TOGETHER
Transforming Recycling For Good

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

REGIONALLY ADDRESSING CONTAMINATION

Messaging Review April 8, 2019
Recycling Partnership, Burns & McDonnell

THE RECYCLING PARTNERSHIP

NCTCOG: Regionally Addressing Contamination

PHASE 1- NCTCOG REGIONAL MESSAGING MAY 2019 – AUG 2019

APRIL 8th Call

COMMUNICATION PLAN

REGIONAL LEAD

Earned

- Media Kit

Owned

- Time To Recycle website

Paid

- Placement Recommendations (Social, Digital, Print)

MESSAGING

LOCAL AMPLIFICATION OPPORTUNITIES

ONLINE TOOLKIT What will be available

AMPLIFICATION KIT How communities amplify

RECOMMENDATIONS FOR PHASES 2, 3

WHAT TO EXPECT TODAY

- **Forum for feedback**
  - **Implementation**
  - **Amplification**

- **Timeline**
  - **Now – Aug 31**

Approach
NCTCOG Leads Regional Messaging

Local Programs Amplify and Then Lead Locally

Message
Know What To Throw- Only some items belong in recycling
Sample Designs

Feedback
Comments, Requests, Workshop Agenda
Email ESchussler@RecyclingPartnership.org by 4/11

Timeline
Final edits to assets and plans now until May 6
Workshop plans finalized by May 13
Workshop for implementers May 20
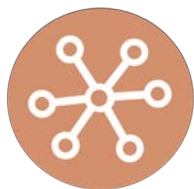
Let's Go!

THE STRATEGY

The Challenge

Too many residents are putting garbage and unaccepted materials in the recycling system, creating unnecessary costs and safety issues.

The Solution

Start with focused regional messaging to raise awareness, knowledge and relevance of top contaminants. (Tartgeting wishcycling and dirty)

The Strategy

Region-level communications plan (paid social, digital, print; promoting quiz, news, ads) (Phase 1, May- Aug 2019)
Plus an **online toolkit for coordinating local-level messaging** for amplification across NCTCOG (Phase 2, Aug 2019 – July 2020).

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The Strategy

Phase 1	Region-level communications plan (paid social, digital, print; promoting quiz, news, ads) (Phase 1, May- Aug 2019)
Who do we most need to reach with this approach?	Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation
How can we reach them in this project phase?	**NCTCOG Owned, Earned, Paid- (Time To Recycle accounts)-** Website, Social, Digital and Print Ads, Earned Editorial
What is the call to action?	Take the Recycling Quiz, Follow TimetoRecycle
How will we know it worked?	Quiz Metrics and Data, Social Metrics, Digital Metrics
What else do we need to do now?	Generate Earned Media; Evaluate and Verify MMP Data

THE RECYCLING PARTNERSHIP

The Strategy

Phase 1   **Local-level amplification** across NCTCOG (June 2019 – July 2020).

Who do we most need to reach with this approach?	Wishcyclers- those who are very interested in doing the right thing for the environment and resource conservation
How can we reach them in this project phase?	**Local Owned, Earned, Paid - news, social, websites**
What is the call to action?	Take the Recycling Quiz, Follow local program
How will we know it worked?	Quiz Metrics and Data, Social Metrics, Digital Metrics, Contamination Data
What else do we need to do now?	Generate Earned Media; Track MMP Data

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Without means to launch a broad advertising splash, we suggest the NCTCOG leads the regional messaging and communities amplify:
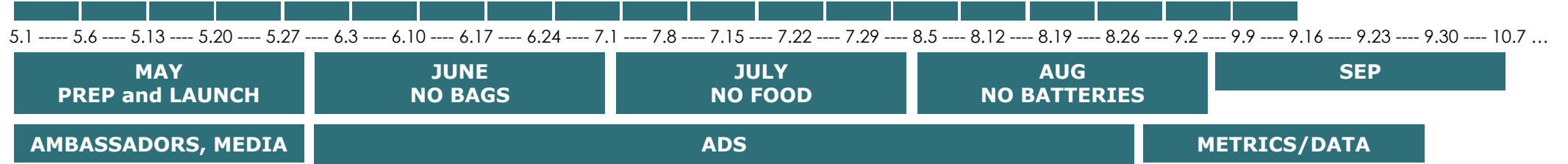

REGION – paid, earned, owned

- **PAID Social Media, Digital, Print ads** to promote the online quiz and focus on top contaminants
- **EARNED** Regional News about the campaign
- **OWNED** TimeToRecycle.com

LOCAL PROGRAMS – paid, earned, owned

- **PAID** Print ads, mailers, etc to promote the online quiz and focus on top contaminants
- **EARNED** Local editorial about how to recycle
- **OWNED** Websites, social media, email, events

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NCTCOG REGIONAL

5.1 ---- 5.6 ---- 5.13 ---- 5.20 ---- 5.27 ---- 6.3 ---- 6.10 ---- 6.17 ---- 6.24 ---- 7.1 ---- 7.8 ---- 7.15 ---- 7.22 ---- 7.29 ---- 8.5 ---- 8.12 ---- 8.19 ---- 8.26 ---- 9.2 ---- 9.9 ---- 9.16 ---- 9.23 ---- 9.30 ---- 10.7 …

MAY PREP and LAUNCH	JUNE NO BAGS	JULY NO FOOD	AUG NO BATTERIES	SEP

AMBASSADORS, MEDIA	ADS	METRICS/DATA

REGIONAL Readiness, Ad Buying

PAID: Social, Digital, Print, Theaters _____

EARNED MEDIA (Regional Story: Collaboration, Opportunity, Top Contaminants; Ambassadors)

OWNED: Website (Quiz), Social Accounts _____

LOCAL

MAY PREP and LAUNCH	JUNE NO BAGS	JULY NO FOOD	AUG NO BATTERIES	SEP NO TANGLERS

AMBASSADORS, LOCAL MEDIA, TEMPLATED ART, UNBOOSTED/COORDINATED SOCIAL	METRICS/DATA

LOCAL Readiness, Ad Buying, Ambassadors

PAID: Digital, Print _____ PAID: Social_____…

EARNED MEDIA (Local Story: Top Contaminants, Special Collection, Drop-off; Ambassadors) _____…

OWNED: Website (Quiz), Social Accounts, NextDoor, Newsletters, Events _____…

RECYCLING PARTNERSHIP

MAY PREP and LAUNCH	JUNE	JULY	AUG	SEP

			METRICS/DATA

FOR PAID: Art Files, Social Posts   Monthly Check-ins

FOR EARNED MEDIA: Media Kit

FOR OWNED: Website (Quiz)

    Amplification Kit

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9

HIGHLY-SOCIAL COMPONENTS TO DRIVE KNOWLEDGE

CONCEPT to DRIVE KNOWLEDGE

KNOW WHAT TO THROW

KNOW BETTER. THROW BETTER.

All based on Recycling Partnership research of resident **sentiment** and **knowledge** as well as **SEO** and **social performance research**.

CLEAR CALL to ACTION

EMOTIVE and PERSONABLE

#KnowWhatToThrow

SPECIFIC PROMPTS, REMINDERS

KNOW WHAT TO THROW

NO BAGS IN RECYCLING
RETURN THEM TO RETAIL

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DO YOU KN♲W WHAT TO THROW?

For recycling to thrive, we need to **recycle the YES things** and **keep the NO things out.**

TAKE THE ONLINE QUIZ

TEST YOUR RECYCLING IQ

Plusses of a quiz as the call to action:
- Educates and delivers metrics, insights
- Highly accessible and sharable
- Easy to edit
- Grow email database
- Create group challenge

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QUIZ

Sample Questions:

TRUE OR FALSE?
Old garden hoses and electric cords are recyclable in your cart.

TRUE

FALSE

TRUE OR FALSE?
Batteries and electronics with batteries go in your recycling cart.

TRUE

FALSE

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DATA MAPPING

PLATFORMS SHARING QUIZ

Google Display ads ➡

Regional media ➡

Time to Recycle - Facebook ➡

Local Facebook ➡

Events ➡

Earned Media ➡

TAKE THE RECYCLING QUIZ

Quiz embedded on TimetoRecycle.com

OUTCOMES

➡ Google data

➡ Quiz data

➡ Web traffic

➡ Social Engagement

➡ Referring links

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14

1. SOCIAL POSTS: Ads to Promote Quiz

2. SOCIAL POSTS: Videos/PSAs

Four 15 sec videos
1. General Recycling
2. NO Plastic Bags or Wrap
3. NO Batteries
4. NO Food
5. NO Tanglers, Trash, Donate

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3. SOCIAL POSTS: Ads to Promote Blogs
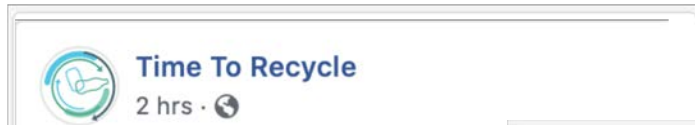
What Do You Do with Plastic Bags?

Don't Recycle Your Garden Hose
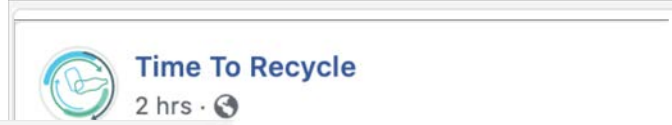
The Importance of Recycling

6 BLOG TOPICS
(Based on what is being search and SEO insights)

1. **How Recycling Works**
2. **Plastic Bags**
3. **Hoses & Cords**
4. **Styrofoam**
5. **Impact of Recycling**
6. **Batteries**

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PRINT and DIGITAL ADS, EARNED COVERAGE

OTHER PAID ADS
(Based on local success and budget)

1. **Publication Ads Print**
2. **Publication Ads Digital**
3. **Theater Ads**

PLUS EARNED MEDIA

Telling the regional story of cleaner recycling and top contaminants.

Let's Go!

IMPLEMENTATION

RECOMMENDED BUDGET

40% regional social/digital
35% theater ads
25% regional print material

PAID REGIONAL PROMOTION:
- Paid social media on Facebook, Instagram through TimeToRecycle accounts #KnowWhatToThrow
- Traditional print advertising, digital ads, PSA

COMMUNITY PROMOTION and AMPLIFICATION:
- Shared social media on Facebook, Instagram, NextDoor (promote hashtag, quiz)
- Earned Media
- Customizable assets: mailers/handout, cart tags, bill inserts
- Download able assets: print/digital ads, event activity, editorial blocks

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PATH - 40% regional social/digital, 35% theater, and 25% regional print material

	MAY	JUNE	JULY	AUG	TOTAL
Time to Recycle					$0
Paid SocMed - Facebook, Instagram	$3,000	$10,000	$10,000	$10,000	$35,000
Google Display Ads	$	$5,000	$5,000	$4,295	$14,295
Digital Ads Star-Telegram	$3,000	$3,000	$3,000	$3,000	$12,000
Digital Ads Dall Morning	$3,500	$3,500	$3,500	$3,500	$14,000
Digital Ads Community Impact	$1,680	$1,680	$1,680	$1,680	$6,720
Theater Ads	$	$24,000	$24,000	$24,000	$72,000
Print Ads – Star-Telegram	$	$2,000	$2,000	$2,000	$6,000
Print Ads – Star Weekly	$	$3,125	$3,125	$3,125	$9,375
Print Ads – Dall Morning Al Dia	$	$1,800	$1,800	$1,800	$5,400
Print Ads - Community Impact	$	$9,070	$9,070	$9,070	$27,210
TOTAL.	**$11,180**	**$63,175**	**$63,175**	**$62,470**	**$200,000**
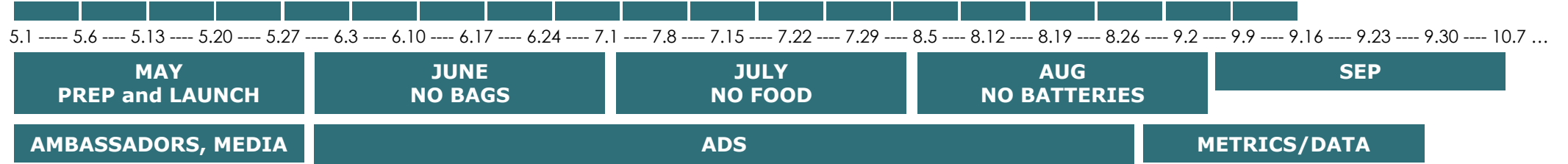
THE RECYCLING PARTNERSHIP

NCTCOG REGIONAL

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LOCAL Readiness, Ad Buying, Ambassadors

PAID: Digital, Print _____ PAID: Social_____...

EARNED MEDIA (Local Story: Top Contaminants, Special Collection, Drop-off; Ambassadors) _____...

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RECYCLING PARTNERSHIP

MAY PREP and LAUNCH	JUNE	JULY	AUG	SEP

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FOR PAID: Art Files, Social Posts

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FOR OWNED: Website (Quiz)

Amplification Kit

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22

Let's Go!

SOCIAL SUCCESS

Blend of Social Media - Ads

Breakdown of $35k for paid social

$13k	$11.5k	$5k	$3k
Promote Quiz	**Videos**	**Boosted Posts**	**Page Likes**

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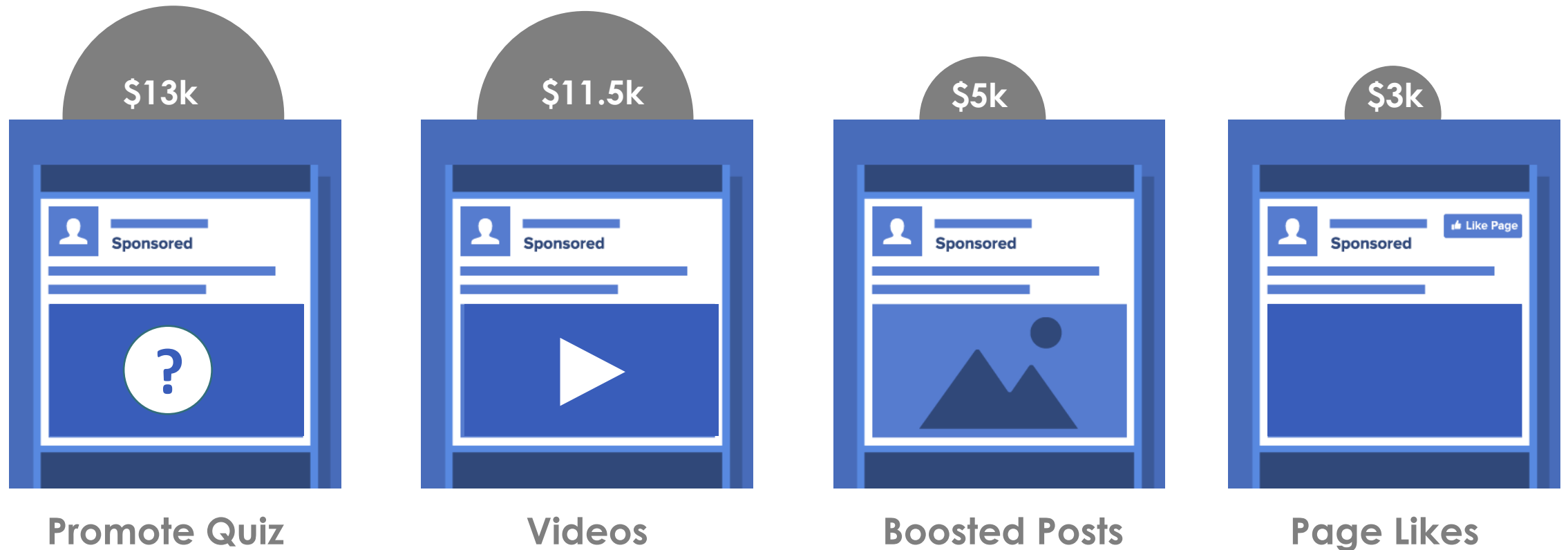
Estimated Projections from Paid Posts

~10k quiz takers
~$.02 impression, 1% click through rate

575k - 1.1M Video Views
~$.01- .02 per view

125k impressions

3-6k page followers
~$.50-1.00 per follower
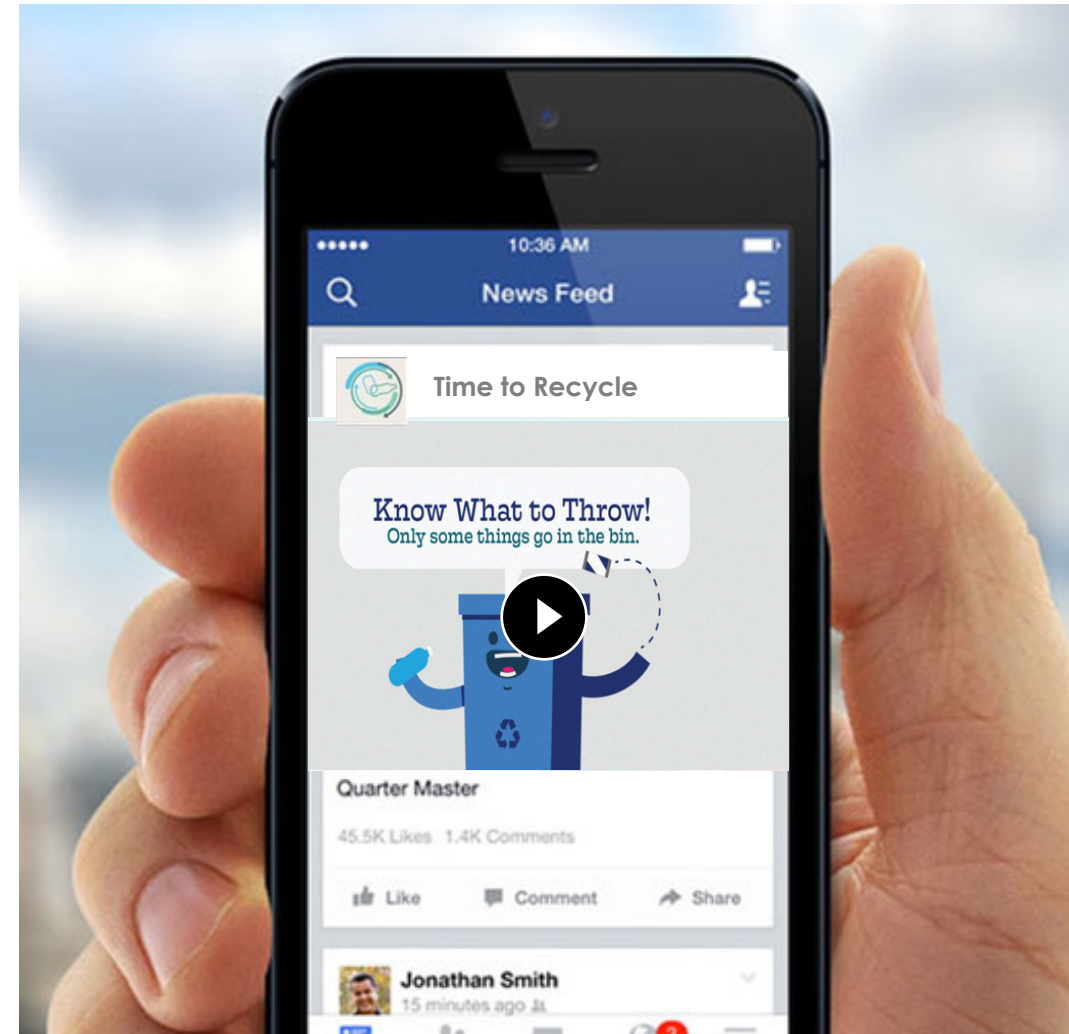
Let's Go!

LOCAL AMPLIFICATION KIT
   Coordinated Timeline and Internal Planning
   Online Toolkit
   Suggestions for Local Implementation

DRAFT of ONLINE TOOLKIT

The Partnership will house and maintain all assets and plans on the NCTCOG project webpage, providing an easy online portal.

1. **Campaign Overview: Reducing Contamination**

2. **Statewide Communications Plan**

   - **Schedule**

   - **Strategy Documents**

3. **Resources**
   - Shareable Social Graphics / Videos
   - Editorial Building Blocks
   - Customizable Templates
   - Links to External Resources

4. **FAQs**

Draft Sign Builder Templates
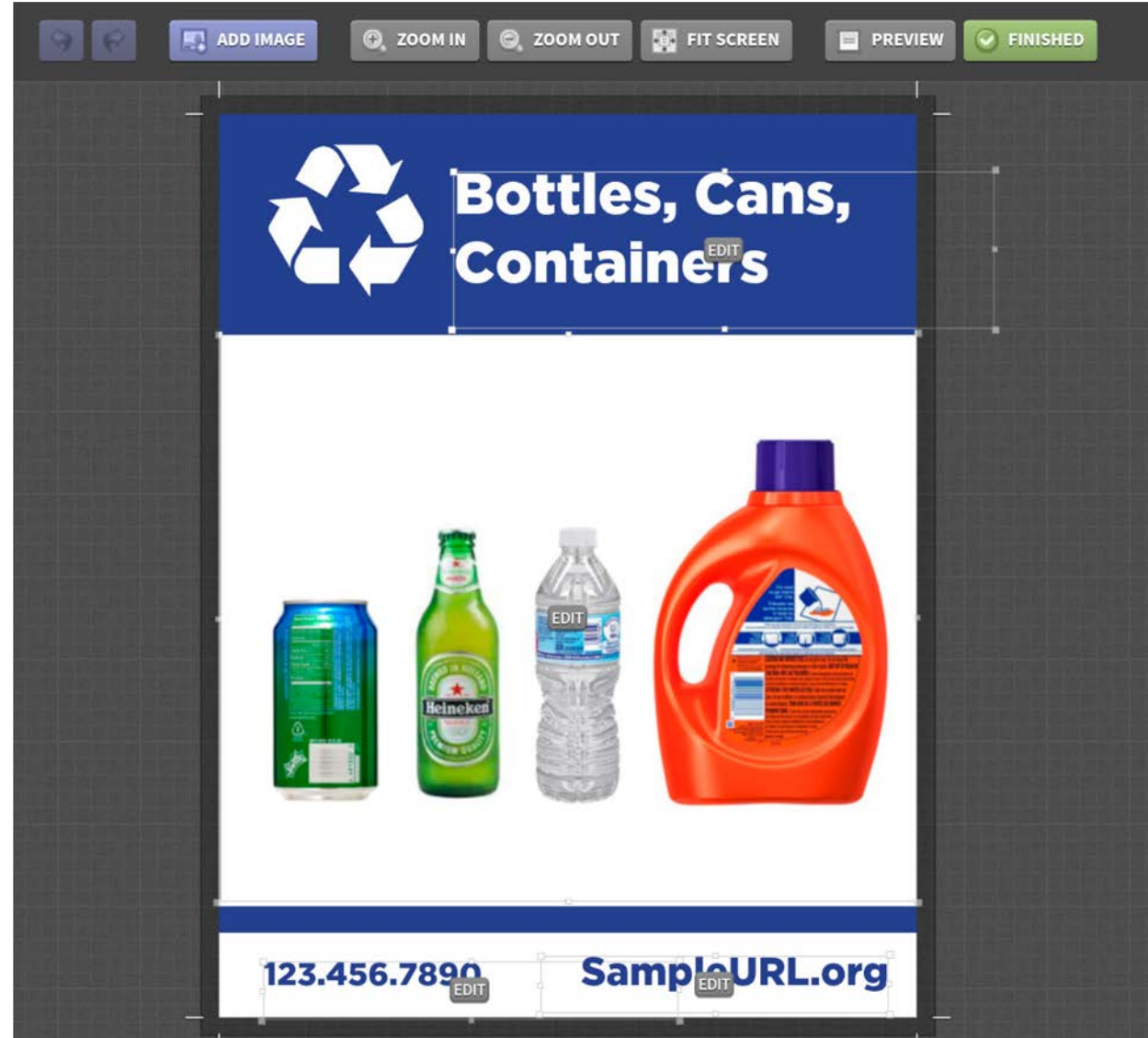
Easy to Customize Builder Templates

THE RECYCLING PARTNERSHIP™

Edit Copy

Select Image

Upload Logo (TBD)
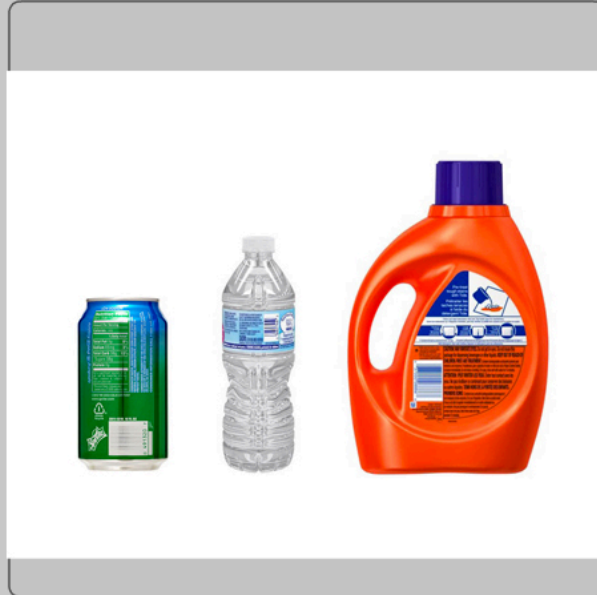
Recycling Quiz

Recycling IQ data

Social Videos and Graphics

- No Bags, No Wrap
- No Tanglers
- No Food
- No Shredded Paper
- No Lithium Batteries

DO YOU KNOW WHAT TO RECYCLE?

Know What to Throw!
Only some things go in the bin.

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Editable Design Templates

Mailer/Handout

Editable Design Templates

Bill Insert/Handout

Downloadable Design Templates

Interactive
Activity

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Let's Go!

THE MAY 20 WORKSHOP

WHO IS ATTENDING?
WHAT IS MOST HELPFUL?
ONGOING RESOURCES?

Let's Go!

THE MAY 20 WORKSHOP

The Plan and How to Amplify
How to Use Templates and Online Toolkit
Getting More: Your Website, Social, Metrics

Let's Go!

Phases 2 and 3

Phase 2

Update info on Community Websites

Training to Equip Community Social Media

        Prep, Hacks, Metrics

Evaluate Quiz Results to Inform Messaging

Launch Collaborative Editorial Calendar

Training, Tailoring for Trackable Cart Tagging and Case Studies

Funding for Measurement and Continued Messaging to Reduce Contamination

Plan for Convenient Drop-off, Special Collection

Phase 3

Comparative Audits

Focus Group to Identify Resident Barriers

Collaborative Campaign v2 accounting for new information

Identify Regional Recycling Standards and Contracting Strategies

Multifamily Resources

Multicultural Resources

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