable Survey Results.

- Purpose of Survey

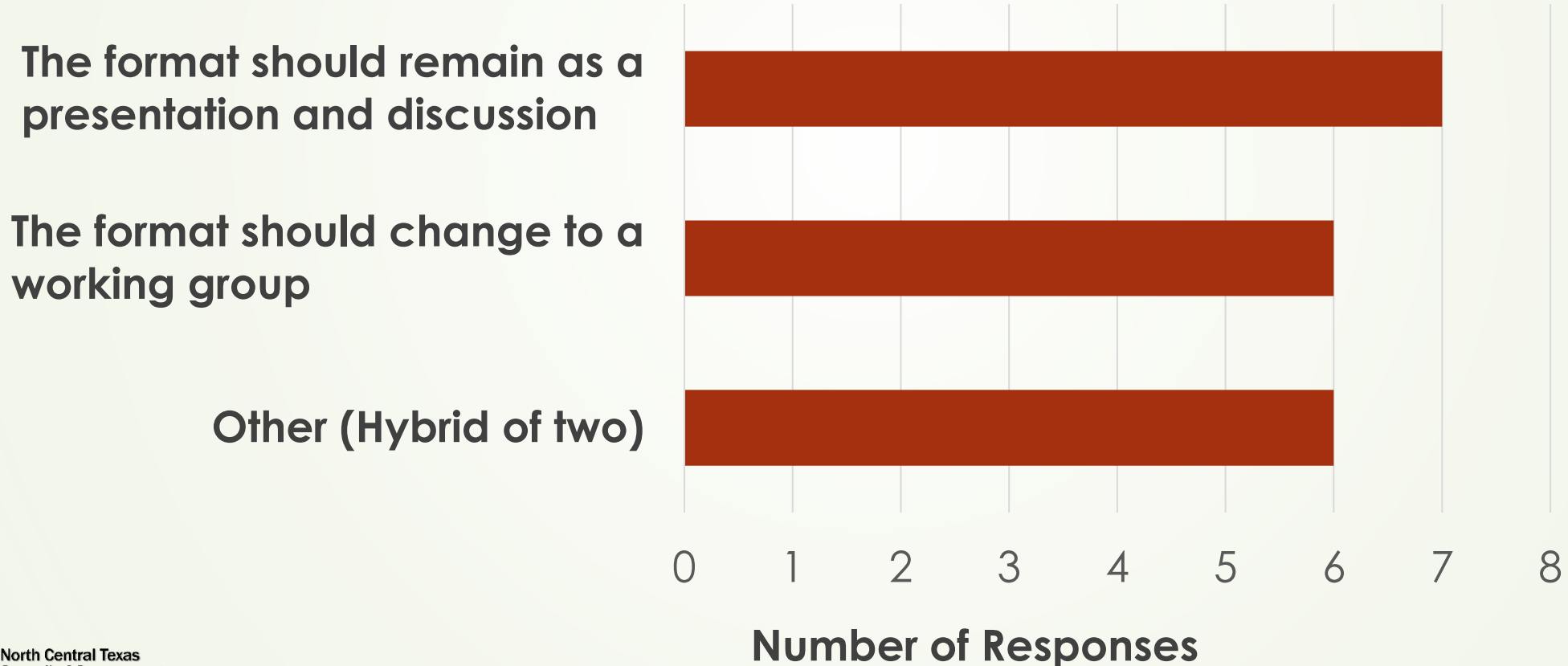
- To gain input on potential changes to the format and focus of Recycle Roundtable meetings

- 5 Questions, 19 Responses.

Discussion Topics

Recycle Roundtable Survey Results.

Should the format of the meetings change?



Discussion Topics

Recycle Roundtable Survey Results.

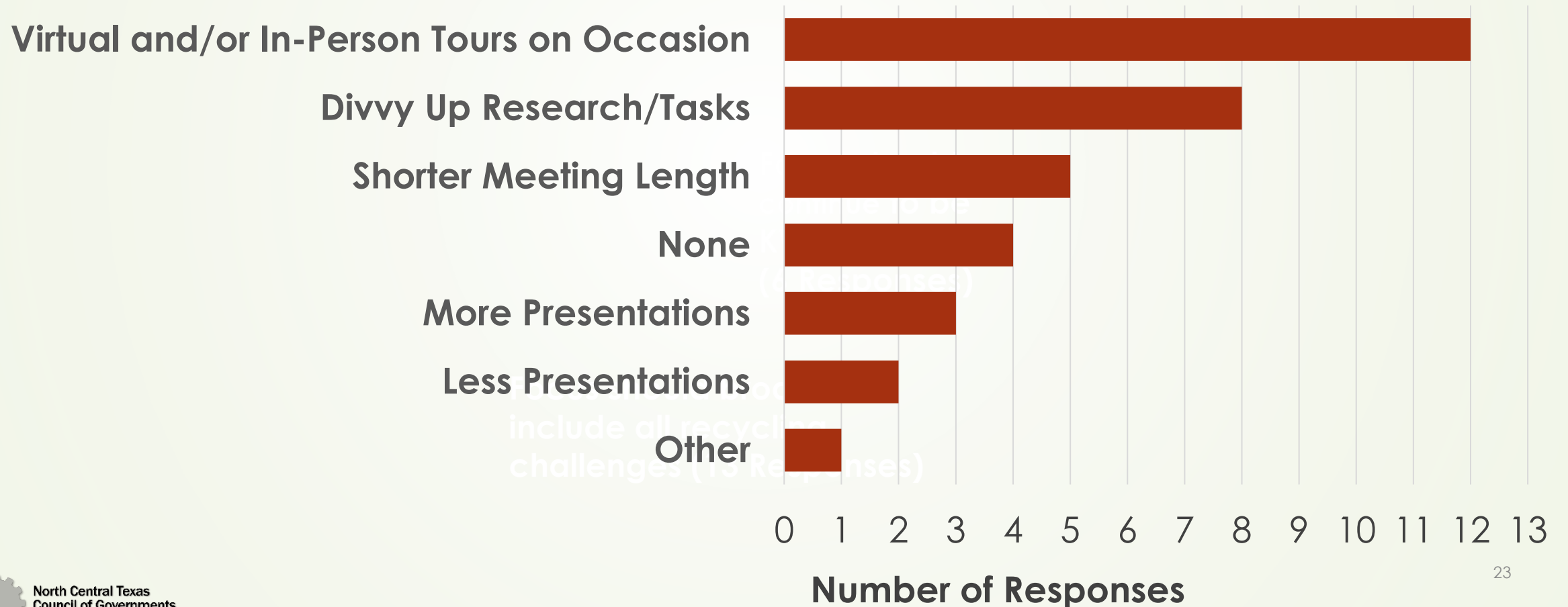
Should the focus continue to be KWTT or broaden?



Discussion Topics

Recycle Roundtable Survey Results.

What changes should be made to the meeting agendas?



Discussion Topics

Recycle Roundtable Survey Results.

How can the Recycle Roundtable support the KWTT Campaign? 12 Responses

“Continue email reminders” (2)

“Reach out to cities to get word out and/or get them engaged”

“New ideas on outreach materials and methods” (4)

“Great campaign, only needs minor tweaks”

“Solicit feedback from members about key contaminants and challenges to inform messaging”

“By finding alternative sources for processors, collection areas, brokers, vendors of recyclable materials; serving as a clearinghouse for municipalities to participate in bulk purchasing”

“Continue to monitor engagement online and make updates as needed”

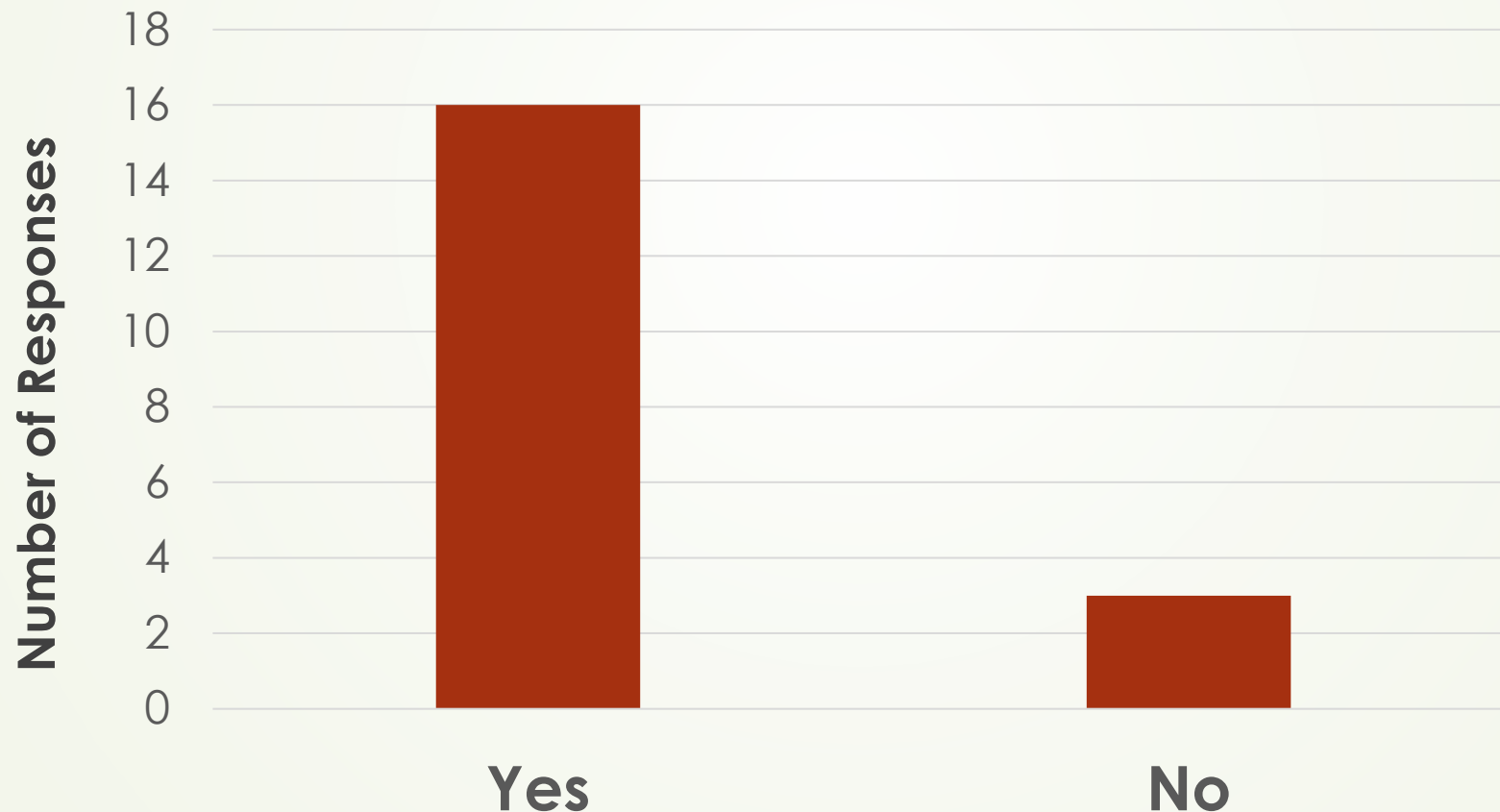
“Assist cities with their individual messages instead of creating one message that may not apply to all cities”



Discussion Topics

Recycle Roundtable Survey Results.

Is residential recycling a priority for your entity right now?



Discussion Topics

NCTCOG Updates

a. NCTCOG's Trash Free Waters Project

www.nctcog.org/trashfreewaters

Upcoming activities– Project webinar, Adding sites to [Adopt-a-Spot map](#), Meetings of advisory groups, and toolkits to be posted online at www.trashfreetexas.org.

b. NCTCOG Solid Waste Grant Program Second Call for Projects

January 12 – March 2, 2022

[NCTCOG's Grants Webpage](#)



Discussion Topics

NCTCOG Updates

- c. STAR is seeking informal comments on the Texas [Recycling Market Development Plan](#) to inform a series of upcoming meetings and webinars. Submit comments [here](#).
- c. U.S. EPA released its National Recycling Strategy on November 15, 2021. Visit the Strategy website [here](#).

Discussion Topics

Roundtable

Future Agenda Items

Next Meeting Date :


Wednesday, April 6, 2022, at 1:30 p.m.

Location: Virtual

Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to www.TimeToRecycle.com
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU KNOW
WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

 TimeToRecycle.com



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