

Public Education Plan to Support Cart Roll Out

This public education plan spells out specific strategies and tactics to achieve the following objectives:

- ❑ publicize the rollout of the new cart system, including the registration process)
- ❑ maximize the number of residents who register for SWMD service during the registration process
- ❑ enlist the support of Mayors and the media in promoting registrations
- ❑ boost public awareness of and participation in new SWMD programs
- ❑ promote recycling and proper management of waste to minimize illegal dumping

In addition to strategies and tactics to support the cart roll out, the plan includes a timeline and a list of issues/questions to be resolved.

Key messages

- ❑ With upcoming improvements to its solid waste system, Guam is moving to the next level in becoming cleaner and greener.
- ❑ A clean, green Guam is everyone's responsibility.

Campaign Elements

Research

A. Customer Meetings

Goal: Determine residents' attitudes and opinions about the new system, the registration process and public education materials.

Description:

GBB representatives plan to conduct three or four customer meetings with Guam residents, one each in the south and mid-island and one or two in the more populated north. Each group will be comprised of 10-12 residents:

- ❑ Ages 25-70
- ❑ Mix of men and women
- ❑ Include some who receive SWMD trash collection service and some who don't

Each group will be two hours in length and take place in the evening. Participants will hear about the new solid waste system, participate in a group discussion, and review proofs of proposed public education materials. There will be a 96-gallon cart in the room

similar to the type that will be used by residents so they can see, touch, and roll it around.

Research Questions:

1. Residents' opinions about their current solid waste services (collection, recycling opportunities), including level of satisfaction, desired improvements.
2. Participation in SWMD trash collection and recycling at the drop-off centers. For those not participating, why not? How do they handle their trash?
3. Opinions about the registration process (after hearing a description of the process). Review sample registration form?
4. Opinions about the 96-gallon carts, including whether there are preferences for more than one cart, smaller cart. [Need to have a 96-gallon cart on-site for residents to see.]
5. Opinions about new trash collection rate and likelihood of registering for trash collection service at the new rate.
6. Opinions about excess trash tags, best way to distribute these tags
7. Attitudes and opinions about new services (e.g., convenience centers, bulky waste collection, HHW collection and facility, Reuse Center, etc.), including opinions about the fee charged for bulky waste pickup
8. Opinions about public education materials, including logo/slogan, registration handout, hanger/magnet for carts, print ads for newspapers, Guam Solid Waste Receiver website (www.guamsolidwastereceiver.org).
9. Suggestions for best ways to communicate with residents going forward. Are TV, radio and newspaper ads effective? Do residents visit the Receiver website?
10. Suggestions for improvements in services and outreach.
11. Questions residents have that we should answer in FAQs and in public outreach.

B. Meeting with Mayors

GBB representatives will arrange to meet with Guam's Mayors—preferably at a Mayors' Council meeting—to discuss the registration process, relay comments from customer meetings, and obtain their suggestions for improvements.

In preparation for the meeting, we will prepare a Mayors packet that includes a description of the registration process, pictures of carts, proofs of public education materials for registration and cart roll out, and a feedback form for them to provide comments/suggestions. At the meeting, GBB representatives will discuss the registration process and ask for the Mayors' support and assistance in publicizing the program to their constituents. We will also address opinions about current services, best ways to communicate with the Mayors and with residents, excess trash tag distribution, opinions about new services, etc.

Public Education Materials

Goal: Inform residents about the registration process and the new SWMD services. The campaign will rely on a number of public education materials, which will be branded so they will be easily identifiable as SWMD program materials. This campaign is our single best opportunity to reach residents face-to-face and one-on-one. At the same time, campaign materials must not appear flashy or expensive.

The following materials/items will need to be developed prior to customer meetings:

- Logo. This logo will appear on all materials for the roll out, including as cart imprint.
- Slogan. Current slogan: %Don't Dump on Guam+is a negative command and doesn't cast a positive light on the new solid waste system with rolling carts and other services. Some alternatives:
 - **Rolling out a clean, green Guam**
 - **Now rolling out: A clean, green Guam**
 - **Guam rolls out: Cleaner, greener**
 - **Guam: Cleaner, Greener**
 - **For a Cleaner and Greener Guam! GovGuam SWMD**

SWMD name would appear with the new slogan.

- Registration Form] N = 13,000, printed on recycled paper.
- Information/brochure for registrants to be distributed at registration. N= 13,000, printed on recycled paper. **Estimated cost: TBD.** This will be the primary information vehicle that describes new SWMD services and fees, and provides tips and recycling information. Suggest a **brochure format** with easy-to-read Q&A format for some of the copy. Copy to include the following:
 - Photo of new cart with basic information about the cart
 - When and where cart will be delivered
 - Anticipated collection day
 - Collection fees . options for payment
 - What to do if you have excess trash
 - Tips for using your cart
 - What to do if you need another cart . or a smaller cart
 - Tips on what to do with old trash cans
 - Information about ban on OCC, C&D, vegetative waste
 - Where to recycle OCC, C&D, vegetative waste with map
 - What you can recycle at convenience centers
 - Map of recycling convenience centers
 - Recycling and waste reduction tips
 - Other new services (or services to come): Bulky waste collection [number to call, fee], HHW, and tire, vehicles (as appropriate if we take them)
 - Contact information for SWMD customer service
 - Website url for more information
 - What's ahead: curbside recycling pilot program [Mention this?]
- Laminated cart hanger with magnet on back. N= 13,000. **Estimated cost: TBD** Printed on recycled paper and laminated. Copy to include the following:
 - Collection day
 - Tips for using your cart

- What to do if you have excess trash
 - Information about ban on OCC, C&D, vegetative waste
 - Where to recycle OCC, C&D, vegetative waste
 - What you can recycle glass, cardboard and mixed paper at convenience centers; center locations
 - Other new services (or services to come): Bulky waste collection [number to call, fee], HHW, and tire, vehicles (as appropriate if we take them)
 - Contact information for SWMD customer service
 - Website url for more information
- Signs to go in Mayors parking lots and PO Box locations **Estimated cost: TBD**
 - Signs will promote the registration dates and be posted 4-6 weeks before the registration date in each community
 - Flyers to be distributed at public and private schools. These would be simple flyers that give registration locations, dates and hours. **Estimated cost: TBD**

The following items also will need to be developed to support the campaign roll out:

- A notice to go in current residents bills, alerting them to the upcoming registration dates and registration process. N=11,500
- Q & A for Mayors. N= 25
- Excess trash tags with adhesive backing. N = 5,000 (??) **Estimated cost: TBD**
- Reminder notices (for residents who put banned materials at the curb . Needs to show where those materials can be recycled with map) N = 5,000 (???) **Estimated cost: TBD**
- Media packets (will include registration information, photo of cart, laminated cart hanger) Media packet materials will also be available in pdf format on website.
- Customer service packets. Scripts and Q&A for customer service reps. More on this below.
- Truck signs for SWMD trucks that promote registrations (if budget permits). **Estimated cost: TBD**

Media Outreach

The Guam media (print and broadcast) will be a key element in our outreach, both before and during the campaign. We will need the assistance of the media to help publicize the registration process and dates, create awareness about new services, and attract new registrants.

Pre-registration publicity

Goal: Generate awareness about and participation in the registration process.

1. **Editorial board meetings.** We will prepare a media packet that describes the registration process, timeline, new fees and services. We will then arrange meetings with reporters in Guam's publications and TV stations to inform them of our plans.

2. **Press release.** We will prepare and distribute a press release announcing the registration process, registration dates and timeline, fees, new services, etc.
3. **Print and radio ads.** We will prepare and place a print ad and radio ad/script that announce the new program and cart delivery. **We hope several media outlets will run these ads as PSAs.** If we could find a TV production company willing to work with us pro bono, we might also consider TV ads.
4. **Op ed.** We will draft an op ed for David Manning's signature that highlights the new services, benefits for Guam, and encourages full participation in the program.
5. **Article in Recycling Association of Guam newsletter.** Article will describe the registration process and dates as well as new services.
6. **I-Recycle.** Work with Peggy Denney to see how she can help us publicize registrations through her organization.
7. **Radio Show.** Explore a talk show with GBB team members as guests.

Registration publicity

Goal: Maximize registrations among current customers and new customers. While registration is taking place, in addition to placing print and radio ads, we will pitch stories that highlight the registration process and encourage registrations.

1. **Print and radio ads.** These ads will highlight registration dates/locations and include photos of the new carts, as well as information about new services.
2. **Pitch story ideas.** During the registration process we will pitch stories about select residents who have registered, how easy the process was (it had better be!), and the benefits for their families and the community.
3. **Cable TV (MCV Broadband).** Explore talk show options for Receiver rep and SWMD employees to appear and explain the registration process. If cable channel has a calendar, post registration dates, times, locations.
4. **Registration events.** To make the registration process more pleasant, especially if there are lines, could we get a school band or other group to provide entertainment at the registration sites? Or maybe get Miss Earth Guam Jennifer Neves or other recycling spokespersons to be present to visit with residents? This would help generate publicity.

Cart delivery publicity

Goal: Create excitement about the carts and new services, and encourage people in other areas of the island to register when their registration day comes.

1. **Press conference and story ideas.** On the first day of cart delivery, we will hold a press conference where the SWMD delivers the first group of carts. Arrange for officials, SWMD staff and resident/SWMD customers to speak to the media.
2. **Print and radio ads.** During cart delivery in the south, we will develop ads that say something like "**Arriving soon: New carts for SWMD customers. And that's only the beginning.**" Ads will promote registrations and new services in mid- and north sections of the island where registrations are occurring/have yet to occur.
3. **First collection story.** We also could pitch a story that shows the SWMD emptying carts on the first collection day with the new cart system.

Website

Goal: Continue to post up-to-date information about the registration process and new services and use the website to facilitate registrations.

1. **Registration information.** The website will contain information about the registration process, registration timeline and locations [map], fees, etc. We will also include photos of the cart and a Q&A about registration. Suggest that this information be housed on a new registration page with a link from the main page of the site.
2. **Registration form online.**
 - ❑ At a minimum, we can post the registration form on the site, which residents can download, print out and complete.
 - ❑ We can also post a registration form that customers can complete and send in via e-mail. If we need customers to show us their location on a map, this option will have to be limited to current customers only.
 - ❑ Online payment issues will need to be addressed. The site is not currently configured to allow customers to pay online, but we could add that function.
3. **Photos, videos of cart delivery and collection.** We propose to post videos and photos of the new carts, cart delivery, streetscapes with carts, and cart collection.

Customer Service

Training for customer service reps will be a key element in the success of the registration process. We will develop a script for customer service residents to use, with as many possible customer scenarios as we can think of, as well as a Q&A specific to the registration process. The customer service reps will be trained before program implementation.

Public Education Timeline

December

- ❑ GBB team to review this plan and provide comments, especially on questions that need to be resolved

January

- ❑ Issue RFP for printer.
- ❑ Draft copy for all public education materials.
- ❑ Create proofs of public education materials.
- ❑ Prepare for customer meetings.
- ❑ Make website updates.
- ❑ Contact cart manufacturers to request sample 96-gallon waste carts be sent to Gov Guam SWMD.

February

- ❑ Schedule customer meetings and Mayors meetings
- ❑ Prepare Mayors packets

Late March/early April

- ❑ Conduct customer meetings
- ❑ Meet with Mayors

- ❑ Write reports
- ❑ Finalize all public education materials based on findings from customer meetings and Mayors meetings as well as GBB refinements to registration plan
- ❑ Print materials once registration process is finalized

Timeline for Media Outreach, Website, and Customer Service will depend on when other elements of the registration process are finalized.