



MEMO

TO: Karen Raithel, Peoria County, Recycling & Resource Conservation Director
FROM: David Stead, V.P. and Senior Consultant
CC: Solid Waste Planning Advisory Committee
DATE: 4-24-2013
RE: Peoria County Communication Strategy

Introduction/Purpose

Peoria County seeks to update their Integrated Solid Waste Plan with a 20-year framework. The following provides descriptions of proposed materials that the County may consider as part of their Communication Strategy during the pre-draft and drafting stages. In addition, there are suggestions of communication outreach to the public once the plan is completed.

Guiding Strategy

In the case of Peoria County, the understanding is that the updates to the Integrated Solid Waste Plan should align with the interests and visions of community leaders, operational stakeholders in the system, and the public that must get behind the program updates and services that will take place. This communication strategy should allow for the county to gain input from the County leaders and public while in the draft stages as well as disseminate information about the updates to the plan once complete.

Communication Strategy & Tactic- Overview

Below are some initial ideas for consideration for reaching out and informing the community as well as County leaders, key stakeholder groups and the planning team during the beginning, middle and end stages of the updates to the Solid Waste Plan. While it is not a final list, it provides you with a picture of what we envision as a strategy to communicate to the public.

Phase 1: Draft Plan Stage

- **Social Media Campaign for Public Forum** – You have indicated a need for public input during the draft stages of the updated plan. In order to have a large gathering at the Community Public Forum, we will have a social media launch using your County Facebook, Twitter, and main Peoria County website to advertise the upcoming forum. We want the forum to be as visible as possible to increase the turnout and participation of the public. RRS will prepare the posts for Facebook, Twitter and the website, and the Peoria County team will post to the web.



- **Community Public Forum** – As part of the Public Participation Plan, this will include open meetings for members of the public to attend and have the opportunities to share input and suggestions to the initial draft of the updated Solid Waste plan. RRS will plan to prepare talking points for the meeting facilitators and county staff will attend the meetings.
 - **Background and Prep Material**- If needed, our team can prepare relevant material giving background information and a snapshot of solid waste and recycling in Peoria County for the public to review prior or during the Community Forum.
- **Public Feedback Survey** – In order to gain as much feedback on the initial plan, we plan to hand out flyers at the Forum meetings to advertise the upcoming survey and we will use the county's social media outlets to survey the public. Using Survey Monkey as the survey systems, we can use social media to provide the public the survey for approximately two weeks following the last open meeting. RRS will draft the survey's content and collect feedback after surveying the public, while the County staff will post the survey content to social media.
- **Presentation at Select County Board Meetings** – RRS will prepare talking points and a slide presentation for the County team to present at select county board meetings, based on the guidance of their staff. The purpose of the presentation will be to describe each component of the County's updates to the Integrated Solid Waste Plan, highlighting the service improvements/changes and benefits that will occur as a result of the changes.

Phase 2: During Plan Completion

- **Community Public Forum** – As part of the Public Participation Plan, this phase will include open meetings for members of the public to attend and have the opportunities to share input and suggestions for the proposed draft of the updated Solid Waste plan. RRS will plan to prepare talking points for the meeting facilitators and county staff will attend the meetings.
 - **Background and Prep Material**- If needed, our team can prepare relevant material giving a snapshot of the proposed plan and highlights of key changes for the public to review prior or during the Community Forum.
- **Peoria County Website Banner Ad** – RRS will conceptualize a message and design idea for the County team to create an Ad for the main county webpage. The banner ad will include text to inform the public about the updates to the Solid Waste Plan and will remain on the webpage for several weeks as the plan is being finalized and after completion.
- **Update all Service and Program Pages** – Upon completion of the updated Solid Waste plan, all changes to county services or programs will need to be updated on the appropriate webpages. We will work with county staff to develop appropriate content that matches the site and their public facing image. This will be key information for the public when familiarizing themselves with the new changes.



- **Brochures, Postcards, and Flyers** – In addition to the suggested information piece, we will work with county staff to identify media that has also worked well in the past.
 - **Brochures** – Create a template for a series of informational brochures describing the county services and programs, making sure to highlight all new changes to collection guidelines for trash, recycling, food & yard waste and other county programs.
 - **Postcards** – Create a template for a standard postcard that will announce specific changes and important information for residents.
 - **Flyers** – Create a template for a series of flyers (direct mail) including a utility bill insert, which can provide a timely update to the community about the specifics of the Solid Waste Plan. Unique pieces can be created to brief county and city staff as well.
- **Social Media Updates** – Throughout the process of completing the final stages of updating the Solid Waste Plan, RRS will provide text and County staff will post “plan updates” to their social media outlets. This process will keep public followers up-to-date and intrigued about the completion of the final plan.
- **Administration Memo** – In an effort to have everyone in the county informed about the updated solid waste plan, RRS will draft a memo informing the administration of all updated changes to the county’s program, services and goals. County Staff will distribute the memo to the appropriate parties.
- **Staff Lunch n’ Learn** – Set lunch and learn meetings with department staff who might be affected by any changes or new services and programs in the updated plan. It is key to have all appropriate staff as up-to-date as possible.

Phase 3: Finalization of Plan

- **Community Public Forum** – As part of the Public Participation Plan, this will include open meetings for members of the public to attend and have the opportunities to share input and suggestions to the initial draft of the updated Solid Waste plan. RRS will plan to prepare talking points for the meeting facilitators and county staff will attend the meetings.
 - **Background and Prep Material**- If needed, our team can prepare relevant material giving background information and a snapshot of solid waste and recycling in Peoria County for the public to review prior or during the Community Forum.
- **Media Kit** – RRS will develop a media kit with the Updated 20 year Plan Fact Sheets and other key information to have available for distribution to media outlets as well as on hand at press events and other media events.
- **Press Release** – RRS will draft text to provide the County Staff a press release for local news and media outlets. RRS will plan to draft announcements in intervals for drafting stage as well as the final adoption of the plan. County Staff will need to coordinate with local media and publication.



Suggested Follow-up Strategies- Post Completion

- **Radio Public Service Announcement** – An integral part of any public awareness campaign is reaching all of the public. RRS will draft dialogue for a PSA focusing on informing and educating the public about the updated SW plan, and the County Staff will record at a local radio station.
- **Email/Newsletter** – To be included in Peoria’s newsletter following the release of the SW plan, a small brief on the updated plan.
- **Social Media Updates**- Develop a series of social media posts which could start with an announcement of the “Final SW Plan” and continue with a series of small posts about new updates and changes to be posted for the following month.
- **New Resident Information Material Development** – Depending on whether Peoria County already has packets available, develop information for new residents to the county that include details about services, waste prevention ideas, garbage and recycling information and how-to’s.

Schedule At-A-Glance

Tactic	Description	Proposed Timeframe	Assigned to
Phase 1: Draft Plan Stage			
Social Media Campaign for Public Forum	Advertise the public forum on Facebook, Twitter and the county's main website.		RRS to prepare posts, County Recycling Staff (CRS) to post to web
Community Public Forum- Pre-Draft Stage	Open sessions for any member of the public to attend and learn more about the updated program and implementation.		RRS to prepare talking points, CRS to attend session
Survey Monkey Public Feedback	Using social media such as Facebook and Twitter, post a survey roughly two weeks to hear feedback from public after the forum		RRS to create survey and collect feedback
Presentation at Select County and Board Meetings	Present updates to SW plan and facilitate questions about plan		RRS to prepare talking points and slide presentation, CRS to present
Phase 2: During Plan Completion			
Main Website Banner Ad	Develop information for banner ad on main Peoria County website for several weeks		RRS to conceptualize message and look, CRS to coordinate design and posting to site
Community Public Forum- Proposed Draft Stage	Open sessions for any member of the public to attend and learn more about the proposed draft.		RRS to prepare talking points, CRS to attend session

Update all Service and Program pages	Update all changes to county services or programs on the appropriate webpages.		RRS to develop text, CRS to develop site/ pages
Develop brochures, postcards, and flyers	Create several types of materials: 1. Brochures –a series of informational brochures describing the county services and programs. 2. Postcards –a standard postcard that will announce specific changes and important information for residents. 3. Flyers –a series of flyers (direct mail) including a utility bill insert, which can provide a timely update to the community about the specifics of the Solid Waste Plan.		RRS to develop sample signage for review, CRS to coordinate production of signage and posting
Social Media Updates	Post “plan updates” to social media updates to keep public informed and excited about upcoming changes		RRS to draft text for posts, CRS to post
Update Memo for Administration	Overview document to distribute to administration on program announcement, changes and start date of new services		With CRS direction, RRS to develop memo CRS to distribute memo
Staff Lunch n’ Learn	Set lunch and learn meetings with department staff who might be affected by any changes or new services and programs in the updated.		RRS to develop presentation materials – slide show, handouts, CRS to present at meetings
Phase 3: Finalization of Plan			
Community Public Forum- Post Plan	Open sessions for any member of the public to attend and learn more about the updated program and implementation.		RRS to prepare talking points, CRS to attend session
Media Kit	Develop media kit with plan fact sheets and key information about the planned updates. Have available for distribution to media outlets, press events, media requests.		RRS to develop text, CRS to develop and distribute
Press Releases	Design and release press releases for local news and media outlets. Release in intervals to announce not only the updating of the plan but also the process to adopt the final plan.		RRS to assist in developing content CRS to coordinate with publications

Suggested Follow-Up Strategies			
Radio Public Service Announcement	Develop a 30 second in length PSA that would focus on informing and educating the public about the County's updated SW plan.		RRS to draft dialogue, CRS to record at local radio stations
Emails/ Newsletter	Small brief to be included in upcoming newsletter		RRS to develop text CRS to send out
Social Media updates	Develop a series of Facebook/Twitter posts announcing completion and new changes.		RRS will develop posts, CRS to post to social media
New Resident Information Material Development	Packet would include brochures, postcards, and fliers with information about services, waste prevention ideas, garbage and recycling information and how-to-recycle info. These could be given to new residents, handed out at events or available upon request.		RRS to develop content CRS to coordinate production and distribution

