

North Central Texas Council of Governments

AGENDA

Recycle Roundtable

Tuesday, June 23, 2020 1:30 PM – 3:30 PM, Video Conference Call (817) 953-6828 (no pins required) Then, to view the presentation, go to the following link and click on the box that says "View or present screenshare only:" <u>www.uberconference.com/nctcogenv</u>

1. Welcome and Introductions.

PRESENTATION

2. City of Plano's Residential Recycling Outreach Activities. Nicole Warhoftig, Sustainability and Environmental Education Supervisor, City of Plano, will present information on various outreach initiatives implemented in Plano and lessons learned.

DISCUSSION

3. Know What to Throw (KWTT) Campaign.

a. Monthly Dual Coordinated Topics. At the last meeting, the Recycle Roundtable decided on two topics to be highlighted in the campaign each month. One covering what should be recycled and one covering what should not. Please "like" and repost! Posts have also been added recently about not littering gloves and face masks.

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June	Do recycle aluminum cans; do not recycle picnic supplies.
July	Do recycle glass, aluminum, and plastic beverage containers (empty the
	liquids – hydrate yourself, not your cart!); do not recycle propane tanks.
August	Do recycle plastic (empty) bottles; do not recycle clothing.
September	Do recycle HDPE containers; do not recycle batteries.
October	Do recycle glass, aluminum, and plastic beverage containers; do not recycle
	needles or medical equipment.
November	Do recycle aluminum and steel cans; do not recycle propane tanks.
December	Do recycle cardboard (flattened); do not recycle Christmas trees/decorations.
January	Do recycle cardboard (flattened); do not recycle Christmas trees/decorations.
2021	
February	Do recycle aluminum and steel cans; do not recycle batteries.
March	Do recycle paper; do not recycle yard waste.
April	Do recycle HDPE containers; do not recycle Easter baskets or anything in
	them (i.e. plastic eggs and grass, candy wrappers, stuffed animals, etc.).
Мау	Do recycle cardboard (flattened); do not recycle yard waste (including grass
	clippings, flowerpots, pallets, soil bags, etc.).



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- **b.** Results of 2020 Know What To Throw Survey. NCTCOG will provide an update on the survey sent to members of the Recycle Roundtable and Resource Conservation Council in the spring of 2020 to gauge how the campaign is being used by entities.
- c. Lessons Learned (so far) from *Know What to Throw* Social Media Posts. NCTCOG will provide an update on which social media posts have been effective overall in the campaign and lessons learned.
- 4. Know What To Throw (KWTT) Quiz Level 2. Brian Geck, Communications and Technology Supervisor, NCTCOG, will present information about the development of a draft Level 2 quiz for the campaign and the possibility of eventually adding it as a second quiz option to the campaign website. The existing quiz offers visitors a compelling way to engage and educate, while also providing metrics. The draft Level 2 quiz was developed to further educate and offer more challenge to website visitors. Recycle Roundtable members will be asked for their feedback and input.

5. NCTCOG Updates.

- a. Shared Google Drive.
 - NCTCOG has set up a Google Drive link where Recycle Roundtable participants can share high resolution campaign materials (videos, posters, etc.). The Google Drive link can be found on the private Facebook Group that was set up in January 2020: <u>https://www.facebook.com/groups/228968681443231/</u>
- b. Summary of Resource Conservation Council's COVID -19 Response Conference Call.
- c. EPA Region 4 Trash Free Waters Award
- d. Regional Stormwater Management Coordinating Council Region-Wide Fall Clean up Event
- 6. Future Agenda Items. The Recycle Roundtable may suggest future agenda items.
- 7. Roundtable Topics. The Recycle Roundtable may share additional items of interest.
- **8.** Schedule for the Next Meeting. The next meeting is tentatively scheduled for Monday, September 21, 2020, at 1:30 p.m. The meeting location is to be determined.

9. Adjournment.

If you have any questions regarding the meeting or agenda items, please contact Elena Berg by phone at (817) 608-2363, or by email at eberg@nctcog.org.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Barbara Bradford by phone at (817) 695-9231 or by email at bbradford@nctcog.org, 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.