

# **NCTCOG KNOW WHAT TO THROW AMPLIFICATION KIT**

**TO PROMOTE RECYCLING EFFORTS**



# ABOUT THIS CAMPAIGN

With a goal to create coordinated messaging to improve recycling across the region, North Central Texas Council of Governments (NCTCOG) teamed up with Burns & McDonnell and The Recycling Partnership. Information from audits, research, focus groups, and collaborative planning with member communities guided the creation of this shared-voice Know What To Throw messaging campaign.

Resources are available through this link [\[click here\]](#).

Prepared in cooperation with the North Central Texas Council of Governments through funding from the Texas Commission on Environmental Quality.

## HOW TO PARTICIPATE

Coordinated messaging creates consistent and recognizable recycling information across the region. NCTCOG will lead paid placements of social, digital, editorial and advertising from June through August 2019.

NCTCOG member communities are encouraged to share campaign messages with their audience and amplify the effort as fits with local needs and capacity. The Online Toolkit features a multitude of free resources and tips for your different uses:

SOCIAL and DIGITAL	PRINT and OUTREACH
Send your audience to the online Quiz from your newsletter or app	Create customizable bill stuffers and mailers; download artwork for other uses
Ask your ambassadors to share the Quiz. See Stakeholder Kit	Consider curbside communications with the Anti-Contamination Kit
Like and share TimeToRecycle’s Social posts and videos	Use event and activity materials
Use prepared social messages and blog excerpts in newsletters	Promote local editorial focusing on how to recycle properly

Should you have any questions about the use of files and NCTCOG credit, contact the NCTCOG office.

Finally, for direct impact on reducing contamination, educate residents in your community by implementing curbside cart tagging similar to the steps outlined in The NCTCOG Anti-Contamination Kit [\[link\]](#). Document contains links to companion graphic files.

## EASY TO IMPLEMENT REGIONAL AND MEMBER MESSAGING ASSETS

The materials provided are not intended to replace any existing education campaigns, but rather to supplement and enhance them.

Regional messaging focuses on four top contaminants: plastic bags, tanglers (hoses, wires, cords), lithium-ion batteries, food, and liquid (See Implementation Plan for coordinated timing).

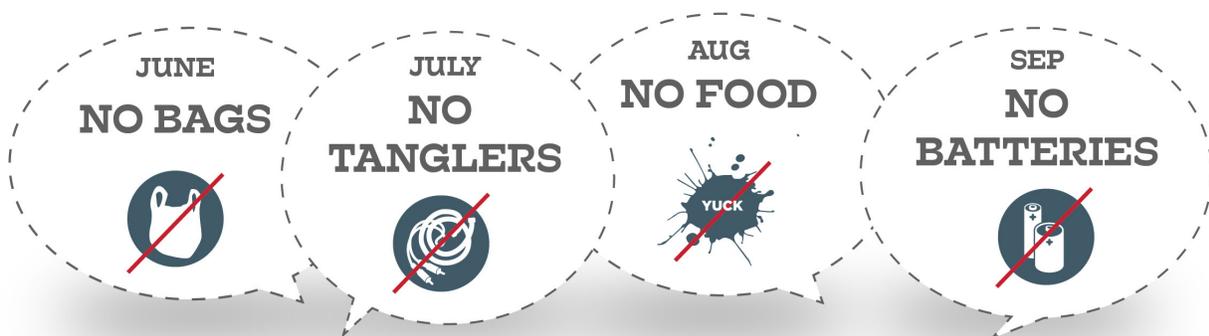
- o Recycling Quiz (hosted on TimeToRecycle.com)
- o Videos for Theater Ads and Social Ads
  - :30 Know What to Throw Video
  - :15 No Bags, Batteries, Tanks- Back to Retail Video
  - :15 No Hoses, Cords, Wires- Donate or Trash Video
  - :15 No Food Video
- o Digital and Print Publication Ads
- o Social Posts- images and text
- o Contaminant-focused Editorial items such as blogs
- o Event and Interactive Materials
- o Templated Yes/No Mailers
- o Templated Oops Tag
- o Templated Bill Stuffer

# MEMBER COMMUNITIES STEPS AND CAMPAIGN DELIVERABLES

## TOP-ISSUE TIMELINE

The campaign calendar (next page) provides member communities a tool to coordinate with one another on communications and top-issue topic timelines. Focusing on one issue across all member communities at a time will help raise awareness and amplify the reach of the campaign.

### **NCTCOG Coordinated Messaging:** 2019 Phase 1 (JUN 1, 2019 - OCT 1, 2019)



While the NCTCOG will be leading the regional advertising, member communities can enhance the campaign within their own communities. A series of campaign deliverables are available to the member communities through a convenient Online Toolkit. The dedicated site can be accessed here [\[click here\]](#).

**NCTCOG and MEMBER COMMUNITY ACTIONS CAMPAIGN CALENDAR**

This list covers the key outreach components, but the modular nature of these assets allows for expanded opportunities. The main intent here is to gain the most efficient reach and to leverage the messages beyond mass media.

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
STAKEHOLDER OUTREACH	NCTCOG promotes initiative to media and leaders			
	MEMBERS engage internal teams and external supporters			

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
INTERACTIVE QUIZ	NCTCOG hosts	NCTCOG hosts	NCTCOG hosts	NCTCOG hosts
	MEMBERS promote	MEMBERS promote	MEMBERS promote	MEMBERS promote

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
SOCIAL MEDIA Three :15 videos, images, and suggested text	NCTCOG leads on paid ads for videos and quiz.	NCTCOG leads on paid ads for videos and quiz.	NCTCOG leads on paid ads for videos and quiz.	N/A
	MEMBERS lead on 14 social posts in the online toolkit: blogs, seasonal and holiday posts.	MEMBERS lead on 14 social posts in the online toolkit: blogs, seasonal and holiday posts.	MEMBERS lead on 14 social posts in the online toolkit: blogs, seasonal and holiday posts.	MEMBERS lead
	MEMBERS like and share TimeToRecycle posts, post NextDoor	MEMBERS like and share TimeToRecycle posts, post NextDoor	MEMBERS like and share TimeToRecycle posts, post NextDoor	

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
PUBLICATION ADS Print and digital	NCTCOG leads	NCTCOG leads	NCTCOG leads	N/A
	MEMBERS infill in other publications	MEMBERS infill in other publications	MEMBERS infill in other publications	MEMBERS lead

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
MOVIE THEATER ADS/:30 video	NCTCOG leads	NCTCOG leads	NCTCOG leads	N/A
	MEMBERS deploy video as possible	MEMBERS deploy video as possible	MEMBERS deploy video as possible	MEMBERS lead

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
GOOGLE ADS	NCTCOG leads	NCTCOG leads	NCTCOG leads	N/A

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
SIGNAGE, TRANSIT ADS	TBD	TBD	TBD	
				MEMBERS lead

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
BILL STUFFERS, DIRECT MAIL, EVENT HANDOUTS	MEMBERS lead	MEMBERS lead	MEMBERS lead	MEMBERS lead

Tactic/Asset	JUN	JUL	AUG	SEPT and BEYOND
CURBSIDE TAGGING	MEMBERS lead	MEMBERS lead	MEMBERS lead	MEMBERS lead



The materials within the Online Toolkit have been designed so that member communities of any size can utilize them. Included are materials for social media, print ads, blog posts, modular community Customizable Templates, and a calendar for coordination.

Member communities should assess which materials will be of greatest use within their communities based on previous successes and staffing expertise. Communities are welcome to use all of the materials, or to select the ones that work best for them.

In order to support member communities in the successful implementation of this campaign, the following recommendations outline preparation and implementation.

## **CAMPAIGN PREPARATION**

There are several steps that member communities can take to prepare for the launch of the campaign. These steps include: informing and equipping stakeholders, updating website information, and securing ad space or printers.

Follow the Time to Recycle social feeds-

Twitter @TimeToRecycle <https://twitter.com/timetorecycle>

Facebook @RecycleNorthTexas <https://www.facebook.com/RecycleNorthTexas>

Instagram @TimeToRecycle <https://www.instagram.com/TimeToRecycle/>

Pinterest @ItsTimeToRecycle <https://www.pinterest.com/ItsTimeToRecycle/>

## INFORM AND EQUIP STAKEHOLDERS

Keeping your external and internal stakeholders informed of the campaign before its release is a great way to build ambassadors and community buy-in. Each community will have their own external and internal stakeholders to inform about the campaign. Communities should think through their internal and external stakeholders that may have an interest in or be impacted by this campaign. Below is a list of potential stakeholders:

### External

Neighborhood Associations

Local Non-profits or Citizen Engagement Groups

Recycle Application Provider (i.e. ReCollect, RecycleCoach)

Neighboring Communities (not already involved in the campaign)

### Internal

All Municipal Staff (employee newsletters are a great way to do this!)

Customer Service or Call Center

IT Departments

Local Officials

An document to support informing Stakeholders can be found in the Online Toolkit [[click here](#)]. This document includes all of the high-level information needed to inform stakeholders about the campaign.

## AUDIT AND UPDATE YOUR WEBSITE AND APP INFORMATION AS NEEDED

In preparation for the launch of this campaign NCTCOG has revamped the regional Time to Recycle site [\[click here\]](#). This page will be included on all communications released by the NCTCOG, acting as a landing page to link residents to their respective member communities' websites.

In order to prepare for the potential additional traffic, member communities should ensure their webpages are up-to-date and as user-friendly as possible.

Recommended webpage updates:

- Remove any outdated or unnecessary content
- As needed, include a link or tab that takes users directly to the recycling page from the homepage
- Use prominent visuals of your accepted materials on the page
- Downloadable PDFs are great, but they should not be the only location for the accepted materials list
- If a recycle search bar or application is available, place it at the top of the page
- Make sure all information on your webpage is consistent across materials and pages
- Include Know What to Throw campaign images in slide shows or other locations

Informing your IT Department of the campaign in advance will help them prepare for potential edits they will need to make, help you track the traffic on your webpages, and also so they know that there should be an increase in traffic to your webpage.

## SECURE AD SPACE AND PRINTERS

Securing ad space in local papers or publications requires advance notification. We recommend exploring local publication options and determining the necessary lead times needed to secure space.

Large print job require advance notification and we recommend a proof for all jobs. New vendor setup can also extend lead time..

## ONLINE TOOLKIT MATERIALS AND RECOMMENDATIONS

In order to increase the reach and visibility of these contamination-fighting messages, timing should complement NCTCOG campaign materials-in circulation from June 1 - August 30, 2019 and then extend as prioritized. Fighting contamination requires ongoing education.

## CUSTOMIZABLE TEMPLATES

The community customizable templates are designed to allow member communities to create materials that have a look and feel that is consistent with the campaign, but that is based on their accepted materials list and contact information.

Materials in the Cutomizable Templates [\[click here\]](#) include:

- Bill Inserts
- Postcards
- Print and Digital Ad Layouts

## BLOGS

The blog series includes 6 different topics that have been chosen based on the most-asked-for recycling and top-issue contaminant questions on Internet search engines. To maintain ad dollar efficiency and focused reach, the complete blogs will be housed on The Recycling Partnerships It's All You webpage at itsallyou.org. Included with each blog is an excerpt that links the reader to the full blog. Member communities can share the blog excerpts through their channels.

Recommended channels for sharing blog excerpts include:

- Individual Webpages
- Social Media Networks (NextDoor highly recommended)
- Digital Newsletters

In order to align with other member communities, utilize the campaign calendar to find the recommended timeline for blog topics.

## SOCIAL IMAGES AND VIDEOS

An easy way to amplify the messaging is to like AND share the social posts from TimetoRecycle, and ask your ambassadors to do the same.

A set of images and videos are available for member communities to post. These are designed to focus on each of the top-issue contaminants. NCTCOG will be creating paid advertisements on Facebook and Instagram with these and additional images and videos.

In order to avoid inadvertently raising the cost of views or reduce the visibility due to competitive advertising, it is recommended that member communities, with the means to do so, share the videos and images through traditional posts or boosted posts, but dedicate social advertising dollars through August to individual page like posts.

A focal point of the campaign is the Know What to Throw quiz (<http://www.timetorecycle.com/knowwhattothrow/#quiz>), that encourages residents to confirm their recycling knowledge and remind them of the right items to recycle. Social posts should promote the quiz by linking them to it and asking residents to check their recycling knowledge.

In addition to promoting the quiz on your social media channels, local governments can reach out to local likeminded NGOs that may be interested in promoting the quiz.

In order to align with other member communities, utilize the calendar to find the recommended timeline for social media topics.

## EVENTS

The event materials are designed to engage residents at community outreach events. They encourage residents to know what to throw and take the quiz , while interacting in fun activities. The focus message of all of the event materials is on understanding what can be donated, taken to store and placed in the recycling or trash at home.

Event materials include:

Coloring pages

Activity

Know What to Throw game

Banners (2'x8')

Customizable retractable banner (best for indoor use)

## METRICS/MEASUREMENT

Capturing metrics from the campaign is key to understanding the campaign's success and developing best management practices. Metrics can be captured for both the reach of communications and quantitative changes in the recycling stream.

Communications metrics are often measured by reach or interaction and should be included with any form of paid advertising or social media post. Member communities can utilize several tools and tactics to capture these metrics.

Recommendations for capturing communication metrics:

- Coordinate with your IT Department or utilize Google Analytics to measure webpage and app traffic
- Set a schedule to review your social media insights and create a tracking method for them
- Continuously check-in with ad providers for a metrics report

Recycling stream metrics includes quantitative measurements of the types of material, including contamination, that is in your recycling stream and is generally done by weight. In advance of the development of this campaign, Burns & McDonnell conducted an extensive composition study on the regions recycling stream. This data, along with any data the individual member communities have from recent composition studies or audits, can be used as a baseline for measuring improvement. There are several tools and tactics that member communities can utilize to collect follow-up metrics.

### Recommendations for capturing recycling stream metrics:

- Consult with your MRF prior to the campaign start to determine your contamination rate
- Utilize the MRF survey available in the Online Toolkit to get a qualitative understanding of your contamination if quantitative numbers are not available
- Assess your monthly average tonnage rate prior to the campaign start
- Follow up with your MRF in September to assess the contamination rate and tonnage rate
- The MRF survey available in the Online Toolkit can be utilized for follow-up as well
- Track your data and metrics using the free Municipal Management Program Tool

**Visit [recyclingpartnership.org](https://recyclingpartnership.org) for more resources.**

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