

# Share Loop's Message

Municipal Resources

I love eating  
recyclables!



[FeedTheCart.org](http://FeedTheCart.org)

# Meet Loop!



He's a little cart with a BIG appetite for your recyclables. As a recycling cart, Loop knows just how great recycling is for the environment and the economy. He's ready to help Chicagoland with recycling, and he's looking for your help to spread his message. Don't feed the landfill- Feed the Cart!

Find out how your municipality can amplify his simple message to your residents in this guide.



# Feed the Cart Campaign

Feed the Cart is a collaborative, regional campaign aiming to get residents excited about recycling and educate the public to increase curbside recycling participation and decrease contamination.

This campaign pulls the expertise of four county agencies- DuPage, Kane, McHenry, and Will; two solid waste agencies- the Solid Waste Agency of Lake County and the Solid Waste Agency of Northern Cook County; the City of Chicago; and the resources awarded to the Metropolitan Mayors Caucus through an EPA grant.

The message of this campaign can only reach so far through these partners. Learn how you can help amplify Loop's message through the following channels:

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# Municipal Communications

We have developed downloadable resources municipalities can copy and paste into their communication channels. Find these on the Metropolitan Mayors Caucus REO webpage [here](#).

Add these to any of the following communication channels your municipality utilizes.



**Newsletters**



**Social Media**



**Municipal broadcasting channels**

**Find Loop on social media!**



**RecycleWithLoop**



**Loop The Cart**

# Invite Loop to Community Events

Loop loves meeting residents! If your community has any upcoming events with educational and vendor tables, invite him out. Educational materials brought to table include a tabletop wheel activity, flyers for adults, a photo-op with Loop, and educational handouts.

See what examples of events Loop has attended below!



**School resource fairs**



**Library events**



**Tree lightings**



**Senior resource fairs**



**Park district events**



**Public works open houses**



**And more!**

**Email Recycling Education & Outreach Specialist, Juliet Mathey, to bring Loop to your community!**



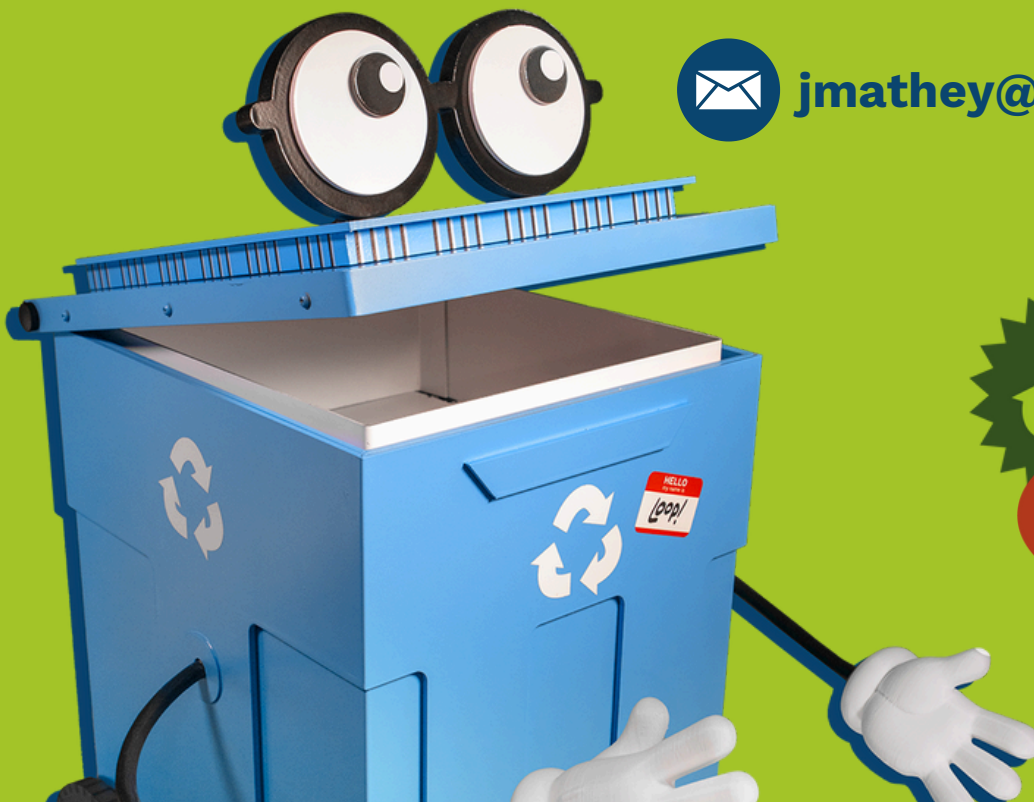
**[jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)**

# Municipal Advertising Channels

Does your community have avenues for advertising municipal resources? Is there space available for Loop to appear? Reach out!

Loop has appeared on municipal billboards and marquees, in community broadcasting channels, local radio stations, and community guides.

If your community has any similar opportunities for Loop's message to be amplified, reach out to Recycling Education & Outreach Specialist, Juliet Mathey. She can put your communication team in touch with the campaign's marketing firm.



[jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)





# Share Waste Hauler Data

Feed the Cart is guided by municipal recycling rates. This data can give the campaign insight into what communities need more resources and which communities have effective resources.

Use this checklist to see how your municipality can aid in sharing data.

## ***Does your municipality...***


### **→ Receive quarterly or annual data from contracted waste hauler?**

 *If yes, does your municipality...*


 *If no, does your municipality...*


### **→ Share data from waste hauler with your county?**

 *If yes, great!*

 *If no, make sure you know who your contact is and reach out.*

### **→ Request this data from your hauler in the contract?**

 *If yes, great! Follow up to request this data when it is available.*

 *If no, Feed the Cart can advise you on including this in future contracts.*

# Thank you for amplifying Loop's message!



**FeedTheCart.org**

Contact Juliet Mathey with any questions at [jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)