

STRATEGIC COMMUNICATIONS PLANS - EXAMPLES

EXAMPLE #1: Ottawa Valley Waste Recovery Centre



Ottawa Valley Waste Recovery Centre

Address: 900 Woito Station Road, Pembroke, Ontario K8A 6W5

Website: www.ovwrc.com

Phone: (613) 735-7537

Provides waste reduction and waste management services and promotion for Town of Petawawa, City of Pembroke, Township of Laurentian Valley, Township of North Algona Wilberforce and the Sebastopol Ward of Bonnechere Valley.

Background: The company that accepts OVWRC's steel, notified OVWRC that they would now accept spiral wound containers.

| STEP | | OVWRC's Plan |
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| 1 | Define Goals & Objectives | Goal: Add Spiral Wound Containers to the Container Stream. Objective: Educate OVWRC users in October, 2006 that spiral wound containers are now acceptable in the container recycling stream. |
| 2 | Conduct Research | a) Need to address five audiences: <ul style="list-style-type: none"> • Staff – OVWRC sorters, communications staff, phone personnel • Transfer Station workers • Haulers/Commercial customers • Municipal staff • Residents b) Asked residents at quarterly liaison meeting, and at six public events (Earth Day festival, environmental fair at school, and presentations to three service groups) about recycling knowledge, participation issues, how they found out about the recycling program, and introduced them to the addition of spiral wound containers. |
| 3 | Analyze Research | Barriers: Spiral wound containers are not easily described. Motivation: Residents have four-bag limit every other week for garbage collection and want/need to divert to other streams. Tactics: <ul style="list-style-type: none"> • Use photographs – rather than usual line drawings. • Radio ads would be challenging. • Use different media for different audiences. Use typical email/channels for internal and municipal staff, and haulers/commercial customers. • Residents have been trained to learn about changes in the program/municipal events by referring to classified section in local newspapers. The ad template used catches residents' attention. • Need to develop something different to inform depot users. • Update website, and all relevant publications (e.g., annual collection schedules), as required |

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| 4 | Craft the Message | <p>Message Statement: Key messaging for residents will promote that spiral wound containers can now be recycled, and will provide direction as to how to identify this type of container in order to maximize diversion from landfill. There are five main internal and external audiences who need to be informed via different channels. All channels will have visual basis.</p> <p>Message Concepts:</p> <ol style="list-style-type: none"> 1. For staff: email with attached diagram of spiral wound containers 2. For Transfer Station, gatehouse – workers and customers: Posters 3. For Haulers/Commercial customers: Letter that includes picture 4. For Municipal Staff: Letter that includes picture 5. For Residents: Website update; Newspaper ads: article in next Valley Recycler Newsletter; Updates in all 2007 publications (e.g., collection schedules). <p>Creative:</p> <ul style="list-style-type: none"> • Photo: Internal staff create photos depicting various sizes of spiral wound containers, containing different foods • Newspaper ads: A standard template (with header and footer) is used for newspaper ads. Internal staff use photos and develop wording to fill in the ad. |
| 5 | Determine Media | <p>Multi-media campaign to run primarily in October.</p> <ul style="list-style-type: none"> • Ads to run in all local newspapers (some once every two weeks, some monthly). • Posters: Needed for depot users. Would be based on ad – for consistency. • Do not use earned media – do not anticipate that media releases would be effective, given the need for residents to see the item to better understand what is now recyclable. <p>Budget: Use “Product Specific Advertising” budget – annual line item to be used to address new issues/program changes.</p> |
| 6 | Pre-test | <ul style="list-style-type: none"> • Email liaison group – distribute pdfs of newspaper ad and poster to get feedback • Ask for feedback at two local home shows. |

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Implement

| Tactic | Description | Staff/Resource | Target Date | Cost/Source |
|--|--|---|--------------------------------------|-----------------|
| E-Mail Notification (Internal staff) | Send internal e-mail with attached picture of spiral wound containers. | E. Graham/15 minutes | October 6 | None |
| Posters (Transfer stations, gatehouse) | Posters will be designed internally, printed in colour and laminated for posting at the transfer stations as well as at the gatehouse. Posters will be sent to NAW, BV, and MadValley for posting. | C. Spadoni/5 Hours-include mailout time. | October 18 | Minimal |
| Letter with picture (Municipal Staff, Tomlinson, and Other Commercial Haulers/Customers) | A letter that includes a picture of spiral wound containers will be sent to Municipal Staff, Tomlinson, Other Haulers, and Commercial Customers | E. Graham-compose letter-30 minutes C. Spadoni-prepare for mailout/3 hours | October 13 | \$100 (postage) |
| Website Update | Update website with a spot to include What's New. Add picture of spiral wound containers. | C. Spadoni/1 hour | October 11 | None |
| Newspaper Advertising (Residents) | Newspaper Ads in local newspapers: -Leader, Post, Observer, Barry's Bay Use Toby for Observer and Post, Bluebox for Leader and Barry's Bay | C. Spadoni-draft ad and book in newspapers/8 hours | October 13 (have ads booked by then) | \$2000 |
| Valley Recycler Newsletter | Include a description of spiral wound containers in the next VR | C-Spadoni-1 hour | October 20 | Minimal |
| Various Publications | In 2007, when publications are updated (i.e. sorting card, collection schedule, etc.) be sure to include spiral wound containers. | E.Graham/C.Spadoni | October 30 | Minimal |
| Monitoring - Baseline | Contact line supervisor to gather baseline visual of current amount of spiral wound containers being received. Get raw data from MRF re: steel tonnage. | E.Graham | October 6 | None |
| Monitoring - calls | Ask staff to provide on a weekly basis (every Monday) # of calls received over last week related to spiral wound containers | E.Graham | October 6 | None |
| Monitoring - tonnage | Ask MRF supervisor for steel tonnage on monthly basis. | E.Graham | Nov 30, Dec 31, Jan 1 | None |

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| 8 | Monitor | <p>Key indicators to monitor:</p> <ul style="list-style-type: none">• Steel tonnage from MRF• Visuals from line controller – are spiral wound containers in correct stream? estimated volumes• Response from residents – number of calls/emails, type of calls/concerns, track comments/suggestions |
| 9 | Evaluate | <ul style="list-style-type: none">• Evaluate the amount of containers coming into the MRF and if in correct stream – and overall response from residents to determine if messaging needs changed.• Conduct informal surveys to determine if residents received messaging – conduct surveys at public events during November and December.• Draft status report – determining if have met goal/objective, to OVWRC board by Jan 15, 2007.• Review communications plan – noting opportunities for improvement for next material launch. |