



# North Central Texas Regional Recycling Survey & Campaign Campaign Launch Workshop

May 20, 2019



# Campaign Development Process

**RCC Members Lead Efforts to Initiate Project**



**Data Collection & Analysis Informs Campaign Development**



**Campaign Development & Implementation**



**Project Advisory Group Provides Key Insight throughout Project**



**Workshops & Focus Groups Inform Campaign Direction**





# RCC Members Lead Efforts to Initiate Project

Members of RCC identified opportunity to make recycling education and outreach in region more effective

Burns & McDonnell selected to lead project team to develop the Recycling Survey and Campaign



# RCC Members Identify Concerns



My recycling processor is asking for rate increases because of China's import restrictions



It's challenging to educate residents that are getting different information at home, at work, and in public areas



We can not devote as much budget to education and outreach as we would like





# Project Advisory Group Provides Key Insight throughout Project

Direction at the kick-off meeting

Critical feedback during interim reviews

Communication support throughout the project



# Data Collection & Analysis Informs Campaign Development

## Municipal Survey



### Collected Refuse and Recycling Data

- Annual tonnage
- Education and outreach efforts
- Hauler information
- Set out type
- Program challenges

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## Waste Characterization



### Sorted Waste From 10 Representative Cities

### Analyzed Recycling Facility Audit Data

### Generated Regional Capture Rate Analysis

## MRF Survey



### Interviewed All Recycling Facility Operators in NCTCOG Region

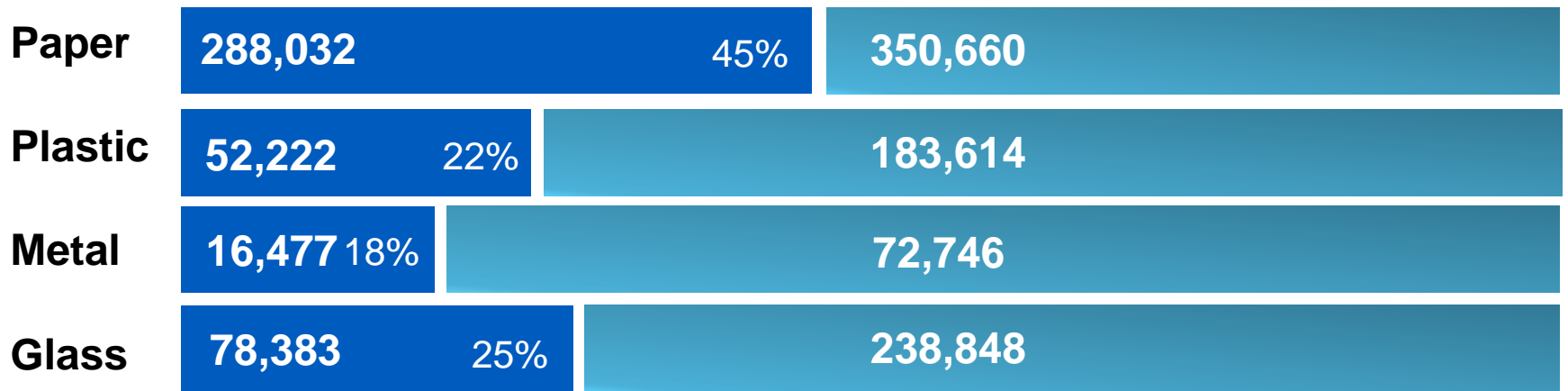
### Identified Acceptable & Prohibited Material on Facility-by-Facility Basis

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**TONS RECYCLED / % of recyclable captured**

**TONS RECYCLABLES IN WASTE**





# Workshops & Focus Groups Inform Campaign Direction

Facilitated workshops and focus groups to communicate data collection and analysis

Developed regional consensus on:

Focus of the campaign

Acceptable and prohibited materials

Stakeholders selected multi-media marketing campaign focused on reducing contamination





# Regionally Accepted Materials

Paper	Plastic	Metal	Glass
Cardboard	Plastic Bottles	Aluminum Cans	Bottles/Jars
Chipboard	Plastic Jugs	Steel/Tin Cans	
Mail, Magazines, Newspaper			
Kraft bags			
Office Paper			



# Top Prohibitive Items



**Plastic Bags**



**Tanglers**



**Explosives**



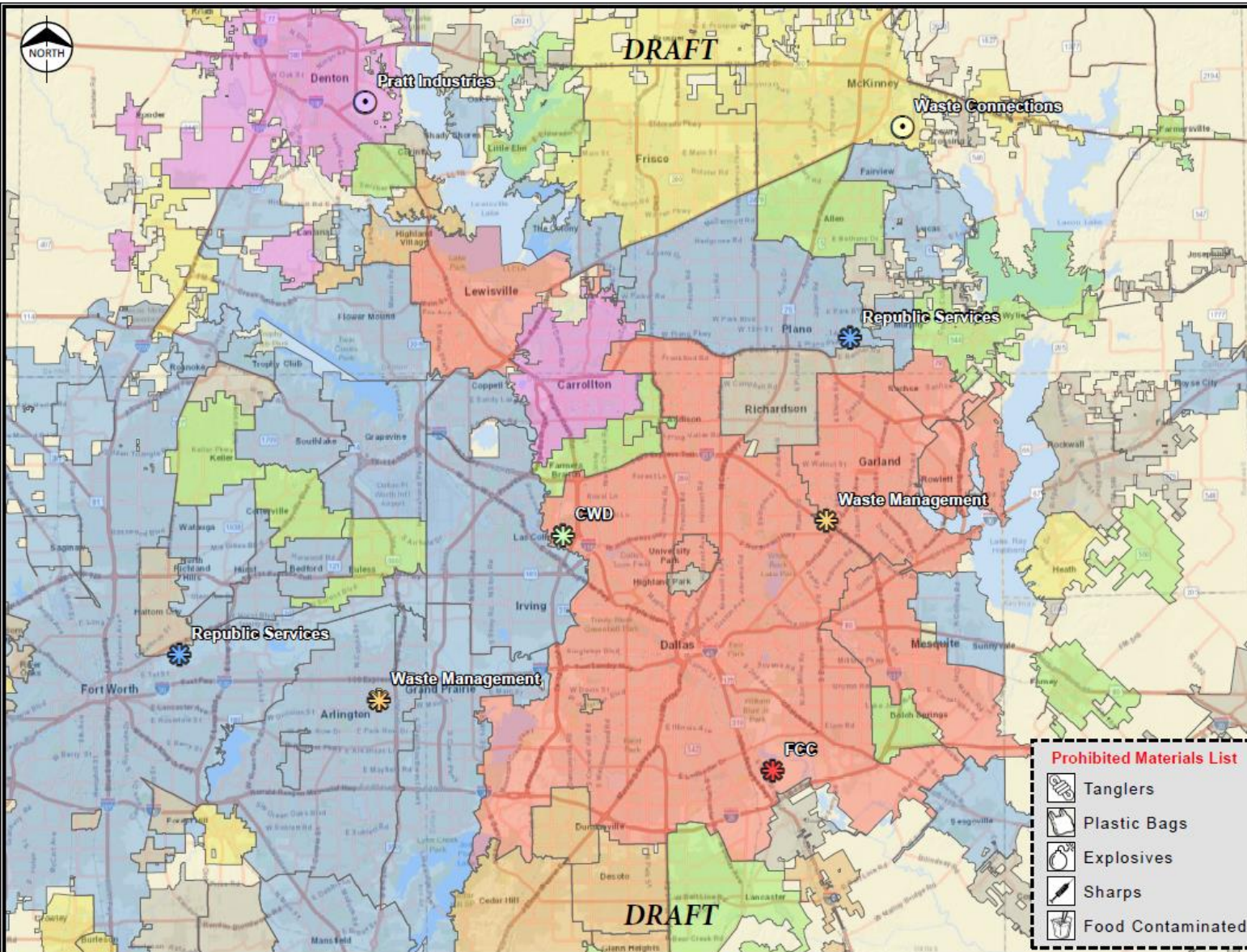
**Sharps**



**Food Contaminated**



# MRF-Shed Map - DRAFT



2019 Metroplex Area  
Recycling Survey and Campaign:  
Regional Material Recycling Facility

### Most Accepted Materials List

Paper:		
	Cardboard	
	Mixed Paper	
	Kraft Bags	
	Paperboard	
	Office Paper	
	Cartons	
	Clean Pizza Boxes	

Glass:		
	Bottles & Jars	

Aluminum:		
	Can	
	Aerosol	
	Foil	

Steel:		
	Can	
	Aerosol	

Plastic:		
	Water / Drink Bottles	
	Milk / Detergent Jugs	
	Dairy Containers (#5 Plastic)	
	Bulky Plastic	

### Prohibited Materials List

- Tangles
- Plastic Bags
- Explosives
- Sharps
- Food Contaminated



# Campaign Development & Implementation

Developed education and outreach materials for distribution by NCTCOG in a multi-media campaign effort

Intention to reach residents in a consistent and timely manner through coordinated messaging

All Campaign assets and implementation guidance are available for download for recycling education at no cost