



## Municipal Information Services

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## Waco Councilmember Stars in Recycling PSA

What do you get when you mix a City Councilmember that owns a DeLorean and a creative city production team? Another public service campaign that promotes city services.

Councilmember Jim Holmes played the role of Doc Brown along with his iconic DeLorean car and volunteer John Davis played the role of Marty McFly on a Back to the Future takeoff theme to promote recycling.

Councilmember Holmes selected the topic of recycling with the goal to increase citizen participation in the free curbside recycling program. The video production of this project was all done in-house by City Staff at a cost of less than \$50 for costumes and makeup.

Here is a link to the video and a photo is attached for your use.  
<https://www.youtube.com/watch?v=kM-cEiIxzJQ&t=1s>

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