COMMUNITY RELATIONS

WORKPLAN 201X

ACTIVITY	Lead Staff	J A N	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C
Research													
Qualitative research related to Multi Family recycling (& new visual identity)													
Quantitative research targeting Multi Family recycling behavior													
Biannual customer satisfaction/participation survey													
Utility Committee Reports & City Auditor's review													
Anticipate and monitor response to Utility Commission Reports & Audit Report and develop briefings													
School Programs													
New resources in the IPTF, new modular video series and customized tours													
Update Sortitout.ca with new interactive games and promotional efforts													
Master Composter/Recycler Program and Composting Demonstration													
Deliver course													
Create new volunteer positions													
Ongoing – build on the volunteer engagement strategy													
Customer Support Centre													
New script protocols													
Ongoing –liaison with collections, utility providers, contractors													

ACTIVITY	Lead Staff	J A N	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C
Public Outreach/Public Involvement													
Promote public tours and corporate presentations													
Ongoing Community Events (Home shows, exhibitions, etc.)													
Advertising, Media Relations and Information Services													
Multi family recycling campaign													
Grasscycling outreach													
Annual Review													
New Visual Identity													
Update Image Library													
Branch Website continual improvements (videos)	T												
Media Relations													
Social Media													
Support for Collections													
Collection Schedule/Urban Recycler	7												
Collector Safety Program													
Advertising and PSAs as needed													
Eco Stations – Promote Reuse area of Farside													
Continue to grow the Assisted Waste Collection program								_					

ACTIVITY	Lead Staff	J A N	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C
Internal Communications													
Under the Lid & Videos													
Quarterly newsletters and internal videos in support of OH&S and													
Strategy for promotional items used by Branch for employees													
Reuse Centre													
Business case analysis and search for a permanent location													
New volunteer programs and jobs													
Sponsorship opportunity													
Support for CWMC													
Provide marketing and communications support													
Ongoing – work with local business													
Host grand opening of the Spring													
Develop information products - Recycling operation													
Promote use of clear bags													
Compost Marketing													