

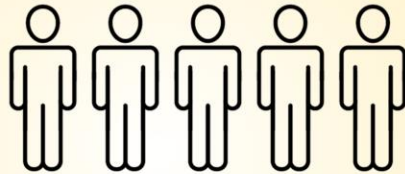
350,000

Homes



2

Million



Residents

3

Languages



# THE MIAMI-DADE STORY



# 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:

- WFEZ 93.1 FM
- WHQT Hot 105.1 FM
- WLYF 101.5 Lite FM
- WMXJ 102.7 FM
- WPOW Power 96 FM
- WBGG Big 105.9 FM
- WZTU 94.9 FM
- WRMA 95.7 FM
- WCMQ 92.3 FM
- WAMR 107.5 FM
- WLQY 1320 AM
- Radio RCH 1610 AM

“Recycling Game Show”



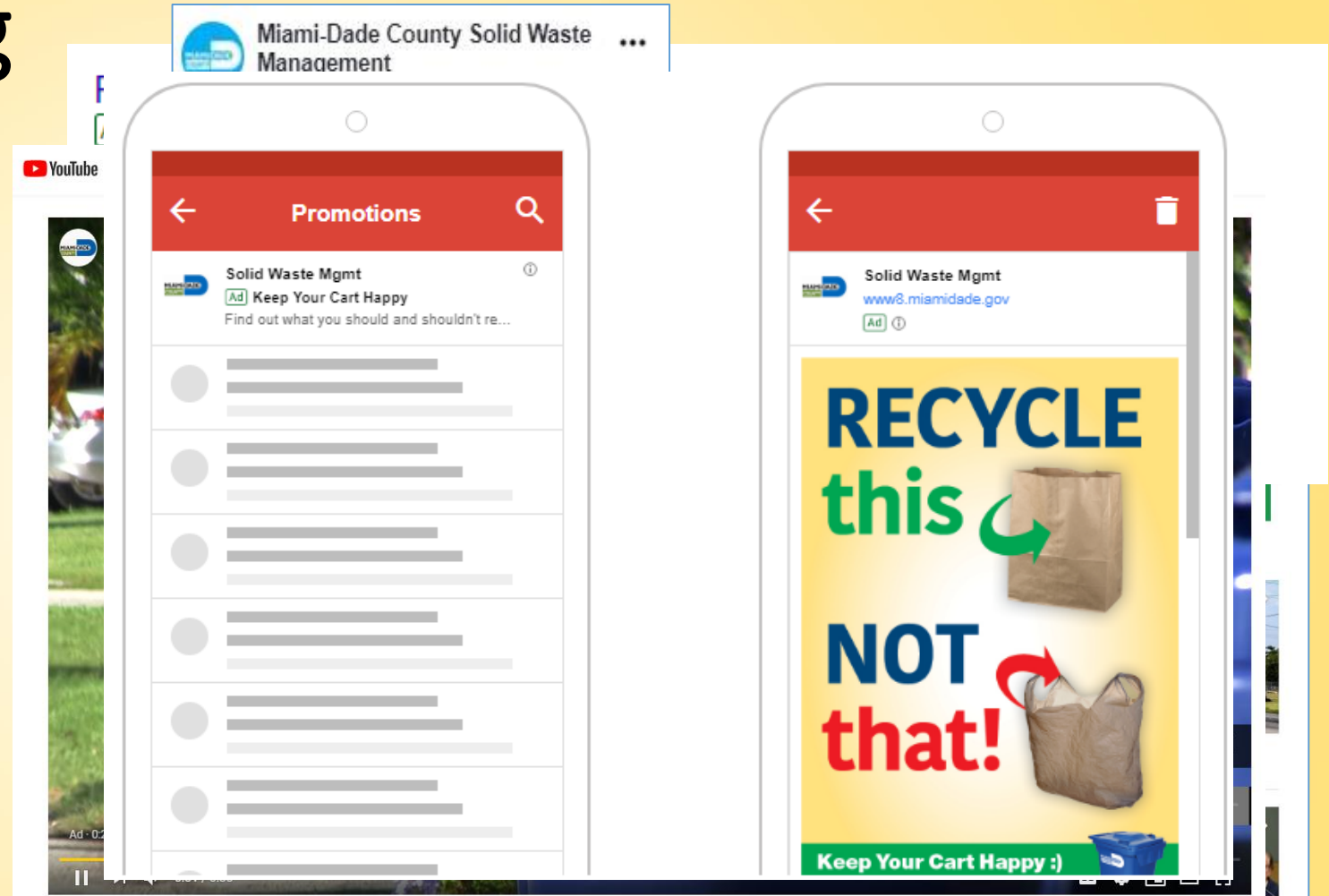
“Keep Your Cart Happy”





# Digital Advertising

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



# Transit Advertising

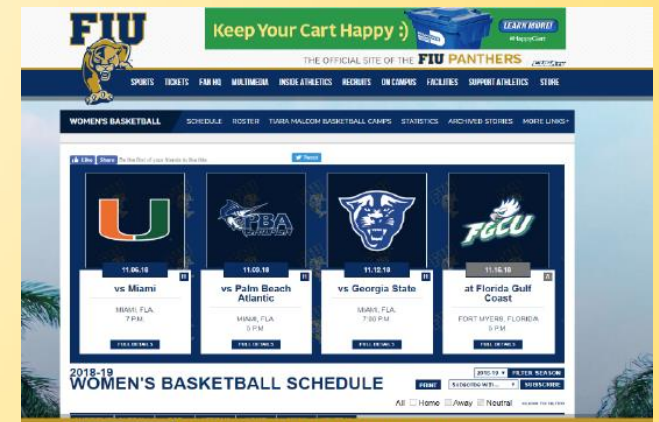
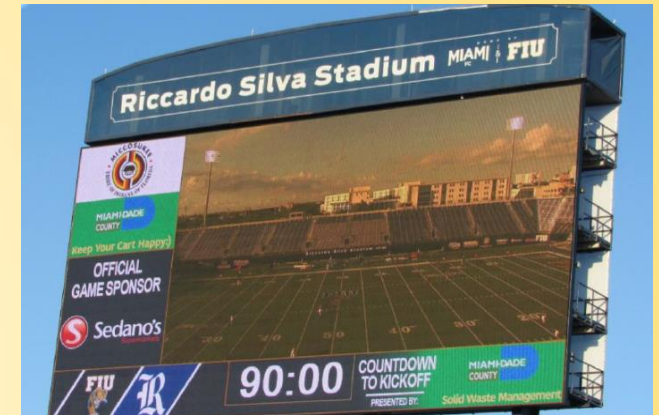
- Ads inside & outside of transit buses and Metrorail vehicles.
- Ads are evenly distributed throughout the different routes in Miami-Dade County.





# 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

**RECYCLE this NOT that!**

Keep Your Cart Happy :)

To find out what you should recycle, call 311 or visit [www.miamidade.gov/solidwaste](http://www.miamidade.gov/solidwaste)

#HappyCart @miamidadecowm

54 The Florida Villager 08.2018

**THE DOG FROM IPANEMA**

WEEK OF THURSDAY AUGUST 2, 2018

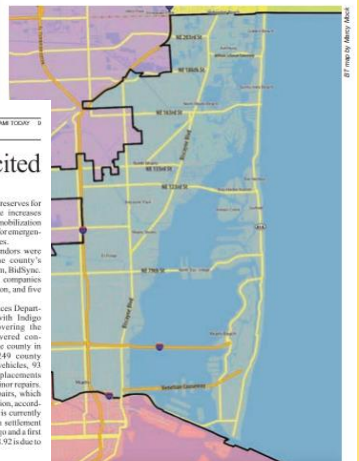
Handwritten notes: "Name of Miami South Florida of South Florida"

**RECYCLE this NOT that!**

Keep Your Cart Happy :)

To find out what you should recycle, call 311 or visit [www.miamidade.gov/solidwaste](http://www.miamidade.gov/solidwaste)

#HappyCart @miamidadecowm



## Vendors in county fuel pool trickle away as local needs cited

By Jane Scimecena

Miami-Dade County must have enough approved local gasoline and diesel vendors in case an address event such as South Florida off from external suppliers, Commissioner Rebecca Sosola told Mayor Carlos Gimenez last week.

During the hurricane, the companies that we approved couldn't get to Miami-Dade County, so they had to call companies that were not part of our pool," she said. "And the other day, there was a problem somewhere that one of the local companies had to come to the rescue. We have to have local companies approved."

Ms. Sosola says of course referring to the fuel scarcity that struck the county in September 2017 after Hurricane Irma. Ingress and outgoing roadways were clogged for days as residents either voluntarily or by mandate fled in expectation of the storm.

And while Gov. Rick Scott said he was "laser-focused on how to get as much fuel to our ports" as possible, gas and diesel droughts before and after the storm reached critical levels.

Commissioners on July 24 approved a preliminary prequalification pool of vendors for the next five years, valued at \$30.3 million, to fuel county vehicles from departments including fire rescue, police, parks and recreation, water and sewer, solid waste, public housing, animal services, aviation, corrections and rehabilitation, internal services, portlands and transportation.

The county's last contract, which ran 18 months, was valued at \$196 million. The county anticipates pumping less gas and diesel fuel over the next five years due to improved fuel efficiency and lower diesel use, primarily as a result of alternative fuel buses like compressed natural gas, diesel-electric, hybrid and battery-electric, Deputy Mayor Ed Marquee wrote in a memo.

The new prequalification pool now has just six vendors — three external and three local, with a seventh local vendor expected to be added soon.

"That's many fewer than the 17-vendor pool the county had under its last contract, but according to Yara Smith, director of internal services, such a drop is common when the county re-establishes or bids out a new pool because of paperwork delays.

"It does take some time to rebuild the same number of vendors we've had in a pool that was previously in place for a long time."

Local vendors currently approved include Uthara Oil Inc., headquartered in Modley, Reliance Aviation — Miami LLC and International Flight Center Inc.

Vendors from outside the county approved to provide fuel include Indigo Energy Partners LLC headquartered in Gainesville, Mansfield Oil Co. of Gainesville and Pro Energy LLC in Sunrise.

The pool includes reserves for unexpected fuel use increases during pre and post-mobilization and recovery efforts for emergencies during hurricanes.

In total, 1,266 vendors were notified through the county's online bidding system, BidBuyer. Forty-nine of those companies viewed the solicitation, and five responded.

The Internal Services Department is working with Indigo Energy after discovering the company had delivered contaminated fuel to the county in March, affecting 249 county vehicles. Of those vehicles, 93 required engine replacements and 28 underwent minor repairs. The total cost of repairs, which could exceed \$1 million, according to Mr. Marquee, is currently being addressed in a settlement agreement with Indigo and a final payment of \$194,758.92 is due to the county.



During the hurricane, the companies that we approved couldn't get to Miami-Dade County, so they had to call companies that were not part of our pool.

Rebecca Sosola, Miami-Dade County Commissioner, said the county needs to have local companies approved to provide fuel in case of an emergency.

## Aircraft service workers may get county jobs aid

By Jane Scimecena

General aircraft service employees may be the next group to win better employment conditions at Miami International Airport (MIA), as Miami-Dade commissioners last week forwarded to a hearing a proposed ordinance that would change how their employers can hire and fire.

Commissioners Barbara Jordan and Jean Monestime joined Likens Higgins and Xavier Suarez in co-sponsoring the item brought forth by Daniela Levine-Coria that, if enacted, would require general service businesses permitted by the county to retain the employees of previous service providers upon entering into agreement with the airport.

"It wouldn't matter if we worked there for 10 years, we could lose our jobs overnight," said aircraft service employee Roberto Garcia. "I think this is a benefit for the company to have experienced workers rather than hiring new people constantly."

If the ordinance passes, an aircraft service provider that closes or moves elsewhere must comprehensively post notice of the new holding companies at MIA information at affected work sites, and any company that succeeds in providing the services must offer continued employment to workers of the prior employer for two months.

After that time, the company would have to give a written performance evaluation to each retained employee and offer continued employment to those who receive satisfactory ratings, unless they are shown to be unable to perform or redundant.

Such a determination would be made by the director of the Economic Development and Tourism Commission for Sept. 14 public hearing with five commissioners' names on it, a short attempt at application began by Commission Chairman Esteban Bove Jr. stated it is uncertain.

Some of those employees who appeared in county commission chambers last week to speak in favor of the living wage ordinance remained to support their friends in aircraft service.

Upon hearing the item would be forwarded to the Economic Development and Tourism Commission for Sept. 14 public hearing with five commissioners' names on it, a short attempt at application began by Commission Chairman Esteban Bove Jr. stated it is uncertain.



Levine-Coria might rule on jobs aid.

## more diverse a state senate district — ethnically or ally — than this one."

Continued from page 43

imcrat vs. Democrat

Miami's says Campbell still has opponents in the Haitian-American community. "From what I heard, it's call her with a problem, she's never than other politicians," s, adding that she herself is not ag either candidate.

relying on Haitian voters won't to win District 38. According to-Dade Supervisor of Elections of the district's voters are 0.4 percent are black, 29.3 percent, and 8.4 percent are "other." 's no more diverse a state rict — ethnically or economi- this one," Norwood says,

adding that Pizzo has the leadership qualities to represent all of the district's socio-economic groups.

"Daphne Campbell is a trailblazer," Norwood adds. "She's the first Haitian-American senator in the State of Florida, and that's a milestone, and we should respect that. But I don't think she has the leadership skills to represent this district."

Campbell insists she has been representing every part of the district, a fact that she routinely shares with everyone on her e-mail list. "When I am in Tallahassee, every two weeks I let them know what I'm doing," she says. "I represent 15 cities. Every one of them knows the work I do. I have an open-door policy."

Feedback: [letters@biscaynetimes.com](mailto:letters@biscaynetimes.com)

miac.com August 2018



# Content Marketing

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

https://www8.miamidade.gov/global/news-item.page?Mduid\_news=news1533916029590825&Mduid\_organization=org1462998168698976&Value.1=org14629

Welcome to the new version of Miami-Dade County's website. We'd love your feedback.

MIAMI-DADE COUNTY Services & Information News & Social Media Your Government Contact Us

Home / Solid Waste Management / "Wishful" recycling – when you do more harm than good

## "Wishful" recycling – when you do more harm than good

August 10, 2018 – Solid Waste Management

f t e



"Wishful" recycling is the term for putting non-recyclable or potentially reusable items in the recycling cart, which often results in polluting a clean batch of recyclables rendering them unmarketable. Also, the machines that sort and process the materials become stuck on certain items like plastic bags which creates an inefficiency.

Miami-Dade County residents are eager to be green so let's get clear on what's accepted and what's not accepted as part of Miami-Dade County's curbside recycling program.

Acceptable recyclables you should place in the recycling cart include:

- **Paper products:** newspapers, magazines, catalogs, telephone books, printer paper, cooler paper, mail and all other office paper without wax

# 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”

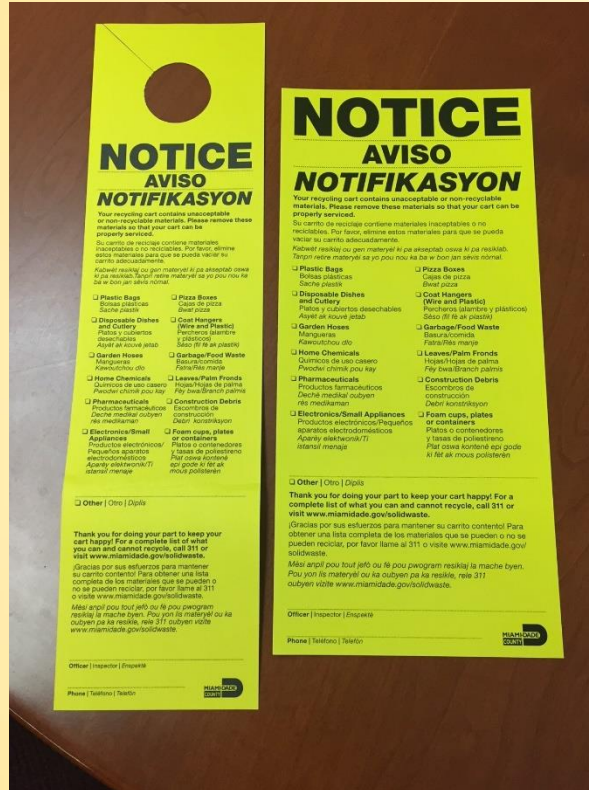


# FY 17/18 Advertising Performance

- 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)



The graphic features five colored squares at the top, each containing an image of a recyclable item: a newspaper (green), three cans (orange), two cartons (yellow), a stack of cardboard (red), and two bottles (teal). Below these is the text 'RECYCLE RIGHT' in large, colorful letters, with a checkmark integrated into the 'T'. To the right, there is a list of the 'SIMPLE 5' items: Paper, Cans, Cartons, Cardboard, and Bottles (plastic & glass). Below this list, there is a question 'What about the rest?' and a call to action to visit [miamidade.gov/recycling](http://miamidade.gov/recycling) or call 311. At the bottom right, there is a recycling symbol, the text 'RECYCLE THE SIMPLE 5', and a blue recycling bin.

Reduce contamination by recycling only the **SIMPLE 5**:

<b>Paper</b>	<b>Cardboard</b>
<b>Cans</b>	<b>Bottles</b>
<b>Cartons</b>	<i>(plastic &amp; glass)</i>

What about the rest?

Visit [miamidade.gov/recycling](http://miamidade.gov/recycling) or call **311** for a full list of accepted recyclables in Miami-Dade County's recycling program. When in doubt, leave it out.

RECYCLE THE **SIMPLE 5**



# 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...