

# Share Loop's Message

## Municipal Resources

I love eating  
recyclables!



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

# Meet Loop!

HELLO  
my name is

**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 to get residents excited about recycling, increase curbside recycling participation, reduce confusion about recycling rules, and improve the quality of materials placed in the recycling cart.

This campaign pulls the expertise of four counties- 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; and the City of Chicago. Resources were awarded to the Metropolitan Mayors Caucus through a US 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:



1

**Municipal Communications**



2

**Inviting Loop to Community Events**



3

**Municipal Advertising Channels**



4

**Sharing Waste Hauler Data**

# 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. Please reach out early, as Loop's availability fills up quickly.

See what examples of events Loop has attended below!

 **School resource fairs**

 **Tree lightings**

 **Park district events**

 **Library events**

 **Senior resource fairs**

 **Public works open houses**

 **And more!**

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



**jmathey@mayorscaucus.org**

# Municipal Advertising Channels

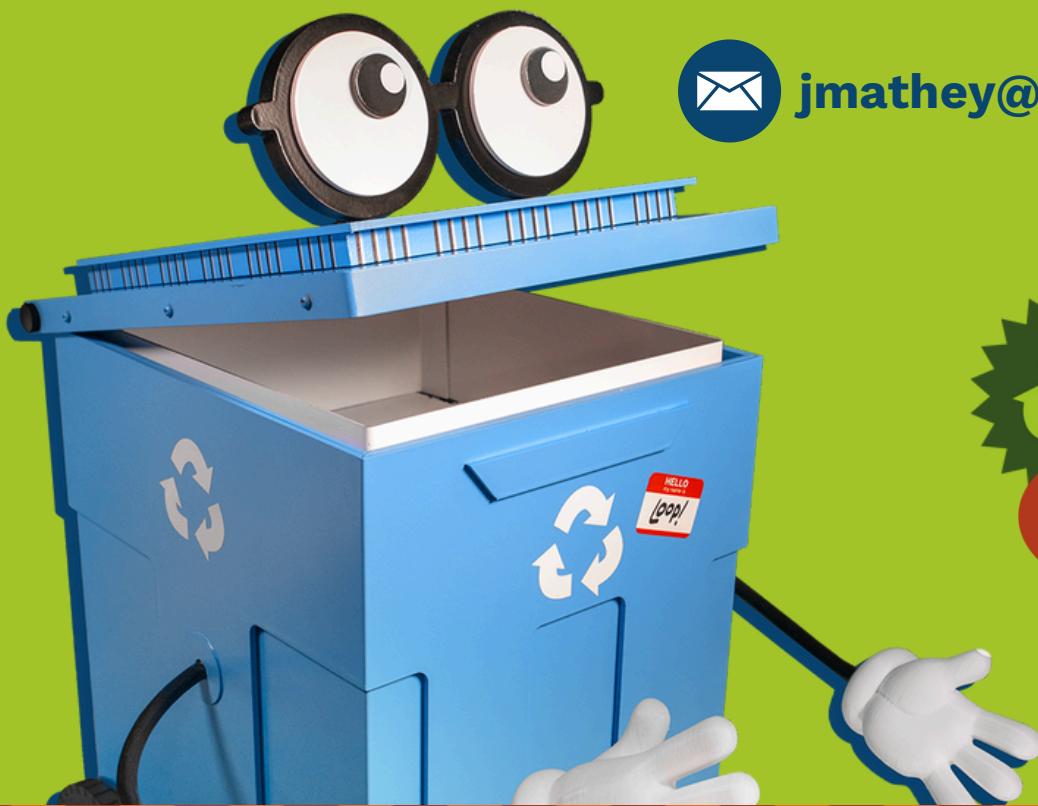
Does your community have avenues for advertising municipal resources? Is there space available for Loop to appear? Reach out!

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



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



# Share Waste Hauler Data

One of the main goals of Feed the Cart is to increase municipal recycling rates, especially among municipalities with lower rates than the regional average. These recycling data give the campaign insight into which communities could benefit most from additional curbside recycling resources.

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

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

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

✓ *If yes, does your municipality...*

✗ *If no, does your municipality...*

↳ **Share data from your hauler with its county?**

✓ *If yes, great!*

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

↳ **Require your hauler to report data in its contract?**

✓ *If yes, great! Be sure to get this data from your hauler on the contracted schedule.*

✗ *If no, contact Juliet for suggested language to include in your next contract.*

# Thank you for amplifying Loop's message!



Feed me  
more!



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

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