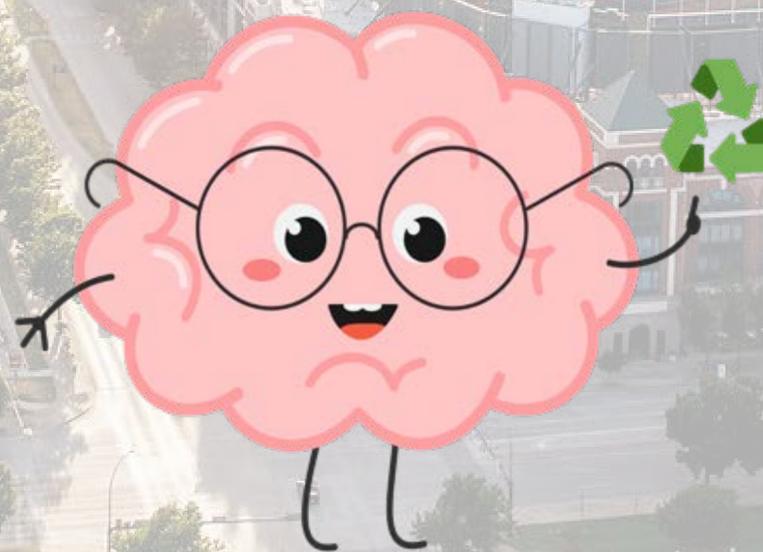




**RECYCLE SMART**



**PLAY YOUR PART**

## LETTER OF TRANSMITTAL

3/28/2022

Misty Adams

Environmental Programs Coordinator

Arlington City Hall

101 W Abram St

Arlington, Texas US

Dear Mrs. Adams

We at Appoint Consulting are pleased to present to you our plans book that will describe, at length, our plans to deliver your message to the people of Arlington, Texas. Over the course of weeks, Appoint Consulting has collaborated to create a cohesive plot that will educate your audience on the proper process of recycling effectively. This plan book contains our research (both primary and secondary), a S.W.O.T. analysis, the insights we've gained in our research, a budget summary and finally, our recommendations on how to proceed with your message.

Your consideration is greatly appreciated by our team. Should you have any questions or concerns, you can reach our team at 972-624-9982 or [Appoint@mavs.uta.edu](mailto:Appoint@mavs.uta.edu)

Sincerely,  
Appoint Consulting



## EXECUTIVE SUMMARY

Recycling and living life sustainably can play a big role in ensuring future generations will have a healthy planet to call home. Indeed, during our research, we found that 83.78% of our participants believe in the importance of households to be environmentally friendly. Despite this, 43.78% of research participants noted that the recycling process in Arlington is far too time-consuming. In addition, more than a third of our research participants reported that they do not clean their recyclables before putting them in their recycling bins.

Therefore, It's evident that Arlington residents lack understanding of the recycling processes despite being advocates for recycling. It can be seen in Arlington's huge contamination problem - facilities have reported as high as 43% in contamination rate and consistently receive items that are unusable or unrecyclable, ultimately causing the materials to be transferred to landfills.

Thus, our firm was tasked with creating a campaign that will educate Arlington citizens on how to properly recycle and in-turn aid the city in reducing the contamination rate.

The City of Arlington has employed Republic Services, a waste collection company, to pick up Arlington's recyclable materials. Operating in over 35 states with over 70 recycling plants, Republic Services is a leader in the waste collection industry. In 2019, the company revealed long-term sustainability goals to push the industry to be "even more environmentally responsible."

Here at Appoint Consulting, we want to help with those goals and realize that the most pertinent objective at this time is to reduce the contamination rate through educating Arlington citizens on the proper steps in disposing of their recyclables. And so, we've put together a campaign titled "Recycle Smart, Play your Part."

For this campaign, our plan is to introduce a three-phase campaign over the course of nine months that will not only teach residents about contamination but also, give them the resources to help efficiently engage in the recycling process. Our team has designed both digital and print media for the campaign and organized interactive events, which will explore innovative, unique ways to bring the overall message to Arlington's residents. In the end, our "Recycle Smart, Play Your Part" campaign will aid Arlington in its recycling and sustainability efforts.

## CLIENT CHALLENGE TO THE AGENCY

To create a campaign that will teach Arlington residents how to properly and more efficiently help the city in its recycling efforts. The end goal is largely to reduce the high rates of contaminated recyclables received to the city.

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# APPOINT CONSULTING

LOCATED IN ARLINGTON, TEXAS  
OUR TEAM HAS A DYNAMIC  
GROUP OF PEOPLE  
WORKING COLLABORATIVELY.



**MICHAELLE DE LA TORRE**  
Advertising & Media Manager



**DANIEL CLEVELAND**  
Marketing Analyst



**SCHALEE FRAISER**  
Social Media Specialist



**ASHLEY ELIAS**  
Graphic Designer



**SIR PHILIP PORTIER-JONES**  
Video & Copy Editor



**LAURA GARCIA**  
Research & Social Media  
Specialist



**SHAYLA PEACOCK**  
Research Analyst



## OUR MISSION, OUR VISION AND OUR VALUES

A Marketing and Advertising Agency that helps brands to drive transformational growth. Our Mission is to build marketing strategies that drive significant results for our clients.

We partner with clients to capture market share by connecting with the right consumers across all channels at every stage of the customer journey and increasing customer life-time value.

Our team thinks outside the box and challenges the status quo because Appoint Consulting actively builds culture and prioritizes creativity, innovation, and passion for our client goals.

# SECONDARY RESEARCH

A large, modern, grey star sculpture with multiple points, set against a blue sky with white clouds. The word 'ARLINGTON' is written in large, white, 3D block letters on a grey base in the foreground. In the background, there are trees and a road with a yellow diamond-shaped sign.

ARLINGTON

## 5.1 THE CITY OF ARLINGTON, TX

Despite the challenges of today's recycling market, the City of Arlington continues to focus its efforts on recycling its clean materials. Trash and recycled materials are picked up twice a week in Arlington and sorted at the Republic Services Material Recovery Facility which will eventually be sold to end-users where the items will be repurposed.

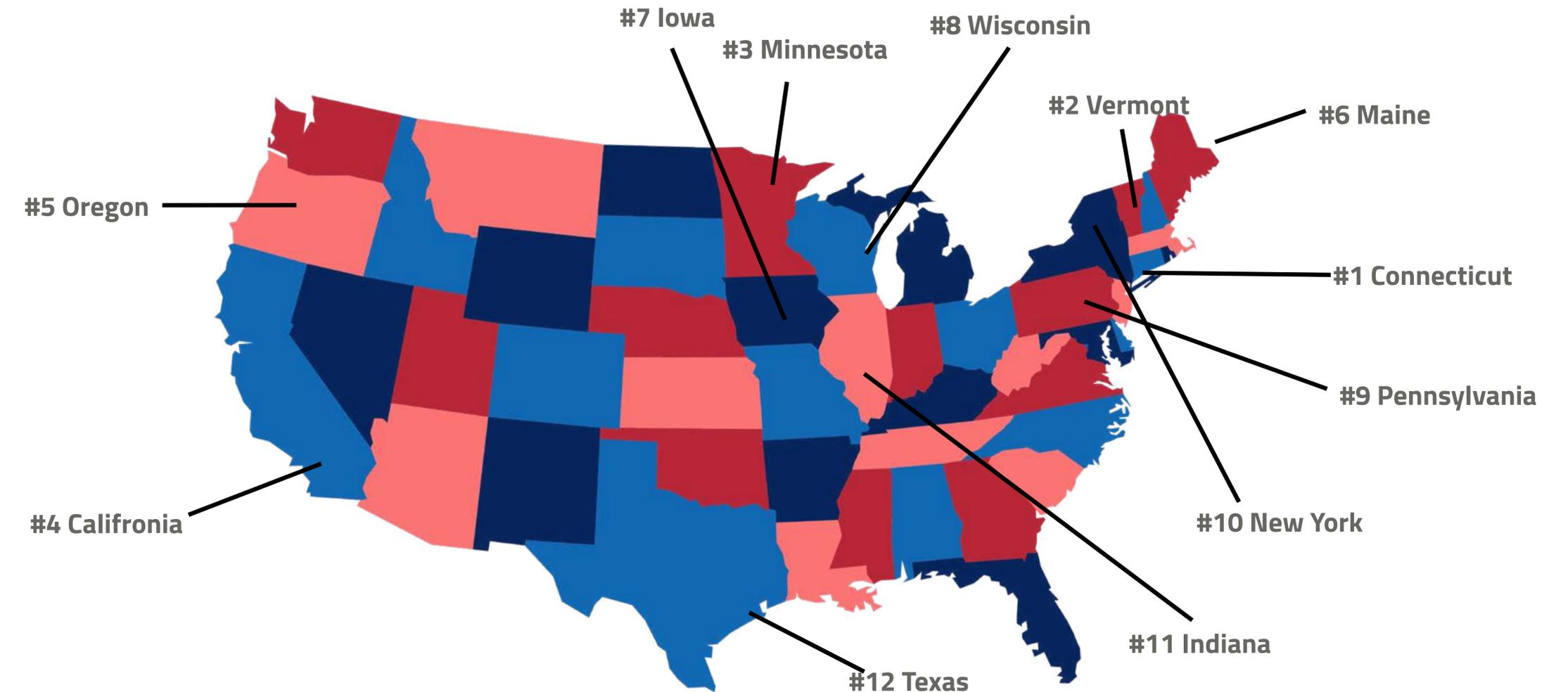
For instance, Constellium takes recycled aluminum from Arlington, other metals go to DFW recyclers, and mixed paper and cardboard are sent to the Packaging Corporation of America. The success of a recycling program depends on delivering high-quality materials to these end-users – but more often, what is disposed of in the recycling bins is not recyclable and is contaminated. At the expense of the city of Arlington, Republic Services must manually sort the trash carefully and correctly in order for items to be recycled effectively.

### 5.1.1. TRASH AND RECYCLING SERVICES

According to the U.S. Environmental Protection Agency, the biggest challenge in recycling is that most Americans do not understand what, how, and where material needs to be recycled, which leads to materials being thrown in the general trash bin and or contaminated items being put in the recycling bins.

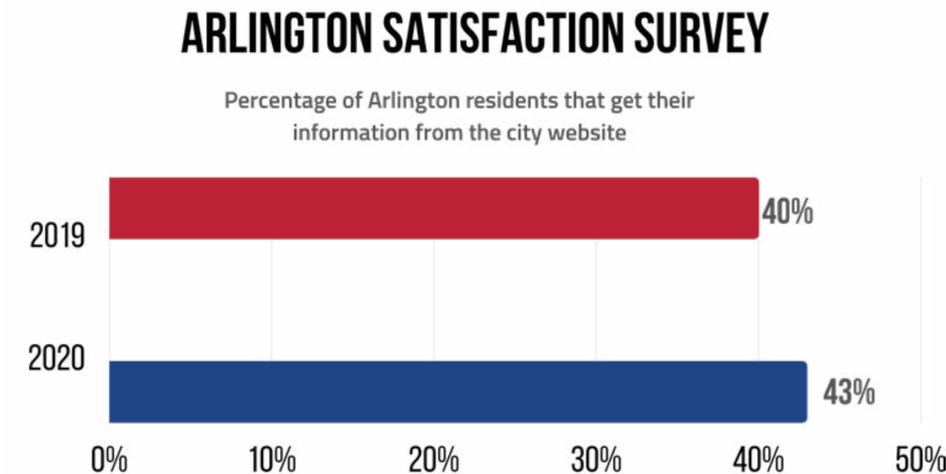
To add to the issue, in 2017 China banned imported recyclable material from the United States of America, which led to labor shortages in many American recycling facilities as they struggled to meet the demands for processing materials, this includes facilities such as Republic Services. In fact, Texas falls at #12 for its recycling efforts compared to other states in the U.S.

## TEXAS RANKS #12 IN RECYCLING EFFORTS



## 5.1.2. EVALUATION OF WEBSITE

Based on an assessment of Arlington's garbage and recycling page, it's clear that the page contains useful material. When checking the website through a mobile device, it was found that the website was very mobile friendly - all of the contents were displayed neatly and the load time for clicked links was quick. However, the website (via computer access) could use a few improvements. For example, the homepage layout could be updated in order for the information to be more easily found by users. It is recommended to rearrange the menu links to the top of the page to streamline quicker access to these pages. Furthermore, images such as video and picture content could be updated to make the website appear more modern, clean and aesthetically pleasing. Lastly, to ensure better efficiency, the website could improve its optimization. For example, there are 26 images found without descriptions and at least 7 links found without anchored text or images.



Mobile Friendly Website



## GARBAGE & RECYCLING WEB PAGE

SEO check explore on-line tools info v2.7.11

IMAGES

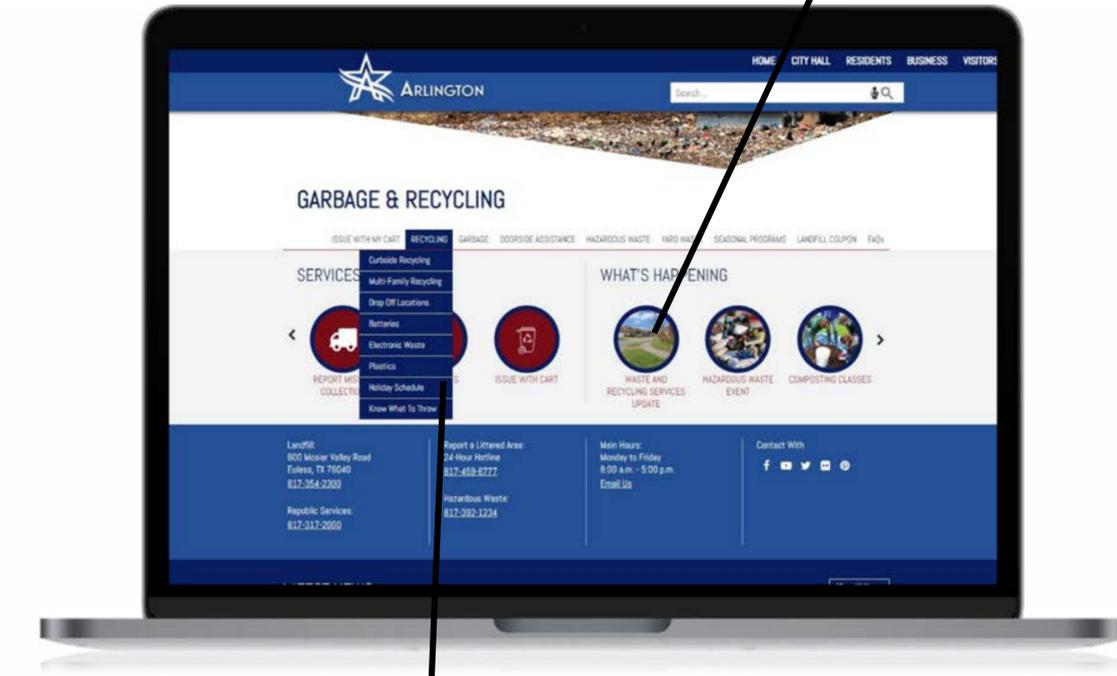
INFO 54 images (out of 54) with missing TITLE attribute TIP

INFO 54 images (out of 54) with missing LOADING attribute TIP

WARNING 52 images (out of 54) with missing WIDTH or HEIGHT attribute TIP

	SRC	SIZE	LOADING	ALT
ARLINGTON	https://p1cdn4static.civiclive.com/UserFiles/Servers/Server_14481062/Templates/recoded/img/logo.png	REAL 1819x627 (1.1MP) HTML	---	City of Arlington
Google	https://www.gstatic.com/images/branding/googlelogo/1x/googlelogo_color_42x16dp.png	REAL 42x16 HTML	---	Google Translate
ARLINGTON	https://p1cdn4static.civiclive.com/UserFiles/Servers/Server_14481062/Templates/recoded/img/logo.png	REAL 1819x627 (1.1MP) HTML	---	City of Arlington
	https://www.arlingtontx.gov/UserFiles/Servers/Server_14481062/Image/City%20Hall/Departments/Garbage%20%26%20Recycling/Landing_Slideshow/Citizen_Pushing_Recycling_Cart.jpg	REAL 1800x620 (1.1MP) HTML	---	
	https://www.arlingtontx.gov/UserFiles/Servers/Server_14481062/Image/City%20Hall/Departments/Garbage%20%26%20Recycling/Landing_Slideshow/Landfill_Arial.jpg	REAL 1800x620 (1.1MP) HTML	---	
	https://www.arlingtontx.gov/UserFiles/Servers/Server_14481062/Image/City%20Hall/Departments/Garbage%20%26%20Recycling/Landing_Slideshow/Arlington_Landfill.jpg	REAL 1800x620 (1.1MP) HTML	---	

Visually pleasing images



Multiple Links under one tab

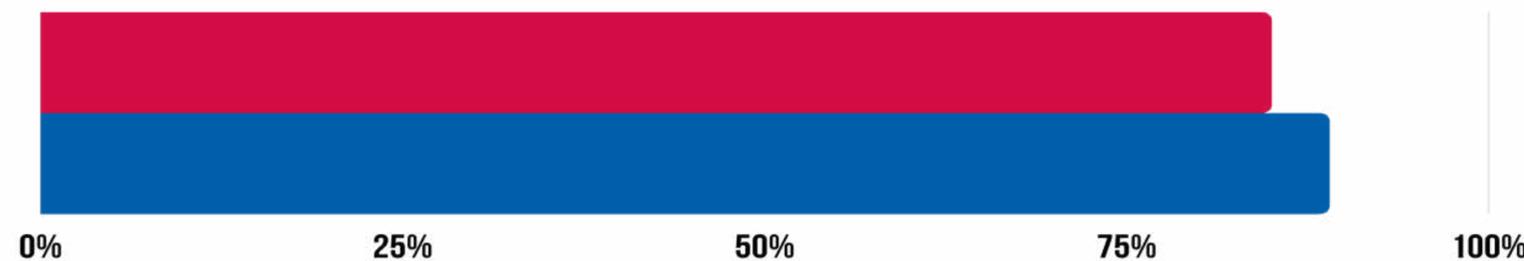
### 5.1.3. TRASH AND RECYCLING SURVEY

Based on a 2018 survey conducted by Mason-Dixon on behalf of the Carton Council, 85% who recycle are majority in the age range of 18 to 34 with an overall report of 92% of that age group saying they recycle to some extent. The next highest would be in the age range of 35 to 49 years old with an overall 89 % reported of that age group that is actively recycling. In fact, Gen Z and millennials make up the most active and consistent recyclers as well as the most likely to encourage and teach others to recycle. Based on these findings, it can be concluded that the best audience to target is those in the age ranges of 35 to 49 and 65+.

#### WHO IS CURRENTLY RECYCLIZING ?

35-49 YEARS OLD

18-34 YEARS OLD



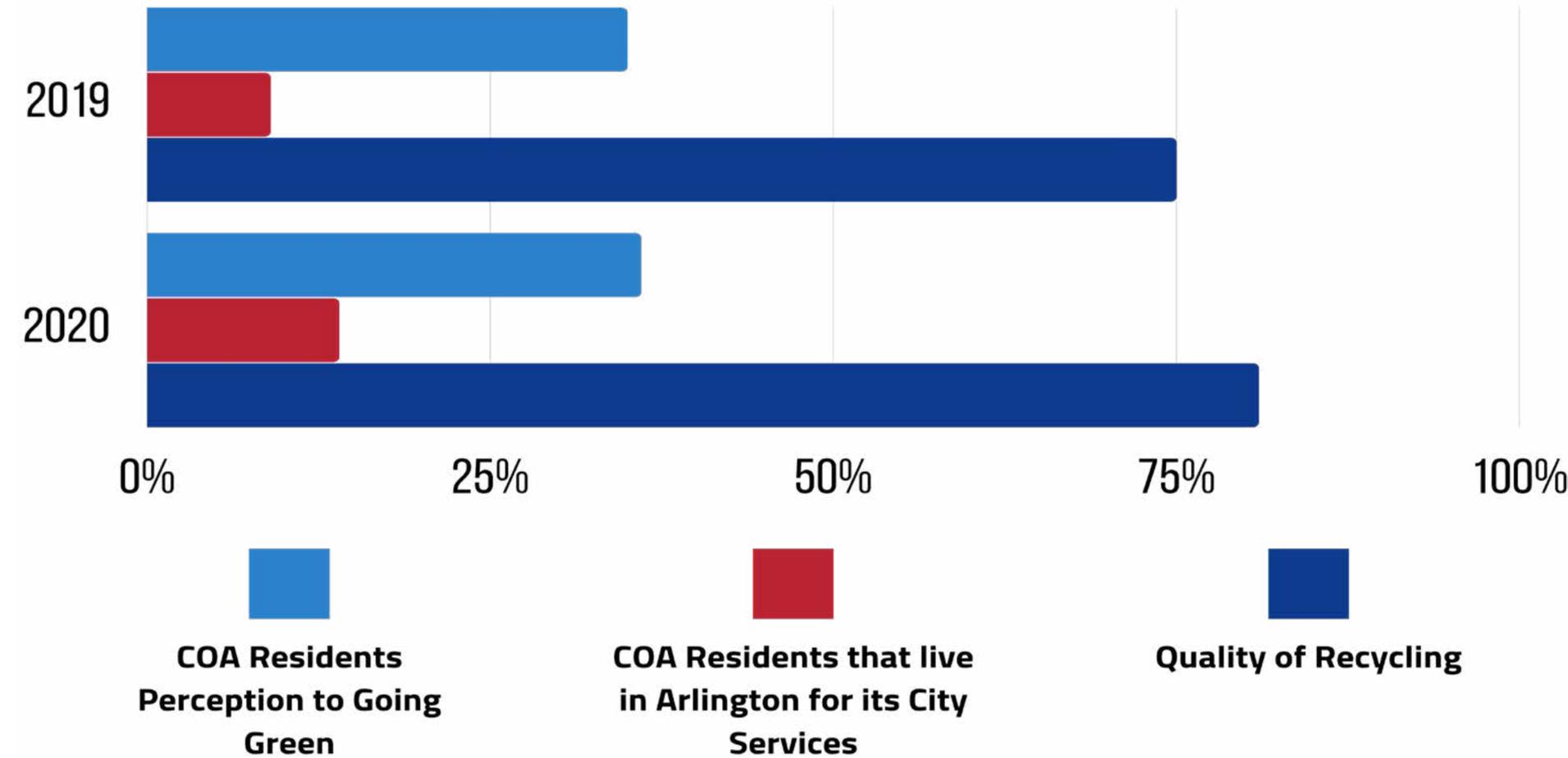
### 5.1.4. CITY SERVICES SATISFACTION SURVEY

As reported in the Arlington Satisfaction Survey, Arlington was rated 53% good in 2019 and 58% good in 2020. However, when asked about the perception of the city committed to going green only 35% agreed in 2019 and 36% agreed in 2020. In addition, when asked about the reason for living in Arlington, only 9% agreed that it was because of its city services in 2019 and 14% in 2020. However, it should be noted that from 2019 to 2020 there was a 6% increase in the quality of recycling from 75% positive rating to 81% positive rating.

### 5.2. INTERNATIONAL RECYCLING

It's reported that on average Americans produce three times more waste than the rest of the world and unfortunately, most of that waste ends up in landfills. (2022's Best States at Managing Waste) It's likely that by 2050 global waste will grow 3.4 Billion tons. (Parker, T.) Different countries use different methods to tackle recycling and sustainability. For example, in countries such as the United Kingdom and Germany, recycling is regulated by the government. While in other countries, consumers are forced by law. Some methods prove to be very beneficial by encouraging and educating citizens about recycling and can be a source of inspiration for other countries to improve their recycling system.

# ARLINGTON SATISFACTION SURVEY



## 5.2. INTERNATIONAL RECYCLING

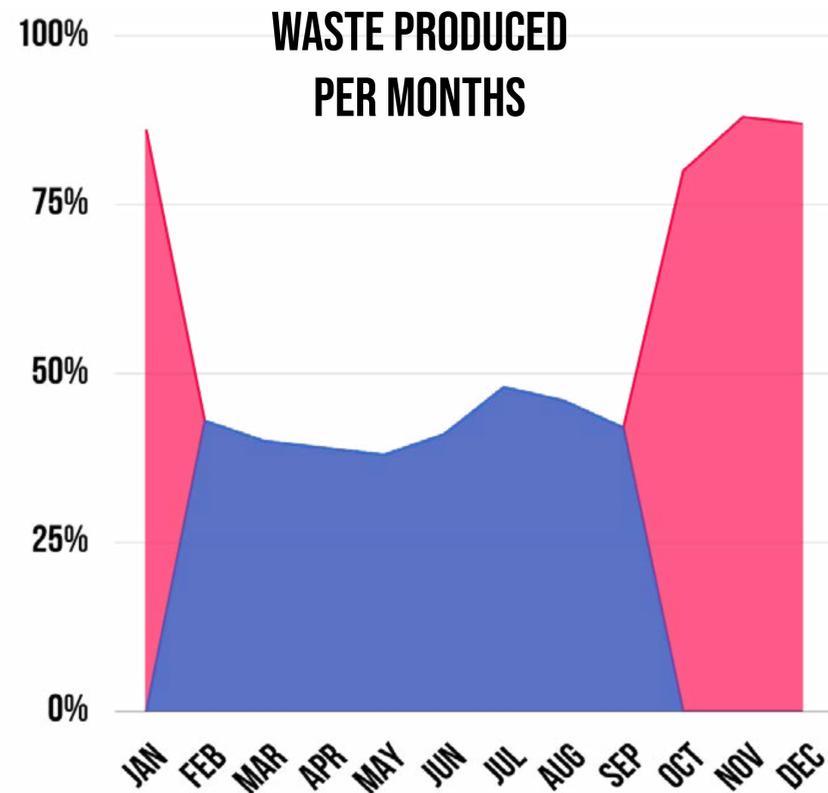
Maine has the highest recycling rate in the U.S. followed by Vermont, Massachusetts, Connecticut, New York, New Jersey, Oregon, Minnesota and Michigan. These states have a “bottle bill” and curbside recycling infrastructure. The bottle bill “requires a minimum refundable deposit on beer, soft drink, and other beverage containers in order to ensure a high rate of recycling or resale,” according to BottleBill.org. (Pokovba, A.) These states have great implementations, however they are beyond the scope of developing our campaign as we would have to get involved with the City and other Government officials. Also Vancouver, Canada implemented the Upcycle Vancouver Project that “promotes firms that have integrated material recovery and reuse into business models,” that way they can reuse materials that are useful for others such as contractors, store’s or individuals. Using recycled items in different ways can help decrease the amount of waste going into the landfills. We can all agree that working together can help make a change in the world.

## 5.3. NATIONAL RECYCLING

The challenge that all states deal with is the lack of space for their trash. According to the U.S. Environmental Protection Agency, “uneaten food takes up the most space in our landfills, making up nearly a quarter of all waste.” (2022’s Best States at Managing Waste.) A few simple things that can be done to cut down the amount of waste the U.S. generates is buying foods that are packaged in recycled material or material that is able to be recycled and composting food waste at home level. This will decrease solid waste in the U.S. by 20-30% (2022’s Best States at Managing Waste.), and not only will this help our recycling problem but also help draw down greenhouse gasses in the atmosphere.



“In 2018 there were 292.4 million tons or 4.9 pounds per day of waste produced. About 32.1% of the waste was recycled or composted.” (US EPA,OAR.) During the holidays, especially Thanksgiving and New Year’s there was 43% extra waste nearly doubling our typical weekly total. It is important that Americans understand what materials can be recycled, how they can be recycled, the correct process to prep the materials and eliminate contamination, and where to take recycled items to prevent the nation from suffering any complication in all aspects; financially, physically and even emotionally.



### 5.4. STATE OF TEXAS RECYCLING

According to the LawnStarter article Texas ranked as 12th for 2022’s Best States at Managing waste. As of March 2022, the State of Texas has a total of 129 landfills and the DFW area is “Based on estimated disposal and compaction rates in 2013, these landfills had a total remaining capacity of about 435,551,694 tons, or about 50 years altogether.” To add to this, many other cities like Lewisville, FT worth and Midlothian are very close to reaching their capacity. Texas follows the single-stream to recycle which is “a collection program in which recyclable materials—often paper cardboard, plastics, aluminum, tin and steel cans, cardboard, and glass- are disposed of in one bin to be later processed and sorted at a materials recovery facility.” (STATE OF THE REGION RECYCLING REPORT DALLAS-FORT WORTH.)

This system is used to help recycle easier and be more convenient for the consumer-waste will be separated when it goes to the landfill. Also, this would help reduce collection costs by throwing away everything into one recycling bin that then collection trucks would have done way easier and quickly.

### 5.5. NORTH TEXAS REGION RECYCLING

The North Texas region diversion rate is increasing, but it is lower than the national average of 34%. (STATE OF THE REGION RECYCLING REPORT DALLAS-FORT WORTH.) Majority of single-family residents in DFW now have access to curbside recycling however most apartments and businesses are doing little to reduce waste and increase recycling materials. North Texas cities have implemented new policies to help dispose of waste in a useful way. For example, Fort Worth passed a local ordinance that multi-family buildings are required to offer recycling programs for them to use. “Allen, Eules, Cedar Hill, Lewisville, and Little Elm signed sole franchise agreements with their respective haulers that include recycling services for multi-family residents.” (STATE OF THE REGION RECYCLING REPORT DALLAS-FORT WORTH.)

Good recycling policies will need to be pushed in order to see changes. That includes being consistent across the city and the region to help minimize any confusion residents might have about recycling as well as providing these recycling programs all throughout cities and states.

# PRIMARY RESEARCH



## 6.1. PURPOSE OF THE STUDY

The purpose in conducting a survey was to gain current knowledge and awareness of the opinions and feelings of Arlington residents regarding recycling, sustainability, and the waste management city service within the region. The survey method was an ideal choice as it helped us reach a large number of participants, while also quantifying specific data from our close-ended questions. The information we gained aided our research to find patterns within our target audience and helped us understand what they could best benefit from, which ultimately improved our recommendations and ideas for the campaign.

## 6.2. RESEARCH QUESTIONS

In our survey, we asked a total of 27 questions. These questions measured the opinions of Arlington residents toward recycling, their knowledge of the process of recycling and collecting general demographic information. These were some of the findings that populated the highest percentage and stood out the most:

- i. When asked about the general household opinion of recycling, 83.78% believed it was important for households to be environmentally friendly, while 80.89% believed it was important for households to recycle. Though, the lowest percentage of participants believed that the recycling process in Arlington was too time-consuming at 43.78%.
- ii. When asked if recycling was important to the participants' households, 43.33% strongly agreed, with 30% saying they encourage others to recycle.

iii. When asked if all plastic household items are recyclable 40% disagreed, while 24.44% agreed. With paper household items, 48.31% agreed that they were all recyclable and 23.6% disagreed. Lastly, with glass items, 41.11% agreed they were all recyclable and 24.44% disagreed.

iii. When asked if all plastic household items are recyclable 40% disagreed, while 24.44% agreed. With paper household items, 48.31% agreed that they were all recyclable and 23.6% disagreed. Lastly, with glass items, 41.11% agreed they were all recyclable and 24.44% disagreed.

iv. When asked if a household's recyclable containers have been emptied, rinsed, and dried before putting them into the bin, 34.44% disagreed. While 34.83% felt neutral when asked if recycling materials collected by Arlington were contaminated.

v. When asked if a participant's household received communication from Arlington about recycling, 32.95% agreed. While 49.43% felt neutral when asked if the recycling information from the city was useful.

vi. When asked how participants would prefer information about recycling, the most preferred methods were from social media at 22.36% and email at 23.63%.

### 6.3. RESEARCH METHODOLOGY

The survey was created through an online survey software called QuestionPro. It was distributed through a QR code or a website link, which could be easily accessed through a mobile device. The survey was given to 489 people but was completed by 112 total participants, with 99 participants verifying that they were Arlington residents. In addition, the survey had an 89.29% completion rate and took an average of three minutes to complete. The highest percentage of survey participants were in the age group of 18 to 24 years old at 22.73% and 35 to 44 years old at 21.59%. Meanwhile, 38.64% of participants have reported living in Arlington for 21+ years. Finally, the survey participants consisted of 72.73% female and 25% male.

### 6.4. RESEARCH FINDINGS

Based on our survey questions and the final results, we found that many of our survey participants were advocates of recycling and prioritized being an environmentally friendly household, however, there seemed to be confusion amongst survey participants about what household items were actually recyclable or accepted by the city of Arlington. For example, when it came to plastic items, a majority agreed that not all items were recyclable, but the second-highest percentage believed they were all recyclable. For plastic and glass items, a majority agreed they were recyclable and the second-highest percentage disagreed that they were all recyclable.

**THERE SEEMED TO BE CONFUSION AMONGST SURVEY PARTICIPANTS ABOUT WHAT HOUSEHOLD ITEMS WERE ACTUALLY RECYCLABLE OR ACCEPTED**

**89%**

The survey had a 89% completion rate and took an average of three minutes to complete

**A MAJORITY DO NOT UNDERSTAND HOW CONTAMINATION COULD POTENTIALLY SLOW DOWN OR COMPLETELY PREVENT THE EFFECTIVENESS OF RECYCLING.**

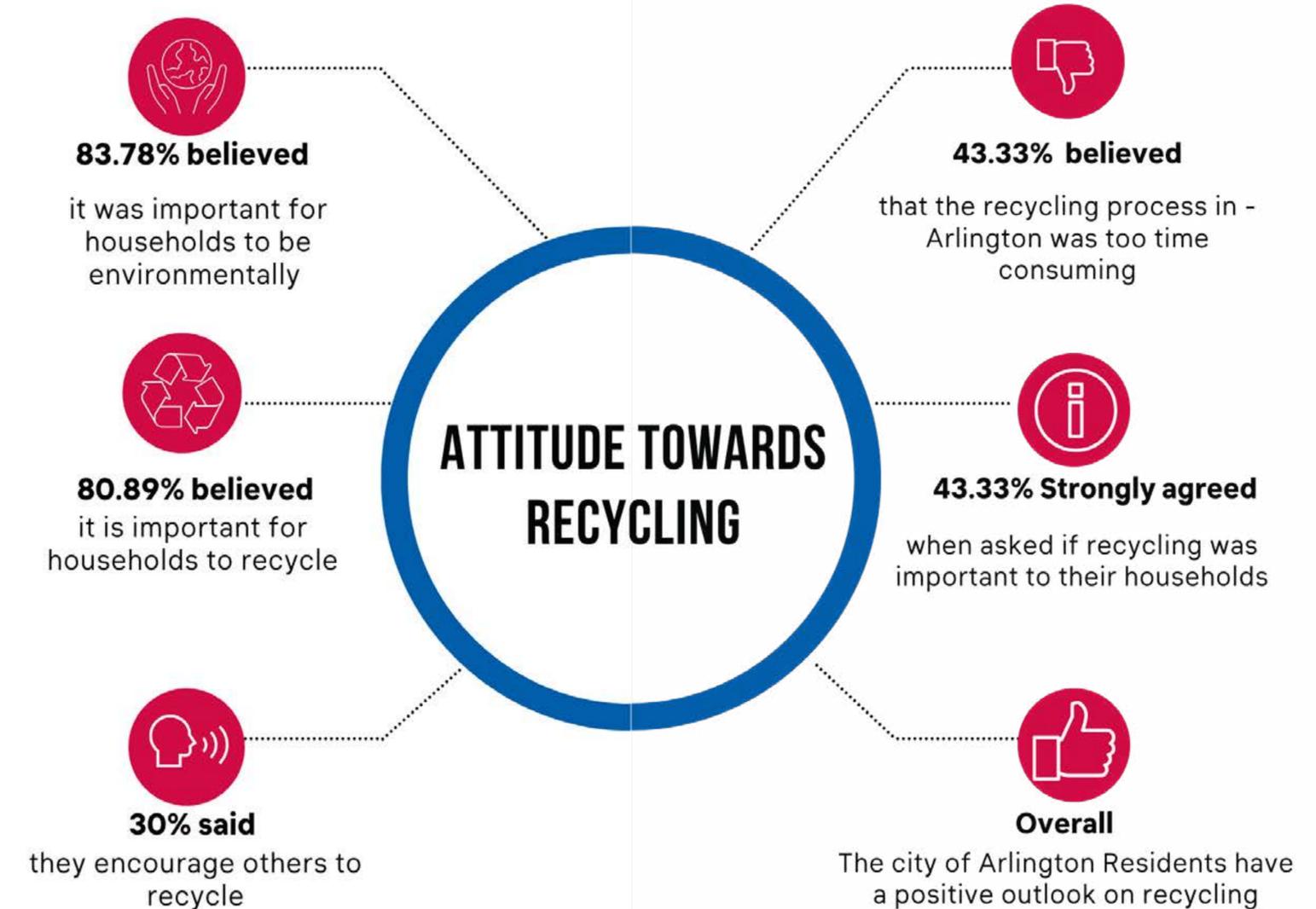
Meanwhile, a majority reported that their recycled items weren't emptied, rinsed, or dried and that a majority also felt neutral about recyclables being contaminated. Based on these findings, our team was led to believe that although Arlington residents consider recycling as important, a majority do not understand what items can actually be recyclable or accepted and how contamination could potentially slow down or completely prevent the effectiveness of recycling.

## 6.5. RESEARCH CONCLUSIONS

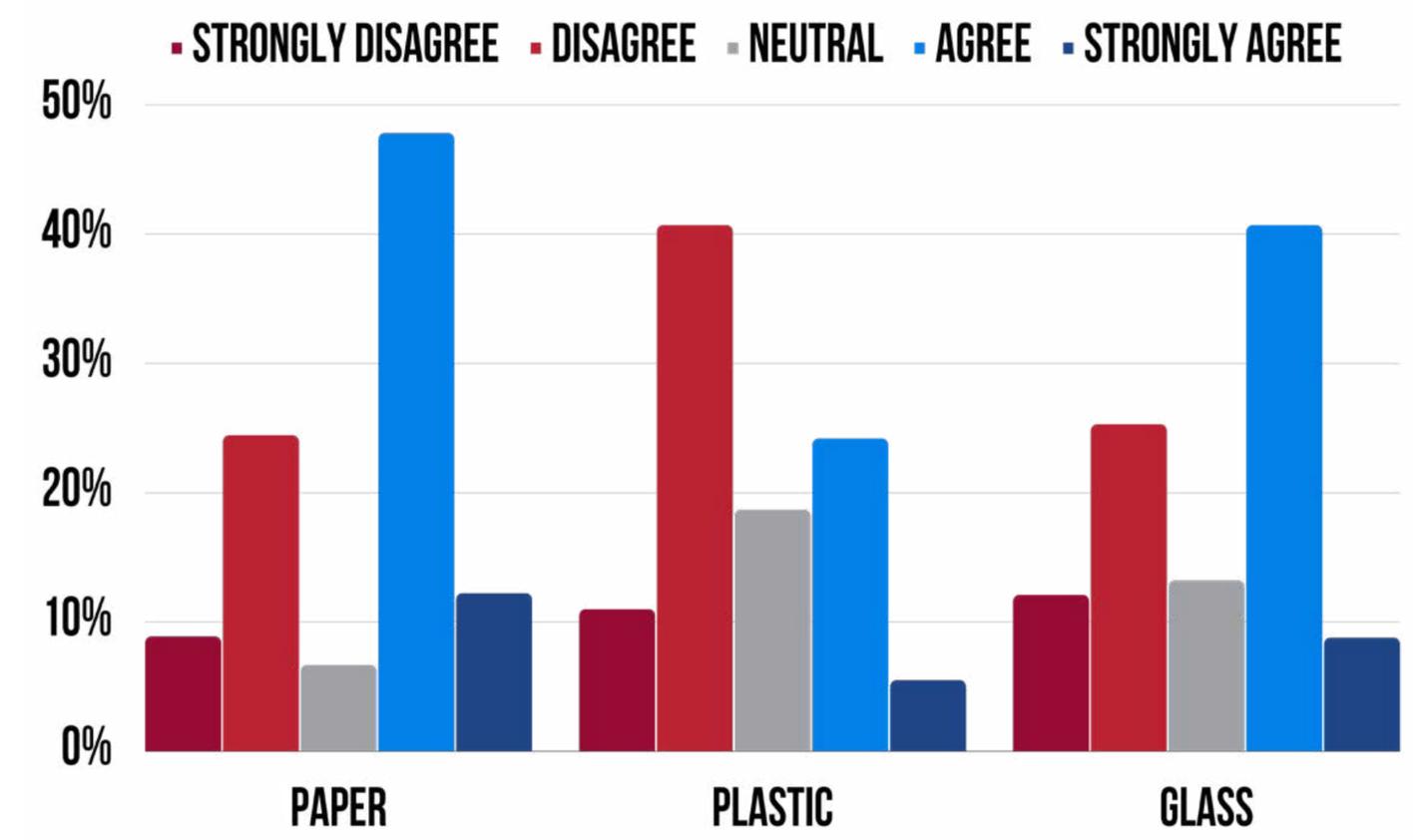
Based on the research, it can be concluded that the campaign would be most effective if it focuses on educational outreach about recycling and sustainability to Arlington residents. What can be understood is that Arlington residents believe in recycling and would like to participate in being more environmentally friendly but are not equipped with the correct information to recycle successfully. Furthermore, in the survey it was found that a majority of participants (32.95%) received communication from Arlington about recycling but that a majority (49.43%) felt neutral about that information being useful. Therefore, the educational outreach in this campaign needs to be easily accessible, digestible, and distributed on a platform that would best reach the target audience, which the survey reported as either email communication or social media communication.

## 6.6. RECOMMENDATIONS FOR FURTHER RESEARCH

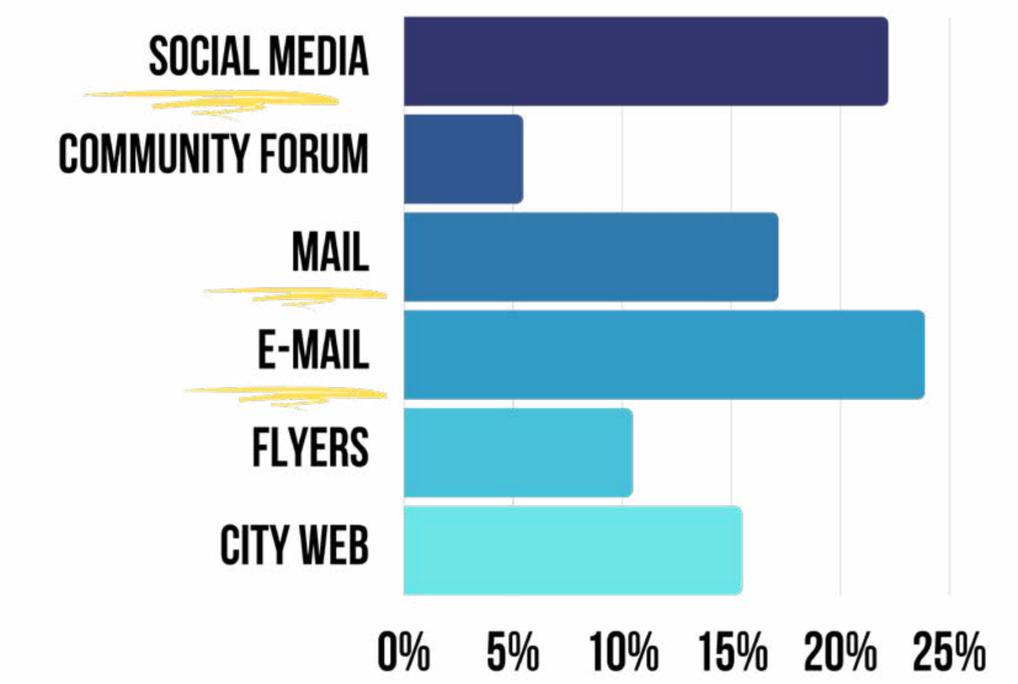
In order to gain further research, it is recommended that the City of Arlington also use a qualitative approach to diversify its data findings. An example of a qualitative method would be to create focus groups or personal interviews with Arlington residents to ask open-ended questions, which would further aid the research to better understand the opinions of residents regarding recycling in Arlington.



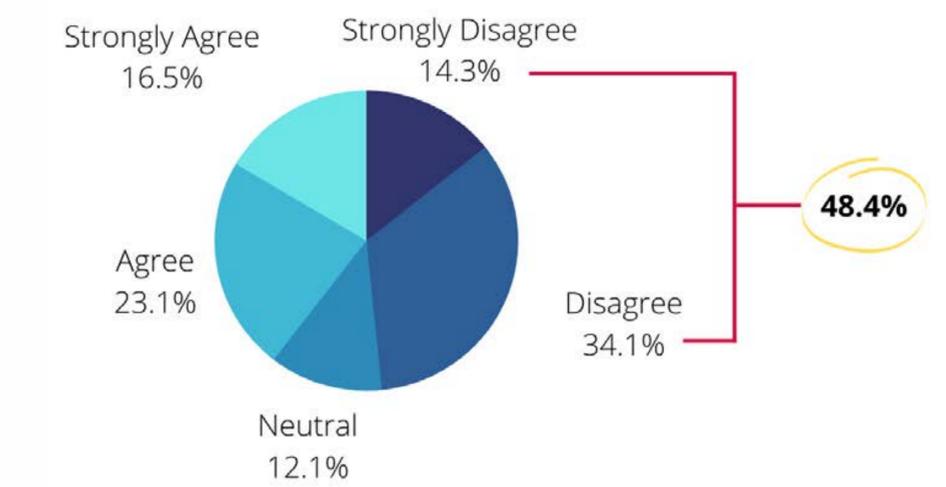
### ALL (PAPER, PLASTIC, GLASS) HOUSEHOLD ITEMS ARE RECYCLABLE IN THE CITY OF ARLINGTON



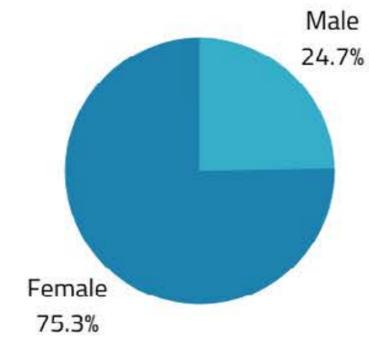
### HOW DO YOU PREFER TO RECEIVE INFORMATION ABOUT RECYCLING FROM THE CITY OF ARLINGTON?



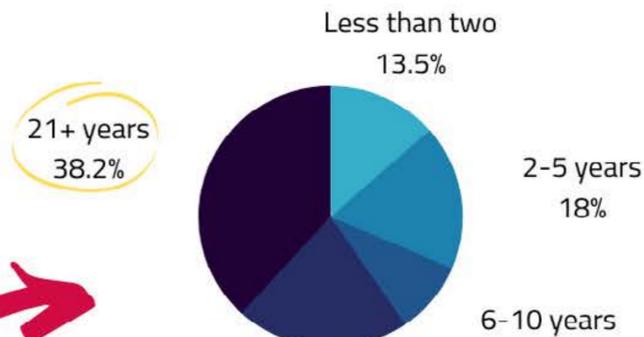
### MY HOUSEHOLD ONLY RECYCLES LIQUID CONTAINERS THAT HAVE BEEN EMPTIED, RINSED, AND DRIED.



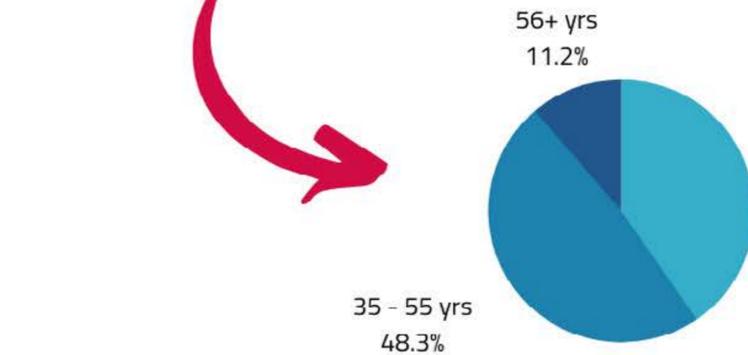
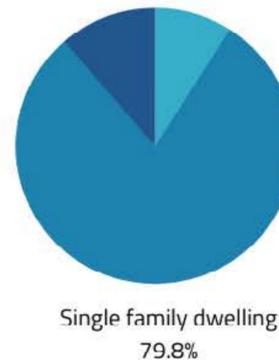
112 Total Participants



Years as an Arlington resident



Apartment Multi-family



Which of the following best represents your current age

My household residence is primarily

# SWOT ANALYSIS



## STRENGTH

- **COA has established communication channels**
- **Arlington's landfill is the least full in the DFW**
- **COA website has useful information**

S

W

## WEAKNESS

- **High Level Contamination & illegal Dumping**
- **Labor shortage**
- **Lack of information to residents**

T

O

## THREATS

- **Easier to read bill inserts**
- **Organized website**
- **Renewal contract, could reduce labor shortage**

## OPPORTUNITIES

- **Landfill space is limited in DFW**
- **Contamination hauls production**
- **No monitoring illegal dump sites**

## STRENGTHS

The City of Arlington already has an established channel of communication with its residents. Has an established social media team that is active and engaging with residents and the community. Arlington landfill is one of the emptiest out of any landfill in the DFW area. Has a website that provides residents with basic resources that includes some education on recycling.

## WEAKNESSES

High level of contamination in recycling received. Not enough knowledge being given to the residents on HOW to recycle. Drop off locations throughout the city are being contaminated due to illegal dumping. No current programs in place to lower the level of contamination in recycling and at drop off locations. Glass is currently costing money to recycling instead of turning a profit. Currently waste management and recycling is experiencing a large labor shortage which causes significant delays in the recycling facilities. Contaminants currently must be picked through by hand in facilities.

## OPPORTUNITIES

Mailers are already being sent out to everyone in Arlington messaging could just be changed.  
Website is already created and well put together. It just needs different messaging and updated content.  
New contract being signed that could come with new messaging on how and where to recycle.  
Possibility for programs to be made to increase hiring at recycling facilities and to limit turnover rates.  
Start the messaging for how to recycle and recycling best practices at a young age with programs at local elementary schools.

## THREATS

DFW landfills are filling at a very rapid rate meaning the Arlington landfill would begin receiving other cities' trash once those are full.  
Contamination at facilities causes them to have to pause the processing of items to be hand-picked and removed. The current high level of contamination causes high levels of delay.  
Glass is a negative commodity, the more and more glass is received the more money the city loses.  
People just do not want to change how they recycle or even recycle at all.  
No monitoring of library drop zones to prevent illegal dumping and contamination..

## 8.1 TARGET AUDIENCE

Upon conducting research and collecting quantifying survey data. Adults aged 35-55 years old can be described as the ideal target audience. These residents will particularly be females as that was the largest part of participants in our primary research study. Males seemed to be less inclined to participate with just 24.14% of them answering the survey as opposed to 73.56% of the survey responses who were females. Most of the residents that responded have lived in the City of Arlington for 21 years or more.

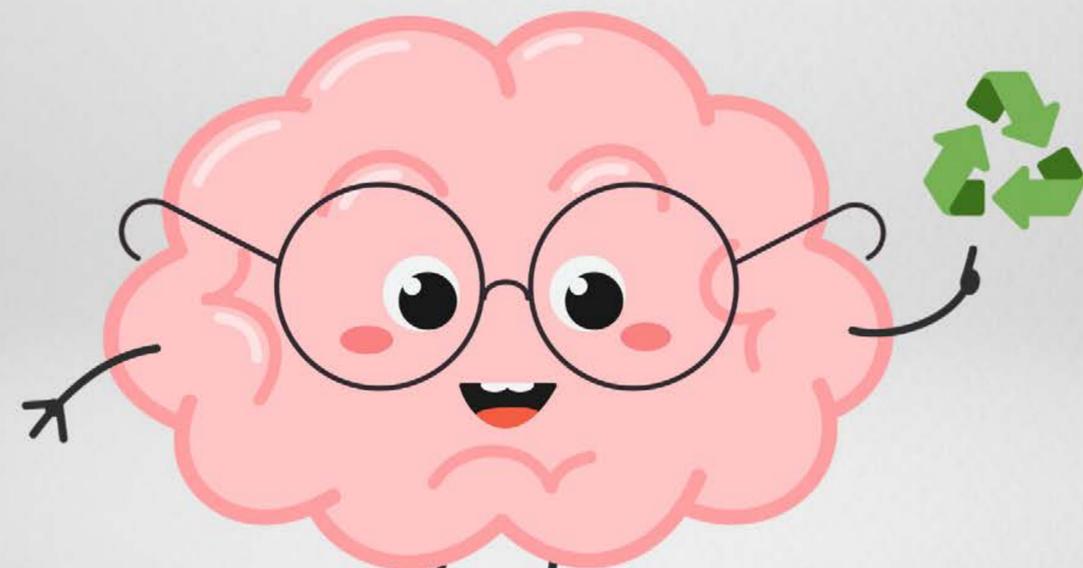
## 8.2 MESSAGING

In the supplemental data that was collected it can be gathered that a low level of understanding is had by the individuals that participated in the primary research survey as well as Arlington residents who partook in the city satisfaction surveys when it comes to the definition of contamination. Another key piece of information that was gathered from the participants in the primary research survey was that 34.44% of all households disagreed that all containers they recycle had been emptied, rinsed and cleaned before placing them into their bins. Lastly, 41.11% of all households believed that all glass was recyclable, further reinforcing the need for better recycling education.

## 8.3 MEDIA

Based on the survey that was conducted, the attitude towards the City of Arlington's website and information regarding recycling resources was 49.30% neutral and 29.58% agreed that it was useful. Regarding receiving information from the City of Arlington, participants preferred to receive their information via email at 24.60% and the next highest being 20.32% which was social media

# MEDIA RECOMMENDATIONS



**RECYCLE SMART** ( **PLAY YOUR PART**

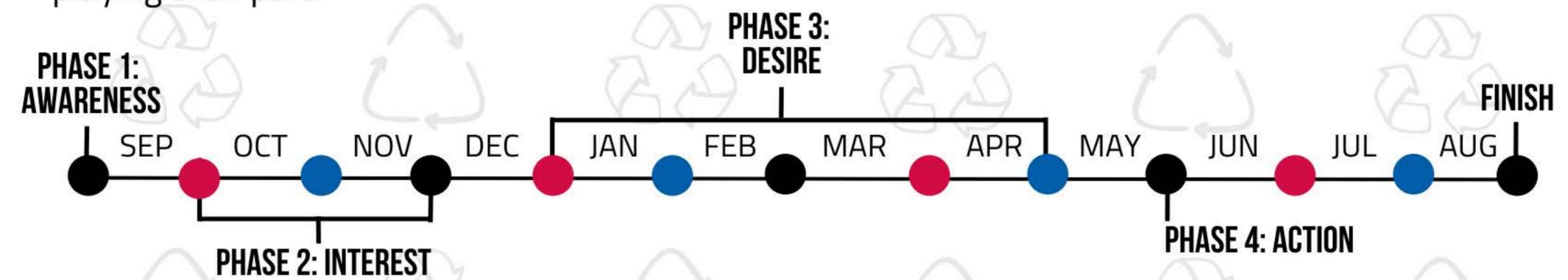
# CAMPAIGN OBJECTIVES & STRATEGIES

## OBJECTIVES

Decrease the contamination rate in the City of Arlington by 3-5% over nine targeted months by utilizing various forms of digital media (social media, e-newsletter, SMS messaging), mailers, and local events. Because citizens of Arlington prefer to receive information regarding recycling through these methods, ultimately increasing resident's interaction with the City of Arlington by up to 3% resulting in the residents recycling smart by playing their part.

# STRATEGIES

The first phase of this campaign beginning September 2022, raises awareness of the new features available to the citizens of Arlington by opting in to SMS messaging and e-newsletter. It allows them to receive information on the recycling issues occurring in the City of Arlington straight to their phone as a text message or email, and the "Recycle Smart, Play Your Part" theme will then remind and interest the residents of Arlington. The second phase is meant to educate Arlington's residents about recycling correctly by providing curated content while also inviting them to be involved with community events to lower the contamination rate and/or enter contests that will entice residents to play their part. The third phase is where the lifestyle change begins to develop and ends the campaign by Arlington's residents having the knowledge and resources to inspire others to recycle smart by playing their part.



# CAMPAIGN RECOMMENDATIONS

## PHASE 1: AWARENESS

*September*  
Introduce new features to COA residents



## PHASE 3: DESIRE

*January - May*  
Lifestyle change occurs & recycling correctly to decrease contamination.



## PHASE 2: INTEREST

*October - December*  
Educate COA residents by providing curated content, community events & by entering contests

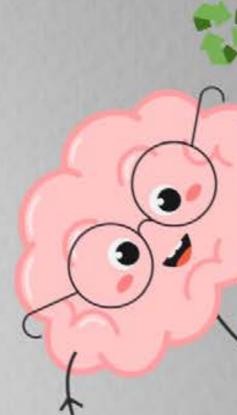


## PHASE 4: ACTION

Inspire others to recycle smart by playing their part.



# PHASE 1: AWARENESS



SEPTEMBER



City of Arlington  
35 minutes ago · 🌐

📩 Receive community events, recycling tips, opportunities to enter contests, and more by signing up to our newsletter. Head over to [www.arlingtontx.gov](http://www.arlingtontx.gov) and get connected!

**ARLINGTON CITY NEWS STRAIGHT TO YOUR INBOX**

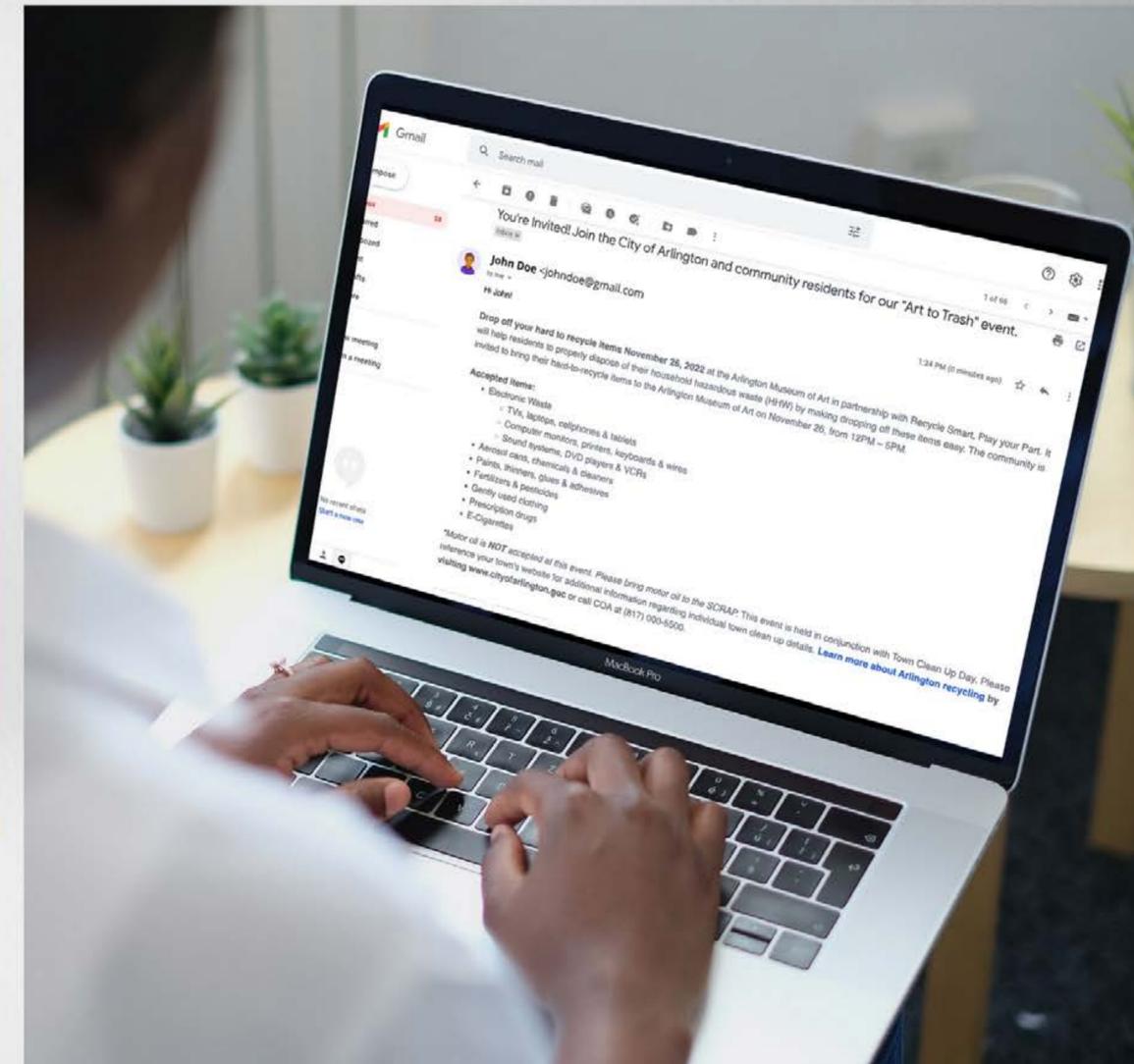
**SIGN UP TODAY!**

👍❤️👍 100k 21 Comments 10 Shares

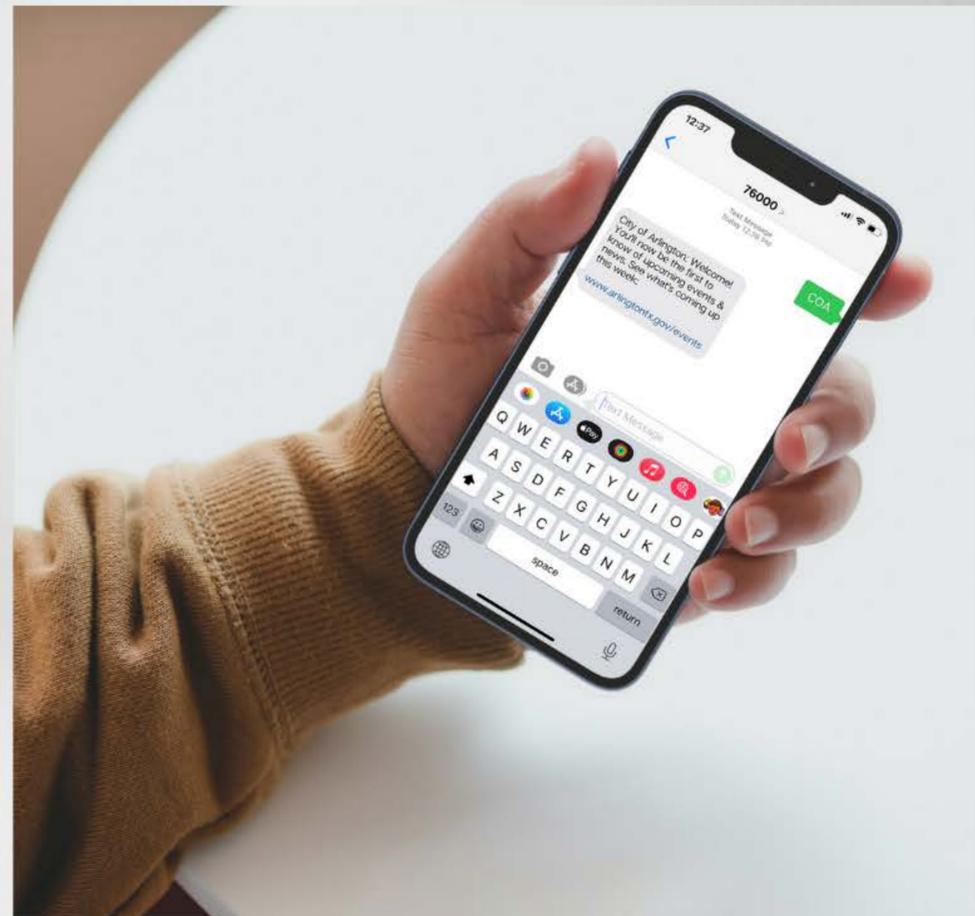
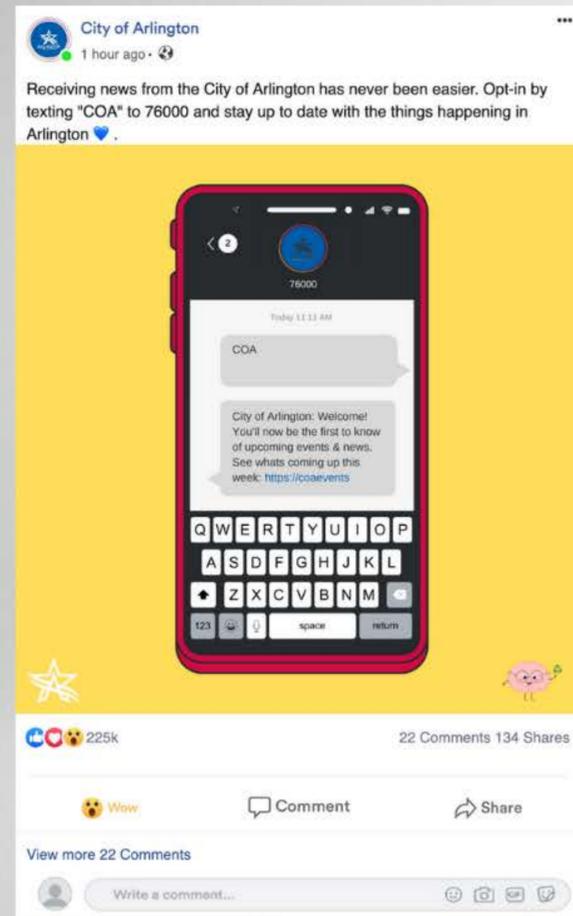
Like Comment Share

View more 16 Comments

Write a comment...



# SEPTEMBER CONT.

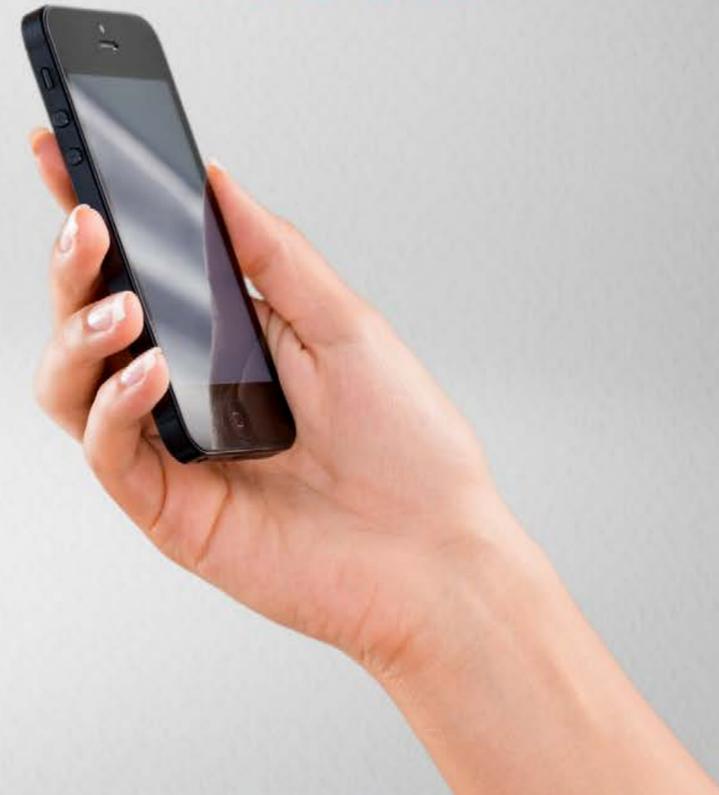


# SEPTEMBER

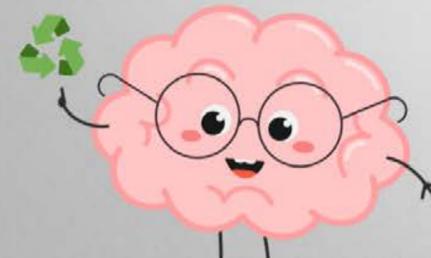




**SCAN TO  
VIEW SOCIAL MEDIA  
REELS**



**PHASE 2: INTEREST**



OCT - DEC (CAROUSEL)



**NON RECYCLABLE ITEMS**

- Loose cords
- Decor Lights
- No tanglers
- Electrical cords
- Chains
- Clothing

**NON RECYCLABLE ITEMS**

- Faux fall leaves
- Plastic pumpkins
- Spooky wreaths
- Inflatable outdoor decor
- Yard Signs
- Spider web decor

OCT - DEC (CAROUSEL) CONT.



**Smart Holiday shopping tips**

Swipe to see how you can be sustainable during the holidays

#cityofarlington

**Meal portions**

Thanksgiving may be a time to indulge; however, load your plate with smaller portions. This saves food for leftovers and keeps it away from landfills.

#cityofarlington

**Plan your shopping list**

Choose recipes that have similar ingredients

#cityofarlington

**Healthier alternatives**

Avoid processed foods in non-recyclable packaging. For example, fresh produce, and meats from the deli rather than prepackaged on foam trays.

#cityofarlington

**Happy Holidays!**

Swipe for smart ideas on how to be sustainable during the holidays

#cityofarlington

**Holiday Decorations**

Donate acceptable items to your local thrift store or Salvation Army.

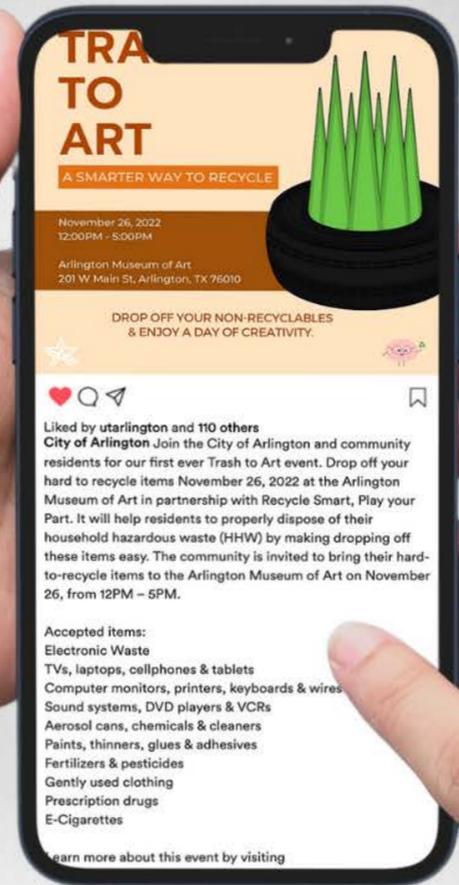
#cityofarlington

**Christmas cards**

Send your Christmas cards via email, use eco-friendly stock or use a holiday photo cards to be used for memories

#cityofarlington

OCT - DEC (SINGLE POST)



OCT - DEC (SINGLE POST) CONT.



OCT - DEC (BILL INSERTS)



**The City of Arlington wants to keep you informed!**

Get important updates like city events, recycling information, contest opportunities and much more! Be smart and get connected today.

Text "COA" to 76000  
and sign up for emails at [www.arlingtontx.gov](http://www.arlingtontx.gov)

**Halloween**  
RECYCLE SMART, PLAY YOUR PART

**DID YOU KNOW?**

Decorations such as faux fall leaves, plastic pumpkins, wreaths, inflatable outdoor decor, yard signs, spider web decor, and string lights are not recyclable. Any type of loose cord or materials also run the risk of getting tangled around our equipment, so if you wish to dispose of any of these items, place them in your trash bin.

[www.arlingtontx.gov](http://www.arlingtontx.gov)  
[@cityofarlington](https://twitter.com/cityofarlington)

OCT - DEC (BILL INSERTS) CONT.

**TRASH TO ART**  
A SMARTER WAY TO RECYCLE

November 26, 2022  
12:00PM - 5:00PM

Arlington Museum of Art  
201 W Main St, Arlington, TX 76010

**DROP OFF YOUR NON-RECYCLABLES & ENJOY A DAY OF CREATIVITY.**

*Thanksgiving*  
TIPS FROM THE RECYCLING CENTER OF ARLINGTON

- 1 CHECK YOUR FRIDGE AND PANTRY BEFORE YOU SHOP. THIS PREVENTS YOU FROM HAVING AN ABUNDANCE OF PERISHABLE INGREDIENTS.**
- 2 CHOOSE RECIPES THAT HAVE SIMILAR INGREDIENTS. BY LIMITING THE AMOUNT OF INGREDIENTS YOU NEED, YOU'RE MORE LIKELY TO USE ALL OF THE INGREDIENTS YOU BUY.**
- 3 LOAD YOUR PLATE WITH SMALLER PORTIONS AND GO BACK FOR SECONDS IF YOU FINISH. THIS SAVES FOOD FOR LEFTOVERS AND KEEPS IT FROM THE LANDFILL.**

RECYCLE SMART, PLAY YOUR PART

**Christmas ORNAMENT CONTEST**

CONTEST PERIOD:  
NOVEMBER 28 - DECEMBER 16

**1<sup>st</sup> PRIZE** \$150 & featured on City of Arlington's media platforms

**2<sup>nd</sup> PRIZE** \$100

**3<sup>rd</sup> PRIZE** \$50

**HOW TO ENTER**

1. CREATE AN ORNAMENT OUT OF UN-RECYCLABLE MATERIALS
2. TAKE A PHOTO OF YOUR ART AND TAG @CITYOFARLINGTON

**TIPS FOR CHRISTMAS**

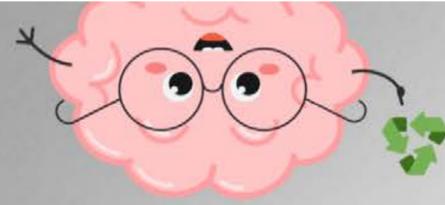
Send your Christmas cards via email (E-card), buy cards made of eco-friendly stock, or use a holiday photo card which may be used as a keepsake instead of thrown away.

If you get a lot of Christmas cards in the mail, use them the next year for kids' Christmas activities or crafts such as homemade gift tags.

Before throwing out old Christmas decor, consider if someone else may appreciate it. Donate them to a thrift store like the Salvation Army or other organizations if they are in acceptable condition.

Although Christmas lights are not recyclable, consider a more energy efficient LED lights.

Don't throw away your natural Christmas tree. Most areas have some Christmas tree recycling options such as curbside recycling, non-profit pickups, or other creative ways to re-use Christmas trees such as mulching programs, soil erosion barriers, and bird feeders.



# PHASE 3: DESIRE

JANUARY - MAY (CAROUSEL)



## HAVE BATTERIES TO RECYCLE?

Swipe to learn smart and easy ways to recycle batteries



## LITHIUM ION BATTERIES

Most batteries contain toxic heavy metals that can harm the environment.

Make sure to tape the ends to prevent lead-acid from leaking and contaminating other recycling waste.



## CAR BATTERIES

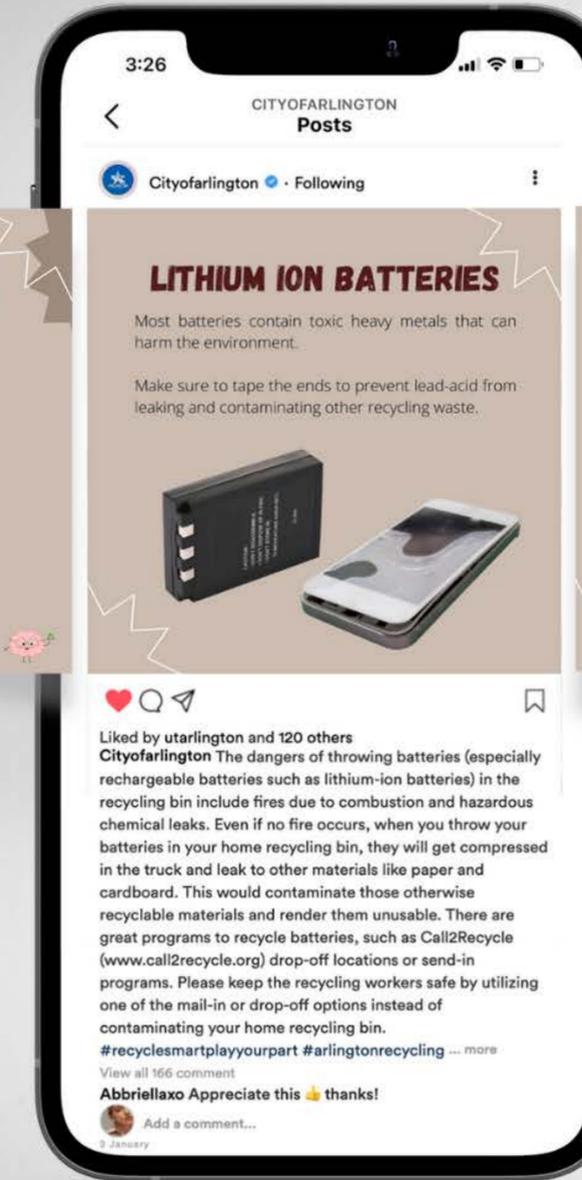
Handle car batteries with damaged cases or missing filler caps with extreme care.



## FIND A DROP-OFF LOCATION NEAR YOU



<https://www.call2recycle.org/locator/>



Liked by utarlington and 120 others

**Cityofarlington** The dangers of throwing batteries (especially rechargeable batteries such as lithium-ion batteries) in the recycling bin include fires due to combustion and hazardous chemical leaks. Even if no fire occurs, when you throw your batteries in your home recycling bin, they will get compressed in the truck and leak to other materials like paper and cardboard. This would contaminate those otherwise recyclable materials and render them unusable. There are great programs to recycle batteries, such as Call2Recycle ([www.call2recycle.org](http://www.call2recycle.org)) drop-off locations or send-in programs. Please keep the recycling workers safe by utilizing one of the mail-in or drop-off options instead of contaminating your home recycling bin.

#recyclesmartplayyourpart #arlingtonrecycling ... more

View all 166 comment

Abbriellaxo Appreciate this 🙌 thanks!

Add a comment...

3 January

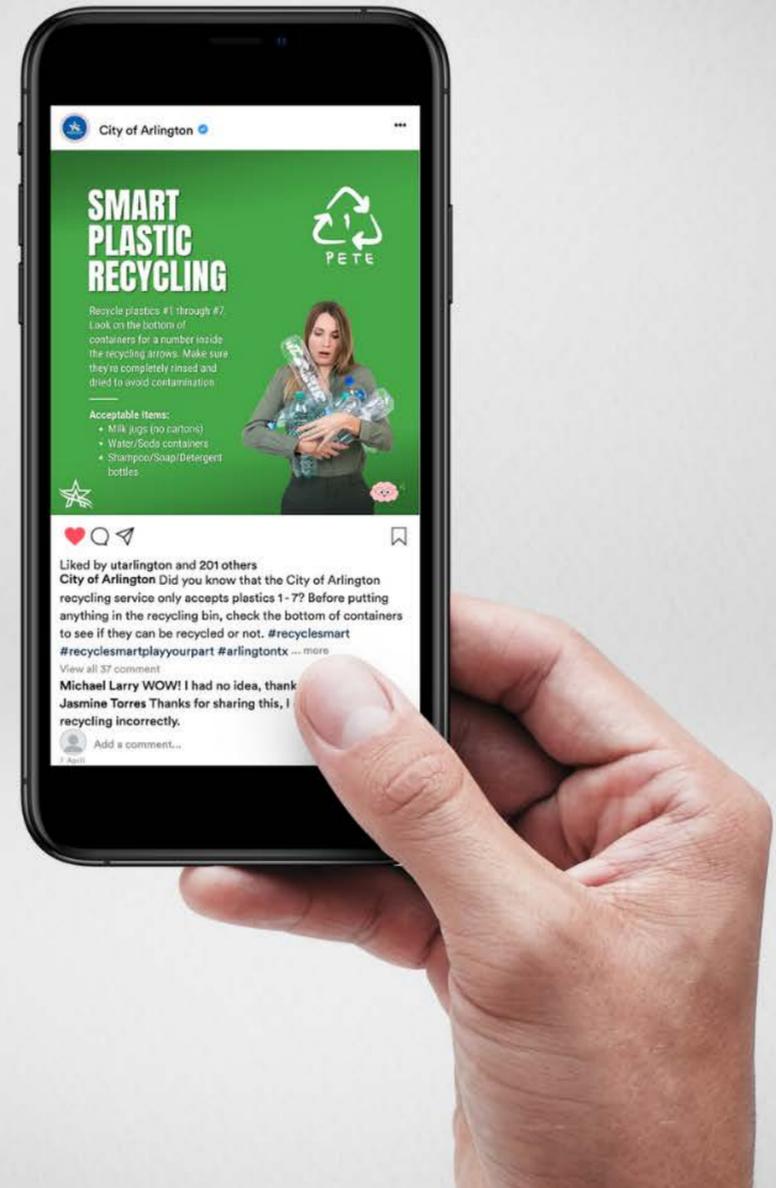
# JANUARY - MAY (CAROUSEL) CONT.



# JANUARY - MAY (CAROUSEL) CONT.



# JANUARY - MAY (SINGLE POST)



City of Arlington

## SMART PLASTIC RECYCLING

Recycle plastics #1 through #7. Look on the bottom of containers for a number inside the recycling arrows. Make sure they're completely rinsed and dried to avoid contamination.

**Acceptable Items:**

- Milk jugs (no cartons)
- Water/Soda containers
- Shampoo/Soap/Detergent bottles

Liked by utarlington and 201 others

City of Arlington Did you know that the City of Arlington recycling service only accepts plastics 1-7? Before putting anything in the recycling bin, check the bottom of containers to see if they can be recycled or not. #recyclesmart #recyclesmartplayourpart #arlingtontx ... more

View all 37 comment

Michael Larry WOW! I had no idea, thank

Jasmine Torres Thanks for sharing this, I recycling incorrectly.

Add a comment...

# JANUARY - MAY (SINGLE POST) CONT.



## Clean & Empty

Containers with a ton of residue from food or other products, can easily contaminate other recycled items.

### Your Containers

Also, when plastics, glass, and metal are recycled, they use a high temperature melting point that will burn off small amounts of food and other residue, but if you throw something that has a lot of stuff stuck to the inside, like an unrinsed peanut butter jar, it won't all burn off and it could ruin the whole batch of plastics it's with. Plus all that food residue can attract pests at the recycling facility!

## SAY NO TO PLASTIC BAGS IN RECYCLING BINS

PLASTIC BAGS ARE ONE OF THE NUMBER ONE RECYCLING CONTAMINATORS. PLASTIC BAGS GET TANGLED IN THE GEARS AT RECYCLING FACILITIES, WHICH CAN BE A BIG HAZARD TO THE WORKERS WHO HAVE TO UNTANGLE THEM. THEREFORE THEY ARE NOT ACCEPTED AT SORTING FACILITIES AND SHOULD NOT BE PUT IN YOUR HOME RECYCLING BIN.

## RECYCLE SMART FOOD GREASE IN RECYCLING

### IF IT HAS GREASE, TOSS IT!

Food grease on paper or cardboard packaging can cause major issues when being processed.

### WHY?

Oil and water don't mix, so that grease really can gunk up the process of recycling paper and ruin a whole batch of perfectly good paper pulp.

# JANUARY - MAY (BILL INSERTS)



## How to Manage Your Household Waste

### Reducing Your Garbage

- Use cloth bags instead of plastic
- Buy food that has less packaging
- Reduce your paper usage

### Reusing and Recycling

- Donate items when possible
- Follow your city's recycling policies
- Dispose of trash and hazardous waste properly

### Composting

- Save food scraps & yard cuttings from the trash
- Create a compost site
- Choose to make either a cold or hot compost heap
- Maintain your compost site

# JANUARY - MAY (BILL INSERTS) CONT.

## True or False: Do I need to clean & empty my containers before recycling?

**Containers with a ton of residue from food or other products, can easily contaminate other recycling such as paper and cardboard once it's all compacted together in the truck.**

**TRUE!**

**Wet and soiled paper or cardboard is unusable at recycling facilities and will be diverted back into landfills instead of recycled.**

**TRUE!**

**When items are recycled, they use a high-temperature melting point which burns off small amounts of food and other residues. Although, if items thrown have a lot of residues, it won't completely melt, resulting in the entire batch being thrown away instead of recycled.**

**TRUE!**

**Further more all that food residue can attract pests at the recycling facility!**

**TRUE!**

## How to Avoid Contamination in Recycling Containers

**Empty Containers**  
When recycling containers, start by removing any excess waste

**Clean & Rinse**  
If the container has any type of residue inside. Give them a quick wash & rinse until there is no residue

**Dry Containers**  
Once clean, dry the containers with a cloth or sit them down to dry

**Placing in Recycling Bin**  
Your Container is now clean & dry! It is ready to be recycled

**Continue Following**  
Always clean & dry your containers to avoid contamination

**REPEAT**

www.arlingtontx.gov @cityofarlington

## RECYCLE SMART FOOD GREASE IN RECYCLING

**If it has grease, TOSS IT**  
Food grease on paper or cardboard packaging can cause major issues when being processed.

**Can I wipe it?**  
There isn't any good way to sort out that greasy pizza box or greasy paper sandwich wrapper, so it gets mixed and pulped with the rest of the paper and cardboard.

**Why?**  
Oil and water don't mix, so that grease really can gunk up the process of recycling paper and ruin a whole batch of perfectly good paper pulp.

**Pro Tip:** Remove the greasy portion of your pizza box to put in the garbage and only recycle the clean top of the box.

## DROP OFF RECYCLING LOCATIONS

Northeast Branch Library,  
1905 E. Brown Blvd.

Woodland West Branch,  
2837 W. Park Row Drive

Lake Arlington Branch Library,  
4000 W. Green Oaks Blvd.

Southeast Branch Library,  
900 SE Green Oaks

Southwest Branch Library,  
3311 SW Green Oaks Blvd

East Arlington Library & Recreation Center,  
817 New York Avenue

# Did you know?



Plastic bags are one of the number one recycling contaminators. Plastic bags get tangled in the gears at recycling facilities, which can be a big hazard to the workers who have to untangle them. Therefore they are not accepted at sorting facilities and should not be put in your home recycling bin.



## RECYCLE SMART, PLAY YOUR PART

CONTAMINATION TIPS

- 01 Leftover food waste or liquids in containers that spill or leak onto other items.
- 02 Hazardous and/or unwanted materials being thrown out such as needles, batteries, diapers, and paint.
- 03 Items incorrectly tossed into recycling such as grocery store bags, straws, coffee lids and metal soda caps.



## SMART PLASTIC RECYCLING



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**Acceptable Items:**

- Milk jugs (no cartons)
- Water/Soda containers
- Shampoo/Soap/Detergent bottles



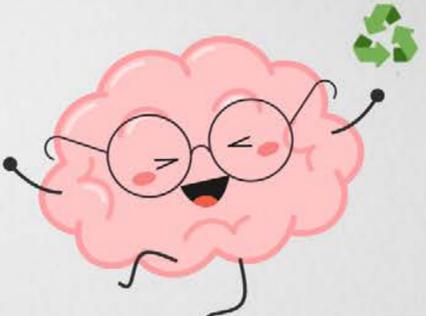
## Smart recycling on the go.

**Bring Snacks and Water in Reusable Containers**

If you are going on a trip, plan ahead by bringing reusable food containers, travel mugs and water bottles. Bringing some or all of your food helps cut waste and save money because a lot of travel foods come with lots of packaging. You can then refill your mugs and water bottles on your trip.

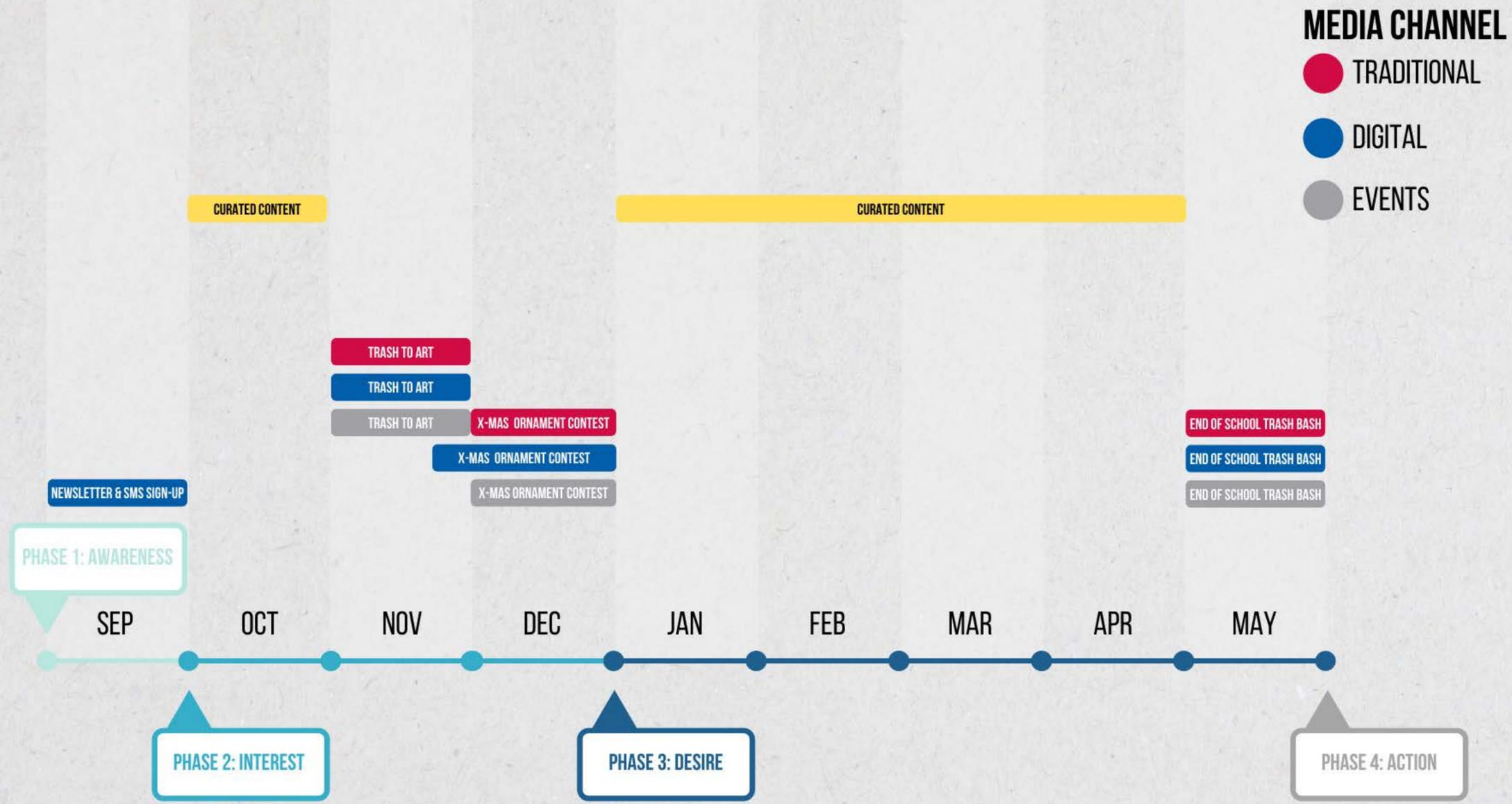
**Bring Bags to Collect Recyclables**

It can be difficult to find recycling bins on the go, especially if you aren't familiar with the area. If you are driving on your trip, bring bags or bins to collect your recyclables and possibly even your food waste scraps for composting.



# PHASE 4: ACTION





## CAMPAIGN EVENTS

1. "Trash to Art" Donation Drive (Phase Two)
  - a. What?

The City of Arlington will be hosting a donation drive encouraging people to donate non-recyclable items that could eventually be used to help make the artwork of many local artists.

- The "trash" will be donated to Art Group DFW and Arlington Visual Arts Association.
- At the event, attendees will also find local artists, Cynthia Daniel, creating a giant sculpture made out of reused junk in real-time. The artwork will be complete and presented by the end of the event.
- In addition, there will be two speakers (a representative from Arlington WM and a coordinator from UTA's Office of Sustainability) at the event who will talk about the importance of recycling and educating the public about what to recycle and the issue behind contamination.
- Speaker will also announce at the end of the event, how many tons of trash have been collected.

Where?

Parking lot of Arlington Museum of Art. There will be a tent set up outside where attendees will find volunteers available to give their donated items.

Donation drive volunteers will only accept donated items that are needed on the donation list, which are **specific items requested by representatives at Art Group DFW and Arlington Visual Arts Association.**

**When?**

**November 26th, 2022 at 12PM - 4PM.**

**Who?**

**Everyone is encouraged to come donate, especially Arlington residents.**

**Why?**

The goal is to lower contamination rate by encouraging people to recycle and repurpose their items, while also educating the public about recycling and contamination. Viewing the artist creating real artwork can also showcase to the public how something beautiful can be made from junk.

**Cost?**

- Tent and table set-up - \$300 (rough estimate)
- Small stage set-up - \$350 (rough estimate)
- Cost of hiring artist - \$500 (rough estimate)

Total estimated cost: \$1150

## CAMPAIGN EVENTS

“Repurpose Christmas Ornament” Social Media Contest (Phase Two)

**What?**

To kick-off the Christmas season, The City of Arlington will be throwing a contest in which participants must make a Christmas ornament out of recycled materials.

Participants will have to share a picture of their repurposed ornament on their Instagram or Facebook story and tag @cityofarlington.

The 3 most creative and unique ornaments will be chosen and win a prize.

**Where?**

Contest will be announced on Instagram and Facebook. Participants will submit a picture of their ornament creation on their personal IG or FB story and tag @cityofarlington.

**When?**

The contest will open November 28th, 2022, participants have until December 16th, 2022 to post their photo.

Winners will be announced on December 23th, 2022.

**Who?**

Any Arlington resident with a social media account can participate, one entry per person.

The winners will win a Visa gift card (free to use anywhere) and their winning ornament will be displayed on Arlington's social media, bill inserts, and newsletter during the Christmas season.

#### **Why?**

The goal is to have participants express their creative side by making a fun DIY item with friends and family to celebrate the Christmas season, while at the same time, gaining an understanding and awareness about the value of repurposing and recycling materials.

#### **Cost?**

- Gift card - \$150 (first tier winner)
- Gift card - \$100 (second tier winner)
- Gift card - \$50 (third tier winner)

Total estimated cost: \$300

## **CAMPAIGN EVENTS**

End of School Trash Bash" Donation Drive (Phase 3)

#### **What?**

At this event, Middle School and High School students are encouraged to donate their school supplies such as paper, pencil, binders, etc. to others in need, as well as properly discard any leftover items (if any) to be recycled or repurposed. While enjoying what's to offer at the event.

- Food trucks will be available to serve tacos and snow cones.
- In addition, there will be two speakers (a representative from Arlington WM and a coordinator from UTA's Office of Sustainability) at the event who will talk about the importance of recycling and educating the public about what to recycle and the issue behind contamination.

#### **Where?**

Parking lot of Arlington High School. The area will have a stage set-up for speakers, a section where the food trucks will be located, and tabling section will be set up to drop-off donations.

#### **When?**

May 27th, 2023 from 1PM - 4PM.

### Who?

Middle School and High School students, plus teachers, school faculty, and parents are also welcome.

### Why?

The goal is to educate teens about the importance of recycling and to encourage repurposing materials that would otherwise be thrown into a landfill.

### Cost?

- Tent and table set-up - \$300 (rough estimate)
- Small stage set-up - \$350 (rough estimate)
- Two food truck stations - \$1,000 each/per truck

Total estimated cost: \$2,650

## SMART BUDGET

Total Estimated Cost: \$4,622

This leaves a total of \$378. This remaining money that is left in the budget would go towards paid social media promotion. It is recommended that the social media posts that get promoted are the posts which promote the three events throughout the event to increase engagement and awareness of the events.

The reach of paid social media posts can be measured in "Cost Per Thousand", this is how much it would take to reach 1,000 people on each platform.

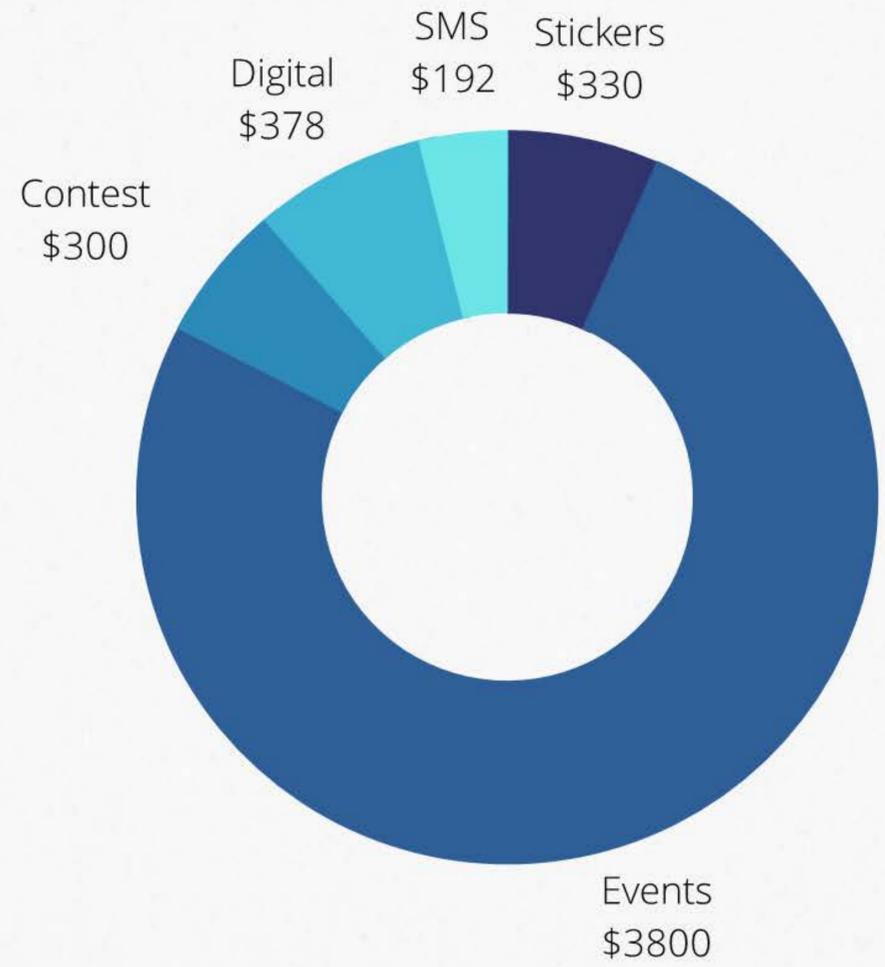
Cost per thousand \$7.19 on Facebook

Cost per thousand \$6.70 on Instagram

If all the remaining budget was put into running promoted posts on Facebook, then a total of 52 thousand impressions could be reached.

# \$5,000 "SMART" BUDGET

A LA CARTE	
SMS MESSAGING	\$192
STICKERS	\$330
<b>EVENTS</b>	<b>\$3,800</b>
<b>CONTEST</b>	<b>\$300</b>
<b>DIGITAL</b>	<b>\$378</b>
<b>TOTAL</b>	<b>\$5,000</b>



## INTELLIGENT BUDGET

With the inclusion of more money there would be the opportunity for more events and more ways to reach more of the residents of Arlington. We believe that an additional event could be had, and more social media posts could be promoted to increase engagement.

**Total Estimated Cost: \$6,572**

This leaves a total of \$928 the remaining money that is left in the budget would go to paid social media promotion. It is recommended that the social media posts that get promoted are the posts that are promoting the three events throughout the event to increase engagement and awareness of the events.

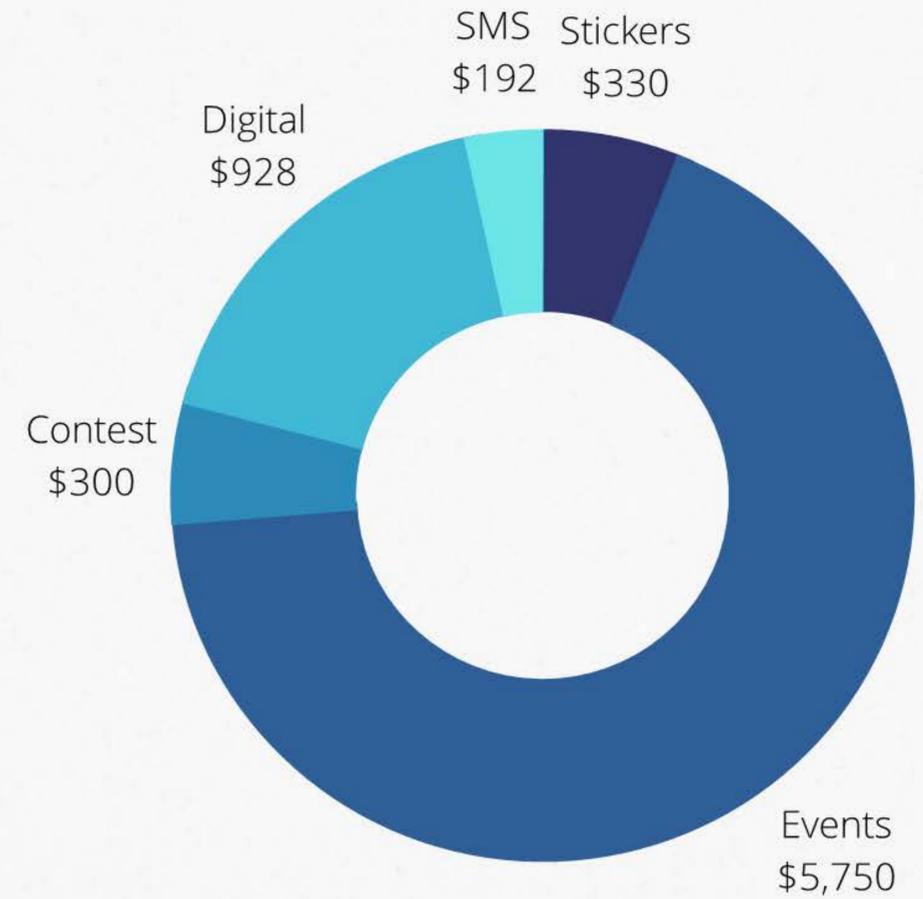
Cost per thousand \$7.19 on Facebook  
 Cost per thousand \$6.70 on Instagram

If all the remaining budget was put into running promoted posts on Facebook, then a total of 129 thousand impressions could be reached.

If all the remaining budget was put into running promoted posts on Instagram, then a total of 138 thousand impressions could be reached.

# \$7,500 "INTELLIGENT" BUDGET

<b>A LA CARTE</b>	
SMS MESSAGING	\$192
STICKERS	\$330
<b>EVENTS</b>	<b>\$5,750</b>
<b>CONTEST</b>	<b>\$300</b>
<b>DIGITAL</b>	<b>\$928</b>
<b>TOTAL</b>	<b>\$7,500</b>



## GENIUS BUDGET

With the inclusion of more money, there would be an opportunity for more events and more ways to reach the residents of Arlington. We believe that additional events could be had and/or upgrade the events and increase promoted budget within social media posts to increase a higher engagement rate.

This leaves a total of \$3,428 This remaining money which is left in the budget would go towards paid social media promotion. It is recommended that the social media posts that get promoted are the posts that are promoting the three events throughout the event to increase engagement and awareness of the events.

With this large amount of money left for just social media, promotion of educational posts and information regarding contamination would be the priority and then smaller promotions of events and other posts would come second.

Cost per thousand \$7.19 on Facebook  
 Cost per thousand \$6.70 on Instagram

If all the remaining budget was put into running promoted posts on Facebook, then a total of 477 thousand impressions could be reached.

If all the remaining budget was put into running promoted posts on Instagram, then a total of 512 thousand impressions could be reached.

# \$10,000 "GENIUS" BUDGET

## A LA CARTE

SMS MESSAGING \$192

STICKERS \$330

EVENTS \$5,750

CONTEST \$300

DIGITAL \$3,428

**TOTAL \$10,000**

