



City of Lawrence

## New Residential Trash Carts Implementation

Communication Tools and Timeline

<b>The Flame Newsletter and Utility Bill Insert • 32,000 copies</b>		
<b>completed 8/17/12</b>	September Flame	Article: City to start providing trash carts to customers in October; How the program works; Benefits to customers and employees
<b>completed 8/17/12</b>	September Insert	Double-sided page insert: Trash cart size options and FAQ's about trash carts
<b>due 1<sup>st</sup> week in Sept.</b>	October Flame	Message: reiterate trash cart info and provide details on <ul style="list-style-type: none"> <li>• reuse options / recycling opportunities for old trash containers (Nov. 9 &amp; 16)</li> <li>• yard waste carts for sale</li> </ul>

<b>Utility Billing Message • appears on top right corner of the utility bill</b>		
<b>due ASAP</b>	September Cycles	Message: highlight Solid Waste contact info for questions or to request change to trash cart size
<b>due 1<sup>st</sup> week in Oct.</b>	October Cycles	Message: reuse options / recycling opportunities for old trash containers

<b>News Release and Media Advisory</b>		
<b>9/17/12</b>	News Release	Message: Trash cart size options; call or complete online form to request cart changes; visit trash carts on display at Energy Fair on Sept. 22
<b>10/11/12</b>	Media Advisory	Invite media to a neighborhood (TBD) for photo opportunity of first day of cart deliveries
<b>10/15/12</b>	News Release	Message: Delivery of carts starts today
<b>11/2/12</b>	News Release	Message: Reuse options / recycling opportunities for old trash containers
<b>11/9/12</b>	News Release	Message: Reminder of reuse options / recycling opportunities for old trash containers

<b>Website, Facebook, Twitter, Blog, Channel 25</b>		
<b>completed 8/29/12</b>	City of Lawrence Website	Homepage link to <a href="http://www.lawrenceks.org/carts">www.lawrenceks.org/carts</a>
<b>completed 8/24/12</b>	WRR Website	Residential trash carts webpage and online form
<b>ongoing</b>	City of Lawrence and WRR Facebook pages	Messaging matched up to news release content and timeline
<b>ongoing</b>	City of Lawrence Twitter	Messaging matched up to news release content and timeline
<b>this week</b>	City of Lawrence Blog	General trash cart info from Flame article
<b>this week</b>	Channel 25	General trash cart info from Flame article

**Print advertisement • spending approximately \$2,500**

<i>due ASAP</i>	Lawrence Journal World	Running ad 9/10/12 – 9/16/12, seven day run
<i>due ASAP</i>	University Daily Kansan	Running ad the week of 9/10/12

**Flyer Distribution**

<b>completed 8/24/12</b>	Insert Flyer	Same as the double-sided page insert: Trash cart size options and FAQ's about trash carts; printed 3,000 extra copies of the utility bill insert to be distributed to staff, customers, and at events
<i>due ASAP</i>	Recycling Flyer	Reuse options / recycling opportunities for old trash containers
<i>due 1<sup>st</sup> week in Oct.</i>	Intro Flyer / Packet	Packet of information that will be delivered with the new carts to residential customers

**Neighborhood Association Notifications**

<b>ongoing</b>	LAN Notifications	Emails to neighborhood contacts: trash cart info; call or complete online form to request cart changes; reuse options / recycling opportunities for old trash containers; yard waste carts for sale
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**Public Meetings and Community Events**

<b>as requested</b>	Group Meetings	Presentations to community groups on trash cart info as requested; staff from City Manager's Office, Public Works Department, and Solid Waste / WRR Divisions available to give presentations
<b>registered 8/31/12</b>	Community Event – Energy Fair	Trash carts on display at City booth at Lawrence Energy Conservation Fair on Sept. 22 at Holcom Rec. Center; yard waste cart also on display

**Video**

<i>to be developed</i>	Cart Video	Message: new trash carts; instructional video for residential customers on set out requirements
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**Media Interviews; Radio Shows**

<b>ongoing</b>	Interviews	Staff from City Manager's Office, Public Works Department, and Solid Waste / WRR Divisions available to answer interview questions
<b>ongoing</b>	Radio Shows	City has regular spot on radio shows and will continue to discuss new trash carts

<b>Information for City Staff</b>		
<b>posted 8/24/12</b>	Intranet	<a href="http://intranet/">http://intranet/</a>
<b>posted 9/04/12</b>	The Phoenix	Employee Sept. newsletter
<b>distributed in Sept.</b>	Printed Flyers	Trash cart insert flyer and reuse options / recycling opportunities for old trash containers flyer
<b>as requested</b>	Staff Meetings	Presentations on trash cart info as requested for staff meetings
<b>ongoing</b>	Email (via PHP)	Messaging matched up to news release content and timeline