THE MIAMI-DADE STORY

350,000 Homes

2 Million Residents

3 Languages
How Miami-Dade County fights the good fight to recycle right.

Come with us on a journey through direct mail, newspaper, radio, transit and social media advertising to enforcement and more!
Overview

• Miami-Dade County Demographics
• DSWM Single-stream Recycling Program
• Unique Challenges
• Advertising Efforts
Miami-Dade County Demographics

- 2.7 million residents
- Larger than the states of Rhode Island and Delaware
- 36 municipalities and a large unincorporated area
- Commonly spoken languages:
  - English
  - Spanish
  - Creole
DSWM Recycling Program

• Single-stream, curbside recycling program
• Serves approx. 350,000 households
• 320 sq. mile service area
• Every-other-week service
Unique Challenges

• Language
  • English may not be the language spoken at home

• Transplant population
  • Countries of origin may not have recycling programs

• Contamination
  • “Wishful Recycling”
Unique Challenges
ADVERTISING EFFORTS
Direct Mail

- Envelope
- Recycling Calendar
- Waste Service Guide
- “A La Cart” newsletter
- Recycling Cart Sticker
- Contamination Card
- Holiday Service & Christmas Tree Guide
Freebee Vehicles

- Freebee vehicles
  - Free, on-demand electric methods of transportation
  - Located in different cities throughout Miami-Dade County
- Package includes a brand ambassador
  - Answers recycling questions
  - Hands out giveaways.
## Radio & Pandora Spots

30 second radio commercials that played on Pandora and aired on a diverse mixture of English, Spanish and Creole radio stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency (FM) / AM</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFEZ</td>
<td>93.1 FM</td>
<td></td>
</tr>
<tr>
<td>WHQT</td>
<td>Hot 105.1 FM</td>
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<tr>
<td>WLYF</td>
<td>101.5 Lite FM</td>
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</tr>
<tr>
<td>WMXJ</td>
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<td>WPOW</td>
<td>Power 96 FM</td>
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<td>WBGG</td>
<td>Big 105.9 FM</td>
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</tr>
<tr>
<td>WZTU</td>
<td>94.9 FM</td>
<td>“Recycling Game Show”</td>
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<tr>
<td>WRMA</td>
<td>95.7 FM</td>
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</tr>
<tr>
<td>WCMQ</td>
<td>92.3 FM</td>
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<tr>
<td>WAMR</td>
<td>107.5 FM</td>
<td></td>
</tr>
<tr>
<td>WLQY</td>
<td>1320 AM</td>
<td>“Keep Your Cart Happy”</td>
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<tr>
<td>Radio RCH</td>
<td>1610 AM</td>
<td></td>
</tr>
</tbody>
</table>
Digital Advertising

- Web Banners
- Search Engine Marketing
- YouTube Videos
- Social Media
- Gmail Ads
Transit Advertising

• Ads inside & outside of transit buses and Metrorail vehicles.

• Ads are evenly distributed throughout the different routes in Miami-Dade County.
Florida International University (FIU)

• Partnership with FIU
  • Promo spots with the mascot
  • Ticket giveaways
  • Exhibit space at home games
  • Messaging on social media channels
  • Full page ad in their annual football yearbook
  • Messaging and videos at sporting events
Newspapers

- Print advertising in newspapers
  - Reach service area customers
  - Across all 13 Commission Districts in Miami-Dade County
- Full color ads
  - English
  - Spanish
  - Creole
Content Marketing

• Creating, publishing and promoting articles across a network of websites
  • Written by Solid Waste Management staff
  • Including “Wishful” Recycling
AdCart

• Print ads on grocery shopping carts
  • Winn Dixie/Fresco y mas
  • Reach residents when they are purchasing many of the very products that may need to be recycled
Recycling Video Game

• “Advergame”
  • Created to engage with audiences
  • Players have 30 seconds to figure out what they should and shouldn’t recycle!
Videos

The following videos have aired on:

- Cable TV
- Movie Theaters
- YouTube
- Social Media
- FIU Football Games
- via Connected TV devices (Roku, Apple TV, ChromeCast, etc)
Video: “Keep Your Cart Happy”
Video: “UM Mascot”
Video: “Solid Waste Management @ Youth Fair”
FY 17/18 Advertising Performance

- Budget: $340,000
- Audience Reach: 34.7 million
- Digital Impressions: 15.3 million
- Video Views: 1.1 million
- Radio/TV Spots: 5,496
- Clicks: 19,851
- Circulation: 510,557
- Social Media Engagements: 1,586
Recycling Enforcement

• Recycling Contamination Abatement Program (ReCAP)
  • Courtesy notices
    • Issued if improper items are viewed in carts
  • Recycling cart not picked up
Recycle Right Campaign

• Simplifying recycling messaging
  • Eliminate confusion
• Focus on recyclable items
  • Too many non-recyclable items
• Clean, fresh and modern
Recycle Right – The “Simple 5”

• Focus on five categories of recyclable items accepted in the program:
  • Paper
  • Cans
  • Cartons
  • Cardboard
  • Bottles (Plastic and Glass)
Lessons Learned

• You can touch every household, but you can’t *reach* every household
• Mixed media works well
  • Traditional advertising + digital
• Language requirements can complicate messaging
  • Production timeline
  • Budget
• Keep on keeping on...