



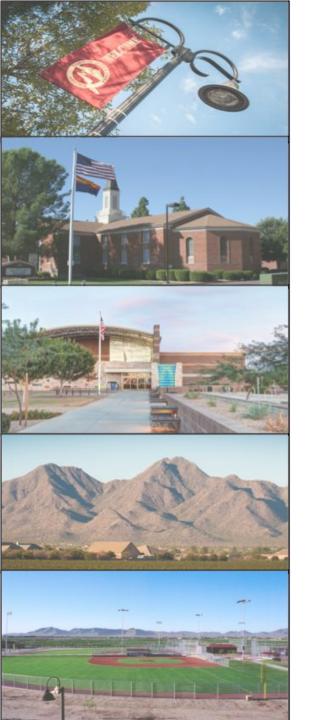
# AZRC RECYCLING EXCELLENCE AWARD

Ramona Simpson

Environmental Programs Manager

Nov. 7, 2018





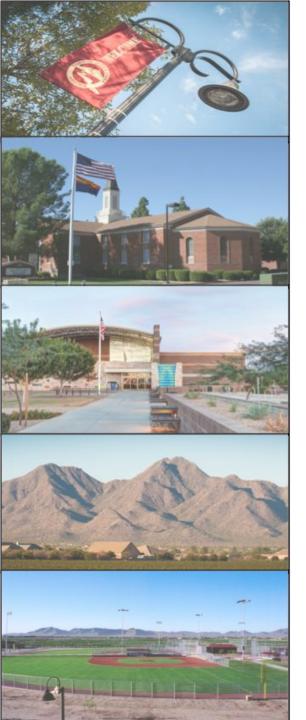
## GOALS FOR THE CAMPAIGNS

- **Engaging messages**
- Increase resident awareness
- Decrease contamination in recycling
- Social media and Town website



QueenCreek.org/ShutYourLid





#### CAMPAIGN ELEMENTS

- Logos
- Banners
- Flyers
- •E-news
- Videos
- Social Media

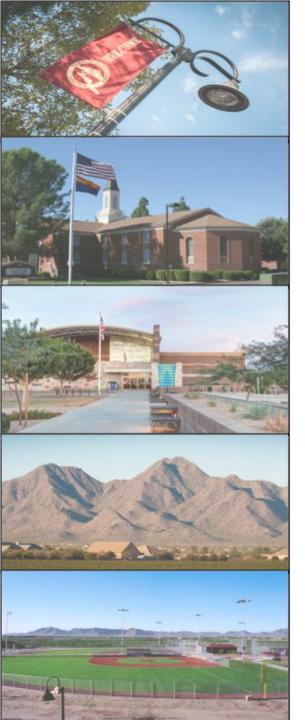










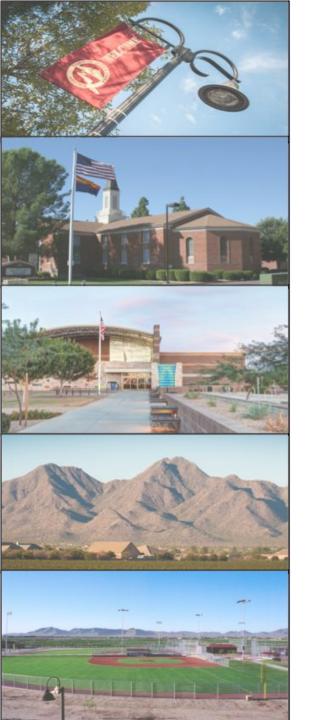


### RESULTS

- Increased attendance at recycling drop-off events
- Recycling contamination down to 8% in 2018 from 19% in 2016
- Increase awareness of Household Hazardous
  Waste voucher program
- Increased awareness on social media







## RECYCLING EXCELLENCE AWARD



