Worksheet

P U B L I C   O U T R E A C H

Use this worksheet to identify specific public outreach goals for your program and consider ways to achieve them.

This worksheet will help you plan for two distinct parts of public outreach: Part A: Soliciting feedback about PAYT during the planning stage and Part B: educating the community during implementation about the program's final design and informing residents about how to participate (for example, where to buy bags and how to handle bulky items). Pages 1 and 3 list examples as guidance.

Part A: Soliciting Feedback

Using this table, consider how you will obtain input during the planning stage about the proposed PAYT program. Begin with the audiences from whom you are seeking feedback. Then, consider possible methods of achieving this. In the last column, list when you should begin each of the different strategies for gathering input.

Audience	Outreach Method	Schedule
Example: *Retailers/Other Businesses*	• *Direct visits to local retailers to discuss the program and ask them about distributing or selling bags in stores* • *Invite retailers to public PAYT meetings* • *Include retailers in your citizens' advisory council or other planning organization*	*About six months before program implementation*
Example: *Residents*	• *Develop a PAYT fact sheet introducing the program and asking for feedback* • *Issue press releases to the local media to get media coverage* • *Hold public meetings on PAYT* • *Invite community residents to join your citizens' advisory council or other planning organization*	*About six to nine month before program implementation*
Example: *Elected Officials*	• *Hold a briefing for elected officials to introduce the program and ask for their input* • *Include elected officials in the citizens' advisory council or other planning organization*	*About six months before program implementation*

Worksheet #7 (Continued)

Soliciting Feedback: For each of the audiences listed below, consider possible outreach methods and a schedule of when to begin these strategies. Copy this page as needed to consider ways of reaching additional audiences.

Audience	Outreach Method	Schedule
Retailers/Other Businesses		
Residents		
Elected Officials		
Media		
Solid Waste Staff		
Private Haulers		
Other		

Worksheet # 7 (Continued)

Part B: Educating the Community

Use the table below to consider how to educate your community about PAYT. Begin by considering which audiences you will need to reach. For each audience, list the specific goals of the outreach effort and the message you will use to reach that group. In the last column, indicate what products you could develop to accomplish this.

Audience	Goal	Message	Products
Example: Residents	• *Show residents that PAYT is needed* • *Convince residents the program is fair and not an added tax* • *Explain how to use the new bag-based system*	• *The current MSW program ultimately not sustainable* • *The program will save you money if you reduce waste (include details on how to reduce waste)* • *Participating is easy - just buy bags for your trash at area retailers (include details on prices, recycling, etc.)*	• *Fylers posted around town* • *Public meetings* • *Press releases* • *Invite public participation through citizens' advisory council* • *Brochure mailed to all households*
Example: Media	• *Generate positive media coverage of PAYT* • *Convince media that the program is needed and will work*	• *The current MSW program ultimately is not sustainable* • *PAYT has multiple benefits: it will save both residents and the municipality money, reduce waste, and is fairer to residents* • *More and more communities are adopting PAYT*	• *Press release/press kit* • *Briefings for reporters* • *Invite reporters to town meetings/other PAYT presentations*
Example: Civic Groups	• *Convince community and business leaders that PAYT is needed and will work* • *Show that the municipality's long-term financial health will be compromised if no change is made* • *Involve these leaders in the development of the program and in selling it to the residents*	• *The current MSW program ultimately is not sustainable* • *PAYT has multiple benefits: it will help both residents and the municipality to save money* • *The municipality is interested in getting help from community groups in developing the program*	• *Briefings for civic groups at their meetings* • *Public meetings* • *One-on-one meetings with civic group leaders*

Worksheet #7 (Continued)

Educating the Community: For each of the audiences listed below, consider the goals of your outreach effort, the specific message of your outreach to that audience, and the products you might develop to accomplish this. Copy this page as needed to consider ways of reaching additional audiences.

Audience	Goal	Message	Products
Residents			
Civic Groups			
Media			
Retailers/Other Businesses			
Private Haulers			
Other			