



Agenda Statement

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| 3/17/2020 | 1 | City Council | received and filed | |

ITEM TITLE:

Report: Wildlife Resistant Container Program Outreach Group [Update #1]

SUBMITTED BY: Bart Hinkle, Chief of Police

FISCAL NOTES:

Expenditure Required: N/A
Unencumbered Balance: N/A
Funding Source: N/A

RECOMMENDATION:

Receive and File

SUMMARY STATEMENT:

Representatives from multiple City of Valdez departments have assembled a team to conduct public information/outreach concerning the Wildlife Resistant Container program. The members of the team are: Allie Ferko (PIO/Clerks), Dan Plaster (Police Department), Bart Hinkle (Police Department), Rob Comstock (Public Works), Erick Garcia (Public Works), Venessa Dawson (Public Works), Nicholas Farline (Parks, Recreation and Cultural Services), Roxanne Murphy (City Administration), and Barb Rusher (Finance). Jake Staser serves as Legal advisor.

The team meets on a weekly basis (at a minimum) to identify and implement the most efficient and strategic methods to effectively communicate the WRC program to the citizens of Valdez.

STEP ONE: WRC PROGRAM WEBSITE (COMPLETE - MARCH 4, 2020)

The first step for the team was the creation of the Wildlife Resistant Container page on the City of Valdez website [www.valdezak.gov/WRCProgram <<http://www.valdezak.gov/WRCProgram>>]. This webpage went public on March 4th. It provides background on the inception and development of the WRC Program; outlines goals and operational efficiencies to be gained; provides program basics, timelines and processes; outlines the current curbside collection schedule; and provides a robust FAQ section.

There are also numerous links embedded in the page, including:

- Link to manufacturer specifications of the container.
- Link to IGBC certification requirements.
- Link to City of Valdez Municipal Code pertaining to garbage collection
- Links to watch the previous Council meetings and work sessions in which the WRC program was discussed.

FUTURE WRC PROGRAM OUTREACH EFFORTS

While the website may serve as a central repository for most of the information concerning the program, the team identified an additional need for strategic and focused public outreach prior to the WRC Program start date of June 1, 2020.

A Container Agreement Form will be required for those residents interested in signing up to purchase or rent a WRC for curbside collection. Sign-up is on a first come, first served basis with priority to existing residential curbside collection customers.

On March 16th, the Container Agreement Form (fillable pdf) will become available on the WRC Program webpage. The forms will be available and accepted in person at City Hall, the Baler facility and the City shop. Residents may also mail in their forms. Payments for purchased containers will be accepted closer to the date of WRC delivery to customers.

Residents should also expect to see door hangers with information on the WRC program begin to appear on their doors the week of March 16th. The door hangers will include a QR code to drive citizens back to the aforementioned webpage. Those residents who are current curbside collection customers, will have a Container Agreement Form stapled to their door hanger.

Upcoming methods of public information and outreach, along with an estimated timeline, include but are not limited to:

- Social media content to be posted on the City FB page and shared by other City departments [March-May]
- Fliers in strategic and common locations [March - May]

- Information on COV digital signage [March - May]
- Mailer sent to PO Box [April]
- Appearances on KVAK and KCHU by Public Works, Police, & Administration [April]
- Insert with City utility bill [April]
- PSAs (written and radio) [April - May]
- Video / Vignettes [May]
- Public Appearances with WRC [May]

Customer service remains a top priority amongst COV employees. An in-house training of front line City personnel was conducted on March 10th. The training focused on ensuring front line personnel were familiar with the WRC program, could correctly answer citizen questions about the program, and would be comfortable assisting citizens with questions or concerns. Over a dozen COV employees were identified and attended the training.

Next public information/outreach team update: Council packet on April 7th.