BUT HAVE YOU ASKED YOUR RESIDENTS?

July 30, 2019

Marissa Segundo, Communications Consultant
Are you ready to effect change?

since 1986
GRAB YOUR PHONE IT’S TIME FOR A POLL!

How to join

**Web**

1. Go to PollEv.com
2. Enter RECYLE123
3. Respond to activity

**Text**

1. Text RECYLE123 to 37607
2. Text in your message
If you could describe the greatest need in recycling in one word what would it be?
RECYCLING IN THE NEW MILLENIUM
BUT HAVE YOU ASKED YOUR RESIDENTS???
When was the last time you asked for feedback from your residents about recycling & solid waste?

3-6 Months Ago
1-2 Years Ago
5 Years Ago
More than 5 Years Ago
Never
WHY RESEARCH?

1. Every community is different!
2. We are in a new **SMARTER** world of recycling and communication.
3. Residents respond to a personalized message.
4. We make **assumptions** about what residents understand.
5. Research does not need to **break the bank**!
LAKELAND SW & RECYCLING BY THE NUMBERS

16.2 MILLION POUNDS of recycling collected in FY2018

51,400 reached annually at 41 EVENTS

11,800 WEBPAGE VISITORS PER YEAR (Avg. 229 page views per day)

Approx. 600 CUSTOMER SERVICE CALLS per day.

76% Avg. Set out Rate & 20% Contamination Rate

50-60 CONTAMINATION LETTERS sent per month.
RESEARCH

• City staff interviews:
  • Communications & Marketing
  • Solid Waste Drivers (recycling and garbage ride-along)
  • SW Supervisors & Recycling Educator
  • Customer Service & Utility Staff
• Review of Recycling Composition Study
• Review of current communications collateral
• Residential Survey
PROBLEMS:

- Confusing between Lakeland’s program and Polk County
- Residents confused about recycling
- Plastic Bags most common contaminant
- Spacing carts away from one and other
CITIZEN PERSPECTIVES

Recycling Survey

Recycling

>TAKE THE 2019 RECYCLING SURVEY HERE!<

Lakeland Recycles...Doing Our Part!

Acceptable Recycling Material

The 1988 Solid Waste Management Act mandated a 30% reduction in the municipal solid waste going to our nation's landfills.

Recycling uses only a small amount of space and requires only a few seconds a day. An area in the garage, a corner in the kitchen or a storage closet are convenient places to locate your container. If you have children at home, recycling can become their special project.

Our goal is 100% participation!

So we’ve made it easy for you. Each resident receives a blue recycling container. We’ll pick up the recyclable material at your curb each week with our automated trucks. Please place your full container at the curb by 6 a.m. on your collection day. Your recycling will be provided to a great company who will deliver and

Contact Us

Acceptable Materials
Recycling FAQs
Recycling Request Form
Background

Modern recycling is sorted by machines and people, so Lakelanders can very simply recycle their clean plastic containers, glass containers and metal containers and paper in their blue carts. Last year, Lakeland recycled 16 million pounds of plastic & glass bottles, cans, plastic containers, cardboard, and paper. “Contamination” in recycling means items that are not accepted because the facility cannot process them, plastic bags, plastic wrap, and other plastic film are the biggest source of contamination in Lakeland.

We value your input!

Please click below to take our survey!

Go to the Survey
SURVEY DEMOGRAPHIC OVERVIEW

TOTAL SURVEYS SUBMITTED: 1,644

RESPONSES BY GENDER

Men: 27%
Women: 73%

RESPONSES BY AGE

18 - 24: 3
25 - 34: 11
35 - 44: 12
45 - 54: 18
55 - 64: 25
65+: 31
SURVEY DEMOGRAPHIC OVERVIEW — BY ZIP CODE

- Majority of respondents are from 33803
- Nearly half of respondents are from 33803, 33813, 33801, and 33810
WHAT ITEMS DO YOU THINK CAN BE RECYCLED?

- Metal Food and Beverage Containers: 1266
- Clean Paper Food Boxes: 1310
- Glass Bottles and Jars: 1299
- Bagged Recyclables: 1224
- Garden Hose: 202
- Styrofoam to-go packaging: 280
- Batteries: 433
- Clothing: 138
- Yard Waste: 121
- Yard Waste: 231
VALUES THAT IMPACT RECYCLING PARTICIPATION

WHAT DO YOU VALUE MOST ABOUT LAKELAND’S RECYCLING PROGRAM?

- Almost 40% value realizing that they are **MAKING A DIFFERENCE**
- Nearly 25% feel that it is **EASY TO PARTICIPATE**
- Another 20% found Lakeland’s program to be **CONVENIENT**
QUALITATIVE RESULTS
TRENDS FOUND IN COMMUNITY FEEDBACK

- Communication Campaign: 360
- Cart Signage: 202
- Private/Policy Change: 165
- Quitter: 93
- Electric Bill Reminder: 39
- Impose Fines/Refuse Pickup: 36
- Provide Small Recycling Bins: 27
- Confusion From Survey: 12
- Other: 7
KEY TAKEAWAYS

Saving natural resources greatest motivation to recycle

Residents value that they are making a difference

Identified barriers to recycling are apathy and confusion
MEASURABLE OBJECTIVES:

- Decrease recycling contamination in recycling by 5% six months from campaign launch.

- Change behavior bagged recyclables and wrap in recycling bins as measured by 5% of residents placing a “no plastic bag sticker” on their recycling carts within the first three months of receiving it.

- Decrease in calls from confused Lakeland residents by 10% after campaign launch.

- 20% of residents will recognize that recyclables should be clean, dry and empty as per responses in a post-campaign survey.
LAKELAND STRATEGIC BRANDING UPDATE

RECYCLING COLLATERAL LIBRARY:
- Recycling Logo
- Informational Postcard for events what to recycle
- Branded format for a what to recycle magnet
- Template for social media graphics and emails
- Create a library of shareable visual content for social media
- Refresh website graphics for consistency to match brand standards
- SW vehicle wraps as a billboard with educational themes recycling and solid waste (No plastic bags, cart distance, yard waste education)

SOLID WASTE COLLATERAL LIBRARY:
- Holiday Schedule reminders/magnet
- Telephone message recording
SURVEY POST-CAMPAIGN

Testing Behavior Change
DENVER CAMPAIGN LAUNCH

NEWS > ENVIRONMENT

Denver can now recycle paper coffee cups
The city aims to improve its below-average recycling rate

By SAM TABACHNIK | sttabachnik@denverpost.com | The Denver Post
PUBLISHED: November 30, 2018 at 4:24 pm | UPDATED: November 30, 2018 at 5:10 pm

Massive stacks of recycled trash inside Alpine Waste and Recycling towered behind Denver City Councilwoman Kendra Black as she posed a question nearly every coffee drinker has asked: What are we supposed to do with those paper cups?
DENVER CAMPAIGN LAUNCH: POSTCARD & SURVEY

Front of postcard mailed to Denver households

Back of postcard with link to survey

Take our paper cup recycling survey for a chance to win a gift card: SurveyMonkey.com/r/DenverRecycles
DENVER SURVEY RESULTS

• Based on 543 respondents
• 99% of respondents live in the City of Denver
• More than 40% of residents have always recycled paper cups.
DENVER SURVEY RESULTS

How important is it to you to be able to recycle the items you use?

- Extremely important: 90.00%
- Very important: 10.00%
- Somewhat important: 0.00%
- Not so important: 0.00%
- Not at all important: 0.00%
ST. JOHNS COUNTY SOLID WASTE

Rebranding
• RRS reviewed current communications tools in St. Johns County, Fla. pop. 245,000.
• Baseline communications survey received 1,140 responses from SJC Residents

• KEY COMMUNICATIONS TAKEAWAYS:
  • Curbside Behavior
    • Primary motivation - personal responsibility to recycle the waste they create
    • Biggest barrier – confused about what to recycle, don’t care about recycling
  • Yard Waste
    • Biggest barrier - do not know specific guidelines for yard waste collection
    • Confused about acceptability of unbundled branches, palm fronds, and tree trunks
  • HHW
    • Lack of advertising
    • Unaware of drop off locations
Measurable Goals:

• Reducing confusion by 20% on what to recycle based on post-campaign launch survey.

• Increasing residential recycling participation by 10% targeting females between the ages of 25-44.

• Increasing participation in community collection events by 100 people within the first year.
St. Johns County Government

Announcements & Events

Solid Waste and Recycling Rates Workshops – St. Johns County is hosting a series of public workshops to provide information regarding proposed recycling and solid waste rate increases. The meetings will allow residents to ask questions and receive material regarding the proposed new rates. Those wishing to participate are invited to attend any of the following public workshops. A final public hearing regarding the proposed special rate assessment is scheduled for the August 6, 2019 Board of County Commissioners regular meeting. For more information, please call 904.827.6980. Recycling Rates Workshop Schedule.

Missing a Community Collection day? Our transfer stations are open 6 days a week for your convenience.

Need to Clean Out the Medicine Cabinet? Check out the Sheriff’s Office Operation Medicine Cabinet pharmaceutical take back program.

About the Solid Waste Department

The Solid Waste Management Department is responsible for the efficient management and operation of the Tillman Ridge Landfill. This includes proper disposal of residential and commercial waste, sludge generated by wastewater treatment plants, household hazardous waste, white goods and tires, operations and maintenance of the Leachate Collection System, monitoring of groundwater quality and gas migration.

Solid Waste

- Solid Waste Home
- FAQ’s
- Residential Garbage
- Recycling
- Drop Off Locations
- Brochures & Downloads
- Events
- Contact
- Public Works Home

Transfer Station Hours

Tillman Ridge & Stratton Rd
Transfer Station Hours
Monday – Friday
7 a.m. – 6 p.m.
Saturday
7 a.m. – 1 p.m.

Holidays Closed:
Thanksgiving, Christmas
New Year’s Day
RECYCLE ST. JOHNS
IT’S OUR COUNTY.

TAKE FIVE!
St. Johns County makes it easy to be a responsible recycler. Place only the five categories of items listed here in your cart.

1. PAPER & CARDBOARD
- Newspapers, magazines, catalogs, junk mail, office paper, corrugated food boxes, and flattened cardboard.

2. PLASTIC CONTAINERS
- Clean and empty food and beverage containers, soap bottles and jugs, empty pet bottles. Lids do not need to be removed. No Styrofoam® or plastic bags.

3. METAL
- Aluminium & metal food and beverage containers only (clean and empty).

4. GLASS
- Bottles & jars (clear, green, & brown) only, no window or ceramic containers.

5. CARTONS
- Clean and empty milk, juice, soup, broth, and wine cartons.
KEY TAKEAWAYS

• Talk to your Residents
• Set Measurable goals & metrics
• Simplify you message (Don’t sweat the small stuff!)
• Rinse and REPEAT!!!
COMMUNICATIONS CONSULTANT
727.278.7909
MSEGUNDO@RECYCLE.COM
What was the top factor in choosing to attend this conference?

Location

Networking Opportunities

Session Content

CEUs

Price