H-GAC Solid Waste Workshop Series on Recycling

Recycling - Contamination and Challenging Markets

Digital Solutions

Creighton Hooper
Since 2001
About us
Our areas of focus

1. **Digital transformation**
   
   Helping local governments achieve better waste & recycling program performance, at a lower cost.

2. **Recycling education**
   
   Focusing on what residents want, we help you empower them to be better recyclers.
We’ve been at it a long time

- North America’s largest provider of recycling education technology – available in over 3,000 municipalities
- Founded in 2001
- Headquartered in Toronto

Leaders in innovation

- Pioneered the use of traditional wall calendars for recycling education
- World’s first mobile app for MSW
- Early adopter of voice technology (Google Home, Amazon Echo/Alexa)
Progressive organizations choose Recycle Coach
Question #1

Do you feel you have contamination under control?
Question #2

Do you feel you have very little control over contamination?
Question #3

Over the next 12 – 24 months do you expect contamination rates to improve? Get worse? Stay the same?
Question #4

Do you feel that lack of funding for education is – at least in part - a reason for high contamination levels?
Goal for today

Empowerment.
Full disclosure

We have competitors
• Recyclist
• Recycle by City
• Recyclebank
• Recollect Systems
• Remyndr
• Waste Management
• Republic Services
• ‘In house’ IT departments
• Teenagers
Recycling programs are a mess

Many people aren’t very good at it
- Don’t know; guess
- Think they know
- Simply ‘recycle’ everything

Programs are losing money
- Low recovery rates
- Low quality (contamination)
Unrecovered recyclables and contamination cost US municipalities $3.7 BILLION every year.

$327M in Texas

What to do.

Digital transformation lowers contamination and improves recovery by leveraging technology to engage residents, and teach them to be better recyclers.
Almost everyone is online

Offline population has declined substantially since 2000

% of U.S. adults who say they do not use the internet

Educating 25-55 year old adults about recycling is a priority.
What about older residents?

According to AARP

91 percent of those age 50+ report using a computer.

More than 80 percent of Americans age 50 to 64 have smartphones, which is about the same as the population at large.

Nearly 1 in 7 Americans over 50 own a home assistant, such as Google Home or Amazon Alexa.
### Population by Age

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>Age 0-24</th>
<th>Age 25-54</th>
<th>Age 55+</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>321,418,820</td>
<td>104,865,003</td>
<td>127,915,146</td>
<td>88,638,671</td>
<td>27.6%</td>
</tr>
</tbody>
</table>

#### States with the highest percentage of residents 55+

<table>
<thead>
<tr>
<th>State</th>
<th>Total Population</th>
<th>Age 0-24</th>
<th>Age 25-54</th>
<th>Age 55+</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>1,329,328</td>
<td>367,134</td>
<td>503,052</td>
<td>459,142</td>
<td>34.5%</td>
</tr>
<tr>
<td>Vermont</td>
<td>626,042</td>
<td>187,851</td>
<td>231,553</td>
<td>206,638</td>
<td>33.0%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>1,844,128</td>
<td>545,190</td>
<td>693,728</td>
<td>605,210</td>
<td>32.8%</td>
</tr>
<tr>
<td>Florida</td>
<td>20,271,772</td>
<td>5,863,852</td>
<td>7,811,289</td>
<td>6,596,131</td>
<td>32.5%</td>
</tr>
<tr>
<td>Montana</td>
<td>1,032,949</td>
<td>327,230</td>
<td>376,229</td>
<td>329,490</td>
<td>31.9%</td>
</tr>
</tbody>
</table>

#### States with the lowest percentage of residents 55+

<table>
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<th>Age 55+</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>10,214,860</td>
<td>3,521,179</td>
<td>4,179,585</td>
<td>2,514,096</td>
<td>24.6%</td>
</tr>
<tr>
<td>Texas</td>
<td>27,469,114</td>
<td>9,983,424</td>
<td>11,208,891</td>
<td>6,276,799</td>
<td>22.9%</td>
</tr>
<tr>
<td>Alaska</td>
<td>738,432</td>
<td>266,889</td>
<td>305,082</td>
<td>166,461</td>
<td>22.5%</td>
</tr>
<tr>
<td>District of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td>672,228</td>
<td>199,758</td>
<td>325,777</td>
<td>146,693</td>
<td>21.8%</td>
</tr>
<tr>
<td>Utah</td>
<td>2,995,919</td>
<td>1,252,818</td>
<td>1,150,801</td>
<td>592,300</td>
<td>19.8%</td>
</tr>
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### Breakdown by age

Comparing states with the highest & lowest % of residents 55+
Relatively speaking, how personalized is digital communication?

Only one continually drives down the cost by securing additional subscribers. It’s also one of the few that is really measurable (i.e. ROI).
Let’s talk digital

Digitally transforming your education & outreach efforts to lower costs and increase engagement
INBOUND

Make your program information EASY TO FIND

According to Zendesk:

• 67% of people prefer finding information using a self-service option over speaking with a representative

• 40% call only after looking for an answer online

• 91% said they would use a searchable online database if it was available and easy to use
INBOUND

What’s the strategy?

1. Digitize your program information
2. Optimize it for search
3. Allow residents to access it any way they want
INBOUND
How it works

Program Info
- Personalized calendar
- Regular & holiday reminders
- What goes where?
- Collection requirements
- Depots

Devices
- Computers
- Tablets
- Smart phones
- Smart devices
  (Amazon Echo, Google Home)

Search
- Mobile app
- Web app
- Digital assistants
  (e.g. Alexa)
INBOUND

Why embrace digital technology?

1. Many residents, particularly millennials, will not spend much more than 5 seconds looking for information
   a) If they cannot find what they need quickly, they give up (likely forever?)

2. Develop your own COMMUNICATIONS NETWORK!

3. Save valuable time (answering the phone) that can be spent more productively

4. Get valuable insights through data analytics

5. It’s cheap – making basic waste & recycling information widely available to residents has become commoditized
INBOUND

Things to consider

People love networks

- Custom self-branded solution or leverage a popular network?
  - Flexibility (not locked in)
  - Design/performance updates
  - Promotional budget

- Who sets up and manages your database?
  - Having searchable information that is incomplete is almost as bad as not having it searchable
  - Take advantage of crowd-sourcing or be prepared to devote hours to weekly upgrades
Why wait?
Questions?
Outbound

Addressing the issues that are affecting your program performance
OUTBOUND
Strategy & tactics

Engage & educate:

1. Save money by leveraging your own communications network
2. Get their attention; make recycling fun
3. Promote engagement and curiosity with a few key (simple) messages
4. Launch campaigns about specific program challenges
5. Teach them where they can find answers to their questions
OUTBOUND

1. Own your communications network

People willingly download the app or sign up to get:

- Reminders
- Printable PDF calendars
- ‘What goes where?’ information
- Event details
- Relevant articles
OUTBOUND

2. Get your residents’ attention

1. Use eye-catching images
2. Humor works!
OUTBOUND

3. Keep it simple

Promote engagement and curiosity with a few key (simple) messages

1. Don’t bag your recyclables

2. No food or liquids in recycling

3. Recycle all bottles, jars and cans!

“3 things you need to know”
4. Focus on key challenges

Launch Campaigns about specific program challenges:

- Tanglers
- Food residue
- Plastic bags
- Pizza boxes
- Recycle more aluminum cans
- Coffee cups

Leverage your own communication network, which GROWS every time you run a Campaign!
OUTBOUND

5. Teach them where they can find answers

Don’t forget about other communication channels

Also what to do if they aren’t sure
OUTBOUND

Need some help?

About the Coachlings

• Free to use; minimal charge for custom artwork

• Not necessary to be a Recycle Coach client
Can I afford all this?
What does it cost?*

Fees are typically charged annually; set-up fees are often waived

Usually based:

- Population
- # of distinct programs
- Features

A complete inbound/outbound package for municipalities with populations of 20 – 500K:

- 15¢ - 90¢ per household, annually

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<tr>
<td>$5-7K per year</td>
<td>$10-15K per year</td>
<td>$15-25K per year</td>
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*Ballpark estimates only – each situation is different and pricing will vary based on the provider and program specifics

Tip
Substantial savings are available when you combine your purchasing power.
What we’ve discussed today

1. Digital transformation is a good thing
   • Reaches the majority of residents
   • Increases personalization and lowers cost

2. Implementing a digital strategy is easy
   • Inbound – make information easy to find
   • Outbound – address key challenges

3. It costs less than you may have thought – can fit almost any budget
Who feels more empowered to start taking back control of your program?
Hello, my name is Scarlett. I have 22 brothers and sisters; it’s very tiring sometimes.

Who did the Toronto Raptors beat on Sunday to advance in the NBA playoffs?
Questions?

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E: chooper@recyclecoach.com

Empowering people to help the environment by becoming better recyclers