

**ARD 2008 Planning Meeting Notes**  
**March 7, 2008 - Memphis, TN**

**I. Briefing on National Outreach Activities ARD 2007**

**ACTION ITEM:** Provide ARD State Coordinators with copies of the CSPAN clip; a copy of the ARD Open Letter to Congress ad in Roll Call; a copy of Kate's Editorial and a copy of the Letter sent to Members of the Senate and House Recycling Causes.

**STATUS: COMPLETE** Available for download at:  
<http://www.nrc-recycle.org/ardownloads.aspx>

**II. State Reports**

Connecticut: - Sotoria Montanari (email: [smontanari@crra.org](mailto:smontanari@crra.org))

- Connecticut has established a goal of a 58% recycling rate by 2024.
- CRRA and CRC have regular consumer education programs at their Trash and Garbage Museums including special events, tours, and crafts.
- CRC also offers a Recycling Magic Show that tours schools.
- For more information on the Trash and Garbage Museums see:  
[http://www.crра.org/pages/edu\\_museums.htm](http://www.crра.org/pages/edu_museums.htm)

Texas – Joni Brown (email: [jbrown@victoriatx.org](mailto:jbrown@victoriatx.org))

- Texas Recycles Day (TRD) was previously organized by the state environmental agency. This year they released the program to the Recycling Alliance of Texas. RAT will include ARD sponsorship in their Diamond Level organizational sponsorship.
- RAT has formed an alliance with KAB Texas to develop plans for TRD.
- Distributed posters in 2007.

Indiana – Lisa Laflin (email: [llaflin@indygov.org](mailto:llaflin@indygov.org))

- ARD promoted in IRC materials: news letter and website.
- ARD posters distributed to solid waste districts.
- ARD 2007 local efforts were not as robust as IRC resources were fully dedicated to legislative affairs.
- Other upcoming recycling events in Indiana include the launch of a pedestrian recycling program in Indianapolis that will highlight recycling bins designed by local artists. A press event is planned for the unveiling of the containers.

Florida – Shannan Reynolds (email: [Shannan.Reynolds@dep.state.fl.us](mailto:Shannan.Reynolds@dep.state.fl.us))

- Partnered with Recycling Florida Today
- Organized a pledge competition among elementary, middle schools and high schools throughout the state offering 3 refurbished computers and \$50 gift certificate prizes.

- Confronted limitations on being able to send emails through school competition and utilizing the online pledge.

Georgia – Gloria Hardegree (email: [garecycles@mindspring.com](mailto:garecycles@mindspring.com) )

- ARD on everyone's calendars. Planning and outreach begins in July.
- In 2007, used new web banners that clicked through to ARD national site on GRC's site and secured placement of ARD web banners on ABC and NBC affiliates' websites.
- Localized pledge cards designed (GRC's top level org. sponsors get logo on ARD pledge cards.)
- Secured Governor's proclamation.
- Organized school contest – four schools generating the most amount of pledges received 'Recycle It Now' container recycling bins donated by American Beverage Association.

Illinois – Mike Mitchell (email: [illinoisrecycles@AMERITECH.NET](mailto:illinoisrecycles@AMERITECH.NET))

- Linked to ARD national website.
- Promoted ARD through listserv.
- Every year, IRC honors communities celebrating their 10<sup>th</sup> year of providing curbside recycling programs. A certificate is mailed and press release distributed to local press.
- IRC interviewed on Radio Disney for ARD.
- IRC members held a various recycling events on ARD including electronics recycling collection events.

Oklahoma – Michael Patton (email: [recyclemichael@yahoo.com](mailto:recyclemichael@yahoo.com))

- Designed and collected almost 4,000 "Oklahoma Celebrates ARD" pledge cards.
- Messaging emphasized ARD as the one day a year we dedicate to and celebrate recycling nationally.
- Kick-off ARD one month before Nov. 15 with Recycling Olympics where nearly 400 middle schoolers play recycling games for prizes.
- Held ARD Annual Banquet honoring Recycling Heroes
- 2008 Theme: 'Green: It's the New Red, White and Blue'

Pennsylvania – Jan Arnold (email: [jarnold@proprecycles.org](mailto:jarnold@proprecycles.org) )

- Promoted ARD on website
- Publicized through e-newsletter
- Email blasts to PROP members
- Distributed ARD posters to various events held in the state.
- Obtained good media coverage – Radio, TV and print – covering ARD events at schools.
- Obtained proclamations.

Tennessee – Christina Treglia (email: [Christina.Treglia@STATE.TN.US](mailto:Christina.Treglia@STATE.TN.US))

- ARD web banner linking to national site used on home page.

- Keep Tennessee Beautiful held ‘Shredding Days’ event – they filled up One year’s worth of one person’s trash at a media event that got coverage on the evening news.

Minnesota – Ellen Tealander & Maggie Mattacola (email: [mmattacola01@yahoo.com](mailto:mmattacola01@yahoo.com) and [ellen@recycleminnesota.org](mailto:ellen@recycleminnesota.org))

- Goal: Make ARD as paperless as possible. Maximize the number of media impressions.
- Staged educational booths partnering with Minnesota Landscape Arboretum.
- Shoe Collection Drive with Minnesota Children’s Museum.
- Did an in-depth interview with CBS radio affiliate.
- Held an e-waste collection event in partnership with Mall of America and MPCE
- Held a coloring contest using the ARD logo in black and white (reversed colors)
- Sent emails out to listserv through Constant Contact.
- Launching Recycle More Minnesota consumer education campaign in 2008. For more information: <http://www.recyclemoreminnesota.org/>

New Mexico – English Bird (email: [nmrcenglish@swcp.com](mailto:nmrcenglish@swcp.com))

- Coordinated with 25 in-state coordinators and 20 schools.
- Held annual Santa Fe Recycled Art Festival
- November designated as Recycling Awareness Month
- Focused on raising awareness through earned media:
  1. Selected Albuquerque as a city partner as Mayor announced goal to become a Zero Waste community.
  2. Had 13 in-town branded billboards seen by 85% of Albuquerque population.
  3. 6 Bus ads
  4. Staged two press conferences the yielded TV and radio coverage.
  5. Worked with the local university to develop a PSA using Mayor as the spokesperson (total cost \$2,000)
  6. In exchange for placement on billboard ads, the Albuquerque Journal did 4 in-depth stories on recycling that generated multiple letters to the editor.

Colorado – Amy Randall (email: [amy@cafr.org](mailto:amy@cafr.org))

- Held calendar contest.
- Distributed ARD materials to membership

### **III. Group Discussion – What can we do better?**

#### **A. Capturing our Successes**

1. National needs a single point of contact from each state for reporting, media referrals, sponsor referrals and Congressional outreach.

**ACTION ITEM:** Each state will email Perrin Lieberman (email: [plieberman@nrc-recycle.org](mailto:plieberman@nrc-recycle.org)) confirmation of their single point-of-contact.

2. Implement systems to track effectiveness of email blasts.

**Recommendations:**

Minnesota recommends Constant Contact. NRC uses iContact.

**For more information:**

<http://www.ConstantContact.com>

<http://www.iContact.com>

**For reviews of these and other email marketing service offerings:**

<http://email-marketing-service-review.toptenreviews.com/>

3. Implement systems to effectively track and monitor web traffic on states' websites.

**Recommendations:**

NRC uses Google's FREE Google Analytics Software for in-depth tracking of website traffic.

**For more information:**

<http://www.google.com/analytics/>

4. Create and Online State Measurement Form to enhance convenience.

5. Re-institute affidavit for paper pledges.

B. Enhancing the ARD Tool Kit

1. Divide each section of the tool kit for easy distribution and download.

**ACTION ITEM:** NRC to change formatting.

2. Add tips on how to organize a green event.

**ACTION ITEM:** NRC will add green meetings resources to toolkit.

3. Add information on how to maximize email campaigns and information on online service options (referenced above).

**ACTION ITEM:** NRC to execute.

4. Include information on Google Analytics and how to utilize.

**ACTION ITEM:** NRC to execute.

5. Suggestions for additional materials/resources for State Coordinators:

- Adapt ARD logo and artwork resolution so coordinators can print a larger variety of ARD materials: banners, etc.

**ACTION ITEM:** NRC to execute.

- Provide National ARD sponsor logos for download for coordinators.

**ACTION ITEM:** NRC to execute.

- Re-establish merchandise licensing for ARD promotional materials. Explore online fulfillment possibilities.

**ACTION ITEM:** NRC to execute.

- Develop resources for school events:
  1. Create Pledge form for kids.
  2. Create a page on ARD site with ideas for kids activities and curriculum.

**ACTION ITEM:** State coordinators to send Perrin Lieberman (email: [plieberman@nrc-recycle.org](mailto:plieberman@nrc-recycle.org)) online resources for compilation on webpage.

- Develop web page for State Coordinators on ARD site compiling 'case studies' and ideas submitted by coordinators.

**ACTION ITEM:** State coordinators to send Perrin Lieberman (email: [plieberman@nrc-recycle.org](mailto:plieberman@nrc-recycle.org)) their ideas and case studies for compilation on webpage.

C. Other suggestions/action items:

**ACTION ITEM:** NRC to forward lists of Senate and House Recycling Caucus members.

- Explore the possibility of crafting an ordinance that each state could work on passing (i.e. making recycling available at special events)
- Consider national You Tube ARD competition.

D. ARD Timeline Considerations:

- Theme (if it is determined there will be one) should be established and available by the end of the 1<sup>st</sup> Quarter.

- Collateral materials should be available by the end of the 2<sup>nd</sup> Quarter.
- Need to determine a date for setting up a training conference call for new ARD coordinators.
- Email blasts should begin early in the 3<sup>rd</sup> Quarter.