

Memorandum

City of Lawrence

Public Works Department

TO: Charles Soules, Public Works Director
FROM: Tammy Bennett, Assistant Public Works Director
CC: Kathy Richardson, Solid Waste Manager
DATE: May 12, 2014
RE: Curbside Recycling Update

The purpose of this memo is to provide an update on the curbside recycling project that will launch for residential customers in mid-October 2014. There are three primary components to a successful roll-out of the recycling program – operational readiness, processing (material recovery facility) readiness, and citizen readiness.

Operational readiness

Staff is confident in our operational readiness for the curbside recycling program.

- **TRUCKS:** Four trucks were ordered in November. Two trucks have been delivered, and are being prepared for operations. Delivery on the other two is expected in June. We will put the trucks on routes as fill-in vehicles over the summer to work out the kinks that come with new equipment.
- **ROUTES:** The first step to route preparation was re-routing trash from Tuesday through Thursday to Tuesday through Friday. While only about half the residents changed days of collection, the project required re-routing of all residential and rear load dumpster services. Supervisors have worked diligently through the process. With support from the GIS Coordinator, we were able to provide great new route maps to the drivers. The new routes started May 6, 2014, and have been successful to date.
- **OPERATORS / STAFFING:** Staffing will begin to get ramped up this summer. The division has had a number of vacant positions for a long time. The curbside recycling program will require that we fill all vacant positions, and add an administrative support person. Employees have already been asked who is interested in training for driver positions. Operator I training session will begin in June. We anticipate the operator positions will be filled internally then we will recruit for additional loaders. Recruitment for the additional administrative person will also begin in June to ensure training is completed by the time we begin cart deliveries.
- **CARTS:** Carts are the primary element left for operational readiness. Staff recommends using the multi-year contract bid with Rehrig Pacific to provide carts. The carts are fully compatible with our trucks and we use a cart tracking software developed by Rehrig. Staff plans to place the item on the City Commission agenda in July for cart purchases

through the existing contract. The Rehrig contractor will again perform assembly and delivery services. This should be a smoother roll-out for the recycling carts than it was for trash carts, as we are standardized on one cart size (95G). Crews will be able to work through areas very quickly by delivering only the 95G carts, and every household will receive one cart. City staff will be ready to handle any returns for customers who do not wish to participate and swaps for customers who need a smaller size. Cart delivery will be in September and possibly early October.

- **DUMPSTERS FOR MULTI-FAMILY:** Staff has begun work to determine best locations for dumpsters in common-container areas, such as the Oread where residents share dumpsters. In addition, we will be working with apartment complexes to determine their willingness to host the front-load dumpsters and the best locations for such. Similar to single-family, multi-family locations will pay per unit, even if they opt out of participation. Siting for dumpsters will be on-going for the summer. A large dumpster purchase will be made to provide stock for the implementation, likely in July.
- **BILLING FOR RESIDENTIAL CURBSIDE:** Ordinances modifying rates were completed in 2013, and will go into effect in October 2014. For single-family residents and multi-family residents who are individually metered for water, the monthly rate for solid waste services will simply be changed to incorporate the \$2.81 adjustment for recycling. For multi-family residential complexes who use a common meter (paid by the complex), we will establish monthly billing based on number of units, at \$2.81 per unit. This will be discussed over the summer, and completed in September, for implementation in October.

The [implementation plan / timeline](#) is attached for your reference.

Processing (MRF) readiness

Lawrence has contracted with Hamm's for material recovery / processing. Charlie Sedlock is leading the project for Hamm's. City staff has been meeting every four to six weeks with Charlie regarding various components of the program. Hamm's provided an implementation schedule, which is [attached](#). Regarding processing readiness, on April 23, 2014, Charlie Sedlock stated:

As depicted in the project schedule, we are in the system engineering and manufacturing phase currently and Hamm is committed and set to meet all project milestones. Rest assured, that while the equipment is being manufactured and the building is improved, Hamm is working diligently in parallel on many others aspects of the project to ensure high level service to the City of Lawrence including personnel, material process control documents, end market development, system maintenance protocols/design, final rolling stock selection, and system safety protocols. All of which are critical components that help to ensure that the City of Lawrence has a reliable, sustainable, and high-quality outlet for single stream materials. Next week, I will be at Waste Expo with a number of MRF experts to further refine these areas.

The city should not be concerned about the exterior work on the building or the appearance that no activity is occurring at the site. That portion of the scope of work

will commence in late May/early June. The lion's share of the work involves the equipment manufacturing and installation and this will occur according to the project schedule.

Citizen readiness

The final component for a very successful launch in October is customer readiness. Kathy Richardson prepared an extensive [Communication Plan](#) for the education and outreach for curbside recycling. Curb It with Blue will be the marketing slogan and identifier. The outreach process was intentionally delayed until the trash day changes had occurred, to minimize possible confusion with customers. The communications plan is comprehensive, but is also a working document that will be modified as we move through the process. Kathy Richardson, Megan Gilliland, and I have been meeting monthly since late 2013 to coordinate communications and messaging.

Public building recycling

Staff will prioritize city buildings based on material output, usage, and public perception. Solid Waste staff will assist Parks and Recreation staff regarding the recreation center located at Rock Chalk Park. In general, Solid Waste will focus on the exterior container type (dumpster or carts), while the building occupants will be responsible for the internal process of getting material to the container. [Downtown](#) single-stream containers will be launched for America Recycles Day in November.

City drop off recycling –cardboard and glass will continue

Once single-stream curbside is provided to our residential customers, the Solid Waste Division will begin to reduce the number of drop-off boxes in various locations, such as grocery store parking lots. Specifically, newspaper and mixed waste paper boxes will be eliminated, as both of these products are well managed in the single-stream collection. Cardboard drop-offs will continue to be offered. Cardboard can be bulky and challenging to fit in carts, and often occurs in larger quantities than can be handled with carts. Cardboard will continue to be baled at the SWAN facility and sold on the commodities market. Glass drop-off locations will also continue to be available.

Please let me know if you have comments or questions regarding progress to date for the curbside recycling program.

Attach: [Implementation timeline](#)

Attach: [Hamm's Implementation timeline](#)

Attach: [Communications plan](#)

Attach: [Downtown recycling communication](#)



Hamm MRF - Lawrence, KS
 Project Schedule
 Single Stream + Glass System

ID	Task Name	Duration	Start	Finish	Timeline											
					3	9-Mar	30-Mar	20-Apr	11-May	1-Jun	22-Jun	13-Jul	3-Aug	24-Aug	14-Sep	5-Oct
1	Hamm MRF - Lawrence, KS	171 days	3/3/2014	10/27/2014	[Gantt bar from 3/3/2014 to 10/27/2014]											
2	Final Engineering Drawings	6 wks	3/3/2014	4/11/2014	[Gantt bar from 3/3/2014 to 4/11/2014]											
3	Final Engineering Drawings Approval	1 wk	4/14/2014	4/18/2014	[Gantt bar from 4/14/2014 to 4/18/2014]											
4	System Engineering and Manufacturing	17 wks	4/21/2014	8/15/2014	[Gantt bar from 4/21/2014 to 8/15/2014]											
5	Shipping of Equipment	4 wks	7/22/2014	8/18/2014	[Gantt bar from 7/22/2014 to 8/18/2014]											
6	Mechanical Installation	8 wks	7/29/2014	9/22/2014	[Gantt bar from 7/29/2014 to 9/22/2014]											
7	Electrical Installation	8 wks	8/5/2014	9/29/2014	[Gantt bar from 8/5/2014 to 9/29/2014]											
8	Commissioning, Training and System Testing	3 wks	9/30/2014	10/20/2014	[Gantt bar from 9/30/2014 to 10/20/2014]											
9	MRF Start Up - System Start Up	0 days	10/21/2014	10/21/2014	[Gantt bar from 10/21/2014 to 10/21/2014]											
10	Training and System Adjustments	2 wks	10/21/2014	11/3/2014	[Gantt bar from 10/21/2014 to 11/3/2014]											



City of Lawrence

PUBLIC WORKS

City of Lawrence Communications Campaign Plan & Timeline – Lawrence Recycles

Campaign Goals:

The broad goal of the campaign is to successfully educate residents so they know about the new residential recycling service and are empowered to successfully participate.

More tangible goals include:

- Less than 5 percent of residents refusing their cart. Carts may be refused in the following ways:
 - a. By refusing it directly at time of delivery
 - b. By contacting the City of Lawrence to collect cart *following its delivery*
- Obtain average total pounds-per-household per year of *XX (TBD)* pounds or more.
- Move the diversion rate of recyclables from 38% to 50% by 2020.

Campaign Strategy:

- Generate awareness of the new residential recycling service, educate residents about how, what and when they can recycle and work towards empowering participation.

Target Audience(s):

- All residents living in the City of Lawrence:
 - Residents in single-family and multi-family dwellings (apartment complex managers/owners)
 - Primarily homeowners, while not excluding renters
 - Resource Recycling among other sources report that recycling participation is higher nationwide among homeowners versus renters.
- Secondary target audience: children

Year one of the campaign will focus on ensuring Lawrence residents are aware of and anticipating receipt of their recycling cart and aware of the new recycling service in general. In year two, the City of Lawrence will analyze the recycling data to potentially identify more specific target audiences that for a variety of reasons aren't yet recycling or diligently recycling.

Campaign Approach: “Curb It With Blue”

The City of Lawrence contracted with Miller Meiers to collaborate on brand development for the City’s recycling collection program. The campaign is titled “Lawrence Recycles” and the website, www.LawrenceRecycles.org, has been established. Miller Meiers developed the following logo/tagline to visually identify the recycling program. Brand identification:



Key Messages:

A key messages document includes overarching messages, linked to the campaign, as well as supporting proof points. These messages will be woven into all communications and can become talking points for spokespersons, used in presentations, incorporated into Web copy, etc. Please refer to the separate full key messages document but the overarching messages include:

New Program Message: New residential recycling service is coming to Lawrence! – New citywide service.

Campaign Theme Message: “Curb It With Blue. Lawrence Recycles”. Visit www.LawrenceRecycles.org for answers to your recycling questions.

Program Basics Message: You asked for it! Now the City of Lawrence is making recycling easy and convenient for you.

Cart Message: The new 95-gallon blue recycling carts encourage recycling and are the key to high recycling rates in cities across America.

Call to Action Message: Recycle More. Trash Less. Use Your Cart and Fill It Up!

Recycling Benefits Message: Conserve resources and energy. Reuse items instead of burying them, create and retain jobs. All worthwhile reasons to recycle.

Campaign Activities

To be the most successful, the campaign will need to reach the target audience in multiple ways and places. The campaign must be truly integrated and utilize a wide range of activities including free, as well as paid, tactics. Social marketing is most effective when the target audience is:

- Reached directly
- Makes a personal connection to the campaign
- Receives some sort of follow-up prompt to reinforce the call-to-action

The campaign will take place in three phases: pre-launch, launch and post-launch. The remainder of this communications plan outlines the various tactics planned for each phase of the campaign.

Core campaign components include:

- *Marketing materials surrounding the cart distribution*
- *Pre-launch education*
- *Other marketing materials*
- *Pre-launch and launch events*
- *Media relations*
- *Third party engagement/community relations*
- *Community events*
- *Paid advertising & PSAs*
- *Web presence, including social media*

Marketing Materials Surrounding Cart Delivery

In Mold Label and QR Code

As part of the contract with XXXXX (TBD), the carts will have an in mold label on top of the lid that includes information about what can and cannot be recycled in the container.

The in mold label includes a QR code that points to www.LawrenceRecycles.org. It will go to a simple web page that provides more information than the label itself. The web page would be viewed via Smartphones and is seen as a separate entity from the campaign website. This page can provide additional information such as:

- How residents can determine their collection day
- Benefits of recycling
- Possibly be a mechanism where residents can submit their email to sign-up for free news alerts
 - This can help add to a growing database and serve as a vehicle for the City to quickly communicate directly to residents about changes in service due to holiday or weather changes or other time sensitive alerts related to the program and also encourage participation in recycling.

Literature Packs

The City of Lawrence will print and prepare literature packets (i.e. handbook) for residents to receive with their carts. They will be packaged together in a clear, eco-friendly plastic bag. These will be affixed securely to the cart handled by the cart vendor and will be delivered in tandem to all single-family and multi-family residential households in the City of Lawrence. The contents include:

Marketing Materials for Single-Family and Multi-family Dwellings with dumpster service

The City of Lawrence will also print and prepare literature packets for residents who have dumpster service. These will be placed on their doors and/or mailboxes.

Pre-campaign Launch

Before the first phase of cart distribution occurs, the City of Lawrence will begin education efforts. It is important to build the media's understanding and support for the program and develop meaningful coverage opportunities that will educate the public and create positive anticipation of this new City service.

Pre-education can include the following areas.

Pre-Launch Media Relations

- Scheduled event: Hamm MRF tour.
- Conduct other media relations outreach designed to educate local media about the new program and show them the plans, goals and benefits. This includes providing the City Manager and Mayor with talking points so that they can periodically mention the Lawrence Recycles program (and its status) as part of ongoing events and announcements.
- Secure at least two news stories a month prior to launch (broadcast and/or print) to keep recycling in the mindstream of residents.

Phase One Roll-out day/Photo Ops

- **Cart Unveiling Event:** To create excitement around cart distribution, the staff will host a series of unveiling events prior to the first day of cart roll-out, starting around September.

Pre-Launch Third Party Engagement/Community Relations

A key component to the campaign will be the successful mobilization of third-party organizations and other internal and external stakeholders to help generate awareness and momentum about the new recycling program at the grassroots level. We envision utilizing existing groups, such as neighborhood associations, KU student organizations, and other community organizations and civic associations to help educate particular communities about the program, share information on when the carts are coming as well as the "how, what, when and why" of the program.

Sponsors and Partners

The support of pro-recycling businesses and organizations can significantly extend the campaign's outreach and budget while demonstrating broad support for the Lawrence Recycles initiative. The campaign will seek sponsorship, endorsement and financial support from among the city's leading corporate citizens as well as those that produce a significant amount of recyclable waste (newspapers, printers, bottlers, packagers, beverage manufacturers/distributors, grocers) or have a natural affinity for recycling and/or bettering the City (local retailers, etc.).

Sponsorships/partnerships will vary according to the needs and interests of the organizations approached but may include: buying ads, hosting a Lawrence Recycles rally in a neighborhood store/location parking lot, distributing campaign materials to employees/customers, hosting a lobby display, building a parade float, supplying prizes or food for events/activities, providing volunteers, printing/purchasing T-shirts.

The communications team will:

- Work with the City to develop a list of potential sponsors
- Create sponsor solicitation materials that can be customized for each approach
- Conduct sponsor outreach and manage negotiations

- Obtain the City’s approval of sponsor agreements
- Coordinate sponsor recognition/involvement in the Lawrence Recycles campaign as appropriate

Database Development (PHP list)

The campaign will develop a database of relevant, third-party organizations and individuals that should be kept informed and mobilized to support the recycling program. These contacts will receive an initial introductory email that provides an overview of the education program and invites feedback, questions, etc. The campaign will send regular updates, news and other communications materials to those in the database. We will also survey this group to understand the best ways to encourage recycling.

Entities to include in the database:

- Area commissions and civic associations
- University of Kansas
- Haskell Indian Nations University
- Lawrence School system
- Neighborhood associations
- Community-based organizations
- Faith-based institutions

The campaign will educate them about the new recycling program via email, invite them to community recycling presentations and ask for their volunteer assistance/participation/support. They will receive sample articles to include in their own newsletters and on their websites, and will be encouraged to access and use the “Community Outreach Toolkit” described later in this document.

Electronic Community Outreach Toolkit

An electronic toolkit of materials and outreach ideas can be posted on the Lawrence Recycles website for use at the local community level. Toolkit contents can include downloadable materials and templates such as:

- The recycling brochure (from the cart literature packets)
- Hot card with key messages (a hotcard is an 8.5 x 5.5 card front and back with photos and information)
- Poster
- Presentation/talking points/sample speech
- Website button/widget for adding Lawrence Recycles to third-party websites
- Sample newsletter and website copy
- Sample tweets and Facebook posts
- Sample articles for use on a phased basis in community/neighborhood and organization newsletters
- Sample blog topics
- Template ad
- Template flyer
- A one page document for kids, more thoughtful/learning opportunity than simply color this in
- Ideas on displays, activities, floats, contests, etc. that can be used in conjunction with local events/activities

The toolkit will be regularly updated with new news, information and resources as the program unfolds, and will share what other neighborhoods are doing.

In addition, the City should identify local environmental organizations and target them and their members as another way to assure that members of “the Choir” are aware and fully supportive of the new recycling

program. Send them an email that invites them to access and use toolkit materials. Encourage them to volunteer.

Neighborhood Outreach

Regularly utilize email and articles in community newspapers to communicate efficiently with the neighborhoods in the city. A sample schedule could be:

Phase One Households:

1. Two months prior to cart delivery:
 - a. Email all neighborhood associations information that the program is coming and what to expect
 - b. Ask them to develop a list of potential neighborhood volunteers who would be willing to talk with their neighbors about the importance of participating in the recycling program
2. One month prior to cart delivery:
 - a. Provide specifics about cart delivery, timing and ask them to share information with their residents and the volunteers they have identified
3. First day of cart delivery
 - a. Email same contacts with “the carts are arriving!” message and provide website and phone number for customer questions
 - b. Remind residents to sign up for recycling alerts via Notify Me system
4. Week before recycling collection:
 - a. Announce that collection is beginning the following week, remind residents what can/cannot be recycled
 - b. Remind residents to sign up for recycling alerts via Notify Me system
 - c. Offer link to 2014 recycling collection schedule
5. Week (or two) after first full collection cycle
 - a. Thank residents for a great first week(s), reveal data on tons collected (if available)
6. Ongoing
 - a. Email as needed

Campaign Launch

Launching the Campaign

The “Recycling Program Launch Day” will be the first collection date (used as the milestone and to serve as the official launch celebration). The first day of collection is October 21st.

As a follow-up to getting attention around the delivery of the very first recycling cart, the city will also celebrate the very first collection day.

Local media will be invited to follow a recycling truck. Perhaps a neighborhood can be selected with a news conference organized in a cull de sac or other location that is logistically feasible. Somewhat staged, the Mayor and other officials, community leaders, etc. can be waiting and cheer on the truck as it approaches or can ride-along. This will also visually show the automation and provide an opportunity for local media to not only celebrate that collection is officially beginning but also educate on the process. Perhaps later in the day, media could also be invited to the Hamm MRF to see as the recyclables start arriving at the facility, followed by a tour, celebration reception and media interviews.

(If possible, we also recommend filming these “events” to begin to develop a B-roll library from which to develop videos and have raw footage to offer moving forward.)

Ongoing Campaign Activities

Marketing Materials and Training

The cart brochure/pamphlet can serve as an overarching marketing vehicle with additional copies produced for distribution throughout the campaign. In addition, simpler items can be produced for use at events and other more direct communications.

- **Prompt marketing material ideas**
 - Tiny blue recycling carts (to hold pens/pencils)
 - Recycled pop bottle bird feeders
 - Iron on decals
 - Tattoos
 - Pins
 - Keychains
 - Can koozies
 - Frisbees
 - Reusable totes
 - Kick sacks
 - Erasers – either standard shape (oval, rectangle/square) or for more \$ customized to replicate the carts
 - Coasters
 - Highlighters
 - Pens and/or pencils
 - Eco friendly small “jotter” notebooks

- **Bill stuffers** – an inexpensive way to reinforce/remind residents.
- **Posters and fliers** – part of third party toolkit and an inexpensive way to spread the campaign around the city. These could be placed in numerous locations including City buildings, public spaces, coffee shops, hair salons, barber shops, faith-based institutions, etc.
- **Pop-up banners** – are a relatively inexpensive way to draw attention to a booth at events.
- **T-shirts** – get attention at events, reward participation/volunteers and demonstrate the wearers’ support.
- **Displays** – using the cart and signage, displays are an easy and inexpensive way to attract attention and depict what goes in the cart and what doesn’t.
- **Direct mail** – has proven to be extremely effective at reaching residents surrounding at-home recycling. However due to budget and the fact that residents will be receiving information at home upon delivery of the cart, a direct mailer could potentially be used in Year Two after all carts have been delivered and collection has become routine. At this time, a direct mailer can serve as a thank you for support and participation and a reminder to recycle all that residents can.
- **Speaker presentation and materials** to include PowerPoint slides with notes, hot card handout and volunteer registration form (to help build the database and harness future volunteers), as well as a list of sample questions and answers. The presentation will be written so that it is fun and easy for anyone to use. The communications team will train City staff members, volunteers and Hamm on the presentation and accompanying materials. All presenters will be asked to complete a presentation reporting form

that will capture details of the audience demographics, questions asked, responsiveness, size of the audience, and any needed follow-up.

- **Call Center (office staff) training** and frequently asked questions sheet to guide and standardize responses to inquiries. As part of the training, we will request staff to record any frequently asked questions and concerns and report those to the team so they may be addressed through a variety of channels.

Paid Advertising/PSAs

Paid media is important to helping ensure broad awareness of the recycling program. To generate the best return on investment, the program will leverage the paid media buy to obtain free PSA spots (print and broadcast) and/or promotional opportunities along with the ads.

Events

Identifying Events

One of the best ways to reach people directly and generate enthusiasm for recycling is at citywide as well as community-specific events. These range from Eagles Day (January) to the Lawrence Earth Day Parade and Celebration (April) to America Recycles Day Event (November) to neighborhood organizations will ensure a robust calendar of events and celebrations, parades and festivals in 2014. Key factors to consider when evaluating an event for inclusion on the Lawrence Recycles calendar of activities include:

- Timing and location
- Staffing needs and commitment
- Financial obligation (is there a fee to participate)
- Attendee base (who are we reaching)

Getting the Most Out of Events

Once at an event, the key is to get people's attention and engage them – not just hand them a brochure or pop-up a banner. Volunteers will be trained to talk with residents about the recycling program.

Key conversation starters might include:

- Which day of the week is your recyclables collected?
- Do you know what goes into your cart? And what doesn't?
- Can we count on your support of the program? (If yes, give them a recycling window cling which can serve as a reminder and a way they can show their support) and ask them to sign up to be on the database or to volunteer.

A few ideas as budget or sponsorship allow (**no grant money at this time**):

- Grant: Curby the Recycling Robot. Curby looks like an ordinary recycling container until he comes alive. Fully animated, his lid rises, he moves, speaks, listens and plays prerecorded mp3s all by remote control and can wink, blink and move his eyebrows, and presents a positive and friendly image to young and old alike. Curby will be an outstanding tool for teaching recycling in our community for many years to come. He will be used in school classrooms, assemblies, parades, and events such as Earth Day, America Recycles, Eagles Day, and many more.
- The second grant project will be the design and creation of portable educational displays, which will show the breakdown of Lawrence household trash (to



demonstrate how much of the trash is recyclable) and the breakdown of Lawrence household recycling (to demonstrate how much of each category is typical). Please see the picture included as an example. The portable display pictured was created for the University of Southern California's student housing to launch their new recycling program. The displays would be designed by a local design company and then mounted to existing 65-gallon City of Lawrence poly carts.

- Staff members and volunteers working community events will wear a Curb It With Blue t-shirt to show uniformity and identify them as being with the new recycling program.

Some venues to consider for event outreach are:

- Schools
- Churches
- Recreation Centers
- Lawrence Public Library

Ideally, all events where the City will have a presence will offer on-site recycling.

Digital Presence

The www.LawrenceRecycles.org website will serve as the campaign's official information source. This site needs to be live before anything promotional goes out. This could be as simple as having some initial copy that says more is coming and provides the basic facts.

Note: www.LawrenceRecycles.org redirects visitors to the city's website www.lawrenceks.org/swm/recycling.

Additional Digital elements can include the City of Lawrence Facebook and Twitter pages, as well as the Lawrence Recycles Facebook page.

The website is a landing page that serves as a visual extension of the campaign and will provide visitors with easy to find information about the recycling program including:

- Basic information about the program for residents
- Link where residents can learn about their cart delivery date and collection date
- Link to 2014 collection schedule for their route (interactive map)
- Link to Notify Me system for recycling collection alerts via text or email
- FAQs
- What can and cannot be recycled
- Contact us (where to go with questions, problems, etc.)
- Email sign up (PHP lists)
- Newsroom to include articles
- Recycling blog
- Videos
- Community Outreach Toolkit with downloadable templates, ideas and information

Google Analytics (free service) can provide monthly updates including:

- Unique visitors to the page (more accurate than "hits")
- Time spent on the page(s) (goal for a site is a minimum of 1 min, 30 seconds; if the page is a simple landing page, less time will be spent there)

- Other measures such as what pages users visit from the site/within the site (if applicable), referring traffic (Google, etc.); geography, types of browsers used, etc.

Viral Videos

For the program launch, the campaign will produce a fun, short video (Lawrence In-Focus) about recycling coming to Lawrence that will serve promotional purposes. Comments from enthusiastic residents about their excitement for the new program will be combined with images of waste being sorted into blocks of reusable commodities, images of the Mayor with residents, recycling trucks in actions, and residents wearing Curb It With Blue t-shirts and having fun at recycling events. This “sizzle tape” will be posted on the website and on a City of Lawrence YouTube channel. A link to the video will be included in an email to the recycling database.

Additionally, the campaign will keep the viral movement going after the program launch by developing video interviews with people talking about recycling in Lawrence, what it means to them, and what they are recycling. These videos can be posted to the City of Lawrence YouTube channel.

GRANT pending: No grant money at this time. A 7-minute educational video regarding the curbside recycling program that shows the process from the home to the Materials Recovery Facility (MRF). For safety reasons, the public will not have access to the processing floor at the MRF but the video will include footage from that area. The video is a great way to showcase all the parts of the recycling process the public normally would not see. Most people do not know or understand the entire recycling process so a video that shows all of the steps will make an excellent education tool.

Social Media

The campaign will harness the existing Facebook pages to further promote the campaign, communicate key information and build excitement. For example, pictures can be taken periodically by staff during cart deliveries that show excitement and high energy while also celebrating the uniqueness and pride in the neighborhoods in the cart delivery phase.

Some additional updates could include:

- Weekly campaign updates, posting of relevant/interesting content
 - Links to articles, fun facts, videos, etc.
 - Link to a regular blog written by a residents (recruited) who are excited about participating
 - Calls-to-action (with rewards) – i.e. share this, comment to this, etc.
- Give-a-ways targeting users who respond to certain calls-to-action (i.e. recruiting more friends, sharing a photo or video, etc.).
- Create a Facebook photo gallery and capture images from events, driving residents to view their photos online.
 - Create new galleries of events where the campaign is promoted and pictures are taken.

Measurement

- Tonnage data
- Cart refusals/returns
- Other measures:
 - Website traffic
 - Calls regarding recycling (positive/negative)
 - Calls to Hamm (positive/negative)
 - Media coverage

- Number of events/feedback received
- Number of presentations

Roles Surrounding Campaign Planning and Execution

Staff:

- Strategically plan and brainstorm the campaign, tactics and activities and finalize communications plan.
- Media buying for agreed-upon items, such as print and radio advertisements.
- Deliver creative files on agreed upon marketing and advertising items.
- On-the-ground implementation for events, community outreach, etc.
- Coordinating on the ground as necessary with third party groups and the school system.
- Website coordination and design and any QR codes.
- Procurement of marketing materials, such as t-shirts, window clings, etc.

Downtown Pedestrian Recycling Program

GOAL: By implementing public space pedestrian recycling in downtown Lawrence, the City will be reducing the amount of trash landfilled annually and will be opening the door on expanded recycling opportunities for Lawrence residents and visitors. This commitment to public space recycling will mark Lawrence as a committed leader in sustainability.

Parties involved:

- City of Lawrence Public Works Department (Solid Waste Division)
- City of Lawrence Parks and Recreation Department
- Downtown Lawrence, Inc.

Note: This recycling program is for pedestrians only. It is not intended to be a recycling service for downtown merchants or downtown residential customers. In 2015, the Solid Waste Division will continue to explore recycling opportunities in the downtown area including placement of single-stream recycling dumpsters in the alleys for downtown merchants and downtown residential customers to use.

Launch date: November 15, 2014 on America Recycles Day (approximately one month after the launch of residential curbside recycling). The City will host a launch event to unveil the new containers and will invite the media, City Commission, City staff, Downtown Lawrence, Sustainability Advisory Board and other interested groups and individuals.

Type of containers: The City will be replacing 20 standard downtown trash containers with dual-use recycling/trash containers throughout the core of the downtown on Massachusetts Street. These containers are split down the center to house two compartments one for trash and the other for co-mingled recyclable material. In May 2015, the City will re-evaluate the downtown pedestrian recycling program and add additional dual-use recycling/trash containers in the downtown area as needed.

Servicing containers: The dual-use recycling/trash containers will be serviced daily including on the weekends. Ideally both the recycling and trash compartments would be serviced at the same time while still keeping these materials separate. The Lawrence Parks and Recreation Department currently services the trash containers downtown except on the weekends when their contractor takes over this task.

Material end-point: Trash collected from the downtown containers will be taken to the Hamm landfill and recyclable material will be taken to the Hamm Material Recovery Facility (MRF). The City has trash disposal and recycling processing contracts with Hamm Waste Services.

Education/outreach:

A marketing campaign, *Recycle on the Go!*, will notify the public of the new pedestrian recycling program and encourage recycling in downtown Lawrence.

The communications plan will include: News Releases, City Manager's Report to the City Commission, Utility Bill insert (\$), Flame newsletter, Channel 25, City of Lawrence websites, City Facebook, City Twitter, Phoenix newsletter, Lawrence Journal World ad (\$), Neighborhood Association emails, and

Community listservs (City's Reduce-Reuse-Recycle, Sustainability Action Network, Lawrence Sustainability Network, Sustainability Advisory Board, etc.).

Program costs:

- 20 new dual-use recycling/trash containers. (\$30,000)
- Staff hours to service containers and transport material to the Hamm MRF. (\$X,XXX)
- Publicity costs. (\$1,000)

Photo of recycling/trash container:

