



County of Dufferin

**DUFFERIN COMPOSTS
Pilot Project 2000**

Communications Strategy

As of April 11, 2000

DUFFERIN COMPOSTS Pilot Project 2000

Objectives

1. Ensure the success of the organics pilot project.
2. Increase participation in the pilot areas.
3. Ensure that the important information is related to the participants.

Tactics

Household Kits

Each participant will receive a household kit containing 4 packages of small green bags, one package of large bags, and an envelope of information. The information includes:

- Acceptable Items list
- Letter from the Warden of the County of Dufferin
- Brochure on the pilot project
- Fridge magnet
- Garbage can Sticker
- Collection Schedule

Newsletters

The purpose of the newsletter will be to pass on relevant and timely information to participants. The newsletters will have a seasonal article, a Frequently Asked Questions (FAQ) section, and various other articles depending on current issues.

The newsletters will be published in the set image at designated times through the year. These dates are October 1999, December 1999, April 2000, June 2000, and August 2000.

Advertising

Advertising will be completed frequently to ensure the participants and local community is kept up-to-date on the pilot project. Ads are to be placed with the Orangeville Banner, and the Citizen, which will run in Orangeville, Grand Valley and Shelburne.

Ads are scheduled for October 1999, December 1999, January 2000, April 2000, May 2000, July 2000, September 2000, and November 2000. The sizes will be ¼ page except for November 2000, which will run ½ page size.

Phone Calls

Each participant will receive a phone call ensuring that they understand the information delivered in the household kit. These are to be completed before the start of the pilot project.

Information Line

The information line will be available to residents 24-hours a day. They can leave a message and someone will respond within one business day. In the first few weeks after the household kits are delivered, the phone will be staffed 9-9 each weekday to ensure questions are addressed immediately.

Reports

Reports to Community Development Committee (CDC) and County of Dufferin Council will be submitted quarterly to ensure that the members are up-to-date on the issues.

Key Messages

Phase 1 – September 1999

1. The County of Dufferin is launching a Organics Composting program.
2. Your household has been volunteered by your local municipality to participate.
3. This pilot project is voluntary.
4. Your participation is important to waste diversion in the County.
5. Participants can get more information at the Open Houses or the Information Line.

Phase 2 – November 1999

1. The Pilot Project starts November 1st, 1999.
2. Bags must be to the curb by 7 a.m.
3. No limit on the number of green bags containing organics that each household can put to the curb.
4. Households must use the green bags provided for this program.
5. Participants can get more information or answers to their questions on this pilot project by calling the Information Line.

Phase 3 – March 2000

1. Congratulations participants on the amount of organics collected.
2. Composting Awareness Week
3. Bags must be to the curb by 7 a.m. (10 a.m. in Grand Valley).
4. You can get more bags free from the County.
5. Call the Information Line with questions.