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Tier Zero:

Goal 1: Make recycling available to the public

Target Audience: Super Greens* and Middle Greens*

Objective 1:

Establish convenient recycling drop sites

- a. At least 1 per 10,000 residents
- b. Taking at least basic household containers, paper and cardboard
- c. In easily identified locations, convenient for local residents. Ideally within 1 block of a main road used to get to workplaces and grocery shopping
- d. Located in areas where users feel they are likely to be visible either to neighboring homes and businesses or to a constant flow of others users.
- e. Open at least weekdays and Saturdays, from at least 7:00 a.m. to 7:00 p.m.
- f. With a plan and personnel and/or committed, coordinated volunteers to clean up the sites to prevent extensive illegal dumping

and/or

Establish curbside collection

- a. Serviced weekly
- b. To all households at no additional cost to the residents
- c. Taking at least basic household containers, paper and cardboard

Objective 2:

Provide drop site bins for collection of the recyclables

- a. With openings for convenient loading by customers 5'0" and over.
- b. With adequate capacity and servicing frequency so that customers don't find the bins full 98% of the time
- c. Labeled with current information on what is recyclable
- d. Maintained to
 - i. keep recycling streams separate as designed and
 - ii. to inspire confidence in customers.

and/or

Provide curbside recycling carts and/or totes to residents

Tier One

Target Audience: Super Greens and Middle Greens

Goal 0: Establish a basic "brand" for your program (preferably with the help of a graphic designer). See separate "Establish a brand" handout.

Goal 1: Make basic recycling information (what, where, when, other information sources) available to the public when they look for it.

Target Audience: Super Greens

Objective 1: Establish a recycling information phone line and designate a person or department to answer it and/or respond to messages week days (excluding holidays) within 36 hours of receiving a call.

Objective 2: Publish an easily located web page or pages

Objective 3: Publish a recycling guide on paper, available upon request and via the county and/or townships and municipalities providing the recycling system.

Goal 2: Build support for recycling among elected officials and key government employees

Target Audience: Municipal, township and county decision makers

Objective 1: Report at least twice a year to officials on development of and improvements to recycling systems, and where applicable, on the same in neighboring or comparable communities

Objective 2: Report at least twice a year to officials on public use of and support for recycling systems

Objective 3: Offer processing facility tours to officials and candidates for office

Tier Two

Target Audience: Super Greens and Middle Greens

Goal 1: Distribute basic recycling information through free channels

Objective 1: Distribute paper recycling guides through free channels, for example

- Chambers of commerce
- libraries,
- at county, municipal and township facilities,
- added to existing mailings by local units of government (i.e. tax bills/receipts, utility rate announcements, etc.)
- churches, synagogues, and other faith communities
- senior centers
- elementary school "Friday Folders"

Objective 2: If a local phone book has a community information section, provide basic recycling information to be included.

Objective 3: Establish links to the recycling web page from other entities' web pages, for example

- Libraries
- Chambers of commerce
- Local units of government
- Environmental groups
- Churches, synagogues and other faith communities

Objective 4: Enlist others to spread the word about the availability of recycling information

- Task 1: Develop an email media list including local/regional newspapers, radio stations, TV stations and newsletters (i.e. chambers of commerce, senior centers, faith communities, etc.) Write and email press releases at least annually announcing the availability of recycling information and contact information to obtain it.
- Task 2: Contact organizations and friends with active social media presence and ask them to announce the availability of recycling information and contact information to obtain it.

Tier Three

Target Audience: Super Greens and Middle Greens

Goal 1: Distribute recycling information through relatively low-cost channels

Objective 1:

Place recycling insert in local newspaper or "shopper" papers

Objective 2:

Develop and send an e-newsletter quarterly/semi-monthly/monthly

Objective 2:

Write and email press releases at least six times a year, covering such topics as one of the recyclable items (new or confusing), holiday schedule changes, recyclability of special holiday items (i.e. greeting cards), and profiles of individuals/families/businesses using the recycling system.

Objective 4:

Advertise your web site and e-newsletter via social media.

Objective 5:

Offer MRF tours

Tier Four: Distribute basic recycling information through more expensive channels

1. Direct mail recycling guides to all improved property.
2. Advertising—print (i.e. newspaper, but also programs for community events, association directories, etc.)
3. Advertising—sponsorships, i.e. high school sports teams, DECA, soccer fields, hockey rink, events) with advertising on t-shirts and banners
4. Advertising—on commercial radio and/or television
5. Advertising—sponsorship on public radio and television
6. Advertising—movie theatre previews

Identify and Reach Out to Funding Partners

Community Foundations/Local Family Foundations

Native American Tribes

Businesses

Tier BRB: Brand Relationship Building

After Tier 2 is completed, pursue the following based on your available skills, contacts and time.

In no particular order...

1. Have speakers available upon request
2. Active social media presence (takes at least three hours a week!)
3. School presentations/tours
 - a. Pre-school (we put these materials in a different container than trash)
 - b. Kindergarten-second grade (we empty our container into a drop site bin)
 - c. Upper elementary
 - d. Middle School
 - e. High school (myths and lies; careers)
4. Radio/TV series
5. Column/video series with newspaper
6. Booths at Events (i.e. Fairs, Festivals, Chamber of Commerce events)
7. Public Art (gets more attention if you move it periodically and announce moves)
8. Flyers, posters
9. Recycling service in schools (good stuff!)
10. Recycling service at events (very time consuming)
11. Public space recycling service (very difficult to do well on an on-going basis)
12. Customizable kids' publications (i.e. coloring books, periodicals)
13. Kids' contests (posters, essays, videos)
14. Tours
 - a. Candidates for local office, officials
 - b. Service clubs, Chamber of Commerce
 - c. Open-to-the-public
 - d. School groups/home-school groups
 - e. Scouts

*Segments of the United States population as described in "Mainstream Green," by Graceann Bennett and Freya Williams for Ogily & Mather 2011.