

Copper Corridor Bio-waste

GOLD: Jacob, Kelsey, Bridgette, Allie, Susie

GREEN: Brady, Anna, Zach, Shelby, Kaela

MAROON: Kelly, Rohan, Sawyer, Amanda, Vivian



Super Group

Marketing

Part 2

Goal:

To reduce the stigma of a biosolids product by informing the general Miami public about a green waste program

- How can we best get this information to potential compost customers in Miami and help reduce the stigma?
- Focused on...
 - Marketing strategies
 - Case studies
 - Likely strategies that would work well for Miami's green waste program

Marketing Strategies

Gold team

Email Newsletters

- Reach people directly with links to information

Social Media outreach (i.e. Facebook Ads)

- Increases overall visibility

Direct Mailing

- Craft to a specific audience
- Some people prefer physical mail

Creating A Brand

- Give your product its unique identity

Form Partnerships with Businesses

- Increase perceived legitimacy with community
- Resources gained from private partners

Provide Information Panels

- Establish trust through transparency
- Educate to eradicate stigma

Consider Community Incentives

- Perspective of community member

Consider Labeling

- How the final product is labeled matters

Case Studies

Maroon team

TACOMA, WASHINGTON

- Developing a Brand: TAGRO (“Tacoma Grow”)
 - Focus on positive branding
 - Recognition from local and national awards
- Initial strategies:
 - Successful: Mailing promotions, directly speaking to potential customers
 - Unsuccessful: Print media, radio
- Partnerships: Community groups
 - Product endorsements from garden clubs (i.e.: Rose Society)



TACOMA, WASHINGTON

- Public Education:
 - WWTP Tours & EnviroShorts
 - Presentations: “Team TAGRO” & EnviroChallenger
 - Product Showcases & Demonstrations:
 - Created a garden at the plant
 - Events: “South Sound Sustainability Expo”, State Fairs




pictured: the Tacoma TAGRO team
[\(source\)](#)

KING COUNTY, WASHINGTON

- Developing a Brand: Loop
 - Naming: “Somewhat edgy”, favored by stakeholders
 - Labeling: Non-competitive compared to partner organizations
- Online Presence: Social media accounts, user-friendly website
- Partnerships: Organizations, local businesses and community groups
 - Research partners with academic institutions
- Public Education: Product demonstrations, presentations, WWTP tours
 - Events: Northwest Flower and Garden Show






King County WTD, a Clean-Water Agency
@kingcountywtd

- Home
- About
- Photos
- Events
- Reviews
- Videos
- Posts
- Notes
- Community
- Create a Page

Like Follow Share ...




King County WTD, a Clean-Water Agency added 3 new photos.
August 10, 2016 · 🌐


How many T. Rex dinosaurs can a Loop® truck carry?

King County Wastewater Treatment Division takes public outreach seriously, but we like to have a little fun working with people- especially little people. We meet people where they're at to tell them how our projects and services support their communities and their values. MicahWeelbarrowGro


On July 30, the Loop® Biosolids Program brought a Loop Truck to the City of Tukwila Safety and Emergency Preparedness Fair Touch-A-Truck held at Westfield Mall. Our biosolids hauling truck joined garbage trucks, fire trucks, school buses, bucket trucks, a Metro bus and many more. Kids lined up for over four hours to sit in the Loop truck cab and honk the horn. Kids learned that Loop trucks have 20 tires and can carry the same tonnage as 3 Tyrannosaurus Rex dinosaurs! Parents and kids scooped samples of GroCo compost made with Loop and learned how the solids from the wastewater treatment process are recycled into a soil amendment



Loop trucks carry as much Loop as **3** T. Rex



Loop truck engines have the power of **505** horses



A Loop truck and trailer is the length of a blue whale

Send Message

Government Organization in Seattle, Washington

3.7 ★★★★★
Always Open


Community See All

👤 Invite your friends to like this Page

👍 588 people like this

📶 596 people follow this

About See All



📍 201 S Jackson St
Seattle, Washington 98104

📄 Get Directions

📞 (206) 477-5371


✉ Send Message

🌐 www.kingcounty.gov/wtd

🏢 Government Organization · Business Service · Professional Service


🕒 Hours
Always Open

✎ Suggest Edits




Fun Facts: Loop® Trucks


Loop® trucks have **20** wheels




Loop trucks carry as much Loop as **3** T. Rex




Loop truck engines have the power of **505** horses




A Loop truck and trailer is the length of a blue whale





www.LoopForYourSoil.com



NORTH BATTLEFORD, CANADA

- Population 14,000 residents
- The City could only afford the Lystek solution
- The Lystek company installed a thermal hydrolysis processing system (decompresses the waste to sterilize and make more biodegradable) in their biosolids management building
- First municipality City in Canada to adopt this system, on a budget.



Likely Strategies For Miami

Green team

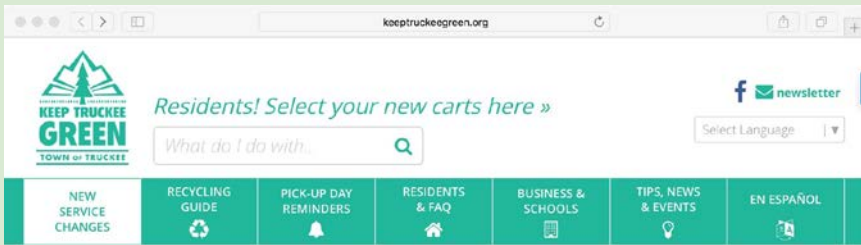
A little background on Miami's demographics:

- 2016 population: 2,153
 - 99% urban, 1% rural
- Median age: 37.0
- 2016 median household income: \$37,866
- Educational attainment: 73.5% high school graduate or above
- Individuals below poverty level: 25.8%

Likely Strategies For Miami

- Creating a logo & theme for the green waste program can get the public behind the program
- Using a combination of marketing techniques will likely be the best route to reach the various audiences within Miami such as:
 - Feature in the local newspaper about the new program & share the written story on its social media platforms to boost visibility
 - Creating a tab on the larger Miami gov web page or CAP website all about the program
 - Sending out a letter/other mailer to residents in the area about the program (i.e. what it is, when it could launch, participation, where they can go to voice comments/concerns/questions)





Cart Selection

The Town of Truckee is offering the option of recycling carts and yard waste carts to all Truckee residents beginning in 2018.

Consistent with our Town's sustainability goals, these services will:

1. Prevent up to three million plastic bags from being landfilled over the next 10 years
2. Eliminate the need for Truckee residents to purchase costly blue recycling and green yard waste bags
3. Prevent recycling contamination and increase the amount of materials that can be recycled

To opt in to this program, please complete the form below.

Please note: only addresses located within the incorporated Truckee town limits are included in the program. The program does not include Placer County or Nevada County unincorporated areas which are located within the following neighborhoods: Camp...



When will I get my cart?

Reside followi...

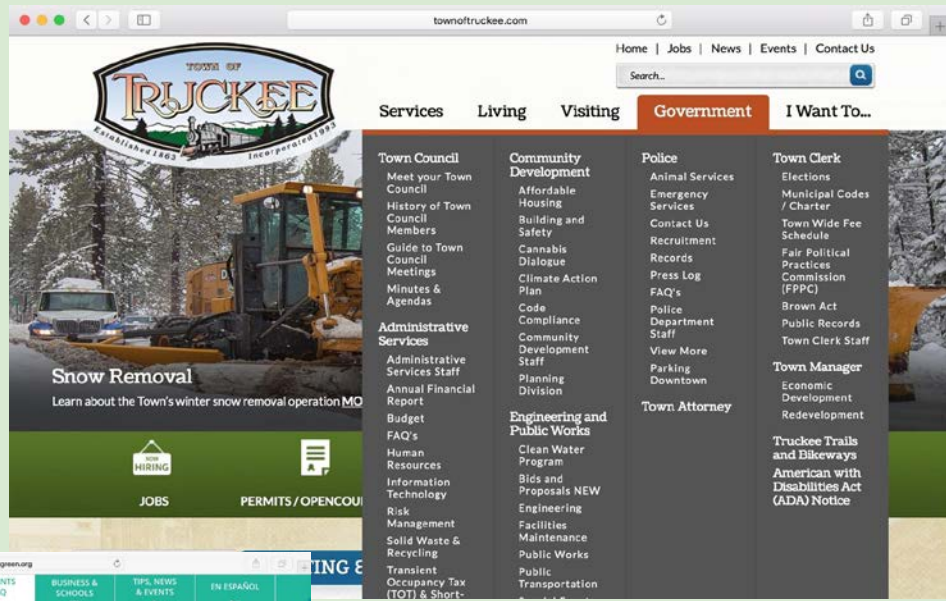


Residents

Residential Service



Get Informed



Likely Strategies For Miami

Direct Mailing

Social Media Outreach

Email News letters

Form Partnerships with Businesses & Community

Provide Information Panels

Consider Community Incentives



Direct Mailing

- Highly targeted
- Highly measurable
- Direct marketing can be highly individualized
 - as many as 55% of people are eager to read their mail according to the U.S. Postal Service.
- Flexible and cost effective
- Enhanced delivery

Social Media Platforms

- According to Hubspot, 84% of marketers found as little as 6 hours of effort per week is enough to generate increased traffic at a relatively cheap cost
- Target specific audience based on aspects like location, age, sex, etc
- Can start off small & improve customer insights
- More opportunities
- Higher conversion rates

E-news letter / Email

- Mobile email accounts for 47% of all emails opened
- Inform current & potential adopters
- Builds credibility while looking professional
- Newsletter need to be responsive for all devices
- Experian Marketing Services said the best time to receive is between 8pm to midnight

Form Partnerships with Businesses & Community

- Investment & support by businesses are essential to gain community approval
- Can be a source of advertising from a trusted source that's part of the community
- Increase approval by providing business incentives such as discounts
- Businesses can be waste facilities, construction companies, & transporters of waste

Provide Information Panels

- Provides outreach opportunities for the community
- Increase involvement
- Effective communication between the vendors & citizens
- Opportunity to physically & visually show the process of e-waste

Q + A