

#180809

Gainesville.
Citizen centered
People empowered

Expanded Polystyrene & Single Use Plastic Bags

The Goals



Increase awareness about the impending expanded polystyrene and single-use plastic bag ban policy



Support the Public Works Department in implementing a communications strategy that will educate employees, citizens and business leaders on the impacts and specifications of the new ordinance

of note. . .

The Public Works Department has contracted with the local PR consulting firm BUDA and will work in close coordination with the city Communications Department.

Strengths, Weaknesses, Opportunities, Threats (SWOT)

Strengths

- Several local businesses are currently using alternatives
- Significant community support
- Several key partnerships
- Direct touchpoints through GRU and DOD
- Example plans and “teachable moments” from other communities
- Leverage 150th anniversary
- Clear step in a positive direction of our Zero Waste goal

SWOT

Weaknesses

- Unfunded campaign – budget (undesignated solid waste funds)
- Compressed timeline for public education campaign
- Short window for businesses to expend previously purchased products/rethink process
- Possible modifications to the ordinance – delays implementation
- Non-uniform city/county/UF impacts
- Alternative product cost polystyrene – lowest cost alternatives

SWOT

Opportunities

- Encourage replication of incentive programs
- Assign recognitions or designations
- Highlight local businesses who are making strides in Zero Waste effort
- Consider phased-in and/or delayed implementation schedule
 - UF/County implementation clarification
 - Clarity in ordinance language and enforcement protocol
 - Waste Composition Study

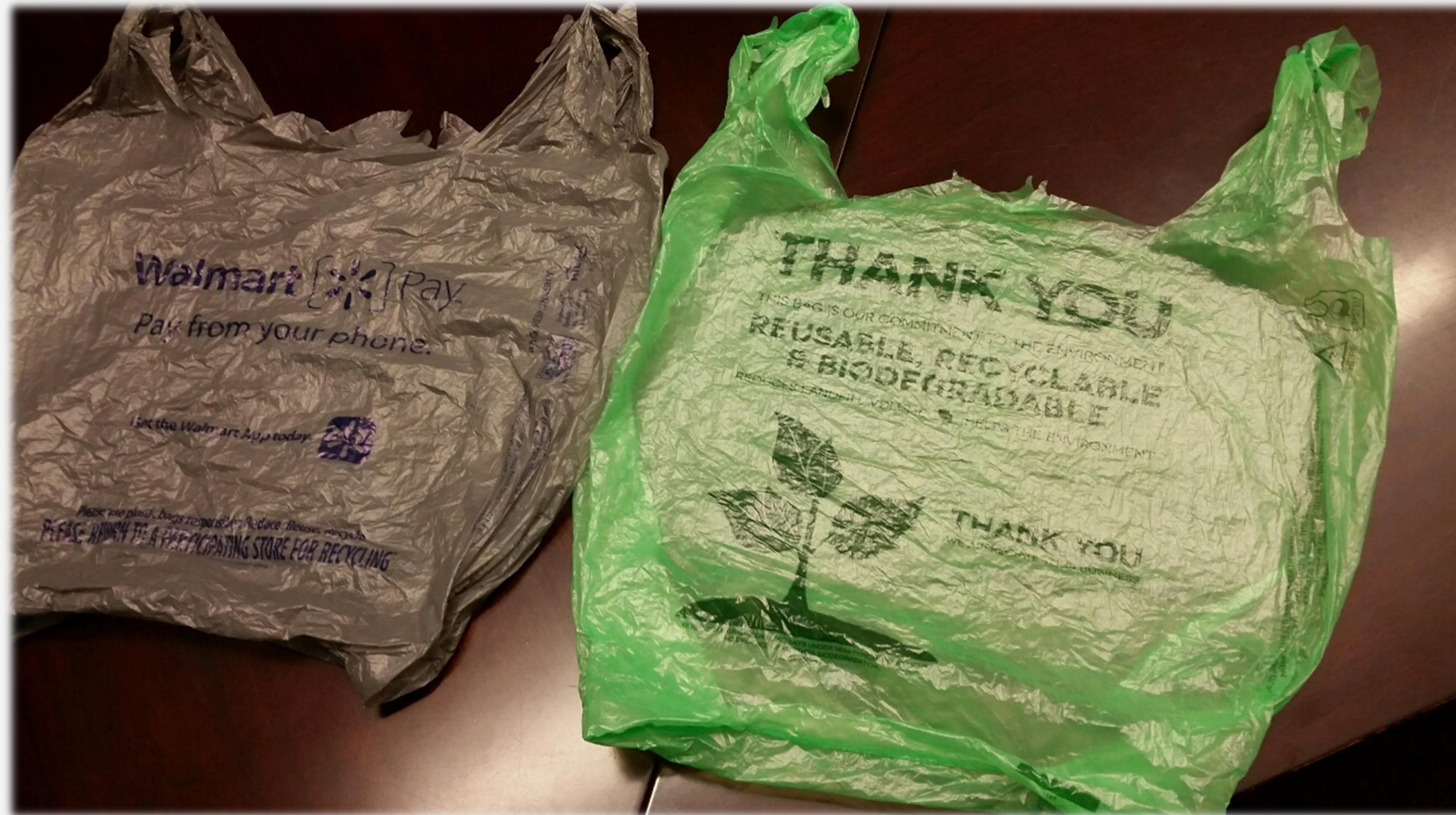
SWOT

Threats

- Lack of implementation protocols
- Impacts on:
 - Financially burdened residents;
 - Small businesses; and
 - Nonprofits (Bread of the Mighty)
- Previously witnessed backlash/lawsuits in other communities
- Uncertainty around “reusable plastics” & “single-use”

“Single Use” & “Reusable Plastic”

- Both considered “single use” plastic bags – one is biodegradable



- “Reusable plastic” bag sold for 10 cents by ALDI



TARGET AUDIENCES



IMPACTED BUSINESSES

- Grocery Stores
- Retailers
- Restaurants
- Convenience & Drug Stores
- Non profits
- Libraries
- Boutiques



INDIVIDUAL RESIDENTS

- Students
- Ages 25-45
- Ages 45-60
- Retirement Community
- GG GRU Employees

Marketing and Communications Mix

Direct/E-Marketing

Paid Advertising

Public Engagement
Activities/Events

Media Relations



Direct/E-Marketing

Direct mail will supplement the e-marketing campaign. Content will aim to direct people to web for more information and sign up for updates.



Electronic database distributions



Print postcard mailings/flyers



Branded campaign collateral



Collateral

Straws

Window Clings
&
Vehicle
Magnets

Grocery list
notepads

Reusable bags



Media Relations



Video News Release & Print Press Release



Op-eds:
Leadership & Partners



PSAs: WUFT, COX & Channel12

Key Partners



UF Office of
Sustainability



Keep Alachua County
Beautiful



Alachua County Office
of Strategic Initiatives



150th Anniversary Team

Public Engagement Events

Tactics:

- Showcase alternatives
- 150 Anniversary events
- Bag exchange programs
- UF Home Show
- Downtown Arts Festival
- Print collateral distribution
- Share data and talking points



Paid Advertising



Social Media/Web

Social Media Ads
Boosted Posts
Gainesville Sun Web Banner



Print Media

Gainesville Sun & Guardian
GRU Inserts
RTS Bus Flyers
Circulars



TV/Radio/Screens

WUFT-FM drive time
Monitors:
GRU, RTS, Airport,
Gas Stations

Paid Advertising



Social Media/Web

Facebook ad: \$30/10 day
Sun: \$10/1,000 impressions



Print Media

Sun Insert: \$38/1,000
Mini mint circular: \$1,500/ 1x
GRU Insert: \$4,000/ 1x



TV/Radio/Screens

GNV Airport: \$1,800/12 months
WUFT Radio: \$55/15 sec.
plus match

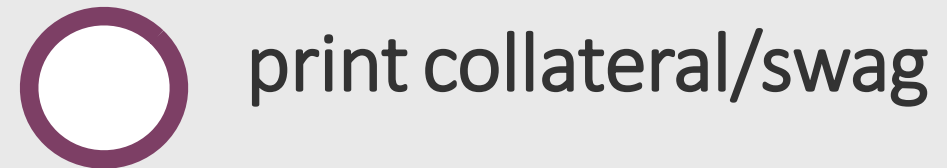
Perceptual map

high impact, low risk

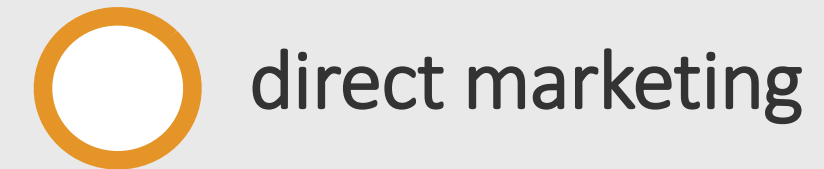
high impact, high risk



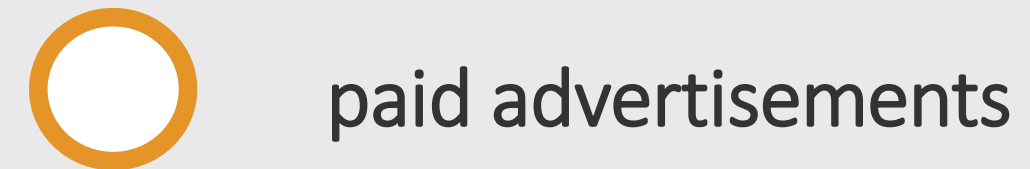
e-mail



print collateral/swag



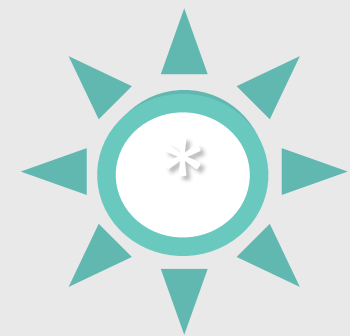
direct marketing



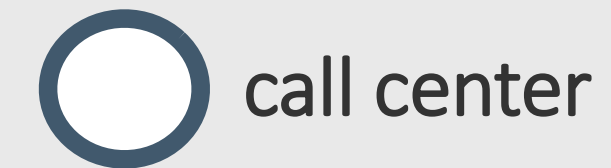
paid advertisements



events



websites/social



call center

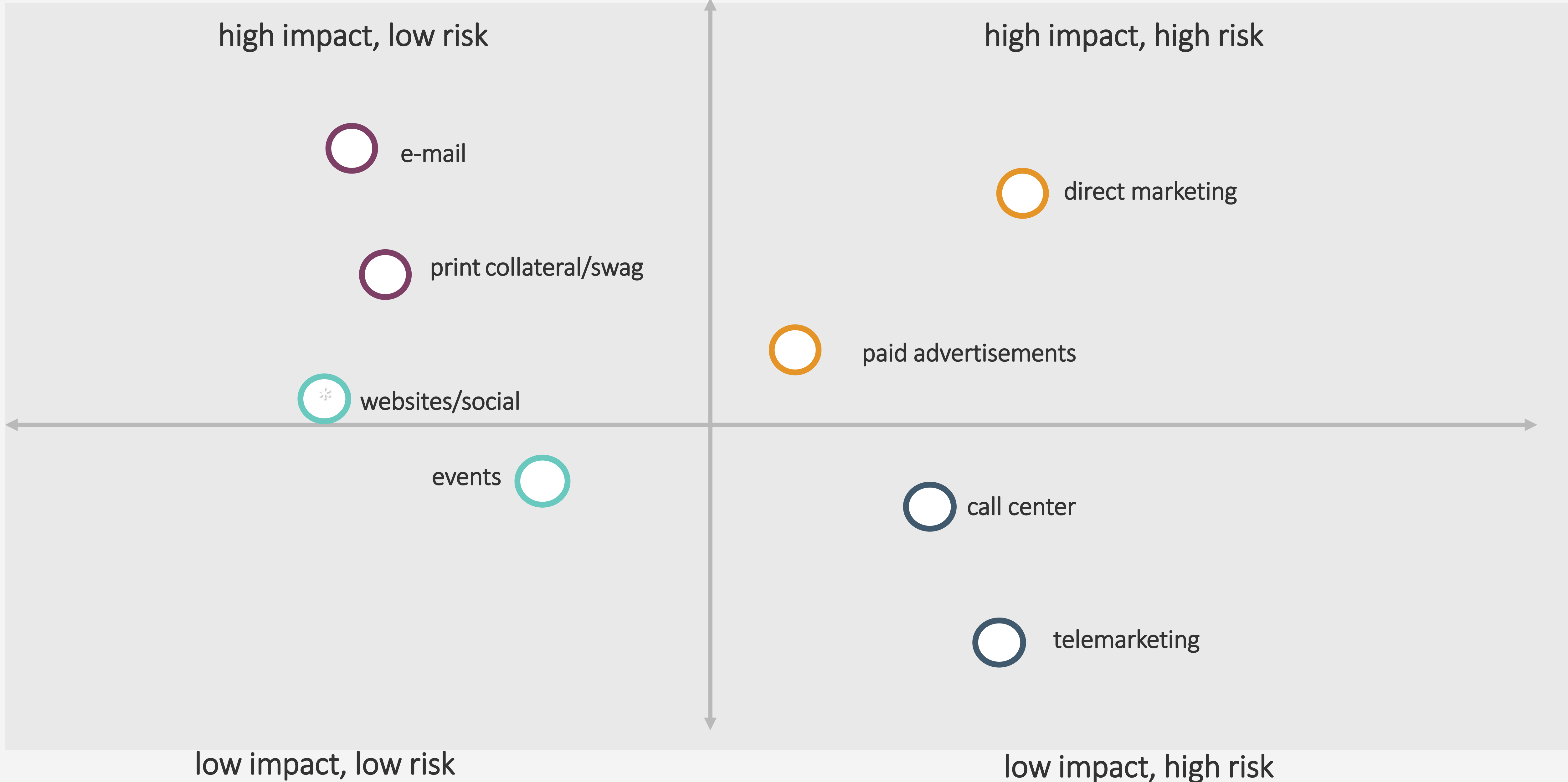


telemarketing

low impact, low risk

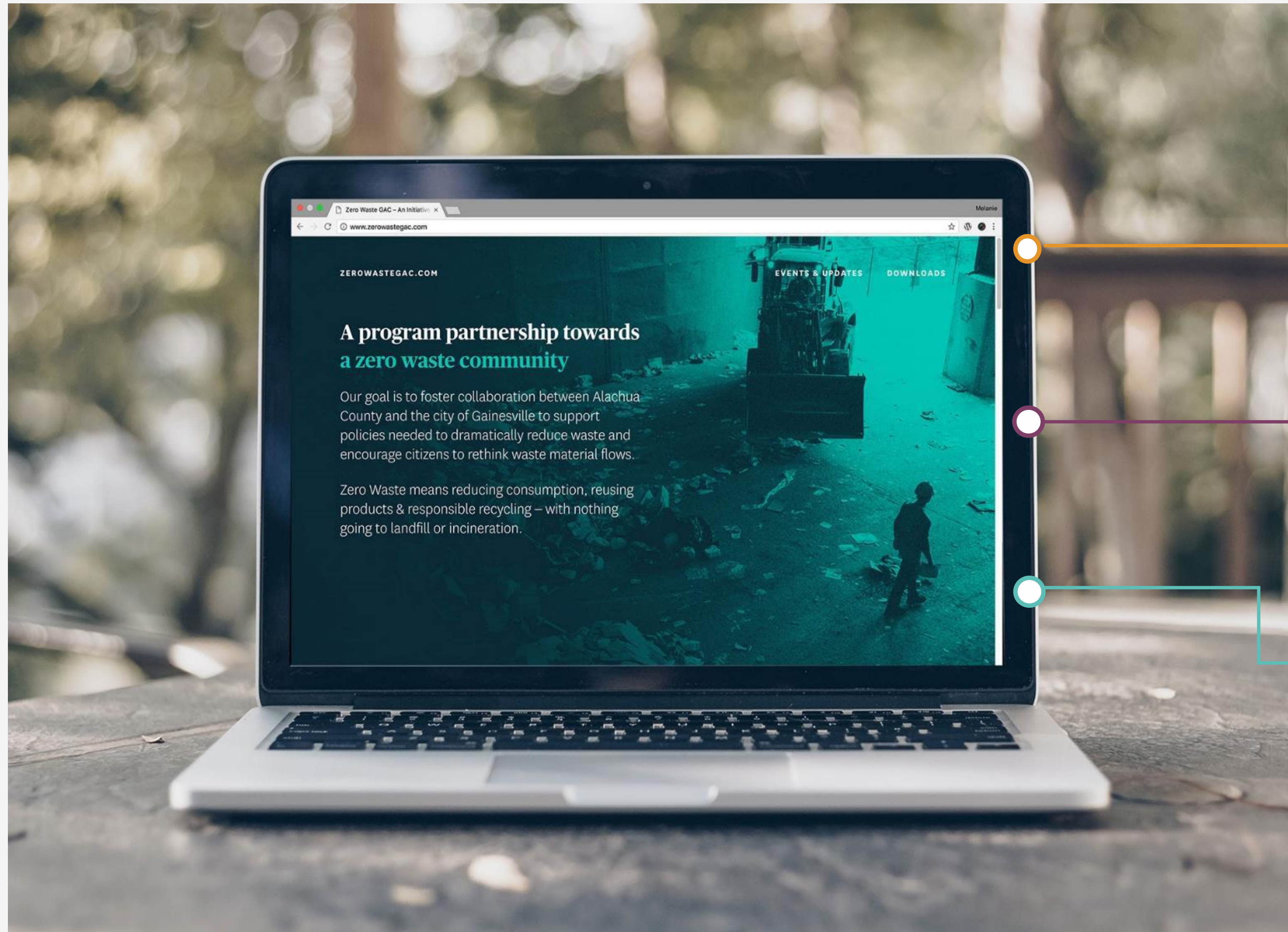
low impact, high risk

Perceptual map

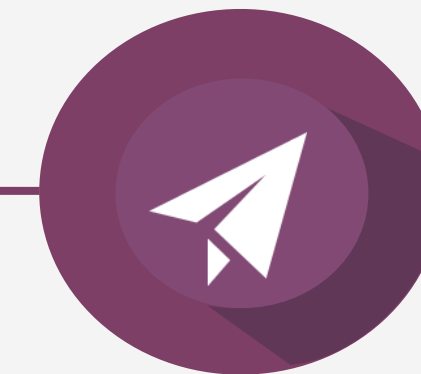


Campaign Website

The goal is to lead residents & businesses to the website to ask questions, get information and resources.



Provides a centralized space for campaign materials



Collecting emails for distribution updates



Alternatives, Videos, FAQs, Yes/No List

Campaign Messages



Reduce. Reuse. Recycle



Zero Waste- Step 1



Data/Fact driven messaging



Use this. Not that.

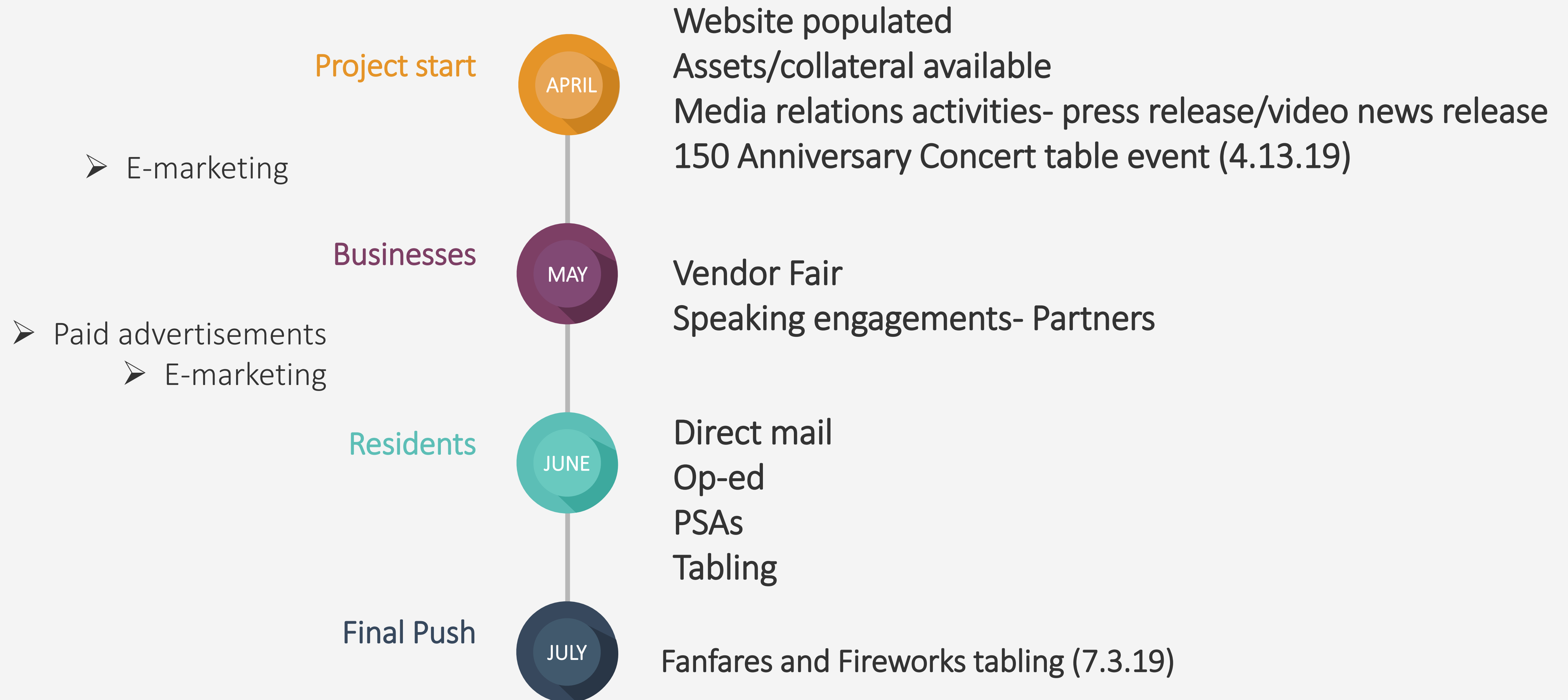


Don't forget your bag!
Aug. 1



150th Anniversary
*Commemorating our past and looking
towards our future*

Project timeline



Contact

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Communications Director

Phil Mann
Director, Public Works

Gainesville.
Citizen centered
People empowered