

A background image showing several hands of different people stacked together in a circle, symbolizing teamwork and collaboration. The hands are in various shades of skin tones and are wearing different types of clothing, including a blue sweater, a grey sweater, a blue striped shirt, and a white shirt. The image is overlaid with a semi-transparent teal banner that contains the main title text.

# All In: Making the Most of Your Education Dollar

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THE MATERIAL VALUE OF PARTNERSHIP

Demand is high, robust infrastructure exists.  
**Goal: Get more, good material into the bin.**

CVP was formed in 2003, we are a  
501(c)3 with a mission to:

**INCREASE RECYCLING  
RATES IN AMERICA**





# CVP's Approach

## Open Source Tools

In 2015 we expect to reach 2000+ contacts with:

- **Webinars**  
Free sessions connecting recycling officials with national leaders
- **Newsletters**  
Tips and tidbits for recycling programs
- **Best Management Tools**  
Connecting with the leading approaches
- **Peer Networks**  
Building connections with other recycling officials
- **Free Downloadable Tools**  
Images and templates

## CVP City Work

In 2015 we expect to partner with a dozen communities providing:

- **Technical Assistance**  
CVP staff time to help program coordinators adopt best management practices
- **Champion Building**  
Connecting with elected officials around the importance of recycling
- **Communication Campaigns**  
A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more

## Recycling Partnership

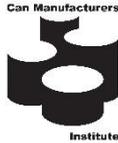
In 2015 we expect to partner with at least five communities providing our most in-depth level of action:

- **Grants**  
Seeding private dollars to unlock public investments
- **Technical Assistance**  
CVP staff time to help program coordinators adopt best management practices
- **Champion Building**  
Connecting with elected officials around the importance of recycling
- **Communication Campaigns**  
A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more



# Sponsors

## CVP Board of Directors



## Recycling Partnership Funders



## Associate Member





# Education for the Masses

- ▶ Recycling education is vital.
  - Always educating, even when silent.
  - When residents don't hear from you they assume it isn't a priority. Result?
    - Participation and tonnage slips
    - Quality slips
- ▶ But it is often underfunded.
  - \$1/HH maintenance; \$3 - \$4 / HH when making changes.
  - Why?
    - Campaign material development, printing, media buys, postage, etc.. are expensive.
    - Program changes require campaigns to spread the word.



## Wait! That's Too Much!

1. Make sure decision makers understand why education is important and what it costs
2. CVP is developing campaign material for different phases of programmatic life. Lowering your costs.
3. There are simple but effective ways to save.



# The (real) Value of Education

- ▶ Education and outreach funding puts other investments to work.
  - Don't spend millions on carts, then underfund education!
  - Problems are more expensive to fix than prevent.
- ▶ Example: Columbus, OH
  - Raised awareness and excitement before carts hit the streets. Goal was cart refusal under 20%; actual cart refusal was 2%!





## Don't Start from Scratch

- ▶ Resources exist (or are under development) for building campaign materials without costing a fortune.
- ▶ CVP is designing materials for trends in program maturation:
  - Transition to or start in carts (complete)
  - Addressing contamination and quality (2015/2016)
  - Adding new materials to a program (2016)

# CARTs: Community Access = Recycling Tonnage

**2004  
CALLED.**

They Want Their Bin Back.



- Full suite campaign
- Operational guide
- Ready in 2015

**LET'S  
ROLL.**



“Rolling out” in our first Recycling Partnership Communities



CVP PHOTO SHOOT  
5 MODELS  
6 CARTS  
OVER 1,000 PHOTOS



CASCADE

IPL

OTTO

REHRIG

SCHAEFER

TOTER



## EASILY ADAPTABLE COMPONENTS





# EASILY ADAPTABLE COMPONENTS





# EASILY ADAPTABLE COMPONENTS



# RICHMOND IS ON A ROLL.



For more information or for the most current list of recyclables visit [cvwma.com](http://cvwma.com) or call 804-340-0900.

The City of Richmond is excited to announce we're increasing our recycling efforts through our new CART program.

In January 2015, 6000 homes will receive a new 95-gallon recycling cart. Postcards are being sent to alert residents of the selected homes. If you didn't receive one, don't be concerned; carts will be delivered to all Richmond single-family homes and dwellings with four or fewer units between July and December 2015.

Pickup days, times and locations will remain the same, you'll just be able to recycle more, which is good for our City and the environment. Even better, you'll also be able to earn rewards for recycling too! Find out more at [recyclingperks.com](http://recyclingperks.com)

**So get ready to roll, Richmond!**

## GREAT NEWS!



Selected homes will receive this postcard!



For more information visit: [www.Richmondgov.com/RichmondRecycles](http://www.Richmondgov.com/RichmondRecycles)





## Additional Resources/Tools

- ▶ [Recyclecurbside.org](https://www.Recyclecurbside.org)
  - Our Work Section
- ▶ [recycleyourplastics.org](https://www.recycleyourplastics.org)
  - Terms and Tools App
- ▶ [recycleoftenrecycleright.com](https://www.recycleoftenrecycleright.com)
  - Waste Management Resource



## Cheap(er) and Effective!

- ▶ Get boots on the ground:
  - Leverage your community; they are your best messengers.
- ▶ Use in-house resources:
  - Bill inserts, posters on city owned property (bus shelters, recycling trucks, parks and municipal buildings), Facebook and twitter are usually cheaper than traditional media buys.
- ▶ Leverage the power of earned media:
  - Press events, campaign photo op tours of the recycling facility, and letters to the editor can all generate free coverage with local press.
- ▶ Use what you know:
  - County fair, local sports teams, rodeo in town? All great places to showcase the program and connect with residents.



## But Still: What Works?

- ▶ CVP administered a “test kitchen” grant program
- ▶ Test the efficacy of specific marketing activates:
  - Direct marketing
  - Peer-to-peer outreach
  - Traditional advertising
  - Digital marketing

**Arkansas:** City of Fayetteville

**Colorado:** City of Durango

**Georgia:** Athens-Clarke County

**Indiana:** La Porte County Solid Waste District

**Mississippi:** Green Alliance (Natchez area)

**Texas:** City of Grand Prairie

# Expose Your Green Side

City of Grand Prairie  
972-237-8061 • gptx.org/recycling



Get your free curbside recycling bin,  
by calling 972-237-8061 by July 31, 2013  
and we will drop a bin and  
recycling instructions off at your door.

Expose Your Green Side by  
recycling every week

If you already have a green bin, use it weekly.  
Recycling's easy, it matters and improves your curb appeal.

Get Caught  
with Your Bins Down!  
www.gptx.org/recycle • 972-237-8061

Consiga su papelera de reciclaje gratis  
Llame al 972-237-8061  
para el 31 de Julio del 2013  
y le dejaremos un bin y las  
instrucciones de reciclaje a su puerta.

Entonces usted puede exponer su lado verde por  
reciclando cada semana

Si ya tiene un recipiente verde, acuérdesse de usarlo cada semana.  
Reciclar es fácil, y mejoraría la apariencia de su curva.  
www.gptx.org/recycle • 972-237-8061



Don't just dip your  
toe into recycling,

jump in  
with both  
feet!



Jump in with Both Feet – Commit to recycling all  
you can over the next 4 weeks!

Look at everything you can  
**RECYCLE**

Instead of dropping in your trash can, recycle these  
products in your recycling container. No sorting  
necessary! Place your recycling container curbside  
by 8 a.m. on:

**Cardboard and Mixed Paper**

- Newspaper, magazines & catalogs
- Corrugated cardboard
- Mixed paper
- Paperboard (shoe and cereal boxes, paper towel rolls, egg cartons, etc.)
- Junk mail - catalogs, greeting cards, pamphlets, advertisements, booklets, envelopes
- Phone books and paperback books
- Paper bags

**Cartons**

- Milk cartons, juice cartons, soup, coconut water, etc.

**Metals**

- Just quickly rinse and include
- Steel cans and lids
- Aluminum cans, foil and pie plates
- Empty and depressurized aerosol cans
- Empty paint cans
- Loose metal jar lids and bottle caps

**Plastics** Includes all #1 through #7 plastics such as:

- |                   |  |   |
|-------------------|--|---|
| BATHROOM          | HOUSEHOLD  | KITCHEN   |
| • Liquid soap     | • Kitty litter jug                               | • Yogurt, sour cream, and cottage cheese containers |
| • Mouthwash       | • Laundry detergent, bleach, and fabric softener | • Clean-shelf containers                            |
| • Pump hair spray | • Shampoo, conditioner                           | • Liquid dish detergent                             |
|                   |  | • Liquid household cleaner                          |

No glass for curbside pick up, please. Do save it, and bring to any of our drop off locations.

No plastic bags! They ruin everything! Take newspapers out of bags, please.



Thanks for committing  
to jumping in with Both Feet!  
Your 4 weeks can have a lasting impact.

do the right things!

For more information visit [DurangoRecycles.com](http://DurangoRecycles.com)



# RecycleMoreACC.org

706.613.3512



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



# Test Kitchen Findings

**IT DEPENDS and there isn't one singular tool.**

- Consumers need to hear something multiple times and multiple ways.

**That said....**

▶ **Direct Marketing**

- Postcard mailers are more effective than door hangers
- Need Have a clear, concise, attention getting call to action

▶ **Peer-to-Peer Outreach**

- Boots on the ground are powerful

▶ **Traditional Advertising**

- Hard to measure
- Reaching residents where recycling takes (home) place is often more effective

# Most Improvement Happens in the Middle

**Rarely or never  
recycles:**  
20% Not likely

**Sometimes and  
Maybe Recyclers:**  
60% Maybes

**The True Greens:**  
20% Forever and  
always yours

- Not getting the message
- Highly resistant
- You can't make me

- When its easy
- Trying but confused
- Because you make me

- Hardcore
- Green
- Committed



## Website Refresh

- ▶ Before you tweet or post, update your web presence with the following steps:
  1. Update your url, for less then \$50 per year you can provide an easy to remember redirect website name.
  2. Evaluate current content – better yet, ask a neighbor to.
  3. Reorder content based on feedback (most people what to know what to recycling and how to recycle it) and keep it simple.



## Website Refresh

4. Include your local program recycling statistics, provide reference updates, and set goals. Share the benefits. We are in this together!
5. Develop a campaign landing page.
6. Make sure everything works on phones and tablets.
7. Include a link from city homepage if possible.



## Social Media

- ▶ Facebook, Twitter, YouTube....
- ▶ Build out a portfolio of tweets and posts so they are ready to go.
- ▶ Invite participation, contests, fun!
- ▶ Start early and integrate campaign.
- ▶ Generate buzz and educate at the same time.
  - Example: Albuquerque, New Mexico created a YouTube channel and produced a series of short videos about their new cart recycling program.
    - For the cost of staff time plus \$80 in promotions, they attracted almost 20,000 views.

# Additional Tools and Resources

Visit our website and join our listserv for more information as well as:

- Tools
- Resources
- Webinars
- Newsletters
- And *more!*





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