

Communication Plan for changes to Solid Waste Services

Social Media: The Utilities department will post collateral to all three of its Facebook pages and its Twitter feed 3-4 times per week throughout January and February. Messaging will include:

- Posts reinforcing the new regulations
- Posts explaining how customers can reduce waste
- Locations where vouchers can be redeemed for bags
- Updates to the timeline, i.e. when vouchers arrive in the mail, when bags are available in stores

City Utilities will coordinate with other City Departments in order to reach as many citizens as possible. The Utilities department will send reminders to customers via the department's ReCollect app. Messaging will also go out via the City's NextDoor page. In all, the City has more than 60,000 users and followers connecting via social media to engage with the City.

Traditional Media: The Utilities department will organize a media availability session for local newspaper and television journalists to ask questions of staff. This will 1) help organizations promote the changes; and 2) condense staff response time to questions from the media. The Utilities department will also book time on local radio morning shows to discuss the changes.

Website: The Solid Waste web pages will be updated to reflect the new regulations.

On the Solid Waste landing page, Utilities will place a paragraph at the top of the page describing the new regulations at a high level and link to the Single-family Homes page, an FAQ page and any press releases associated with the regulations.

On the Single-family Homes page, Utilities will post a more detailed explanation of the changes, including information on vouchers and participating distribution outlets, and a link to an FAQ page.

City Resources: January's City Source newsletter has a front-page article detailing the changes. Utilities will plan a shorter follow-up article for February's City Source. Utility bill messaging will be updated to reflect the changes. The City's call center employees will be educated with specific program details in order to answer direct questions from the public. Posters will be displayed in City Hall near the main entrance, near the Treasury and near UCS.

Community Engagement: The Utilities department is working with the Food Bank, the Columbia Housing Authority and the Community Development Department to spread the word to their constituents.

- Food Bank: Utilities will put up posters where patrons will be able to see. Utilities will also produce quarter-page flyers available for customers to pick up and take home.
- Columbia Housing Authority: The Utilities department is working with CHA to inform residents and composing text that the CHA will forward to landlords.
- Community Development Department: The Utilities department will compose an email that will be distributed to Neighborhood Associations and Homeowners Associations.

WasteZero: The company providing the trash bags will work with distribution outlets to educate employees on stocking, storing and selling the bags. Representatives from WasteZero are scheduled to be in town the last two weeks of January to ensure a smooth distribution via retailers.

Schedule:

Week 1: December 28 – January 1

- Social Media – 3 Postings
 - Focus on Vouchers & Regulations

- Facebook, Twitter, LinkedIn
 - All Utility Pages, Other City Pages, Associated Pages
- Apps
 - ReCollect – With scheduled weekly notification
 - Nextdoor – 3 Postings
- Website – Como.gov
 - Updated information on Solid Waste page of website
- CHA landlord and tenant notifications

Week 2: January 4 – January 8

- Social Media –3 Postings
 - Focus on vouchers and regulations
- Apps – Same as Week 1
 - ReCollect – With weekly reminder
 - NextDoor - 3 Postings
- Website
 - Post FAQ
- Press release covering changes and timeline
 - Promote vouchers being mailed
- Outreach
 - Food Bank and City Hall lobby outreach – Poster/Flyers
 - Email notification to Neighborhood Associations and HOAs

Week 3: January 11 – January 15

- Social Media – 4 Postings
 - Focus on vouchers and environmental considerations
- Apps – Same as Week 1
 - ReCollect – With weekly reminder
 - NextDoor - 3 Postings
- Press release covering changes and timeline
 - Promotion of Cosmo Park drive through event

Week 4: January 18 – January 22

- Promotion of bags in stores/City Hall
 - Press Release, Social Media, Next Door/ReCollect
- Social Media –5 Postings
 - Vouchers & Regulations
- Apps – Same as Week 1
 - ReCollect – With weekly reminder
 - NextDoor - 3 Postings
- Press release - Media availability meeting for upcoming week
- Outreach
 - Food Bank and City Hall lobby outreach – Poster/Flyers
 - Email notification to Neighborhood Associations and HOAs
- Talk radio appearance

Week 5: January 25 – January 29

- Social Media –5 Postings
 - Vouchers & Regulations
- Apps
 - ReCollect – Multiple notifications
 - NextDoor - 3 Postings
- Media availability meeting
 - Invite all local media for Q&A
- Talk radio appearance