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

What’s BIG & BLUE
and coming soon to a curb near you?
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

CARTS ARE ROLLING!
WELCOME PACKET

• HTTP://WWW.GREENVILLESC.GOV/286/RECYCLING-IN-GREENVILLE
PRESS RELEASE AND RIBBON CUTTING CEREMONY ....
CONTINUED......
PHASE 4 .... THANK YOU CAMPAIGN

• THANKING OUR RESIDENTS FOR BEING “ALL IN”

• ONGOING EDUCATION
  • RADIO CAMPAIGNS
  • BILLBOARDS
  • AD’S

KEEP UP THE GOOD WORK, GREENVILLE!
11% Tonnage Increase Without Glass (July and August)
POST EDUCATION

BEHAVIOR MODIFICATIONS
QUESTIONS?

THANK YOU
CONTACT US

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