

CART TAGGING PROGRAMS ARE ABOUT PEOPLE

Communities from coast to coast have introduced cart tagging programs that connect with residents 1:1 at the bin—curbside—and personalize recycling. People are at the center of successful cart tagging efforts—highly trained program employees who inspect carts and educate residents about how to improve their recycling behavior.

Those people work for Leadpoint.



LEADPOINT'S PEOPLE ARE EXPERIENCED.

Carefully recruited and hired

Highly trained about the cart tagging program

Experienced in recycling processes, commodity markets and equipment

Understand collection operations

LEADPOINT'S PEOPLE ARE COMMUNICATORS.

Connect with residents, drivers, law enforcement

Have empathy and active listening skills

Treat others with respect and understanding

Capture actionable feedback and information

LEADPOINT'S PEOPLE ARE EDUCATORS.

1:1 engagement with residents

Teach what does and doesn't go in the bin

Explain why it matters

Help people build good habits

WHAT IS CART TAGGING?

Cart Tagging. Bin Audits. Feet on the Street. These terms all refer to community-based outreach and education programs that give residents real-time feedback at the curb about what should and shouldn't be in their recycling carts. Over time, cart tagging programs improve recycling behavior, reduce contamination, and improve MRF safety and efficiency. Learn more at recyclingpartnership.org.

"Leadpoint understands recycling and is experienced in seeing contamination at the MRF, so I knew they would be a solid partner in tackling contamination where it occurs—at the curbside. Many of their leaders and managers started on the recycling line, building their skill set and growing internally. That industry knowledge and experience put us ahead right from the start. With partners like Leadpoint, we're building a recycling system that's strong, resilient and inclusive."

Jill Martin, Director of Community Programs, The Recycling Partnership
Appleton, WI

Put Our People on Your Cart Tagging Team

Employing and managing cart auditors can be expensive and labor intensive. The job is often temporary or seasonal. The work moves from week to week as programs fan-out across a community. And it's not an easy job; turnover can be a problem.

That's why cities across the country partner with Leadpoint to hire, train, and manage cart tagging teams. We provide:

- Recruiting, training, and HR support
- A reliable, steady workforce when and where they're needed
- Experience and expertise to navigate program challenges
- Predictable pricing aligned to program goals and metrics

Let's talk about your cart tagging program.

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