



Smart Recycling Project Overview

August 11th, 2026



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Office of Environmental Sustainability

McKinney

Smart Recycling Project

The Smart Recycling project will help reduce contamination levels in residential curbside recycling.

The goal of this project, with funding provided by The Recycling Partnership is to reduce recycling contamination.





November 2025 – July 2026 : Baseline Data & Content Development

- Conduct capture rate study to obtain baseline data on recycling contamination
- Conduct Survey & Focus Groups
- Develop Outreach & Education materials based on data and feedback

Nov – Feb 2027: Analyze Results

- Conduct post capture rate study
- Evaluate contamination rates
- Opportunity for select households to receive in home recycling bin

Aug – October 2026: Implement Communication Plan

- Public announcement to communicate news of upcoming educational recycling materials
- Mail info-magnets
- Mail feedback mailers based on contamination data

Recycling Survey & Focus Groups

Topline Findings

Survey Method



Please Respond: McKinney Recycling Survey

Share your perspective on recycling in McKinney.

Please visit McKinneySurvey.org
or scan this QR code
to take the survey today.



PIN: XXXXX

[address block]

While taking the survey, you will
have a chance to sign up
for a focus group to talk more about
recycling in McKinney.

Distributed by mail; online & mail-back response

11,359 mailed (February)

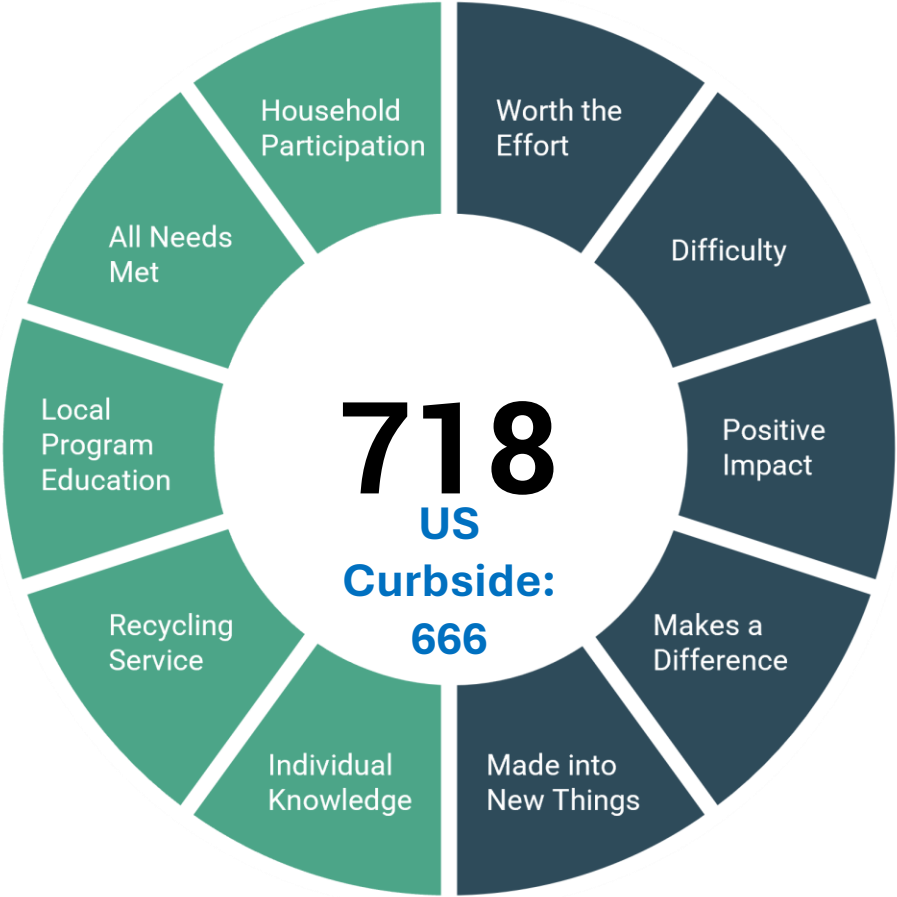
765 responses received (6.7%)

Separate link for social media/website response; 94 received

2026 Recycling Confidence Index: McKinney Curbside Households

692
Programmatic
Factors

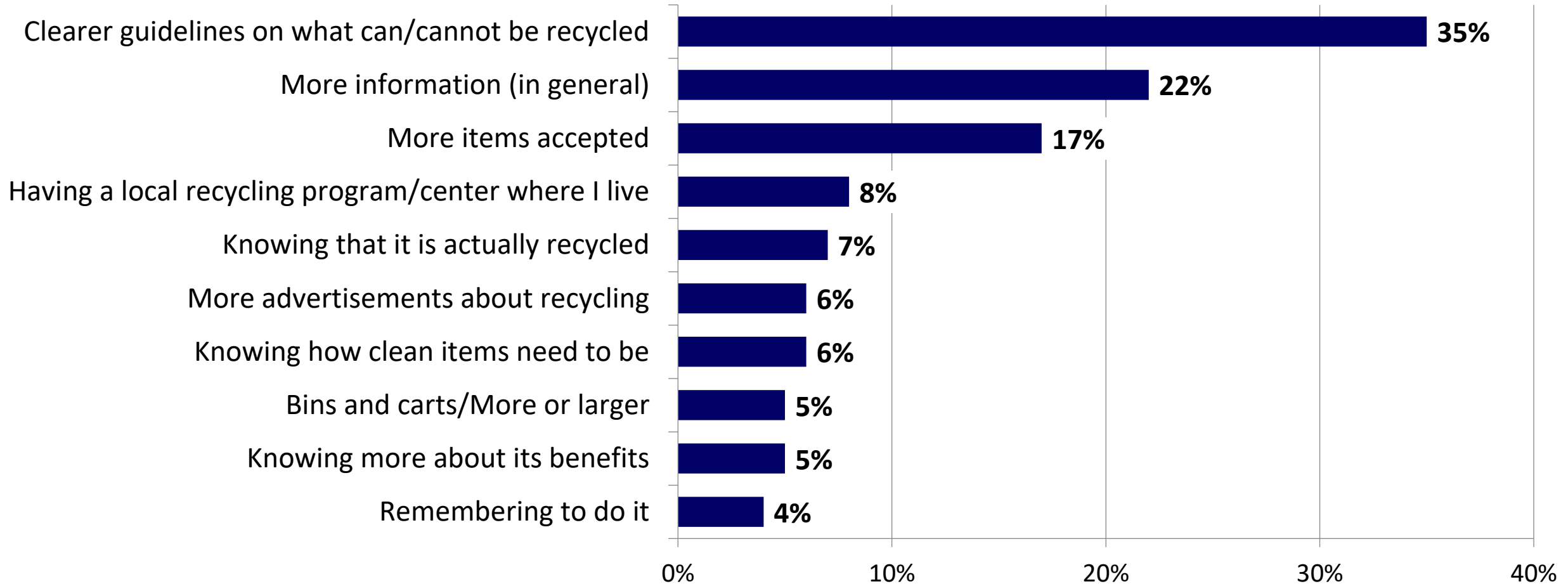
US
Curbside:
620



744
Perception-based
Factors

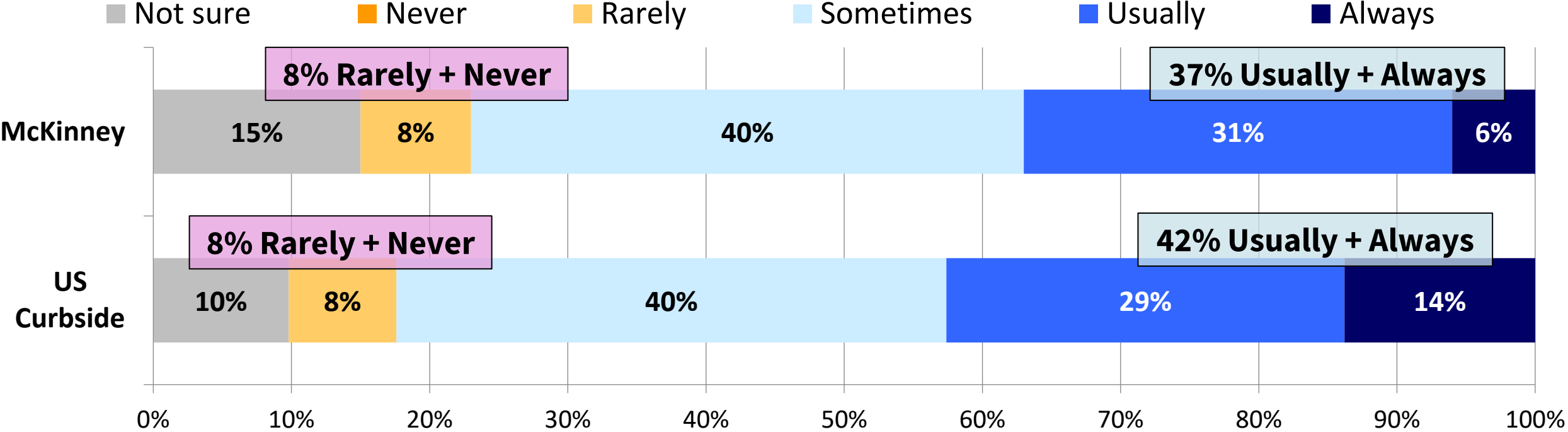
US
Curbside:
711

What Would Help You Recycle Better?



Q14. What would help you recycle better? *(Open-ended; categorized responses shown.)*

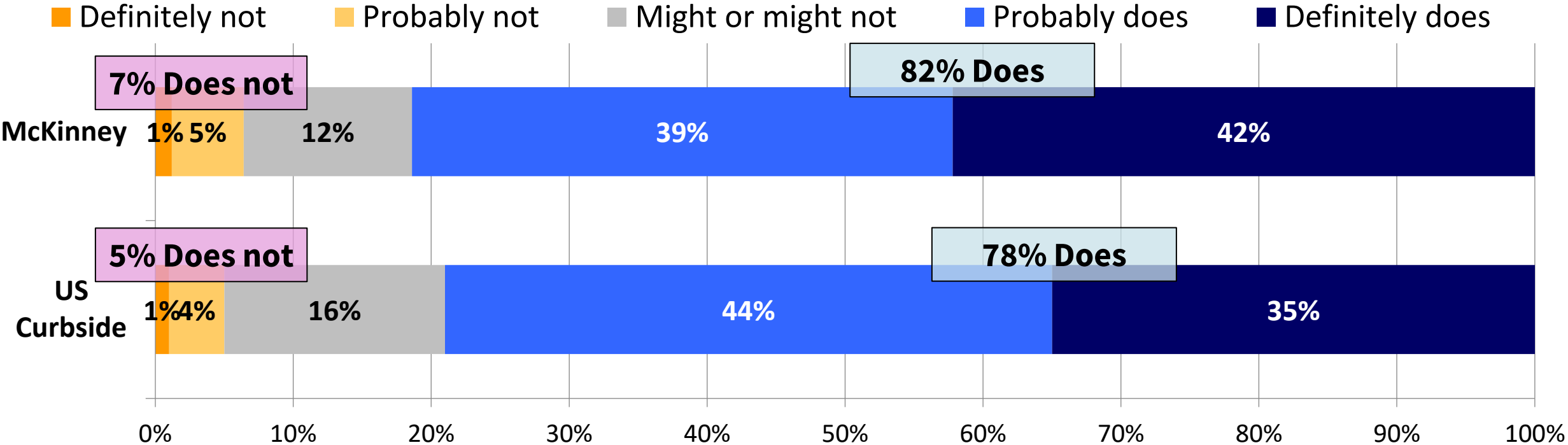
Perceptive Element 6: Recyclables are Made into New Things



Q15. Do you think the items you recycle are made into new things?

Numbers may not appear to add correctly due to rounding.

Perceptive Element 7: Recycling Makes a Difference



Q12. Do you think recycling makes a difference?

Numbers may not appear to add correctly due to rounding.

McKinney, TX Smart Recycling Project

August 2026-March 2027



**The Recycling
Partnership**

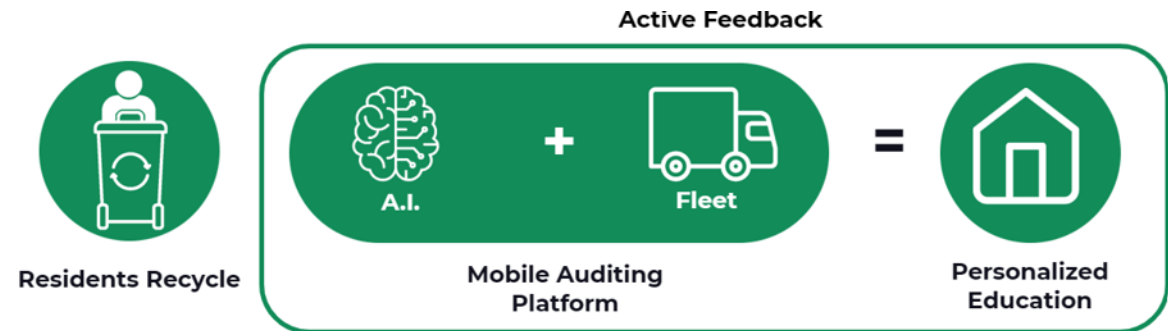
The Recycling Partnership is the U.S. nonprofit solving recycling's toughest challenges, together.

How the Smart Camera Program Works

Smart Cameras are installed by Prairie Robotics on Frontier recycling trucks

How it works:

- Camera captures cart contents as materials are dumped into the recycling truck
- AI identifies any contamination
- Prairie Robotics generates and sends a Response Mailer with either a photo or icon of the contamination to the resident



Technology on Collection Trucks



Types of Mailers Residents May Receive



Launch/Awareness

- Infocard magnet postcard
- Infocard postcard



Feedback

- Generic icons
- Image specific



General Educational

- Tip focused with laundry and bathroom downloadable guides
- Material specific
- Participation focused



Business Reply Mailer

- BRM offering in-home bin kits
- Followed by in home bin kit delivery

Infocard Magnet Postcard

Postcard magnet will be attached to



Magnet with information on recycling



Mailing panel



City of McKinney
Public Works
PO Box 517
McKinney, TX 75070

Feedback Mailer-Generic

FLIP OVER
to see what was found
in your neighborhood

*Voltea para ver una
foto de tu reciclaje*

**When we emptied recycling carts in you neighborhood
our team noticed these unacceptable items.**

*Cuando vaciamos tus materiales reciclables en el camión, nuestro
equipo detectó estos artículos inaceptables en tu carrito.*



Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.

To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.

Si no desea recibir estos consejos, llame al 972-547-7385.



Postcard example

OOPS!

**HELP KEEP OUR RECYCLING PROGRAM
IN MCKINNEY STRONG.**

Please keep these item out of your recycling cart:
No coloques estos materiales en tu carro de reciclaje:



No bagged recyclables
*No se acepta el reciclaje
en bolsas de plástico*



**No plastic bags
or stretchy plastics**
*No se aceptan bolsas de
plástico ni plásticos flexibles*



**No batteries or
electronics**
*No se aceptan dispositivos
electrónicos ni baterías*



No food or liquid
*No reciclar alimentos
ni líquidos*



Scan the QR code to learn which
items can be recycled in your cart.
*Escanea el código QR para ver qué
artículos se pueden reciclar*





★ TIP

Not sure what can be recycled in your cart? Let's figure this out together, McKinney!

Visit McKinney's website to get the answers.



Scan for more information

McKinneyTexas.org/Recycle

Mailing panel



City of McKinney
Public Works
PO Box 517
McKinney, TX 75070

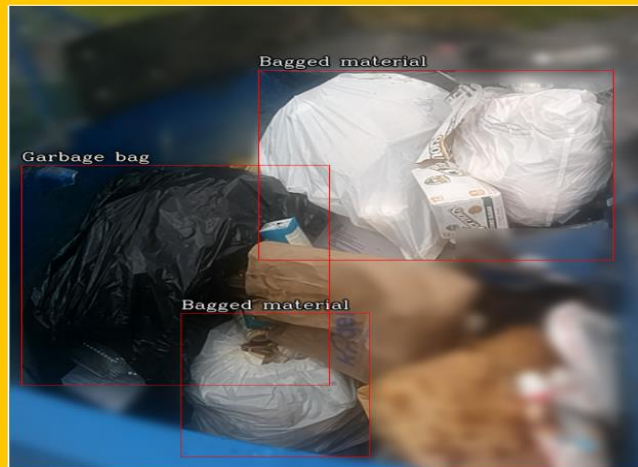
Feedback Mailer-Image Specific

FLIP OVER
to see a photo
of your recycling

*Voltea para ver una
foto de tu reciclaje*

When we emptied your recycling into the truck—our team noticed these unacceptable items in your cart.

Cuando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.



Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.

To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.

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Funded in part by



Postcard example

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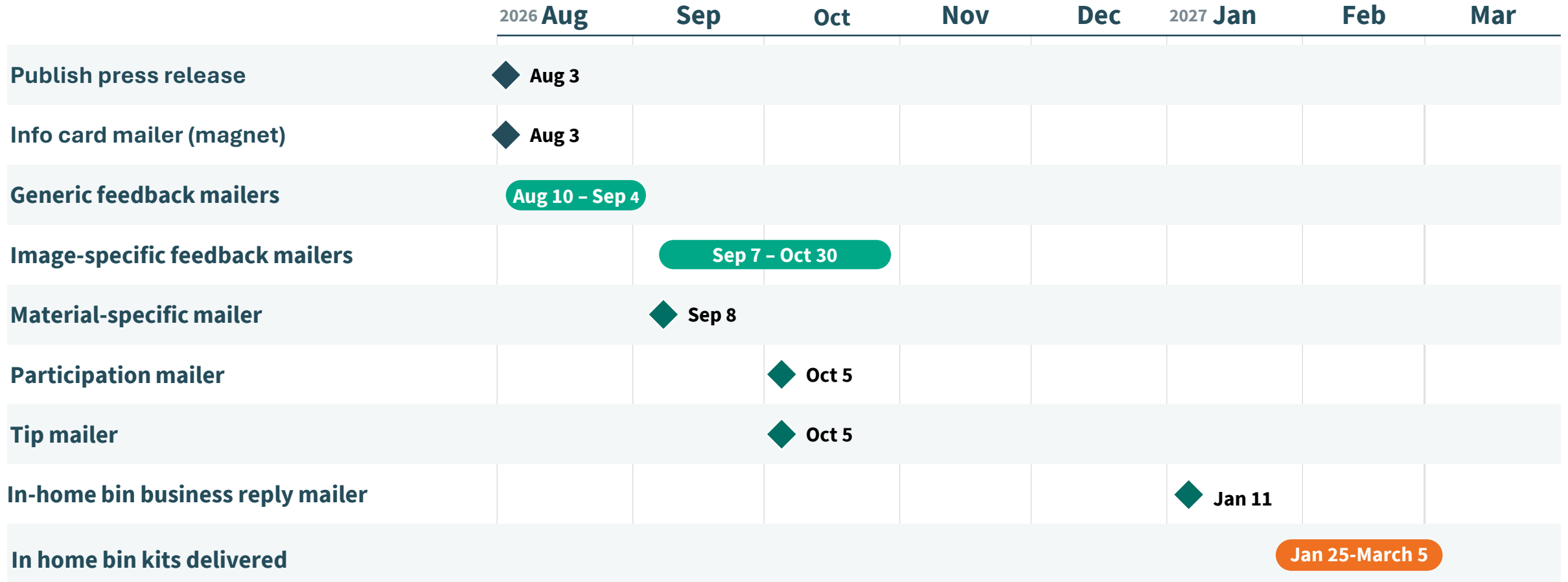
*No reciclar alimentos
ni líquidos*



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*Escanea el código QR para ver qué
artículos se pueden reciclar*



What's Next: Outreach Timeline



◆ Launch & awareness ● Feedback mailers ◆ Targeted mailers ● Intervention



Thank You!

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