

Household Hazardous Waste Environmental Collection Center

Driving Community Engagement with Education, Outreach, and Promotion





ECC: Background

- 1 Opened in 1997 24 years old
- 2 1.4-acre site 10,000 sq feet
- 3 11 employees
- 4 Service for the City of Fort Worth residents, 850,000 population
- 5 Residential collections only no commercial
- 6 Two mobile trailers "Crud Cruisers"
- 7 Four city-operated Drop-off Stations





Education

ECC: Youth Education

Youth first – family follows

Community Engagement Team

Captain Crud & The Cruddies



- Elementary schools
- Neighborhoods
- Public facilities

 (libraries, camps,
 community centers)









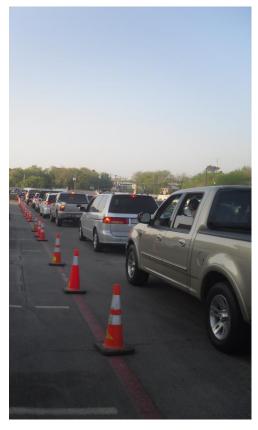








Outreach







ECC: Community Engagement through Outreach Events Accessible, convenient, publicized





Promotion

ECC: Promotion Consistent, clear, multi-prong approach

- 1 Print Collaterals brochure, handouts, water bill
- Website
- 3 Social Media
- 4 City News
- SextDoor
- 6 Community Engagement Bulletin
- Media Engagement





Household Hazardous Waste

Chemicals, detergents, petroleum products, pesticides, herbicides, and fertilizers are stormwater pollutants. Stormwater runoff enters storm drains during rain and discharges directly into the nearest body of water without any treatment to remove pollutants. This is unlike the sinks and tollets in your home that drain to a water reclamation plant for treatment. Responsible use and recycling of these wastes helps protect the quality of water sources for drinking and recreation.



Website

The City of Fort Worth's award-winning regional collection programs help citizens of Fort Worth and participating cities dispose of household hazardous waste in a safe, responsible, no-hassle manner.



Brochure



Media Engagement





Water bills



Questions?



Diane Covey Public Information Officer

Code Compliance Department 817-392-5183 | Diane.Covey@fortworthtexas.gov

Household Hazardous Waste Environmental Collection Center

Driving Community Engagement with Education, Outreach, and Promotion

