

**The City**  
**██████ Open House Event Plan**

TITLE: ██████ Open House

TEAM LEAD: ████████████████████, Waste Branch

COMMUNICATIONS TEAM LEADER: ████████████████████, Communications Officer,  
AMPW

TEAM MEMBERS: ████████████████████, ████████████████████, ████████████████████, ████████████████████,  
██████████████████, ████████████████████, ████████████████████, ████████████████████

DATE INITIATED: March 20██████

ANTICIPATED CONCLUDING DATE: September 25, 20██████

**Strategic Imperative/Need**

The City boasts one of the most advanced waste management systems in the world, and development of the site will result in more state-of-the-art facilities and processes. Though our fees are mid-range compared to other municipalities, city residents need to understand the value they are getting for the fees they pay.

The scale and scope of the City's waste management facilities is very impressive first hand, and not very easy to show in traditional media. This open house will give residents the chance to see these facilities for themselves, and interact with Waste Management Branch staff to learn more about our systems and what they can do in their homes to support the City's environmental initiatives.

**Situation Analysis/Background**

The City was one of the first municipalities to look at diverting waste from landfills using technology in 19██████. Since then, the City has been actively looking at ways to further that goal, and in 20██████, will be diverting 90% of the City's residential waste from landfill.

Tours and presentations are an important part of the Branch's outreach program.

**Spokespeople**

Primary Spokesperson: Gabrielle Harvey

## Timing

Saturday, September 25, 20██

Tours start every half hour between 9am and 5pm

## Audiences/Stakeholders

- City residents

## Message(s) to Key Audiences

- City residents can be proud of the City Waste Management Centre as it is a world-class facility that is helping the City be a leader in environmental sustainability.

## Measurable Objective(s)

- To have 750+ people attend the event
- To have 85% of people attending find the event useful
- To have 95% of people attending report they learned something about the City's waste management system

## Implementation – Tactics and Timelines

### Key Roles:

██: Project lead  
██: Project lead while ███ is away, project plan, media/production support  
██: Project logistics, ordering on-site needs (buses, concession, signage, porta-potties, janitorial/waste etc),  
██: Site plan, Site “needs” – electrical, water, etc.  
██: Tour schedule/stops/logistics  
██: People management – staff and volunteer roles/requirements  
██: Activity coordinator

Tour logistics	Responsible	Deadline	Notes
Tour schedule done	██	July 29	
Shuttle and tour buses booked	██	August 6	
Outline video outline	██	August 20	
Arrange entry into MRF, GEEP, Composter	██	August 20	For now same as last time
Tour stops mapped out	██	August 27	
Order portable PA systems	██	August 27	
Figure out timing for theatre presentations	██	August 27	Alternate theatre “tour” and history show
Tour “script” written	██	Sept 10	Gabrielle to review

Determine tour guides	██████████	Sept 10	
Create registration area needs (posters, slips with tour times, etc.)	██████████	Sept 17	
Create theatre presentation	██████████	Sept 17	
Create welcome/info piece for people as they arrive	██████████	Sept 22	What to do, list of activities

Site logistics	Responsible	Deadline	Notes
Create site plan for activities and vendors	██████████	August 13	Consult ██████████ RE vendors
Order porta-potties / garbage cans	██████████	August 18	
Order tents	██████████	August 18	10x10 for tour registration, 20x40? for parking lot activities
Book concession for the event	██████████	August 27	Prefer vendors with a trailer/awning, set up earlier so they are ready for lunch rush
AV equipment ordered	██████████	Sept 10	Not sure what's needed yet
Electrical needs	██████████	Sept 10	
Rental equipment	██████████	Sept 10	Same as last open house? (check with ██████████ if she needs more for the kids activities) Stanchion for hallway?
Security/first aid determined	██████████	Sept 10	Same as last open house – ID sites available
Make arrangements for smooth traffic flow	██████████	Sept 10	Same as last open house – use staff to direct traffic
Shuttle for staff/volunteers	██████████	Sept 17	██████████ to drive the mini bus
Site and event signage	██████████	Sept 17	Need a new sign directing people to the classroom. Sign showing the theatre presentations. Sign saying “volunteer/staff access only” for hallway

Staffing/volunteers	Responsible	Deadline	Notes
Initial staff plan completed	██████████	August 13	
Invite dignitaries	Gabrielle	August 13	
Create info package for volunteers – pre event	██████████	Sept 10	Parking, basic event details
Staffing plan finalized, positions all filled	██████████ /Gabriele	Sept 15	
Order food/drinks for the volunteers/staff	██████████	Sept 17	Using vendors created long line-ups. Consider buying food specifically for volunteers
Create info package for volunteers for day-of details	██████████	Sept 17	Security, first aid, basics of the event,

Name tags made	████	Sept 22	One colour for staff, another for volunteers
Volunteer sign in forms/schedule	████	Sept 22	
Get cell phone numbers for all tour guides and key personnel and distribute to event planning team	████	Sept 24	

Activities	Responsible	Deadline	Notes
List booths/activities to be included	████	August 6	Anything with \$ attached will need approval from Gabrielle. █████ wants a better Eco Station display. 2 worm composting displays
Book █████ van for Sept 23/24	████	August 6	
Do an initial plan of what activities go where	████	August 13	
Assign a "lead" for each activity area	████	August 13	Already mainly determined – same as last time
Determine how many volunteers are needed for each activity	████████	August 27	
Order t-shirts for staff/volunteers	████████	August 27	More smalls.
Gather a list of materials needed for each activity	████	Sept 10	
Laptop door prizes	████	Sept 10	Find out if █████ can donate two laptops again
Collect █████ materials for the event	████	Sept 17	
Create an "event kit" with office supplies and whatnot for "just in case" needs	████	Sept 17	Same as last time
Door prizes	████	Sept 17	Discuss prizes – idea is to have less, but more valuable. Also, do we need a "fist 100" prize?
Create raffle entry forms	████	Sept 17	Consider outsourcing the printing as it'll reduce time cutting
Gather materials for activities, get out to █████	████	Sept 24	Take out first thing in the morning so there's more time for set up
Set up displays	████████	Sept 24	Have various groups help with each of their areas

Media/promotions	Responsible	Deadline	Notes
Information on waste website	████	July 29	

Article sent to City Link, community newsletters	█████	July 29	
Promotional plan created	█████	August 6	Ads run in September
Copy for ads done	█████	August 8	
Book space on front of ██████	█████	August 10	
Ads sent for design	█████	August 10	
Ad buy finalized	█████/Gabrielle	August 10	
Handbills sent for design	█████	August 10	
Sign for █████ ordered	█████	August 10	Need to only do the date piece
Open House posted to various calendars online	█████	August 10	
Handbills delivered	█████	August 18	Fan out to eco stations, █████, big bin events
Determine media availability	█████	August 20	One time or all day?
█████ handout	█████	Sept 10	Reprint needed? If changes are needed it will need to started sooner
PSA	█████/Gabrielle	Sept 21	
Have event posted on Twitter	█████	Sept 22-23	
Post event on Facebook	█████	Sept 22-23	

<b>Evaluation</b>	<b>Responsible</b>	<b>Deadline</b>	<b>Notes</b>
Create survey	█████	Sept 10	
Surveys delivered	█████	Sept 17	
Tabulate results	█████ to find someone	Sept 30	

## Volunteer/Staff Requirements (not updated for September open house)

Job	Number people	Staff	Volunteer
Man tour booking tent	2	1	2
Greeters/parking (welcome, park, get your time)	3	-	3
Volunteer room attendant and reception desk	1	1	
Media spokesperson	1	Gabrielle Harvey	-
Question and Answer people (█ to pick 3 staff)	3	3	
Tour guides	6	6	
Greys booth (Greys to choose)	1		
Worm composting display	4		4
Reuse centre activities	4	1	3
Reception desk	1	1?	
Recycling display	?		
EcoStation	1		
Volunteer program display	1		1
Compost sales	1	█	
Garbage Collection safety	2	█	
Assisted Waste	1	1	
Commercial Waste	1	1	
Recycling display	1		1
Composters (optional)	2		2
Admin building Intersection control	3	3	
Intersection by IPTF	1	█ person	
Washroom maintenance	1	1	
Surveyors	2		2
█ Recycle	2		2
Back area monitor	1		1
Floater (up to █ to decide if necessary)	1-2		
Greeter at █	1	1	
Errand runner	1	1	
Face painters	2		2
Grasscycling	1		1

### 9. Budget

Budget to be determined and managed by Waste Management Branch. Media related material has no costs associated.

## **10. Measurement and Evaluation**

- Number of people attending the event
- 85% of attendees reporting they were satisfied with the event
- 95% of attendees reporting they learned something new about City's Waste Management System

## **11. Sign off Requirements/Approvals**

- Gabrielle Harvey will sign off on all materials for this event (tour script, brochures, posters, displays, PSA, etc.)

### Volunteer/Staff Requirements

Job	Number people	Staff	Volunteer
Man tour booking tent	3	1	2
Greeters (some by admin, some roving)		-	
Volunteer room attendant	1		
Parking attendants			
Media spokesperson	1	1	-
Tour time watcher	1	1	
Question and Answer people	3	3	

### Signage Requirements

Sign	Located
No Parking	
Tour Registration	For on front of 10x10 tent in front of admin building
Media Parking	For row of parking in front of admin building
Tour Starts Here Next tour	For tour bus stop in front of admin building
Shuttle to [REDACTED]	For [REDACTED] stop in front of admin building
Shuttle to [REDACTED] Waste Management Centre	2 needed for each of the [REDACTED] busses

### Activities

Activity	Lead person	Materials needed
[REDACTED] booth		
Reuse Centre kids activities (in classroom)	[REDACTED]	
Historical film	[REDACTED]	Sea can, or portion off a section of the classroom
Blue Bin	[REDACTED]	Talking blue bin Table



Collectors – truck and safety display		Garbage truck
Compost sales		Table 2 chairs
Question and answer booth (in atrium)	■	