

Universal Solid Waste Collection – Strategic Communications Plan

Issues:

- Residents in the Urban Services Area need to be aware of the upcoming Rural Waste Service Center (RWSC) annual permit fee to begin in October 2013.
- Residents in the Urban Services Area who were not previously paying for curbside collection need to be aware of the additional Universal Solid Waste Collection fee.
- Residents need to understand the reason why this fee is being implemented and the benefits that are associated with the fee.
- Residents need time to prepare their budgets accordingly to accommodate for this new fee.
- Residents need to be aware of the new Pay-As-You-Throw (PATY) provision.
- Residents will need to understand how the expanded services and new fee will improve waste collection and increase recycling.

Objectives:

- Identify and reach:
 - **Targeted** – Citizens who will be affected by the Universal Solid Waste Collection fee and households in the Urban Services Area
 - **General** – Everyone else via the media
- Touch each household at least four times between now and the date the bills are issued
- Use at least three different forms of communication. (Examples include, but are not limited to direct mail, printed media, website, and new/social media solutions.)
- Create an understanding for the need for the universal collection fee for the Urban Services Area, the PAYT addition, and the resulting benefits – parity in relation to cost and opportunity for residents to control cost.
- Stay proactive with public information and education on the topic that will translate into:
 - A minimal number of citizens calling and requesting an explanation of the fee
 - A majority of the targeted citizen population paying the fee on-time
 - A minimized impact in terms of illegal dumping

Tactics:

- Direct mail – brochures, flyers, custom letters, etc.

- Example: Tri-fold brochure

- Details:

- Proposed increase or new fee for residents
- Benefits of the increase or new fee

- FAQ: Examples of some questions that may be asked

Q: Why are Urban Service Areas switching to a Universal Solid Waste Collection fee?

A. Currently, inside the Urban Service Area, 74% of residents were receiving curbside services. By switching to Universal Solid Waste Collection inside the Urban Service Area, there will be a reduction in greenhouse gas emissions, a reduced cost of operating a solid waste management system, a negated need to provide general revenue support for the solid waste operation and cost of collection and disposal will be shared equally among residences in the Urban Service Area.

Q. Why should a PAYT approach be implemented?

A. PAYT provides parity in relation to costs associated with the volume of waste, reduces waste generation, produces significant increases in recycling rates and provides an opportunity for residences to control costs.

- “DID YOU KNOW?”: Examples of attention-grabbing points about Universal Solid Waste Collection and PAYT that strengthen the case for enhanced service delivery.

- Printed media – Newspaper article (submitted news releases), My View (submitted written component), creative ad, technical legal ad

- Television – Public Service Announcements (PSAs) on Channel 16/Leon County TV, Channel 13/WCOT, WCTV, and WTXL

- 30 second (:30) or 60 second (:60) spots to be aired as commercials

- WCTV/ WTXL/WFSU morning segments with Chairman, Public Works Director and Solid Waste Director

- Longer segments produced as a sitdown with Chairman, Public Works Director and Solid Waste Director that can be aired on Channel 16/Leon County TV

- Channel 16/LCTV and Channel 13/WCOT television slides to announce and explain new Universal Solid Waste Collection fee and PAYT

- Electronic – Website presence, news releases (issued and posted online), GovDelivery, new/social media (Facebook, Twitter, etc.)
- Disburse brochures to common areas of the libraries, places of employment, etc.
- Town Hall Meetings

Timeline:

- Conduct an educational campaign between date of Board adoption and September 2013 (see attachment)
- X – Draft script of PSA (TV and Radio) prepared for leadership review
- X – Draft 1st customized informational letter for direct-mail distribution for leadership review
- X – Leadership approval needed for PSA draft scripts (TV and Radio)
- X – Leadership approval needed for 1st customized informational letter from County Administrator
- X – Film 30-second / 60-second spots
- X – Draft FAQs prepared for leadership review
- X – Leadership approval needed for FAQs
- X – Draft remaining web content/components for leadership review
- X – Draft *My View* from the Chairman
- X – Draft news release, include information regarding upcoming Town Hall Meeting
- X – Leadership approval needed for remaining web content/components
- X – Leadership approval needed for news release
- X – Hold first of two Town Hall Meetings
- X – Air 30-second or 60-second Public Service Announcements (PSAs); to be aired on Channel 16/Leon County TV, Channel 13/WCOT, WCTV, and WTXL; announcing and explaining fee
- X – Begin airing Informational Slides on Channel 16/Leon County TV and Channel 13/WCOT; announcing and explaining new/increased fee
- X – Post information on County website and execute social media strategy
- X – Distribute/direct-mail 1st customized informational letter

X – Submit My View to *Tallahassee Democrat* that creates an understanding for the need for the new/increased fee, the associated expanded services, and the resulting benefits – enhanced service delivery

X – Initial news release distributed to media partners and have staff available for on-camera interviews

X – Distribute/direct-mail 2nd customized informational letter, explaining bill again to affected households

X – Hold second Town Hall Meeting

X – Bills are delivered

Evaluation:

- The percentage of residents who pay the fee on-time
- Number of calls for citizen inquiries requesting an explanation of the fee
- Number of unique visits to the specific area of the website with subject matter

Budget:

- An estimated budget for the implementation of this 12- to 18-month Strategic Communications Plan is approximately \$75,000. This budget includes newspaper ads, television broadcast (production and media buys), radio broadcast (production and media buys), print production, creative and technical support services, mailing costs (mail house processing and postage), video services, audio/visual support and potential facility rental.