

Program Overview
Coca-Cola “Recycle and Win – Bigger and Better”
May 20, 2010

Coca Cola Consolidated has approached the City with a proposal to conduct a second recycling promotional program throughout Mecklenburg County, similar to the “Recycle and Win” program that was conducted in 2009. As before, the intent of the program would be to educate and expand citizen participation in residential recycling.

Timing: October 4, 2010 through March 31, 2011 (6 months)

Market: All of Mecklenburg County, including the City of Charlotte, the towns and unincorporated areas.

Partners: Coca-Cola
Harris Teeter
FOX TV
Keep Mecklenburg Beautiful
City of Charlotte
Mecklenburg County

Policy Implications:

1. The proposed program would support the City’s Environment Focus Area Plan goal to increase annual recycling tonnage by 20% through single-stream recycling for single-family households;
2. The proposed program is consistent with the City Council’s adopted Sponsorship Policy.

Agreement:

With Environment Committee approval, Council will be asked to authorize the City Manager to execute a six month partnership agreement with Coca Cola Consolidated to implement the program. The City’s role in this partnership will be the same as in the previous “Recycle and Win” agreement, as follows:

- Provide input and approval of educational materials
- Maintain normal collection schedules
- Provide Coke with routing information to ensure equitable distribution of prizes
- Educate 311 representatives about the program so they can adequately respond to citizen calls

Costs:

There are no out-of-pocket costs to the City to participate as a partner in this program.

Communication Strategy:

The program will be explained and promoted in a variety of ways.

- Direct mailing sent to every single-family household. Includes program details and “Opt-In” sticker to be placed on citizen’s cart or bin
- Point of sale materials in Harris Teeter Stores
- Additional stickers available at Harris Teeter Stores
- Kick-off press conference
- Info on City, County and town web sites
- FOX TV television support and web site support
- Harris Teeter and Coca-Cola PR support

Program Details:

- Mailing will go out to all residences prior to start of program (Executed by Coca-cola and Red Moon Marketing)
- Mailing packet will include:
 - Resident “opt-in” process explanation
 - Easily detachable opt-in sticker to place on cart or bin. Citizens will be clearly advised that placement of the sticker on their cart or bin grants permission for Coke representatives to visually observe the contents of their recycling cart or bin to determine if the citizen has recycled correctly
 - Educational tips on proper recycling
 - Easily detachable sticker detailing what is and is not recyclable
 - Mechanics of the promotion , how to play and how to win
 - Information phone and internet numbers
 - Specific information explaining single-stream recycling
- Coca-Cola Toyota Prius will be used as “Prize Patrol” car
 - Rewrapped with updated promotional materials
 - Operated by Coca-Cola or Red Moon Marketing personnel
- FAQ lists will be developed and provided to the municipalities and 311
- All art work and promotional materials must be pre-approved by the City

Winner Selection Process:

- Winning carts or bins will be randomly selected by “Prize Patrol”
 - Visual inspection verifies proper recycling
 - Winners equitably distributed across City’s 5 collection zones (Total of approximately 175 winners in the City of Charlotte)
- Coca-Cola sends notification to the winner by US Mail. Explains process for receiving award
- Coca-Cola qualifies winner and mails gift card prize (\$100 Harris Teeter gift card)
- One winner per month is selected to have picture taken and to participate in promos
- Coke will provide regular updates on the number and locations of prize winners

Key Points:

- Timing of program reinforces the City's promotional efforts for implementation of Single-Stream recycling
- Provides no-cost recycling educational opportunities
- Complements the City's efforts to increase recycling tonnage by 20%
- The original "Recycle and Win" promotional program conducted in 2009, was well- managed and well-received by the citizens of Mecklenburg County
- The "Recycle and Win" promotional strategy has been embraced and implemented by other municipalities around the country
- Promotional program will run for 6 months, instead of 12 months, and the prize awards will be in the amount of \$100 instead of \$50
- City staff will provide monthly updates on recycling tonnage collected and any operational impacts resulting from the program
- The City or Coke will have the right to terminate the agreement if the other party breaches any term or condition of the agreement and fails to correct such breach within 14 days (same terms as the 2009 agreement)