



Agenda Statement

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Title: Report: Wildlife Resistant Container Program Outreach Group [Update #6]
Sponsors:
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Date	Ver.	Action By	Action	Result
6/2/2020	1	City Council	received and filed	

ITEM TITLE:

Report: Wildlife Resistant Container Program Outreach Group [Update #6]

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)

STEP THREE: *UPDATED* WRC FORM AVAILABLE (COMPLETE - APRIL 13)

STEP FOUR: WRC PROGRAM FLIERS AND PROMOTIONAL VIDEO PUBLISHED. WRC PROGRAM MAILER SENT TO PO BOXES (COMPLETE - APRIL)

STEP FIVE: WRC PAYMENTS FOR PURCHASE ESTABLISHED, WRC DELIVERY TO CITIZENS (COMPLETE/ONGOING)

STEP SIX: IMPLEMENT WILDLIFE RESISTANT CONTAINERS

The date in which containers other than the COV issued/approved Wildlife Resistant Containers will NOT be accepted has been extended until July 1. For those that have received the WRC from the City, there is no change. The extension merely means that "other" containers will be collected throughout the month of June.

As of 5/27/20:

- 596 WRC Agreements received
- 26 purchased (19 paid)
- 570 rented
- 525 WRC delivered

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-June]
- Fliers in strategic and common locations [March - June]
- Information on COV digital signage [March - June]
- Appearances on KVAK and KCHU by Public Works, Police, & Administration [June]
- PSAs (written and radio) [June]
- Video / Vignettes [June]
- Public Appearances with WRC [June]

ADDITIONAL INFORMATION:

Agreement forms (fillable PDF) are 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.

The forms specifically state that the option to rent is free of charge, and the purchase option is \$280.

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 <mailto:WRCProgram@valdezak.gov>

Next public information/outreach team update: Council packet on June 16th, 2020.