RECYCLE Or Else.™

www.RecycleOrElse.com

Integrated Marketing Plan to Boost Participation Rates

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City of San Diego
Environmental Services Department

Curbside Recycling Background

- No charge for service by City forces to single family homes.
- 1988 – piloted to 82,000 single family homes.
- 1999 – Converted to one-bin (single stream) collection
- 1999 through 2001-- Expanded to 297,000 homes

Background (continued)

- 2000 – 81% participation
- 2003 – 86% participation
- Had maintained Low 7% contamination
- Over 10 percent contamination in recent months
- Citizens rated #1 or #2 every year in customer satisfaction survey

Early Marketing

- Limited during pilot due to lack of City-wide media
- Expansion brought media attention/interest
- Success attributed to change to single stream, once-yearly mailing of brochure/newsletter/calendar
- Quality control

Continuing Marketing

- Education contract
- Customer Service hotline
- Web page
- Press releases
- Earth Day booth
- Recycling Excellence Awards
- TV appearances
- Bonita Blue Bin

MULTI-CULTURAL MARKETING PILOT PROGRAM

Two marketing students hired in 2002 to:

- Determine need for culturally targeted outreach
- Test effectiveness of outreach methods

MULTI-CULTURAL MARKETING PILOT PROGRAM, Continued:

- **Project included:**
  - Research of census data
  - Identification of communities to target with outreach
  - Development of outreach tools
  - Pre-outreach bench-marking (participation study)
  - Implement outreach
  - Post-outreach measurement

Multi-cultural Marketing: Outreach methods

- **Radio ads on Asian and Latino stations**
- **Print ads in Asian and Latino newspapers**
- **Door-to-door canvassing from language appropriate representative**
- **Language appropriate door hanger distribution**
- **Community group presentations**

COMMUNITY	NUMBER OF HOMES	ETHNICITY
City Height	152	Asian 24%
		Black 11%
		Hispanic 53%
		White 29%
San Ysidro	122	Asian 3%
		Black 2.7%
		Hispanic 87%
		White 49%
Logan Heights	120	Asian .04%
		Black 6%
		Hispanic 27%
		White 30%
Linda Vista	175	Asian 41%
		Black 8%
		Hispanic 27%
		White 30%

Participation Study Results

Door to Door and Door Hanger Outreach:

City Heights: increase from 36.8% participation to 69.7% + 32.9%

San Ysidro: increase from 51.6% participation to 59.8% + 8.2%

Community Outreach: Fair and Presentations:

Logan Heights: increase from 35.8% participation to 40.8% + 5%

Linda Vista: decrease from 74.2% participation to 70.8% - 3.4%

¡Reciclables no son basura!

Reduzca su basura reciclando en su recipiente azul de reciclaje!

- Revistas, Periódicos, directorios telefónicos
- Cajas de comestibles secos, material de empaque, bolsas de papel, cartón
- Papel blanco, papel de color, cartas, correspondencia publicitaria

- Latas de acero, estaño, aluminios, moldes, papel de aluminio
- Botellas y frascos de vidrio, botellas de plástico de números 1 y 2
- Latas de aerosol vacías

Recolección de recipientes de reciclaje es cada 2 semanas, en el mismo día de recolección de basura

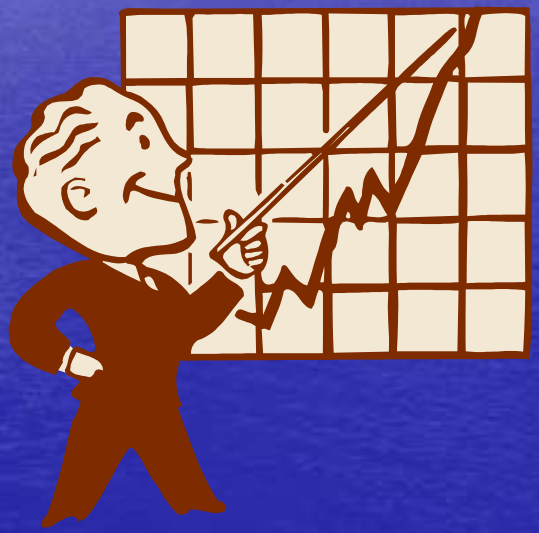
Llama al (858) 694-7000 para informarse de su semana de recolección

THE CITY OF SAN DIEGO

ENVIRONMENTAL SERVICES DEPARTMENT

2004 – BIG City-wide marketing campaign

- Funding from DOC CRV return – budget of $500,000
- Hired marketing consultant – expert!
- Goal: Increase tonnage in curbside program 15% while staying below 10% contamination



Key Campaign Concepts

- Understand customer barriers and benefits
- Develop programs to lower the barriers and increase the benefits
- Integrate programs and communications
- Define clear, consistent message points

Benefits and Barriers

	Curbside Recycling (Blue Bin)	Curbside Trash (Black Bin)
Benefits	Personal Satisfaction Better environment Save natural resources Increase	Easy Fast Simple Decrease
Barriers	Extra work Extra time Inconvenient Complicated No motivation (lazy) Decrease	Guilt Not socially responsible Decrease landfill Increase

Work Plan

1. Define specific, measurable goals
2. Analyze current situation
3. Conduct customer research:
   > identify barriers and benefits
4. Define marketing strategy:
   > intent, target, theme, message points
5. Develop integrated marketing & communications plans
6. Design and execute individual programs
7. Measure results

Strategic Intent

1. **Decrease the effort:**

   > Make it easier for people to recycle

2. **Increase the knowledge:**

   > Give people the info they need to recycle better

3. **Increase the motivation:**

   > Give incentives that reward good recycling behavior

4. **Increase public awareness:**

   > Raise the need for recycling in people's minds

Image/Theme for San Diego

- Emphasize local harm that will occur if people don't recycle
- Serious-minded message
- Somewhat threatening tone
- Graphic representation to bridge language barriers
- Shown throughout City to cross demographics

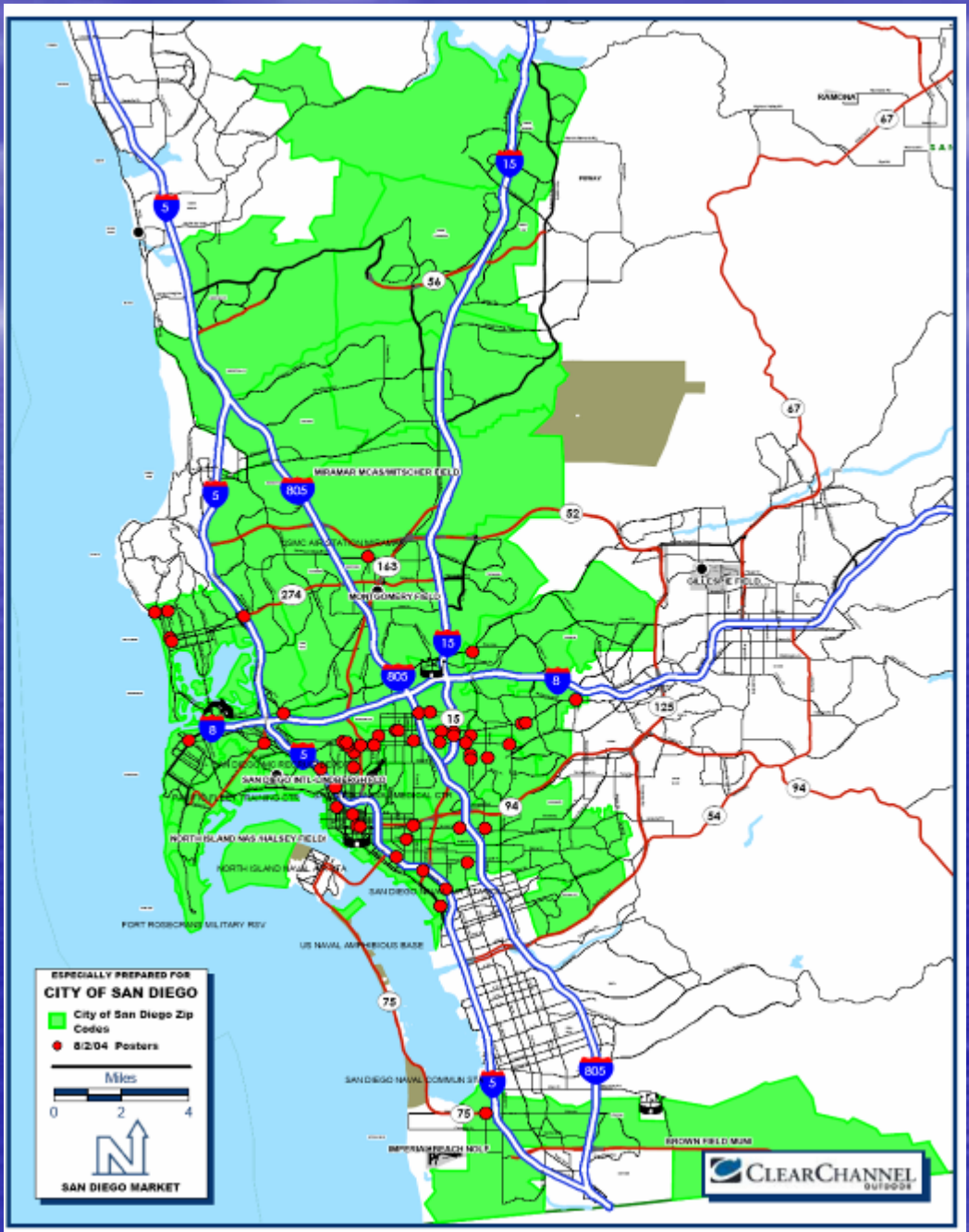
Message Points

- We need everyone in San Diego to recycle, or soon we'll all be paying the price.
- If we don't recycle, our landfill will be closed in 9 years and we could be fined $10,000/day.
- San Diego is launching a campaign to make recycling easier, give you the info you need, and raise everyone's awareness.
- We need YOU to recycle all your:
  paper, cardboard, bottles, and cans.

Teaser Campaign
August 2004

- 50 Billboards
- 73 Bus ads

Campaign Billboard displays



Full Recycle Or Else Campaign

- September 2004
  - 50 billboard
  - 73 bus ads
  - Direct postcard mailing
- Oct./Jan./April 2004
  - 25 billboards
  - 45 bus ads
- December 2004
  - Direct mailer – the Curbsider
- Red Eye Student Film Competition
- Channel 24 – City Cable Channel

LA JOLLA SHORES: 2012
JUST ANOTHER DAY AT THE BEACH
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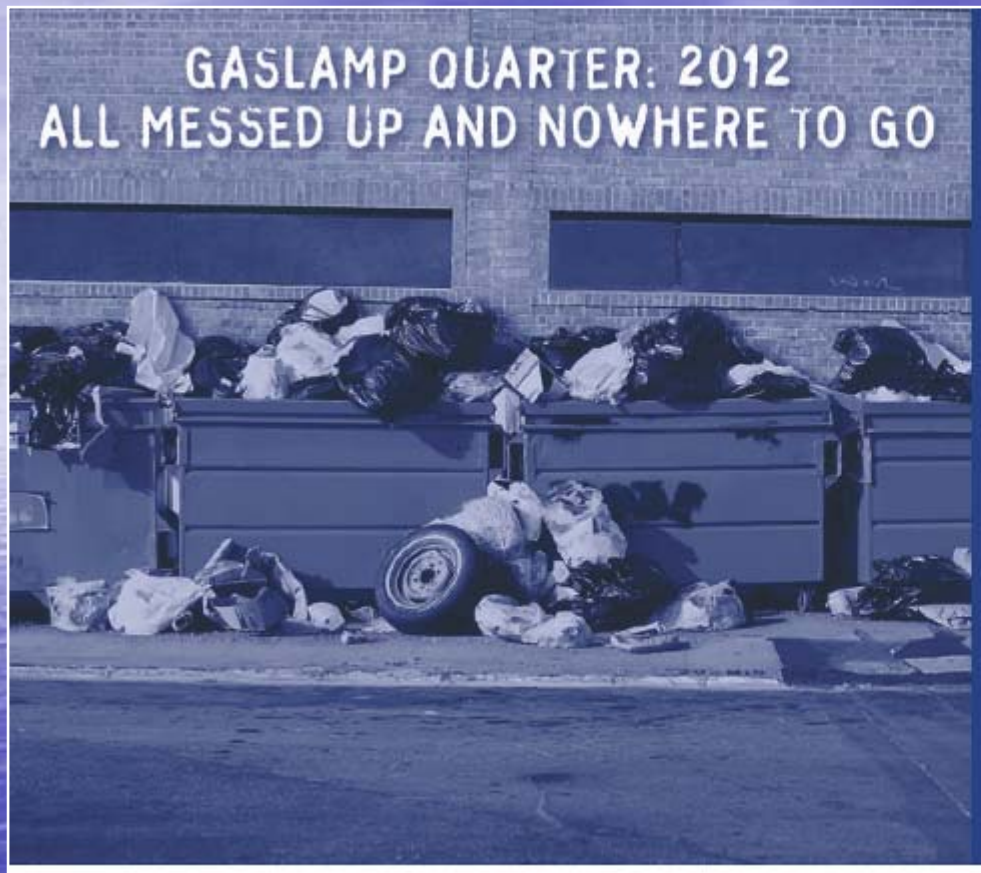

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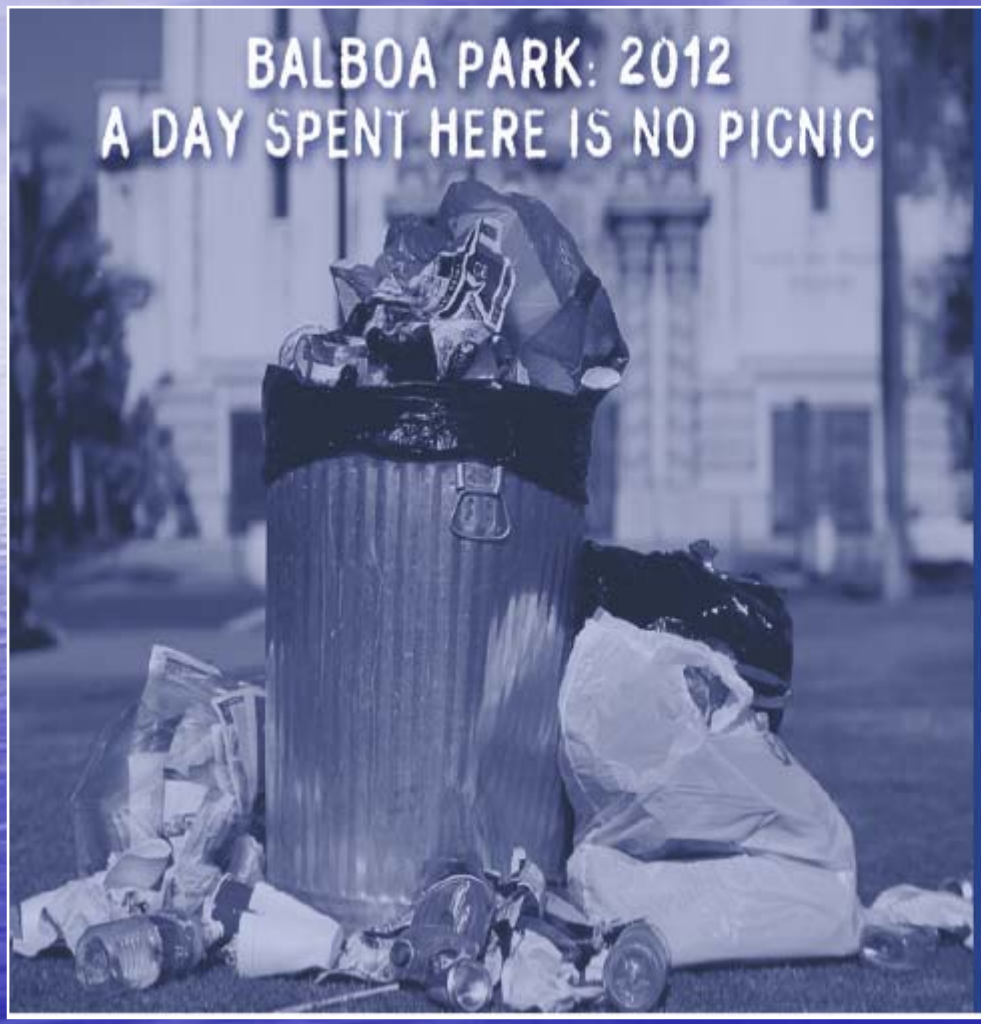

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LINDA VISTA: 2012
THE VISTA ISN'T SO LINDA THESE DAYS
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ENVIRONMENTAL SERVICES DEPARTMENT

the Curbsider

Issue 2
Winter 2004

THE CITY OF SAN DIEGO

In this Issue:

- Or Else What?
- Year 2012
- Ask Bonita Blue Bin
- Important Recycling Laws
- Curbside Recycler Testimonial
- Recycling Made Easy & Convenient
- How We Sort It All Out
- And more!

Or Else What?

San Diego is a beautiful place, and people flock here to live, work, and play, attracted by our wonderful weather and abundant natural resources. But everyone living, working, and playing here creates mounds of trash... over seven pounds per person per day. With a population of more than 1.2 million, that adds up fast... to over 10 million pounds a day, or about 1.9 million tons annually. Unless we all work together to reduce and recycle our garbage we could trash the unique beauty of San Diego and risk squandering our tax dollars to pay fines for failure to meet California's 50 percent waste diversion mandate.

San Diegans throw out enough recyclables to:

- fill up Petco Park, from infield to outfield... from dugout to skyboxes, five times over each year.

So how will these wasteful ways impact our great city?

- shorten the life of the landfill by seven months every year we continue disposing of waste at these rates .
- risk our City being fined $10,000 per day by the State.
- waste resources needed to sustain future generations.

Year 2012

At San Diego's current rate of landfill disposal, the Miramar Landfill will likely be filled to capacity and close in 2012, and the City would have to find alternatives for waste disposal (e.g., local privately owned landfills or long-hauling waste to remote landfills). These alternatives will likely raise the cost of landfill disposal for San Diego taxpayers.

By not recycling all our cardboard, paper, bottles and cans, San Diego taxpayers pay for landfilling commodities that should be bringing the City revenue. In addition, we bring even closer the day when disposal alternatives will come at an even higher price.

The City has a state mandate to reduce waste by 50 percent. The City currently has achieved 44 percent waste reduction. • San Diegans produce 7 pounds of trash per person, per day!

Full Campaign

- Sales of hats and T-shirts
- Distribution of book covers, bumper stickers, pencils and tattoos
- Press releases/community events
- Web site: recycleorelse.com

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