

Messy Messaging:

Maximizing Impact Through Myriad Media

RFT Winter Summit
Jan. 25, 2017

Becky Robinson
Willie Puz

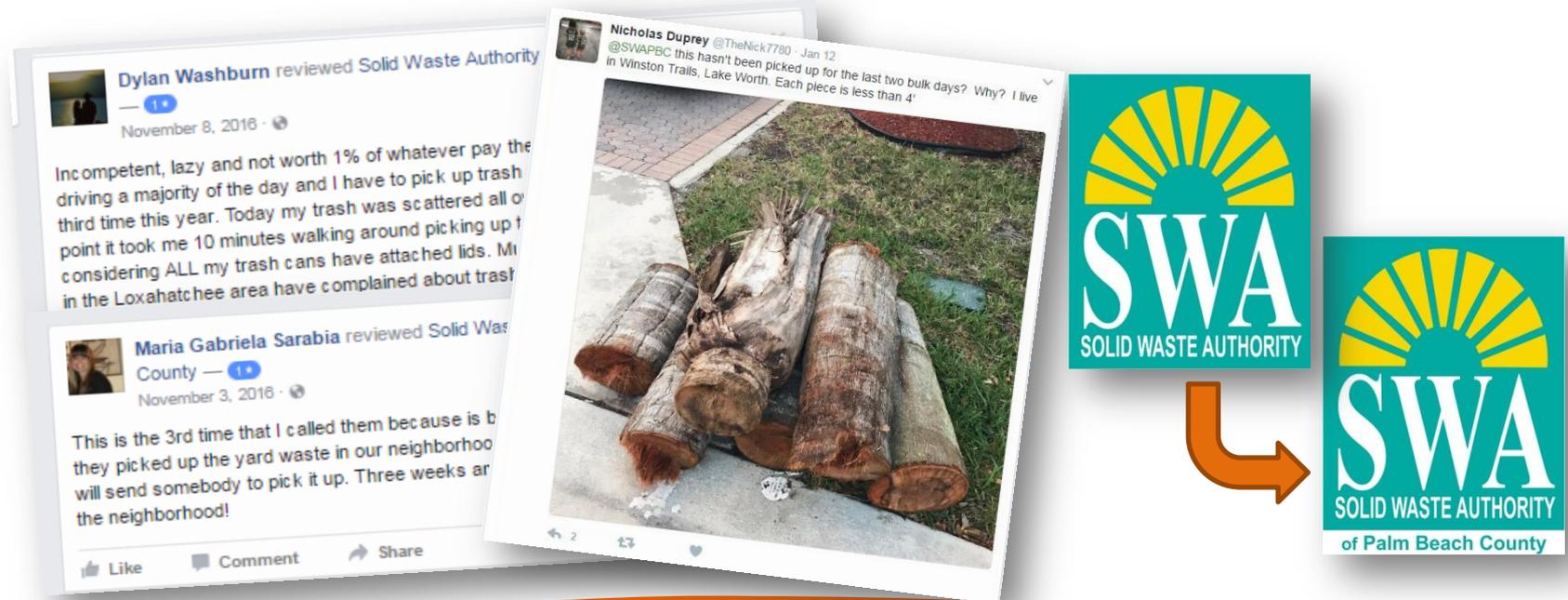
About the SWA

- Government agency
- Celebrating 42+ years of service to 1.4M residents of Palm Beach County
- Responsible for collection in unincorporated PBC and disposal of countywide waste and recyclables
- Integrated Solid Waste Management System:
 - 2 renewable energy facilities
 - Landfill
 - 6 transfer stations
 - 7 Home Chemical and Recycling Centers
 - Recovered Materials Processing Facility
 - Biosolids Processing Facility



Branding Issues

- Confusion with private haulers
- Blamed for poor curbside service



Why Engage with Residents?

- We have become multi-screen families
 - Smart phones outnumber PCs (according to Business Insider)



Willie Puz

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Two Main Messages: Dual Stream Recycling



SWA
SOLID WASTE AUTHORITY
www.SWA.org

RECYCLE

Right
Every Day

YELLOW GETS

- ALL CARDBOARD
- DRY FOOD BOXES
- MAGAZINES
- NEWSPAPERS
- PAPER BAGS
- SCHOOL/OFFICE PAPER
- TISSUE BOXES
- TELEPHONE BOOKS
- UNWANTED MAIL

BLUE GETS

- ALUMINUM CANS
- DRINK BOXES
- GLASS BOTTLES AND JARS (ALL)
- MILK/JUICE CARTONS
- PLASTIC CONTAINERS (#1 - #7)
- STEEL CANS

Follow US on Social Media
f | in | You Tube | p | o

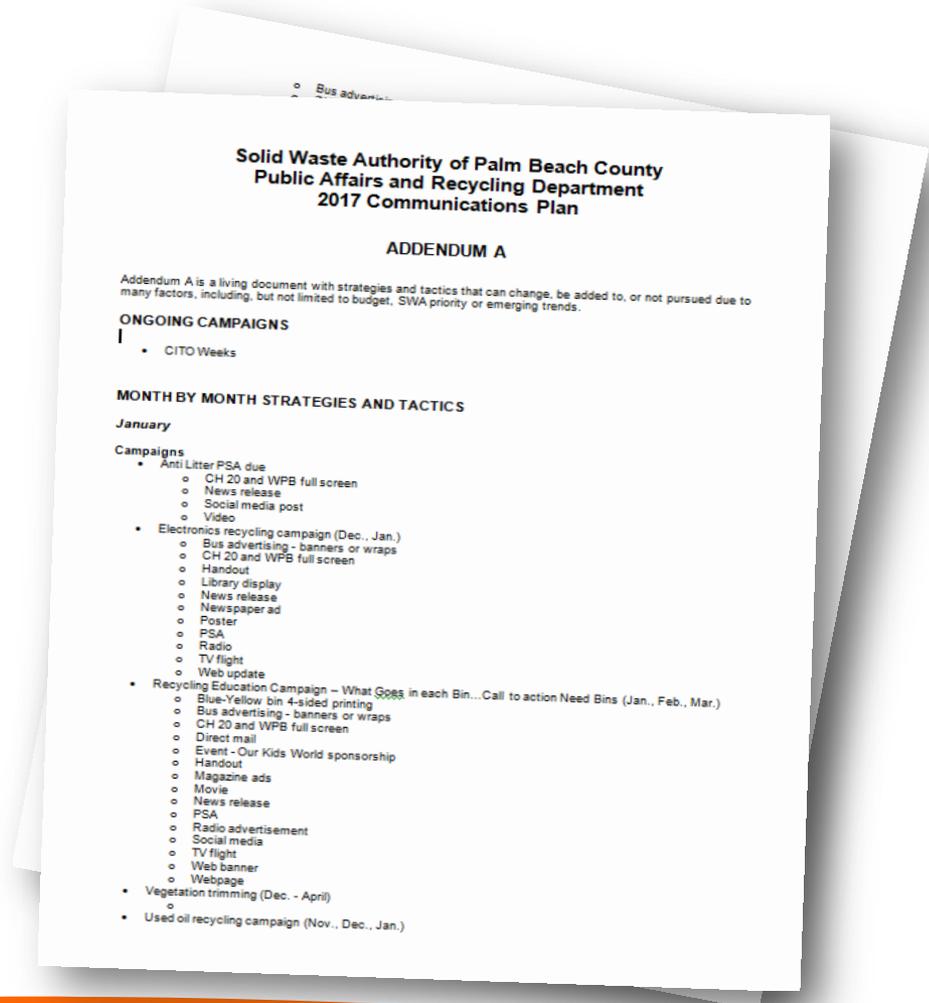
For Recycling Bins, Call 866-NEW-BINS
Solid Waste Authority of Palm Beach County - 7501 N. Jog Road, West Palm Beach, FL 33412

Two Main Messages: Home Chemical Recycling

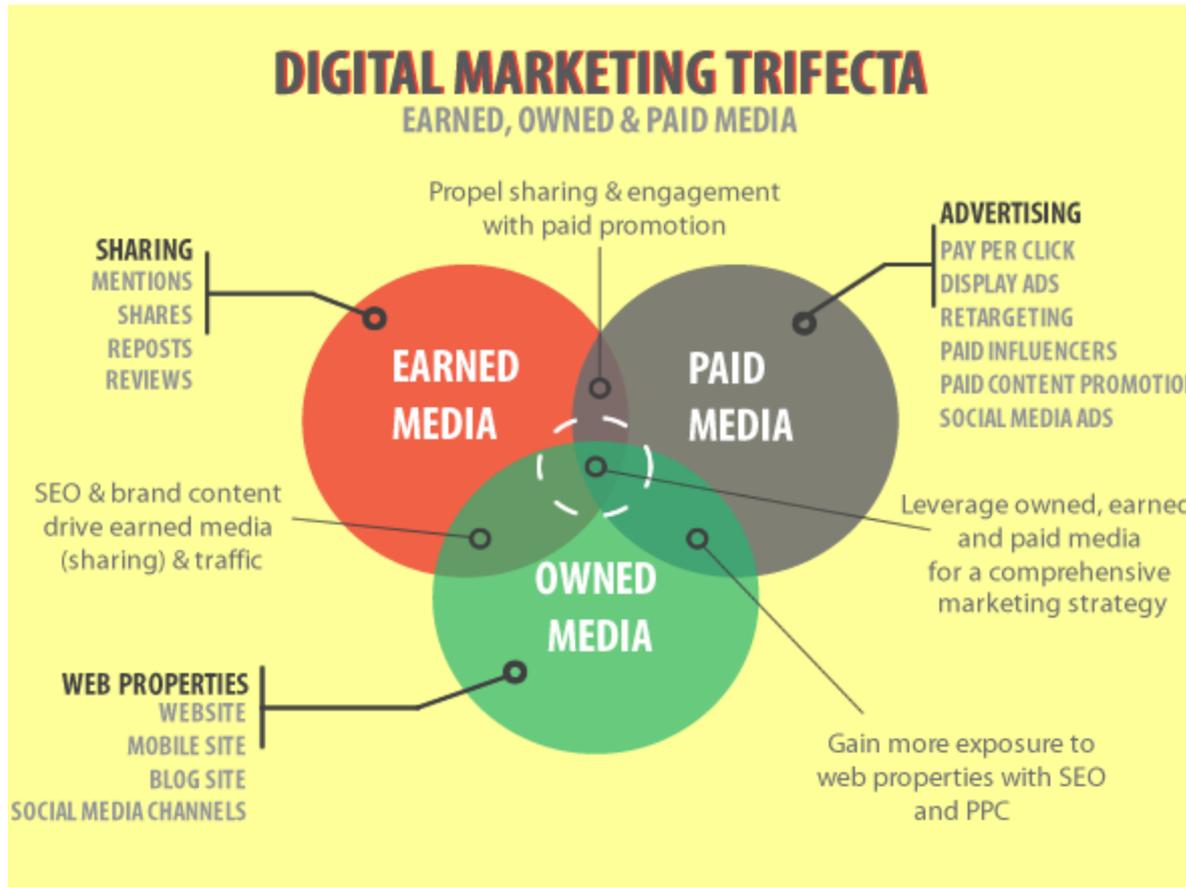


Communication Plan

- There wasn't one prior to 2014
- Focused on possible messages by month
- Focused on what media outlets would be the best delivery mechanism
- Then, the media sales reps started calling



Communication Plan



Paid
Media

Owned
Media

Earned
Media

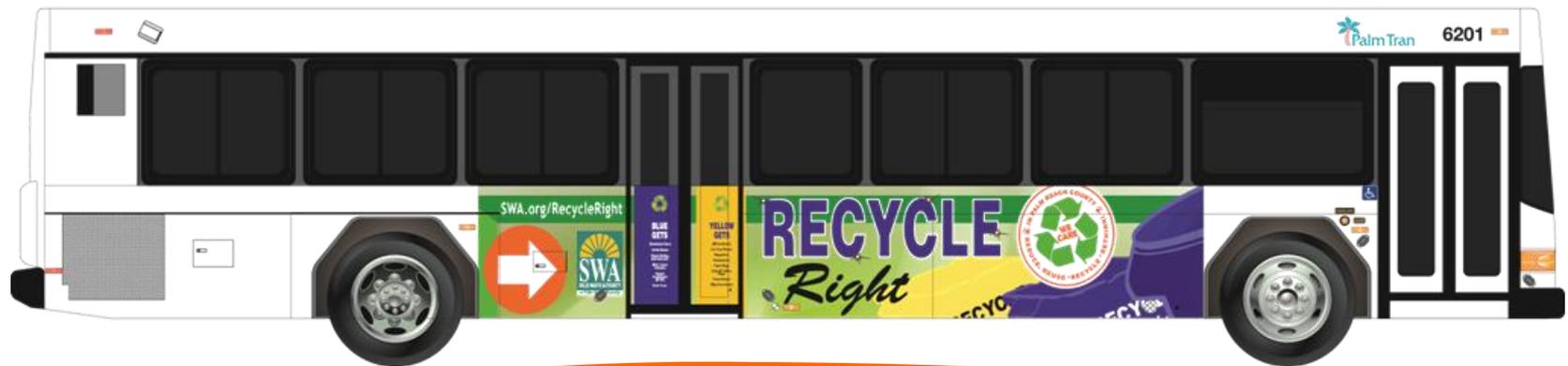
Communication Plan

- Monthly hazardous waste messages
- Ongoing recycling messages
- April 5K and open house
- November America Recycles Day open house



Paid Media - Foundation

- Equal budgets for competitors
- Communicate budget and needs, allow reps to pitch plans
- When possible, track analytics using owned methods





Paid Media - Budget

Hurricane Retainers/Trim Today:
5 TV Stations, Cable
Media Buys - Agency Wide
PBC Channel 20 - SWA Board Meetings
Television:
Channels 5, 12, 25, 29, PBS & Comcast
Radio:
Clearchannel, Alpha Media, Good Karma/ESPN, JVC Radio, Legends
Print
Palm Beach Post
Various other weekly/monthly print media
Bus Wrap
PalmTran (Lamar Advertising)
Bus Shelters
Bus shelters (CBS Outdoor)
Billboard
Clearchannel Outdoor
Movie Screen
ScreenVision
Public Events/Stadiums/Outdoor Venues

Paid Media - Examples

- Television - <https://www.youtube.com/user/SolidWasteAuthority>



Paid Media - Examples

- Social media

	A	B	C	D	E	F	G	H	I	J
1	December 2016 Facebook Reporting									
2	GOALS: Branding / Increase Recycling in PB County									
3										
4	OVERVIEW									
5	Reporting Starts	Reporting Ends	Ad Set	Results	Result Indicator	Reach	Frequency	Ends	Starts	Clicks (All)
6	2016-12-01	2016-12-31	WPB Female - W - 18-55	1780	actions:link_click	13912	5.752588	2017-05-15	2016-11-02	1969
7										
8										
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27										
28										
29										
30	Original Ad					A/B Test Ad				
31	Reach	13,168			Reach	3,726				
32	Clicks (All)	1,582			Clicks (All)	309				
33	CTR (All)	2.36%			CTR (All)	2.88%				
34	Impressions	66,992			Impressions	10,738				
35	Link Clicks	1,401			Link Clicks	300				
36	CTR (Link)	2.09%			CTR (Link)	2.79%				
37	Relevance Score	5			Relevance Score	4				
38										

Paid Media - Examples

- Bus shelters



Paid Media - Examples

- Radio 



Paid Media - Examples

- Print

Recycle Moving Extras Here

Pesticides **Old Paint** **Computers/ Monitors** **Propane Tanks**

HCRC
Home Chemical and Recycling Centers

Learn More! www.SWA.org/HCRC

*Residential disposal only. For commercial disposal, call 561-687-1100.

Free Disposal! *For PBC residents only

NO Expiration SUPER COUPON
Dispose of old electronics and your used cooking oil...

Televisions Computers, Laptops and Printers Cell Phones Computer Monitors

Good For unlimited visits to any of the SWA's 7 Home Chemical and Recycling Centers

NO Expiration SUPER COUPON
Dispose of mercury containing devices...

Mercury Thermostats Mercury Thermometers CFL Bulbs Fluorescent Bulbs

Good For unlimited visits to any of the SWA's 7 Home Chemical and Recycling Centers

NO Expiration SUPER COUPON
Dispose of pesticides, pool chemicals & propane tanks...

Pesticides Pool Chemicals Propane Tanks

Good For unlimited visits to any of the SWA's 7 Home Chemical and Recycling Centers

NO Expiration SUPER COUPON
Dispose of old batteries...

Lithium Batteries Ni-Cad Batteries Power Tool Batteries

Good For unlimited visits to any of the SWA's 7 Home Chemical and Recycling Centers

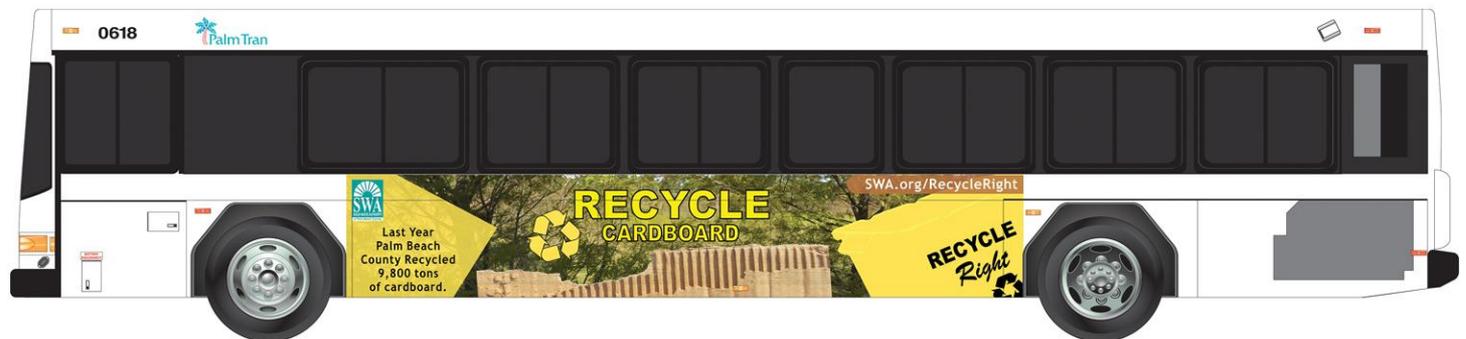
Paid Media - Examples

- Web



Paid Media - Examples

- Bus ads



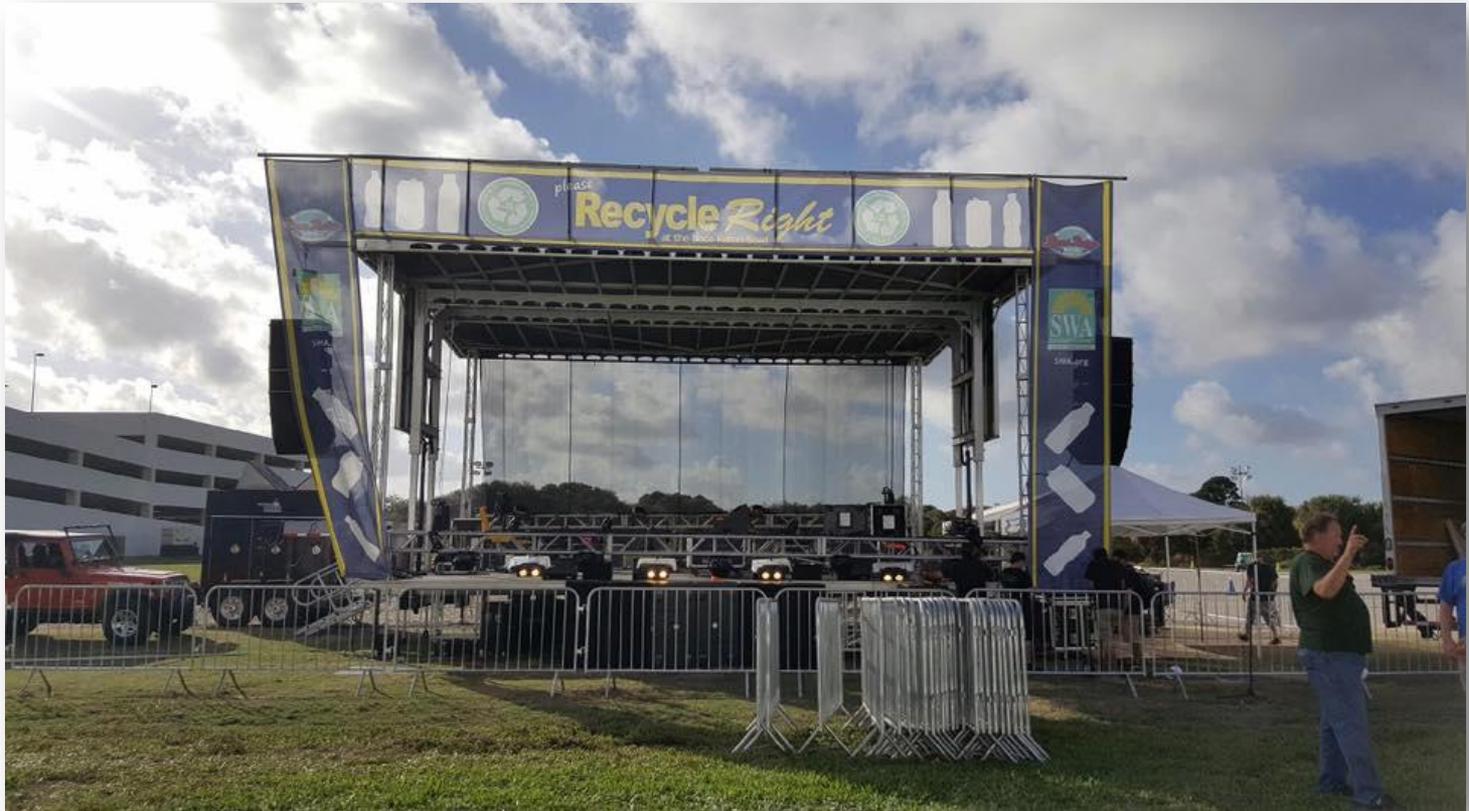
Paid Media - Examples

- Billboards



Paid Media - Examples

- Stadium signage



Paid Media - Examples

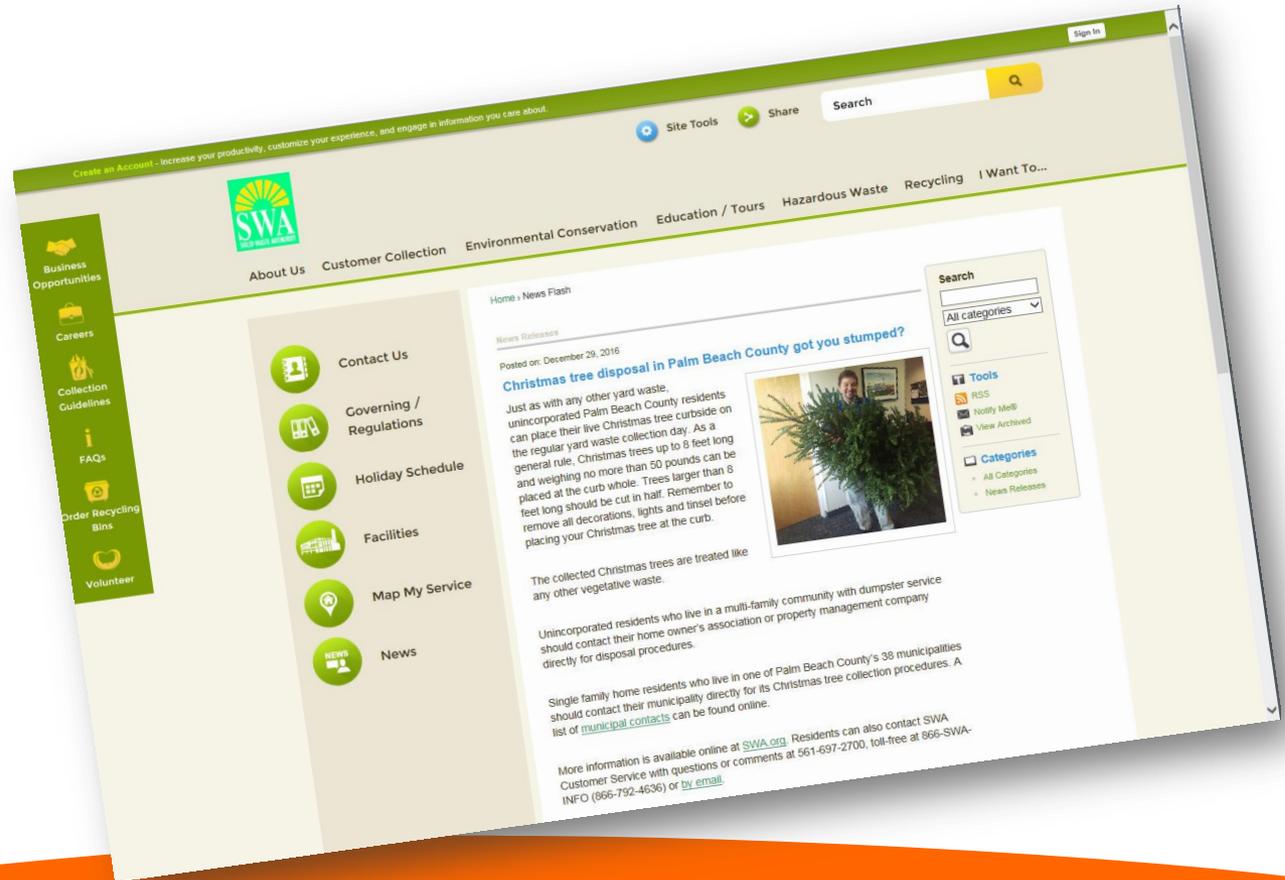
- Events





Owned Media

Website - Social Media - eNewsletter



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Website

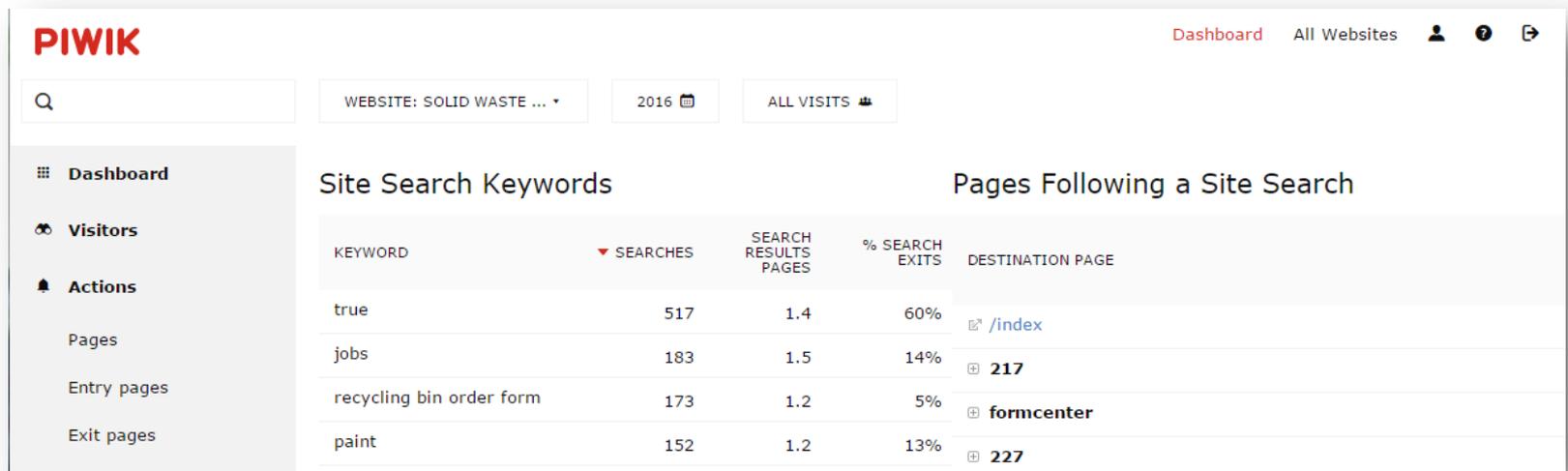
- Internal ownership of website transitioned from IT to Public Affairs
- Much-needed redesign in 2015 with input from all departments



SWA.org

Website

- CivicPlus - vendor and content management system
- Revision in 2017 using hard data to streamline interface



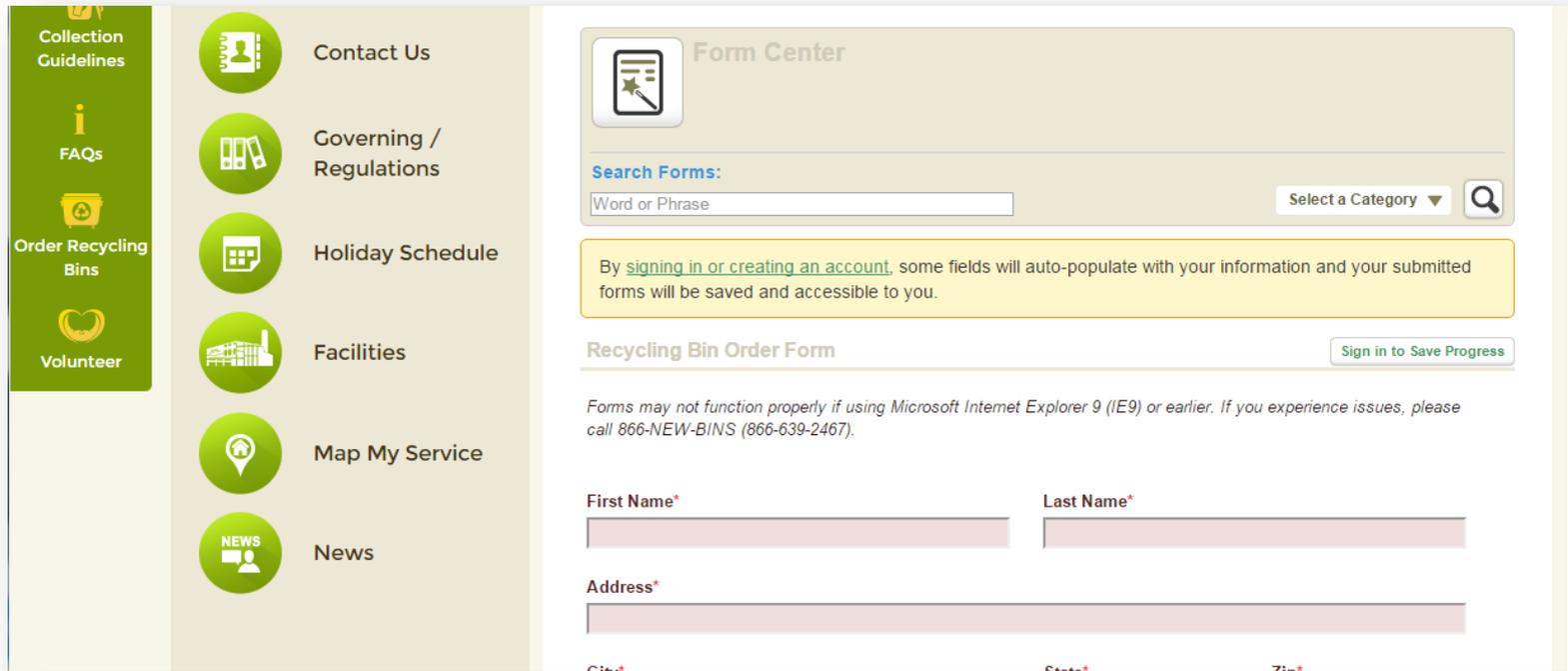
PIWIK Dashboard All Websites   

Q WEBSITE: SOLID WASTE ... 2016 ALL VISITS

Site Search Keywords				Pages Following a Site Search	
KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS	DESTINATION PAGE	
true	517	1.4	60%	/index	
jobs	183	1.5	14%	217	
recycling bin order form	173	1.2	5%	formcenter	
paint	152	1.2	13%	227	

Website

- Main page slideshow fluidity
- Alerts capability for news items
- Forms, calendars, bids



The screenshot displays the SWA website interface. On the left is a vertical green navigation menu with icons and text for: Collection Guidelines, FAQs, Order Recycling Bins, and Volunteer. The main content area features a 'Form Center' section with a search bar labeled 'Search Forms:' containing a text input field for 'Word or Phrase' and a 'Select a Category' dropdown menu. Below the search bar is a yellow informational box stating: 'By [signing in or creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.' The 'Recycling Bin Order Form' is visible, including a 'Sign in to Save Progress' button and a disclaimer: 'Forms may not function properly if using Microsoft Internet Explorer 9 (IE9) or earlier. If you experience issues, please call 866-NEW-BINS (866-639-2467).' The form includes input fields for 'First Name*', 'Last Name*', and 'Address*'. At the bottom, 'City*', 'State*', and 'Zip*' labels are partially visible.

Social Media

- Historically managed by a team across departments
- Coming under more cohesive management after hiring new position
- Facebook, LinkedIn, Twitter, Pinterest, Instagram, YouTube



Social Media

- Factual updates
 - Job postings
 - Service issues
- Education
 - Live tours
 - Event promo/photos
- Humor
 - Memes
 - Cartoons
 - Recycling Hall of Shame



Social Media



Social Media



**GARBAGE AS FUEL?
YEP, IT'S THE FUTURE**





eNewsletter

- MailChimp
- Distribution of 8,300+
- Monthly with special messages
- Internal info focused
- Messages from other county agencies

Thank you for your interest in recycling. Stay subscribed for tips, events and info. Or, [opt-out here](#).

[View this email in your browser](#)



In this issue...

November 2016



*Free paper
shred
tomorrow*
Celebrate America

Earned media

- Media
- Word of mouth
- Industry articles
- Viral media
- SEO



Successes

- Overall 40% drop in contamination in incoming recyclables
 - But there was an added effort to help make this happen
- Great increase in use of Home Chemical and Recycling Centers
 - FY 13 - 2.8 million pounds
 - FY 14 - 3.0 million pounds
 - FY 15 - 3.2 million pounds
 - FY 16 - 3.6 million pounds

Where are we headed

- Standardize event recycling, which is tied to our solicited sponsorships



Questions?

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