

Recycling Technical Assistance Project # 598

Bristol Township, Bucks County

**CURBSIDE COLLECTION
EDUCATION CAMPAIGN**



*Sponsored by the Pennsylvania Department of Environmental Protection
through the Pennsylvania State Association of Township Supervisors*

FINAL REPORT

June 2016





York, PA
Philadelphia, PA
(800) 679-9220

www.mswconsultants.com



This report was delivered electronically. If it is necessary to print hard copies, please do so on post-consumer recycled paper and recycle.

TABLE OF CONTENTS

1. STATEMENT OF THE PROBLEM	1
2. SUMMARY OF WORK COMPLETED.....	1
3. EDUCATION ANALYSIS	1
3.1 Print Education	2
3.2 Online Education.....	3
3.2.1 Township Website.....	3
3.2.2 Township Facebook Page.....	3
3.3 Audience.....	4
3.4 Program Goals.....	4
4. PROGRAM CAMPAIGN.....	4
4.1 Direct Mail Postcard.....	5
4.2 Website Content.....	5
4.3 Social Media Content.....	6
4.4 Campaign Funding.....	6
5. RECOMMENDATIONS.....	7
5.1 Future and Ongoing Education.....	7
5.1.1 Recycling Guide.....	7
5.1.2 Bristol Bulletin.....	7
5.1.3 Facebook Posts.....	7
5.2 Recycling Contamination.....	8
5.3 Campaign Performance.....	8

List of Figures

Figure 1 – Residents Guide to Recycling and Waste Disposal in Bristol Township	2
Figure 2 – Bristol Township Recycling and Trash Webpage	3
Figure 3 – Bristol Township Facebook Post	3
Figure 4 – Direct Mail Postcard and Magnet.....	5
Figure 5 – Social Media Posts	6

List of Appendices

Appendix A – It all fits. Campaign Pieces	
Appendix B – Campaign Sponsor Solicitation Presentation	
Appendix C – Sample Press Release	

This page intentionally left blank.

RECYCLING TECHNICAL ASSISTANCE PROJECT #598

BRISTOL TOWNSHIP, BUCKS COUNTY

CURBSIDE COLLECTION EDUCATION CAMPAIGN

1. STATEMENT OF THE PROBLEM

Bristol Township (Township) is home to more than 54,000 residents and approximately 20,000 residential units. The Township recycling and trash collection program services 16,500 of those units with a private contractor. All collections occur on the same day.

In 2014, the Township implemented an automated trash and recycling collection system with 64 gallon blue recycling carts and 96 gallon trash carts. In 2016, the Township purchased 32 gallon, green yard waste containers with Act 101, Section 902 Grant funds and made them available to residents for \$2 per container. The new container system limits household trash capacity to what will fit in the 96 gallon cart. Recycling and yard waste collections are unlimited.

The Township educated residents about the change to the automated cart system and limit on weekly trash capacity in 2014. Now, the Township needs updated recycling education that reaches all program users.

2. SUMMARY OF WORK COMPLETED

MSW Consultants (MSW) interviewed Township staff and analyzed the Township's current education pieces including direct mail, print and online information. MSW's intent was to update existing information and develop a direct mail piece for the recycling aspect of the program; however, MSW identified the need for a comprehensive program education campaign.

MSW designed a residential curbside service education campaign called *It all fits*. Because program services are integrated, the campaign does not separate the services from one another. Instead, the campaign encourages recycling and waste reduction through proper use of trash, recycling and yard waste collections. *It all fits*. aims to increase recycling, reduce contamination and reach all program users through press releases, direct mail, social media, the Township website and print media.

3. EDUCATION ANALYSIS

Bristol Township contracts mandatory residential curbside recycling, yard waste, trash and bulk item collections and bills residents a user fee. The Township has established annual residential education at the contractor's expense through its collection bid specifications and contract.

In 2014, when the Township and its contractor implemented the automated trash and recycling cart program, the contractor distributed door hangers with recycling education at the same time automated carts were delivered. The contractor also distributed a program mailer. In 2015, the contractor provided funds to include one page of education in the Township's newsletters, the *Bristol Bulletin*.

3.1 PRINT EDUCATION

The Township's available print education includes the following:

Resident's Guide to Recycling and Waste Disposal in Bristol Township (Residents Guide) – The Township's complete program guide, available online, in the Township Office and at special events. Figure 1 is the cover and an inside page.

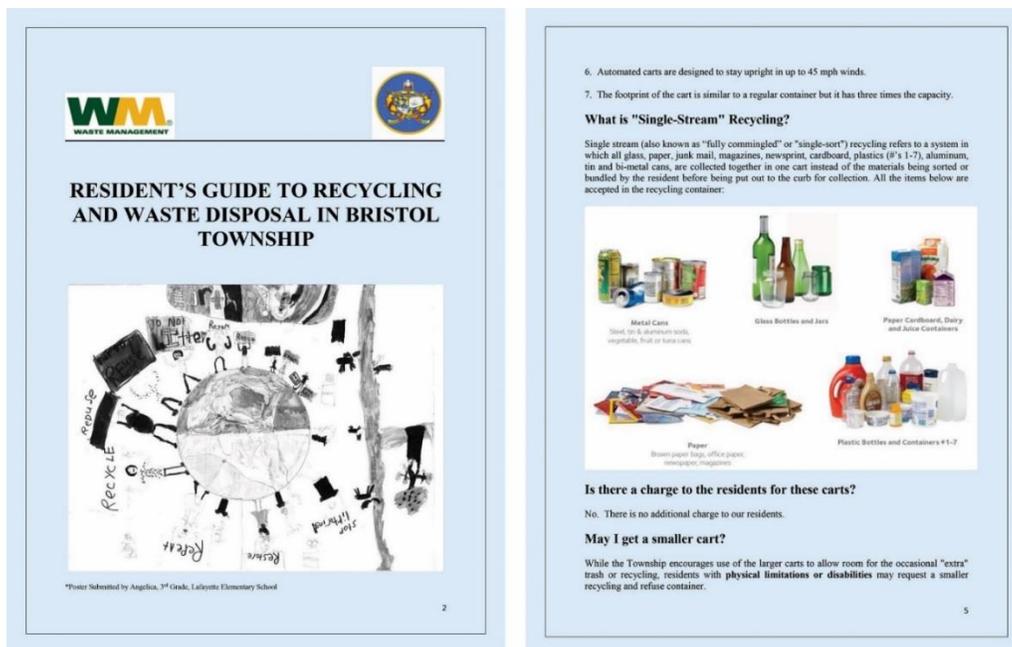
Bristol Bulletin – The Township's newsletter directly mailed to its residents two times each year. It always includes recycling guidelines and extra information about the program.

Think Green® door hanger – The contractor-developed education distributed to program users at the same time as automated recycling carts in 2014

“Proud to help Bristol Township Residents THINK GREEN®” mailer – directly mailed to program users in 2014

All print education includes both the Township's information and the contractor's information. Images of recycling and the “Recycle Often. Recycle Right.” messaging are service marked and owned by the contractor. Residents are accustomed to photographic images of recyclables shown in material groups such as metal cans, glass bottles, cartons, and fiber products. These images are included in Figure 1.

Figure 1 – Residents Guide to Recycling and Waste Disposal in Bristol Township



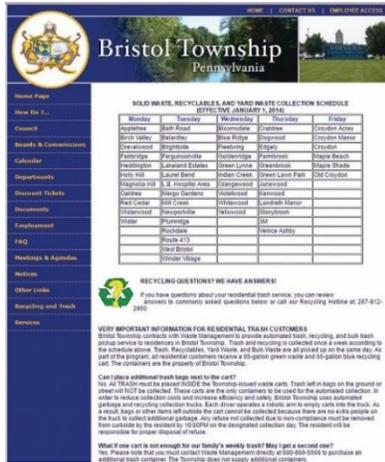
Township staff hopes to increase bid competition in coming years. It is their intent to reduce overall waste generation and increase recycling with the automated collection system and trash limits. They are motivated by potential future cost reductions for service.

MSW identified that a change in contractor will create a need for entirely new program education due to the current contractor-owned messaging and images.

3.2 ONLINE EDUCATION

3.2.1 TOWNSHIP WEBSITE

Figure 2 – Bristol Township Recycling and Trash Webpage



Bristol Township includes a link to “Recycling and Trash” directly on its homepage. The dedicated program page includes a collection schedule table, a text FAQ, a link to the contractor’s images of recyclables (identical to the images in Figure 1), a link to the full *Resident’s Guide* pdf and a notice that explains mandatory recycling.

The page also includes supplemental information about the Township’s electronics recycling program and its *Get Caught Recycling* campaign in which two residents who have recycled are randomly chosen each month and presented with a \$50 VISA gift card donated by a sponsor.

Most of Bristol Township’s website education is text, as demonstrated in Figure 2.

3.2.2 TOWNSHIP FACEBOOK PAGE

Bristol Township maintains an active Facebook page with over 2,800 followers. The Township posts daily, most always with a photo as in Figure 3, which increases user views. During the period of study, more than 2,500 Facebook users viewed the Township’s Facebook posts daily.

Bristol Township posts important reminders about recycling, yard waste and trash collection including special events, service reminders, and the Get Caught Recycling awards. The Township also posts general Township information.

Any time a Facebook user clicks the like button, posts a comment or shares a post, they’ve “engaged.” When a user engages, their actions appear in the user’s timeline and in the news feeds of the user’s friends. Engagement extends the reach of Bristol Township’s posts beyond its followers. Seventy-three percent of those who engage with Bristol Township posts are 25 to 54 year olds. MSW demonstrated some features of Facebook Insights, an analytical tool built into the Township’s Facebook page, for Township staff.

Figure 3 – Bristol Township Facebook Post



3.3 AUDIENCE

The Township has identified many of the 16,500 residential units the trash and recycling program services as rental units and the Township population as transient. Thirty-two percent of the population is over 18 and outside the most active age range of the Township's Facebook page. The only time the Township reaches all program users is when it sends direct mail to program users, twice a year with the *Bristol Bulletin*. Even then, because of the transient quality of the population, all residents may not be reached.

3.4 PROGRAM GOALS

Through interviews with Township staff, MSW identified three desired program improvements:

Reduce waste and improper preparation of trash – Township residents are limited to the space of one 96 gallon trash cart weekly. The Township's contractor and Township staff report that many residents overfill their carts and leave bags of trash beside or on top of the carts. The contractor has been instructed to skip collection at units that do not comply with trash preparation rules. The skipped collection often results in a phone call from a resident to the Township Office. During that phone call, residents are educated about proper trash preparation and opportunity to recycle much of what they previously put into the trash.

Increase recycling – The Township wishes to remind residents that they can recycle an unlimited amount of acceptable recyclables weekly and that they can be put loose into the recycling cart (blue cart).

Eliminate contaminants - The Township and the Township's contractor report weekly recycling contamination that includes food-soiled recyclables, diapers, construction and demolition material, yard waste, rocks and dirt, plastic bags, clothes, shoes, wood materials, appliances, and general trash in the blue recycling cart. The Township wishes to educate residents on specific materials and proper handling. The Township's contractor has expressed concern and explained that contamination may result in load rejection and fines.

4. PROGRAM CAMPAIGN

Successful recycling programs provide education continuously and in many formats. Bristol Township's residential tenant population provides additional motivation to increase and prioritize education efforts. In addition, the Township's trash and recycling program represents a robust system with opportunities for waste reduction, and therefore, individual services should not be isolated, but work together in education as they work together for residents on collection day. A Township owned and managed campaign will reach audiences across many platforms and will be flexible to accommodate program changes.

Therefore, MSW Consultants has created a program campaign for Bristol Township. The campaign is called *It all fits*. The campaign focuses on the benefit of using the program properly and implies that there is a place for all discarded items, whether that place is the blue recycling cart, the yard waste can, or the trash cart. "*It all fits*. See the difference when you use the right container," is the message the direct mail postcard emphasizes.

Internally, MSW and the Township have identified the following program goals:

- (1) Increase recycling.
- (2) Eliminate contamination.
- (3) Educate all program users, continuously.

It all fits. includes the following campaign pieces:

- Press release to announce the campaign and extend its reach by attracting stories from local media
- Direct mail postcard that serves as a quick program guide for residents
- Updated website content that includes visuals
- Facebook posts that address specific materials

All campaign pieces are included in Appendix A. The Township has been provided with source files so that it may edit and update pieces as necessary.

4.1 DIRECT MAIL POSTCARD

Pictorial images, representative cart graphics, and concise language, explain to users what materials go in which program container. The postcard message emphasizes clean recyclables, free of contamination. Images of specific contaminants falling into the trash cart encourage the proper handling of such items. A magnet, represented by the image on the right of Figure 4, is attached to the postcard. It is intended to be affixed to a refrigerator and remind residents to recycle. It includes some materials that are not traditional, like a clear clamshell container and plastic spray bottle. Credit is given to the PA DEP's Act 101, Section 902 Recycling Development and Implementation Grant for funding the printing of this piece.

Figure 4 – Direct Mail Postcard and Magnet



4.2 WEBSITE CONTENT

Throughout this project, Bristol Township has updated its website content to eliminate outdated information. MSW has designed images and written text with the *It all fits.* branding that the Township may use to update its website and extend the cohesive look and language of the program campaign.

4.3 SOCIAL MEDIA CONTENT

Bristol Township uses one social media platform, Facebook. The *It all fits.* campaign is designed to be effective across multiple social media platforms should the Township choose to use them. It features branded images with recycling or yard waste identifiers and a picture of recyclables, yard waste or problem materials. The image itself contains all the necessary messaging, but Facebook allows for additional text and captions to be added to posts. For example, the images in Figure 5 can stand alone as posts, or the Township can add text captions with more information and a link to the Township’s website.

The plastic bag post in Figure 5 illustrates how residents must handle problem materials. The post explains that “Plastic bags wrap around recycling equipment and can shut down a whole operation. Toss them in the trash or recycle them at your local grocery store bag drop.” Marketers agree that when trying to change behavior, one must provide a reason to change the behavior and a concise solution. This post has done both.

MSW has provided the Township with ten social media posts and a template to create future posts. They can be viewed in Appendix A.

Figure 5 – Social Media Posts



4.4 CAMPAIGN FUNDING

The cost of printing has been funded by a PA DEP Act 101, Section 902 Recycling Development and Implementation Grant, and the design has been funded through this PA DEP/ PSATS Recycling Technical Assistance Project. All campaign pieces provide space for a sponsor’s information or logo.

MSW has provided the Township with a presentation to solicit education campaign sponsors. It is available in Appendix B. Postage, Facebook and Get Caught Recycling sponsorships have been outlined. An overall sponsorship is available at a savings.

5. RECOMMENDATIONS

MSW recommends that the Township proceed with the *It all fits.* campaign with the following steps:

- (1) Solicit sponsors for the campaign and edit the campaign materials to include the sponsor's logo.
- (2) The Township's Recycling and Trash webpage should serve as the center of the *It all fits.* campaign. Update it with provided graphics and language at the top of the page so the campaign is easily and immediately identifiable. Keep program information up to date as it changes.
- (3) Contact the postcard printing/direct mail company with the lowest quote for printing, submit postcard artwork and customer list and set a date for printing and distribution.
- (4) Publish and distribute a press release that announces the *It all fits.* campaign the week postcards will be received by residents in the U.S. Mail. Follow up with press contacts to increase awareness and campaign reach. A sample press release is provided in Appendix C. The source file has been provided to the Township.
- (5) Publish one (or more) *It all fits.* social media posts each week, but no more than one per day.

5.1 FUTURE AND ONGOING EDUCATION

MSW recommends that Bristol Township continue to educate residents about recycling, yard waste and waste reduction whenever it can and across multiple platforms.

5.1.1 RECYCLING GUIDE

Update the *Recycling Guide* to include photos and language, fonts and colors created for the *It all fits.* campaign. All images have been provided to the Township which may use and modify those images as necessary. Post the *Recycling Guide* to the Township website and provide printed copies in the Township Office and at special events.

5.1.2 BRISTOL BULLETIN

Include *It all fits.* campaign graphics and language in future editions of the *Bristol Bulletin* and any other fitting Township correspondence. MSW has provided the Township with jpeg images of campaign pieces for easy insertion. If new documents are created, maintain the language, colors and fonts of the *It all fits.* campaign. Color and font choices are included in Appendix A.

5.1.3 FACEBOOK POSTS

Continue to create new Facebook posts using the provided templates. Consider seasonal posts on items like wrapping paper, Christmas trees, fall leaves, spring cleaning, and picnic waste and recyclables. If adding text captions, post less than 50 words and always provide a link to the Township's trash and recycling page in the post. Continue to promote recycling participation with the Get Caught Recycling campaign.

5.2 RECYCLING CONTAMINATION

Work closely with the Township contractor to identify common recycling and yard waste contaminants and problem materials. Work to isolate where contamination occurs, and contact residents directly when appropriate. Address common contaminants with *It all fits.* branded Facebook posts. Always concisely identify the problem material, explain why the material is problematic, and provide an easy solution.

When possible, make education fun while addressing problems. The Township may consider fun videos (less than a minute in length) and games or giveaways (online or at special events) in which residents must identify what can or cannot be recycled.

5.3 CAMPAIGN PERFORMANCE

Work closely with the Township contractor to measure the performance of the *It all fits.* campaign through program participation rates, frequency of reported cases of contamination, and changes in weights and quantities of recycling, yard waste and trash. Publish campaign results in future press releases, on the Township website and social media and in thank you letters to sponsors. Don't forget to praise residents for success.

APPENDIX A

It all fits. CAMPAIGN PIECES

This page intentionally left blank.

It all fits. Postcard

It all fits. See the difference when you use the right container.

RECYCLING
Weekly collection
Blue Cart, loose, NOT IN BAGS!
Unlimited! Put out as much as you have.

YES Clean cans, jars, bottles, cartons, paper, cardboard
NO Plastic bags, wood, foam packaging, shoes/clothes, food-soiled items, yard waste, trash

YARD WASTE
Weekly collection Apr - Dec
Green can or biodegradable paper bag
Bundle Branches
Unlimited! Put out as much as you have.

YES Grass, leaves, clippings, branches
NO Dirt, rocks, stones, construction material

TRASH
Weekly collection
Green cart. Put trash in bags
Limited to what fits in the cart, lid closed

YES Plastic bags, diapers, disposable plates/cups/flatware, greasy pizza boxes, air bubble packaging
NO Hazardous material, TVs, computers, recycling

It all fits. Postcard



It all fits. Bristol Township Guide to Recycling & Waste Disposal

Bristol Township 2501 Bath Road, Bristol, PA 19007

For the complete Guide to Recycling and Waste Disposal, visit bristoltownship.org or the Township Office.

QUESTIONS?

Call 267-812-2950

Visit bristoltownship.org

SPONSOR LOGO HERE

RECYCLING AND DISPOSAL EVENTS

Weekdays: Purchase a \$2 yard waste can (\$35 value) at the Township Office. One container per household while supplies last.

Electronics recycling drop off 8:30 AM to 4:30 PM

Oct. 22 Fall cleanup of household trash 8 AM to 2 PM



It all fits.

See the difference when you use the right container.

Made possible by PA DEP Recycling Development & Implementation Grant

It all fits. Magnet



The poster features a green header with a circular logo on the left containing a figure holding a scale. The main body is white with various images of recyclable items (bottles, cans, cardboard) and non-recyclable items (plastic bags, shoes, wood). A blue recycling bin is at the bottom right. The footer is green with contact information.

It all fits. Recycle the right stuff.

RECYCLE
Clean cans, bottles,
jars, cartons, paper,
cardboard

See the full list at
bristoltownship.org

DON'T RECYCLE
Plastic bags, shoes/clothes,
foam packaging, wood,
appliances, yard waste,
food-soiled items, trash

QUESTIONS?
267-812-2950
bristoltownship.org

Sponsored by

It all fits. Website Graphics

It all fits. See the difference when you use the right container.

RECYCLING RULES



YES Clean cans, bottles, jars, cartons, paper, cardboard

NO Plastic bags, wood, polystyrene, shoes/clothes, food-soiled items, yard waste, trash

Frequency: Weekly, year round
 Container: Blue Cart
 Instructions: Put material in cart loose, NOT IN BAGS!
 How much?: Unlimited! Put out as much as you have.

YARD WASTE RULES



YES Grass, leaves, clippings, branches

NO Dirt, rocks, stones, construction material

Frequency: Weekly, April - December
 Container: Green can, biodegradable paper bag, or your own container
 Instructions: Bundle branches. Don't make bundles more than 4 ft long
 Put material in can loose, NOT IN BAGS!
 How much?: Unlimited! Put out as much as you have.

TRASH RULES



YES Plastic bags, diapers, disposable plates/cups/flatware, greasy pizza boxes, air bubble packaging

NO Hazardous material, TVs, computers, recycling, yard waste

Frequency: Weekly, year round
 Container: Green Cart
 Instructions: Put trash in bags
 How much?: Limited to what fits in the cart, lid closed.
 No bags on top of or beside cart.

Questions?

Call us at 267-812-2950

It all fits. Facebook Posts

RECYCLING

RECYCLE Us!
Learn what goes in the blue cart (and what doesn't) on the Township website.

Sponsored by

RECYCLING

GOT A CARTON?
Juice box
Soup box
Milk carton
Juice carton

Put it in the blue cart!

Sponsored by

RECYCLING

STYLE, RECYCLE, REPEAT.

Recycle bathroom plastics in the blue cart!

Sponsored by

YARD WASTE

BUNDLE BRANCHES FOR COLLECTION
Bundles must be less than 4 feet long.

Sponsored by

RECYCLING

YARD WASTE HAS ITS OWN CONTAINER
Keep branches, clippings, grass and leaves out of the blue cart.

Sponsored by

RECYCLING

NO PLASTIC BAGS

Plastic bags wrap around recycling equipment and can shut down a whole operation. Toss them in the trash or recycle them at your local grocery store bag drop.

Sponsored by

RECYCLING

DON'T PUT ELECTRONICS IN THE BLUE CART!
TVs and computers must be recycled, but not in the blue cart. Visit bristol township.org to learn how to properly recycle your old electronics.

Sponsored by

RECYCLING

ROCKS AND DIRT BELONG ON THE GROUND
Don't put rocks and dirt in recycling, yard waste or trash.
Questions? Call 267-812-2950

Sponsored by

YARD WASTE

GOT LEAVES? YOU'VE GOT OPTIONS

1. Mulch them back into your yard with a mower.
2. Put them loose in your green yard waste can.
3. Put them loose in your own yard waste can.
4. Bag them in a biodegradable bag.

Sponsored by

YARD WASTE

\$2 YARD WASTE CANS FOR SALE!
Visit the Township Office during business hours.
Limit 1 per household.

Sponsored by

It all fits. Colors and Fonts

Franklin Gothic Heavy

Franklin Gothic Demi Condensed

It all fits. See the difference when you use the right container.

RECYCLING
Weekly collection
Blue Cart, loose, NOT IN BAGS!
Unlimited! Put out as much as you have.

YARD WASTE
Weekly collection Apr - Dec
Green can or biodegradable paper bag
Bundle Branches
Unlimited! Put out as much as you have.

TRASH
Weekly collection
Green cart. Put trash in bags
Limited to what fits in the cart, lid closed

YES Clean cans, jars, bottles, cartons, paper, cardboard

NO Plastic bags, wood, foam packaging, shoes/clothes, food-soiled items, yard waste, trash

YES Grass, leaves, clippings, branches

NO Dirt, rocks, stones, construction material

YES Plastic bags, diapers, disposable plates/cups, flatware, greasy pizza boxes, air bubble packaging

NO Hazardous material, TVs, computers, recycling

Franklin Gothic Heavy

Franklin Gothic Book

Franklin Gothic Medium

Green Header and Footer
CMYK: 62, 0, 99, 0
RGB: 104, 189, 70

Yard Waste Bag
CMYK: 40, 64, 89, 36
RGB: 116, 76, 40

Recycling Cart
CMYK: 94, 90, 1, 0
RGB: 53, 62, 153

Trash Cart
CMYK: 90, 34, 97, 28
RGB: 2, 101, 55

Yard Waste Can
CMYK: 75, 0, 100, 0
RGB: 57, 180, 74

APPENDIX B
*CAMPAIGN SPONSOR
SOLICITATION PRESENTATION*

This page intentionally left blank.



It all fits.

A Recycling Campaign for Bristol Township, Bucks County, PA

Campaign
Design by



It all fits. Campaign Goals

Increase Recycling

- Provide a quick recycling guide
- Remind residents to recycle
- Present information in an unexpected way



It all fits. Campaign Goals

Reduce Contamination

- Positive and negative visual reinforcement to demonstrate how to handle problem materials like plastic bags, dirt and rocks.



It all fits. Campaign Goals

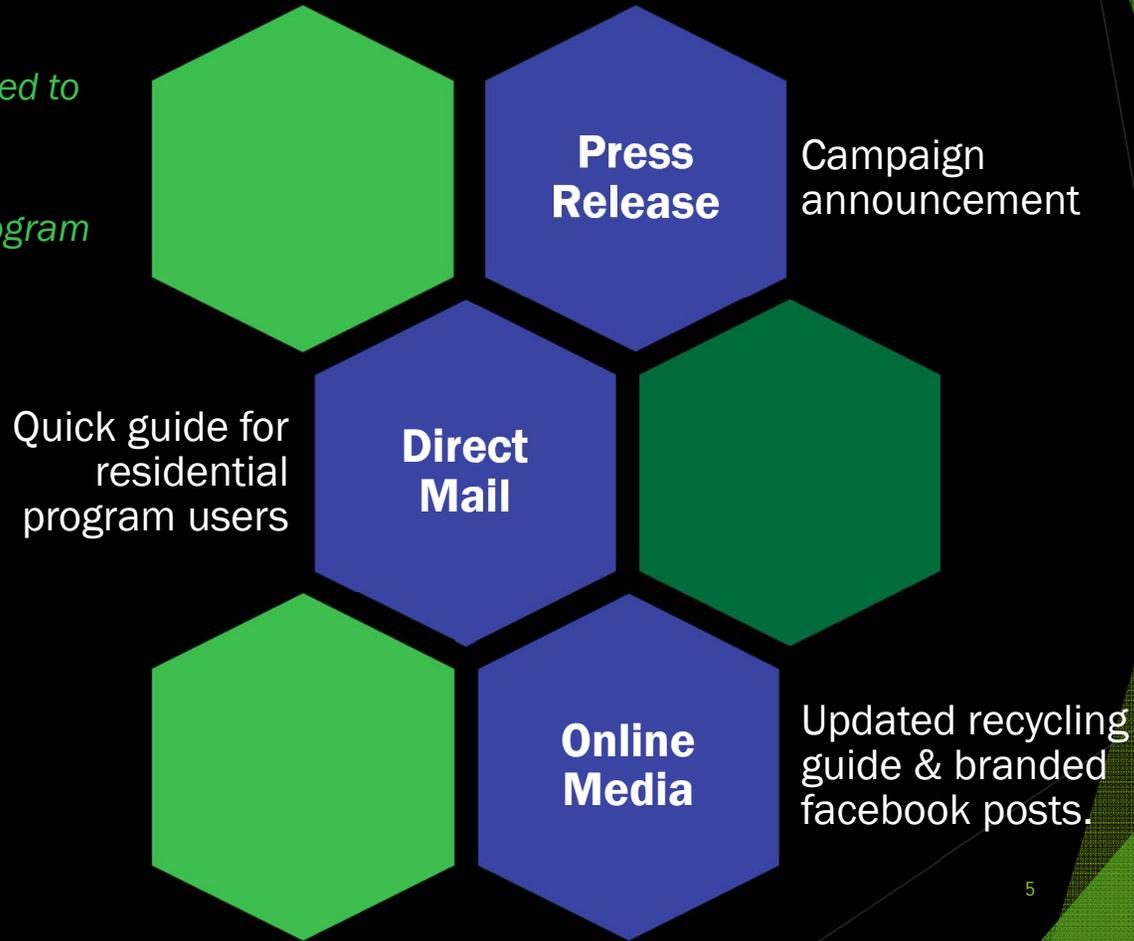
Reach ALL
Program
Users

- PR to target local media and extend reach
- Direct mail to program users
- Website information updated
- Facebook posts



It all fits. Campaign Pieces

All campaign program communications are designed to drive program users to the Township's website where complete and up-to-date program information is available.



It all fits. Press Release

- Gain support and attention from local media outlets
- Increase campaign awareness and reach
- Recognize contributors
 - Sponsor(s)
 - DEP Grants/Programs
- Increase program awareness
 - Recycling
 - Yard Waste
 - Trash



It all fits. Direct Mail

Large post card with rounded-edge refrigerator magnet attached.



It all fits. See the difference when you



RECYCLING

Weekly collection
Blue Cart, loose, NOT IN BAGS!
Unlimited! Put out as much as you have.



YES Clean cans, jars, bottles, cartons, paper, cardboard

NO Plastic bags, wood, foam packaging, shoes/clothes, food-soiled items, yard waste, trash



YARD WASTE

Weekly collection Apr - Dec
Green can or biodegradable paper bag
Bundle Branches
Unlimited! Put out as much as you have.



YES Grass, leaves, clippings, branches

NO Dirt, rocks, stones, construction material



It all fits. Bristol Township Guide to Recycling & Waste Disposal

Bristol Township 2501 Bath Road, Bristol, PA 19007

For the complete Guide to Recycling and Waste Disposal, visit bristoltownship.org or the Township Office.

QUESTIONS?

Call 267-812-2950
Visit bristoltownship.org

SPONSOR LOGO HERE

RECYCLING AND DISPOSAL EVENTS

Weekdays: Purchase a \$2 yard waste can (\$35 value) at the Township Office. One container per household while supplies last.

Electronics recycling drop off 8:30 AM to 4:30 PM

Oct. 22 Fall cleanup of household trash 8 AM to 2 PM



It all fits.

See the difference when you use the right container.

Made possible by PA DEP Recycling Development & Implementation Grant

Weekly collection

Green cart. Put trash in bags
Limited to what fits in the cart, lid closed



YES Plastic bags, diapers, disposable plates/cups/flatware, greasy pizza boxes, air bubble packaging

NO Hazardous material, TVs, computers, recycling

It all fits. Direct Mail

Large post card with rounded-edge refrigerator magnet attached.

- Direct mail to 16,500 residential customer list
- Prominent sponsor recognition on postcard and attached magnet
- Postcard and magnet direct recipient to website where more sponsorship options exist.



It all fits. Recycle the right stuff.



RECYCLE
Clean cans, bottles, jars, cartons, paper, cardboard

See the full list at
bristoltownship.org

DON'T RECYCLE
Plastic bags, shoes/clothes, foam packaging, wood, appliances, yard waste, food-soiled items, trash

QUESTIONS?
267-812-2950
bristoltownship.org

Sponsored by

8



It all fits. Facebook Posts

Campaign branded Facebook posts

- Branded posts with prominent sponsor recognition
- Images increase visibility and reach
- 2,200+ followers plus extended reach
- “Shares” from local news outlets and residents



It all fits. Website Update

Clean, complete program information

- Recycling guide to be updated at bristoltownship.org
- All campaign materials lead reader to Township website for more information.
- The Township expects a complete website redesign in the next year.

The screenshot shows the Bristol Township Pennsylvania website. At the top, there are navigation links for HOME, CONTACT US, and EMPLOYEE ACCESS. The main header features the township's logo and name. Below the header is a navigation menu with links to Home Page, How Do I..., Council, Boards & Commissions, Calendar, Departments, Discount Tickets, Documents, Employment, FAQ, Meetings & Agendas, Notices, Other Links, Recycling and Trash, and Services. The main content area is titled "It all fits. See the difference when you use the right container." and is divided into three columns: RECYCLING RULES, YARD WASTE RULES, and TRASH RULES. Each column includes a list of items that can and cannot be placed in the respective container, along with frequency, container type, and instructions. A "Questions?" section at the bottom provides contact information and a warning about placing trash bags next to the cart.

It all fits. See the difference when you use the right container.

RECYCLING RULES	YARD WASTE RULES	TRASH RULES
<p>YES: Clean cans, bottles, jars, cartons, paper, cardboard NO: Plastic bags, wood, polystyrene, shoes, clothes, food-soiled items, paint cans, trash</p> <p>Frequency: Weekly, year round Container: Blue Cart Instructions: Put material in cart loose, NOT IN BAGS! How much?: Unlimited! Put out as much as you have.</p>	<p>YES: Grass, leaves, 1/2" single branches NO: Dirt, rocks, stones, construction material</p> <p>Frequency: Weekly, April - December Container: Green can, biodegradable paper bag, or your own container Instructions: Bundle branches. Don't make bundles more than 4 ft long. Put material in can loose, NOT IN BAGS! How much?: Unlimited! Put out as much as you have.</p>	<p>YES: Plastic bags, diapers, disposable plates/cups/containers, grocery store totes, air bubble packaging NO: Hazardous material, TVs, computers, recording, hard waste</p> <p>Frequency: Weekly, year round Container: Green Cart Instructions: Put trash in bags How much?: Limited to what fits in the cart. lid closed. No bags on top of or beside cart.</p>

Questions?
Call us at 267-812-2950

Can I place additional trash bags next to the cart?
No. All TRASH must be placed INSIDE the Township-issued waste carts. Trash left in bags on the ground or street will NOT be collected. These carts are the only containers to be used for the automated collection. In order to reduce collection costs and increase efficiency and safety, Bristol Township uses automated garbage and recycling collection trucks. Each driver operates a robotic arm to empty carts into the truck. As a result, bags or other items left outside the cart cannot be collected because there are no extra people on the truck to collect additional garbage. Any refuse not collected due to non-compliance must be removed from curbside by the resident by 10:00PM on the designated collection day. The resident will be responsible for proper disposal of refuse.



It all fits. Your Sponsorship

Overall Sponsorship \$7,000

Includes all recognition listed below. \$400 Savings.

Postage Sponsorship \$5,200

Includes recognition on direct mail pieces and press release.

Facebook Sponsorship \$1,000

Includes recognition on campaign Facebook posts (excluding Get Caught Recycling posts) and press release.

Get Caught Recycling \$100/mo or \$100 gift card/mo

Includes recognition on Get Caught Recycling Facebook Posts and Get Caught Recycling promotional materials.

All sponsorship terms are one year.

11



This page intentionally left blank.

APPENDIX C
SAMPLE PRESS RELEASE

This page intentionally left blank.

See highlighted sections for review/changes

CONTACT: Scott Swichar

Phone:

Email:

FOR IMMEDIATE RELEASE

Bristol Township Launches *It all fits* Campaign to Increase Recycling and Eliminate Contamination

Bristol Township, PA – Bristol Township will encourage residents to recycle and eliminate contamination in recycling and yard waste with a new campaign called *It all fits*. The campaign includes a postcard with an attached magnet that residents can keep on their refrigerator as a reminder to recycle.

The campaign has been funded by several sources: A Pennsylvania Department of Environmental Protection (PA DEP) Recycling Development and Implementation Grant has funded the cost of printing; **SPONSOR** has funded mailing costs; and a PA DEP/Pennsylvania State Association of Township Supervisors Recycling Technical Assistance Project performed by MSW Consultants, has funded the campaign design.

The campaign has three major goals:

1. Increase recycling in Bristol Township
Eliminate contamination of recyclables and yard waste collections
2. Educate all Township program users on a continuous basis.

The campaign postcard and magnet provide quick instructions for what to put in the recycling, yard waste and trash containers that make up the Township's trash and recycling program. The Township wants residents to understand that many items residents use daily can be put into the recycling cart, and that an unlimited amount of recycling will be collected weekly. Trash is limited to what fits in the trash cart, with the lid closed. When residents separate recyclables and yard waste properly, they should not have more trash than what fits in the trash cart

At www.bristoltownship.org, a complete guide to the Township's recycling, yard waste and trash collection program is available, and frequent Facebook posts will remind residents to recycle items they may not think of, like shampoo bottles. Posts will also explain what to do with specific items like plastic bags, which can wrap around recycling center machinery and completely shut down operations.

Deputy Township Manager, Scott Swichar says he's pleased that so many pieces came together to create and implement the *It all fits* campaign that will educate residents through direct mail, the Township website and social media on an on-going basis. He adds, "Bristol Township residents have proven they're committed to recycling with a huge increase in recycling in 2015. Weeding out contaminants and recycling overlooked items is a natural progression of their commitment."

Council President Craig Bowen says, "This campaign is a great addition to the Get Caught Recycling campaign that awards two Bristol Township residents with a \$50 Visa card for recycling every month."

Bristol Township residents will receive the *It all fits* postcard in the coming weeks. In the meantime, they can visit the Township's office, website and Facebook page to see the campaign in action.

###

This page intentionally left blank.