

# Recycle Roundtable Meeting

Thursday, January 30, 2020

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# 1. Welcome and Introductions

# Recycle Roundtable

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- Reconstituted at request of Resource Conservation Council
- Purpose: to provide a forum for stakeholders (both private and public sector) to discuss recycling successes and challenges
- *Know What To Throw* is intended to be a standing agenda item to provide NCTCOG guidance on sustaining the educational campaign

# Overview

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## 2. Regional Recycling Survey and Education Campaign – *Know What To Throw*: Overview

# Know What To Throw!

- ▶ Regional Residential Recycling Challenges: Low Participation/High Contamination Rates
- ▶ Goal: Educate residents how to “recycle more and recycle right”
- ▶ Solution: Develop a simple and consistent message to amplify across the region so that residents “know what to throw”
- ▶ RCC allocated approximately \$770,000 toward the project in FY18/19





# Valuable Material Disposed

- Estimated **\$122 million** potentially recyclable material disposed annually
- **Recyclable plastics and metals** represent highest value material with lowest capture rates in region
- Developed Acceptable Materials List for regional consistency and clarity



# Top Prohibited Materials

- Tanglers
- Plastic Bags
- Propane Tanks
- Food/Yard Waste
- Needles/Medical Equipment



© Can Stock Photo - csp2316236



# How to Participate

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- Join NCTCOG's Email Distribution List
- "Like" and "Share" NCTCOG's posts on TimeToRecycle (Twitter & Facebook)
- Copy NCTCOG's posts and repost them to your entity's social media accounts
- "Boost" NCTCOG's social media posts
- Create your own social media posts
- Update your entity's website
- Include information in newsletters and utility bill inserts
- Use the customizable templates
- Paid promotional activities (billboards, theater, newspaper, etc.)



# Overview

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## 2. Regional Recycling Survey and Education Campaign: Discussion

- Update on Recycling Partnership and additional funding
- Feedback on next steps for the campaign
- Coordinated Topic Selection
  - April, May, June
- Survey Questions:
  - Who is participating and how?
  - Have any city ordinances or recycling programs changed?
  - Have any MRF contracts changed?

# Presentation

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## 3. Regional *Know What To Throw* Activities.

- a. Robert Smouse, City of Fort Worth
- b. Kathy Fonville, City of Mesquite
- c. Tiana Lightfoot Svendsen and Amber Madison Knott, City of Garland
- d. Lori Delacruz Lewis, Mountain View College, Dallas County Community College District

# Fort Worth's Know What To Throw Amplification Aspects



# Web Page

FortWorthTexas.gov/solidwaste/recycling/

## Fort Worth partners with new regional campaign to improve recycling quality in North Texas cities

Posted June 3, 2019

**Archived Content**  
Information and links provided may no longer be accurate.

In Fort Worth, recycling is a priority and residents are proud of their recycling efforts. But we must continue to do better. With a goal to improve recycling across the region, the city is partnering with the North Central Texas Council of Governments and surrounding cities and counties to launch the "Know What to Throw" education campaign.

Recycling has been around since the 1970s, and we know that it's good for the environment, creates jobs and economic markets, and it keeps reusable materials from sitting in limited landfill space forever. But did you know that recycling the wrong way is just as harmful as not recycling at all?

"Know What to Throw" is a fun campaign that will remind residents about the correct items to recycle and what should go in the brown trash cart or be recycled somewhere else beyond the curb cart. Look for Carter, an animated illustration in the shape of a blue recycling cart who also serves as the mascot of "Know What to Throw." He'll be sharing great tips and help everyone become better recyclers through a large social media campaign by participating North Texas cities.

To kick off the campaign, the city's code compliance team is encouraging residents to take the ["Do You Know What to Throw?" quiz](#). Test your recycling skills, then share it with a friend.



Carter the blue recycling cart is the face of the regional campaign.

### City News

- [Take extra care of pets during freezing temperatures](#)
- [Water utility lines replacement and streets rehabilitation scheduled for Near Southside](#)
- [The 2020 Census is just around the corner. Do you know who to count?](#)
- [Going to the Stock Show? Here are the best ways to get there](#)
- [Two street segments to be signed in honor of Cesar Chavez, Dolores Huerta](#)
- [More News »](#)

### Calendar

Metropolitan Area EMS Authority D/B/A MedStar Mobile Healthcare Board of Directors Meeting: 10

Departments • Code Compliance • Solid Waste Services

## Recycling



By reusing and recycling more, Fort Worth residents can have less trash and save space at the city landfill. But you have to recycle right!

As a general rule of thumb, recyclables put in the blue cart should be empty, clean and dry. The following list is helpful in determining if something is or isn't recyclable. If you're still unsure whether your item is recyclable or not, try the Waste Wizard tool bar below. If you still need help, please call customer service. All carts must be placed in front of resident's address for collection. Carts placed at adjacent addresses or across the street will not be collected.

### Learn More

Do you know what to throw?



Watch Video

Know What to Throw Video 15 seconds

"Know What to Throw" is a fun campaign that will remind residents about the correct items to recycle and what should go in the brown trash cart or be recycled somewhere else beyond the curb cart. [Read more »](#)

Put these in the blue cart: ▼

Do not put these in the blue cart: ▼

### Customer Service

For questions or to report an issue by phone: 817-392-1234

The call center is open 7 a.m. to 6 p.m., Monday through Friday, and 7 a.m. to 4 p.m. Saturdays.

Assistant Director:  
Robert Sitouse

[How are we doing?](#)  
Take the customer service survey >>

### Download

Get collection reminders and look up how to dispose of waste on your smartphone with the new City of Fort Worth Garbage & Recycling app.



[Download the app](#)

### Other ways to recycle in Fort Worth

Take your recycling to the next level by composting. Visit the [Compost Outpost](#) to learn more.

Some items listed can be recycled at locations throughout the City. For example, plastic shopping bags can be returned to most grocery stores and many retail stores.

### Educational Materials





# Advertising – Fort Worth Star-Telegram

Print Dates:

- July and October 2019

Distribution:

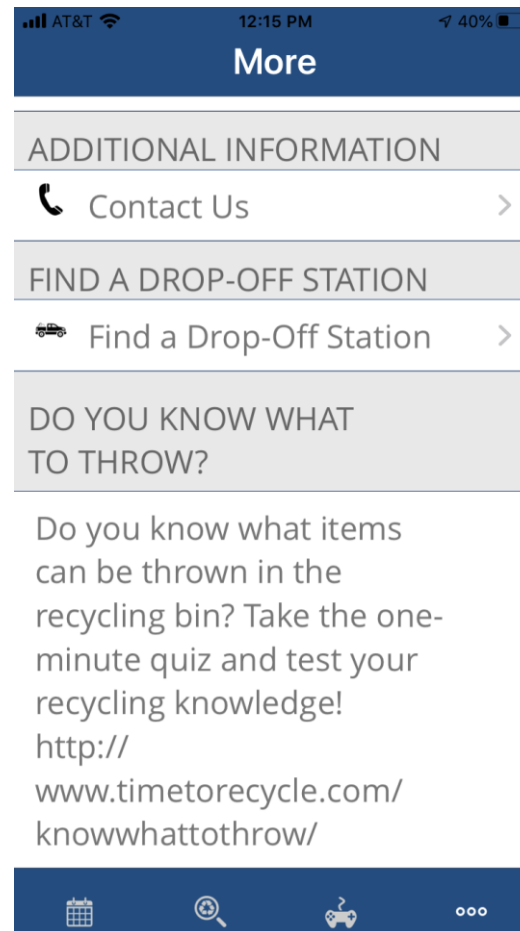
- 74,974



# Integrated Into Fort Worth Garbage & Recycling App

## Distribution:

- 42,072 users



# Advertising – La Vida The Black News

Print campaign – October 2019 through February

DO YOU **KNOW** WHAT TO **THROW**?



Recycle your flattened cardboard.

Test your recycling IQ @ [TimeToRecycle.com](http://TimeToRecycle.com)

FORT WORTH

DO YOU **KNOW** WHAT TO **THROW**?



Recycle your empty, clean, and dry metal cans.

Test your recycling IQ @ [TimeToRecycle.com](http://TimeToRecycle.com)

FORT WORTH

DO YOU **KNOW** WHAT TO **THROW**?



Recycle your magazines, paper, junk mail.

Test your recycling IQ @ [TimeToRecycle.com](http://TimeToRecycle.com)

FORT WORTH

# Utility/Water Bill Insert

## Print Dates:

- October 2019 and January 2020

## Distribution:

- 224,000 households

**DO YOU KNOW WHAT TO THROW?**

**PLASTIC**  
plastic water and soda bottles

**PAPER**  
magazines, paper, junk mail

**CARDBOARD**  
flattened cardboard

**METAL**  
empty, clean, and dry metal cans



[FortWorthTexas.gov/solidwaste/recycling](http://FortWorthTexas.gov/solidwaste/recycling)

FORT WORTH®

Funded through a grant from NCTCOG and the TCEQ.

**¿SABES QUÉ TIRAR?**

**PLÁSTICO**  
botellas plásticas de agua y refrescos.

**PAPEL**  
revistas, papel, correo basura

**CARTULINA**  
cartón aplanado

**METAL**  
latas de metal vacías, limpias y secas



[FortWorthTexas.gov/solidwaste/recycling](http://FortWorthTexas.gov/solidwaste/recycling)

FORT WORTH®

Funded through a grant from NCTCOG and the TCEQ.



# Social Media Holiday Trivia Game

**Keep Fort Worth Beautiful**  
Published by Loomly [?] · December 27, 2019 at 6:00 PM ·

All those holiday get-togethers and meals can add up to a lot of leftover beverages. Glass containers, aluminum cans, plastic bottles or jugs and paper cartons can all be placed in the blue recycling bin. Labels can be left on, but remember - empty, clean and dry! #RecycleRight #KnowWhatToThrow

**HOLIDAY DISPOSAL TRIVIA GAME**

**ITEM #7**  
Beverage Containers

**ANSWER:**  
RECYCLING BLUE CART  
[FortWorthTexas.gov/solidwaste/recycling](https://www.fortworthtexas.gov/solidwaste/recycling)

**Keep Fort Worth Beautiful**  
Published by Loomly [?] · December 30, 2019 at 6:00 PM ·

Plastic grocery bags are considered "tanglers" because they can easily get caught in gears and belts of recycling sorting machines. Toss them in the brown garbage cart or better yet, take them back to the stores. Stores can reuse them or send them to private facilities that specialize in this type of recycling. #SayNoToTanglers #KnowWhatToThrow

**HOLIDAY DISPOSAL TRIVIA GAME**

**ITEM #8**  
Shopping Bags

**ANSWER:**  
GARBAGE BROWN CART  
[FortWorthTexas.gov/solidwaste/garbage](https://www.fortworthtexas.gov/solidwaste/garbage)

**BACK TO THE STORE**  
Check your local retailer for collection programs.

**Keep Fort Worth Beautiful**  
Published by Loomly [?] · January 3 at 10:00 AM ·

Thank you for playing our Holiday Disposal Trivia Game! How many answers did you get correct? Hope you enjoyed it and learned a few tips as well. For more information on garbage, recycling, composting, Drop-off stations and other Fort Worth solid waste services, visit <https://loom.ly/tqrt3Dw> #KnowWhatToThrow

**HOLIDAY DISPOSAL TRIVIA GAME**

Thank you for playing!  
For more info about city solid waste programs and proper disposal visit [FortWorthTexas.gov/solidwaste/](https://www.fortworthtexas.gov/solidwaste/).

- RECYCLE BLUE CART
- GARBAGE BROWN CART
- COMPOST
- DROP-OFF STATIONS
- OTHER - SPECIFY

# Holiday-themed social media posts






# Social Media Messages: Facebook & NextDoor

**Keep Fort Worth Beautiful**  
 Published by Loomly [?] · November 19, 2019 · 🌐

Do you know what items you can throw in the recycling bin?  
 All these items can be recycled through a curbside recycling program!  
 Go to <https://loom.ly/EYb5EIU> to take the one-minute quiz and test your recycling knowledge!  
 #RecycleRight #TimeToRecycle #KnowWhatToThrow #AmericaRecyclesDay



TIMTORECYCLE.COM  
**Know What To Throw**  
 Recycling has been around a while (since the 1970s) and we all know that...



**Know What To Throw**  
[TIMTORECYCLE.COM](https://www.timtorecycle.com)

6 Jun · Subscribers of Fort Worth Community Engagement Office

😊 Thank    💬 Reply    🍷❤️ 60    - 17826 Impressions

# Supporting Collaterals

Magnets

Cart Tags

Stand-up Displays

Marketing Items

Waste Wizard

Future ABA based items





# Youth Education



Know What To Throw – Classroom Sorting Game

# Future Collection Truck Campaign



[FortWorthTexas.gov/solidwaste/recycling](http://FortWorthTexas.gov/solidwaste/recycling)



# Amplification Opportunities

- Increased participation
  - Within Fort Worth
  - Additional Cities and Counties (entire NTX region)
  - Media, Social & Environmental Groups
  - Corporate Partners
- Coordinated Communications Plan
  - Messages
  - Dates
  - Sequence order
  - Sharing
- Enhanced Data Measurements & Analysis
  - Communication Methods and Pieces
  - Audits (curb and/or MRF)
  - Behavioral Change Lifecycle of Cart Audits

# Thank you





# #KnowWhatToThrow



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# Post - Twitter

 **GoGreenGarland** @GoGreenGarland · Jun 11, 2019  
RT @garlandtxgov: Do you #KnowWhatToThrow ? Test your #Recycling IQ.  
#LetsRecycleRight @TimeToRecycle @TimeToRecycle @RecycleAcrossAm



 **GoGreenGarland** @GoGreenGarland · Jul 2, 2019  
RT @garlandtxgov: Are ropes & hoses recyclable? #KnowWhatToThrow  
#WhenInDoubtThrowitOut #RecycleRight #KeepRecyclingSafe  
#StopWishcycling #TheMoreYouKnow  
Test your Recycling IQ at TimeToRecycle.com  
@TimeToRecycle @RecycleAcrossAm @RECYPartnership



From **Garland Texas**

 **GoGreenGarland** @GoGreenGarland · Aug 2, 2019  
Can food, liquids or dirty pizza boxes be recycled?? Nope!  
#KnowWhatToThrow #WhenInDoubtThrowitOut #RecycleRight  
#KeepRecyclingClean #StopWishcycling  
  
@TimeToRecycle @RecycleAcrossAm @wasterecycling @RECYPartnership



 **GoGreenGarland** @GoGreenGarland · Sep 3, 2019  
Stay Safe and think twice before you #recycle dangerous items! Always make  
sure you #KnowWhatToThrow in your #recycling.  
#Batteries of all kinds are not #recyclable.  
#WhenInDoubtThrowitOut  
#ElmoSays #RecycleRight  
@TimeToRecycle @RECYPartnership



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**GoGreenGarland** @GoGreenGarland · Aug 14, 2019

Keep grease, oil and fat out of your [#recycling](#) and out of your [#drains!](#)

[#WednesdayWisdom](#) [#TheMoreYouKnow](#) [#EndWishcycling](#)  
[#WhenInDoubtThrowItOut](#) [#RecycleRight](#)

[@garlandtxgov](#) [@TimeToRecycle](#) [@DefendDrainsNTX](#) [@DefendYourDrain](#)  
[@RecycleAcrossAm](#) [@wasterecycling](#)



**Time To Recycle** @TimeToRecycle · Aug 6, 2019

Greasy pizza boxes are a big culprit contaminating recycling systems. Tear off greasy parts of a pizza box to throw in the trash before recycling the good part!

Learn more at [TimeToRecycle.com/KnowWhatToThrow!](http://TimeToRecycle.com/KnowWhatToThrow!)

[#TimeToRecycle](#) [#KnowWhatToThrow](#)



**Repeat  
ReTweet  
Repeat**



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# Post – NextDoor & Facebook

 **City of Garland, Texas Government**  
July 1, 2019 at 12:36 PM · 🌐 · 🌐

Ropes & Hoses...those have to be recyclable. Nope! #KnowWhatToThrow  
Test your Recycling IQ at [TimeToRecycle.com](http://TimeToRecycle.com)



👍 🤔 18      2 Comments 7 Shares

 **City of Garland, Texas Government**  
August 1, 2019 at 8:05 AM · 🌐 · 🌐

Old Food & Pizza Boxes...those have to be recyclable. Nope!  
#KnowWhatToThrow Test your Recycling IQ at [TimeToRecycle.com](http://TimeToRecycle.com)

By the way, if you have questions about what can be recycled and what can't, ask the Waste Wizard in this link. Just type the item and you'll get your questions answered.  
<http://www.garlandtx.gov/403/Environmental-Waste-Services>




-0:11 🔊 ⚙️ 📱

10 Comments 5 Shares 1.5K Views

 Environmental Outreach Coordinator Amber Knott, City of Garland AG...

**Know What To Throw**  
Elmo says stop wishcycling and recycle right. Do you know what to throw?  
Test your recycling IQ at [TimeToRecycle.com](http://TimeToRecycle.com)



4 Sep · Subscribers of City of Garland

👍 Thank    💬 Comment    😊 16 · 5089 Impressions



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# Use All Your Resources

**DO YOU KNOW WHAT TO THROW?**

Only recycle empty and dry bottles, cans, boxes and papers.  
TEST YOUR RECYCLING IQ @ [TimeToRecycle.com](http://TimeToRecycle.com)

**Know What to Throw**

Have you ever wondered what exactly can go in your blue cart for recycling? Wishcycling, or throwing things that aren't recyclable into your recycling cart in hopes that they will be recycled, can turn recycling into trash.

Check out the **Garland Waste Wizard** at [GarlandWasteWizard.org](http://GarlandWasteWizard.org) for details on how to properly recycle or dispose of hundreds of items including hazardous material.

The City participates in the Know What to Throw regional recycling education program in partnership with the North Texas Council of Governments, The Recycling Partnership and others. From your home here in Garland, to your workplace in Irving to your favorite fishing spot in Weatherford, we want to make sure you "recycle right" across North Texas.

You can also follow @GoGreenGarland on Twitter for recycling tips and tricks. Test your recycling IQ at [TimeToRecycle.com](http://TimeToRecycle.com). And check out the lid of your blue recycling cart for more information on what is, and is not, accepted.

**Recycling Should Be Free from 'Tanglers'**

"Tanglers" are long cords or ropes, including hoses, extension cords, phone chargers, clothing, and plastic bags and sheeting. Tanglers get caught up in the recycling trucks and equipment, costing time and money and causing safety issues. Please keep all tanglers out of the blue recycling cart.

**Keep Sharps Out**

Needles, knives, shards of glass and metal, and other sharp items do not belong in your blue recycling cart. Use the **Garland Waste Wizard** to find out how to properly dispose of potentially dangerous items like these and more. Thank you for doing your part to keep your Garland solid waste workers safe and recycling affordable.

[GarlandWasteWizard.org](http://GarlandWasteWizard.org)

September-October 2019 | [Garland City Press](http://GarlandCityPress.com) | 11

**DO YOU KNOW WHAT TO THROW?**

Recycle right by following these simple recycling rules:

- Recycle your empty, clean and dry bottles, jars, cans, boxes, cartons and papers only.
- Keep your recycling loose in the blue cart.
- Do not place plastic bags, food, liquids, diapers, hoses, wires, batteries and to-go containers in the blue cart.

To learn how to properly dispose of hundreds of other items, check out [GarlandWasteWizard.com](http://GarlandWasteWizard.com).

**REMEMBER NO HOSES WIRES OR CORDS IN YOUR RECYCLING**

[GarlandEnvironmentalWaste.com](http://GarlandEnvironmentalWaste.com)

**GARLAND** RECYCLING GARBAGE HINTON LANDELL CONTACT US Search?

Home | Government | Departments | Environmental Waste Services | Recycling

**RECYCLING**

**DO YOU KNOW WHAT TO THROW?**

**Recycling Center Hours**  
Monday - Friday 8 a.m. - 5 p.m.  
Saturday 8 a.m. - 3 p.m.  
Sunday - Closed

**2020 EWS Calendar**

Tweets by @dotwntarland

GoGreenGarland @GoGreenGarland  
Founder: The Government Environmental Waste Services office, Recycling Center, Transfer Station and more! It's all closed today Monday 9/13 in observance of Martin Luther King Jr. Day. All locations will reopen for normal business hours tomorrow, Tuesday 9/15!

# Garland's Recycling Contamination



Luggage



Diapers



Cigarette Butts



Candle



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# M'Kay



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# Whaaaaaaat?



Food Waste

Fecal Matter



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# Time



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# Schedule Posts





# Chad



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**Hound  
Them**



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**Karen**



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# Speak the Truth



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# Mega-Karen



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# It All Ends in a Pothole



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# Pledge



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# Questions?

DO YOU KNOW  
WHAT TO  
THROW?



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# Discussion Topics

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## 4. Roundtable

## 5. Meeting Structure

- Frequency
- Location/Tours
- Presentation Topics/Volunteers

## 6. Next Meeting Date (Tentative):

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**Wednesday, May 27, 2020 at 1:30 p.m.**

Metroplex Conference Room

NCTCOG Offices, CP11, First Floor

616 Six Flags Drive, Arlington, TX 76011



# Contact

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# Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



EandD@nctcog.org



nctcog.org/envir