Addendum 5, June 20, 2025

BURNS McDONNELL

CITY OF JOPLIN

Recycling Education and Outreach Plan

Joplin REO Project

PROJECT NO. 177797

REVISION 0

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1.0 Recycling Education and Outreach Plan Overview

The City of Joplin (City) was awarded a Recycling Education and Outreach grant from the U.S. Environmental Protection Agency (EPA) to support efforts that increase public awareness and participation in recycling through targeted education, outreach and community engagement. Since receiving the grant, the City has launched a focused initiative to identify the barriers to recycling in the Joplin region. This report aims to present the findings from that research and outline this strategic Recycling Education and Outreach Plan (REO Plan) to implement a program designed to boost recycling rates across the community.

1.1 Goals & Objectives

The REO Plan is designed to educate and empower the City and surrounding communities to adopt best practices in recycling through strategic outreach and engagement. By encouraging shifts in local perceptions and behaviors, the REO Plan seeks to make recycling a normalized routine and valued part of daily life, ultimately increasing participation and improving recycling outcomes across the region.

To achieve this vision, the REO Plan is guided by key objectives:

- Inform the public about residential or community recycling programs.
- Provide information about the recycled materials that are accepted as part of a residential or community recycling program that provides for the separate collection of residential solid waste from recycled material.
- Increase collection rates and decrease contamination in residential and community recycling programs.

1.2 How to Read this Plan

This REO Plan is organized into 11 sections, including this section, and appendices. Sections of the REO Plan are listed in Table 1-1.

Table 1-1: REO Plan Overview

Section	Title	Description
1.0	Recycling Education and Outreach Overview	Describes the overview, goals and objectives that guide the REO Plan.
2.0	Current State of Recycling and Yard Waste Diversion	Describes the state of recycling and yard waste, including generation, disposal, diversion rates and demographics.
3.0	Formative Research	Summarizes research and insights that informed the REO Plan, including best practices and case studies.
4.0	Community Input	Presents community engagement activities and results that identified local recycling behaviors, barriers and motivators through events and outreach.
5.0	Audience Identification	Identifies audience characteristics based on research and community input results.
6.0	Key Messaging	Outlines the development of key messaging to promote recycling.

7.0	Communication Strategy	Describes the communication strategy for sharing recycling messages, using research and input to engage and motivate diverse audiences.
8.0	Creative and Content Plan	Describes the creative and content plan to build awareness and engagement, emphasizing branding, accessibility and platform-specific strategies.
9.0	Budget	Describes a breakdown of financial resources needed to implement the REO Plan, aligning costs with outreach goals.
10.0	Schedule	Outlines the activities and timeline for implementation of the REO Plan.
11.0	Monitoring, Evaluation and Reporting	Outlines the framework for tracking, evaluating and reporting REO Plan efforts to aid data-driven improvements.
A	Community Survey Results	Summarizes key findings from community surveys that informed the REO Plan, highlight public attitudes, behaviors and priorities around recycling.
B	City of Joplin Brand Guide	Outlines branding standards to help with consistent, recognizable and effective communication across all REO Plan materials.

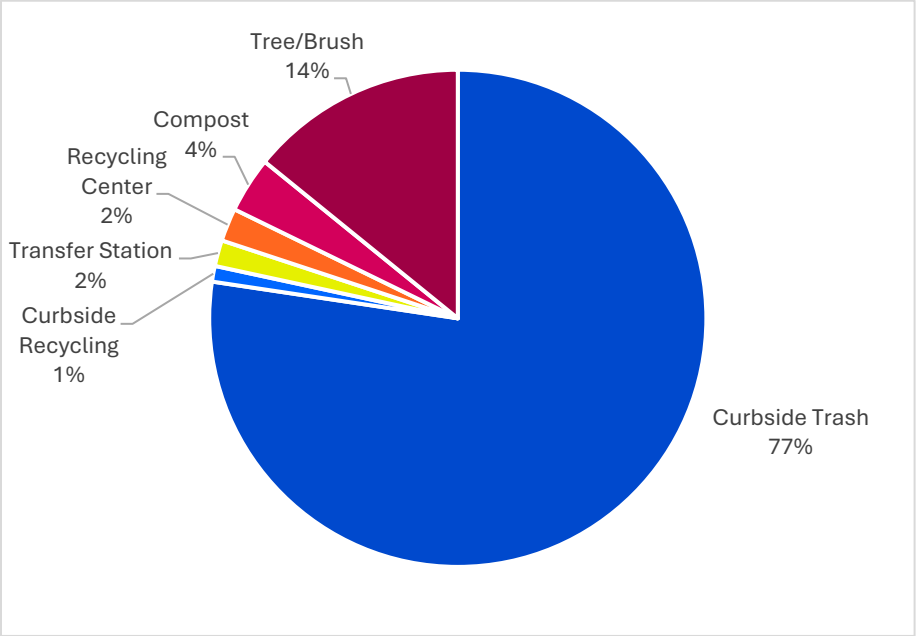
2.0 Current State of Recycling and Yard Waste Diversion

To effectively plan for the City's future materials management and education and outreach efforts, it is important to understand the current state of the recycling and yard waste diversion. This section describes the City's current material generation, including material disposed of and recycled or diverted and population demographics.

2.1 Generation and Diversion Rates

In 2023, City residents generated a total of approximately 24,700 tons of material. Of that material, 21 percent was diverted through recycling and composting efforts, and the remaining 79 percent was disposed of in the landfill (through curbside trash and the transfer station). The composition of residential municipal solid waste (MSW) generation in the City is shown in Figure 2-1.

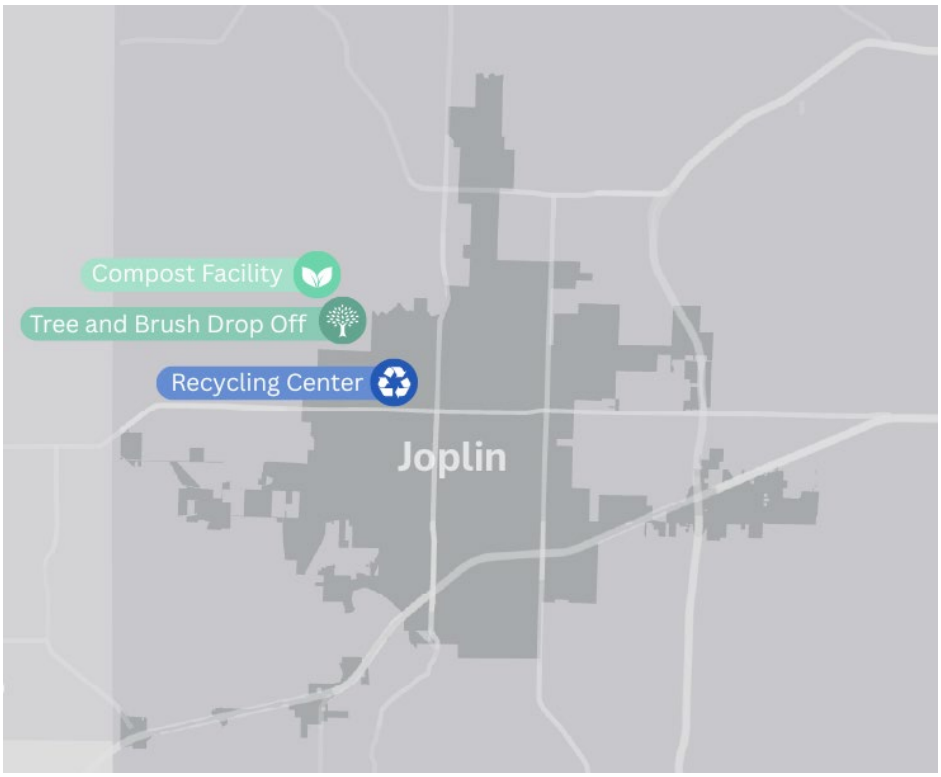
Figure 2-1: Residential MSW Generation, 2023



2.2 Available Recycling Methods

The City currently offers several options for the diversion of materials, including curbside recycling service to single-family residents, drop off recycling, tree and brush drop off, leaf drop off, and curbside leaf collection. Figure 2-2 shows the available drop-off facilities offered by the City.

Figure 2-2: Available Drop Off Locations



2.2.1 Curbside Recycling

The City currently contracts with Republic Services for residential curbside trash collection at a fixed rate for single-family residents. In addition to trash service, residents have the option to opt-in to curbside collection of recyclables for an additional monthly fee of $4.77. This service provides every-other-week collection of recyclables at the curb. Around 10 percent of residents subscribe to this add-on recycling service. This participation rate has remained steady for the past 5 years.

2.2.2 Drop Off Recycling

The City operates a community drop off Recycling Center located on 1310 West A Street which accepts recyclable materials from residents of McDonald, Newton, Jasper, Barton, and Vernon Counties. The Recycling Center accepts recyclables from participating residents at no cost, apart from a select few material types accepted for a small fee. Table 2-1 details accepted materials at the Recycling Center.

Table 2-1: Recycling Center Accepted Materials

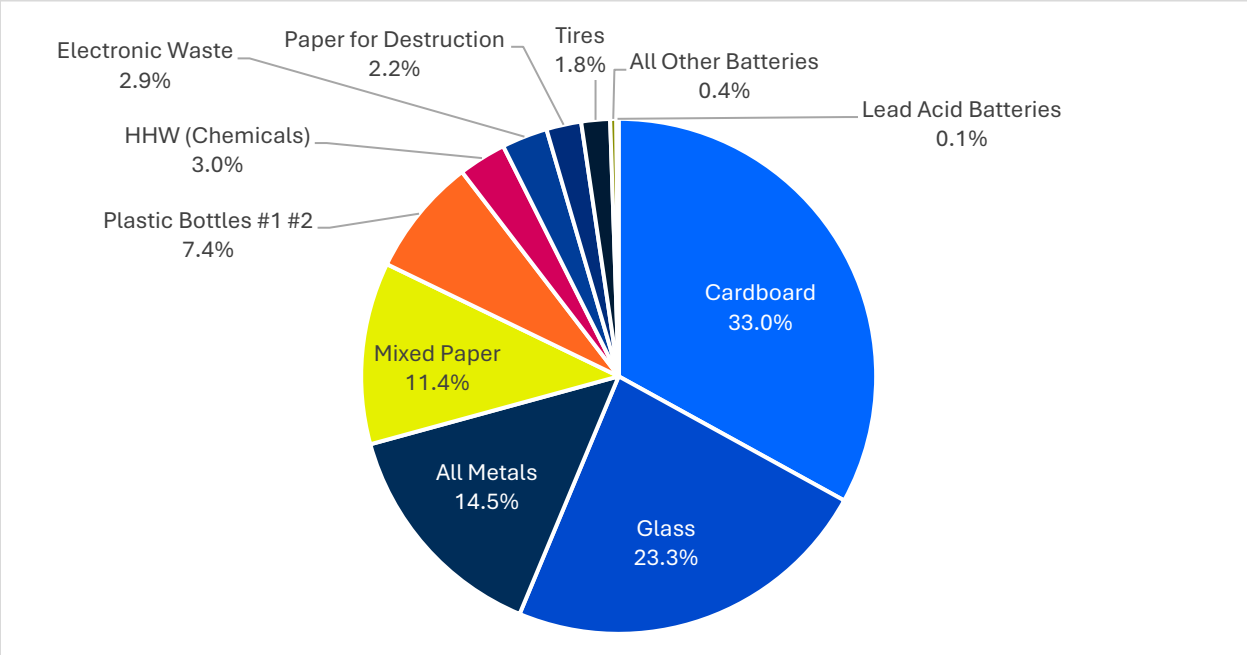
Cardboard	Steel	TVs[1]
Fiberboard	Tin	Monitors[1]
Newspaper	Nickel	Keyboards
White Paper	Printer Cartridges	Home Audio Equipment
Magazines	Cooking Oil	Stereos
Phone Books	Batteries	Speakers

Paper-Back Books	Rechargeable Batteries	Sound Bars
Plastic #1	Automotive Batteries	Electric Heaters
Plastic #2	Computers	Coffee Makers
Glass	Laptops	Appliances
Metal	iPads	Compressors
Aluminum	Tablets	Cords
Brass	Printers	Motor Oil[2]
Copper	Cell Phones	Old Gasoline[2]

1. *$10 fee to dispose.*
2. *Material must be in a pourable, leak-proof container. 3-gallon limit. Additional restrictions may apply.*

The Recycling Center accepted approximately 530 tons of material in 2023. Of that total tonnage, cardboard, glass, metals, mixed paper, and plastic bottles made up the majority of the Recycling Center's composition. Figure 2-3 presents the composition of material received at the Recycling Center in 2023. The Recycling Center does not track customer counts.

Figure 2-3: Recycling Center Material Composition (Tons), 2023



2.2.3 Tree and Brush Drop Off

The City operates a Tree and Brush Drop Off site located at 1702 Schifferdecker Avenue which is open monthly on the third Saturday and the preceding Friday of every month. The drop off site accepts tree limbs and trimmings from trees and shrubs at no cost to residents. Certain items are not accepted at this location, including railroad ties, treated wood or lumber, construction debris, metal or household items, leaves or grass clippings, tires, and appliances. In 2023, the site received around 3,500 tons of material.

2.2.4 Compost Facility

The City operates the Compost Facility, located on Eddy Lane, which accepts unbagged grass clippings and leaves from residents. Tree limbs and brush are not accepted at this facility. The City also provides a residential leaf pick-up program for three months out of the year, generally October through December. The Compost Facility is open year-round for drop-offs at no charge and compost is available for residents to pick up. In 2023, the facility received 895 tons of material.

2.3 Population Demographics

Demographic and socioeconomic indicators provide valuable insights for developing effective access and outreach strategies in this Plan. The following criteria were analyzed for this Plan: low income, limited English, persons with disability, and less than high school education. These criteria were evaluated based on data from U.S. Census block groups to inform equitable planning and engagement efforts.

The population of The City is approximately 52,000 living in around 21,200 households. The City has an unusually high percentage of renter-occupied households at 43 percent[1]. This high rental population creates challenges with education and outreach due to higher turnover rates than owner-occupied households.

Low Income. Low income means individuals whose household income is less than or equal to twice the federal poverty level. A significant portion of central Joplin is considered low income at 44 percent. Low-income residents are likely to be cost-sensitive to additional fees for services such as curbside recycling, which can influence their willingness or ability to participate in services such as curbside recycling.

Limited English. Limited English means the percent of households in which no one aged 14 and over speaks English 'very well' or speaks English only. In eastern Joplin, a small area – representing approximately one percent of the population- falls within the 95th to 100th percentile range for this indicator at the state level. While providing translated material, such as Spanish-language resources, is important, it may not be a primary need.

Persons with Disabilities. Persons with disabilities include the percentage of people with at least one of the following six types of disabilities: hearing, vision, cognitive, ambulatory, self-care, or independent living. Most people with disabilities reside in the central and western areas of the City. Approximately 19 percent of the City is considered to have some sort of disability, which exceeds state and national averages. This is an important consideration when planning community events or encouraging public participation, as accessibility and accommodations may influence engagement.

Less than High School Education. Less than high school education refers to individuals aged 25 and over with less than high school degree. Approximately 10 percent of City residents have less than a high school education, which is almost on par with state and national averages. While this indicator may not stand out statistically, it remains relevant when considering communication methods and outreach materials. Using clear, concise language with minimal technical jargon in all materials will help ensure that information is easily understood by all City residents.

[1] EPA Mapping Tool

2.4 City's Current State of Recycling Education and Outreach

Responsibilities for recycling public education and outreach fall under the City's Solid Waste Division within the Public Works Department. The City's messaging is focused on promoting participation in City programs and special events. General environmental services information is available on the City's website and Facebook page and periodically in the City's newsletter. The newsletter is not issued on a regular schedule, and environmental content is not consistently included. Additionally, the City occasionally hosts a table at the monthly "Third Thursday" community event—typically held from March through October—to promote recycling programs and engage directly with residents. The City responds to requests for presentations and tours of the Recycling Center, typically receiving a handful of such requests each year. The target audience for the City's outreach efforts include single-family and multifamily homes, with a focus on delivering specific event-related information rather than general recycling education and outreach.

In 2024, the City launched a new Marketing & Communications Department to support all departments in developing communication strategies and producing public-facing content. Since its formation, the department has introduced video content, a monthly public email newsletter, and is currently developing a redesigned City website that will include a dedicated recycling page. These new tools present expanded opportunities for consistent, engaging public information about recycling.

3.0 Formative Research

Research and insights were gathered from best management practices and relevant case studies to inform the planning process and shape the City's approach to recycling education and outreach.

3.1 Best Management Practices for Recycling Education and Outreach

The Recycling Partnership is one of the leading organizations in the country on evidence-based recycling education and outreach, and their data was researched for the development of this REO Plan. Best management practices according to the Recycling Partnership for recycling education and outreach include the following:

- Providing frequent visuals of what can and cannot be recycled at home.
- Tailoring messaging and levels of information for different types of recyclers.
- Activating positive feelings to increase trust and enthusiasm for recycling.
- Guiding people on how to correctly interpret packaging and product labels.

Details of methods and messaging best management practices are described in the following sections.

3.1.1 Methods of Effective Recycling Education

Crafting effective messaging is essential to educating and motivating community members to recycle. The research summarized below explores best management practices for message content, tone and language, highlighting what effectively inspires action and builds lasting recycling habits.

Provide recycling bins. Supplying residents with recycling bins significantly increases the likelihood of participation, proving to be more effective than any other single method. Granite Falls, Minnesota gave everyone in their town a larger recycling bin which resulted in an 89% increase in tonnage[2]. The City's current contract with Republic Services does not include recycling carts for all residents.

Use cart tagging. Cart tagging offers a direct and cost-effective way to communicate with active recyclers, reinforcing proper recycling habits by placing informative tags on resident's trash or recycling carts to provide information. Cart tagging is typically utilized to inform participating households of what is acceptable in the recycling carts but could also be utilized to inform non-participating households of the option to sign up for recycling. In a study conducted in Reynoldsburg, Ohio when cart tags were used, 65% of respondents recalled seeing the mailers and there was up to a 51% increase in tonnage depending on the message utilized [2]. An example of the cart tags from the study in Reynoldsburg is displayed in Figure 3-1.

[2] The Recycling Partnership's Center for Sustainable Behavior and Impact Report: Small Town America's Part in Boosting U.S. Recycling Rates

Figure 3-1: Cart Tag Example



Produce and distribute ample educational materials. Provide residents with access to clear, concise and consistent messaging empowers residents to recycle correctly and confidently[3]. When educational messages are communicated clearly and repeated consistently 77% of people report being satisfied with their recycling service[6].

Organize and structure messaging. Repetition is a powerful tool in shaping recycling behavior. Reinforcing the same message over time builds trust, awareness and long-term habits. When repeated communications are used 59% of people believe their recyclables are made into new things and 67% believe that recycling is a high priority in daily life.[4].

Engage in direct communication. Face-to-face communication fosters trust and allows for more personalized engagement with the community. When people receive face-to-face communications, especially when paired with print materials, people are 7.3x more likely to recycle[5].

Reinforce messages through multiple trusted sources. Repeated messaging from various trusted sources reinforces key recycling behaviors and helps establish long term habits[6]. Incorporating recycling education into classroom curriculum and early education is especially important in terms of building foundational habits. According to a survey conducted, when respondents received recycling information from three sources, they were 3.8x more likely to recycle. For each additional source the likelihood of recycling continues to increase[5].

[3] State of Wisconsin's Legislative Audit Bureau: Best Practices for Local Recycling Programs
[4] The Recycling Partnership's Center for Sustainable Behavior and Impact Report: How to Address the Intention-Action Gap in Recycling
[5] Information and the Decision to Recycle: Results from a Survey of U.S. Households, Journal of Environmental Planning and Management
[6] The Recycling Partnership's Center for Sustainable Behavior and Impact Report: 2022 Recycling Confidence Index

3.1.2 Messaging

Crafting effective messaging is a critical component in educating and encouraging community members to recycle. The research below evaluated best management practices about effective messages to use, tones to employ and language to capitalize on.

Use empathetic and emotional tones. Messages that incorporate empathetic or emotional tones foster a deeper connection with the audience and encourage more meaningful engagement. In Reynoldsburg, Ohio using cart tags with empathetic messaging had a 51% increase in tonnage. Similarly, emotional messaging resulted in a 38% increase in tonnage[1].

Build trust before delivering messages. Establishing trust helps recycling messages be received with a sense of openness and credibility[3]. A study by The Recycling Partnership found that 47% of respondents do not believe their recyclables are always or usually made into new things. They also found that when there is transparency in the recycling system people are more likely to participate[4]. Demonstrating where items recycled in Joplin go and what types of new products they become will be key to building trust.

Incorporate motivating language. According to a research study on best management practices in Wisconsin, language such as *easy, natural resources, smart, natural, future, benefits, conscientious, simple, convenient* and *responsible* makes recycling messaging more relatable and persuasive[4]. Due to the nature of this language, it helps motivate people to participate in recycling by making their actions feel positive.

Appeal to personal motivations. People recycle for various personal reasons ranging from protecting the environment, saving landfill space, conserving natural resources, creating cleaner neighborhoods and evoking feelings of pride and contribution which reinforces positive recycling behaviors[4]. Messaging that taps into these motivations makes public campaigns feel more personal and impactful.

Position recycling as a social norm. Framing recycling as a widely accepted community behavior encourages widespread adoption by aligning the behavior with community values and expectations[4]. Psychological studies show that people are 75% likely to conform to a social norm at least once. When recycling is seen as a community standard, individuals are more likely to participate to align with group expectations[7]. Aligning messaging and partnerships will be important to help create a community environment that promotes recycling.

Use graphics over texts. Visual resources rather than text resources increase visual appeal and improve message retention[8]. According to the National Institute of Health, visual explanations are believed to be more effective due to the more direct method of communication[9].

3.1.3 Methods and Messaging Key Findings

Creating a successful recycling education program requires more than just information. It demands thoughtful design that considers how people access, understand and connect with recycling practices. Research highlights three foundational pillars that drive participation and long-term behavior change. Each

[7] Studies of Independence and Conformity: A Minority of One Against a Unanimous Majority (Asch, S. E. 1956)
[8] State of Washington Department of Ecology: Recycling Contamination Reduction Best Management Practices & Resources Companion Guide
[9] Creating Visual Explanations Improves Learning (National Institute of Health National Library of Medicine, Bobek, Tversky)

plays an important role in shaping how communities interact with recycling systems and adopt sustainable habits.

Accessibility. Making recycling easy plays a foundational role in encouraging recycling behavior. When recycling behavior is made easy and convenient, participation rates rise significantly. One of the most effective strategies is providing residents with recycling bins, especially larger or more user-friendly bins. When physical barriers are removed and tools are readily available, individuals are far more likely to engage in recycling practices.

Consistency. Repeated messaging and education are critical for building trust and reinforcing habits over time. Organized, structured communication that is delivered through various channels such as print materials, signage and digital platforms helps residents understand what is recyclable and why it matters. Clear, concise and repeated messages reduce confusion and foster a sense of reliability in the system.

Direct engagement. Engaging with community members enhances the effectiveness of recycling education by making it more personal and impactful. Face-to-face communication, such as door-to-door outreach or community events builds trust and allows for tailored conversations that address specific concerns or misconceptions. This approach not only informs but also empowers residents, creating stronger connection between individuals and their role in the recycling system.

3.2 Case Studies

Public recycling education and outreach efforts from eight regional communities were evaluated: Carthage, Columbia, Neosho, Rolla, Springfield, and Webb City, MO and Olathe, and Pittsburg, KS. Among these, Columbia, Olathe, and Springfield stood out as having the most robust education and outreach programs and therefore were selected as case studies to learn more from their recycling education and outreach strategies. Each of the cities selected for case studies has a significantly larger population than Joplin. Interviews were conducted and included discussion about their mobile apps, K-12 education programs and curriculums, digital marking, and messaging efforts.

3.2.1 Case Study Communities

Services in all three communities are delivered differently. The City of Columbia provides municipal curbside service for all residents but requires residents to redeem vouchers for special recycling bags to participate in recycling. Columbia deploys a moderate level of education and outreach and has moderate participation in the program. The City of Olathe provides municipal recycling service to all residents in carts. They deploy a low level of education and outreach but experience a high level of participation in the recycling program. The City of Springfield offers curbside services on the open market with voluntary participation in recycling for a fee. They have a very robust education and outreach program but a low participation rate. Case study community education and outreach programs are described in more detail in the following sections. Table 3-1 below is a summary of the characteristics of the regional case studies.

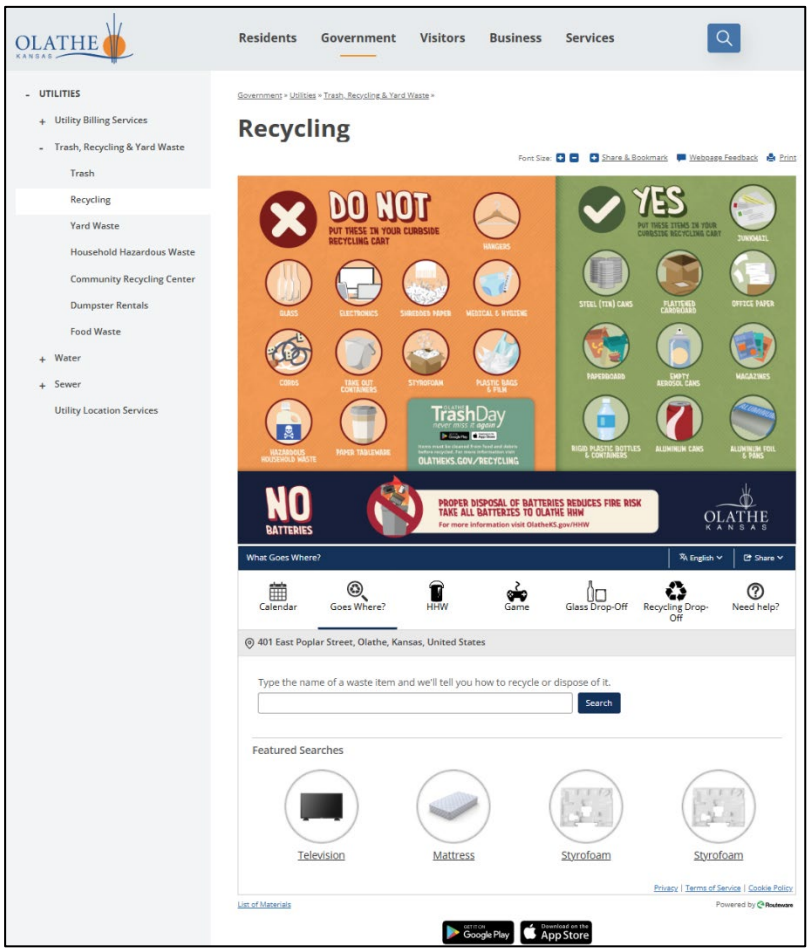
Table 3-1: Regional Case Study Characteristics

Municipality	Level of Service	Dedicated Recycling Education and Outreach Staff	Qualitative Level of Engagement with the Public	Qualitative Participation in Curbside Recycling
Columbia, Missouri	Residents receive vouchers for free recycling bags 2X/year and can request additional vouchers through the City's vendor	No, but a volunteer program specialist is available to assist with education and outreach efforts	Medium	Medium
Olathe, Kansas	Residents are provided with a 95-gallon recycling cart and can request additional carts for free	No, but a communication & marketing specialist is available to assist with education and outreach efforts	Low	High
Springfield, Missouri	Residents have optional curbside recycling with an associated fee	Yes, they have an education and outreach coordinator	High	Low

3.2.2 Case Study Findings

Website Content. All three case study city websites utilize a third-party website tool called Waste Wizard and find it to be a beneficial tool. Its most basic feature includes notifying residents of their curbside recycling and trash pick-up days (including any delays). It is a software tool that allows residents to search for proper disposal methods, access recycling drop-off information, and engage with interactive features, such as multi-level waste sorting games. It can be integrated into either a city website or an existing trash/recycling app, making it easily accessible to the public. A key feature worth highlighting is its ability to access statistics on searched materials, frequency of the tool's usage, and game participation. Recommendations from these communities include keeping the list of recycling items and drop-off locations current and reviewing monthly bills carefully to avoid any potential disputes. A visual of the integrated Waste Wizard tool is in Figure 3-1.

Figure 3-2: Waste Wizard Website Integration Example



Digital Marketing. All three case study communities utilize multiple platforms for digital marketing, which allows for better distribution of information, especially when promoting recycling events or other updates. Cities could further the reach of the community through paid engagement (i.e. social media advertisements). Case study communities noted that although they use multiple platforms, they had the most engagement on Facebook. It was also learned that social media platforms are often managed through a central communications team but developed by recycling coordinators. Creating short, concise, and even trend-based educational videos to engage younger audiences was recommended.

K-12 Education Programs. All three case study communities have some form of interaction in K-12. Benefits include an educated population and recycling, and student behavior influence at home. It was noted that having at least one person working within a school district facilitates any information sharing. The best time of year to engage schools is in the fall since it is typically when students begin their school year and more consistency can be established. The month of May would be the least convenient, as end-of-year preparations are undergoing during this time. Higher demand for education and outreach is typically in April because of Earth Day activities. One community noted that they conduct activities that meet state science standards to get the most out of their engagement. Recycling curriculum that is aligned with Missouri curriculum standards is currently being developed by the City of Springfield and could be leveraged by the City of Joplin. . Focusing on recycling terminology, hands-on activities, and visual learning can make learning

most effective. Presentations and activities should be available and easy to request. It should be considered that teachers need support with recycling kits for classroom activities, making resources easy to use and share with other teachers. There are grant-funded activities that enable teachers to request and receive paid training to support online instructors leading recycling education sessions in their classrooms.

Priority Education and Outreach Efforts. Communities were asked where they would spend two million dollars for education and outreach for it to be most effective. One recommendation was to transition from manual curbside pickup to recycling roll carts, which would include brief messaging on what to recycle via stickers and reinforced by graphics on collection trucks, all while ensuring communication is clear and consistent. It was also suggested to assign staff with communication, education, or similar backgrounds if they are focusing on K-12 outreach as it facilitates interactions. Additionally, merchandise should be thoughtfully designed to avoid becoming waste itself. Whenever possible, items should be made from recycled materials, such as notepads made from recycled paper, to reinforce the recycling message. Adequate staffing at drop-off facilities was also emphasized to support public engagement. Finally, developing a user-friendly app featuring Waste Wizard software would provide residents with easy access to recycling information, helping to streamline and enhance participation.

4.0 Community Input

Community input is essential for identifying local behaviors, barriers and drivers related to recycling in the City and the surrounding areas. For the development of this REO Plan, a series of events and outreach activities were conducted including a community survey, public open house, focus group, tabling at a community event, and hauler interviews. These activities and results provided valuable insights.

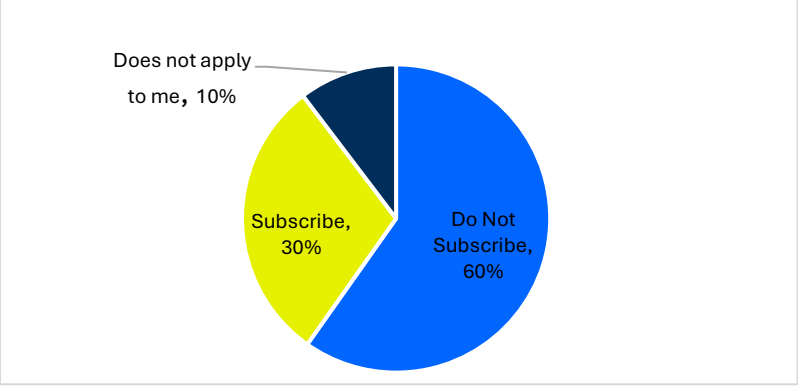
4.1 Community Survey

A virtual community survey was conducted to gather insights from residents of the City and region. The survey was open from April 14 to May 19, 2025, and was promoted through a wide range of outreach efforts. These efforts included social media posts, news segments, newsletters, Third Thursday, a focus group and a public open house. When the survey closed it received 241 responses. Among respondents, 77% were residents of Joplin and 85% lived in single-family homes, while 15% lived in multifamily housing or other arrangements. The survey also reflected an even distribution across age groups and household sizes (ranging from single person to five or more residents). The full list of survey questions and detailed results can be found in Appendix A, while a summary and analysis of key findings are presented below.

4.1.1 Recycling Participation

Most respondents reported not participating in recycling with 70% indicating they did not subscribe to the service, or it did not apply. Furthermore, 39% were unaware that curbside recycling was an available option. Similarly, when asked about using the City's recycling drop-off center 39% said they had never visited and 28% did not know the service existed. The results of the survey questions are in Appendix A, Figure 4-1 showcases the survey responses to participation in curbside recycling.

Table 4-1: Participation in Curbside Recycling Survey Results



4.1.2 Key Challenges and Opportunities to Recycling

Survey responses revealed several key challenges that prevent recycling participation, with a general lack of knowledge emerging as a major barrier. Twenty-seven percent of respondents reported that they find recycling too confusing, while 39% were unaware that a curbside recycling program exists. The cost of the subscription was also identified as another obstacle, with 38% of respondents citing it as a barrier to participating in the programs. Survey responses also highlighted several promising opportunities to increase recycling participation. A strong majority, 77% of respondents, believe that recycling is important and makes

a difference. However, there is a clear desire for greater transparency. Additionally, 21% shared that they do not believe items get recycled. Common barriers to participation identified through the survey are summarized in Table 4-2: Challenges to Recycling.

Table 4-2: Challenges to Recycling Survey Results

Challenges	Disagree	Neutral	Agree
Recycling is confusing. I do not know what can and cannot be recycled.	37%	36%	27%
I did not know curbside recycling was available for a fee.	44%	17%	39%
I did not know about the recycling drop off center.	58%	13%	28%
The cost of curbside recycling prevents me from participating ($4.77/month).	25%	38%	38%
The location of the community Recycling Center is inconvenient.	44%	41%	15%
I do not have enough time to get to the community Recycling Center.	34%	41%	25%
Recycling is not important.	77%	13%	10%
Recycling just ends up in the trash and does not actually get recycled.	49%	30%	21%
It does not make a difference if I recycle or not.	71%	15%	13%

Seventy-eight percent of respondents indicated that seeing proof that recyclables do not end up in the landfill would encourage them to recycle more. Similarly, 74% said they would be more likely to participate if they could see what their recyclables are turned into. Cost of the subscription was another key factor, with 70% of respondents stating that they would be more likely to recycle if the program was free or more affordable. Insights into potential strategies and motivators for improving recycling participation are summarized in Table 4-3: Opportunities to Increase Recycling.

Table 4-3: Opportunities to Increase Recycling Survey Results

Opportunities	Unlikely	Neutral	Likely
Seeing helpful guides or information for what can/cannot be recycled.	7%	23%	70%
City-provided curbside recycling service for free or a reduced rate.	6%	22%	72%
Communication that describes curbside recycling options.	8%	27%	65%
Communication that describes recycling drop-off locations.	5%	31%	64%
Seeing what my recycling is turned into.	6%	20%	74%
Seeing that recycling does NOT end up in the landfill.	5%	18%	78%

4.1.3 Methods of Communication

Survey responses revealed that preferred communication methods were consistent across both recyclers and non-recyclers, suggesting that current outreach strategies may not be significantly influencing recycling behavior. Sixty percent of respondents identified websites or email as their preferred way to receive information. Social media, particularly Instagram and Facebook, were favored by younger and middle-aged groups, while traditional mail remained more popular among older respondents. Television was the least preferred communication method overall.

Results were analyzed by both recycling subscribers and non-subscribers. Overall, both have strong trust in all sources, however, subscribers are more trustful of all entities. Non-subscribers trust the City by 10

percent more than they trust their service provider, indicating that promotional material would be more effective coming from the City. Views on preferred and trusted methods of communication for recycling information are trusted methods of communication for recycling information are summarized in Table 4-4: Trusted Communication Sources.

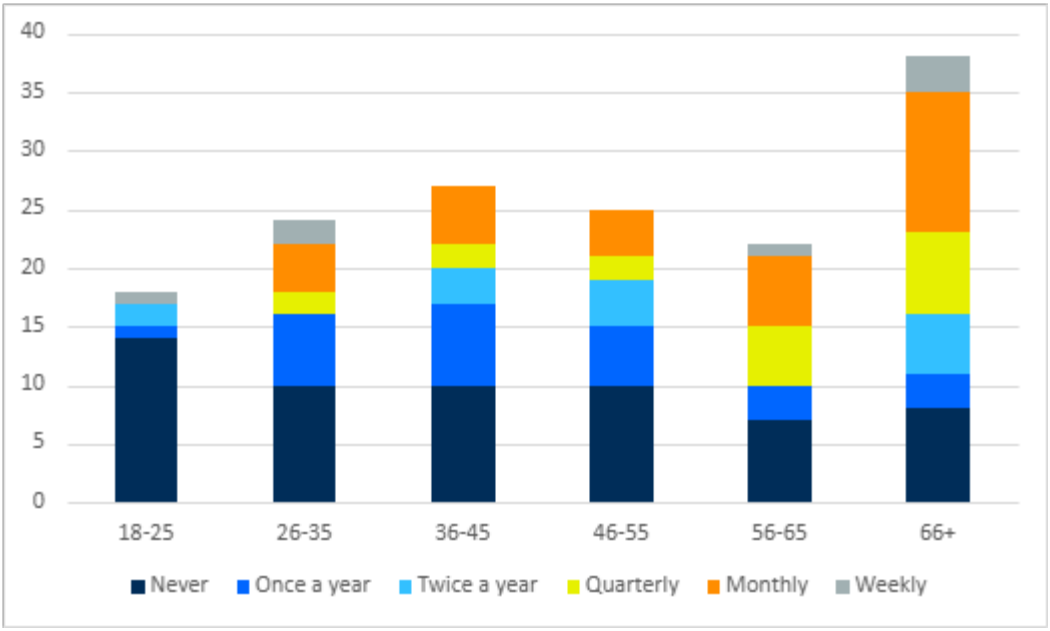
Table 4-4: Trusted Communication Sources Survey Results

	Trust	
Source	**Subscribers**	**Non-subscribers**
City of Joplin	80%	57%
Trash / Recycling Provider	80%	47%
Neighborhood or Community Groups	62%	47%
School (Child's school or university)	69%	50%
Environmental Advocacy Group	70%	53%
News Outlets	52%	43%
Friends	62%	53%
Family	59%	57%

4.1.4 Survey Analysis

The community survey revealed both significant barriers and promising opportunities for improving recycling participation in the City. These insights suggest that improving awareness, reducing confusion, increasing transparency and addressing cost concerns could significantly enhance community recycling engagement. Participation in curbside recycling varied by age group, as illustrated in Table 4-5: Recycling Center Participation by Age, with Recycling Center participation showing a drastic increase as people get older. Communication preferences also varied by age, highlighting the need for tailored outreach strategies based on the target demographic, as shown in Table 4-6: Communication Preferences by Age.

Table 4-5: Recycling Center Participation by Age Survey Results



Communication preferences varied but there were clear trends within age groups. Ages 18-35 were abundantly clear that mail is not the best way to reach out to this age group. The clear answer for the 36+ age groups was that social media is not the best way to reach this age group. Across the board, there was interest in television, community and online methods of outreach.

Table 4-6: Communication Preferences by Age Survey Results

Age Group	18-25	26-35	36-45	46-55	56-65	66+
Television	51%	35%	38%	45%	38%	54%
Online	60%	51%	61%	62%	52%	58%
Social Media	61%	54%	33%	27%	31%	16%
Mail	28%	32%	53%	38%	49%	60%
Community	57%	61%	54%	44%	43%	31%

4.2 Open House

The City hosted an open house at the Joplin Public Library on May 6, 2025, to engage residents in the ongoing recycling initiative. The event was attended by 15 community members and garnered attention from two local television stations. The event provided an opportunity for the City to share updates on recycling efforts and gather direct input from attendees. Participants were encouraged to ask questions, share concerns and offer ideas to help shape the future of recycling in the City and the surrounding region. This in-person engagement fostered meaningful dialogue and added valuable community perspectives to the planning process.

4.2.1 Open House Analysis

The feedback gathered during the open house closely reflected the insights from the community survey. One of the key takeaways was the importance of repeated and accessible outreach. Attendees emphasized the need for recycling information to be available through multiple trusted sources, making it easier for residents to stay informed. Another major theme was the desire for increased recycling education in schools. Participants noted that introducing recycling habits at a young age could influence households through the information children bring home. Finally, attendees expressed a strong need for clearer guidance on what materials are accepted for recycling. Many found the process confusing and said they wanted to participate but often didn't know what was recyclable. They recommended clear, visible signage on recycling bins to help eliminate uncertainty and encourage proper recycling practices.

4.3 Focus Group

The City hosted a focus group at the Wildcat Glades Nature Group on May 7, 2025, to gain deeper insight into attitudes of environmentally focused people in the area towards recycling and identify opportunities for improvement. Thirteen individuals attended, including active members and volunteers from Wildcat Glades, a representative from the Missouri Department of Conservation and students from Kansas City University Medical School (Farber-McIntire Campus in Joplin, MO). The event provided a platform for these participants to share their perspectives on recycling in the City and the surrounding area.

4.3.1 Focus Group Analysis

The feedback gathered from the focus group offered valuable insight into how environmentally conscious residents in the City and the surrounding areas believe recycling efforts can be improved. One of the primary points of discussion was to expand communication channels. Participants emphasized the need for recycling information to come from a variety of trusted sources. A unique suggestion involved partnering with local realtors to include recycling information in welcome packets for new homeowners. Another key recommendation was the development of a consistent, recognizable recycling brand for the City. This would help residents easily identify recycling bins and trust that the information they receive is official and accurate. Finally, the group stressed the importance of increasing access to recycling in public spaces, multifamily housing and commercial areas. Suggestions included adding recycling dumpsters or integrating recycling bins into public trash receptacles. Participants believed that normalizing recycling in shared spaces would help reinforce the habit in resident's personal lives.

4.4 Community Events

A booth was hosted at two 'Third Thursday' events on Joplin's Main Street, held on April 17 and May 15, 2025. Third Thursday is a monthly community celebration held from March through October, where local businesses and organizations set up booths along Main Street to engage with the public. These events provided a valuable opportunity to connect with residents who might not otherwise engage with the recycling survey. During the April event, the City collected 78 survey responses and 43 more were gathered in May. Conversations with attendees revealed that many community members were unaware of the full range of recycling services available. However, most expressed enthusiasm upon learning about local recycling services available. A key takeaway from these interactions was that while interest in recycling is high, many people remain skeptical that their recyclables are being processed and reused.

4.5 Hauler Interviews

Interviews were requested from Republic Services and GFL which both operate in the City. GFL provides commercial trash collection but does not provide any recycling services. Republic Services is the City's residential recycling and solid waste provider and provides commercial collection and was interviewed on May 20, 2025. Several key takeaways were identified as follows.

- The current process for new customer sign-ups creates barriers to participation due to the back-and-forth required between the City and provider. The City may consider streamlining this process by having residents call the City directly to sign up for recycling service to improve the onboarding experience.
- Republic Services has limited promotional material that is available for the City's use specific to the City. They do not currently provide recycling information to new recycling customers when the cart is delivered or promote service availability. Republic has resources on their website for City's to utilize in promoting recycling at https://recyclingsimplified.com/municipal-resources/.
- All recycling collected in the City is delivered to Midwest Fibre and then transferred to a materials recovery facility (MRF) in Springfield, MO, with final commodities distributed to markets across the country. Of note Republic Services is opening a new plastics polymer facility in Indianapolis that will take all mixed plastics from operations around the Country.

4.6 Key Findings

Community input from the survey, open house, focus group, and community events was consistent and revealed that lack of awareness, confusion and skepticism, and subscription cost are major obstacles to participation. The results also indicated that the community has the desire to recycle and believes it is the right thing to do. The two key areas of focus that emerged are the following:

1. Build trust that recycling gets recycled.
2. Increase awareness of recycling and yard waste programs.

Effective communication involves utilizing a variety of methods with the City being one of the most trusted sources. More direct and personal communication such as direct mail, door hangers, and one-on-one conversations at community events are more likely to affect behavior change. The most preferred methods of communication include the City's website, social media, and online sources.

5.0 Audience Identification

Identifying and understanding a responsive audience is essential for designing effective recycling education and outreach strategies. This section describes the types of generators, various levels of awareness of those audiences and the targeted audience for this REO Plan.

5.1 Type of Generator

Each generator type produces distinct waste streams and requires tailored outreach strategies. Below outlines the primary generator categories examined through the study.

Single-Family Residential. The single-family residential generator includes material generated by single-family households. These are typically defined as detached or semi-detached dwellings occupied by one household unit. These generators are serviced through curbside collection.

Multifamily Residential. A multifamily residential generator includes material generated from residential properties designed to multiple families in separate units. The number of families these properties house can vary by jurisdiction. Multifamily generators typically are serviced through shared dumpsters or carts by a commercial provider arranged by the property.

Commercial. A commercial generator includes material generated from non-residential establishments engaged in business, retail, wholesale, service, food service, office, or institutional activities. Waste is commonly collected through dumpsters or roll-off containers and service levels are tailored to the business' needs.

5.2 Level of Awareness of Audiences

The Recycling Partnership identified multiple groups of recyclers based on their behaviors and beliefs. A summary of these groups and their willingness to participate in recycling are summarized as follows.

Committed recyclers (already recycling). This group is already actively participating in recycling efforts. They are willing to go out of their way to recycle and often encourage others to do the same. Committed recyclers typically express pride in their local programs and consistently advocate for broader, statewide recycling solutions.[10] This group can be effective ambassadors for the City's recycling programs.

Survey data indicates that committed recyclers are primarily represented by residents aged 56 and older. They perceive recycling as meaningful and impactful, which motivates them to make the extra effort to participate. While this age group reported few barriers, 18% were unaware that curbside recycling is available for a fee, suggesting a need for clearer communication. In terms of outreach, they prefer receiving information through websites or mail and are generally less responsive to social media platforms.

Willing recyclers when convenient (target audience). These individuals recycle when it is easy, accessible and clearly explained. They generally recognize the benefits of recycling but are unlikely to overcome any barriers or confusion on their own. Their participation is often driven by a sense of obligation or convenience

[10] The Recycling Partnership's Center for Sustainable Behavior and Impact: 2022 Foundational Audience Segmentation Research

rather than strong personal conviction.[10] This group is the target audience for engaging and changing behavior in the City.

Primarily individuals between 35 and 55 represent the City's most promising target audience for increased recycling participation. This group is generally open to recycling but only engages when it is convenient and easily explained. Their preferred communication methods include online platforms and community-based outreach, making them more responsive to digital and event driven engagement. While they face similar barriers to committed recyclers, such as confusion about accepted materials or lack of awareness about available services, this group has not yet overcome them. With the right support, clear instructions and accessible options, they are most likely to shift toward consistent recycling behavior.

Conflicted and overwhelmed recyclers (unlikely to recycle). This group does not recycle and shows little to no willingness to start. They often question the effectiveness or legitimacy of recycling programs, believing the materials are not truly recycled or that the effort is not worthwhile. Promotional efforts are unlikely to influence their behavior.[10] This group is a secondary target audience for engaging and building trust that recycling gets recycled and to change behaviors over time.

Survey results indicate that this audience is represented by age 34 and under. They are not opposed to recycling but often lack the time, resources or awareness needed to participate consistently. This age group primarily relies on social media and peer networks for information. Although they generally believe recycling is important, 70% were unaware that curbside recycling was even an option and 23% cited cost as a barrier. While not the City's primary target audience, this group represents a future opportunity if outreach is tailored to their lifestyle, communication preferences and financial constraints.

5.3 Targeted Audience

The target audience group is those willing recyclers who participate when it is convenient and clearly explained. Survey results support the following demographic targets.

Single-family Residential Age 35 and Older. The targeted audience for increasing participation in curbside recycling and other diversion programs is ages 35 and older. Middle aged and older represent most current subscribers. Younger audiences are less likely to subscribe likely due to living in either a rental property, multifamily property, or limited income.

Multifamily Residential Age 25 and Older. The targeted audience for increasing participation in the recycling drop off program is ages 25 and older. The Recycling Center is currently most frequented by participants in retirement age but there is a strong participation across all other ages. Younger audiences are less likely to participate.

Commercial. No community outreach was performed with this generator type; however, commercial generators comprise a significant portion of the waste generated in the community. This audience should be targeted with information about options for available recycling services.

Youth. Youth education is a critical component to building a future of trusting recyclers. This audience should receive education in schools with a means of bringing the information to the home.

6.0 Key Messaging

The key messaging in this REO Plan was developed through a combination of best management practices, community feedback and input from City staff. It reflects a shared vision: Joplin is a community where residents and businesses believe in the value of recycling and actively participate in waste diversion to support a cleaner, healthier environment. The messaging and tone outlined below are crafted to help achieve that vision, using clear, consistent and emotionally resonant communication that motivates action and builds long-term trust in the City's recycling program.

6.1 Core Message

"Recycling is easy and makes a difference." This two-part core message is grounded in best management practices and supported by survey data, which highlight two key barriers: many people believe recycling is difficult and others doubt that materials are recycled. By increasing awareness of local recycling services, participation is expected to rise as people realize how accessible the process is. For those who are already aware but remain skeptical, building trust is essential. Clear communication about what happens to recyclables can foster confidence, not just in the recycling system, but in the department's commitment to transparency and sustainability.

6.2 Support Messages

Support messages guide communications that encourage specific recycling behavior. The support messages are designed to meet people where they are at, whether it is someone new to recycling or unsure about what happens once their recyclables are on the truck. By focusing on convenience, trust and community impact the messages help residents and businesses feel confident in their actions and connected to a larger purpose.

"Curbside recycling is easy." Recycling at home should feel simple, and with the City's curbside program, it is. Just sort the recyclables, place them in the bin and set it out on collection day. No extra steps, no confusion. This city service is designed to make it easy for you to do your part. When recycling feels effortless, more people participate and together, the community makes a bigger impact.

"Drop-off recycling fits your schedule." Life gets busy, that's why the City offers convenient drop-off locations, so anyone can recycle whenever it works for them. The recycling centers are here to help; clear signage and easy access make it simple to keep recycling part of a routine no matter the schedule.

"Businesses can recycle cardboard too." Recycling isn't just for households; businesses play a large role too. If businesses use a lot of cardboard, collection providers offer a recycling service that is easy to use and built to support commercial needs. By participating, businesses can not only reduce waste but also show customers and employees they care about the community and the environment.

"Compost yard and brush." Yard trimmings and brush don't belong in the trash; they belong in a better place. The City's composting program makes it easy to turn organic waste into something useful. Using the City's compost program to reduce waste and support healthier soil, it is a simple way to care for the planet.

"Recycle. Reuse. Reduce. RETHINK!" Recycling isn't just about sorting materials, it's about rethinking everyday choices. From packaging to products, every decision made can help reduce waste and conserve

resources. The City's recycling program makes it easy to give materials a second life. It starts with a simple mindset shift, and a commitment to do better, every day.

"Recycling really gets recycled." It's understandable to wonder what happens after recycling is placed in the bin. The truth is, recyclables are collected, sorted and turned into new products through Joplin's trusted recycling program. Showing what happens behind the scenes builds confidence that the community's efforts matter. Recycling works, and everyone's participation makes a real difference. To further this message, media development should include a partnership with Republic Services to showcase the materials recovery facility (MRF) and highlight the types of new products that recycled materials are transformed into.

6.3 Tone and Style

The tone and style of the core message and its supporting messages are intentionally emotional, empathetic and empowering. Using approachable language and emotionally resonant themes helps connect with people's values and everyday experiences. Words like "easy" or "simple" reduce perceived barriers and encourage action by making recycling feel manageable and routine. Phrases like "city program" or "Joplin's recycling program" build trust and credibility by reinforcing that these services are official, reliable and part of a broader community effort. An empathetic tone acknowledges common frustrations or doubts while offering clear, reassuring solutions. This style not only informs but also motivates, helping residents feel confident that their actions matter and that they're supported by a trustworthy system.

7.0 Communication Strategy

The communication strategy outlines how the City can effectively share its recycling message with the community, helping residents not only understand the services available but also feel motivated and confident to participate. Grounded in the core message, as well as community input and research, this strategy uses a mix of strategies to reach diverse audiences.

7.1 Owned Media

Owned media plays a vital role in delivering consistent, trusted messaging about recycling. These platforms are already established, accessible and familiar to residents. Using these channels strategically, the City can reach a wide audience that can work to build a strong foundation for building awareness, encouraging participation and fostering long-term trust in the City's recycling programs.

Website. Update the City's recycling website to help users quickly find the information they need. Prioritize high interest content, such as curbside recycling details and recycling center information at the top of the page moves the most used services front and center. Update broken links with accurate, easy-to-understand resources. Clearly highlight recycling as a core city service. The City is in the process of a website redesign project which is estimated to launch in May 2026.

Consider the integration of the Waste Wizard tool. Waste Wizard allows residents to look up how to properly dispose of items, receive reminders for curbside pickup and stay informed about service delays.

City newsletters. Include a dedicated recycling section on a recurring basis in the City's community email newsletter to increase awareness and participation. Share personal stories of actual community members who participate in the City's recycling and yard waste programs. Survey results show that City residents overwhelmingly trust the City as a reliable source of information.

Social media channels. Share clear, engaging and visually appealing posts through the City's main social media accounts to connect with residents where they already spend time online. Social media is a powerful tool for reaching residents, especially those who may not regularly engage with the City's website or newsletters. Survey data shows that Facebook and Instagram are the preferred platforms for the target audience, making them ideal channels for recycling outreach. These posts can highlight curbside services, drop-off locations, recycling tips and success stories, reinforcing the idea that recycling is easy, effective and supported by the city. Social media also allows for two-way communication, helping build trust and community engagement around recycling efforts.

7.2 Earned Media

Earned media provides a trusted, community-centered way to share the City's recycling message through news coverage, public service announcements and partnerships with local media outlets. These channels offer credibility and broad reach, helping build public trust and reinforce transparency.

Press releases and media outreach. Leverage the City's established media relationships to share recycling updates through trusted, community-wide channels. Press releases and media coverage help amplify key messages, promote upcoming events and highlight program milestones, such as the installation of new equipment or the signing of a new recycling contract.

Public service announcements (PSAs). Develop a PSA to share recycling information with a broad audience. PSAs can be aired across many platforms including TV, social media, and radio.

7.2.1 Shared Media Opportunities

Leverage other trusted voices in the community to expand the reach of the recycling message. Collaborative posts on platforms like Facebook or Instagram, with elected officials, local influencers, media outlets and other respected organizations can help engage audiences who may not follow the City's official channels.

7.2.2 On-the-Ground Tactics

Face-to-face and community-based outreach remains one of the most effective ways to build trust, answer questions and encourage participation in recycling programs. On-the-ground tactics allow the City to meet residents where they are. These personal, visible efforts reinforce the message that recycling is easy, accessible and supported by the City.

Flyers. Develop a flyer to raise awareness about recycling services. Distribute the flier in community centers, libraries, schools, or events with accessible information that residents can take with them. Use QR codes on all print media. Flyers are especially useful when paired with clear visuals and concise text, they provide residents with information they need to recycle confidently.

Welcome folders. Create a City welcome folder to introduce new residents to local recycling services. This folder can include brochures from various city departments, with a dedicated insert for recycling information, such as service options, schedules and guidelines. Designed to be distributed by realtors or at city offices, the folder provides a convenient, concise resource for newcomers.

Town halls. Offering an opportunity for direct engagement between City staff and the community, town halls are a useful tool for spreading correct information and building trust in the community. These forums allow residents to ask questions, express concerns and learn more about how recycling works in the City. By creating a space for open dialogue, town halls help build trust and transparency.

Community events. Participating in local events, such as festivals, farmers markets or neighborhood block parties, allows the City to connect with residents in a relaxed, informal setting. Setting up a booth or interactive display focused on sharing recycling information can encourage educational conversations. These events are ideal for distributing educational materials, demonstrating tools like Waste Wizard and helping people sign up for services on the spot.

7.2.3 Partnerships and Stakeholders

Building strong partnerships is essential to expanding the reach and impact of the City's recycling education and outreach efforts. Trusted community stakeholders, such as schools, business organizations and local interest groups, can help amplify the City's message and connect with audiences that may be harder to reach through traditional channels.

Schools. Schools are a natural partner in promoting recycling education. By engaging students, teachers and families, the City can help instill lifelong recycling habits and build awareness from an early age. Classroom presentations, recycling challenges and student-led initiatives can make learning about recycling fun and impactful. Schools also serve as trusted messengers to parents and caregivers, extending the reach of the City's message into households across the City.

Chamber of commerce. The Joplin Area Chamber of Commerce is a key ally in reaching the business community. Through this partnership, the City can promote commercial recycling services, share best management practices and encourage local businesses to participate in sustainability efforts. Hosting joint events, sharing information through Chamber newsletters and recognizing businesses that lead in recycling can help normalize and celebrate environmental responsibility in the commercial sector. This collaboration supports waste diversion goals while also strengthening the connection between economic development and environmental stewardship.

Interest groups. Local interest groups such as Minnie Hackney Community Service Center, Wildcat Glades Nature Group and the Southwest Center for Educational Excellence are deeply rooted in the community and passionate about education, equity and the environment. These organizations offer valuable platforms for outreach, education and collaboration. Whether through co-hosted events, educational workshops or shared media campaigns, these groups can help tailor recycling messages to specific audiences, so they are inclusive, culturally relevant and community driven.

7.3 Paid Media

Paid media allows the City to strategically amplify its recycling message across high-visibility platforms. By investing in targeted advertising, both digital and traditional, the City can reach residents who may not be actively engaged through other channels. While all the tools below are being considered, not all media channels are recommended equally, as their effectiveness may vary depending on audience, reach and cost efficiency.

Print media. Develop a series of mailed media such as postcards for direct communication with target audiences. Mailers should be repeated a minimum of three times. These postcards can promote curbside recycling sign-ups, drop-off locations, and show where recyclables go after they get recycled to build trust.

Digital media. Invest in boosting digital advertisements through platforms like Google, Instagram, and Facebook and other digital ad placements to deliver tailored messages to residents based on location, interests and online behavior. These ads can promote curbside recycling sign-ups, drop-off locations, and show where recyclables go after they get recycled to build trust.

Television. Develop a well-produced television PSA that highlights the impact of recycling, showcase local success stories or demonstrate how easy it is to participate in City programs.

Radio. Develop a PSA with local radio stations to deliver short, engaging messages that promote recycling services and build trust that recyclables get recycled. Radio also allows for repetition, which helps reinforce key messages and build awareness over time. These PSAs can be paired with advertisements for additional reiteration.

8.0 Creative and Content Plan

A well-crafted creative and content plan is essential for building awareness, driving participation and fostering long-term engagement with the City's recycling program. This section outlines the strategic use of branding, content types, accessibility considerations and platform-specific approaches to ensure messaging is clear, consistent and inclusive.

8.1 Branding

The City has a branding guideline that should be the foundation of the development of a City recycling education brand. The following guidelines outline logo design, color usage, font usage and visuals work together to create a compelling and consistent brand presence. The City's brand guide is provided in Appendix B.

Logo. Develop a specific logo for the City recycling education brand that is distinct within the City's brand guide. The City has a history of creating logo variations to represent various departments while maintaining consistency with the overall brand.

The proposed brand is "Joplin Recycles" and may be rendered in a single brand color to distinguish it. To visually communicate the theme of recycling and environmental responsibility, the design could incorporate the chasing arrows symbol and potentially nature imagery, such as a leaf.

Colors. Adhere to the City's established brand color guidelines. Consistency in color usage helps residents quickly associate recycling communications with official City messaging. It is recommended that Cunnigham Green serve as the primary color for all recycling-related branding. This vibrant, recognizable color can be used with other approved supporting colors from the City's brand palette to create a cohesive and visually appealing identity.

Fonts. The City's brand guidelines designate specific options of typeface for all branded and design materials. To maintain consistency and reinforce the legitimacy of the recycling program as a city-led initiative, it is recommended to continue selecting one typeface and using it across all recycling-related content.

Visuals. Utilize visuals in communicating the community-centered and environmentally conscious values of City's recycling program. Foster a sense of familiarity and trust with imagery captured around the Joplin area. The local context helps residents feel more connected to the initiative and reinforces its relevance in their daily lives. Recommended visuals include residents signing up for recycling services, community members visiting the Recycling Center, individuals recycling at public bins and neighborhood scenes with recycling and trash bins placed curbside. These types of images offer a relatable and positive representation of recycling, encouraging broader participation and engagement.

8.2 Content Types

To effectively engage the community and promote participation in the City's recycling program, a diverse range of content types should be utilized. Each format offers unique strengths in reaching different audiences and delivering key messages.

Videos. Short-form videos are an engaging and accessible way to share recycling information with the public, especially across social media and digital advertising platforms. This content is ideal for breaking down complex topics into easy-to-understand visual narratives that resonate with a broad audience. Recommended video topics include a look at what happens to items after they are recycled and a look at how easy and impactful it is to recycle at home. These videos should be concise, visually appealing and aligned with the City's branding to maintain consistency and credibility.

Stories. Social media stories are a versatile and evergreen content format that can be easily updated and repurposed across multiple platforms. Their short, engaging nature makes them ideal for delivering quick bursts of information, promoting interaction, and driving traffic to key resources. Stories can be used for: sharing event notifications or reminders, providing a direct link to sign up for recycling services or highlight quick recycling tips or updates. This format is especially effective on social media where it can be reused regularly to maintain visibility and engagement.

Flyers. Flyers are a cost-effective and highly visible way to share key recycling information with the community. Designed for quick readability, they can be distributed at public events, posted in community centers or included in utility mailings. They can also be shared with realtors and included in "new homeowner" packets provided by the City to ensure new residents are informed from the start. Include a QR code directly to the City's recycling webpage. Potential topics could be upcoming recycling events, recycling instructions, benefits of recycling for the community or contact information and links to sign-up. To maximize the impact, they should be visually appealing with ample images, concise messaging and clear calls to action.

Direct mail. Direct mail postcards are a tangible and targeted communication tool that can effectively reach households with key recycling messages. Their physical presence makes them ideal for reinforcing awareness, prompting action and building trust through repeated exposure. This format is especially effective when mailed multiple times to ensure visibility, reinforce messaging and encourage participation across different segments of the community.

Giveaways. Giveaways serve as informative resources that can provide detailed guidance on recycling practices. These materials are well-suited for distribution at schools, community meetings or recycling centers. Giveaways should be functional and maintain sustainability in both materials and functions. Consider items such as magnets, stickers, and reusable grocery bags.

Toolkits. Develop and distribute a toolkit for distributing to teachers to be used in classrooms and a toolkit for businesses. Toolkits tailored for schools and businesses empower local organizations to become active partners in promoting recycling.

Cart labels. Cart labels are a practical communication tool that delivers recycling guidance where decisions are made. These labels, designed to as durable stickers adhered directly to Republic recycling bins, clearly communicate what materials are acceptable and unacceptable for recycling. Their placement ensures residents receive timely, visible reminders that support correct recycling habits. The City should collaborate closely with Republic Services in this effort as the stickers will be applied to their bins and should follow their guidelines.

8.3 Accessibility Considerations

Making all recycling-related content accessible to every member of the community is a critical component of an inclusive communication strategy. In accordance with the American with Disabilities Act (ADA), accessibility must be integrated into every content type to remove barriers and aid equitable access to information.

Demographic research confirms that English is the only language needed for recycling materials, while best management practice research shows that using visual aids and plain language makes the materials effective across all education levels.

Visual content. This type of content includes videos and printed materials and should include high-contrast color schemes, legible font sizes and alternative text for images. Videos should feature closed captions and audio descriptions to support individuals with hearing or visual impairments. Printed materials should be designed with readability in mind, avoiding dense text or complex layouts.

Digital content. Follow web accessibility standards to maintain compatibility with digital content. This includes using descriptive link text, proper heading structures and accessible file formats. Whenever possible, prioritize presenting content in HTML format rather than PDFs, as HTML is more easily read by screen readers and supports a more inclusive experience.

Language. Offer materials written in clear, plain language explanations can help anyone understand the content that is distributed.

8.4 Content Calendar and Platform Specific Plans

This section outlines a comprehensive creative and content plan that uses research, best management practices, and community input to engage the community.

8.4.1 Content Calendar

Develop a structured content calendar for maintaining consistency, maximizing engagement, and ensuring timely delivery of key messages throughout the recycling campaign. By planning with the content, the City can strategically align messaging with community events, seasonal themes, and program milestones. This streamlines content creation while allowing for flexibility in adapting to real-time feedback or emerging opportunities.

8.4.2 Platform Specific Plans

Each communication platform offers unique strengths and requires tailored strategies to effectively reach and engage its audience. Customize content formats and tone for each platform the City to make recycling messages more accessible and impactful. Below are example media platforms, but utilize the City's platforms and any additional platforms the City administers. Unique accounts for recycling education and outreach information is not recommended, rather, using the existing City accounts.

Facebook. Facebook is a key platform for community engagement, event promotion and sharing longer-form content. It was identified as one of the most frequently used platforms by survey respondents, making it a valuable channel for outreach. The most effective content includes adapting printed flyers into digital formats, sharing informative videos and posting stories that highlight local efforts. Using local photos and tagging community partners can significantly boost visibility and trust. Posts that encourage interactions are

especially beneficial for building community momentum. The City will use the main City Hall Facebook account for all recycling-related content to keep messaging centralized and accessible. This does require careful planning to prevent recycling posts becoming overwhelming.

Instagram. Instagram is ideal for visual storytelling and delivering quick, easy to understand content. It was also among the most used platforms by survey respondents, making it ideal for a broad audience. Stories, reels and carousel posts are particularly effective for engagement. This platform offers a strong opportunity to reinforce brand identity through consistent use of the branding color and to enhance accessibility by including alternative text and captions. The City does not currently have an Instagram account but may add one in the future.

YouTube. YouTube is an ideal platform for hosting educational and evergreen video content. It supports longer-form storytelling, making it perfect for "how-to" videos, PSAs and behind-the-scenes tours of recycling facilities. To maximize viewer retention, videos should be kept under two minutes and include subtitles for accessibility. These videos can also be repurposed across other platforms to extend their reach.

City Website. The City website serves as the central hub for all official recycling information. It is the most reliable and accessible location for evergreen content, including sign-up instructions, program details and downloadable resources. To make the website user-friendly the content should be presented in a clear, straightforward format. The main content should be focused on signing up for curbside, how to engage with drop-off recycling and toolkits for schools and businesses.

9.0 Budget

The budget outlines a suggested distribution of available resources across the various media platforms based on the findings of the community engagement. A marketing partner will be sought and their expertise may further adjust and refine the recommended marketing budget during the proposal process and after the vendor is selected.

Media	Proposed Budget
Production of video PSAs and media buys TV, website, and digital marketing.	$175,000
Production of radio PSA and radio media buys.	$25,000
Newspaper advertisements.	$5,000
Digital media production and marketing including social media calendar development, content creation, boosts and promotion buys. Includes direct to resident engagement such as text messaging.	$500,000
Print materials and handouts: stickers, magnets, reusable grocery bags fliers, postcards, direct mail and postage, door hangers. It can be used for distribution at events, schools, new residents' folders and libraries.	$800,000
Website development and Waste Wizard application.	$45,000

10.0 Schedule

The schedule for the implementation of this REO Plan is to start immediately with all financial resources expended no later than March of 2027. The preference is to complete a significant portion of efforts in the first 12 months. The schedule is based on the City's grant funding timeframe. The materials created for the REO Plan implementation should be evergreen such as fliers, PSAs, reusable grocery bags, and videos so that the City may continue to use this collateral beyond the grant funding period.

11.0 Monitoring, Evaluation and Reporting

Monitoring, evaluation and reporting are critical components of the REO Plan to helps maintain that all efforts are data-driven, transparent and continuously improving. This section outlines the framework for assessing the effectiveness of outreach strategies, measuring public engagement and tracking behavioral change over time.

11.1 Performance Indicators

Performance indicators are essential tools for evaluating the effectiveness of the REO Plan. They provide measurable data that helps assess how well the program is achieving its goals in terms of public awareness, engagement and behavior change. Key performance indicators include impact in curbside recycling sign-ups and the tonnage of materials collected at the recycling center. By tracking a combination of digital engagement metrics, survey responses and action-based outcomes, the City can gain a comprehensive understanding of the program's reach and impact.

Republic recycling data. Track data from Republic Services on a monthly basis to evaluate the measure of curbside recycling behavior within the community. This includes curbside recycling sign-ups and diversion quantities. These figures are critical for evaluating the impact of the REO Plan.

City of Joplin recycling data. Track the data at City recycling drop-off locations including the Recycling Center, Compost Facility, and Tree and Brush Drop Off and at special collection events. Track participation in customer counts as well as material quantities.

11.2 Reach, Engagement and Website Traffic

Monitor how well the program reaches its intended audiences and how those audiences are engaging with the content. This section outlines the approach for engagement metrics.

11.2.1 Awareness and Engagement Metrics

These metrics reflect how many people are exposed to the campaign and how they interact with its content. While these metrics do not confirm behavior change, they are critical for understanding interest and awareness.

Website. Track website analytics, such as page views and time spent on pages, provide valuable insights into public interest and information-seeking behavior. As a central hub for campaign content, the website serves as a strong indicator of reach and engagement, especially when traffic is analyzed following outreach efforts. Website tracking tools are essential for understanding how users interact with online content. Metrics such as page views, session duration, bounce rates and referral sources help evaluate the effectiveness of outreach efforts and identify which topics or pages generate the most interest. These insights guide future content development and campaign timing.

Email newsletters. Track open rates and click-through data from email newsletters to measure engagement. Comparing these metrics to subsequent website traffic helps assess both the effectiveness of the newsletter and the level of interest in the recycling program among targeted demographics.

Social media channels. Monitor impressions, shares and comments on social media platforms to provide real-time feedback on public engagement. Tracking website traffic following social media posts helps evaluate the effectiveness of content and timing. Meta Advertisements Manager is used to monitor the performance of paid campaigns across Facebook and Instagram. It offers real-time data on impressions, reach, click-through rates and conversions. This tool helps assess the effectiveness of targeted messaging and allows for adjustments to improve campaign outcomes.

Press releases. Measure the impact of press releases by media pickup and publication reach. While audience estimates can vary, correlating media coverage with website traffic spikes offers a reliable indicator of reach and public interest.

Public Service Announcements. Track PSA airtime frequency and estimated audience reach provided by the media outlets. Website traffic during and after PSA campaigns can help determine their effectiveness in driving public engagement.

Flyers/Handouts. Reach for printed materials can be measured through QR code scans, direct URL visits or how many were sent out or handed out. The QR code and direct URL visits provide tangible data on how many people are engaged with the content and sought more information.

Welcome Packets. Track distribution of new homeowner welcome packets.

Direct mail. Track the distribution and response rates of direct mail metrics through QR code scans or sign-ups and delivery volume.

Recycling bin stickers. Track the number of stickers distributed, areas covered and any changes in contamination rates.

Giveaway reusable grocery bags. Track the number of bags distributed, or handed out at community events, these can become a memorable touchpoint that supports long-term behavior change.

Town Halls. Track attendance, participant demographics and feedback during town halls offers insights into community engagement. Monitoring follow-up actions, such as sign-ups or inquiries, helps assess the event's impact on outreach goals.

Digital Advertisements. Digital advertisements are evaluated through impressions and conversion rates. Tools like Google Analytics and Meta Ads Manager provide detailed data on how many viewers acted, such as visiting the website or signing up for updates.

Google Analytics provides detailed data on website performance, including user demographics, traffic sources and behavior flow. It enables the team to track how visitors arrive at the site, what actions they take and how long they stay. This tool is particularly useful for measuring the impact of digital campaigns and identifying trends in public engagement over time.

Radio Advertisements. Radio advertisement performance is assessed using station-provided audience data and airtime logs. Monitoring website traffic during ad campaigns helps determine listener engagement and message resonance.

Television. Television reach can be evaluated using Nielson ratings or station-provided data. As with other media, tracking website traffic during and after ad campaigns provides a strong indicator of public response.

Nielson ratings provide standardized data on television viewership, offering insights into the reach and frequency of PSAs and advertisements. These metrics help determine the potential audience size and effectiveness of TV-based outreach efforts, especially when paired with website traffic data during campaign periods.

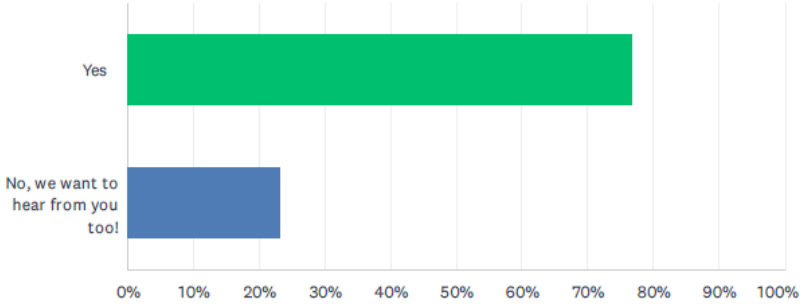
11.3 Reporting

The Public Works Department, in collaboration with the Communications and Public Engagement team, will lead the reporting process. These departments will be responsible for collecting and analyzing data from various sources, including digital platforms, community events and partner organizations. Findings will be shared with internal stakeholders

Appendix A – Community Survey Results

Q1 Are you a resident of the City of Joplin?

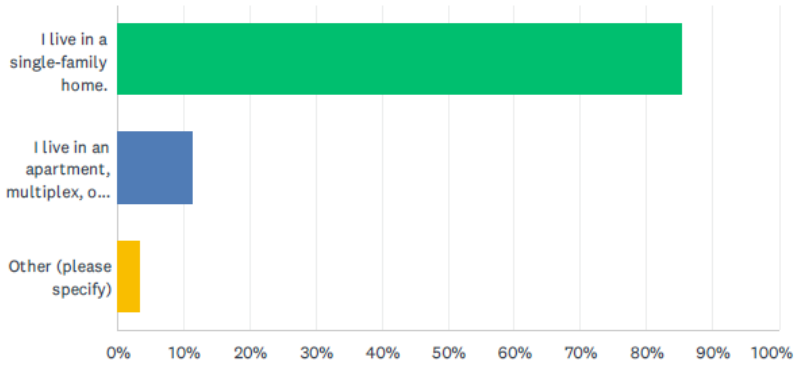
Answered: 240 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	76.67%	184
No, we want to hear from you too!	23.33%	56
TOTAL		240

Q2 What type of housing describes where you live?

Answered: 241 Skipped: 0

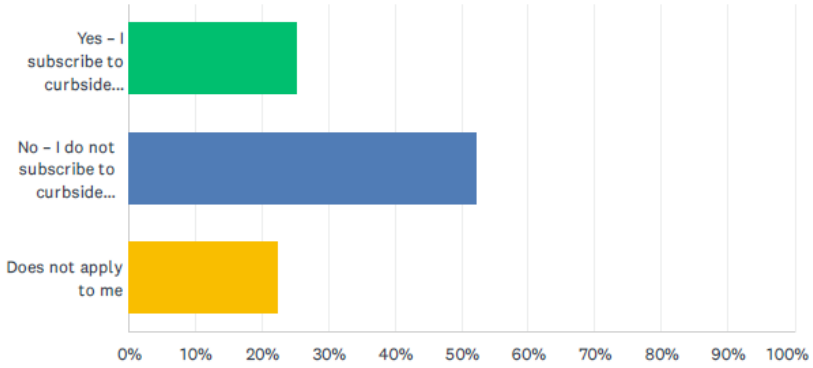


ANSWER CHOICES	RESPONSES	
I live in a single-family home.	85.48%	206
I live in an apartment, multiplex, or mobile home complex.	11.20%	27
Other (please specify)	3.32%	8
TOTAL		241

#	OTHER (PLEASE SPECIFY)	DATE
1	Sober living	5/15/2025 8:06 PM
2	Homeless	5/15/2025 7:39 PM
3	Motel	5/15/2025 6:38 PM
4	With my mom	4/17/2025 7:54 PM
5	P	4/17/2025 7:23 PM
6	2story	4/17/2025 7:08 PM
7	Duplex	4/17/2025 6:23 PM
8	Sober living	4/17/2025 6:16 PM

Q3 Do you currently subscribe to the curbside collection of recyclables for an additional $4.77/month?

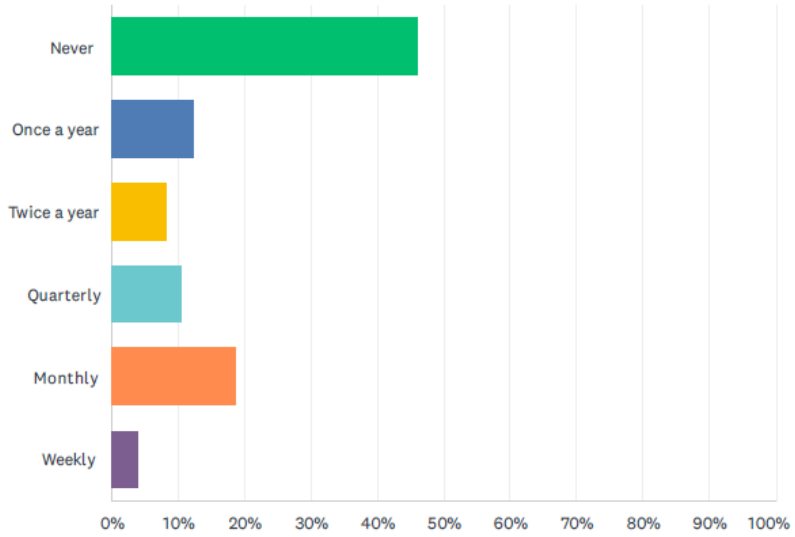
Answered: 241 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes – I subscribe to curbside recycling	25.31%	61
No – I do not subscribe to curbside recycling	52.28%	126
Does not apply to me	22.41%	54
TOTAL		241

Q4 Have you ever visited the City's Recycling Center and Household Hazardous Waste Drop Off (located at 1310 West A Street) and how often do you visit?

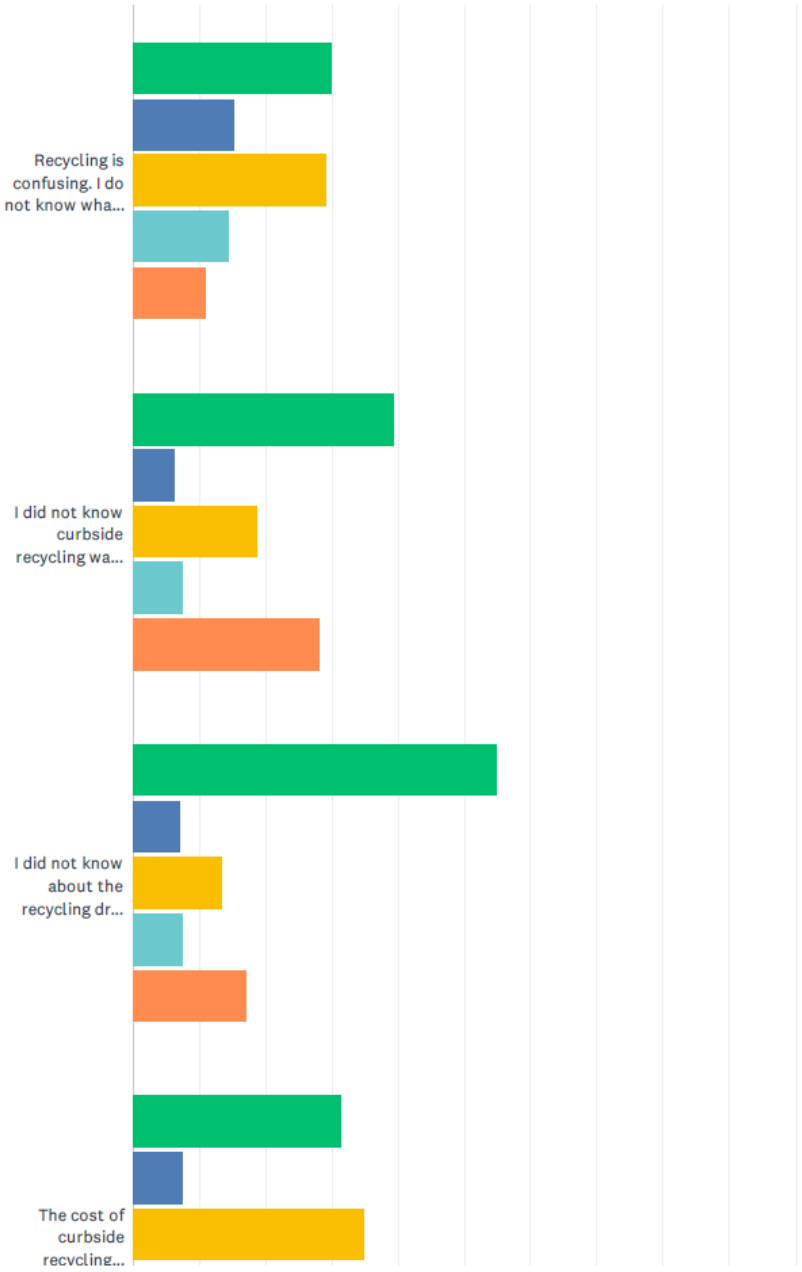
Answered: 241 Skipped: 0

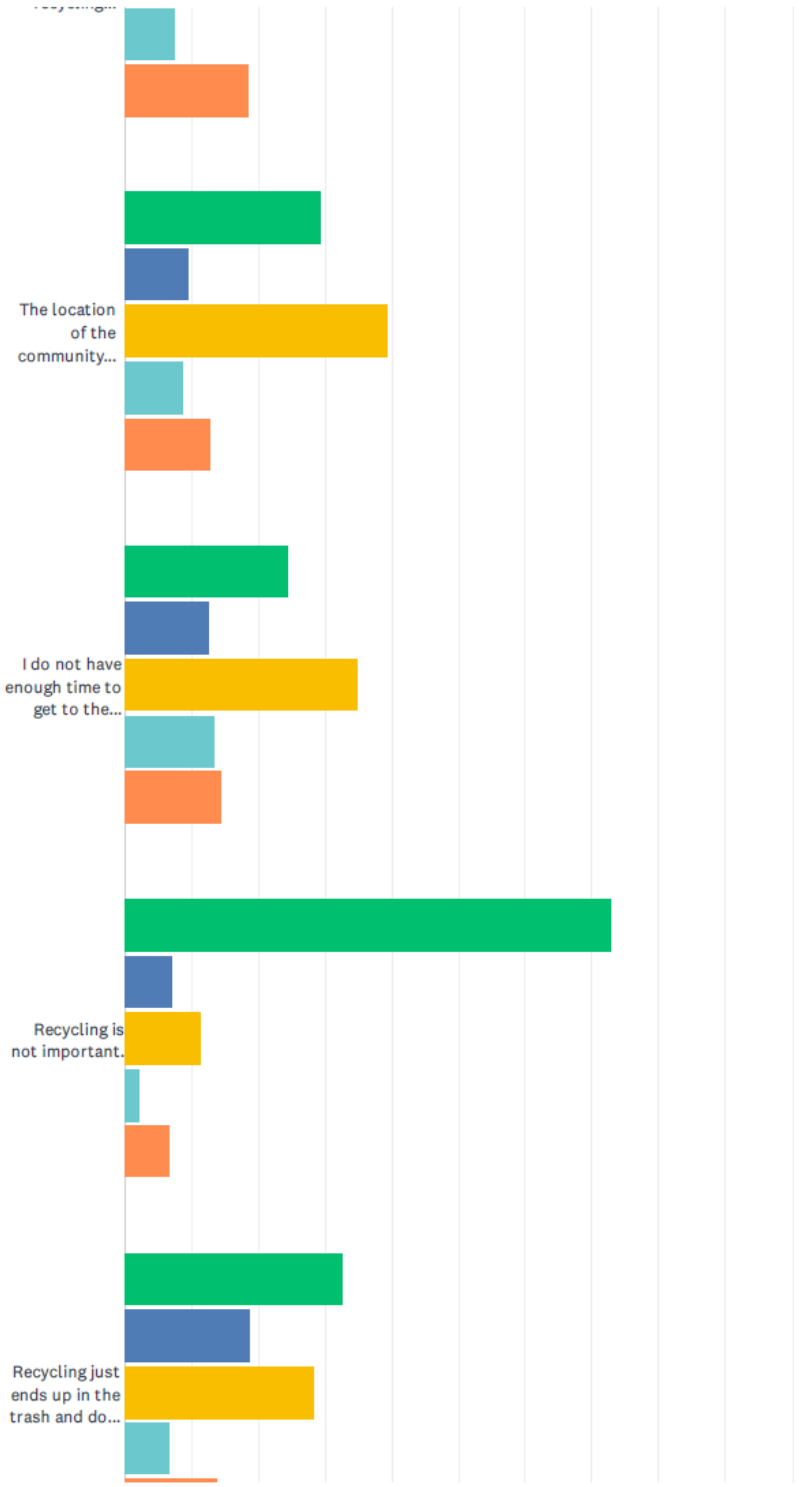


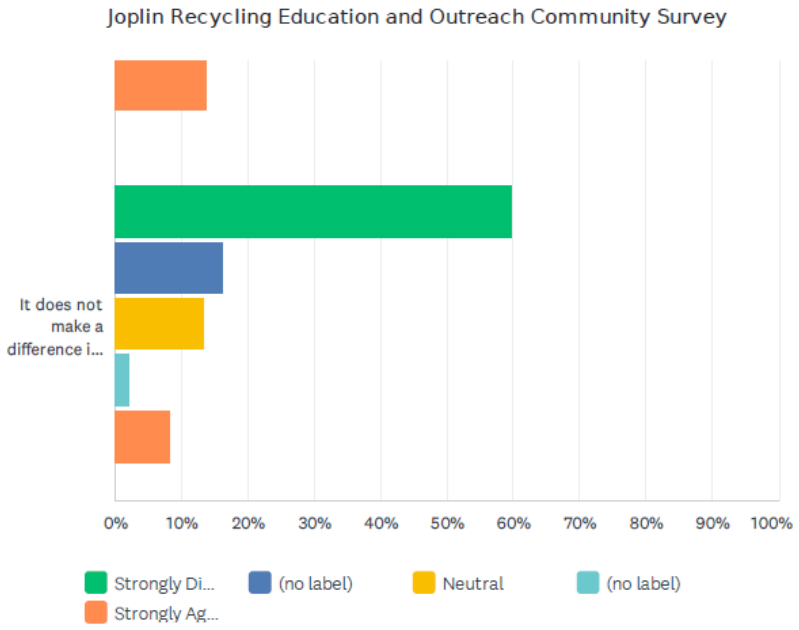
ANSWER CHOICES	RESPONSES	
Never	46.06%	111
Once a year	12.45%	30
Twice a year	8.30%	20
Quarterly	10.37%	25
Monthly	18.67%	45
Weekly	4.15%	10
TOTAL		241

Q5 There are many perceived challenges to participating in recycling. Please rank how much you agree with the following statements:

Answered: 231 Skipped: 10




The location of the community...
I do not have enough time to get to the...
Recycling is not important.
Recycling just ends up in the trash and do...



	STRONGLY DISAGREE	(NO LABEL)	NEUTRAL	(NO LABEL)	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Recycling is confusing. I do not know what can and cannot be recycled.	30.13% 69	15.28% 35	29.26% 67	14.41% 33	10.92% 25	229	2.61
I did not know curbside recycling was available for a fee.	39.47% 90	6.14% 14	18.86% 43	7.46% 17	28.07% 64	228	2.79
I did not know about the recycling drop off center.	55.02% 126	6.99% 16	13.54% 31	7.42% 17	17.03% 39	229	2.24
The cost of curbside recycling prevents me from participating ($4.77/month).	31.42% 71	7.52% 17	34.96% 79	7.52% 17	18.58% 42	226	2.74
The location of the community Recycling Center is inconvenient.	29.39% 67	9.65% 22	39.47% 90	8.77% 20	12.72% 29	228	2.66
I do not have enough time to get to the community Recycling Center.	24.45% 56	12.66% 29	34.93% 80	13.54% 31	14.41% 33	229	2.81
Recycling is not important.	72.93% 167	6.99% 16	11.35% 26	2.18% 5	6.55% 15	229	1.62
Recycling just ends up in the trash and does not actually get recycled.	32.61% 75	18.70% 43	28.26% 65	6.52% 15	13.91% 32	230	2.50
It does not make a difference if I recycle or not.	59.83% 137	16.16% 37	13.54% 31	2.18% 5	8.30% 19	229	1.83

Q6 Are there any other challenges to participating in recycling that you want to share?

Answered: 96 Skipped: 145

#	RESPONSES	DATE
1	Only five parking spaces.	5/19/2025 12:06 AM
2	I was not aware that recycling was availible in the community for a fee, i wish i was better educated on the services and what is recyclable. There is a lack of education of those within the community.	5/15/2025 7:23 PM
3	Convenience, incentives, city budget, availability, etc. I would LOVE to know more about this and what can be done to make it more easily accessible to the community	5/15/2025 7:23 PM
4	Nope	5/15/2025 7:18 PM
5	Na	5/15/2025 7:12 PM
6	N/A	5/15/2025 6:59 PM
7	No	5/15/2025 6:41 PM
8	No	5/15/2025 6:39 PM
9	No	5/15/2025 6:37 PM
10	Living in the county	5/15/2025 6:15 PM
11	No	5/15/2025 6:06 PM
12	Na	5/15/2025 6:01 PM
13	No	5/15/2025 5:45 PM
14	Recycling the right things	5/15/2025 5:40 PM
15	NA	5/15/2025 5:30 PM
16	Na	5/15/2025 4:53 PM
17	Utilities are high in cost now and I don't want a bigger trash bill. I do not want mandatory recycling either.	5/8/2025 5:25 PM
18	Not enough recycling cans at public events or on street corners downtown, etc.	5/8/2025 11:54 AM
19	It isn't easy to do. We need more locations and better education	5/7/2025 5:37 PM
20	Do not like two separate days. No challenge just lazy.	5/7/2025 3:17 PM
21	Just getting my family onboard to rinse and place items in the bin. It would be nice to have some marketing/promotional data to show them that things do not "just go in the trash anyway" and how a small thing like us recycling curbside can make a difference.	5/7/2025 11:16 AM
22	It bothers me that I can't curbside recycle glass, and I've also been told that most of the plastic I do recycle is thrown away. I would like to see recycling explained and curbside recycling included for everyone. When I used to live just outside of city limits on Riverside Drive, I had neighbors who would burn their trash, including plastic. That's so dangerous for the environment, and I would hope if Recycling was included with the trash pick up, perhaps they would stop.	5/7/2025 8:50 AM
23	I at one time participated in the curbside recycling,I was so limited to what went in the cart. First, they picked up weekly, then it was switched to bi-weekly for the same price. Okay I dealt with it. However, if something prevented them from picking up the recycle on the second week, they did NOT make accommodations to come back until next scheduled pickup. When I cancelled my curbside was when I hadn't had my recycle picked up for over a month. And I	5/7/2025 8:04 AM

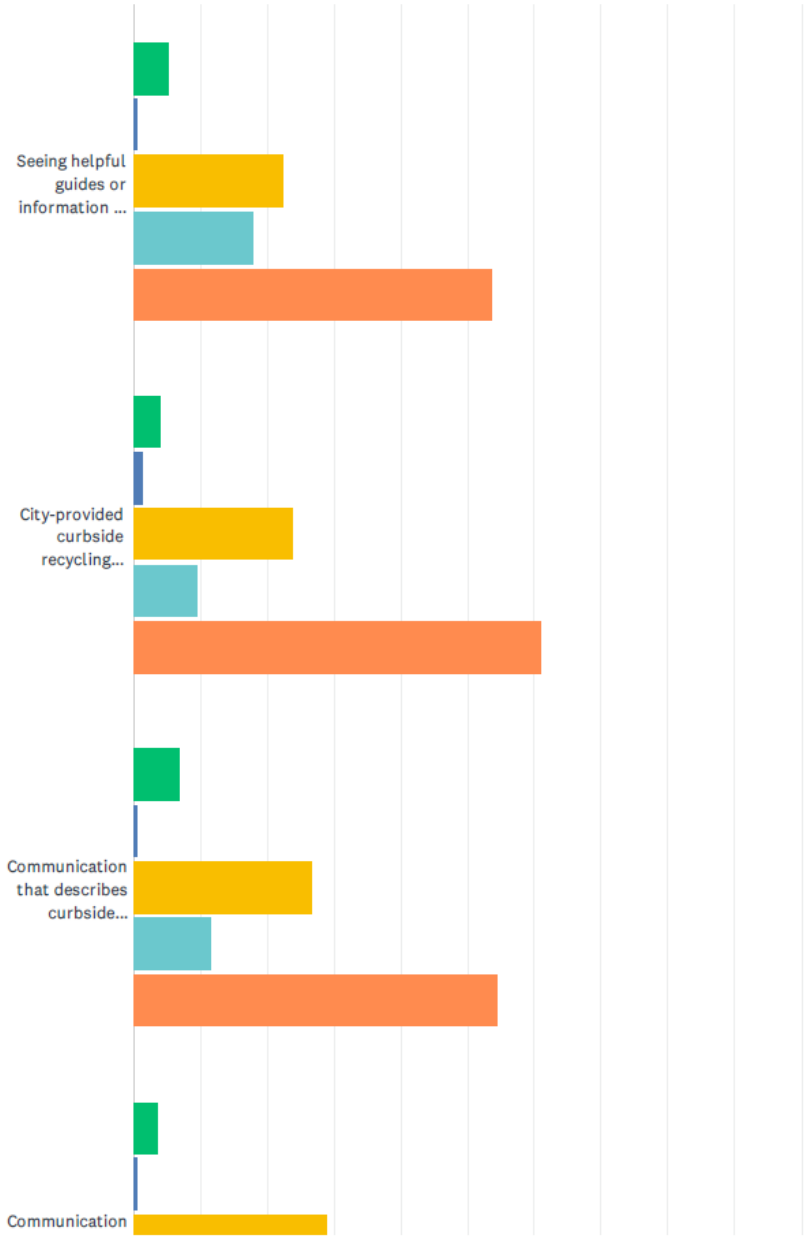
	understand weather can cause issues, but when I called and asked for someone to please come pick up my recycle, I was told no. My can was overflowed and I was putting what I could actually recycle into the normal trash. I wasn't not credited for the whole month they didn't pick up. Then when I called between the city and Republic to cancel the recycle, one of them finally said they would get it cancelled. Then to find out I went months paying for a service I wasn't receiving. Did I get a credit on my bill, NO. I was told I called the wrong office to cancel. Bullshit. I will NEVER pay for curbside again. I never got accommodated for what was stolen from me. I'd use someone else for my trash pickup too but then it leaves me with a separate bill still to the city for sewer. Not a happy resident of almost 20 years here in Joplin in regards to the fiasco that is recycling, trash and sewer bills.	
24	I would like curbside recycling to be picked every week instead of every other week. Our bin gets too full of recycling, so by the 2nd week, we are putting things in the trash.	5/7/2025 7:50 AM
25	We understand that glass cannot be recycled curbside. We produce lots of glass for recycling.	5/6/2025 11:20 PM
26	I wasn't able to attend but returning to a weekly pick up for recycling in North Heights would encourage more people to recycle more. From what I've been told, other neighborhoods still have weekly pickup. Having to remember to put out the recycling every other week on a day separate from trash pickup makes it appear that the city/Republic are trying to drive numbers down to discontinue service all together. Also, reaching out to existing customers and letting them know about recycling options would be a start. A tremendous number of people in the North Heights Neighborhood Group were unaware that recycling was an option.	5/6/2025 7:38 PM
27	I had no clue about the curbside recycling option	5/6/2025 5:15 PM
28	I wasn't aware of the different product offered to recycle	5/6/2025 5:05 PM
29	Knowing the location of Recycling places for what is being recycled.	5/6/2025 5:02 PM
30	The hours of the center limit me from getting there sometimes.	5/6/2025 4:31 PM
31	I wish there were services for those who live just outside the city limits.	5/6/2025 2:17 PM
32	Not being able to recycle glass curbside. And, would like to see an extended number of plastics eligible for recycling curbside.	5/6/2025 12:01 AM
33	Limited hors at the recycling center, limited location, cost of curbside pickup and limitations on what they will even take all lead to limited recycling in my household. However, we do work to reduce an reuse, which are more impotant than recycling.	5/5/2025 11:09 PM
34	I wish we could recycle glass for curbside pickup but I understand the problems with breakage. I wish it were easier to have large items picked up. I wish the Recycling Center had regular hours -- 9-5 daily and at least 4 hours on Saturday.	5/5/2025 9:33 PM
35	people don't care enough about their environment and won't put in the effort to protect it.....there are no excuses except laziness	5/5/2025 9:22 PM
36	We need better trash and recycling services.	5/5/2025 7:46 PM
37	Curbside pickup every other week is not enough. We are constantly stockpiling recycling materials waiting for the next pickup (and some end up in the trash because of space). The correct week is easy to lose track of, too.	5/5/2025 6:24 PM
38	No	5/5/2025 6:20 PM
39	I don't live in Joplin, so my challenge is borrowing a truck to get all my recycling there in one trip.	5/5/2025 6:06 PM
40	The center is not large enough and I often have to wait outside. The hours are not always easy for me. I miss the area with free hangers and books.	5/5/2025 5:12 PM
41	Styrofoam can't recycle. Glass we bring monthly to the recycling center. Plastic bags need to be brought to Walmart. So curbside doesn't take care of everything.	5/5/2025 5:09 PM
42	1. It would be more convenient if recycling and trash pickup were on the same schedule. 2. I wish there was a way to recycle glass at the curbside.	5/5/2025 5:02 PM
43	Glass is the only challenge otherwise I could recycle everything curbside	5/5/2025 4:50 PM
44	I would like it weekly.	5/5/2025 4:38 PM

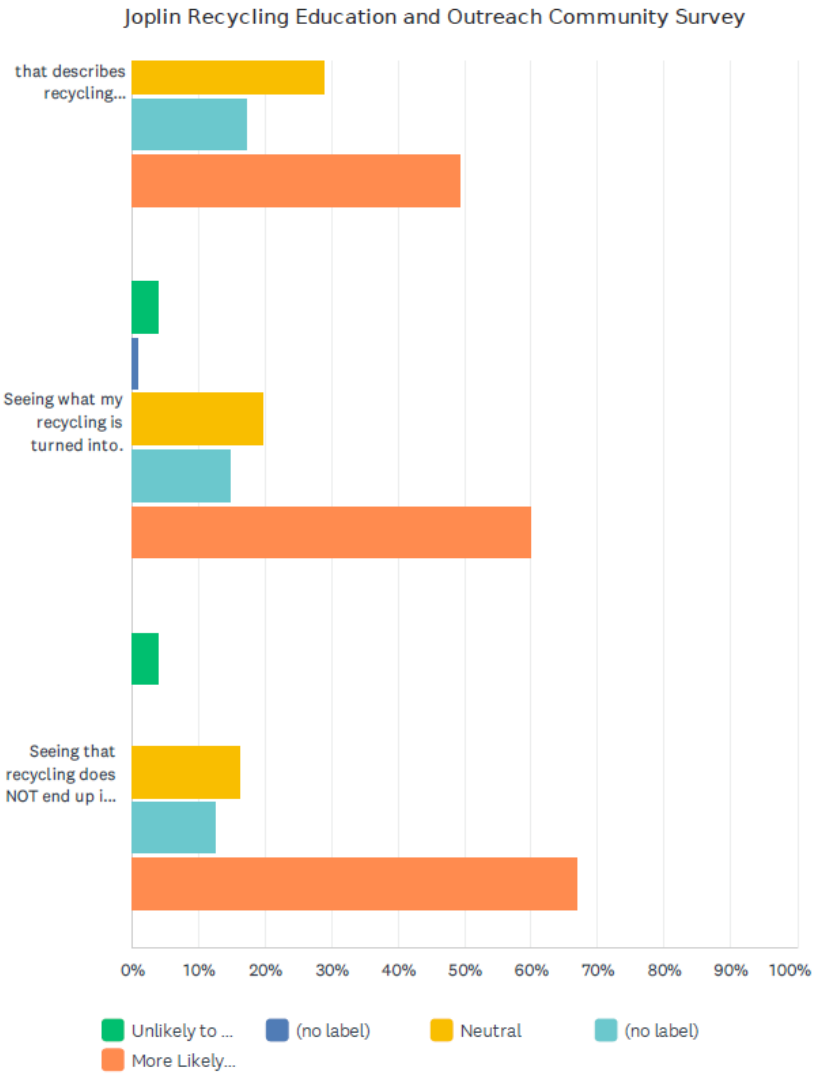
45	We need the cooperation of corporations packaging our products to make recycling work.	5/5/2025 1:44 PM
46	I was informed that there has been information that was made public in the Joplin area that the curbside recycling collections were being sent to landfill instead of being recycled.. I am considering stopping my recycling as it is a financial drain if its not recycled. As revenue is generated from recycling... why are those of us who recycle paying a fee? It seems more equitable for those who DO NOT recycle to be charged for NOT RECYCLING. City recycling center is inconvenient and hours are not user friendly.	5/5/2025 9:40 AM
47	More public awareness. Would like to recycle styrofoam	5/5/2025 8:56 AM
48	Wish there was a center in south joplin.	5/4/2025 8:41 PM
49	I'd love a smaller bin to recycle glass.	5/4/2025 4:35 PM
50	No … but if each household held out the recyclables for one month they would be surprised.. I live alone now put out a fraction of the trash I used to .. seems like everything comes in plastic and it adds up fast I make a trip to recycle every 3 weeks	5/2/2025 11:05 PM
51	I think it would be easier if the answers to these questions were yes or no. The Strongly Disagree or Agree was confusing	5/2/2025 10:05 PM
52	It would be nice to have at least one more recycling center to service other parts of town, or maybe offer recycling drop-offs with multi-section cartons - something similar to the DAV drop-offs - around town.	5/2/2025 12:26 PM
53	If I didn't have to pay for curbside pickup, I would recycle.	5/1/2025 3:32 PM
54	Plastic containers such as laundry detergent/softner jugs be recycled?	5/1/2025 2:20 PM
55	Joplin needs business recycling	5/1/2025 10:24 AM
56	If my recyclables had meaningful economic value, I would be paid for them, not required to pay to recycle them. Especially when we consider that my time in sorting has economic value, post-consumer recycling is largely a waste of resources. Of course, the degree of waste varies by material, it's relatively economically efficient to recycle metal, and to a lesser extent, cardboard. The evidence on recycling things like plastic and organic materials is that it uses more energy, water, carbon emissions, etc. than it saves. Recycling is bad for city budgets and the environment. For people who care about their environmental footprint, consuming less in the first place is a better choice.	5/1/2025 9:26 AM
57	Wish I could put glass in my recycling bin	5/1/2025 9:21 AM
58	Curbside recycling should be free.	5/1/2025 8:50 AM
59	I do pay for curbside Recycling, but it bothers me that I cannot recycle glass curbside, And I've also been told that much of the plastic I recycle is thrown out.	5/1/2025 6:17 AM
60	Physical disability. I can't haul recycling items to be recycled, either curbside or to the center. I have a polycart for trash but nothing to put the recycling items into and then have them taken for me. Whereas the trash goes out in small trash bags into the cart that stays at the curb since I can't move it	5/1/2025 1:07 AM
61	As long as I can put all recyclables in the same can at my residence- I am happy and proud to do so.	4/30/2025 10:20 PM
62	The recycling center is too small. I am nervous backing out of one of the handful of spaces because the setup allows too many people to be walking to collection bins behind me.	4/30/2025 9:26 PM
63	Ease of signing up for recycling curbside services, having to call is the biggest reason I have not subscribed and why I go to the physical recycling center	4/30/2025 9:07 PM
64	We participated in curbside recycling. However, the Republic drivers for recycling destroyed part of our rock wall and no one is willing to take responsibility for the damage. It disgusting that this irresponsible subcontractor has damaged our wall.	4/30/2025 8:31 PM
65	For things I cannot recycle curbside, specifically/mainly glass, my main barrier to getting it to the recycling center regularly is the odd and varied hours of the center. I do it anyway, as recycling is very important to me, but I imagine this is a barrier to others and results in recyclables being thrown away instead.	4/30/2025 8:27 PM

66	Wished it were weekly.	4/30/2025 7:37 PM
67	I wish Joplin collected other recyclable materials through curbside pickup (namely glass)	4/30/2025 7:26 PM
68	I do miss having weekly pickup. Our bin fills up so fast. I know at least for a while you offered a second bin for free, but I don't have space for another bin.	4/30/2025 7:23 PM
69	Remembering which week is mine.	4/30/2025 6:38 PM
70	Currently, recycling only gets picked up 2 times a month. It needs to go back to being weekly.	4/30/2025 6:34 PM
71	No, it seems to work.	4/30/2025 6:11 PM
72	It would help if people knew how much the recycling center saves from going to the landfill.	4/30/2025 5:33 PM
73	What do do with coated cartons/paper. They say they are recyclable but they actually are not accepted here.	4/30/2025 5:31 PM
74	The reason we go to the local facility with our recycling is because the curbside pickup does not include glass. Since we recycle glass we load up our car and make a drop-off every 2 - 3 weeks. It would be awesome to see more local businesses include a bin for recycling next to the regular trash cans. Maybe it would encourage others to do the same at home.	4/30/2025 5:29 PM
75	Used to have the recyc barrel till the cost went up and pickups were cut in half. Could never remember which was the "on" week. So went back to schlepping to the Recyc center...tho the hours need expansion.	4/30/2025 5:23 PM
76	cost time Curbside would be more convenient, time makes it difficult, already pay to much for just trash pickup.	4/19/2025 8:53 PM
77	Joplin businesses (bars) need a way to recycle glass curbside. Maybe a volunteer partnership w/ our senior center or sentinels Volunteers might go around pick it up (glass) and take it to the recycling center.	4/18/2025 12:24 AM
78	No	4/17/2025 7:53 PM
79	No	4/17/2025 7:48 PM
80	time Just the time it takes to sort	4/17/2025 7:35 PM
81	knowledge Sometimes not having the right perspective on knowing how to recycle	4/17/2025 7:35 PM
82	cost The cost and convenience, in other states it's free. In upstate NY trash cost abs recycling is free.	4/17/2025 7:26 PM
83	N/a	4/17/2025 7:18 PM
84	NA	4/17/2025 7:17 PM
85	N/a	4/17/2025 7:16 PM
86	No	4/17/2025 7:11 PM
87	location If I live outside of city limits can I still participate	4/17/2025 6:57 PM
88	Republic is amazing!	4/17/2025 6:50 PM
89	No	4/17/2025 6:39 PM
90	Nope	4/17/2025 6:39 PM
91	No	4/17/2025 6:39 PM
92	None	4/17/2025 6:31 PM
93	N/A	4/17/2025 6:24 PM
94	NA	4/17/2025 6:03 PM
95	No	4/17/2025 6:01 PM
96	No	4/17/2025 5:40 PM

Q7 What are some opportunities to increase your participation in recycling? On a scale from 1 to 5, how likely are you to participate in recycling based on the following statements:

Answered: 224 Skipped: 17




Joplin Recycling Education and Outreach Community Survey
that describes recycling...
Seeing what my recycling is turned into.
Seeing that recycling does NOT end up i...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Unlikely to ...
(no label)
Neutral
(no label)
More Likely...

	UNLIKELY TO RECYCLE	(NO LABEL)	NEUTRAL	(NO LABEL)	MORE LIKELY TO RECYCLE	TOTAL	WEIGHTED AVERAGE
Seeing helpful guides or information for what can/cannot be recycled.	5.38% 12	0.45% 1	22.42% 50	17.94% 40	53.81% 120	223	4.14
City-provided curbside recycling service for free or a reduced rate.	4.13% 9	1.38% 3	23.85% 52	9.63% 21	61.01% 133	218	4.22
Communication that describes curbside recycling options.	6.88% 15	0.46% 1	26.61% 58	11.47% 25	54.59% 119	218	4.06
Communication that describes recycling drop-off locations.	3.64% 8	0.45% 1	29.09% 64	17.27% 38	49.55% 109	220	4.09
Seeing what my recycling is turned into.	4.07% 9	0.90% 2	19.91% 44	14.93% 33	60.18% 133	221	4.26
Seeing that recycling does NOT end up in the landfill.	4.07% 9	0.00% 0	16.29% 36	12.67% 28	66.97% 148	221	4.38

Q8 Are there other opportunities that would help increase your participation in recycling?

Answered: 53 Skipped: 188

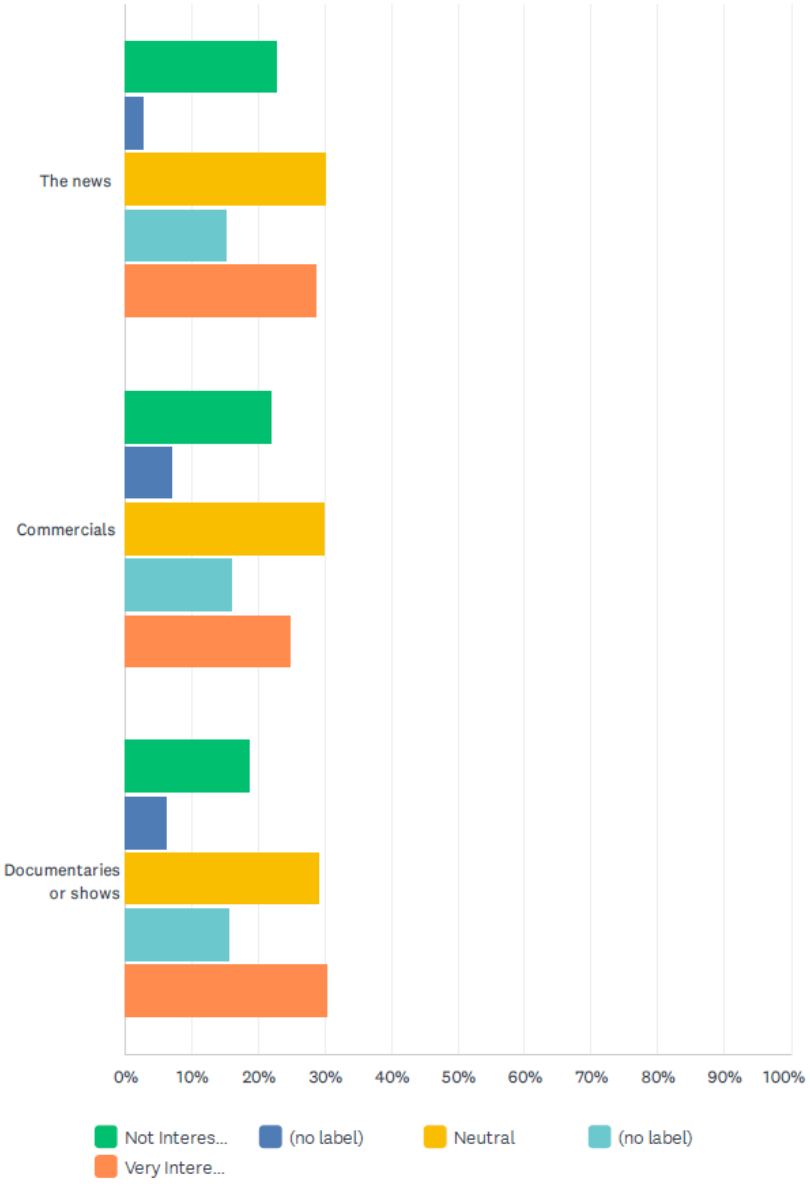
#	RESPONSES	DATE
1	Finding ways to communicate how these things are possible via social media, and allowing things to be easier spread by word of mouth.	5/15/2025 7:28 PM
2	Understanding the logistics of making it more convenitently accessible in Joplin	5/15/2025 7:28 PM
3	Nope	5/15/2025 7:18 PM
4	No	5/15/2025 6:40 PM
5	No	5/15/2025 6:06 PM
6	Na	5/15/2025 6:01 PM
7	No	5/15/2025 5:46 PM
8	Nope	5/15/2025 5:41 PM
9	None.	5/8/2025 5:26 PM
10	More recycling in our city events and locations.	5/7/2025 5:41 PM
11	In other areas of the country, recycling is mandatory and everyone has recycling bins. I think we should do that here.	5/7/2025 8:51 AM
12	If it was truly free pickup, sure I'd set it out. If y'all are going to up my rate for it or cut the cost, still don't think I want to pay people for another service I'm gonna get the shaft on and watch all the recycle just go into the normal trash anyways. They provided guides before and half the things I had to recycle could t even go into the recycling but I could drive it to my local facility. Not happening when I already pay for recycle. They should be accepting Walmart sacks and glass as well in the recycle bin at my curb. I shouldn't have to drive it somewhere else in addition to my curbside recycle. Defeats my whole point of having CURBSIDE RECYCLING	5/7/2025 8:11 AM
13	We already recycle regularly. It would be nice if more items were recyclable (more plastic items especially).	5/6/2025 11:27 PM
14	Thanks for the opportunity to express my opinion	5/6/2025 5:20 PM
15	Most everyone I know would take the time to recycle if it were curbside and you got a discount on your wastewater bill.	5/6/2025 12:23 PM
16	The city can't provide curbside recycling for free. They will tact the cost onto our already outrageously high bill. A move which I strongly oppose. Instead, we should focus on reducing and reusing. Recycling should only be undertaken once we have exhausted the first two steps.	5/5/2025 11:14 PM
17	My neighborhood (Oak Pointe) has few recyclers and there is a TON of trash generated. Don't know why more don't recycle. I think a lot of it is just lack of concern, in general, don't want to be bothered, easier to just throw everything away. It isn't cost. My neighbors could easily afford the small monthly fee.	5/5/2025 9:36 PM
18	our family has recycled for years and know it is important	5/5/2025 9:22 PM
19	Weekly curbside service.	5/5/2025 6:25 PM
20	No	5/5/2025 6:21 PM
21	No. We have been recycling for 25 years, ever since you started it for the city.	5/5/2025 5:12 PM
22	I need to know who may use the Joplin recycle center	5/5/2025 1:46 PM
23	a community recycling center in South Joplin	5/5/2025 9:41 AM

24	Availability of curbside glass recycling.	5/4/2025 4:36 PM
25	no comment at this time	5/2/2025 10:06 PM
26	We already recycle regularly, but the above options - especially seeing how the city uses recycling - are steps in the right direction.	5/2/2025 12:27 PM
27	I feel that recycling shouldn't be charged since we are already paying for trash pickup to which that is the same thing except it's being recycled.	5/1/2025 3:36 PM
28	sidewalk recycling options	5/1/2025 10:25 AM
29	Seeing that my recycling has economic value sufficient to justify paying me for it. If it doesn't, then it's an exercise in therapeutic good intentions, and futility. Caveats granted for large items that the city at takes for free, which save me some garbage costs. Please look up John Tierney's work on the topic. Even Greenpeace has published studies on the limits of recycling. NYC is throwing away $340 Million a year on a recycling program that enriches special interests and does nothing for the planet. Let's not go down that path.	5/1/2025 9:36 AM
30	Print items that can be recycled on lid of bin.. have seen this other cities. Use recycling to make fuel for running city or businesses	5/1/2025 9:24 AM
31	I love the way the Recycling Center used to operate when Joan was leading it. There was a place to recycle books and other items that people in the community could leave if they didn't want or take if they did. That was a great community builder, and a good way to pass on What you no longer needed.	5/1/2025 6:19 AM
32	No - I already participate in the curbside recycling which is much more convenient than taking to a drop-off site that I would not participate in.	4/30/2025 10:26 PM
33	I would like to see reliable subcontractors work with the city	4/30/2025 8:34 PM
34	Knowing the costs of the recycling program and if they are offset by profits form selling some recycled materials.	4/30/2025 5:35 PM
35	Having the recycling center take plastic bags/soft plastic.	4/30/2025 5:33 PM
36	I already participate and encourage others as well. I think more people should know that they can recycle plastic bags at any Walmart in the entrance by the carts (there is a receptacle for them to be dropped off).	4/30/2025 5:33 PM
37	Pretty sure some of the items sent for recyc do NOT actually get there.	4/30/2025 5:24 PM
38	Perhaps adding work from local artists using recyclables would add a vibrant appeal to the recycling center. Maybe cycling those pieces through displays downtown and in our parks would increase a sense of culture and community.	4/26/2025 11:56 AM
39	options I participate a lot, might have better participation. Miss the bag recycling bin there.	4/19/2025 8:57 PM
40	education Not for me and my family. We already try to reduce, reuse and recycle. Maybe we need more public education on not littering and recycling.	4/18/2025 12:29 AM
41	Yes	4/17/2025 7:54 PM
42	No	4/17/2025 7:48 PM
43	Nope	4/17/2025 7:36 PM
44	education Knowing the location in the city I live in	4/17/2025 7:36 PM
45	NA	4/17/2025 7:19 PM
46	N/A	4/17/2025 7:18 PM
47	No	4/17/2025 7:11 PM
48	No	4/17/2025 6:40 PM
49	events More events	4/17/2025 6:39 PM
50	Not that I can think of	4/17/2025 6:32 PM

51	N/A	4/17/2025 6:25 PM
52	NA	4/17/2025 6:04 PM
53	No	4/17/2025 5:40 PM

Q9 Television

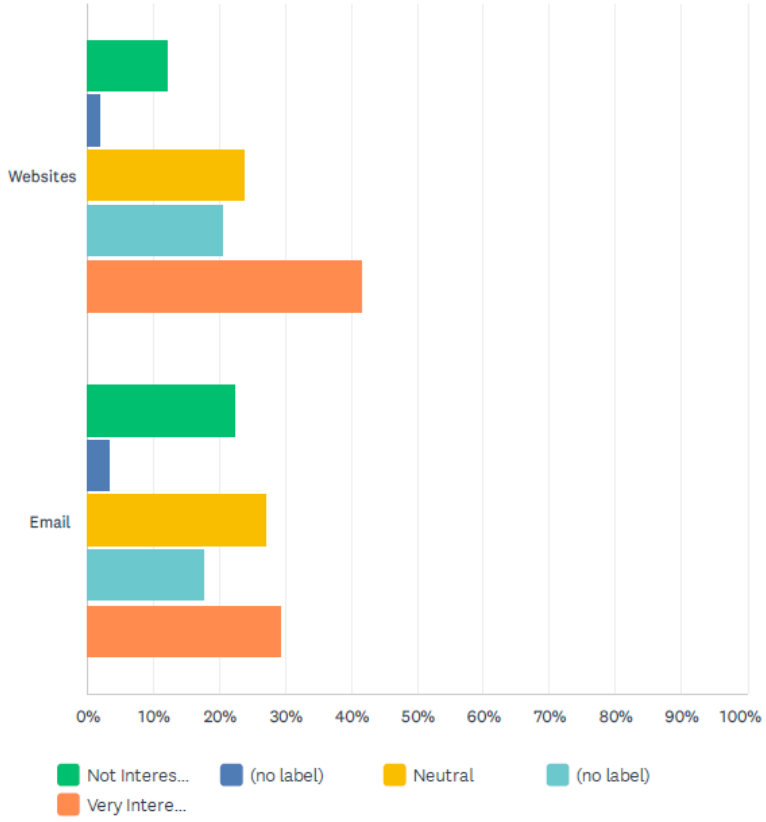
Answered: 217 Skipped: 24



	NOT INTERESTED	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY INTERESTED	TOTAL	WEIGHTED AVERAGE
The news	22.79% 49	2.79% 6	30.23% 65	15.35% 33	28.84% 62	215	3.25
Commercials	22.07% 47	7.04% 15	30.05% 64	15.96% 34	24.88% 53	213	3.15
Documentaries or shows	18.78% 40	6.10% 13	29.11% 62	15.49% 33	30.52% 65	213	3.33

Q10 Online

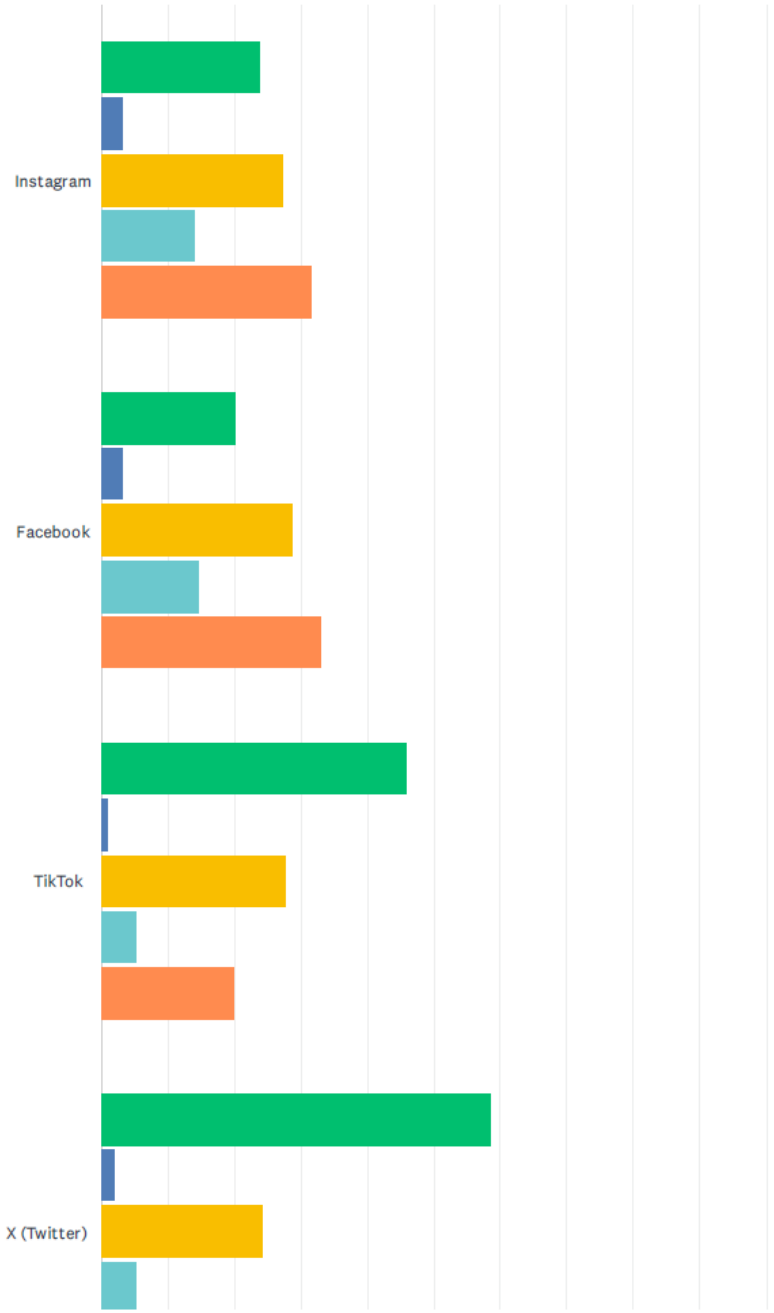
Answered: 215 Skipped: 26

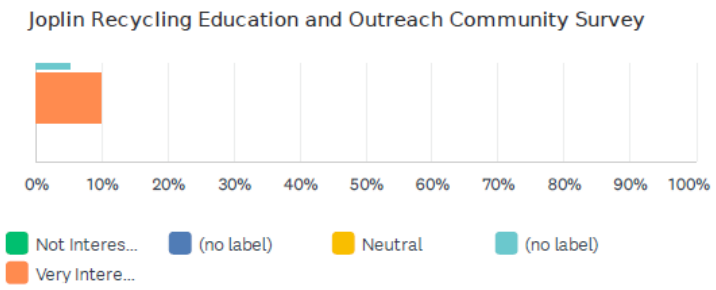


	NOT INTERESTED	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY INTERESTED	TOTAL	WEIGHTED AVERAGE
Websites	12.15% 26	1.87% 4	23.83% 51	20.56% 44	41.59% 89	214	3.78
Email	22.38% 47	3.33% 7	27.14% 57	17.62% 37	29.52% 62	210	3.29

Q11 Social Media

Answered: 215 Skipped: 26

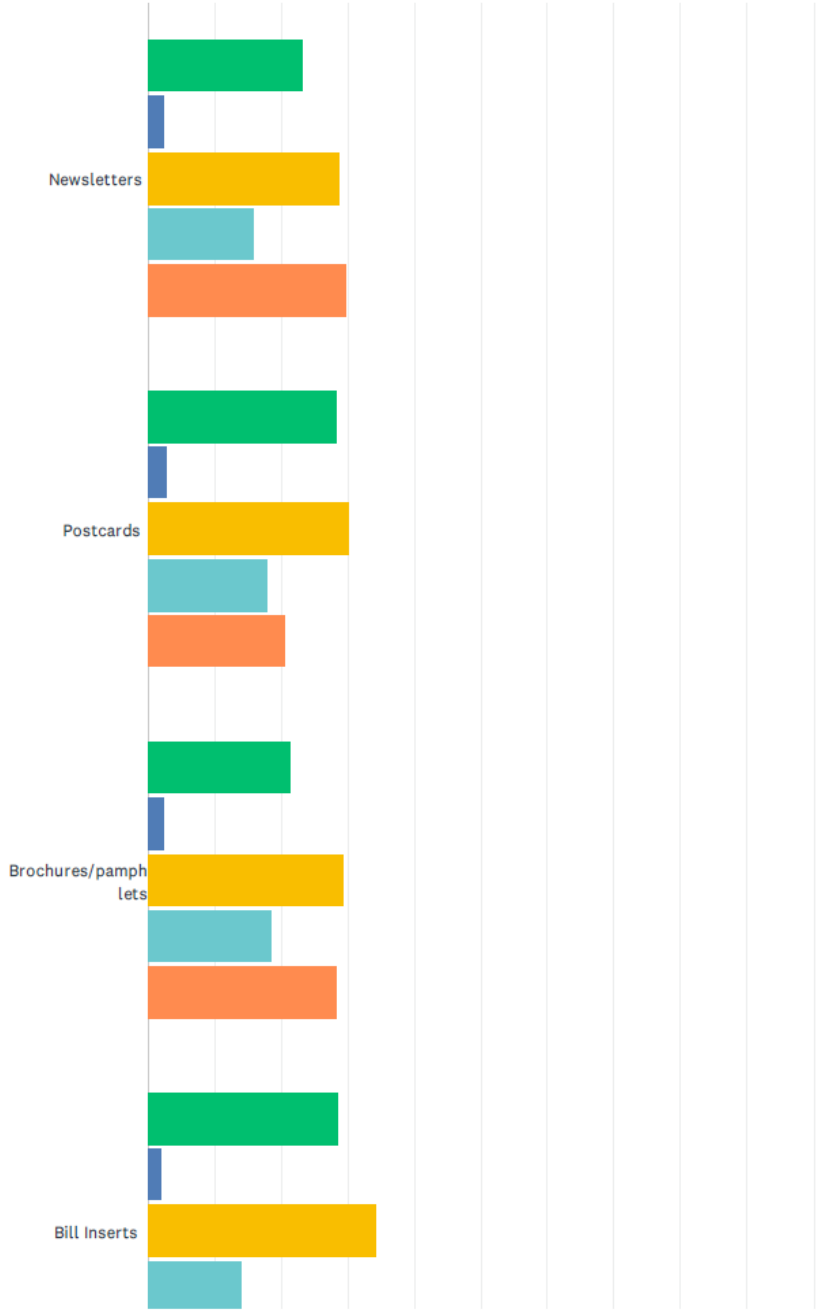


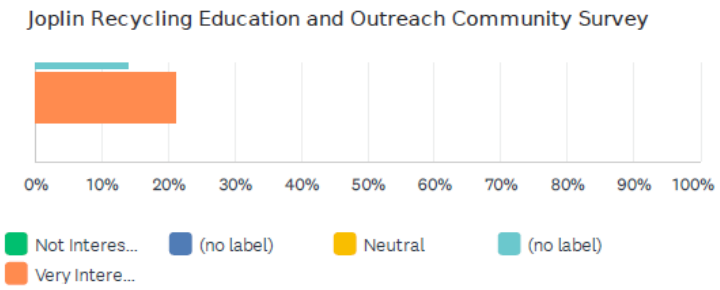


	NOT INTERESTED	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY INTERESTED	TOTAL	WEIGHTED AVERAGE
Instagram	23.94% 51	3.29% 7	27.23% 58	14.08% 30	31.46% 67	213	3.26
Facebook	20.28% 43	3.30% 7	28.77% 61	14.62% 31	33.02% 70	212	3.37
TikTok	45.93% 96	0.96% 2	27.75% 58	5.26% 11	20.10% 42	209	2.53
X (Twitter)	58.57% 123	1.90% 4	24.29% 51	5.24% 11	10.00% 21	210	2.06

Q12 Mail

Answered: 216 Skipped: 25

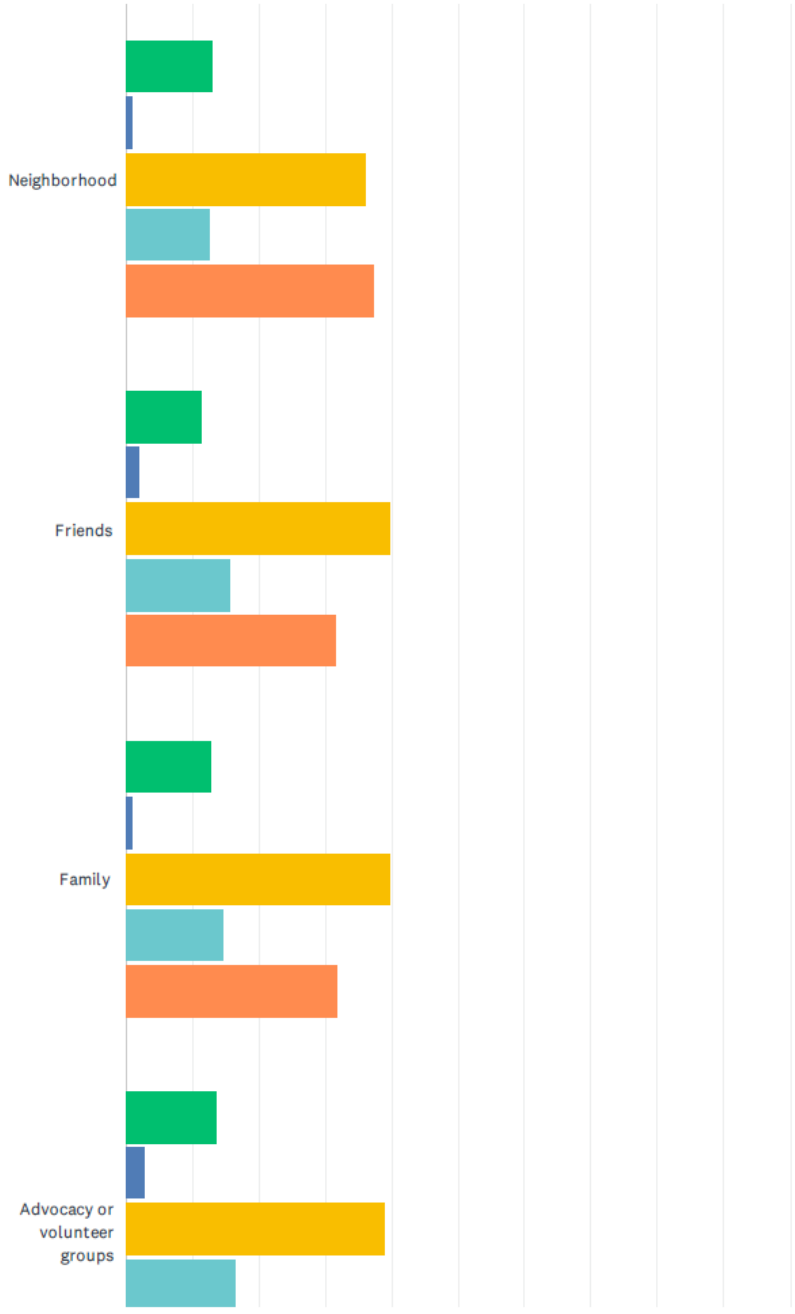


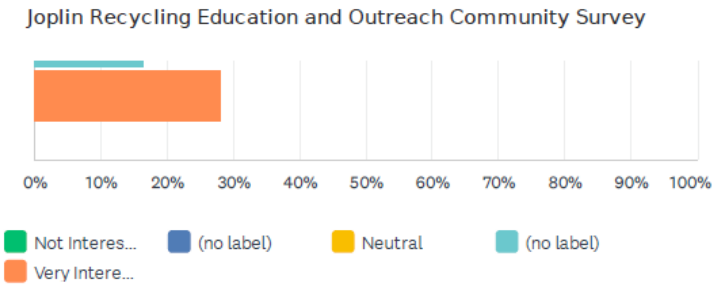


	NOT INTERESTED	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY INTERESTED	TOTAL	WEIGHTED AVERAGE
Newsletters	23.26% 50	2.33% 5	28.84% 62	15.81% 34	29.77% 64	215	3.27
Postcards	28.44% 60	2.84% 6	30.33% 64	18.01% 38	20.38% 43	211	2.99
Brochures/pamphlets	21.33% 45	2.37% 5	29.38% 62	18.48% 39	28.44% 60	211	3.30
Bill Inserts	28.64% 61	1.88% 4	34.27% 73	14.08% 30	21.13% 45	213	2.97

Q13 Community

Answered: 215 Skipped: 26





	NOT INTERESTED	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY INTERESTED	TOTAL	WEIGHTED AVERAGE
Neighborhood	13.08% 28	0.93% 2	35.98% 77	12.62% 27	37.38% 80	214	3.60
Friends	11.27% 24	1.88% 4	39.91% 85	15.49% 33	31.46% 67	213	3.54
Family	12.80% 27	0.95% 2	39.81% 84	14.69% 31	31.75% 67	211	3.52
Advocacy or volunteer groups	13.62% 29	2.82% 6	38.97% 83	16.43% 35	28.17% 60	213	3.43

Q14 Are there any other media sources that you would like to receive recycling information from?

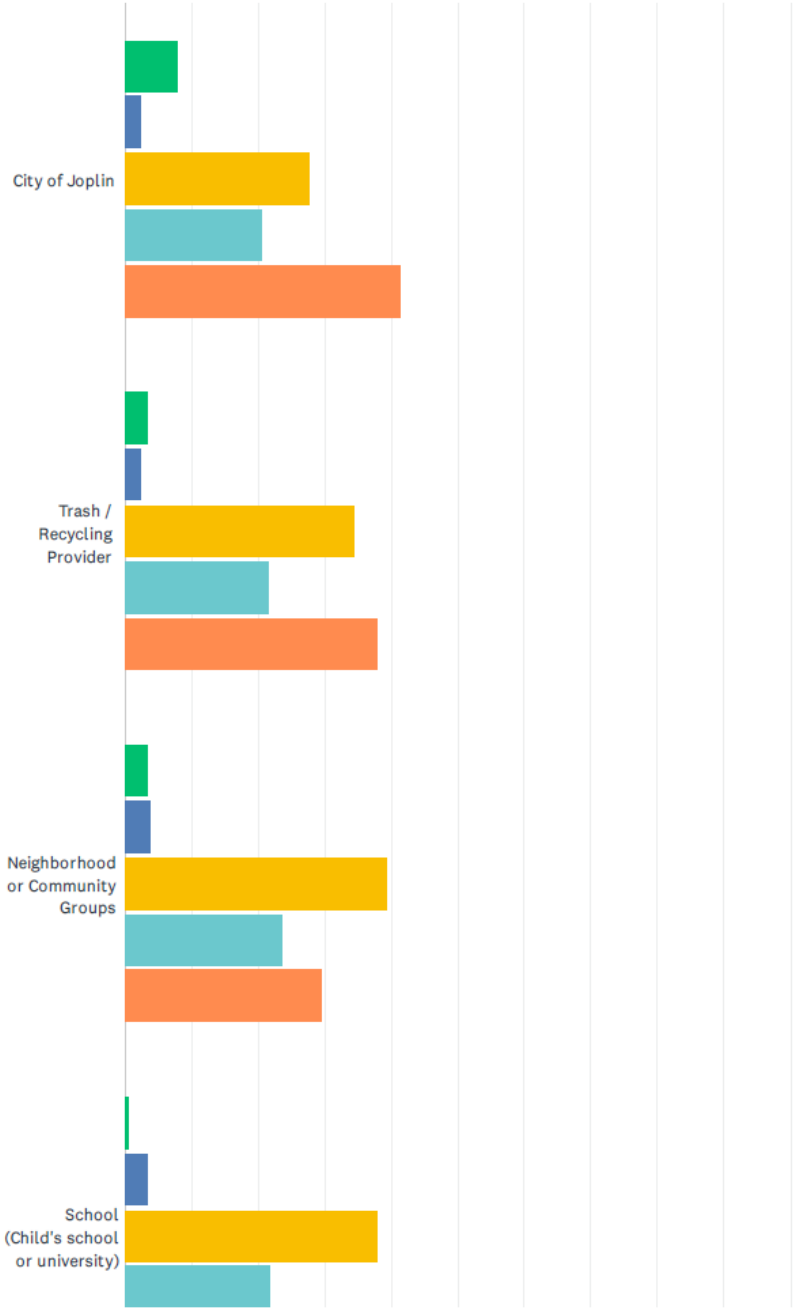
Answered: 37 Skipped: 204

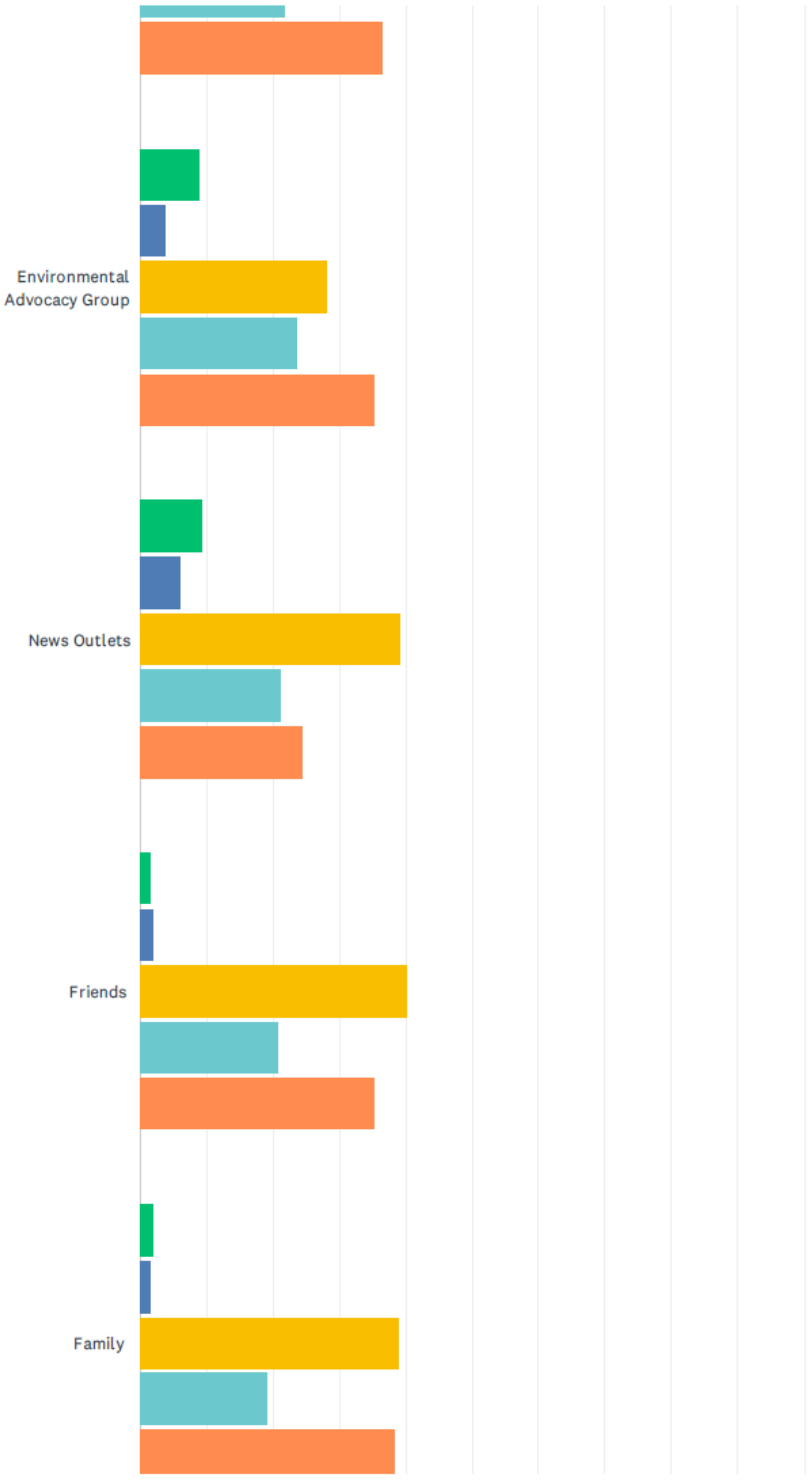
#	RESPONSES	DATE
1	Not that I can think of	5/15/2025 7:30 PM
2	Nope	5/15/2025 7:19 PM
3	Yes	5/15/2025 6:41 PM
4	No	5/15/2025 6:07 PM
5	Na	5/15/2025 6:02 PM
6	Church	5/8/2025 11:58 AM
7	Posters and info throughout the city with recycling stations.	5/7/2025 5:41 PM
8	Could be good to have a booth with information at community events - Third Thursday, parades, Pride, etc. Places were there are lots of people already visiting.	5/7/2025 11:18 AM
9	No	5/7/2025 8:11 AM
10	YouTube, truth social and Rumble.	5/6/2025 5:06 PM
11	Billboards? We really need a bottle drop in the area.	5/6/2025 2:19 PM
12	Efforts should be redirected to reduction and reuse.	5/5/2025 11:16 PM
13	already have enough information, thanks	5/5/2025 9:23 PM
14	No	5/5/2025 6:22 PM
15	If you could send out a postcard with the hours, days and website that would be helpful. Free is what will get people to do it but if the city pays where does that money come from?	5/5/2025 5:17 PM
16	Nothing should create more trash to promote recycling	5/5/2025 1:00 PM
17	none that I can think of	5/5/2025 9:43 AM
18	I really think this survey could have been better designed. By the time you get past the heading you forget what the question/options are	5/2/2025 10:08 PM
19	Maybe billboards or other signage at major traffic areas, think Walmart or the mall or churches, explaining where the recycling center is, the hours, and common items that can be accepted there?	5/2/2025 12:28 PM
20	I don't think advertising should be done to were it's going to be on more paper that is going to end up in the trash. Also anything kind of advertising that can be done on a low budget would be ideal.	5/1/2025 3:40 PM
21	No	5/1/2025 9:25 AM
22	Text	5/1/2025 6:37 AM
23	Can't think of any	4/30/2025 8:36 PM
24	N/a	4/30/2025 5:34 PM
25	Third Thursday and the Empire Market are great places to start! Including the recycling center in community events like parades or 5Ks would be good too. Maybe develop a logo for the recycling center would raise public awareness and recognition. Improved signage at the recycling center and signs to direct people to it would help too.	4/26/2025 12:01 PM
26	I'm going to suggest the lest expensive but most effective methods.	4/18/2025 12:33 AM

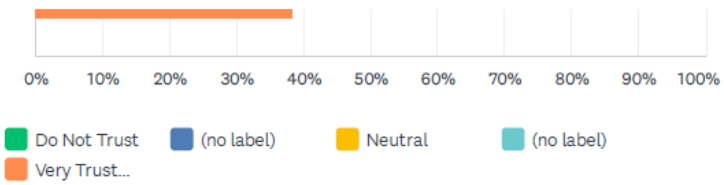
27	Nope	4/17/2025 7:54 PM
28	Vinyl package	4/17/2025 7:49 PM
29	Nope	4/17/2025 7:37 PM
30	Snapchat	4/17/2025 7:37 PM
31	N/A	4/17/2025 7:20 PM
32	NA	4/17/2025 7:20 PM
33	No	4/17/2025 7:12 PM
34	No	4/17/2025 6:41 PM
35	No	4/17/2025 6:40 PM
36	N/a	4/17/2025 6:25 PM
37	No	4/17/2025 5:41 PM

Q15 Media Sources

Answered: 206 Skipped: 35



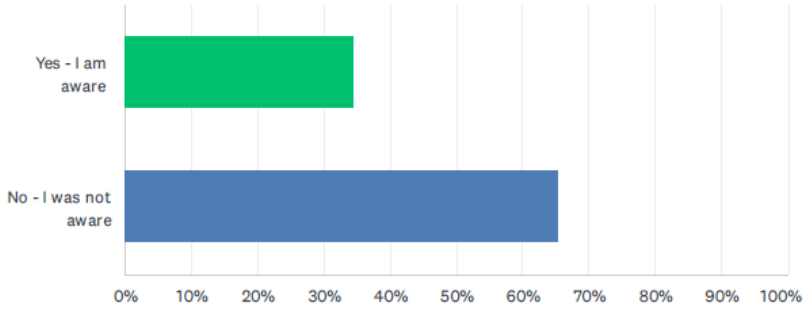

Environmental Advocacy Group
News Outlets
Friends
Family



	DO NOT TRUST	(NO LABEL)	NEUTRAL	(NO LABEL)	VERY TRUSTWORTHY	TOTAL	WEIGHTED AVERAGE
City of Joplin	7.80% 16	2.44% 5	27.80% 57	20.49% 42	41.46% 85	205	3.85
Trash / Recycling Provider	3.41% 7	2.44% 5	34.63% 71	21.46% 44	38.05% 78	205	3.88
Neighborhood or Community Groups	3.45% 7	3.94% 8	39.41% 80	23.65% 48	29.56% 60	203	3.72
School (Child's school or university)	0.49% 1	3.45% 7	37.93% 77	21.67% 44	36.45% 74	203	3.90
Environmental Advocacy Group	8.87% 18	3.94% 8	28.08% 57	23.65% 48	35.47% 72	203	3.73
News Outlets	9.31% 19	5.88% 12	39.22% 80	21.08% 43	24.51% 50	204	3.46
Friends	1.48% 3	1.97% 4	40.39% 82	20.69% 42	35.47% 72	203	3.87
Family	1.97% 4	1.48% 3	38.92% 79	19.21% 39	38.42% 78	203	3.91

Q16 The City operates a community Compost Facility (located at 3457 West Eddy Lane). Were you aware of this community yard waste drop off program?

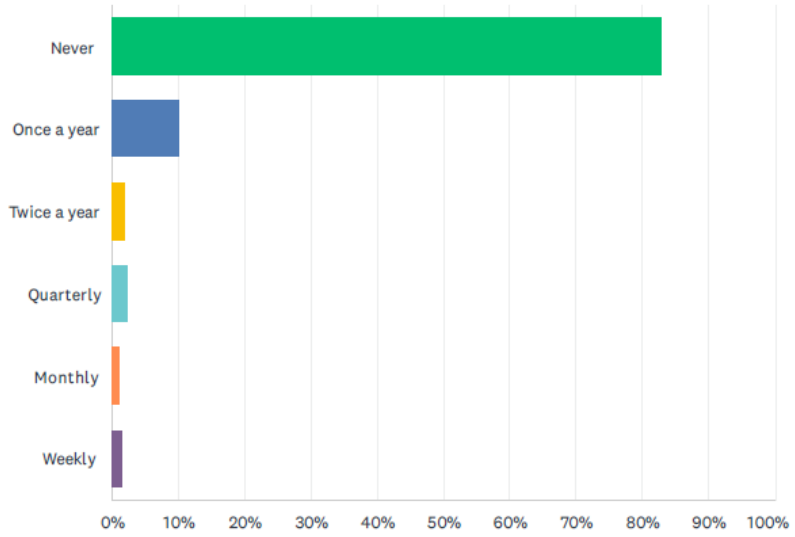
Answered: 205 Skipped: 36



ANSWER CHOICES	RESPONSES	
Yes - I am aware	34.63%	71
No - I was not aware	65.37%	134
TOTAL		205

Q17 How often to you visit the Compost Facility to drop off yard waste (leaves and grass clippings)?

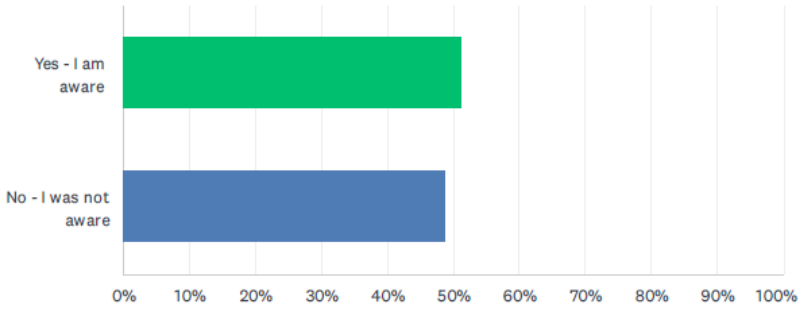
Answered: 205 Skipped: 36



ANSWER CHOICES	RESPONSES	
Never	82.93%	170
Once a year	10.24%	21
Twice a year	1.95%	4
Quarterly	2.44%	5
Monthly	0.98%	2
Weekly	1.46%	3
TOTAL		205

Q18 The City operates a community Tree and Brush Drop Off (located at 1702 N Schifferdecker Ave) only open on select Saturdays for residents only. Were you aware of this community yard waste drop off program?

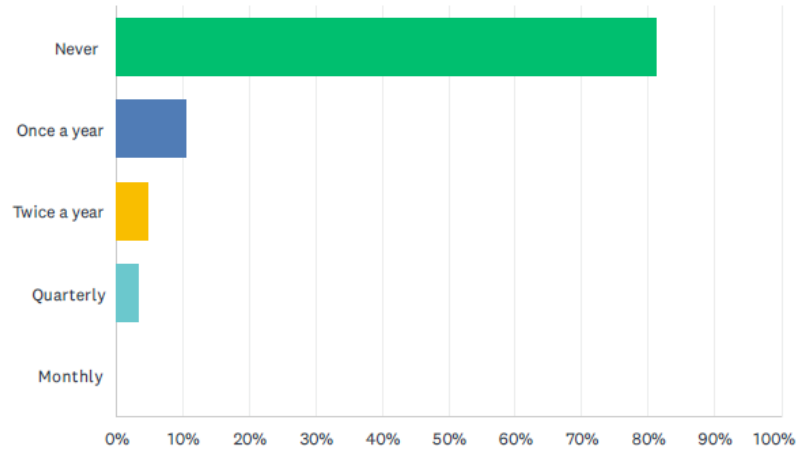
Answered: 205 Skipped: 36



ANSWER CHOICES	RESPONSES	
Yes - I am aware	51.22%	105
No - I was not aware	48.78%	100
TOTAL		205

Q19 How often do you visit the Tree and Brush Drop Off?

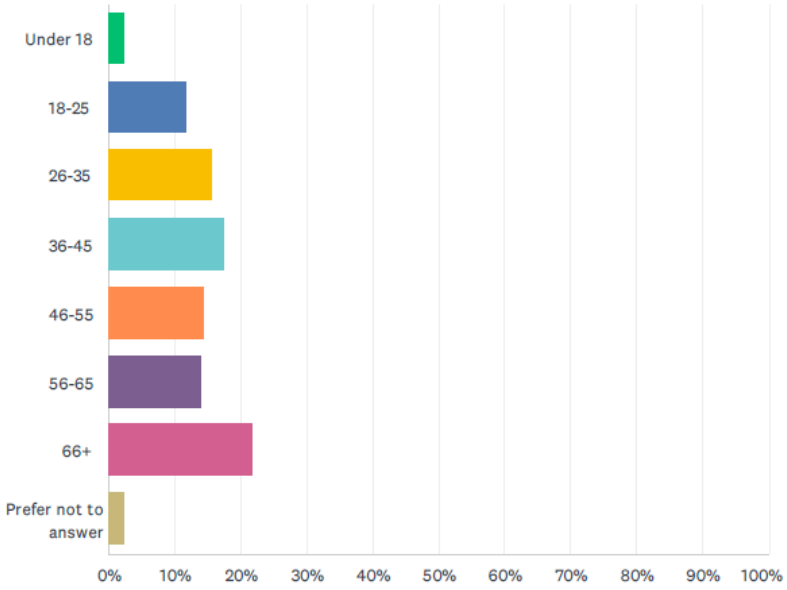
Answered: 203 Skipped: 38



ANSWER CHOICES	RESPONSES	
Never	81.28%	165
Once a year	10.34%	21
Twice a year	4.93%	10
Quarterly	3.45%	7
Monthly	0.00%	0
TOTAL		203

Q20 What is your age range

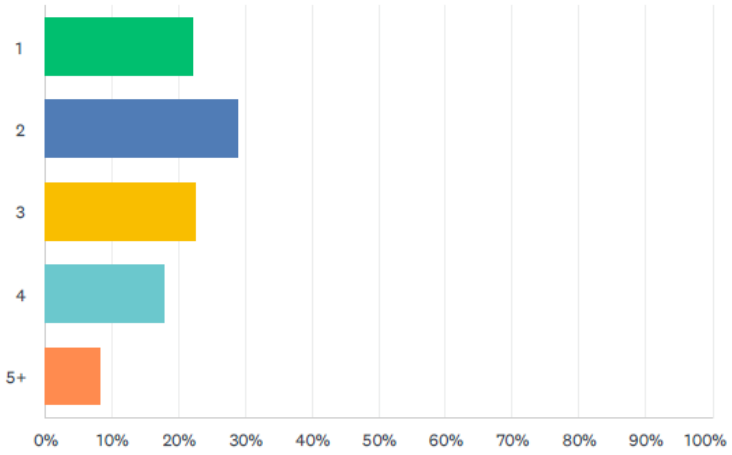
Answered: 206 Skipped: 35



ANSWER CHOICES	RESPONSES	
Under 18	2.43%	5
18-25	11.65%	24
26-35	15.53%	32
36-45	17.48%	36
46-55	14.56%	30
56-65	14.08%	29
66+	21.84%	45
Prefer not to answer	2.43%	5
TOTAL		206

Q21 How many people reside in your household?

Answered: 207 Skipped: 34



ANSWER CHOICES	RESPONSES	
1	22.22%	46
2	28.99%	60
3	22.71%	47
4	17.87%	37
5+	8.21%	17
TOTAL		207

Appendix B – City of Joplin Brand Guide

JOPLIN
MISSOURI

BRANDING GUIDE

City of Joplin Internal Guidelines

In order to bring unity to the City of Joplin, we have developed a set of guidelines to bring a cohesive look and brand to Joplin, Missouri. It is important to follow the guidelines set forth in this guide to maintain the integrity of the brand.

Approved by: Management Team | **Date:** November 30, 2021 | **Revised:** February 2, 2022



Please Note:

The details described within this City of Joplin Style Guide are supported by Resolution 2021-023 of the Joplin City Council, December 6, 2021. All previous City brand images are functionally obsolete and are not to be used for any purpose outside of historic preservation/education. Any deviation or alterations from the content of this Guide must first be submitted to the City Clerk's office, for consideration by the City of Joplin Branding committee. Use of the City's Brand and/or City Seal by any non-City of Joplin organization or agency is forbidden without the express written consent of the City of Joplin. Such requests must be sent to: City of Joplin, City Clerk, 602 S. Main Street, Joplin, Missouri 64801.



TO EMPLOYEES

This style guide was created to make sure every message from our city is presented in unity. Joplin has a rich history of resiliency — a quality born of its self-reliant, hard-working yet gracious and welcoming citizens. We all have the responsibility to consistently display an accurate representation of these values.

Every message we present should contain our proper logos, fonts, and colors. In doing so, we help grow our sense of community and a better awareness and greater trust for our institutions of government. A brand, and a city, is more than logos and letters, buildings and borders, roads and bridges — Our new Brandmarks represent all the people — past, present and future — who, by brick and mortar, pen and paper, built this city.

VISION

Joplin, built by generations of people with grit and determination, is a regional hub at the crossroads of America. Our diverse people and employers thrive because of our healthy lifestyles, exceptional neighborhoods, lifelong learning opportunities, and cultural & recreational amenities.

Our connected community benefits from world-class health care, reasonable cost-of-living, and economic opportunity for all.

Together we are ready for anything!

Ad Omnia Parata

NARRATIVE

Established in 1873, Joplin was born from zinc mining camps. To this day, Joplin is home to citizens unafraid of rolling up their sleeves and working hard for their neighbors, their city and the country at large.

Joplinites have seen their city through crises and cultural change year after year for over a century. They've built and rebuilt the city, passing down a legacy of resilience, self-reliance and grace from one generation to the next.

Immortalized in song and on more than a few postcards over the years, Joplin sits at the intersection of what was old Route 66 and Interstate 49. Of course I-44 has long since replaced Route 66 in Missouri. However, Joplin still sits at this crucial interstate crossroads, favored by family travelers and truckers alike. Joplin's history of being both a waypoint and a destination for commerce has made it an eclectic and dynamic place. This is why we believe the dynamic identity concept presented here is the most logical choice for the new Joplin brand.

The City of Joplin means something different to each of its citizens. Hope. Resilience. New beginnings. And much more.

At the same time, it represents the same thing to us all: Home.

CHARACTER AND MESSAGING/TONE

The character of a brand is what makes it relatable to its audience. We want our residents to feel a positive connection with our brand and see an accurate representation of themselves within it.

Our people, the citizens of Joplin, have always been hard-working, ready to lend a hand, and take pride in their hometown. Joplin, and the land on which it sits, has always afforded opportunity, drawing in people from all over to visit or to stay. Any messaging should be helpful, welcoming, and intent on furthering the city's growth.

DEFINITIONS

1. Type

1.1. The word "Joplin" as seen and described in this guide.

1.2. The word "Missouri" as seen and described in this guide.

2. Unique Elements

2.1. **Crossed Star:** a star with four diagonal points, each pointing in unique ordinal directions, and two line segments, each bisecting the star and extending beyond its borders in the cardinal directions.

3. Symbols

3.1. **J-con:** A "J" icon, with the Crossed Star element overlaid, in all color/non-color iterations.

3.2. **Legacy Symbols:** Certain departments and branches of the city may have legacy symbols or otherwise unique symbols approved to be used individually or as part of lockups (e.g. police badge)

4. Lock-up

4.1. A configuration of Type (1.), Unique Elements (2.) and/or Symbol (3.)

5. Brandmarks

The approved configurations of Type (1.), Unique Elements (2.) and/or Symbol (3.). The city of Joplin will have three distinct Brandmarks.

A.

B.

5.1. **The J-con lock-ups:** Either orientation layout (**A.** horizontal or **B.** vertical) of the J-con and the Joplin Missouri type.

5.2. **The unlocked J-con:** The J-con Symbol without any other brand elements aside from accompanying content (i.e. email signature info, business card info, titles, names, etc.)

5.3. **The unlocked Type:** The Joplin Missouri type without any other brand elements.

NOTE: Certain departments and branches of the city may have legacy symbols or otherwise unique symbols approved to be used as part of lockups (e.g. police badge)

DEFINITIONS CONT.

6. Dynamic Identity

A dynamic identity, also called a dynamic or living brand, is a visual identity composed of Brandmarks where one or more components is variable to some degree, and able to be influenced by external data or updated as needed or desired. The amount and nature of variation differs from one brand to another.

7. Dynamic Components

The Type (1.) or Symbol (3.) comprising a brand mark that is variable and the nature, scope and methodology of that variation.

8. Parent Brand

A parent brand is the main brand of an organization. In the case of the City of Joplin, this means the city as a whole.

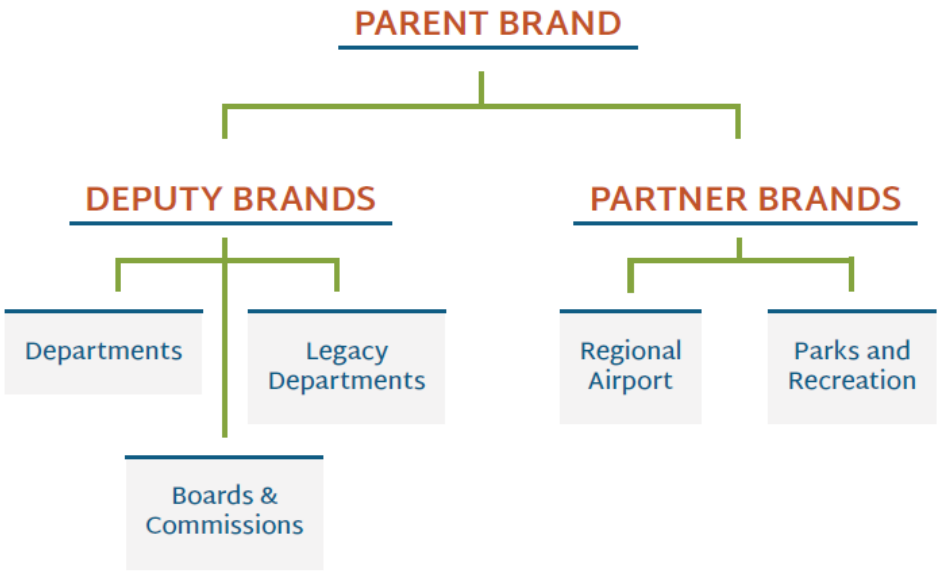
9. Deputy Brand

Deputy brands are Boards and Commissions and all other departments that are empowered by the parent brand.

10. Partner Brand

Partner brands are a sort of sub-brand that has its own personality different from the parent brand. In this instance, that is the city divisions that have their own, individual identities within the Joplin community.

Brand Hierarchy



Parent Brand

It is imperative that you use the following guidelines when using these brandmarks.

Incorrect usage could cause our logo to become public domain and we would then lose our exclusive rights to it.

Also, an incohesive use of our brand can cause a loss of trust in the information provided.

LOGO COLOR USAGE

J-con lockups

Full Color - Full color consists of the Type in Blue Lagoon and the J-con Symbol as pictured. For dynamic components, see the Dynamic Component(s) Section on page 4.



One Color - The logo may be represented in a single color using color palette colors, black, or white.

color palette:

Examples:



NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



Unlocked Type

One Color - The logo may only be represented in a single color using color palette colors, black, or white.

color palette:



NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



LOGO COLOR USAGE CONT.

Unlocked J-con

Full Color - See diagram to right. Color codes located on page 12.



One Color - The logo may be represented in a single color using color palette colors, black, or white.



NOTE: If printing in black and white or from a black and white only printer, you must use the single color black logo.



DYNAMIC COMPONENT(S):

J-con lockups

J-con patterns are dynamic. Patterns must be approved.

Examples:



Unlocked J-con

J-con patterns are dynamic. Patterns must be approved.

Examples:



Unlocked Type

There are no dynamic components for the Type. Please follow the Color Usages on page 12.

DEPARTMENTS

Deputy Brand departments do not have an individual brand but are empowered by the Parent Brand.

Brandmarks: Unlocked Type - without "Missouri"

Deputy Brand departments are represented with the Unlocked Type Brandmark without "Missouri", a thin horizontal Blue Lagoon line placed underneath the Parent logo. Located under the line is the department name in Blue Lagoon using Martel Sans font. The department name should be kept to two lines maximum and the width should not exceed the width of the Parent Logo. A template has been created to help with spacing and setup for the Deputy Brand departments.

Primary Color Palette: Blue Lagoon

These departments can use Blue Lagoon, black, or white. If using Black or White, all elements must be either Black or White.

Dynamic Component(s): None

Example Logos:

JOPLIN
PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES

JOPLIN
FINANCE DEPARTMENT

JOPLIN
PUBLIC WORKS

BOARDS & COMMISSIONS

Our boards and commissions in Joplin play an important role in the community and represent the city in their different fields.

**Note: The Boards and Commissions have their own template to help with spacing, guidelines and setup.

Brandmarks: Unlocked Type - without "Missouri"

Boards and commissions' logos are part of the Deputy Brand. They are represented with the Unlocked Type Brandmark without "Missouri" but are separated from the other department Deputy Brands by:

- Placing a thin Blue Lagoon line to the right of the Unlocked Type Brandmark.
- Placing the Board or Commission name to the right of the line and centered to the Parent Brand logo with specifications being:
- Color as Blue Lagoon
- Font in Martel Sans
- Width no wider than 3/4 the width of the Parent Brand logo and Height not to exceed 3 lines or height of the Parent Brand logo

Primary Color Palette: Blue Lagoon

Dynamic Component(s): None

Example Logos:

JOPLIN | HISTORIC PRESERVATION COMMISSION

JOPLIN | BUILDING BOARD OF APPEALS

JOPLIN | CITY TREE BOARD

LEGACY DEPARTMENTS

The Police and Fire Department are empowered by the Parent Brand, with an additional Legacy Symbol that is unique to their respective departments and easily identifiable as emergency symbols to the public.

Joplin Police Department

Brandmarks: Badge lockup, Unlocked Badge

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the department name (Police Department) under the line using Martel Sans font. The Legacy Symbol (Police Department Badge) is placed to the right of the Type.



Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue.

Dynamic Component(s): None

Joplin Fire Department

Brandmarks: Badge lockup, Unlocked Badge

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the Department Name (Fire Department) under the line using Martel Sans font. The Legacy Symbol (Fire Department Badge) is placed to the right of the Type.



Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue.

Dynamic Component(s): None

Partner Brands

These are departments that have some individual identity, but are still empowered by the Parent Brand.

Parks & Recreation

Brandmarks: J-con lockups, Unlocked J-con

Primary Color Palette: The Type, Department Name, and bottom left and top right quadrant of the J-con are displayed in Wasabi or Blue Lagoon (see color palette on page 11). The line and top left and bottom right quadrant of the J-con are displayed in a lighter shade of the primary color that is approved for Parks and Recreation use only. Note: The Blue Lagoon department logo is for aquatics use only.

Dynamic Component(s): J-con patterns are dynamic. Patterns must be approved.



Joplin Airport

Brandmarks: Joplin lockup, JLN lockups

This department is represented with the Parent Brand Type without "Missouri", a thin horizontal line placed underneath the Type, and the department name (Regional Airport) using Martel Sans font. The airport has a unique symbol, which is displayed behind the Parent Brand Type.

NOTE: While the airport's unique symbol is effectively merged with the Parent Brand Type, ultimately it does not alter the shape or proportions of the Parent Brand Type. The use of white space between the Parent Brand Type and the unique symbol ensures the integrity of the Parent Brand Type.

This department may also be displayed using airport code JLN rather than the Joplin Type, with or without "Joplin Regional Airport" to the right of JLN.

Primary Color Palette: The Type, line, and Department Name are displayed in Regal Blue. The Symbol is displayed in Storm Dust and Rust.

Dynamic Component(s): The Airport has a unique symbol that is a supplement to and used in conjunction with the Parent Brand Type. However, as noted above, there is clear demarcation between the airport's unique symbol and the Parent Brand Type in order to ensure the shape, proportions, and general integrity of the Parent Brand Type.



UNACCEPTABLE LOGO USAGE

These are the correct logo uses:

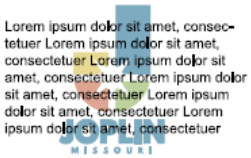
The following are modifications of the City of Joplin logo deemed unacceptable:



Do not change colors of the logo. Use only those specified in the logo color usage section of the Branding Guide.



Do not skew, stretch or distort the logo. When resizing you must maintain the same proportions.



Do not overlay text on the logo or change the logos opacity.



Do not allow graphics or copy to cover any part of a Joplin City logo.



Do not flip logo so that when reading, the logo ends up backwards or upside down.



Do not print or place logo on a background or image that makes the logo difficult to read.



Do not add, delete or change elements or fonts on the logo. This includes changing spacing of letters or lines of text.



Do not add outlines to the logo or recreate the logo. This logo cannot be recreated using a font. The Branding Committee can provide appropriate files.



Do not distress or add textured pattern to the logo.

MULTIPLE LOGO USAGE

When the City of Joplin brandmark needs to sit side by side another brand, the horizontal J-con Lockup should be used. Size, placement, and relevance should be considered.

Multiple Logo Example:



Singular Logo Example:



COLOR PALETTE

Our color palette is meant to help communication from each department stay on brand.

These colors were inspired by different murals throughout our beautiful city such as "The Butterfly Effect:"



Regal Blue

Hex	#123A54
RGB	18 58 84
CMYK	96 74 44 36
PMS	534

Blue Lagoon

Hex	#005B82
RGB	0 91 130
CMYK	96 62 29 10
PMS	634

Storm Dust

Hex	#5F5F5C
RGB	95 95 93
CMYK	61 53 55 25
PMS	417

Wasabi

Hex	#83A226
RGB	131 162 38
CMYK	55 20 100 2
PMS	4212

Buttered Rum

Hex	#D1B10E
RGB	209 177 14
CMYK	21 26 100 0
PMS	606

Rust

Hex	#BF500B
RGB	191 80 11
CMYK	19 79 100 8
PMS	718

FONTS

Martel Sans

Martel Sans is generally not in a standard font library, but can be downloaded for free.

Usages:

Deputy Brands (Department and Boards & Commission Logos) and Design Materials (brochures, newsletters, ads, postcards, business cards, etc)

Font Sample:

(Regular)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

(Bold)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Tahoma

Tahoma is a widely-supported font across most platforms. You should be able to find Tahoma for all general uses.

Usages:

Email communications, word documents, agendas, etc.

Font Sample:

(Regular)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

(Bold)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Reklame Script

Reklame Script is a special licensed font and is to be used as an accent in design materials.

Usages:

Approved design material purposes only.

Font Sample:

(Regular)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

(Bold)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

RECOMMENDED SPACING

To keep the brand looking clean, professional, and consistent, do not place any object within the "safe" space, designated by the height of the Buttered Rum (Yellow) space in the J-con. In the example below, the safe space is represented as "X".

Logo Spacing Example:



To accurately measure the safe space make sure your logo is the final size in your project. Zoom into J-con. Using a shape tool, draw a box that perfectly aligns with the height of the Buttered Rum section. Rotate your new box as needed to ensure spacing around the logo matches appropriately.

BUSINESS CARDS

Executive Style:

Front:



Back:



Primary:

Front:



Back:



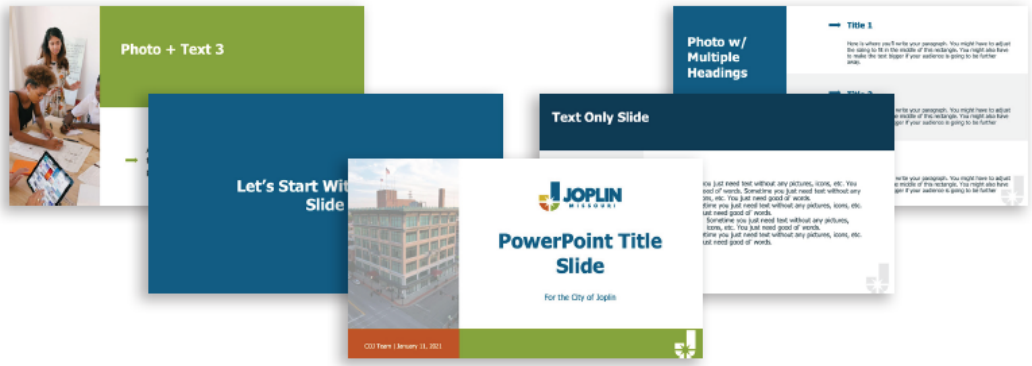
TEMPLATES

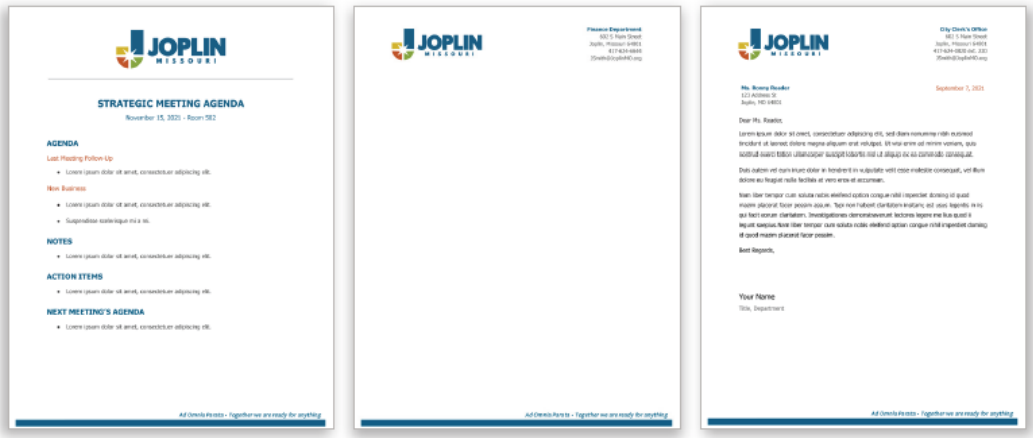
Presentations, letterhead, envelopes, etc

Branded templates have been created and are available in Microsoft PowerPoint, Word, and Excel. It is vital that you use these templates appropriately to help solidify the brand usage.

Employees can access these templates on the shared L: Drive (Everyone). Departments are encouraged to print envelopes externally. Other documents can be printed in-house, but extra care must be taken to match the colors on Page 12.

Examples:







EMAIL SIGNATURES

Email signature archetype designs are created using a combination of HTML and referenced (src), publicly available (hosted) images (used minimally to optimize deliverability) and will be created and approved in advance and by the Branding Committee to meet consistency and deliverability standards. Email signatures will be implemented and updated as needed by the web and email system admin and/or the Information Technology Department with appropriate knowledge of and access to the associated Microsoft Office 365 Exchange Admin Center.



JANE SMITH
EXECUTIVE DIRECTOR
CITY DEPARTMENT
602 S Main Street, Joplin, MO 64801
O: 417-876-5523 | C: 417-325-5678
JSmith@JoplinMo.org | JoplinMo.org

AD SPECIALTY ITEMS

Any items produced with the City of Joplin or your specific department's branding as means of advertising must have approval from the appropriate department prior to production. Due to the large number of possible promotional items you may encounter, this guide does not contain a list of all possible combinations. The appropriate department will work with you to maintain the integrity of the brand while allowing for creativity.

Examples:



APPAREL

Any apparel created with branding from the Parent, Partner or Deputy brands must have approval before production. Approved colors include full color, one color from the approved color palette, all black or all white. Contact the appropriate department for details on ordering apparel or purchasing your own City of Joplin branded clothing.

Example:



VEHICLE DECALS

Brand decals will be the Parent Brand or the Deputy Brand logo.

For trucks and equipment, the decal should be placed on both front doors. For vans and other larger vehicles, the decal should be placed in the middle of each side, as pictured.



AROUND JOMO

Dated building signage, directories, and public locators, as well as promotional materials used throughout the City of Joplin will require a branding up and should be accomplished at the next renovation or printing, and fully accomplished no later than the end of Fiscal Year 2024.







FAQ

Why is it important to follow the City of Joplin brand standards?

A: Following brand standards, including logo usage, color guidelines, department styles, and all that is provided within this guide, ensures we are presenting a consistent identity for our city.

Where can I download logos for the City of Joplin?

A: If you are an employee, you can access all of the City of Joplin logos on the L: "everyone" drive on a City of Joplin computer. If you are requesting the logo for another entity, please have them contact the City Clerk's Office to receive a copy of the brand guidelines.

Can our department name be used on the logo?

A: Each department is able to use the Parent Brand logo in conjunction with their department name. Most department logos have already been created and can be accessed on the L: "everyone" drive on a City of Joplin computer or by contacting the City Clerk's Office. Guidelines for department logo use are located in the Partner Brands and Deputy Brands sections of the Brand Style Guide.

May I revise the letterhead design?

A: Letterheads have already been pre-designed and must not be changed. There are two letterheads available: One with the addition of the City Seal to be used only for official documents.

What font can I use when typing emails, letters, or memos?

A: Please use the font Tahoma for emails, letters and memos.

Can I design my posters and fliers?

A: Yes, but all promotional materials need to be approved by the City Clerk's Office to ensure proper branding. If you are not a designer, you can contact the City Clerk's Office for assistance.

May I still use the old logo?

A: DO NOT use former logos or other outdated branding that is not contained within this branding guide. If you find items using a logo not approved by this guide, please contact the City Clerk's Office so we can have it corrected.

Are there any standards for signs that need to be made either for the interior or the exterior of the building?

A: Yes. Signs on City of Joplin buildings and property must be approved by the Director, Public Works or their designee. This ensures the signage codes the city uses, as well as branding guidelines, are adhered to.

Can we use the logo as a watermark for certain projects or on images?

A: If you question any use of the logo that is not easily described in the branding guide, please send the artwork to the City Clerk's Office for approval or clarification.



CONCLUSION

The City of Joplin logo is a registered trademark of the City of Joplin, MO and cannot be duplicated, disseminated, or appropriated by others without permission. Any and all use of the City of Joplin brand or our themes, whole or in-part, are prohibited until permission is given.

The City of Joplin reserves the right to withdraw prior approval if the guidelines contained within this document are violated.

We appreciate your cooperation in following this guide we have created in an effort to best represent our community and promote its best qualities in a unified manner.

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BURNS
McDONNELL