

UVDS Residential Co-Collected Compost Public Education Plan

General Notes

- Total accounts to reach: 8,315. Basing all purchasing estimates off 10k
 - UVDS residential accounts: 5,889
 - Mobile home parks: 877
 - Multi family (based on # of units): 1,549
 - Start education on agreed upon date, tentatively July 1, 2021. All materials will say that residents can immediately start putting food and yard waste in their green/yard waste cart. Moving forward start with the practice of calling it the “compost” bin which mirrors messaging in Napa and reminds residents what is made with what is going in the cart.
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Public Education Plan

- Distribute kitchen compost pails with decal to all residents. This will include distribution to individual units at mobile home parks and multi family properties. Compost pails to be delivered throughout July and August if possible.
 - Pail options
 - Sure-Close
 - Schaefer
 - TOTER
 - BioBag compost pails
 - Decal options
 - Create the design ourselves, print and send to vendor to adhere or use Napa Valley PSI to adhere.
 - Tentatively will label carts (trash, recycling, compost) while dropping off pails at each residence
- Brochure and compostable bags to go with each compost pail.
 - Brochure
 - 8.5” tall, 4 panels that fold out, double sided, full color. Total when folded out – 28”
 - Last two panels include images of what can go in compost. Designed so those two panels can be cut off and saved.
 - Each pail will have 1 English and 1 Spanish brochure.
 - Include in brochure:
 - Info about where to drop compost pail off if they won’t want it, then anyone who wants a second pail could pick one of those up?
 - Why sink disposal isn’t a solution
 - Talk a lot about the benefits of compost and why it’s important – GHG reductions, adding nutrients to the soil, etc.
 - What to do with brochure if they don’t want – Recycle!
 - Sample sets of compostable bags.

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- Public education
 - Press release. Share with all up valley cities as well as media outlets. Send to local media July 6? To avoid competing July 4th news.
 - Magazine articles – August?
 - Inside Napa Valley (Napa Register’s publication)
 - Marketplace
 - Article in summer UVDS Newsletter – July
 - Post info on all websites – Update websites July 1
 - UVDS
 - Napa County
 - Yountville
 - St Helena
 - Calistoga
 - Social media. Timing can be determined by social media account managers but should be several posts when it starts in July?
 - Create custom eye catching graphics. We should offer a set of images and text for posts
 - Share with
 - UVDS – Boosted posts
 - Member jurisdictions
 - Nextdoor – All member jurisdictions.
 - A few Facebook live/Zoom chats like Napa does? They could be done in the evening after dinner so residents may be more able to watch and ask questions live. We would present on topics and have points outlined.
 - It would be important to do these in Spanish as well. Perhaps we could partner with Soluna Outreach Solutions and Up Valley Family Center for that.
 - Newspaper ads – Maybe buy packages to save \$\$? Ads in July, Aug, Sept?
 - Calistoga Tribune
 - Yountville Sun
 - St Helena Star & Weekly Calistogan (have to be buy ads together, can’t be separated)
 - Community newsletters
 - Is there a community newsletter in more remote unincorporated areas? Angwin, Deer Park, Pope Valley
 - Postcards to each resident
 - This may not be necessary but just another option to consider. We could purchase list, print and add postage with a print vendor.

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- Multi family and Mobile home parks
 - If mobile home parks have shared service – provide same trainings as multi-family. Otherwise would be reached via general outreach to single family residences.
 - Schedule meetings and/or trainings at all mobile home parks and multi family dwellings
 - It would be opportunity to work out technical issue with hauler as well (cart placement, what happens if contamination, etc)
 - There are approximately 90 multifamily properties. Start with the largest and work down.
 - It would also be an opportunity to give info on 1383 requirements to property owners/managers
 - For example providing info on recycling/compost at the property within 14 days of moving in. Also work on logistics of how to get more compost pails from UVDS/UVWMA if they want more for new tenants.

- Truck wraps
 - These could be quite effective and are in effect rolling billboards.

- Concerns
 - Per Napa Recycling, we likely won't see a spike in contamination. Low participation rate will likely be the main issue we will face.

- Future ideas
 - Local mandate that produce bags are compostable, which could be saved as bin liners? Italy for example has this mandate.