

North Central Texas Council of Governments

AGENDA

Recycle Roundtable

Wednesday, July 27, 2022

1:30 p.m. – 3:30 p.m.

Virtual - Microsoft Teams

[Link to Join Meeting](#)

Optional Call-in Number: 1-903-508-4574

Conference ID: 953 952 086#

1. Welcome and Introductions.

PRESENTATION

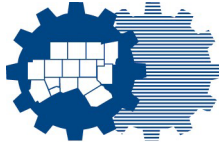
2. Three Toolkits to Leverage for Your Litter Cleanup Events and Programs.

Crysta Guzman, Environment and Development Planner II, NCTCOG, will discuss the litter cleanup toolkits developed as part of NCTCOG's Trash Free Texas project. First, she will provide an overview of the [Community Cleanup Challenge Toolkit](#) and the [Local Government Trash Reduction and Education Toolkit](#). Then, details will be provided on the soon-to-be-available, Recreational Cleanup Toolkit, which provides resources to assist communities and other entities interested in litter cleanup events that include a recreational component.

DISCUSSION

3. *Know What to Throw (KWTT)* Campaign Discussion.

- a. **MVPs (Most Valuable Posts).** NCTCOG will present the social media posts that resonated the most with our regional audience over the past quarter.
- b. **NCTCOG's Regionwide Promotion of the *KWTT* Campaign in Fall 2022 and Winter 2023.** This is an excellent opportunity for communities to leverage the influx of *KWTT* messaging and either share *KWTT* campaign deliverables or related content through your own websites, social media, newsletters, etc.
- c. **Working Group Sessions.** Attendees will be randomly divided into small working groups for 10 minutes. Attendees will provide ideas for *KWTT* social media posts for August and September. After the working group session, attendees will come together as a whole group to share.
 - August *KWTT* Posts – Do recycle plastic bottles, aluminum cans, and glass bottles. Do NOT recycle plastic bags
 - September *KWTT* Posts – Do recycle paper. Do NOT recycle takeout containers, plastic utensils, and plastic bags.



North Central Texas Council of Governments

4. NCTCOG Updates.

- a. **NCTCOG's Trash Free Texas Project.** Follow and share posts from Trash Free Texas on [Facebook](#), [Instagram](#), and [Twitter](#)! Also, toolkits for communities and restaurants to assist in reducing single-use plastics are in development and will be ready for your input in the fall. More details to come at the next meeting.
- b. **State of Texas Alliance for Recycling's (STAR) Two-Page Summary and Recommendations Regarding the Texas Recycling Market Development Plan.** STAR's document can be found [here](#) and is a useful, quick-read summary of this plan.

5. **Roundtable.** The Recycle Roundtable may share what is happening regarding recycling in their communities.

6. **Future Agenda Items and Request for Presentations.** The Recycle Roundtable may suggest future agenda items and NCTCOG will request presentation topics for the next meeting.

7. **Schedule for the Next Meeting.** The next meeting is scheduled for **Thursday, October 20, 2022, at 1:30 p.m.** The Recycle Roundtable will be asked for their input on whether this meeting should be virtual or in-person.

8. Adjournment.

If you have any questions regarding the meeting or agenda items, please contact Elena Berg by phone at (817) 608-2363, or by email at eberg@nctcog.org.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Liliana Sheppard by phone at (817) 695-9231 or by email at lsheppard@nctcog.org, 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.