THE CURBSIDE VALUE PARTNERSHIP

Increasing Recycling Participation and Collection among the Georgia Recycling Hub Communities
Presentation Overview

- Curbside Value Partnership
  - Who we are
  - Our partnership with Georgia

- What We Have Learned/Why Education is So Important
  - Findings overview
  - Partnership successes

- How To Make Education an Ongoing Part of Your Program
The Curbside Value Partnership Goals

1. Improve participation levels in curbside programs

2. Drive recycling of the most valuable commodities

3. Improve the efficiency of residential curbside programs:
   - Capture, compile and communicate results grounded in solid data
   - Enrich the volume and mix of valuable materials in the bins
   - To identify and share best practices

4. Create a self-sustaining initiative over 5 years where municipalities are leading and running more economically efficient curbside programs
What We Do in Each Community

- Goal setting
- Develop PR plan and strategy
- Materials development/design
- Campaign theme/tag-line
- Launch event/announcement
- Ongoing media relations
- Marketing to residents
- Third party engagement
- Data measurement (pre and post)
- Future planning
What We Do Nationally

Ongoing national promotion of best practices and partner success to motivate others and attract new partner communities.
Why Educate?

Money from wasted recyclables can go here....

Or... it can go here....

Average revenue per new bin per year: $94
Baton Rouge Success Story

RESULTS:
40% increase in cart requests
16.45% increase in recycling volume
Extensive and ongoing media coverage
Denver Success Story

RESULTS:

43% of eligible customers participate
60% increase recyclables since switching to single stream

Extensive and ongoing media coverage
Ten Tips for Marketing Recycling

1. Communications must be ongoing and consistent.
2. Participation must be promoted.
3. “Get a bin” messaging is the most effective.
4. Touch on “the basics” such as how, when and where to recycle.
5. Show the impact of recycling using local factoids.
6. Visually get away from the expected.
7. The status quo is not enough.
8. Web sites are often the most overlooked, underutilized marketing tool.
9. Have an easy to remember Web site address.
10. There are opportunities to promote your brand and recycling program everywhere.
Branding 101

“One of our jobs as marketers is to enhance the way a consumer feels about a brand and its products and services just by using them.”

-- Joel Sobelson, CEO, Wunderman (direct marketing leader)

Whether you like it or not, your recycling program is/will be a brand to your residents.

- What do you want that brand to say about your program?
- Do residents connect with the brand, interact with the brand? How?
- Are there other ways you can visually or verbally convey your brand?
Opportunities for Branding Are Everywhere!

- Logo and tagline
- **Web site**
- Messages
- Printed materials
  - Newsletter
  - Direct mail
  - Flyers
  - Brochures
- Events
  - Signage
  - Give-a-ways
  - Displays
- The office
  - Voice mail system
  - Staff training
- Outdoor
  - Billboards
  - Trash cans
  - Bus stops
- Media
  - TV
  - Radio
  - Print
  - On-line
- Speeches
  - HOA meetings
  - Schools
  - Community organizations
Common Web Site Blunders

- Lengthy URL
- No way to sign up for info online
- Contact information and titles as home page content
- One-way communication
- Non-consumer friendly information
Effective Web Site Usage

The “Basics” are easy to find

- Easy to remember URL (also www.sfrecycles.org)
- Easy search functions
- Newsletter sign-up

Tag-line and branding

- News headlines versus boring program info
- Info for kids and teachers
If You Do Nothing Else …

- Consider a new EASY TO REMEMBER domain name
- Link from community home page
- Email opt-in
- Less is more! Practical information first
- Create an email signature
Public Relations

“Public relations (PR) is the managing of outside communication of an organization to create and maintain a positive image.”
– Wikipedia

- PR is a two-way street!

- Most common PR activities involve little to no expense.
Pitch Angles to Consider

• Recycling at home *the* easiest way for residents to be green
• Everyday environmentalism begins at home
• Curbside recycling – tips + getting started
• Community recycling goal
• From bin to shelf -- the steps of recycling
• Trends
• Seasonal
Look Who Is Talking!

- Who speaks for your program or organization?
- What do they say?
- Is everyone on message?
- How to ensure consistency
- Consider training or mock interviews
What IS Social Marketing?

• Layman’s terms: “Attempting to change behavior to achieve social good.”
  - Recycling
  - Teen pregnancy
  - Healthy eating

• Resources:
  - Alan R. Andreasen’s, Marketing Social Change
  - Nedra Kline Weinreich’s, Hands-On Social Marketing
  - Doug McKenzie-Mohr and William Smith, Fostering Sustainable Behavior
  - Social Marketing Quarterly
Questions to Ask Yourself

• What is the nature or scope of the issue?
• What factors do you want to address?
• How?
• What do you want your audience to do?
• What are the most important characteristics of the audience that must be considered?
• What are YOU going to do to make the behavior more desirable?
• What are you going to say?
• What is your timeframe?
• What resources will you need?
• How will you know if you are successful?
Utilizing Social Marketing Principals

- Involves 4 steps:
  - Identify barriers
  - Develop a strategy
  - Conduct a pilot
  - Evaluate the strategy
Saving $$ on Communications

• Partner with a local college or university for free or low cost help.

• Outsource what you need vs. hiring full-time help (freelancers, etc.)

• Think twice before printing!

• Can you co-op?

• Rethink your event plans.
Measuring Success

• With no measurement in place … what’s the point?

• Measurement options:
  – MRF data – VOLUME and VALUE (by month, year-over-year)
  – Waste characterization study
  – Set out counts (pre and post)
  – Surveys (pre and post)
  – Web site traffic
  – Phone calls
  – Bin requests
  – Media coverage
  – Other measures
Additional Resources

• **Branding**
  – www.allaboutbranding.com

• **Public Relations**
  – Public Relations Society of America (www.prsa.org)

• **Social Marketing**
  – Social Marketing Institute (www.social-marketing.org)
  – McKenzie-Mohr & Associates (www.cbsm.com)