



RECYCLING REBRAND & BEHAVIOR CHANGE CAMPAIGN

City of Lakeland Florida Solid Waste & Recycling
Gene Ginn, City of Lakeland & Marissa Segundo, RRS



Are you ready to
effect change?



ORGANICS
MANAGEMENT



WASTE
RECOVERY



GLOBAL CORPORATE
SUSTAINABILITY

since 1986



CITY OF LAKELAND

CHALLENGES:

1. Decreasing the 20% recycling contamination
2. Distinguishing Lakeland's recycling program from the divergent Polk County program.

SOLUTION:

Create a distinct program brand that would encourage behavior change among its residents.

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 week.



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



**50-60
CONTAMINATION
LETTERS** sent per month.



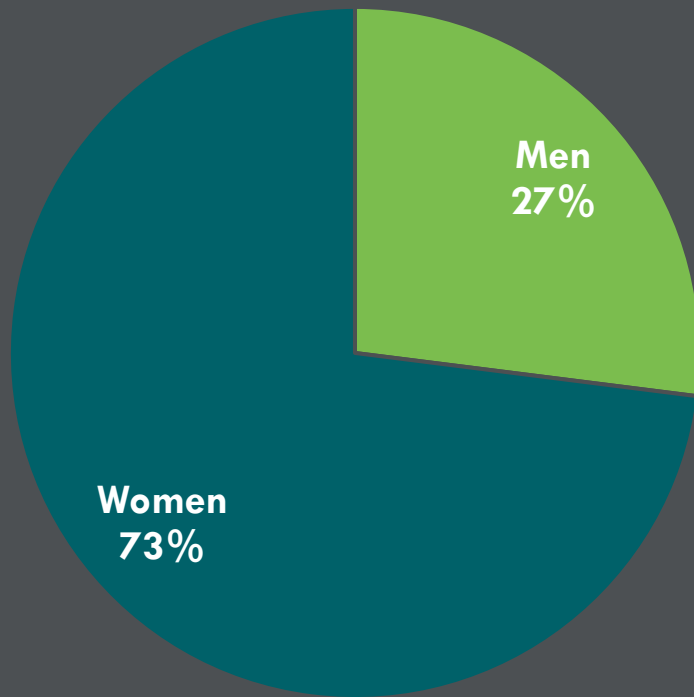
RESEARCH

- 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

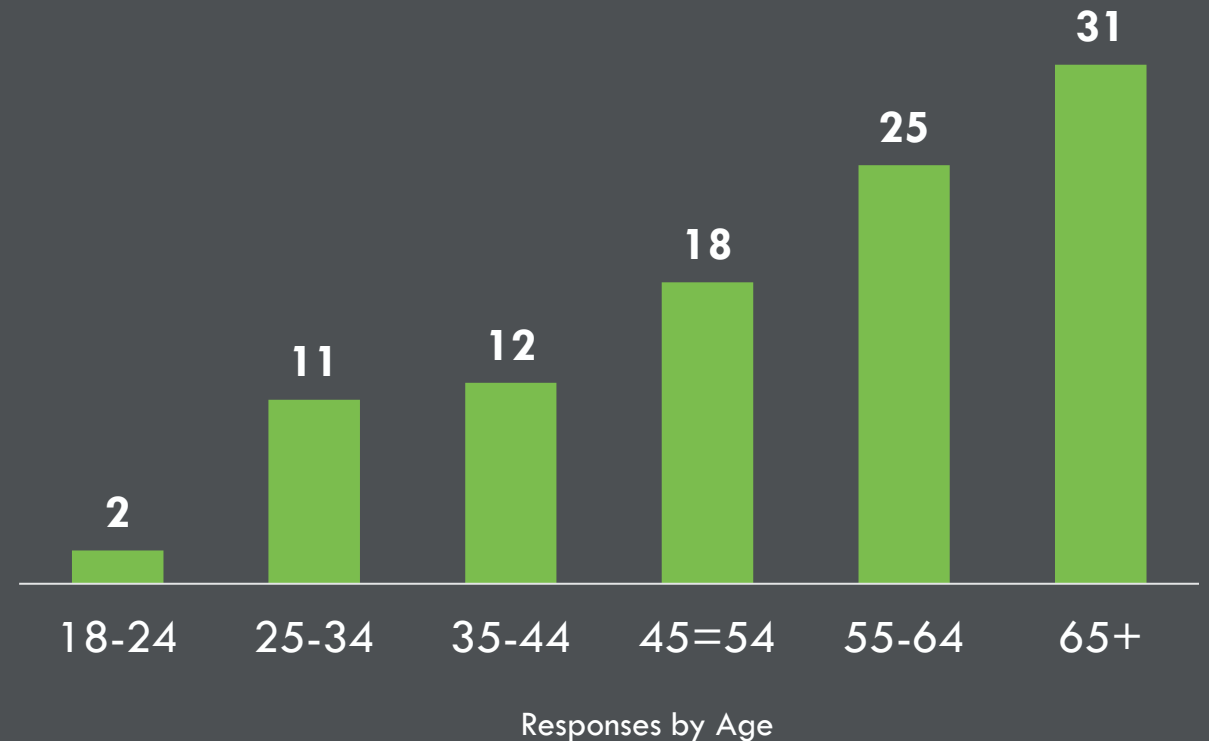
SURVEY DEMOGRAPHIC OVERVIEW

TOTAL SURVEYS SUBMITTED : 1,644

RESPONSES BY GENDER

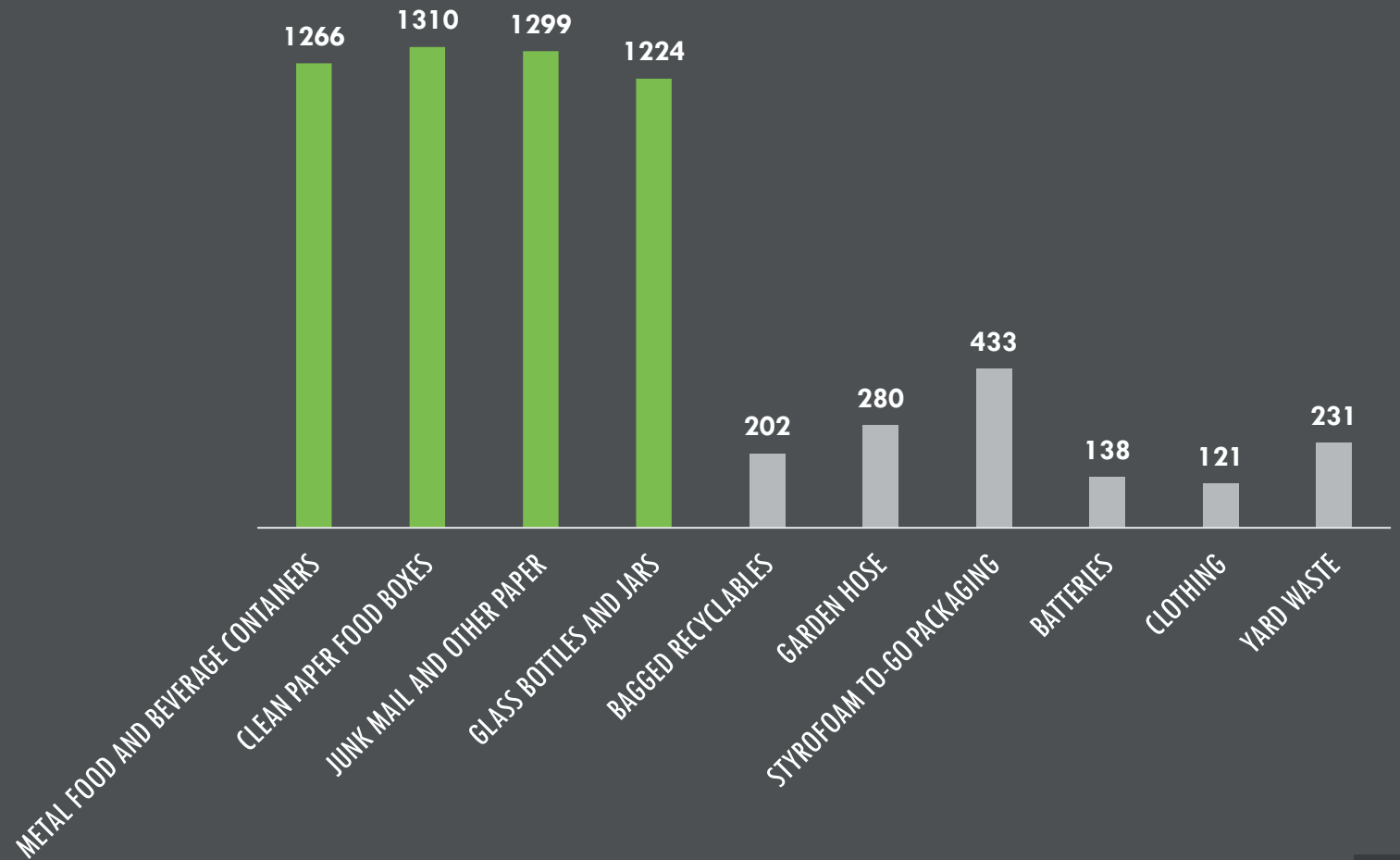


RESPONSES BY AGE





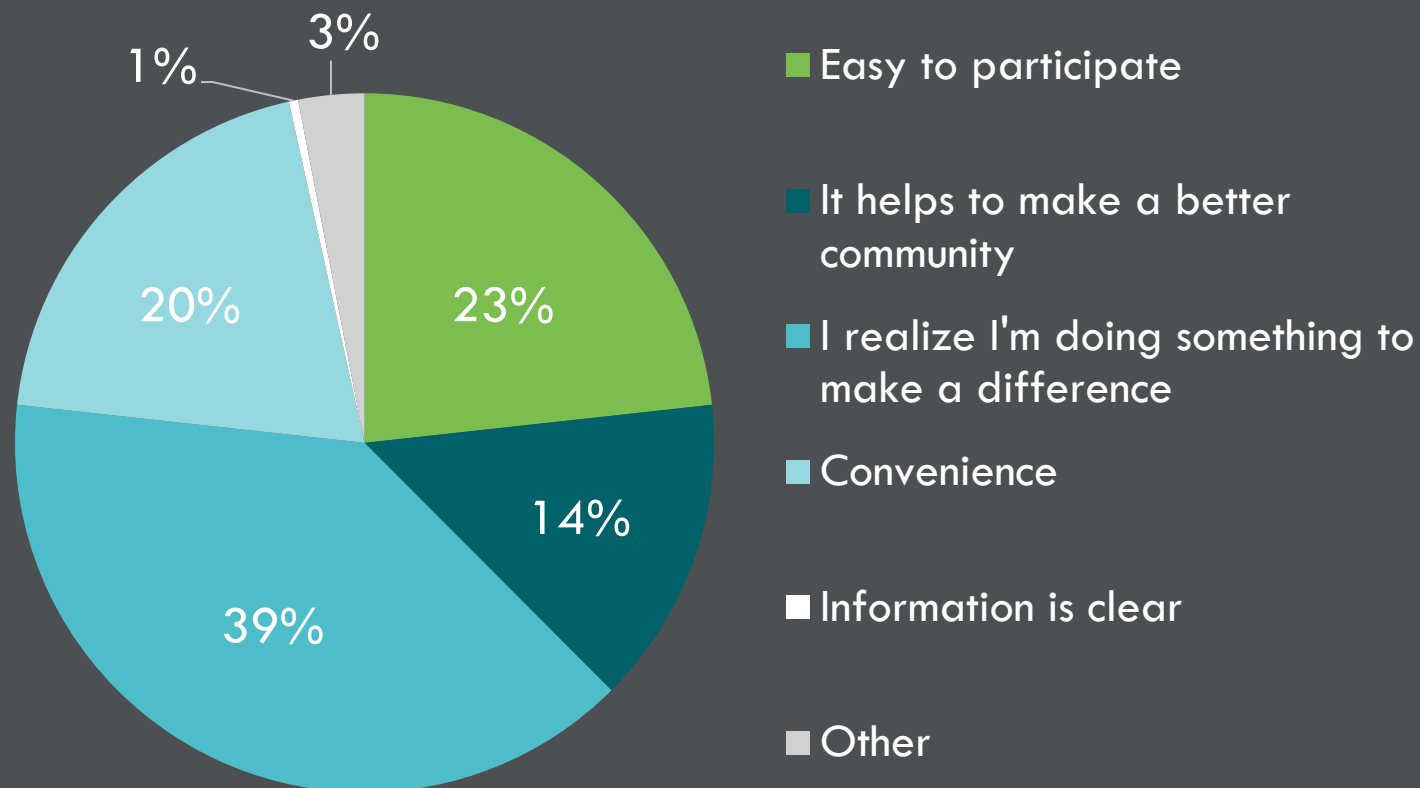
WHAT ITEMS DO YOU THINK CAN BE RECYCLED?



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**
- 20% found Lakeland's program to be **CONVENIENT**





KEY TAKEAWAYS

KEY TAKEAWAYS

1



Saving natural resources greatest motivation to recycle

2



Residents value that they are **making a difference**

3



Identified barriers to recycling are **apathy and confusion**

PRINCIPAL MESSAGING THEMES



Branding
Lakeland's blue
cart to distinguish
from Polk County



Recycling
Correctly



No Bagged
Recyclables



Spacing carts
away from one
and other

LAKELAND STRATEGIC CAMPAIGN RESULTS

MEASURABLE OBJECTIVES



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

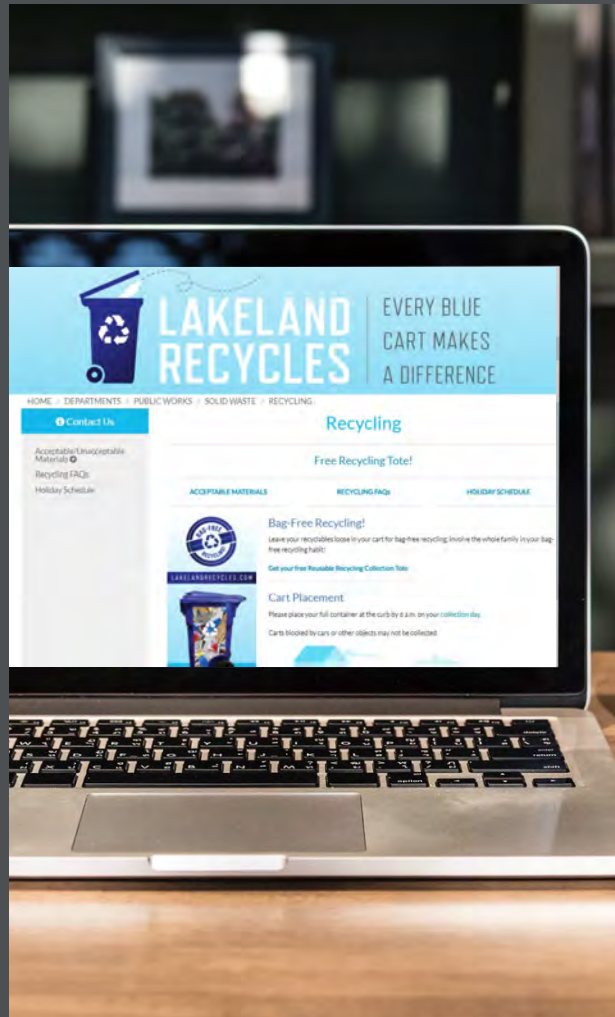


Behavior change—reduce bagged recyclables and wrap in recycling bins—**measured by 5% of residents placing a “no plastic bags sticker”** on their recycling carts within the first three months of receiving it.



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

RECYCLING BRANDING CAMPAIGN



EVERY BLUE CART MAKES A DIFFERENCE

PLACE ONLY THE ITEMS LISTED HERE LOOSE IN YOUR BLUE CART
 Ponga solo estas materiales en el contenedor azul de reciclaje

PAPER + CARDBOARD
PAPEL Y CARTÓN
 Flattened cardboard, cereal boxes, newspapers, junk mail, magazines
 Papel, cajas de cartón aplastadas, correo, revistas y periódicos

PLASTIC CONTAINERS
RECIPIENTES DE PLÁSTICO
 Clean and empty food and beverage containers, detergent bottles
 Vacíos y limpios recipientes y botellas de plástico

METAL CONTAINERS
RECIPIENTES DE METAL
 Empty & clean aluminum & metal food and beverage containers
 Vacíos y limpios recipientes de metal y aluminio

GLASS CONTAINERS
RECIPIENTES DE VIDRIO
 Bottles & jars of any color, no ceramics or windows
 Botellas y jarras de cualquier color, no cerámico o vidrio de ventanas

LAKELANDRECYCLES.COM 863.834.8773

EVERY BLUE CART MAKES A DIFFERENCE

CITY OF LAKELAND HOLIDAY SCHEDULE
 The Solid Waste Division observes the holidays of New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving & Christmas.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
HOLIDAY - NO COLLECTION	MONDAY COLLECTION	TUESDAY COLLECTION	NO CHANGE	NO CHANGE
NO CHANGE	HOLIDAY - NO COLLECTION	TUESDAY COLLECTION	NO CHANGE	NO CHANGE
NO CHANGE	NO CHANGE	HOLIDAY	NO CHANGE	NO CHANGE
NO CHANGE	NO CHANGE	THURSDAY COLLECTION	THURSDAY COLLECTION	FRIDAY COLLECTION
NO CHANGE	NO CHANGE	NO CHANGE	HOLIDAY - NO COLLECTION	FRIDAY COLLECTION

Solid Waste Division | (863)834-8773 | LakelandSolidWaste.com

Remember to place all recyclables loose in your cart!

LAKELAND RECYCLES



Dear Recycling Customer,

It is my distinct privilege to announce the City of Lakeland's new recycling campaign, *Every Blue Cart Makes a Difference*. Our City is committed to recycling, and **your blue cart** truly makes a difference when you include the right recyclables inside.

Please keep recyclables out of plastic bags. Even my own family had to re-train ourselves to leave recycling loose in our blue cart. Now, it is just our routine.

To create a bag-free recycling habit, **we invite you to participate in a cool curbside contest!**

Lakeland's Spot-the-Sticker Contest Instructions:

1. Enclosed in this letter is a 'no bagged recycling' sticker.
2. Place this sticker on the lid of your blue cart as a reminder to leave recycling loose in your cart.
3. The city will **randomly select winners for a gift card where the sticker is 'spotted'** and recycling is unbagged in the blue cart.

Our most common issue with recycling is recycling the wrong items, unintentionally or 'wish'cycling. Bagged recyclables, plastic film, clothes and other stringy things get caught in recycling equipment, which stops the recycling process and increases the risk to workers at the recycling sorting facility.

Enclosed is a postcard that you can hang at home to remind you what is acceptable for recycling. We hope to spot your sticker this month!

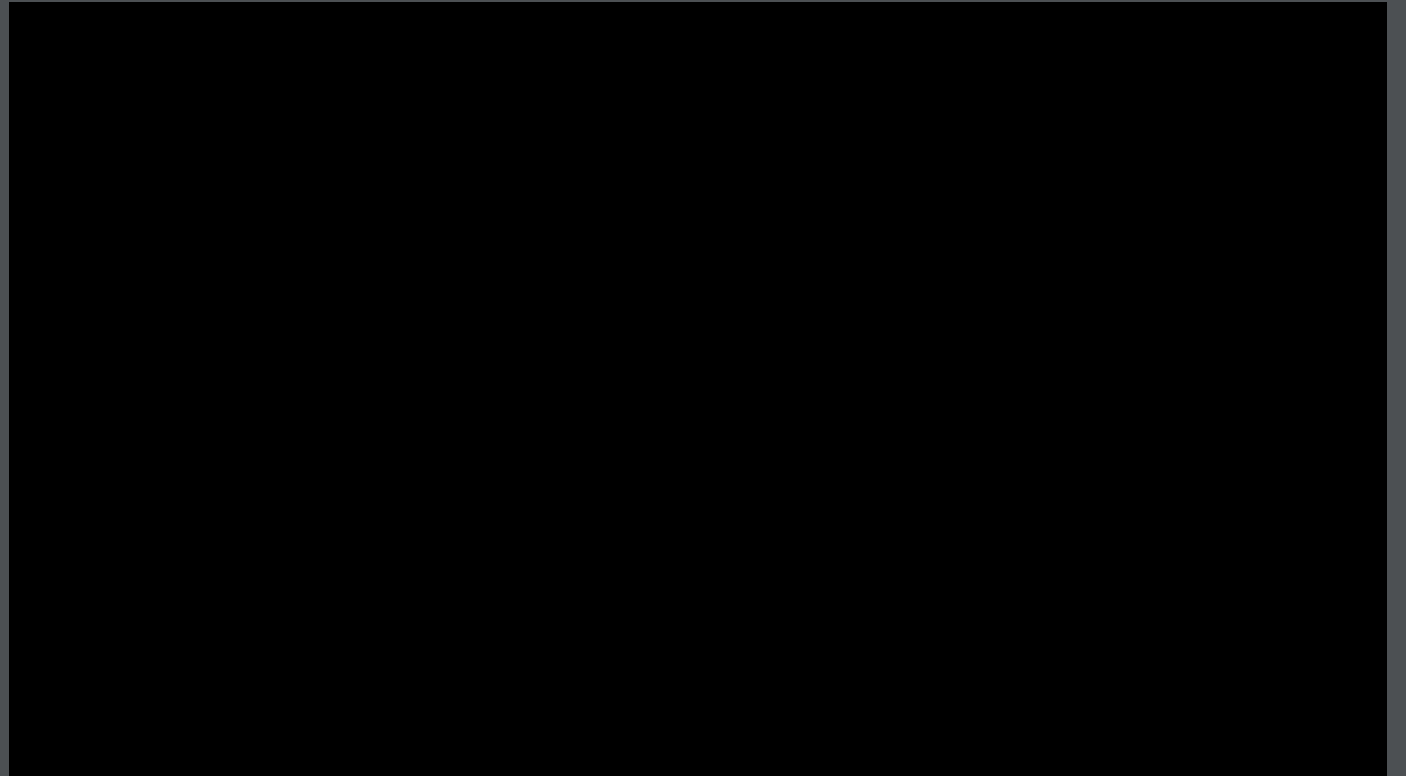
Sincerely,

Bill Mutz
Mayor, City of Lakeland

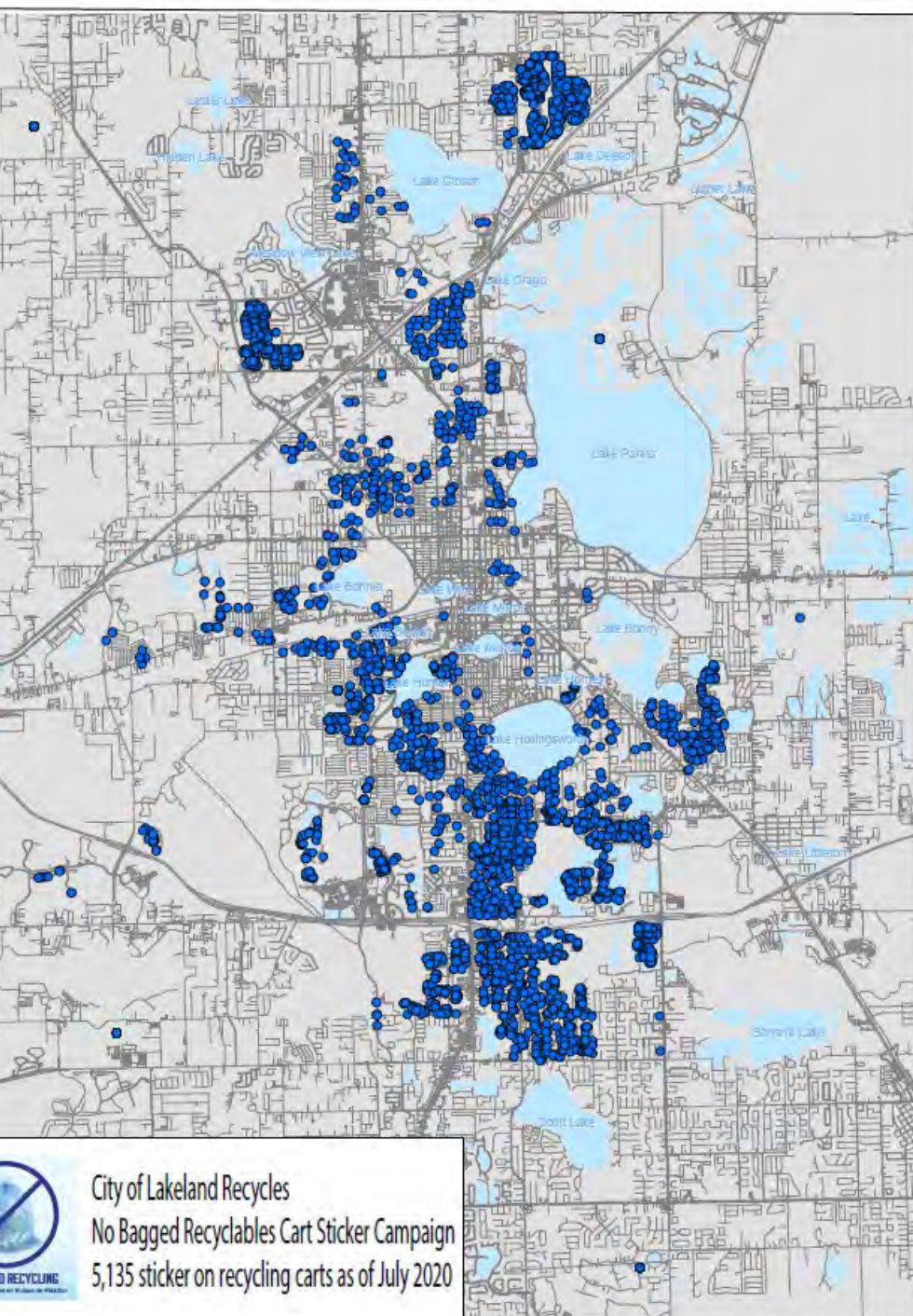


BAG-FREE RECYCLING CAMPAIGN

<https://youtu.be/NY-faVJslQ4>



DRIVER TRAINING RECYCLING CAMPAIGN METRICS



PLEASE HELP US SPOT-THE-STICKER!

As part of a contest for residents to keep plastic bags out of their recycling, we challenging them to place this sticker on their blue carts as a reminder.



When you see
this STICKER
anywhere on a
recycling cart...

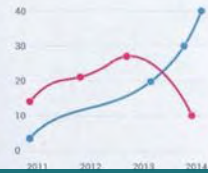
1. See the sticker on the cart
2. Dump cart
3. Check camera for no visible plastic bags in the camera
4. Push button #3 one time per household



- Recycling Drivers assisted with metrics
- Reverification by Recycling Coordinator
- Removed carts for repeat contamination carts (7 times)

Morris Charts

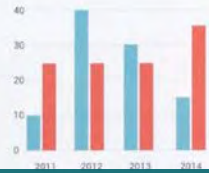
Line Chart



Area Chart



Bar Chart



Donut Chart



Sparkline Charts

Line Chart



Bar Chart

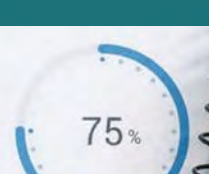
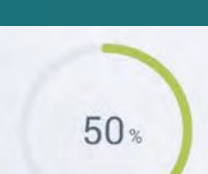
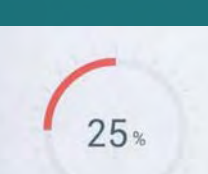


Pie Chart



SURVEY POST-CAMPAIGN

Easy Pie Charts

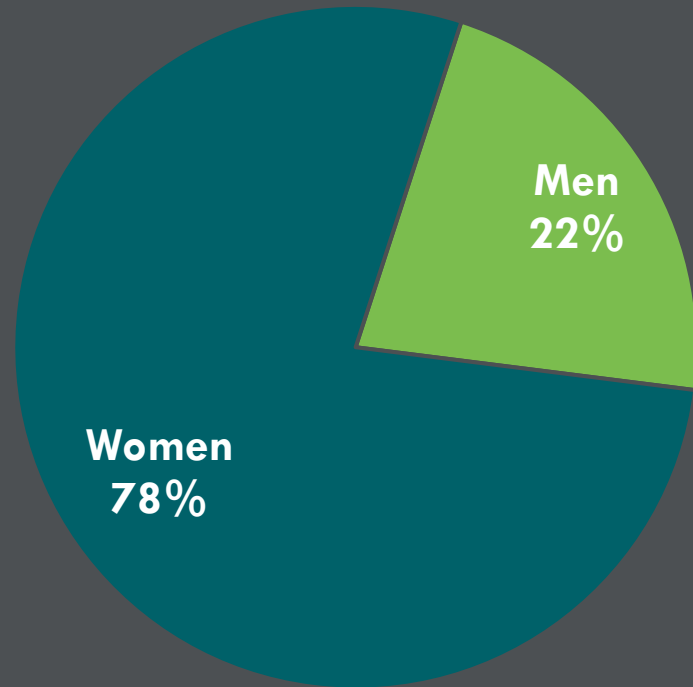


Behavior Change

SURVEY DEMOGRAPHIC OVERVIEW

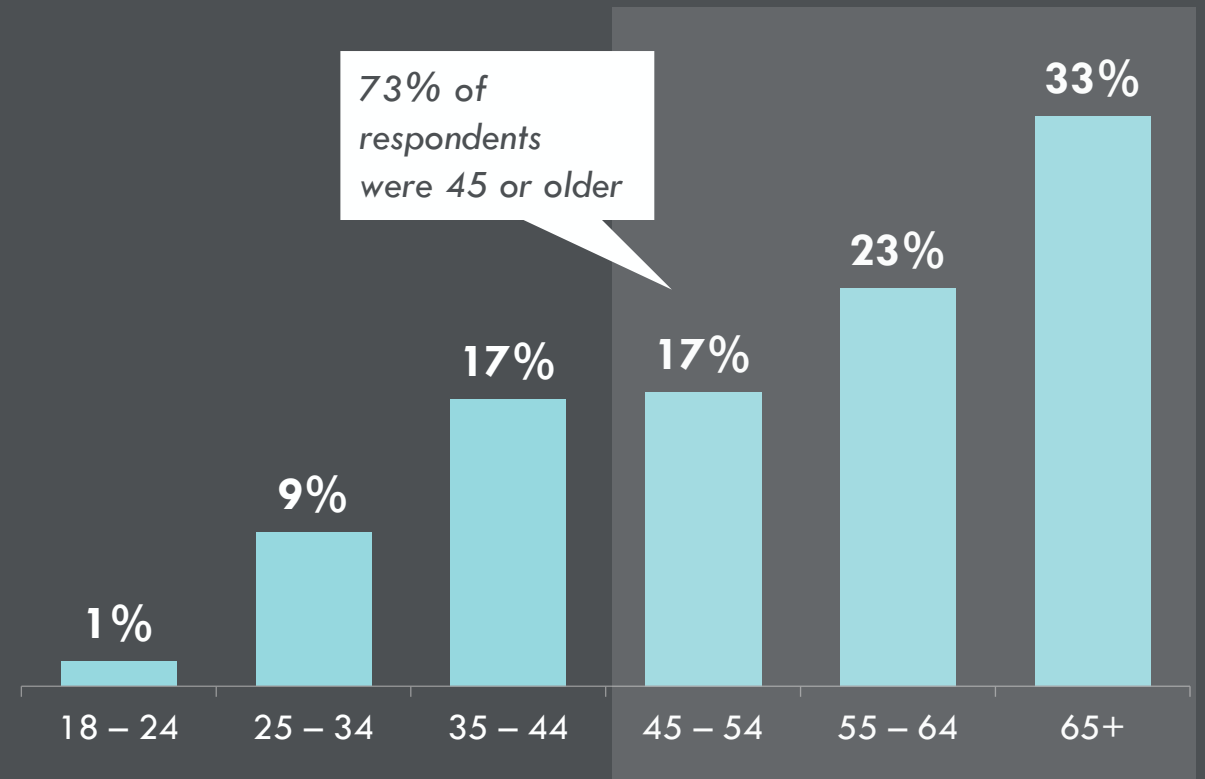
TOTAL SURVEYS SUBMITTED : 1,105

RESPONSES BY GENDER



of respondents: 756

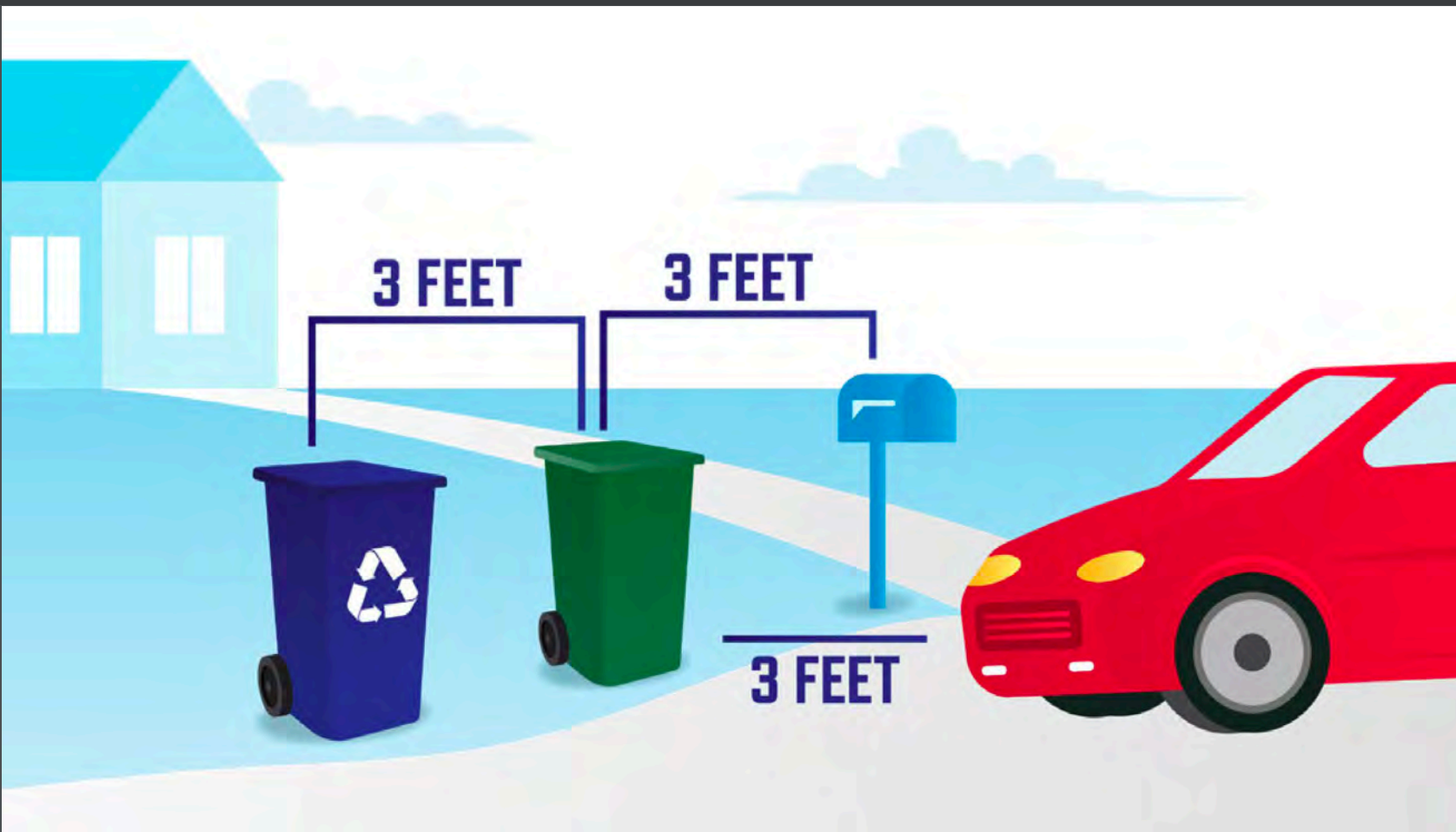
RESPONSES BY AGE



of respondents: 764

CART PLACEMENT

HOW FREQUENTLY DO YOU PLACE YOUR
TRASH & RECYCLING CARTS AWAY FROM
OBSTACLES?



92% responded
that their trash
and recycling
carts **ALWAYS**
are placed away
from obstacles.

ACTIONS TO IMPROVE RECYCLING

WHAT WOULD YOU BE WILLING TO DO TO BOOST LAKELAND'S RECYCLING PROGRAM?



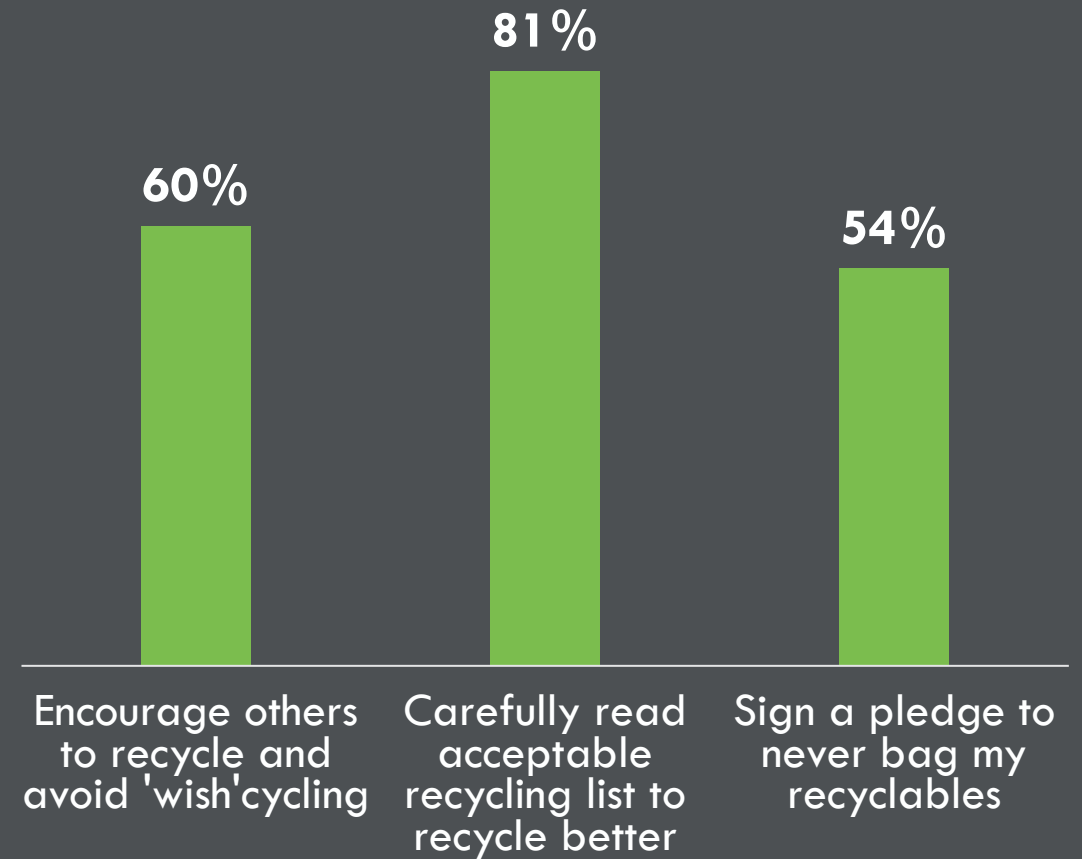
Over 80% committed to **UNDERSTANDING RECYCLING GUIDELINES**



60% said they would be willing to **ENCOURAGE OTHERS TO PARTICIPATE**



More than half would commit **SIGN AN ANTI-BAGGING PLEDGE**



of respondents: 796

PREPARATION OF RECYCLABLES

WHICH OF THE FOLLOWING STEPS SHOULD YOU TAKE?

MESSAGE RECEIVED

~90% or more of respondents understand recyclables require the following steps:



EMPTY
(95%)



UNBAGGED
(94%)



**CARDBOARD
FLAT & EMPTY**
(91%)



CLEAN
(89%)

MESSAGE TO IMPROVE

Less residents understood **recyclables should be dry**, which was *not language* used in the campaign.



DRY
(76%)

of respondents: 851

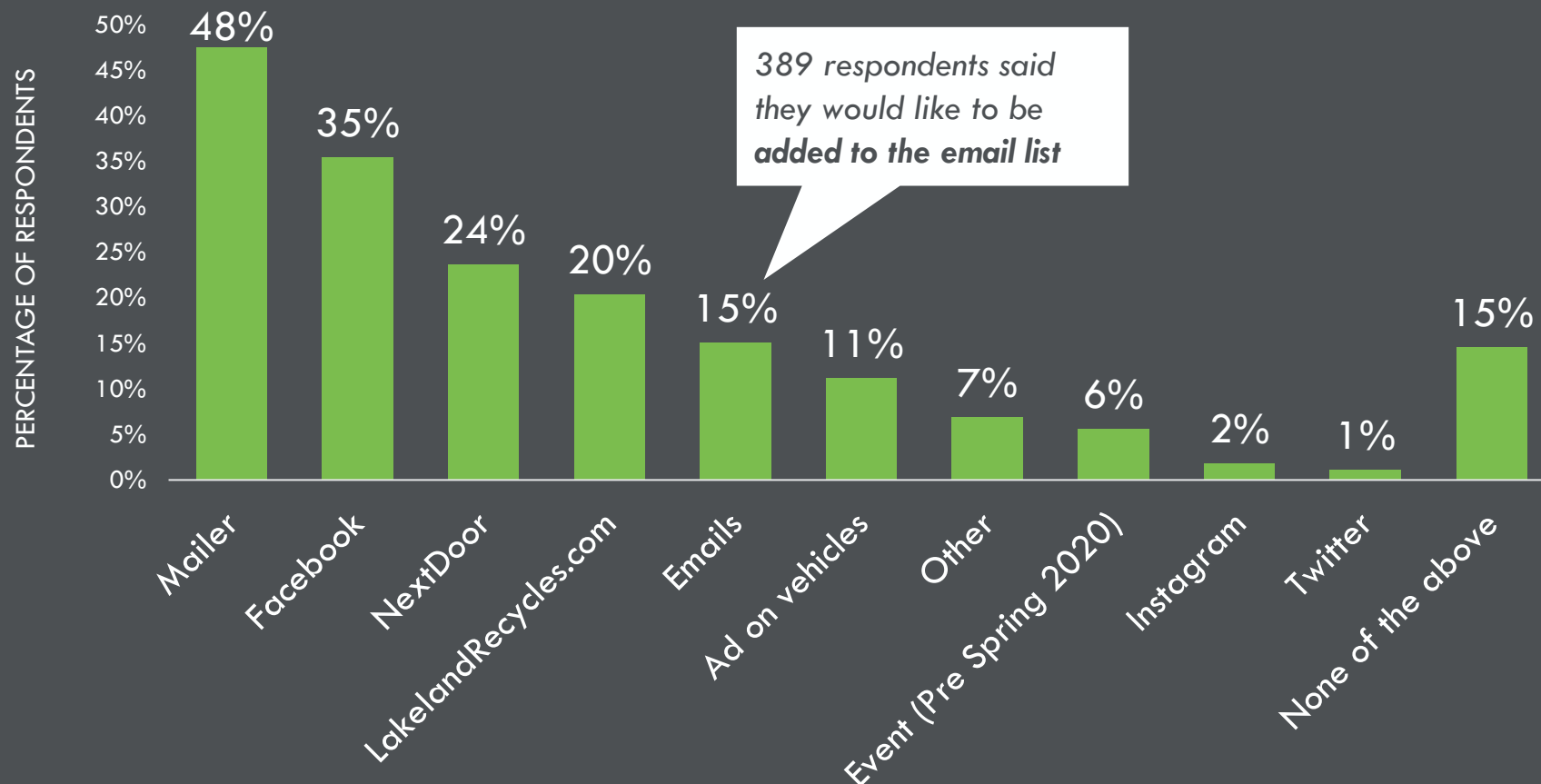
Nearly 50% of the respondents learned about program through the **MAILER ABOUT BAG-FREE RECYCLING**

The top 3 most popular platforms, after mailer, were **FACEBOOK, NEXTDOOR,** and the **CITY'S RECYCLING WEBSITE**

COMMUNICATIONS PLATFORM

WHERE HAVE YOU RECEIVED COMMUNICATIONS ABOUT RECYCLING?

of respondents: 823



LAKELAND STRATEGIC CAMPAIGN RESULTS

MEASURABLE OBJECTIVES



Decrease recycling contamination in recycling by **6%** six months from campaign launch

Some routes saw 20%-40% reduction



Behavior change—reduce bagged recyclables and wrap in recycling bins—

5,135 Lakelanders (12% of residents placed a sticker on their carts



89% of residents will recognize that recyclables should be **clean, dry and empty** as per responses in a post-campaign of survey responses.

TOTAL CAMPAIGN COST: \$1.75 PER HOUSEHOLD



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