

How to Green Light Your Green Waste Campaign

A DISCUSSION ON SB1383



The Challenge with Senate Bill 1383

THE PERFECT STORM

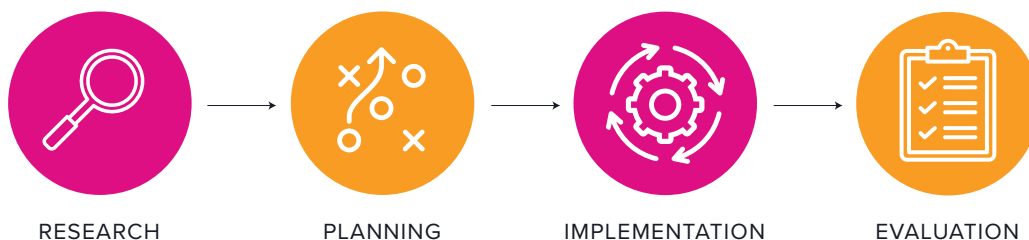
In 2021, government communicators across the state were asked to share important messages with the public about everything from COVID guidelines and water conservation to redistricting and local water quality. Just when we thought we couldn't handle one more thing, in walks Senate Bill 1383.

SB1383 requires all Californians to reduce the disposal of their green waste in local landfills by 75% by 2025, which is more than 20 million tons annually. To be successful, outreach must move beyond simple information and instead inspire behavior change.



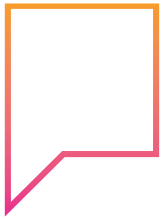
LEVERAGING RPIE IN YOUR GREEN WASTE CAMPAIGN

In this session, you'll hear how SB1383 affected three different government agencies including the challenges that they faced, the evolution of their messaging to appeal to all residents, and the critical role that agency partnerships played to focus on the biggest waste contributors.



After this session, our hope is that you'll walk away with proven practices and lessons learned from the field that can be used to guide your approach to SB1383 communications and outreach.

The session presentation will guide participants through the steps in developing a green waste campaign using RPIE, the four-step public relation process consisting of research, planning, implementation and evaluation. While the focus of the session is on a green waste campaign, these principles are evergreen and can be used for any campaign, project or initiative.



Identifying Research Methodologies

Research is the foundation of sound strategic communications planning. It helps us gather information, check assumptions and identify any pitfalls and barriers to our communications efforts early in the process. Some questions to consider when selecting research methodologies for the green waste campaign.

Who do you want to reach?

What do you want people to do? What barriers exist?

What messages do we want to communicate?

Does this tie into our organization's mission, vision or values?

Where will this plan fit? Any community values or guiding principles to consider?

What type of research? Informal or formal? How will you use the data?

SELECTING RESEARCH METHODOLOGIES

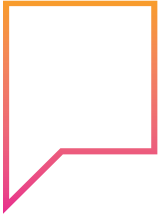
Select the research methodologies, both informal and formal, that you feel would be appropriate to help guide your campaign's development. For this exercise, consider what is reasonable for your agency, based on time and budget constraints.

Formal: _____

- | | | |
|---|--|--|
| <input type="checkbox"/> Content Analysis | <input type="checkbox"/> Focus Groups | <input type="checkbox"/> Historic Research |
| <input type="checkbox"/> Communication Audit | <input type="checkbox"/> Community Forums | <input type="checkbox"/> Internet/Social Media Research |
| <input type="checkbox"/> In-Depth Interviews | <input type="checkbox"/> Landscape or competitive analysis | <input type="checkbox"/> Tracking Calls, Media Hits, Web Traffic, Social Analytics |
| <input type="checkbox"/> Phone Interviews | <input type="checkbox"/> Advisory Panels | <input type="checkbox"/> Intercept Interviews |
| <input type="checkbox"/> Reports on recycling and trash issues in community | <input type="checkbox"/> Media Analysis | |

Informal: _____

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Mail Survey | <input type="checkbox"/> Telephone Surveys (based on random sampling) | <input type="checkbox"/> Fact Finding |
| <input type="checkbox"/> Online/Email Survey | <input type="checkbox"/> Literature Review | |
| <input type="checkbox"/> Research Databases | | |



Planning

The planning phase is focused on identifying goals, audiences, key messages, strategies and tactics to achieve your goals and reach key audiences. A few questions to guide planning efforts for your green waste campaign:

Who are our goals?

- Long term
- Broad
- Should describe a future state of being

What do we hope to achieve?

What is the problem we are trying to solve?

DEVELOPING *SMART* GOALS

Start by listing a goal for your green waste campaign.

Example goals for green waste campaigns include:

- *To increase awareness of new SB1383 green waste recycling requirements with residents and businesses in the City of Desert Rose.*
- *To educate residents and businesses on how to compost and use the compost bins in their homes or in their business.*
- *To see a 15% reduction in the amount of food waste thrown away in trash cans by end of 2023.*

NOW, LET'S MAKE THIS GOAL *SMART*

Take the goal you have in mind and follow these six steps to make sure it's a SMART goal.

1

Specific: What do you want to accomplish? Who needs to be included?
When do you want to do this? Why is this the goal?

2

Measurable: How can you measure progress and know if you've successfully met your goals?

3

Achievable: Do you have the skills required to achieve the goal? If not, can you obtain them?
What is the motivation for this goal? Is it the amount of effort required on par with what the goal will achieve?

4

Relevant: Why am I setting this goal now? Is it aligned with overall objectives?

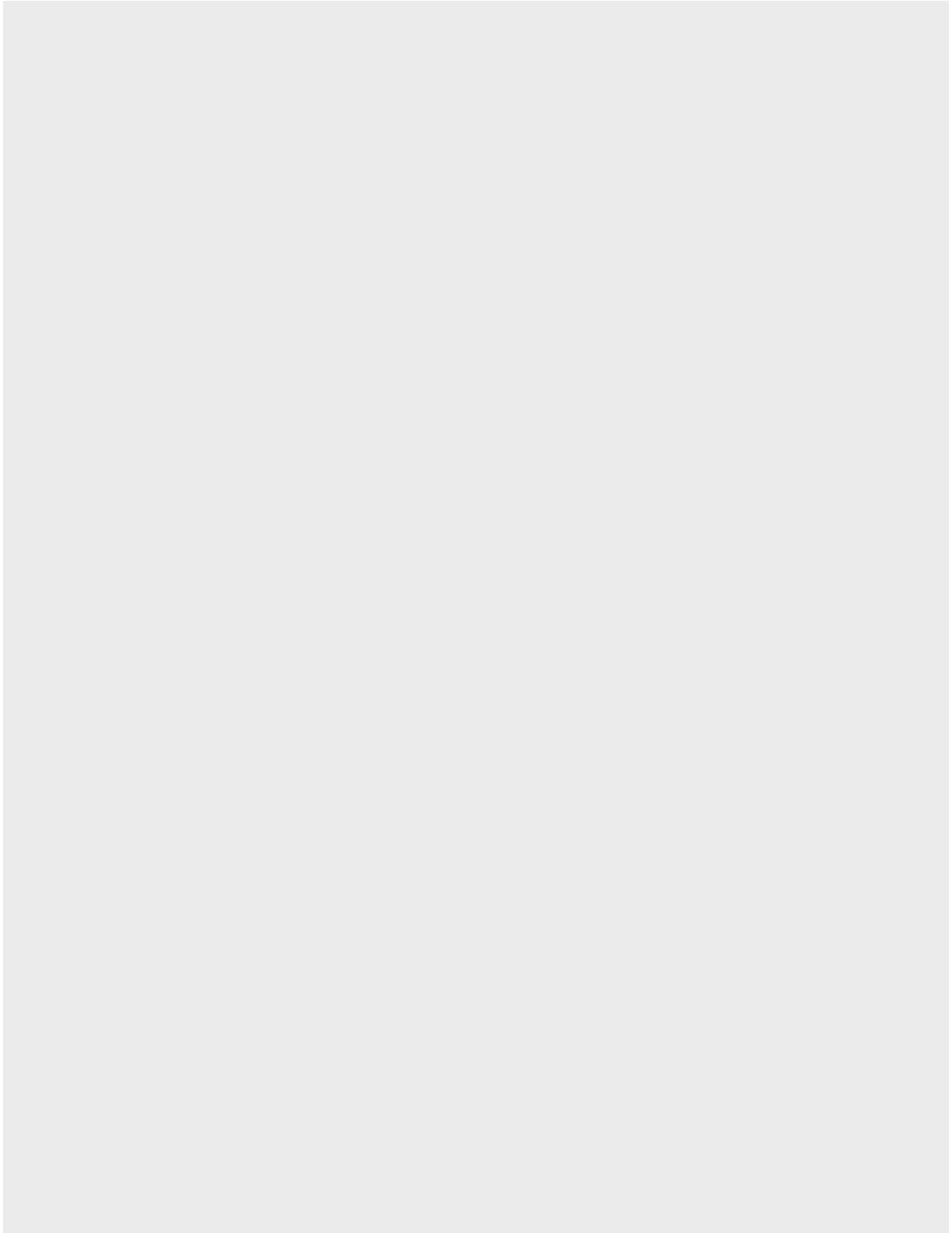
5

Time-Bound: What's the deadline and is it realistic?

6

SMART Goal: Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed.

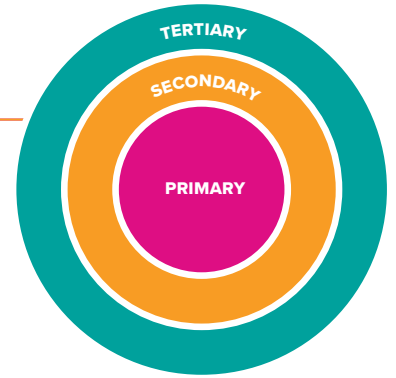
NOW, LIST YOUR NEW IMPROVED *SMART* GOAL



STAKEHOLDER ANALYSIS AND MAPPING

Who will be affected? Who needs to know? Who will care?

Record all the possible stakeholders related to your outreach and engagement plan. Are they primary, secondary or tertiary?



PRIMARY _____

SECONDARY _____

TERTIARY _____

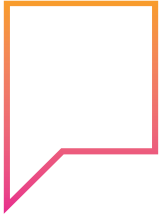
HARDER TO REACH AUDIENCES

This is where we think about the harder to reach audiences in our communities and examine ways to bridge that gap. Typically, there are barriers to overcome when reaching these audiences, including culture, digital literacy, language, internet access or just general disinterest in engaging with your organization.

Who are those audiences?

PARTNERSHIPS AND COLLABORATION

Who are the organizations you can partner with to reach all the audiences needed for success with your green waste campaign?



Developing Master Narrative and Key Messages

A master narrative is:

- The primary story an organization communicates; all other stories center on it.
- A short, 30-second elevator pitch that communicates what you want the public to know about your organization, project or campaign.

Write your master narrative.

KEY MESSAGES

Key messages support your master narrative. Limit key messages to three and keep them brief. They should take 30 seconds or less to read out loud.

Write your key messages and proof points below.

KEY MESSAGE 1: _____

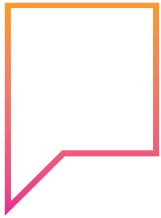
Proof point:

KEY MESSAGE 2: _____

Proof point:

KEY MESSAGE 3: _____

Proof point:



Implementation

Select the tools and tactics you will use in your green waste campaign.

For tools and tactics you select, write or type in a reference to illustrate budget and resource implications.

\$ = Requires very little budget or resources

\$\$ = Requires some budget and resources allocation

\$\$\$ = Requires significant budget and resources allocation

Digital: _____ BUDGET: _____

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Website | <input type="checkbox"/> Text updates | <input type="checkbox"/> Digital marketing & targeting |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Email marketing | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Videos | <input type="checkbox"/> Local cable channel | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Online engagement | <input type="checkbox"/> Other: _____ |

Print: _____ BUDGET: _____

- | | | |
|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Collateral Materials | <input type="checkbox"/> Advertising | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Other: _____ |

Research: _____ BUDGET: _____

- | | | |
|--|---|--|
| <input type="checkbox"/> Review past planning documents (strategic plan, community plan, etc.) | <input type="checkbox"/> Review past research | <input type="checkbox"/> Review organizational mission, vision, & values |
| <input type="checkbox"/> Communications audit | <input type="checkbox"/> Review current data or reports on green waste behavior | <input type="checkbox"/> Online survey |
| <input type="checkbox"/> Phone survey | <input type="checkbox"/> Landscape or competitive analysis | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Focus groups | | <input type="checkbox"/> Other: _____ |

Campaign Tactics: _____ BUDGET: _____

- | | | |
|---|---|---|
| <input type="checkbox"/> Pop-up events in community | <input type="checkbox"/> Meetings with community partners | <input type="checkbox"/> Resources for restaurants and businesses |
| <input type="checkbox"/> Press conference | <input type="checkbox"/> Media training | <input type="checkbox"/> Multicultural outreach |
| <input type="checkbox"/> Press release | <input type="checkbox"/> 1:1 interviews | <input type="checkbox"/> Resources for partners |
| <input type="checkbox"/> Media tours | <input type="checkbox"/> Small group meetings | |
| <input type="checkbox"/> Story pitching | <input type="checkbox"/> Community meetings | |

Other: _____ BUDGET: _____

- | | | |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
|--------------------------------|--------------------------------|--------------------------------|

TOOLS & TACTICS

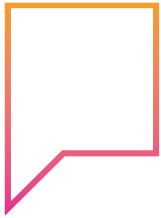
Now that we've set campaign goals and identified audiences, we need to select the right tools and tactics to reach those audiences AND achieve our campaign goals. We use the PESO (Paid, Earned, Shared, Owned) model to make sure no stone is left unturned.

P	E	S	O
PAID MEDIA	EARNED MEDIA	SHARED MEDIA	OWNED MEDIA
<ul style="list-style-type: none">• Broadcast and streaming video• Digital display/PPC• Print advertising• Out of home advertising• Direct marketing	<ul style="list-style-type: none">• Media releases• Press conference• Publicity pitches• Editorials• Subject matter expert interviews	<ul style="list-style-type: none">• Platform-specific strategy• Content calendar• Post copy• Graphics• Multimedia assets	<ul style="list-style-type: none">• Website• Newsletter• Event hosting• Content placement• Community engagement

It's important to think back to our stakeholder exercise and ask ourselves:

Will these tools and tactics help me reach my primary, secondary and tertiary audiences?

Do these tools and tactics consider your harder to reach audiences?



Evaluation

Evaluation may be listed at the end of the RPIE process, but should be considered throughout the campaign. Generally speaking, evaluation breaks down to output metrics and outcome metrics.

Output Metrics: These are considered “counting” metrics. These metrics track the amount of outputs related to campaign implementation.

Output measures are an important data point in evaluating the overall outreach effort, but they only tell part of the story. Select the output metrics below that you’ll track as part of your plan.

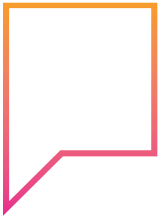
Output Metrics:

- | | |
|--|--|
| <input type="checkbox"/> Number of newsletters sent to customers and/or other stakeholders | <input type="checkbox"/> Increased engagement on social platforms and other areas (reach, likes, comments, follows, impressions) |
| <input type="checkbox"/> Enewsletter open and click through rates | <input type="checkbox"/> Positive evaluations/surveys of communications through focus groups or stakeholder interviews |
| <input type="checkbox"/> Website quality analysis (time spent on site, return visits) | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Earned media | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Fewer complaints to customer service | <input type="checkbox"/> _____ |
| <input type="checkbox"/> More positive sentiment on social media | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Higher event attendance | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Increased program participation | |

Outcome Metrics: More important than output measures, organizations should be focused mostly on outcome measures, which more accurately measure whether or not our efforts made a difference. Select the outcome metrics below that you’ll track as part of your plan.

Outcome Measures:

- | | |
|--|--|
| <input type="checkbox"/> Increase in awareness of SB1383 requirements | <input type="checkbox"/> Increased engagement on social platforms and other areas (reach, likes, comments, follows, impressions) |
| <input type="checkbox"/> Enewsletter open and click through rates | <input type="checkbox"/> Positive evaluations/surveys of communications through focus groups or stakeholder interviews |
| <input type="checkbox"/> Website quality analytics (time spent on site, return visits) | <input type="checkbox"/> Increase in the desired behavior in the community |
| <input type="checkbox"/> Earned media | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Fewer complaints and questions to front desk/customer service | <input type="checkbox"/> _____ |
| <input type="checkbox"/> More positive sentiment on social media | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Higher event attendance | |
| <input type="checkbox"/> Increased program participation | |



Top 5 Takeaways

1

Research first: Always. Before launching a green waste campaign, it pays to start with research. Formal third-party research is great. Don't stress if your agency's budget is tight and staff is lean. Informal research methods, like a landscape and competitive analysis and internal focus groups, are cost-effective and can be highly effective in achieving your intended outcome of a successful green waste campaign. Regardless of methodology, use your research and key findings to guide development of campaign goals and selections of tools and tactics in the planning and implementation phases.

2

Plan for proactive collaboration: As part of the planning for the campaign, it's critical to examine the partners and collaboration needed for a successful behavior change campaign. This includes creating partnerships with other agencies whose goals are similar to yours, trash haulers and community before SB1383 takes effect.

3

Plan for a campaign that embodies your values: When planning for your green waste campaign, look for ways to tie the campaign into community values and align this new, desired behavior of composting with things we already know are important to the community. Additionally, include strategies and messages that reinforce composting as a norm in your community and highlight those actions residents and businesses are already taking.

4

Implement your campaign with visuals: Don't just tell your residents and businesses about the new composting behavior we hope to see in the community. Show them. Engaging visuals that are approachable and tell the story in plain language with infographics or show real community members or businesses modeling the desired behavior of composting are far more effective than posting pretty pictures of rotting food.

5

Evaluate your results as a sustained effort: Recognize that it will take time to see the shift in behavior that is desired with your green waste campaign. Be prepared to see slow growth as you launch this new approach in your communities and to use feedback from the community to make adjustments to improve your campaign effectiveness.

RESOURCES

CalRecycle Website: calrecycle.ca.gov/nav/organics

Community Based Social Marketing website: cbsm.com

Need Help?



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