

Go Bagless!

City of Greensboro Anti-Bag Outreach Campaign 2019 Community Waste Reduction & Recycling Grant Program

Contact Information

Tori Carle
Waste Reduction Supervisor
City of Greensboro
401 Patton Ave, Greensboro, NC 27406\
P: 336-373-2053
C: 336-430-6155
F: 336-412-6187
tori.carle@greensboro-nc.gov

Date Submitted

Month, XX, 2019

General Requirements

The City of Greensboro certifies that NC Solid Waste Disposal Tax Proceeds are used solely for solid waste management purposes. Proceeds are used to offset the cost of solid waste disposal operations.

In key government buildings, the City of Greensboro has recycling services available. Materials accepted include: plastic bottles, jugs, tubs, and jars, aluminum cans, steel cans, aerosol cans (empty), newspaper, magazines, catalogs, office paper, junk mail, cardboard, chipboard, milk and juice cartons, glass food and beverage containers, rigid plastics, aluminum foil and pie pans, and pots and pans.

Project Description

In 2018, Republic's MRF manager estimated that tangles in recycling screens caused 400 hours of downtime. That equates to nearly half a million dollars in lost profits at our MRF alone. When we analyze the results from our [#RecycleRight](#) tagging program, 49% of tagged curbside recycling carts had bagged recycling or some type of plastic film in the recycling. This campaign will support our existing recycling service without expanding that service.

The goal of this project is to reduce the amount of bagged recycling by 50% and reduce the amount of plastic bags, wrap, and film going to the recycling center by 30%. To measure this, we will measure the number of households tagged for bagged recycling or plastic bags/wrap/film in carts during the month prior to the campaign start (May 2019) using recycling drivers and inspectors. At the end of the study, we will repeat the tagging measurements to estimate a decrease in plastic bags at the curb. Additionally, we will conduct a contamination study at the Republic MRF to estimate the volume of plastic bags, wrap, and film from Greensboro's Residential recycling trucks both before and after the campaign.

Greensboro's *Go Bagless!* Outreach Campaign will achieve these goals through a multi-faceted, multi-lingual advertising plan that will provide a wide reach and frequent impressions of the education messages. With grant funding, advertisements will include billboards, newspaper ads, local magazine ads, water bill insert(s), local Spanish radio and magazine ads, TV news station ads, paid YouTube, Facebook, and Twitter ads, and translation/printing of current print media into Spanish and Vietnamese (with distribution through various agencies and businesses). Free media will also be accounted for in this grant proposal and detailed in the final report. This could include, but is not limited to: the City's website, unsponsored social media, monthly newsletters already in publication, earned TV media, and more.

Go Bagless! will have an overarching theme of reducing plastic bags in the recycling, but with 2 specific messages. First, residents should not bag their recyclables (*Go Bagless!*) and second, *Return to Retail*, specifically identifying what kinds of plastic bags, wrap, and film can be returned to retail locations for recycling. With this primary message of "no plastic bags in the recycling" we will specifically demonstrate how to properly dispose of recyclables, and what to do with all of the plastic that residents yearn to recycle. Instead of overwhelming residents with all of this information on one ad, we will break the message up into single, simple messages. For example, "Go Bagless! No bagged recycling in the cart" and "Bread Bags? Not in the cart! Return to Retail for Recycling." See draft images below.

The life of the materials created with these grant funds will serve the Greensboro community for years to come. Future use of recycling guides printed in Spanish and Vietnamese will have an indefinite use lifetime. All ads created

with grant funds will be easily reusable in future purchases of advertisements in these mediums due to their “evergreen” message. These advertisements will educate approximately 90,000 households on curbside collection service, plus additional multi-family, and privately collected households, and business owners in the greater Greensboro area.

Project Timeline

	Lamar Billboards	News & Record	Triad City Beat	Yes! Weekly	Four Seasons	Graffiti Ads	GTN Commercials	City Web-site	Social Media	Que Pasa Newspaper	Press Releases	Carolina Peace-maker
July	*	*	*	*		*			*	*		*
Aug									*			
Sept									*			
Oct									*			
Nov									*			
Dec									*			
Jan									*			
Feb									*			
Mar									*			
Apr									*			
May									*			
June									*			
*Pay Invoice												
Paid	Free	Not in use										

Green Highlight indicates payments made. This list includes advertising that will not run monthly, or will be paid out monthly. Timeline subject to change based on advertiser space availability.

July 2019

- **Pay invoices** for annual advertising contracts:
 - Graffiti Ads, Triad City Beat, Lamar, News & Record, Yes! Weekly, Que Pasa
- **Boost** 4 Facebook Ads, \$25ea.
- *Go Bagless* Campaign Kickoff Press Release
- Yes! Weekly: run campaign article

August 2019

- **Boost** 4 Facebook ads, \$25ea.
- *Go Bagless* Announcement: At Your Service

September 2019

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: Run campaign Article
- Que Pasa Article

October 2019

- **Boost** 4 Facebook ads, \$25ea.
- *Go Bagless* Announcement: At your Service

November 2019

- **Boost** 4 Facebook ads, \$25ea.
- Yes! Weekly: run campaign article

December 2019

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: run campaign article

- Four Seasons Town Centre kiosk ad

January 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Campaign Kickoff Press Release
- Yes! Weekly: run campaign article

February 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Announcement: At Your Service

March 2020

- **Boost** 4 Facebook ads, \$25ea.

April 2020

- **Boost** 4 Facebook ads, \$25ea.
- *Return to Retail* Announcement: At your Service
- Yes! Weekly: run campaign article

May 2020

- **Boost** 4 Facebook ads, \$25ea.
- Triad City Beat: run campaign article

June 2020

- **Boost** 4 Facebook ads, \$25ea.
- Campaign conclusions press release

Project Budget (estimates)

Medium	Ad Plan	Estimate	Grant	COG Match	Notes
Lamar Billboards	<i>Go Bagless</i> and <i>No Plastic Bags</i> messaging. Some Spanish billboards. 10 postings over 12 months. 2 posters each posting.	\$8,000	\$7,200	\$ 800	Covers production of all 20 billboards.
News & Record	Weekly column/graphic in b&w with images	\$10,800	\$7,560	\$3,240	Terry is working on a mock-up
Carolina Peacemaker	1/8 pg., 1x/month in color	\$2,520	\$2,016	\$504	Vicki confirmed
Triad City Beat	1/6 pg. horizontal, full color, 3.08"x4.875". Two ads per month: 9 months paid, 3 months free. Large digital tile with url click through, 52 weeks.	\$4,125	\$3,300	\$825	Gayla confirmed
Yes! Weekly	1 full color 1/4 pg. ad/month, social media posts 2/month with link to site. Run article (EWW) online and on social media, 4x/year. Post video on social media 2/month	\$3,000	\$2,100	\$900	Charles confirmed
QuePasa	1/4 page full color horizontal ad per month (12 issues). Large Banner, full color, every other month (6 issues). Run 1 Recycling/Waste Reduction article per month. Articles on web and Facebook. Ads on Facebook too.	\$4,020	\$2,412	\$1,608	Jose confirmed
Graffiti Ads (Restrooms)	Men's & Women's standard boards in 42 locations. Full color.	\$7,080	\$4,248	\$2,832	Can change ad each month. Comes out to \$7.02 per ad.
Facebook	Boosted posts--\$100/mo.	\$1,200	\$600	\$600	boost 4-5 posts per month
Nextdoor	Post a <i>Go Bagless</i> or <i>No Plastic Bags</i> in recycling message 1x/mo.	\$-	\$-	\$-	consistent branding, change up the message
Four Seasons Town Centre	4x6-foot kiosk ad, one month	\$-	\$-	\$-	Amanda confirmed: Dec 2019
GTN Ads	New Commercials air every Tuesday. Available on YouTube and Facebook	\$-	\$-	\$-	May want to boost on YouTube?
Press Releases	Announce <i>Go Bagless</i> campaign in July, then <i>No Plastic Bags</i> campaign in December, then recap in April.	\$-	\$-	\$-	

At Your Service	Include <i>Go Bagless</i> or No <i>Plastic Bags</i> messaging in 4 newsletters	\$-	\$-	\$-	Decide on specific months with Debby
City Website	Create a special subpage under www.greensboro-nc.gov/recycle to highlight the do's and don't of plastic bag recycling.	\$-	\$-	\$-	www.greensboro-nc.gov/gobagless?
GSO Collects Campaign	Build monthly campaigns to go out to residents regarding plastic bags in recycling. Each campaign will run 1 week. All users with notifications will receive info.	\$-	\$-	\$-	alternate messages. No bagged recycling, bread bags to grocery store, produce bags to grocery store, etc.
Print Multi-lingual handouts	Spanish and Vietnamese flyers and recycling guides	\$1,000	\$1500	\$500	Translation Services not included in this cost. COG will cover.
	Allocated Funds	\$ 36,000	\$30,000	\$6,000*	*minimum requirement
	SUBTOTAL	\$ 41,745	\$29,936	\$11,809	Total \$41,745

