

Communication Plan

Communication Goal 1: Identify and solicit partnering organizations or agencies to support e-waste recycling collection events

Success Measure: Partner with at least two (2) organizations or agencies providing at least five to 10 volunteers total (including bilingual volunteers)

Challenges

- Lack of interest

Communication Strategies:

- Identify organizations or agencies that typically support environmental causes and have a relatively large base of volunteers (e.g., schools, high school and college environmental clubs, church groups, Boy and Girl Scouts, civic groups)
- Obtain contact lists for each, outreach to organization leaders via telephone and email
- Use social media to solicit volunteer support

Communication Goal 2: Publicize event in each partnering community

Success Measures:

For communities of up to 9,999 residents, collect 8,000 – 12,000 pounds of e-waste

For communities between 10,000 and 99,999 residents, collect 10,000 – 60,000 pounds of e-waste

For communities of more than 100,000 residents, collect 50,000 – 100,000 pounds of e-waste

Challenges

- Targeting *interested* publics and determining best communication method(s) to reach them

Communication Strategies

- Identify facilities that have potential for large quantity of stored e-waste materials
- Coordinate and schedule pick-ups prior to the public recycling event
- Send press release to community newspaper
- Schedule appearance on local radio talk shows
- Publicize event using social media with messages targeted to specific audience demographics
- Have volunteers post flyers in high visibility locations (e.g., grocery and convenience stores, gas stations, libraries, schools, churches, strip malls, local businesses, etc.)
- Conduct school presentations - teach kids about the importance of recycling e-waste and send home with a flyer for the event

- Planning for weather-related contingencies

Communication Strategies

- Arrange with recycling vendor to have an agreed upon back-up date
- Use social media to notify public of event postponement and rescheduled collection date
- Contact radio and television media to help communicate change of schedule
- Notify volunteers using organizations' callout lists
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Communication Goal 3: Complete After Action Report and submit event statistics with lessons learned to ADEQ

Success Measures:

Within one week of the event, conduct an AAR meeting with as many volunteers as possible to solicit feedback on how the event went and submit findings to ADEQ

Challenges

- Getting volunteers to participate and offer substantive comments

Communication Strategies

- Serve food and beverages
- Make it fun and engaging
- Keep meeting short and on task
- Pick a convenient time and location
- Inform all volunteers at the beginning that you intend to do an AAR (i.e., set expectations up front)

- E-waste recycling vendor may be slow to complete statistics

Communication Strategies

- Communicate at the outset that this is a requirement of the agreement (i.e., set clear expectations up front)
- Notify ADEQ as soon as potential delay is suspected
- Proceed with volunteer AAR meeting even if statistics are unavailable at the time, and promise to communicate the information to them later