

New Residential Trash Collection Routes – May 6, 2014

Communication Tools and Timeline

The Flame Newsletters • 32,000 copies		
completed 3/17/14	April Flame	Article: City implementing new residential trash collection routes on May 6, 2014. 50% of residential customers will experience trash route day change. New interactive residential trash collection map at www.lawrenceks.org/swm . Residential curbside recycling will begin October 21, 2014. Reminder of collection guidelines. Also included the 2014 holiday schedule for trash, yard waste and recycling collection.
due 1st week in July	August Flame	Message: reiterate new residential trash collection routes, interactive map, and notification system (text, email, calendar item) to remind residents of their trash day. (Note: many residents move in to new houses in August / start lease.)

Utility Billing Insert • 32,000 copies		
completed 3/20/14	April Cycle (4/7-4/29)	Message: City implementing new residential trash collection routes on May 6, 2014. 50% of residential customers will experience trash route day change. New interactive residential trash collection map at www.lawrenceks.org/swm .

News Releases		
04/18/14	News Release (post-it notes on trash cart lids next week)	Message: City implementing new residential trash collection routes on May 6, 2014. 50% of residential customers will experience trash route day change. New interactive residential trash collection map at www.lawrenceks.org/swm .
04/30/14	News Release (next week new routes start)	Message: New residential trash collection routes starting <u>next</u> week. Interactive residential trash collection map at www.lawrenceks.org/swm and notification system (text, email, calendar item).
07/28/14	News Release (reminder when leases start back up)	Message: Reiterate residential trash collection routes interactive map and notification system (text, email, calendar item) to remind residents of their trash day. (Note: many residents move in to new houses in August / start lease.)

Video - Lawrence In Focus		
completed 3/21/14	April In Focus	Message: New residential trash collection routes: who? why? when? how? explained.

Website, Facebook, Twitter, Channel 25		
ongoing	City of Lawrence Main Website	Homepage link to www.lawrenceks.org/swm .
ongoing	City of Lawrence SWM Website	Homepage highlight new residential trash collection routes, interactive map and notification system. <i>Lawrence In Focus</i> video clip.
ongoing	City of Lawrence Facebook (2 accounts)	Messaging matched up to news release content. <i>Lawrence In Focus</i> video clip.
ongoing	City of Lawrence Twitter	Messaging matched up to news release content.
ongoing	Channel 25	New residential trash collection route information with map.

Print Advertisement		
April 2014	Lawrence Journal World	Running ad 4/23/14 – 4/29/12, seven day run.
completed - Fall/Winter 2014-15	LPRD Activities Guide	New interactive residential trash collection map at www.lawrenceks.org/swm and notification system (text, email, calendar item). Residential curbside recycling will begin October 21, 2014.

Post-It and Flyer Distribution		
04/22 – 05/02/14	Post-It	Post-It placed on residents' trash carts reminding them of the new trash route changes. (2 week distribution).
04/22/14	Flyer	Flyers for Solid Waste Division offices informing walk-in customers of trash route changes in May.

PHP List Emails and Neighborhood Association Notifications		
ongoing	PHP List (Email Subscriptions)	Various PHP List groups. Messaging matched up to news release content.
ongoing	LAN Notifications	Email messages: City implementing new residential trash collection routes on May 6, 2014. 50% of residential customers will experience trash route day change. New interactive residential trash collection map at www.lawrenceks.org/swm and notification system (text, email, calendar item). Note: Focus on neighborhoods experiencing the most change and follow up with additional information as requested.

Public Meetings and Community Events		
as requested	Group Meetings	Presentations to community groups on residential trash collection route changes as requested.
04/19/14	Community Event – Earth Day Celebration	Booth at the Earth Day Celebration, information on trash route changes, interactive map and notification system. Print 4 trash day section map.

Media Interviews and Radio Shows		
ongoing	Interviews	Staff from City Manager’s Office, Public Works Department and Solid Waste Division will be available to answer interview questions.
started 03/19/14	Radio Shows	On regular radio show spots discuss the residential trash route collection changes.

Information for City Staff		
due by end of month	The Phoenix	Employee May newsletter.
as requested	Printed Flyers	For city offices, as requested.
as requested	Staff Meetings	Presentations on residential trash collection route changes as requested for staff meetings
ongoing	Email (via PHP)	Messaging matched up to news release content.