

Communication Plan

July - December 2016

Goal: Educate region-wide awareness of new accepted items for residential and drop-off recycling

1. In-Home (direct communications to residents in their homes
2. Away-from home (less direct, but effective communications when residents are on the go/or at events
3. Online (direct communications regardless where residents is, will serve as central “hub” where residents are directed for more information

Communication Plan

	In-Home Communications	Away-From-Home Communications	Online Communications
<p>May - June 2016</p> <ul style="list-style-type: none"> - Creative Concepts Art work 	<p>Utility Bill Stuffer</p>	<p>Decals- FELs/Roll offs</p>	<p>Banner Header across website homepage</p>
<ul style="list-style-type: none"> - Campaign materials development 	<p>Top header picture for 2017 CVWMA Collection Schedule</p>	<p>IML Cart Lid art (recycling)</p>	<p>Art file for Facebook/Twitter/Pinterest/Instagram/ Art File for Curbside Email Reminder (26,000 + emails)</p>
		<p>Transit Bus Signage</p>	<p>Art files of accepted commodities for webpage-accepted items http://cvwma.com/programs/curbside-recycling/what-to-recycle/</p>
		<p>Journey Through the MRF educational video (need new one)</p>	<p>HOA/Third Party Newsletters/websites CVWMA monthly e-newsletter</p>



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		Activity books- needs redesign	
		Event Display Pull-up Banner use at events	
		2- sided brochure – residential/ drop-off. use at event	
		Magnet- pictorial guide of all accepted items- use for events, Hispanic and other populations	
			Through the MRF
			All "free" communication resources implementation (website, recycling wizard, social media, HOA news articles, email blast). Locality PR staff/office support and promote too.
PHASE 1			
June-July 2016			
Online Communications ("free")			
Away from Home Communications ("free")		Press Event (and news stories) (late June/early August)	
		Cell phone video clips with all accepted items- CVWMA staff with locality staff	
		Local grass root events-	
		Will not have any promotional items to hand out to the public.	

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<p>PHASE 2</p>	<p>July - October 2016</p>	<p>Decals- FELs/Roll offs- repainting/re-decaling</p>	<p>All "free" communication resources implementation (website, recycling wizard, social media, HOA news articles, email blast). Locality PR staff/office support and promote too.</p>
	<p>Distribution of Utility bill stuffer- participating localities</p>	<p>Work with local media to create new Journey Through the MRF educational video</p>	
	<p>Resident postcard- smaller service areas (where applicable)</p>	<p>Transit Bus Signage</p>	
		<p>School/Scouts/Outreach Programs & Local grass root events-</p>	
		<p>(Will not have any promotional items to hand out to the public).</p>	
<p>PHASE 3</p>			
	<p>Nov - December 2016</p>	<p>America Recycles Day</p>	<p>All "free" communication resources implementation (website, recycling wizard, social media, HOA news articles, email blast). Locality PR staff/office support and promote too.</p>
	<p>2017 CVWMA Collection Schedule (print/mailling)</p>		
		<p>Magnets (quantity 10,000)</p>	
		<p>Activity books (quantity 20,000)</p>	

