

Connecting People to Programs: Outreach and Marketing of the City of Roseville's Universal Waste Programs





Presentation Overview

- **The situation:** State regulation banning common household items (known as universal waste) from being placed in the trash due to potential toxic contamination of landfills and waterways.
- **How the City of Roseville responded:** Programs we created to allow compliance with the law and how we connected residents to those programs.
- **The Outcome:** Connecting our residents to these programs has brought high collection numbers and goodwill.



Part 1: The Situation

New universal waste regulations were adopted by the State of California.



Universal Waste Regulations February 8, 2006

- Caught many local governments by surprise.
- What is universal waste?
- What do we do?



Part 2: How Roseville responded to the new regulations....

City of Roseville case study

How Roseville initially responded



- Battery containers placed at several City departments
- Florescent light tube containers for city waste



Development of long term universal waste programs

- Goal: Make it easy for residents to comply with the new regulations and become good environmental stewards by providing easy to use programs.
- Helping our residents understand why the new universal waste regulations are important.
- How to maintain programs that are easy to administer and cost effective.



Universal waste programs developed by Roseville

- Program 1: Residential pick-up of universal waste and household hazardous waste items.
- Program 2: Battery drop-off tubes in grocery, retail and city building locations throughout Roseville.
- Both programs launched August 16, 2006.



Residential pick-up program: How it works

- Resident calls City to schedule a pick-up time.
- Scheduled time is based on meter reading schedules. Service order created.
- Pick-up items left on doorstep by resident.
- U-Waste is picked up and taken out to the Materials Recovery Facility (MRF) for disposal. Service order recorded and closed out.

Residential pick-up program: How it works



Residential pick-up program: How it works



Residential pick-up program: How it works



Residential pick-up program: How it works





Battery drop-off tube program: How it works



- Worked with Roseville's grocery stores and retailers to place household battery disposal tubes in stores where residents shop.
- No burden on the participating stores – City maintains tubes and handles disposal.
- We now have over 20 locations for our household battery disposal tubes.

Battery drop-off tube program





How did we connect people to programs?

- Determined our target audience: Who would use the programs?
- **Demographics** – 18 to 80, homeowners/renters. Store managers and employees.
- **Psychographics** – People want to do the right thing, comply with the law. But it has to be easy and convenient. Has to fit with a busy lifestyle.



Marketing the programs: Defining the problem. Offering solutions.

- Problem = new law, no easy way to comply.
- Outreach and marketing played to convenience – pick up the phone, drop it off at the store when you shop.
- Marketing message offered solution to problem.



Defining the tactics: Getting the word out to our residents

- Wide demographic range (18 to 80) = diverse use of media to reach target audience.
- City had conducted surveys on communication tools.
- Incorporated feedback on effective communication tools coupled with demographics from customer service cards.



Defining the tactics: Getting the word out to our residents

- TV, Print to reach older audience.
- Web site to reach younger audience.
- Pure saturation and intensity up front, then word of mouth.
- Maximize your free resources (press, service group presentations, web presence).



Defining the tactics: Getting the word out to our residents



- City of Roseville Website (www.roseville.ca.us/batteries)
- *EU Today* Newsletter
- City of Roseville cable channel
- Roseville Reflections

Getting the Word Out to Our Residents



- Roseville Press-Tribune
- Local network news
- Word of mouth
- Refuse truck advertising
- Presentations to local organizations and neighborhood groups.
- Track how they hear of the programs through postage paid feedback cards given out at point of service.



Battery drop-off tube program: Selling to the stores.



Selling it to the stores:

- Detailed handouts
- Scripting
- Talk about the new regulations
- Provide employee handouts
- Provide window decals
- Offer shelf talkers



Part 3: The outcome

Goodwill, state recognition and environmental benefits.



What we got for the investment

- Good will from our rate paying customers.
- State recognition as a leader in our region.
- Great results = benefit to the environment.



Results: What our customers say

- “It’s [pick-up program] awesome, I’ve told all my neighbors how great it is!”
- “Very good service. Good for the environment.”
- “I really appreciate it. I like the battery tube drop-off in the libraries.”



Results: State recognition of programs



DTSC Director Maureen Gorsen and DTSC Deputy Director Leonard Robinson present Mayor Jim Gray and Environmental Utilities Director Derrick Whitehead a certificate for its cutting edge Universal Waste Programs.

Results: The numbers



- 8 tons of batteries collected since August 2006.
- Nearly 800 residential pick-ups performed since August 2006.

Questions ?



Sean Bigley
Administrative Analyst
City of Roseville
(916) 774-5513
sbigley@roseville.ca.us