

Preferred Containers for Yard Waste Implementation Timeline

FALL 2004			WINTER 04-05			SPRING 2005			WRAP-UP
September	October	November	December	January	February	March	April	May	June
8-25 Implementation Strategy mtg						Notify household (doorhanger/tag) w/Plastic Bags of yard waste Collect bags.	Notify household (doorhanger /tag) w/plastic Bags of yard waste Leave bags @ curb.	→	
Present information packet to City management, commissioners					City Manager's report implementation update, incl copy of tags, coupons, media, support				
Paper bags to Scouts/NGOs:fundraising		→				→	→	→	
Inform present and past Pilot Participants of ordinance					Remind past pilot participants				
Sequicentennial outreach									
	Radio ads w/ jingle	→	→		Radio ads w/ jingle	→	→	→	→
Newspaper ads	→	→			Newspaper ads	→	→	→	→
	Press Release					Press Release (late Feb)			
	Utility Bill insert				Utility bill insert	Utility bill insert		Utility bill insert	
		City Connection & Phoenix articles			City Connection & Phoenix articles	Direct mail: Residents			
	Cable 25 slides	→	→	→	→	→	→	→	→
Busboards continued	→	→	→	→	→	→	→	→	→
Point of purchase									
hang tags re: paper bags, mulching mowers & plastic bags	→	→	→		→	→	→	→	→
	→	→	→		→	→	→	→	→
	→	→	→		→	→	→	→	→
					Lawn and Garden Show outreach				
Submit articles to Neighborhood Assoc. newsletters	→	→	→		→	→			
						Public compost distribution Public compost bin sale Outreaches:resource conservation in home landscape Earth Day outreach			
Notify Retail Partners				Notify Retail Partners, Garden, Home Improvement stores					
	Compost projects for PR / civics		→	→	→	→	→	→	

Color code: General Public Staff / WRR CMO & CC Pilot participants Retail partners