



# BUT HAVE YOU ASKED YOUR RESIDENTS?

July 30, 2019

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Are you ready to  
effect change?



ORGANICS  
MANAGEMENT



WASTE  
RECOVERY



GLOBAL CORPORATE  
SUSTAINABILITY

since 1986

# GRAB YOUR PHONE IT'S TIME FOR A POLL!

## How to join

### Web



- 1 Go to **PollEv.com**
- 2 Enter **RECYCLE123**
- 3 Respond to activity

### Text



- 1 Text **RECYCLE123** 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





I need economic rationale

I want a cleaner future

I want a catalyst for job creation

I want to bring the community together

**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?

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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

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- 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

HOME / DEPARTMENTS / PUBLIC WORKS / SOLID WASTE / RECYCLING

Contact Us

- Acceptable Materials
- Recycling FAQs
- Recycling Request Form

## 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 nations 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 collection day will be provided on the weekly container delivery schedule.





## 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!

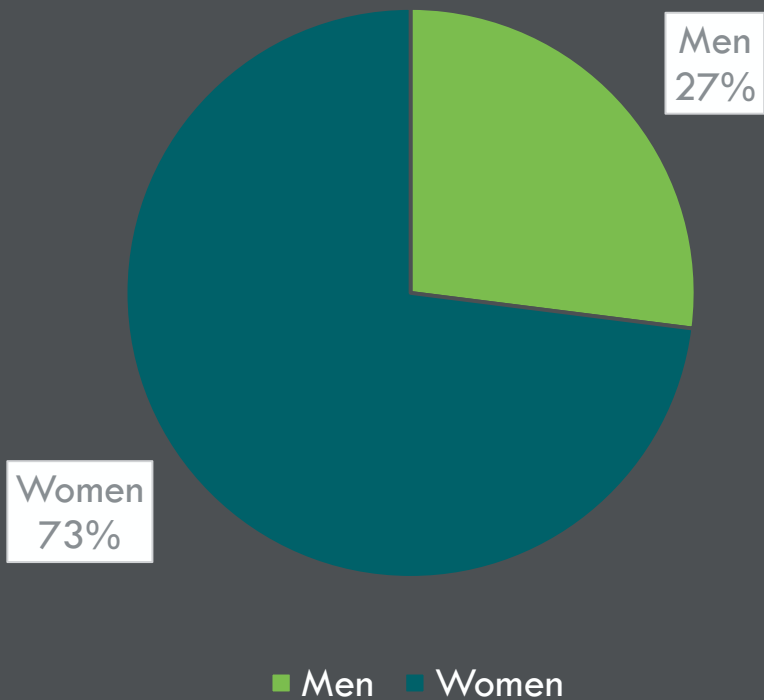
[Go to the Survey](#)



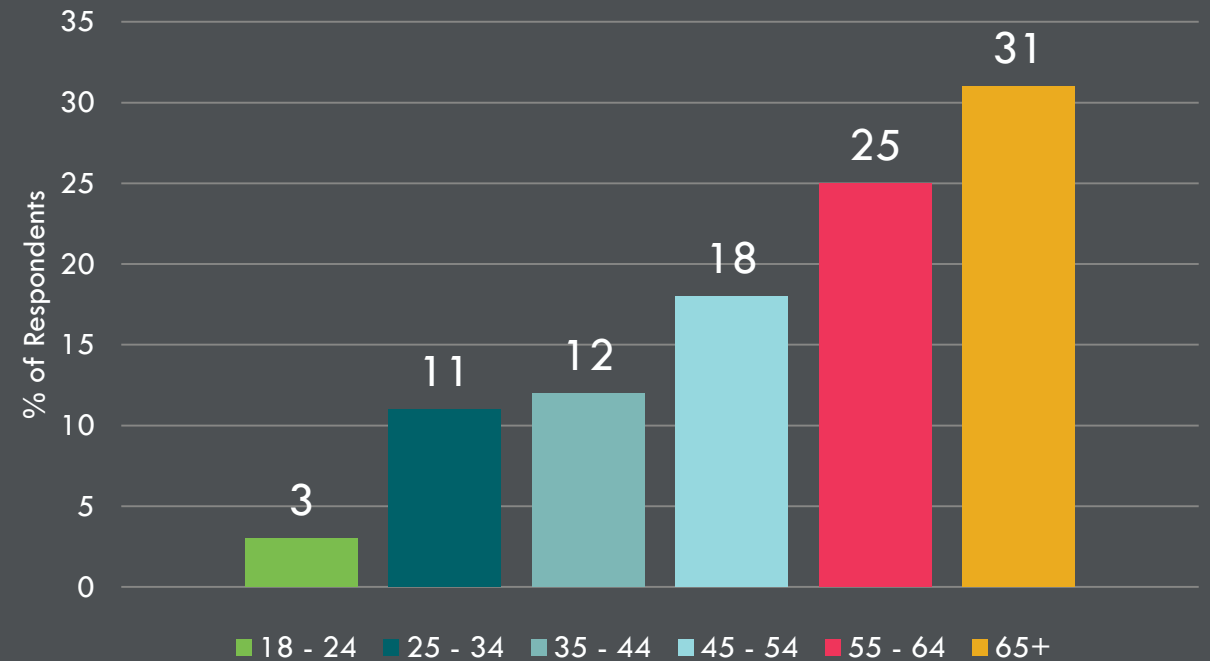
# SURVEY DEMOGRAPHIC OVERVIEW

TOTAL SURVEYS SUBMITTED : 1,644

## RESPONSES BY GENDER



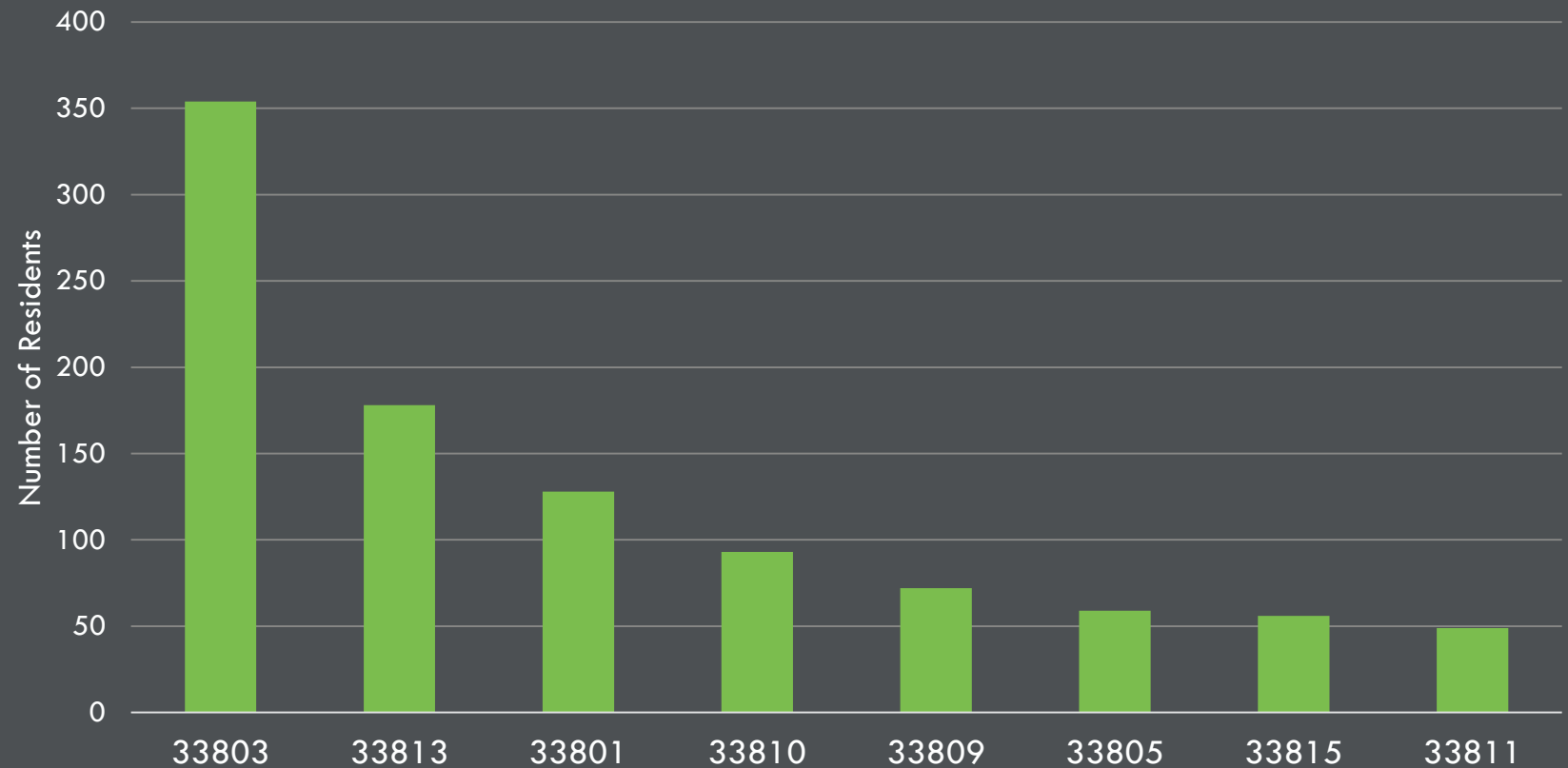
## RESPONSES BY AGE



# SURVEY DEMOGRAPHIC OVERVIEW — BY ZIP CODE

- Majority of respondents are from 33803
- Nearly half of respondents are from 33803, 33813, 33801, and 33810

Responses By Zip Code



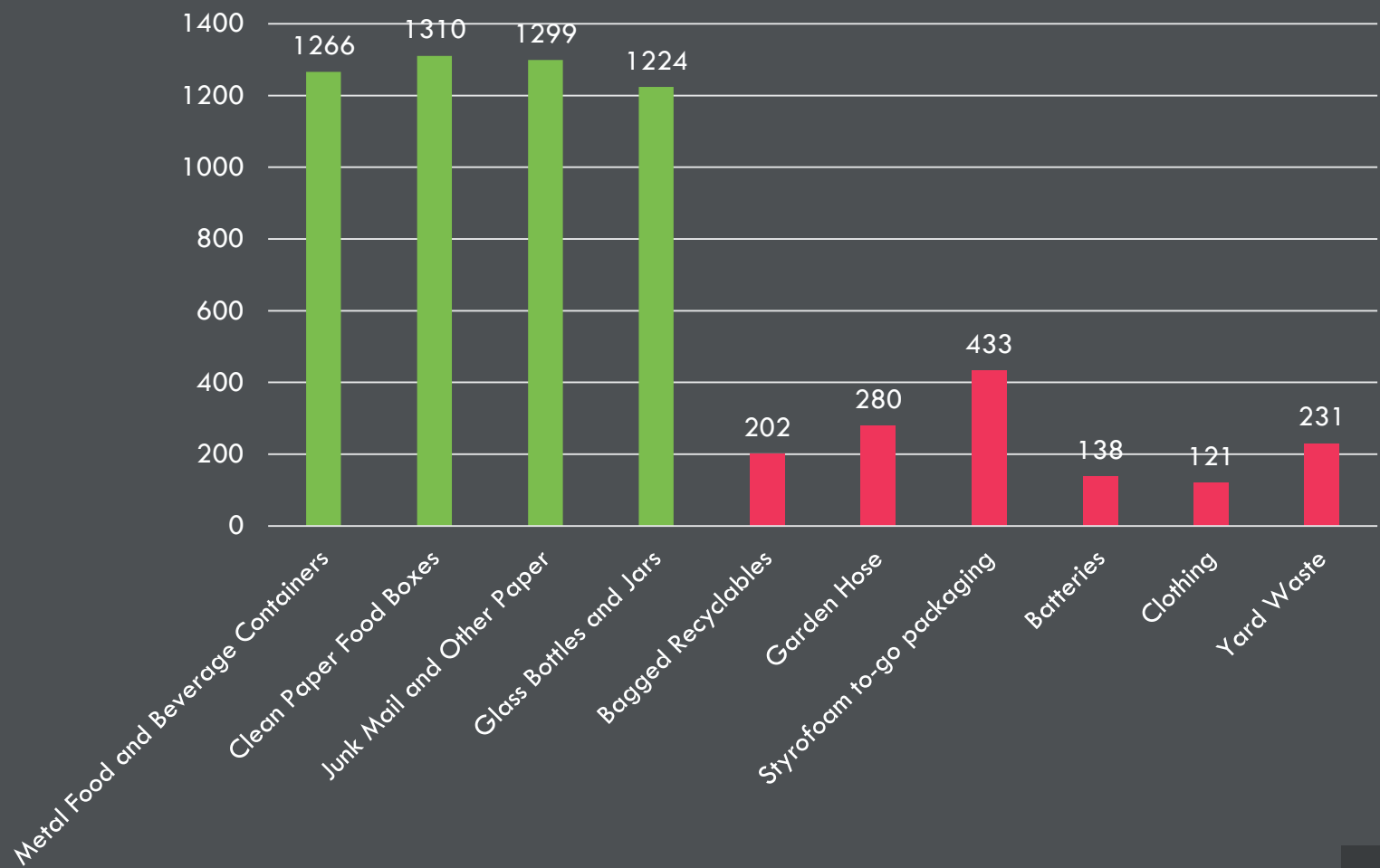
**Yes!** You Can Recycle These!

**YES! YOU CAN RECYCLE THESE!**

- UTENSILS PLASTIC
- PAPER BAGS
- SHREDDED PAPER (PLACED IN A PAPER BAG)
- ALUMINUM AND STEEL (TIN) CANS
- SOLO CUPS AND PLATES (PLASTIC ONLY)
- COMPUTER AND OFFICE PAPER
- AEROSOL SPRAY CANS (MUST BE EMPTY)
- CAPS AND LIDS FROM BOTTLES AND JARS
- TUBS AND LIDS (I.E.: YOGURT, MARGARINE AND TUPPERWARE CONTAINERS)
- JUNK MAIL AND MAGAZINES
- NEWSPAPERS
- ALUMINUM FOIL AND TRAYS (BALL FOIL UP TO SOFTBALL SIZE)
- BOTTLES (LEAVE CAPS ON)
- CEREAL BOXES AND PAPERBOARD (REMOVE PLASTIC LINER)
- ENVELOPES (WINDOWS OKAY)
- GLASS BOTTLES AND JARS OF ANY COLOR (METAL CAPS AND LIDS TOO)
- LAUNDRY DETERGENT BOTTLES
- MOLDED PLASTIC PACKAGING (CLEAN)

**NO!** PLASTIC BAGS, WRAPPERS OR FILM  
#trashinthebag

# WHAT ITEMS DO YOU THINK CAN BE RECYCLED?

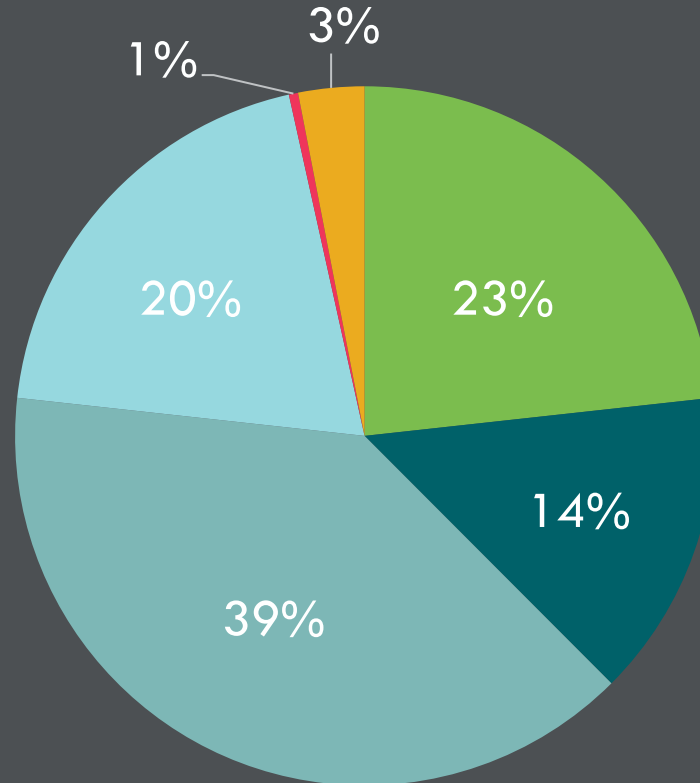




# VALUES THAT IMPACT RECYCLING PARTICIPATION

## WHAT DO YOU VALUE MOST ABOUT LAKELAND'S RECYCLING PROGRAM?

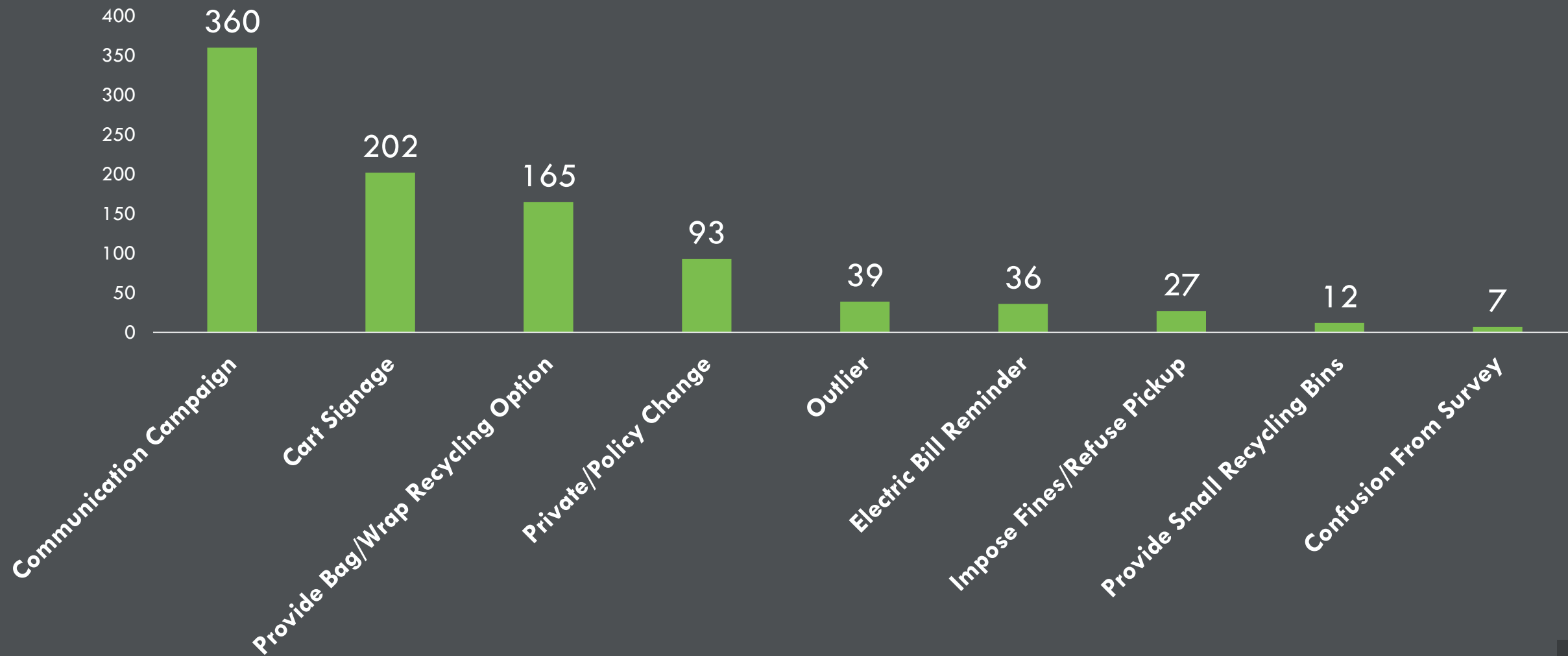
- Almost 40% value realizing that they are **MAKING A DIFFERENCE**
- Nearly 25% feel that it is **EASY TO PARTICIPATE**
- Another 20% found Lakeland's program to be **CONVENIENT**



- Easy to participate
- It helps to make a better community
- I realize I'm doing something to make a difference
- Convenience
- Information is clear
- Other

# QUALITATIVE RESULTS

# TRENDS FOUND IN COMMUNITY FEEDBACK





# KEY TAKEAWAYS

# 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**

# LAKELAND STRATEGIC COMMUNICATIONS

## 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

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## 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 | [stabachnik@denverpost.com](mailto:stabachnik@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?



**Waste 360**™

Partnership Allows Two Million Residents to Recycle Paper Cups

Denver Joins Chattanooga, Tenn.; Washington, D.C.; and Louisville, Ky., as FPI community partner.

Waste360 Staff | Dec 05, 2018

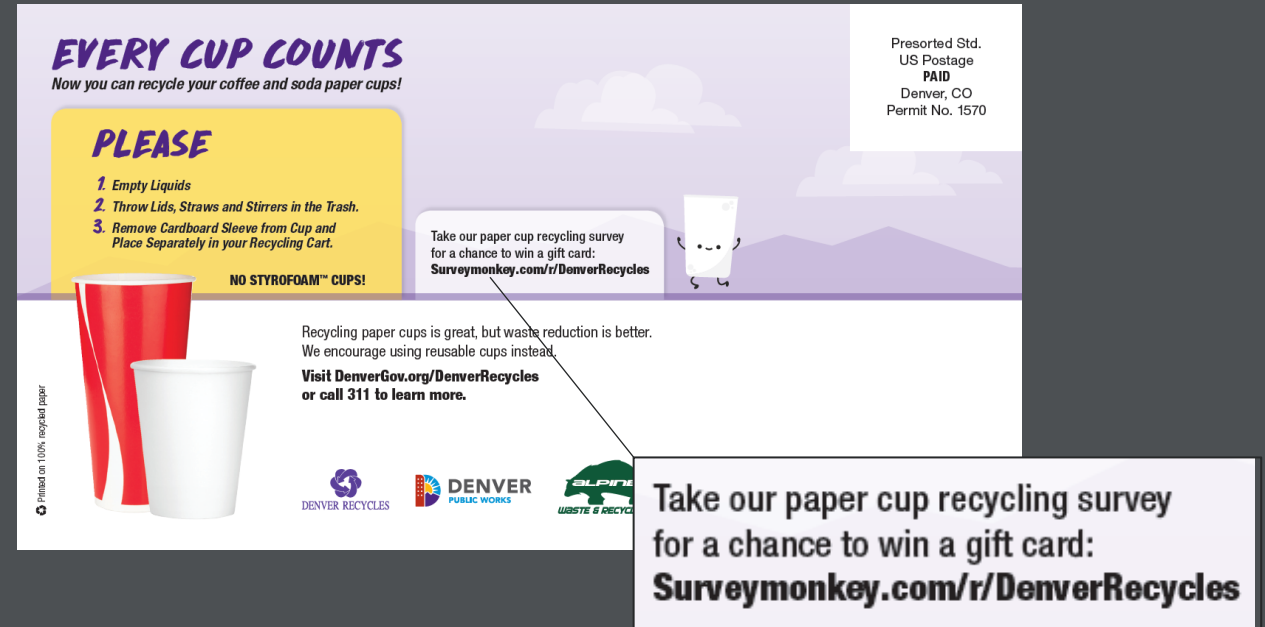
COVERING COLORADO FIRST **Recycling Program Expansion** Now Including Paper Cups

5:07 39% CBS Denver

# DENVER CAMPAIGN LAUNCH: POSTCARD & SURVEY



Front of postcard mailed to Denver households

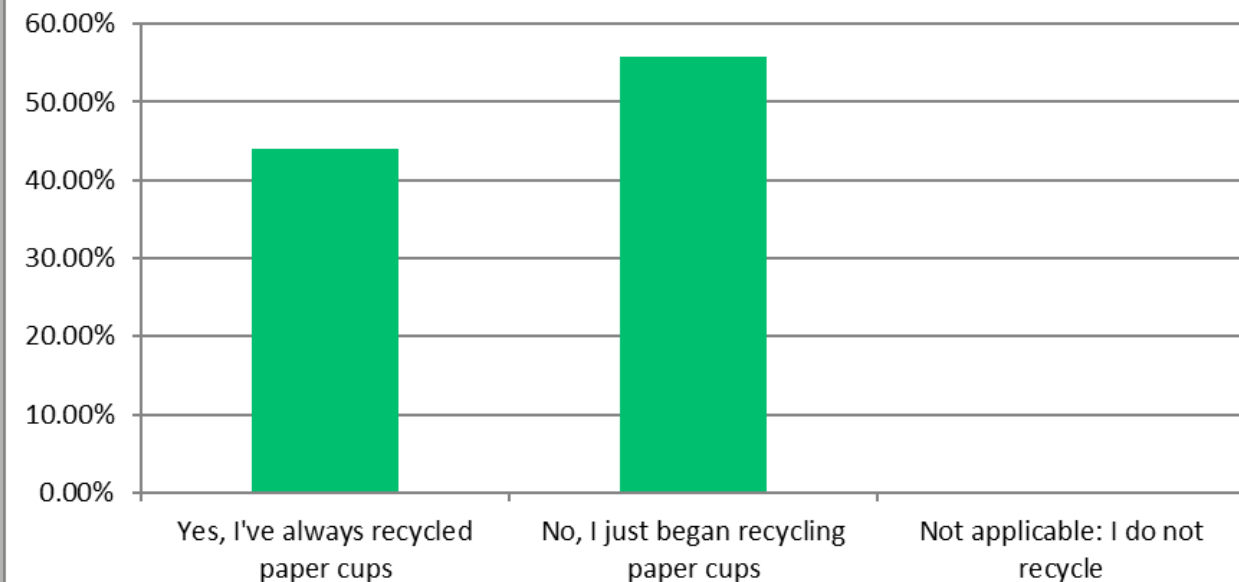


Back of postcard with link to survey



# DENVER SURVEY RESULTS

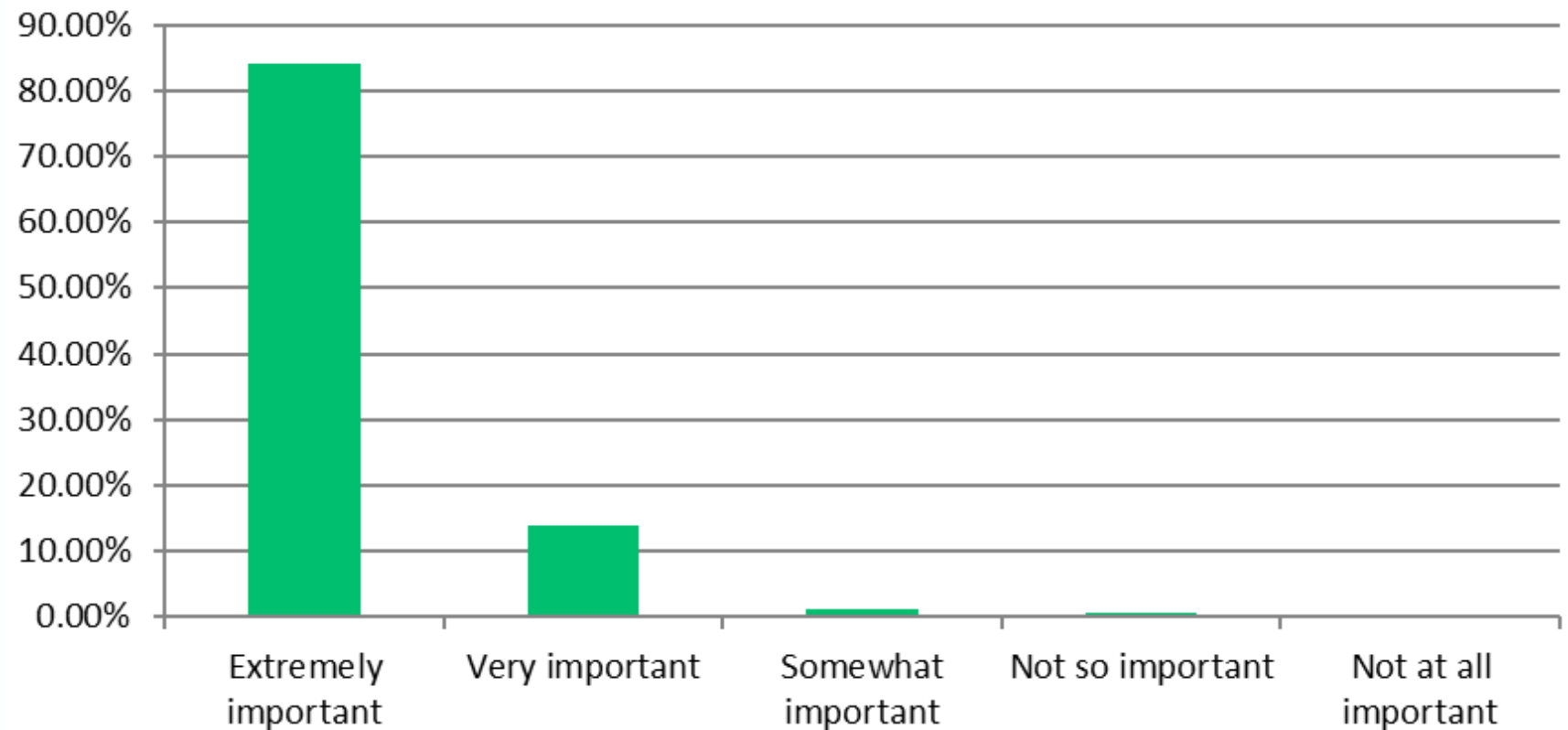
Were you recycling paper cups before this announcement?



- 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?**





IT'S OUR  
COUNTY.

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# ST. JOHNS COUNTY SOLID WASTE

Rebranding

# RECYCLING, SOLID WASTE & YARD WASTE SURVEY

- 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 trunk

### HHW

- Lack of advertising
- Unaware of drop off locations



# RECYCLING, SOLID WASTE & YARD WASTE SURVEY

## 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.

# BEFORE



## St. Johns County Government

Elected Officials, Divisions, Departments, & Information | P: (904) 209-0655 | TF: 1-877-475-2468 | E: info@sjcfl.us

Departments Services Information Calendars Government Links Contact Home

### Solid Waste



#### 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](#)

**Miss 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 Years Day

# AFTER



## IT'S OUR COUNTY.



# 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, cereal/food boxes, and flattened cardboard.



- 2 PLASTIC CONTAINERS**  
Clean and empty food and beverage containers, soap bottles and jugs, empty pill bottles. Labels do not need to be removed. NO Styrofoam® or plastic bags.



- 3 METAL**  
Aluminum & 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

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- Talk to your Residents
- Set Measurable goals & metrics
- Simplify you message  
*(Don't sweat the small stuff!)*
- Rinse and **REPEAT!!!**



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# What was the top factor in choosing to attend this conference?

Location

Networking Opportunities

Session Content

CEUs

Price