



Agenda Statement

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Title: Report: Wildlife Resistant Container Program Outreach Group [Update #2]
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Date	Ver.	Action By	Action	Result
4/7/2020	1	City Council	received and filed	

ITEM TITLE:

Report: Wildlife Resistant Container Program Outreach Group [Update #2]

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 aims to meet on a weekly basis (although that has been modified a bit due to recent events) 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)

STEP TWO: WRC AGREEMENT FORM AVAILABLE (COMPLETE - MARCH 16)

On March 16th, the Container Agreement Form (fillable pdf) became available on the WRC Program webpage. (<https://www.valdezak.gov/553/Wildlife-Resistant-Garbage-Collection-Pr>) Paper agreement forms are available in the entryway at Valdez City Hall.

Also on the week of March 16th, door hangers were deployed on the doors of residents who are current curbside collection customers. Five hundred (500) deployed door hangers included a QR code to drive citizens back to the aforementioned webpage, along with an attached physical copy of the Container Agreement Form.

An additional one hundred (100) generic door knockers were also deployed, along with an attached physical copy of the Container Agreement Form.

In all, 600 Container Agreement Forms were distributed in this manner.

The forms may be submitted via:

- Drop box located in the entryway at Valdez City Hall (212 Chenega Avenue)
- Mail to City of Valdez, c/o WRC Program, PO Box 307, Valdez AK 99686
- Email to WRCProgram@valdezak.gov

Payments for purchased containers will be accepted closer to the date of WRC delivery to customers.

As of April 1, one-hundred sixty-one (161) forms have been completed and returned. 135 of them rentals, the other 26 purchases.

ONGOING WRC PROGRAM OUTREACH EFFORTS

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] (tentative)
- PSAs (written and radio) [April - May]

- Video / Vignettes [May]
- Public Appearances with WRC [May]

Next public information/outreach team update: Council packet on April 21st.