The Recycle Lincoln Ambassadors met at City Hall on Wednesday, November 15, 2017 from 9:00 AM - 10:30 AM. The meeting was attended by 11 individuals representing special interest, commercial and residential groups, including a recycling processor. Also in attendance were representatives from the Mayor’s Office, Public Works & Utilities, and Carson+Co Global.

A brief overview of the Comprehensive Recycling Education program was provided, followed by discussion of the campaign’s residential and commercial strategies. All attendee suggestions were recorded and are reflected below along with the Powerpoint presentation.

Public Media Campaign: General
- What media consumption of the various media we are selecting?
  - This will impact worth and how much money to put into each, how much to print,
  - Targeting people who don’t recycle?
  - Rich Claussen: Research media consumption and habits of target age group
    based on demographics of focus group and survey respondents. These insights
    should give any/all media mix recommendations. FOcus mainly on those who
    need education in the efforts and/or need to be convinced.
- Map out subscription/participants. Look at council districts of Taking charge survey
- Review data from Taking Charge document
- Geographically identify businesses that recycle (Kurt Elder)

Public Media Campaign: Billboards
- Billboards - within the sustainability community there is a movement to reduce the use of
  billboards, they create visual and actual pollution. Recommends bus wraps over
  billboards.
• Partnership for Healthy Lincoln has positive results with billboard (e.g. how much sugar in soda)
• Communicate difference between single stream (curbside) and sorted recycling programs (UNL, LPS) as necessary.
• Send website info for businesses to share as well as a website URL to share
• Explain that recycling can help a business increase sales (suggested by Becky Witt of George Witt Service)

Public Media Campaign: Social Media
• NOTE: All meeting attendees are willing to share Recycle Lincoln resources with their networks
• Interest in social media kits
• REOMA: real Estate Owners and Managers Association
  ○ Facebook page
  ○ Website: www.reomalincoln.org
  ○ Great place to post materials - would like to post campaign URL when it’s ready
• Mid America Recycling Facebook page available for posting.
• Hashtag - will there be one easy hashtag for common tracking? Yes.
  ○ Suggest that any mailings have hashtag included.
• Irving recreation Center (Lincoln parks and Recreation), contact Rick Lingard
  ○ Twitter: @irvingrec
  ○ Instagram: @Irvingrec
• Calvert Recreation center (Lincoln Parks & Rec), contact Dan Payzant
  ○ Facebook.com/LNKparksrec
  ○ Facebook.com/calvertrec
  ○ Twitter: @LNKparksrec
  ○ Twitter: @calvertrec
• Cleaner Greener Lincoln FB (contact, Frank Uhlarik)
  ○ Ramping up functionality
• Lincoln Public Schools
  ○ Website, facebook (LPSsustainability) ,Twitter (@LPS_Sustain)
  ○ Could also share with LPS communications department @LPSorg
• George Witt Service Facebook page, contact becky Witt
• Neighborhood Association Facebook pages and/or newsletters
• Nebraska Retail Federation
  ○ Website: nebraskaretail.com
  ○ Facebook page: they would post content

Public Media Campaign: Radio
• KZUM: small services. Contact Kurt Elder (?) about getting involved.
• Suggested stations: KFOR
Public Media Campaign: TV spots and video
  ● Kelley McReynolds is interested in assisting with the educational trailer

Public Media Campaign: Print ads
  ● Put flyer in monthly newsletter of RAL: real Estate Association Lincoln (suggested by Sandy Ireland

Encourage Indoor Recycling Bin Stocking at Local Retail Stores
  ● What about stores having recycling bins that the public can drop off materials into?
  ● What about large chains allowing people to bring cardboard just like they do with plastic bags?
  ● Don’t know that retailers would want this.
  ● Their current bins need to be better labeled.

Exterior Corrugated Cardboard Ban Toter Sticker
  ● Interest in being able to use these.

Develop a resource-rich website
  ● City of Lincoln website would be a great place for a banner - it’s difficult to find one’s way to the recycling page.
  ● The campaign should focus more on conservation attitudes than recycling attitudes because conservation attitudes is where recycling is rooted.
  ● Interactivity? Strong suggestions from the room that the website should be more interactive.
  ● Kurt Elder brought up use of SIC codes
  ● Reach out to LES or Water Bill to see if they would send out a flyer. There’s usually a wait and a cost - a lot of people do this to get info to people. But cost isn’t too bad.
  ● Let people see how a MERF works.
  ● Public has little information on where recyclables (and trash) go when they send them off.
  ● Provide downloadable guidelines on materials that are and are not recyclable that haulers can use.
  ● Educational toolkits: customizable flyers/posters, curriculum, social media/newsletter
  ● Will there be kids games that LPS and others could use to encourage schools to use?
  ● Communicate difference between single stream (curbside) and sorted recycling programs (UNL, LPS) as necessary.
  ● Suggest a pledge up on website that people can take
  ● Suggest providing information on how to reuse materials

Multilingual Educational Flyers
  ● Reach out to LES or Water Bill to see if they would send out a flyer. There’s usually a wait and a cost - a lot of people do this to get info to people. But cost isn’t too bad.
• Could website itself be translated into other languages?

Disseminate Recycle Right Materials to Real Estate Agents
• There is a quarterly luncheon meetings - we’d probably reach more people this way.
• Flyer in newsletter to realtors Sandy Island
• Neighborhood Associations have Facebook Pages and e-newsletters and newsletters.

Materials for Building & Safety
• Suggestion that Building and Safety customer service is poor. Any handouts or other forms of info would help.

Establish a Citizen Science Program
• Washington DC’s National Council on Environment and Sciences may have some national perspectives that would be useful for this program.
• Calvert Rec Center (Dan Payzant) interested in community scientist
• KLLCB has scales that they will let us borrow - approximately 200 digital scales available.

Business Recognition program
• What about the City and City Departments getting involved. City should carry the flagship and participate in this.
• Some KLLCB corporate sponsors: Lincoln Industries, Duncan, B&R

Engage High Volume Producers
• Meeting with HBAL
• Building and Safety online services
• REOMA - provide lease language

Facilitate Multi-family Housing Educational Forum
• Contact with NiFA:Monthly meetings, market based, low income. Next one is 11/21/17. Susan Polec organizes these meetings.
• REOMA meeting 11/16/17 and then in January.

Deliver in person Presentations
• Mid America recycling will offer tours of facility related to cardboard ban. Need to have more activities. Coordinate schools and students to get information out. Mid America has semi education center. Stress conservation and consumption not necessarily only about recycling.
• Contact Mid America about Recycling Olympics
• Chamber meeting
• YPG meeting - have you met with Yazidis?
• Any church meetings that they could give information out to their congregation?
- Suggestion meeting with Lincoln Housing Authority (contact is Lynn Fisher)
- Customizable PPT would be nice for businesses to customize what can be recycled at their businesses. It could be run prior to meetings, at their office.
Comprehensive Recycling Education Program
Recycle Lincoln Ambassadors

Today’s Agenda

• Introductions
• Overviews
  • Comprehensive Recycling Education Program
  • Residential and Commercial barrier and benefit research
• Discussion: Residential and Commercial strategies and materials in development
Target Audiences

Residential
- 280,000 residents
- Non-recyclers
- Elderly
- Low-income
- Multi-lingual
- Recyclers

Commercial
- 9,000 businesses
- Multi-family Housing
- Multi-tenant Commercial
- Retail, Restaurant, Bar, Hospitality
- Education/Institutional
- Construction & Demolition

Residential and Commercial Recycling

Community-Based Social Marketing (CBSM)

Research
- Review existing research & programs
- Residential focus groups
- Residential surveys/interviews
- Commercial online survey

Barriers & benefits
- Residential
- Commercial

Program strategies
- Education
- Advising
- Marketing & Advertising
Education Campaign Timeline

- October: Finalizing strategies and outreach plan
- October: Managing and developing awareness letter to all businesses
- November: Commercial/Residential Work Groups
- November: Marketing and community engagement
- December: Outreach through Building and Safety
- December: Outreach for commercial rate

- Press release
- Outreach for events
- Outreach for local communities
- Outreach for local communities

- January: Outreach for education
- January: Outreach for education
- January: Outreach for education

- February: Outreach for education
- February: Outreach for education
- February: Outreach for education

- March: Outreach for education
- March: Outreach for education
- March: Outreach for education

- April: Outreach for education
- April: Outreach for education
- April: Outreach for education

- May: Outreach for education
- May: Outreach for education
- May: Outreach for education

Residential Recycling Barrier/Benefit Research

- Image of people participating in a workshop or discussion.
- Image of people carrying recycling bags and interacting.
Demographics

Lincoln/Lancaster Co. resident 100% (n = 75)

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>40% (n = 30)</td>
<td>60% (n = 45)</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Residency</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner</td>
<td>67% (n = 50)</td>
<td>55% (n = 24)</td>
</tr>
<tr>
<td>Renter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>House</td>
<td>74% (n = 55)</td>
<td>24% (n = 18)</td>
</tr>
<tr>
<td>Apartment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recycling</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Curbside</td>
<td>39% (n = 29)</td>
<td>23% (n = 17)</td>
</tr>
<tr>
<td>Drop-off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apt/Dorm</td>
<td>9% (n = 7)</td>
<td>29% (n = 22)</td>
</tr>
<tr>
<td>Non-recycler</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cardboard Ban</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware</td>
<td>56% (n = 42)</td>
<td>43% (n = 32)</td>
</tr>
<tr>
<td>Unaware</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Attitudes Towards Recycling

1. Recycling is important. 0.96 0.01 0.01
2. I am willing to participate in recycling, even if... 0.95 0.03 0.00
3. It is my personal responsibility to help recycling... 0.95 0.04 0.01
4. Recycling helps protect the environment. 0.96 0.03
5. It is useless to recycle if not many other people... 0.07 0.84 0.00
6. Recycling is more trouble than it’s worth. 0.07 0.89 0.00
7. Recycling reduces the amount of litter going into... 0.96 0.03
8. Recycling is worth my time and effort. 0.93 0.05
9. I get satisfaction by taking part in recycling. 0.85 0.08 0.01
10. The benefits of recycling return back to society. 0.95 0.04 0.00
### Prominent Barriers to Recycling

<table>
<thead>
<tr>
<th>Barriers to Recycling</th>
<th>CBSM Tools to Lower Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of curbside recycling service subscription</td>
<td>Social Modeling, Education, Personal Communication</td>
</tr>
<tr>
<td>Inconvenience</td>
<td>Social Modeling, Education, Education</td>
</tr>
<tr>
<td>Lacking knowledge of service providers and recycling</td>
<td>Social Norm, Incentive, Coalition</td>
</tr>
<tr>
<td>Difficulty transporting recyclables to drop-off sites</td>
<td>Social Modeling, Education, Incentive</td>
</tr>
<tr>
<td>Lacking access to bins due to lease or landlord</td>
<td>Social Norm, Incentive, Coalition</td>
</tr>
<tr>
<td>Lacking follow through despite interest in recycling</td>
<td>Social Norm, City Investigate*</td>
</tr>
<tr>
<td>Confusion about which materials are recyclable (contamination)</td>
<td>Education</td>
</tr>
<tr>
<td>Physical difficulty of breaking down cardboard boxes</td>
<td>Social Modeling</td>
</tr>
<tr>
<td>Clutter of recycling bins</td>
<td>Social Modeling, Education</td>
</tr>
<tr>
<td>Messiness of recycling and having to rinse containers</td>
<td>Social Norm, Education</td>
</tr>
<tr>
<td>Difficulty in accurately knowing about the service offered</td>
<td>Convenience, Education</td>
</tr>
<tr>
<td>Double cost – pay for material, pay for its pick up</td>
<td>Social Norm</td>
</tr>
<tr>
<td>Difficulty in accurately knowing about the service offered</td>
<td>Convenience, Education</td>
</tr>
<tr>
<td>Not getting to see the results of personal efforts</td>
<td>Social Modeling</td>
</tr>
</tbody>
</table>

### Prominent Benefits of Recycling

<table>
<thead>
<tr>
<th>Benefits of Recycling</th>
<th>CBSM Tools to Enhance Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect the environment and natural areas and cities</td>
<td>Social Norm, Cognitive Dissonance</td>
</tr>
<tr>
<td>Preserve Nebraska’s pristine nature and cities</td>
<td>Social Norm, Cognitive Dissonance</td>
</tr>
<tr>
<td>Preserve land and water quality</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Experience intrinsic satisfaction</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Increase landfill life and divert waste</td>
<td>Social Norm</td>
</tr>
<tr>
<td>Reduce trash generation at home</td>
<td>Education</td>
</tr>
<tr>
<td>Increase public recognition</td>
<td>Social Modeling</td>
</tr>
<tr>
<td>Value in education of children and future generations</td>
<td>Social Modeling</td>
</tr>
</tbody>
</table>

### Commercial Recycling Barrier/Benefit Research

![Commercial Recycling Barrier/Benefit Research](image)
Key Barriers to Commercial Recycling

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of space</td>
<td>65%</td>
</tr>
<tr>
<td>Employee training &amp; buy-in</td>
<td>54%</td>
</tr>
<tr>
<td>Service costs</td>
<td>53%</td>
</tr>
<tr>
<td>Cost of subscribing to recycling</td>
<td>35%</td>
</tr>
<tr>
<td>Staff time to service bins</td>
<td>32%</td>
</tr>
<tr>
<td>Odors &amp; cleanliness</td>
<td>25%</td>
</tr>
<tr>
<td>None</td>
<td>13%</td>
</tr>
<tr>
<td>Dumping</td>
<td>4%</td>
</tr>
<tr>
<td>Service availability</td>
<td>3%</td>
</tr>
<tr>
<td>Tenant training and buy-in</td>
<td>3%</td>
</tr>
<tr>
<td>Landlord and alley coordination</td>
<td>2%</td>
</tr>
<tr>
<td>Keeping cardboard clean</td>
<td>1%</td>
</tr>
</tbody>
</table>

n = 131

Matching Barriers and Benefits to CBSM Tools

<table>
<thead>
<tr>
<th>Prominent Barriers to Recycling</th>
<th>CBSM Tools to Lower Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lacking space for bins</td>
<td>Social Modeling, Education, Personal Communication</td>
</tr>
<tr>
<td>Lacking employee training and buy-in</td>
<td>Social Diffusion, Social Modeling, Education</td>
</tr>
<tr>
<td>Cost of subscribing to recycling service</td>
<td>Social Norm, Incentive, Contest</td>
</tr>
<tr>
<td>Staff time needed to service containers</td>
<td>Social Norm, Incentive, Contest</td>
</tr>
<tr>
<td>Cost/availability of recycling containers</td>
<td>Education, Incentive, Convenience</td>
</tr>
<tr>
<td>Concern about odors/cleanliness</td>
<td>Education</td>
</tr>
<tr>
<td>Lacking tenant training and buy-in</td>
<td>Social Diffusion (Contest, Incentive)</td>
</tr>
<tr>
<td>Lack of landlord/alley coordination</td>
<td>Personal Communication</td>
</tr>
<tr>
<td>Concern about keeping cardboard clean</td>
<td>Education</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prominent Benefits of Recycling</th>
<th>CBSM Tools to Enhance Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's the right thing to do</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>We help protect the environment</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Our employees appreciate it</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Enhances our company's reputation</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Our customers asked for it</td>
<td>Social Norm, Social Modeling</td>
</tr>
<tr>
<td>Our competitors have recycling programs</td>
<td>Social Norm, Social Modeling</td>
</tr>
</tbody>
</table>
Getting the Word Out

City-wide Communications
- Billboard(s)
- TV spot
- Print ads
- Social media campaign
- Radio ad(s)
- Bus wrap(s)
- Recycle Lincoln Ambassadors

Residential
- Residential Recycling Work Group
- Multi-lingual web & print resources
- Presentations to groups & assoc.
- Afterschool citizen science program
- Disseminate Recycle Right materials

Commercial
- Commercial Recycling Work Group
- Advisory services
- Collaboration with Building & Safety
- Website with Best Mgmt Practices
- Self-assessment questionnaire
- How-to videos & Green Team guidelines
- Business Recognition & WRRAP Program

Would you share social media content?  
Can you recommend any channels we should send to?

Public Media Campaign

- Education
- Social Norm
- Incentive
- Social Modeling
- Social Diffusion
Encourage Indoor Recycling Bin Stocking at Local Retail Stores

Promp
Convenience
Cognitive Dissonance

Exterior Corrugated Cardboard Ban Toter Sticker

Prompt
Social Norm
Develop Resource-rich Website

- Education
- Social Modeling
- Convenience
- Social Diffusion

What online resources would be valuable to you?
What might be valuable to your peers?

Develop Multilingual Educational Flyers

- Education

Would you have opportunities to share multilingual flyers?
Disseminate Recycle Right Materials to Processors and Haulers

Would you have opportunities to share educational materials?

Disseminate Recycle Right Materials to Real Estate Agents

Social Diffusion
Establish a Citizen Science Program

Would you submit data?
Would you share the project with others?

Pilot Business-sponsored Neighborhood Cardboard/Mixed Recycling Collection Containers

Would you recommend a neighborhood or business that might be interested in participating?
Business Recognition Program

Would you participate in this program? Would you recommend to your peers?

Do you know of any large, non-recycling (or minimally recycling) waste producers that could use assistance?

Engage High Volume Producers in with Custom Approach
Reach Builders Through Building & Safety Website and Inspectors

Would you refer construction companies & general contractors to us for information?

Facilitate Multi-family Housing Educational Forum and Meeting

Would you refer multi-family housing owners to us?
Deliver and Coordinate In-person Presentations

Would you be interested in presenting?
At what meetings would you recommend we present?
Would you invite us or connect us with meeting organizers?

Collaborate with Residential and Commercial Recycling Work Groups

Education
Social Diffusion

Social Modeling
Social Norm

Incentive
Personal Communication

Convenience
Contest
Empower the Recycle Lincoln Ambassadors

Are you currently recycling?
Would you be willing to share educational presentations?
What opportunities are you involved in that we should be aware of?

Targeted Audiences

Education
Social Modeling
Social Diffusion