

SOLID WASTE & RECYCLING INITIATIVES

IOWA GREENLIST MARKETING CAMPAIGN

This past fall the Iowa DNR completed a marketing campaign promoting the Iowa Greenlist to the Cedar Rapids area. The Iowa Greenlist is a website that features a searchable database that allows the public and businesses to find local recycling and reuse opportunities.

The campaign ran the entire month of November and used several types of media to promote the Greenlist including digital billboard ads, post-it notes on the front of the Cedar Rapids Gazette, a web banner ad placed on the KCRG weather website, radio ads placed on IPR east, television ads placed with local cable provider Mediacom in Cedar Rapids and a mailing of postcards to targeted neighborhoods in the area.

The proposal aimed to measure the effectiveness of the campaign by tracking searches on www.iagreenlist.com. Previous months averaged 50 searches on the Iowa Greenlist, but the November campaign caused the amount to jump to nearly 650 searches. The top three searched items in November were televisions, electronics and tires. Most searches originated in Cedar Rapids, but the campaign also registered with neighboring communities (see chart at right).

The campaign's success will be used to evaluate and develop future opportunities to promote the Iowa Greenlist across the state.



CEDAR RAPIDS-AREA SEARCHES

Anamosa	15
Blairstown	1
Cedar Falls	11
Cedar Rapids	115
Center Pointe	6
Delhi	7
Ely	5
Grinnell	1
Iowa City	21
Johnston	20
Manchester	8
Maquoketa	13
Marion	12
Marshalltown	15
Monticello	8
Mount Auburn	1
Mt Pleasant	7
Muscatine	1
New Hartford	1
North Liberty	4
Oelwein	11
Palo	2
Strawberry Point	3
Swisher	6
Vinton	3
Williamsburg	3

Left: The creative concept for the Iowa Greenlist campaign included the catchphrase "Set Your Junk Free!" accompanied by silhouettes of various materials that can be searched for and recycled via the Greenlist.

SWA MARKETING WORKSHOP

The DNR's FABAs Section will be hosting a Marketing Workshop for Solid Waste Agencies on January 23 in Des Moines. The workshop will be focused on solid waste marketing related to services including recycling, composting, household hazardous material collection, and more.

Topics covered include:

- How to develop the steps/processes for creating a Solid Waste Agency (SWA) comprehensive marketing plan
- Branding your agency, or working with your current brand to increase public awareness
- Identify your audience and ensure your message is reaching your audience
- Ensuring your message is being delivered in the most cost effective manner
- Measuring the effectiveness of your public awareness message

The workshop content and delivery will be provided by ME & V, a successful Iowa-based marketing and public relations company with offices in Cedar Falls, Cedar Rapids and Des Moines. Attendees will leave with a personalized plan and outline for immediate and multi-year marketing needs.

Registrations are still being accepted! To download the form, go to www.iowadnr.gov/p2 and click on the "P2 Workshops & Conf." link; completed registration forms must be emailed to Kathleen.Hennings@dnr.iowa.gov as soon as possible.

WE RECYCLE BUILDINGS, TOO!

Add one more thing to the list that central Iowa's Metro Hazardous Waste Drop-Off team recycles: buildings. A Haz-Store building, previously used at the Metro Hazardous Waste Drop-Off, is now serving the Newton Landfill.

FOR MORE INFORMATION

To learn more about FABAs' solid waste and recycling initiatives, go to www.iowadnr.gov/FABA

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The Newton Landfill recently underwent a managerial change and wanted to improve the appearance of the landfill, but new Haz-Store buildings cost nearly \$30,000. Luckily that cost was avoided by reusing the existing Haz-Store building. The "new" building received a face-lift with a fresh coat of paint and offers more storage space, better spill containment and brighter lighting than the previous wood building that was showing signs of disrepair.

OLD BUILDING:



NEW BUILDING:

