

CITY OF GREENVILLE AUTOMATED SINGLE STREAM CURBSIDE RECYCLING CONVERSION

SINGLE FAMILY RESIDENTS



HOW DID WE GET THERE?

- CITIZEN INTEREST IN "RECYCLING MORE"
 - PLASTICS BEYOND #1 AND #2
 - INCREASE OF 18 GALLON BINS/ PER HOME
- INTERNAL INTEREST (CITY)
 - SAFETY
 - EFFICIENCY
 - COST SAVING OVER TIME



FUNDING OPPORTUNITIES

- CITY COUNCIL FY16 BUDGET APPROVAL
 - GRANTS
 - RECYCLING PARTNERSHIP
 - SCDHEC RECYCLE MORE



PUBLIC PREPARATION (4 PHASES)

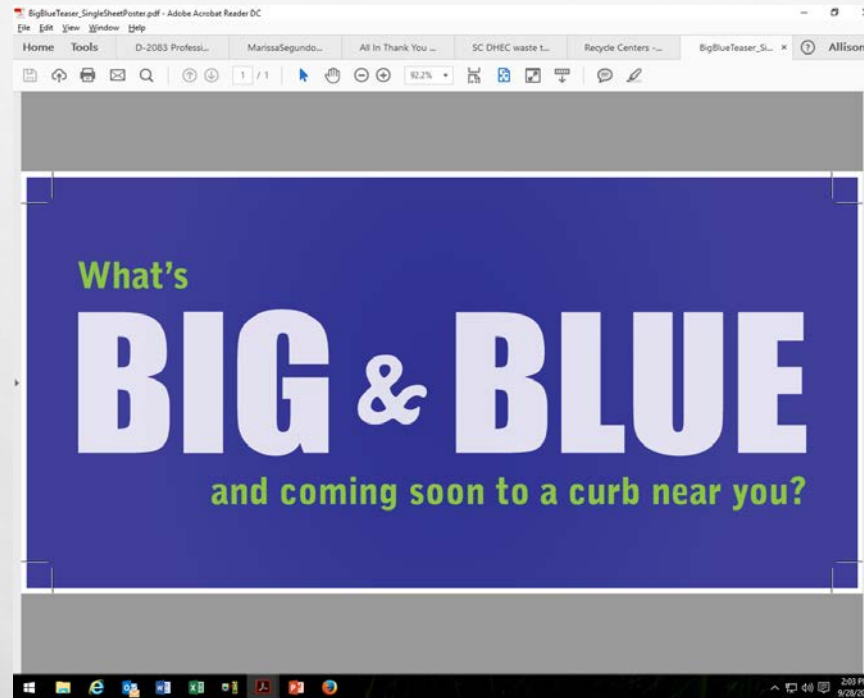
GOAL:

TO INCREASE AWARENESS OF THE CITY'S NEW RECYCLING PROGRAM, WHILE ELIMINATING CONTAMINATION AND INCREASING PARTICIPATION.

CHALLENGES:

- ACCEPTABLE ITEMS (NO GLASS)
- CART PLACEMENT
- COLOR CHOICE, SIZE CONCERNS
- NON-RECYCLER (INDIVIDUALS WHO NEVER INTEND TO RECYCLE)

PHASE 1.... "TEASER AD" - PUBLIC INTEREST AND CURIOSITY



PHASE 2.... ADVERTISING



PHASE.... 2 CONTINUED

- CITY COUNCIL INVOLVEMENT IN MARKETING CAMPAIGN
 - SHORT VIDEO/ COMMERCIAL DURING DOWNTOWN MOVIE NIGHT
 - VIDEO ON WEBSITE
 - FEATURED MAGAZINE ADVERTORIAL
- ONGOING MEDIA FEATURES
 - LOCAL NEWS
 - EARTH DAY AT THE ZOO
 - APPEARANCES AT DOWNTOWN EVENTS
 - (TOUCH A TRUCK/ SATURDAY MARKET)



PHASE 3 ASSEMBLY AND DISTRIBUTION PROCESS

REHRIG PACIFIC



PHASE 3.... OUR VERY FIRST CART DELIVERY



WELCOME PACKET

- [HTTP://WWW.GREENVILLESC.GOV/286/RECYCLING-IN-GREENVILLE](http://www.greenvillesc.gov/286/recycling-in-greenville)

PRESS RELEASE AND RIBBON CUTTING CEREMONY

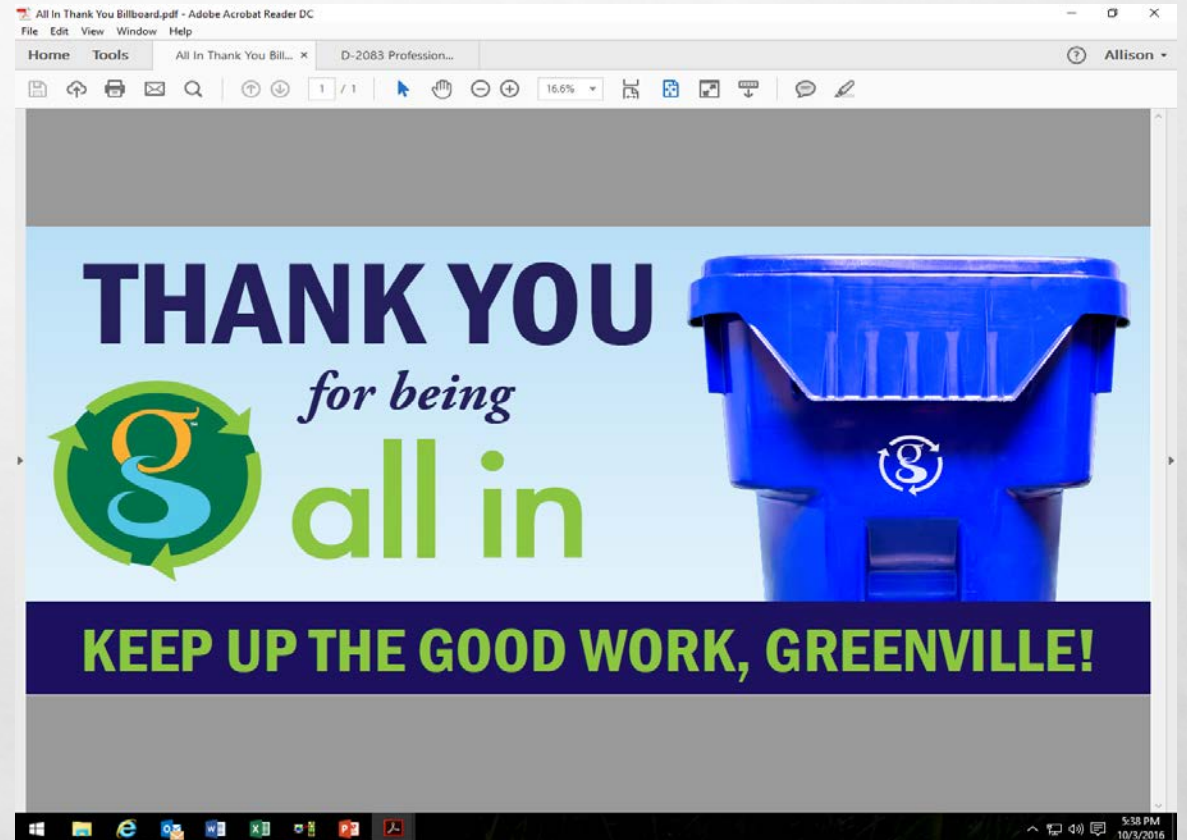


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PHASE 4 THANK YOU CAMPAIGN

- THANKING OUR RESIDENTS FOR BEING "ALL IN"
- ONGOING EDUCATION
 - RADIO CAMPAIGNS
 - BILLBOARDS
 - AD'S



**11% TONNAGE INCREASE WITHOUT
GLASS (JULY AND AUGUST)**



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POST EDUCATION

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BEHAVIOR MODIFICATIONS

QUESTIONS?

THANK YOU

CONTACT US

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