



STRATEGIC COMMUNICATION AND OUTREACH PLAN



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COMMUNICATIONS GOAL

Provide clear Organics Recycling education to City of Minneapolis Solid Waste and Recycling customers, while encouraging customers to sign-up and participate in the program.





COMMUNICATIONS MESSAGING

- What are Organics?
- How do I participate?
- Why should I participate?
- When can I start?
- How is Compost Beneficial?





COMMUNICATIONS PARTNERS

- City of Minneapolis Communications Department
- Hennepin County Environmental Services
- Neighborhood and Community Relations (NCR)





CITY OF MINNEAPOLIS COMMUNICATIONS DEPARTMENT ROLE

Develop and execute **Strategic Communications Plan**

- For key City initiatives
- Need for broad awareness
- At no cost or minimal cost
- Earned, Owned, Donated
 - Earned media
 - Owned City communications platforms
 - Donated space through partnerships





CITY OF MINNEAPOLIS COMMUNICATIONS DEPARTMENT ROLE

Strategic Communications Planning

- **Earned media:**
 - media releases/events/targeted pitches
- **City Communications platforms/tools:**
 - City website
 - Social media
 - City TV channels, YouTube
 - Videos
 - Newsbites (for elected official newsletters)
 - On-hold messages
 - Internal communications (City Talk/Minneapolis Matters)





CITY OF MINNEAPOLIS COMMUNICATIONS DEPARTMENT ROLE

Strategic Communications Planning

- **Partnerships:**
 - Digital billboards: Clear Channel Outdoor
 - Public Service Announcements: Comcast Cable channels, City TV channels 14 & 79, City YouTube channel
- **In-house video production:**
 - Short PSA to air on cable channels
 - Videos in English, Spanish, Somali, Hmong
 - Effective on multiple platforms: TV, social media, web, email, etc.





COMMUNICATION MILESTONES

When	What
January 2015	Organics Recycling “Soft Launch”
April 2015	Organics Recycling “Hard Launch”
August 2015	Cart Delivery (Phase I)
September 2015	Start of Phase I Collection
October 2015	2 nd Chance - Push for Additional Participation
April 2016	3 rd Chance - Push for Additional Participation
May 2016	Cart Delivery (Phase II)
May 2016	Start of Phase II Collection





COMMUNICATIONS SOFT LAUNCH JANUARY 2015

Message

- What Are Organics?
- How to Sign Up

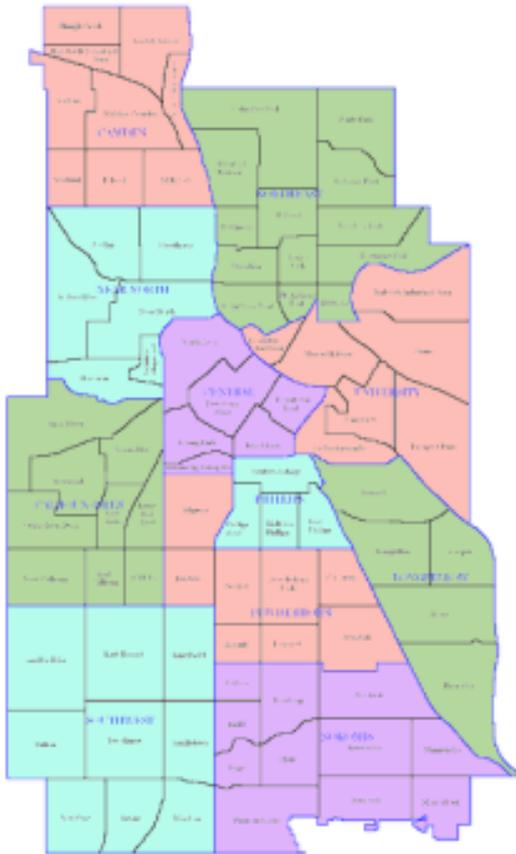
Method

- News Release to Local Media
- Council Newsletter Articles
- Neighborhood Newsletters
- Minneapolis Matters
- Solid Waste and Recycling Website





COMMUNICATIONS HARD LAUNCH BEGINNING MARCH 2015



Website

- Phase I and Phase II Map
- Frequently Asked Questions (FAQs)
- Subscribe to Email Updates

Phone system

- Afterhours and intercept messages will focus on Organics Recycling availability and how to sign-up

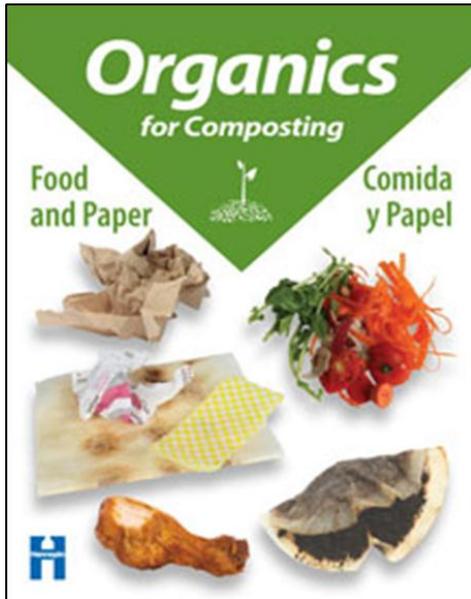
Public Outreach

- Community Forums
- Neighborhood Events





COMMUNICATIONS HARD LAUNCH DIRECT MAIL APRIL 2015



Sign Up Now!

Phase I and Phase II – Not Signed Up:

- It's easy as 1,2,3 Brochure
- Personalized Letter – “When do you start”
- “Sign Up Now” Postage Paid Reply Card

Phase I and Phase II – Already Signed Up:

- Thank you!
- Personalized Letter – “When do you start”

Utility Billing Insert – All Customers:

- What Are Organics?
- How to Sign Up





COMMUNICATIONS CART DELIVERY PHASE I AUGUST 2015 PILOT SEPTEMBER 2015

Media Advisory

- Organics Cart Delivery and Collection Begins for Phase I

Direct Mail Welcome Kit Delivery:

- Yes and No, How to Fully Participate
- In-Home Set Up Tips
- FAQ's
- 10 Certified Compostable Bags
- Local Kitchen Pail and Compostable Bag Retailers
- Manufacturer and Local Retailer Coupons
- Quick Reference Magnet

phase

1





COMMUNICATIONS PUSH ADDITIONAL PARTICIPATION OCTOBER 2015

Direct Mail

- “We Haven’t Heard From You” Postcard
- Sign up Now!

Additional Messages

- “How to Handle Holiday Organics”

[Sign Up Now!](#)





COMMUNICATIONS PUSH ADDITIONAL PARTICIPATION APRIL 2016

[Sign Up Now!](#)

Direct Mail

- “We Haven’t Heard From You” Postcard
- Sign up Now!

Additional Messages

- “Can Organics Recycling Save you Money?”

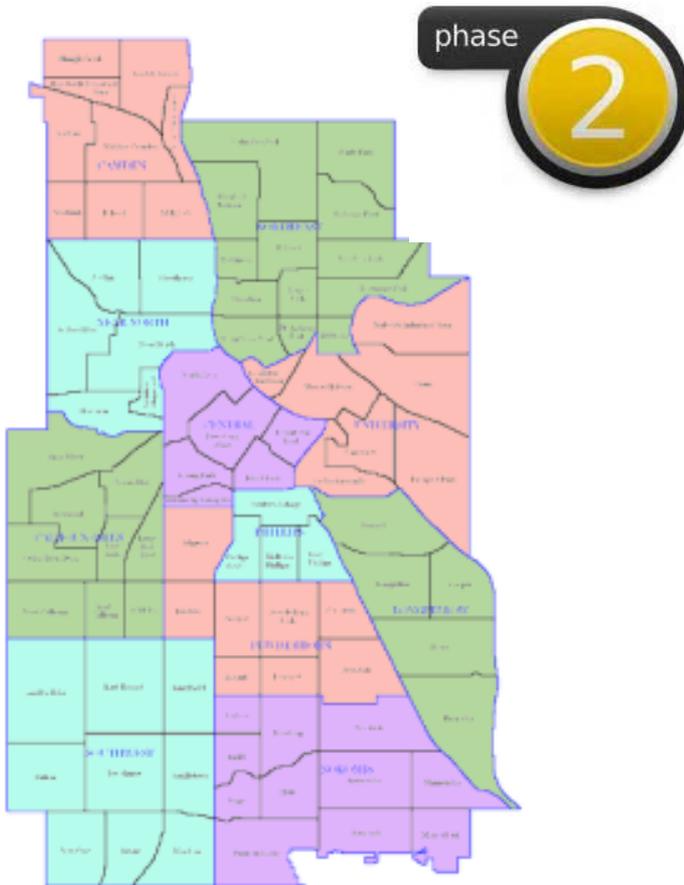
Public Outreach

- Community Forums
- Neighborhood Events





COMMUNICATIONS CART DELIVERY PHASE II MAY 2016



Website

- Phase II Roll Out Map
- Frequently Asked Questions (FAQs)
- Subscribe to Email Updates





COMMUNICATIONS CART DELIVERY PHASE II – MAY 2016

Media Advisory

- Organics Cart Delivery and Collection Begins for Phase II

Direct Mail Welcome Kit Delivery:

phase

2

- Yes and No, How to Fully Participate
- In-Home Set Up Tips
- FAQ's
- 10 Certified Compostable Bags
- Local Kitchen Pail and Compostable Bag Retailers
- Manufacturer and Local Retailer Coupons
- Quick Reference Magnet





COMMUNICATIONS CONTINUED

Milestones

- Six Months
- One Year

Method

- News Releases and Newsbites
- Website
- Direct Email to Organics Recycling Group

Message

- Materials Diverted
- Not signed up? Sign Up Now
- How can Organics Recycling Save You Money





QUESTIONS?

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