

Three Recent Public Outreach Case Studies



Transportation Forum

Walk/Bike/Ride/Drive Community Meeting

- 1. Key strategy for forum:** The neighborhood is a major biking, pedestrian and transit-filled area with cars as well. Get the walker/biker/bus-taking/car-driving people in one room together to come up with solutions to make it safer to get around the neighborhood. Side benefit: Build community, as these groups do not often talk with each other; they yell at each other. Client: Lower Haight Merchant + Neighbor Association

Our Approach:

Gather city departments that interact with these safety and transit issues (SFMTA, DPW, SFPUC), advocacy organizations that think about these things a lot (SFBike, SF Transit Riders Union, SFWalk) and ask them to present tools for making a safer neighborhood for all.

Ask each group to invite their constituency to attend this thought-provoking meeting. Allocate time at the beginning to a representative from each group (walk, bike, bus ride, drive) that allows them the opportunity to speak about their challenges, fears, and hopes. Then, present the tools for safer transit and break out into groups and ask each to create a strategy for making a specific area they could make safer using the tools presented (bulbouts, striping, parallel parking, lights, etc.), or through something they thought of themselves. Each subgroup presents their idea to the overall group. Adjourn.



Transportation Forum Walk/Bike/Ride/Drive Community Meeting

Must-Have Metrics:

Get name and email of each individual who comes. Ask them if you can contact them later on this or a related subject.

Ask group if they feel at the end that they better understand the problem, the potential solutions, and their fellow community members' challenges. This can be a brief survey done by email, or in paper as they walk out.

Success Metrics:

- Set Goal for attendance
Over 100 people attended the Walk, Bike, Ride, Drive meeting
- Set Goal for attendance from each constituency
25% from each of the groups, no one form of transportation was overly represented
- Create a meeting environment that encourages cooperation and collaboration
People got to know their neighbors in a different way and worked on solving safety issues in their neighborhoods -- taking all modes of transportation into account



Bimonthly Digital Magazine for SFPUC *"Currents"*

2. Key strategy for outreach:
The SFPUC was in the midst of completing a \$4.6 billion Water Service Improvement Project (WSIP) for the San Francisco Bay Area. They were looking for ways to communicate with San Franciscan residents and other interested parties about all the good things they were doing (including making Hetch Hetchy safe for the next 'Big One'), and to inform them about why water bills would be increasing and how they and they Bay Area would benefit. We recommended translating their print newsletter that goes in each bill into digital Currents, a digital magazine available to anyone who wanted to read it, not just bill payers (San Francisco is 65%+ renters).

Our Approach:

Create a regularly produced digital outreach tool that includes a variety of interactive ways for the target audiences to engage with the sponsoring organization. In addition to "read more" links that take the reader to the organizations website, use visual communication (pictures, slideshows, video, and digital format friendly design), to better explain what the organization is doing and how it affects residents and the city or region.

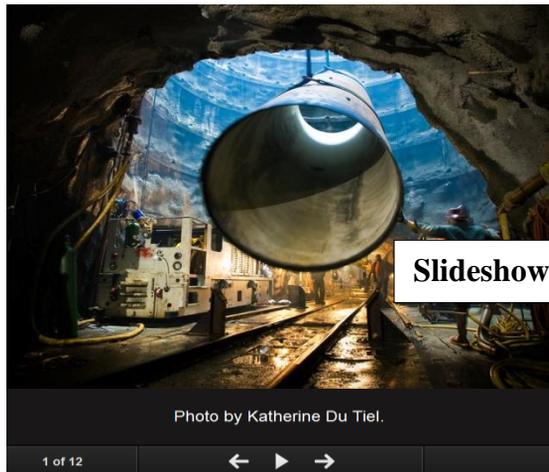
Grow the online audience. In the case of the SFPUC, some email names were collected, but no outreach had been made to collect email names. Each digital magazine included a request to pass along the issue to others and other "asks" for email addresses.

Alert the audience with emails 3X/issue. Use the metrics of past issues to decide what to promote in the next email.



Bimonthly Digital Magazine for SFPUC "Currents"

Samples of Rich Media Engagement



Click *Currents* below for sample Issue



Bimonthly Digital Magazine for SFPUC "Currents"

Success Metrics:

- Evidence that readers actively use the Digital Tool
The rain barrel test: For several years SF Water promoted discounted rain barrels in their print newsletter and never received a single email or telephone call about the offer. When it was placed in digital *Currents*, the telephone calls came in, and emails were immediately sent (immediacy of calls to action) requesting more information about how to obtain it.
- Increase Reach
The audience for digital Currents grew 130% within 3 years.
- The audience actively engages with the digital tool
About 1,000 people responded to the educational quizzes provided within each issue.



Magazine Recycling Kiosk Puerto Rico

3.

Key strategy for Outreach:

Educate internal and external stakeholders with limited English proficiency about a new program **REMAG** that rewards people and communities through recycling in Puerto Rico. Built awareness through infographics, social media (paid and free) and press releases.

Given REMAG's financial resources, we determined that focusing on social media channels and on the design of the communication pieces would be most helpful in reaching **REMAG's** launch goals. We built a Facebook audience in advance of program launch to help build awareness and to help inform local communities of how the program works so they could take action upon launch.



Magazine Recycling Kiosk Puerto Rico

We tested three different Facebook campaigns' to determine best messaging to engage the Puerto Rico audience.

Facebook Sample Ad Campaign: We tested charity logos vs. REMAG logo

Bueno para Puerto Rico



Recicle y premie a entidades sin fines de lucro locales. Denos "Like" en Facebook.

You like REMAG Puerto Rico.

¿Quiere ahorrar dinero?



Recicle y reciba premios al instante. Denos "Like" en Facebook.

You like REMAG Puerto Rico.

Ad Campaign Results:

The local communities responded better to local nonprofits and charities logos with whom they were already familiar. The campaign resulted in an increase of +1600% new "likes" so we could reach this local audience with direct targeted.



Magazine Recycling Kiosk Puerto Rico

Program Education:

Since this is new to market, program education was important to ensure program participation and awareness. We used infographics to help reach this goal. We created English and Spanish infographics that could be shared on social media, on the REMAG website and through social media partners and so that communities have clear instructions so they feel confidence about using the kiosks upon launch.

We developed English and Spanish language infographics that were shared on Facebook, on the REMAG website and through social media partners throughout the launch period. The goal of these communications was to provide communities with clear instructions and to build excitement and anticipation for the impending REMAG recycling kiosk program. and to build excitement and anticipation for the impending REMAG recycling kiosk program.

REMAG: READ, RECYCLE, REDEEM

Our Mission

Promote magazine and catalog recycling by rewarding customers with immediate value through coupons and donations to their favorite charities and school districts.

How REMAG Works

- 1 Bring your recycled magazines or catalogs to the REMAG kiosk at your local retailer.
- 2 Scan and insert the magazine or catalog for recycling.
- 3 Pick the non-profit or school district that receives a monetary reward for each redeemed coupon.
- 4 Select coupons of your choice from various leading brands for immediate use.

Read → Recycle → Redeem

Our participating retailers demonstrate a commitment to help protect the environment by allowing their stores to be a hub for magazine and catalog recycling. Their commitment to the environment, customers, and the magazine industry helps make REMAG possible.

REMAG: READ, RECYCLE, REDEEM

Like us on Facebook

Contact:
615-497-9958
blake@remag.com

Piktochart



Magazine Recycling Kiosk Puerto Rico

Success Metrics:

- Build a network that supports the organization's mission
Successfully launched in three SuperMax stores
- Demonstrate impact of the program
Over 8 tons of paper recycled
- Look for signs of engagement and interest
Over, 62,5000 coupons printed for participating
people within 6 months
- Get the Stakeholders onboard with the organization
mission
The program has been warmly embraced by the
people of Puerto Rico



Magazine Recycling Kiosk Puerto Rico

Launch Video

(click picture or

<http://www.youtube.com/watch?v=aME8vNwViCMideo> to view video



Social Media Partnership

 **Earth911** shared a link.
20 hours ago

Sadly, some areas of the world just don't have access to recycling centers. Take Puerto Rico, where, despite demand, the national recycling is only 11%. See how one grocery store is trying to solve the problem.



How to Boost Puerto Rico's 11% Recycle Rate? Grocer Has Answers -...
earth911.com

Puerto Rican grocery chain SuperMax has teamed up with REMAG to launch a program that rewards consumers with coupons for recycling newspapers,...

Unlike · Comment · Share 20

 You and 98 others like this. Top Comments

Fan Feedback



Fan Feedback

 **Noemi Munoz** I resly love the program! Please come back! In every supermarket!
December 2 at 7:14am via mobile · Like

 **Nydia Eunice Nazario-Miranda** Pongan en Isabela...
November 18 at 4:11am via mobile · Like ·  1

 **Sonia Torres** hay alguna en ponce para reciclar antes que la saquen.
November 18 at 4:21am via mobile · Like

 **Zahir Garcia Negron** Sonia Torres no en Ponce no han puesto pero creo q cuando las vuelvan a poner vsn a expandirse por la isla
November 18 at 4:41am via mobile · Like

 **Mercy D. Carrion Rios** Wish we have Remag in all supermarkets. Is a wonderful tool to promete recycling in PR
November 18 at 7:33am via mobile · Like ·  2

