

City of Fort Bragg

Educational Outreach
Contamination and Overages
Residential & Commercial

Residential Outreach

- **Residential Mailer** – A postcard that can be sent to residential service addresses in the city of Fort Bragg.
- **Residential Bill Insert** – A 4-panel, fold in half bill insert that can be insert into city of Fort Bragg utility bills for residential customers
- **Facebook Ad** – An ad we can purchase on Facebook that will be geared towards users Facebook has determined live in the City of Fort Bragg. The ad will feature the following video: <https://youtu.be/SW-4Sv11Nno>
- **Press Release** – We can send this to the Fort Bragg Advocate and any other local publication that you are aware of.


Commercial Outreach

- **Commercial Mailer** – A postcard that can be sent to the commercial service addresses in the city of Fort Bragg.
- **Commercial Bill Insert** – A 4-panel, fold in half bill insert that can be inserted into invoices
- **Facebook Ad** – An ad we can purchase on Facebook that will be geared towards users Facebook has determined live in the City of Fort Bragg. The ad will feature the following video: <https://youtu.be/SW-4Sv11Nno>
- **Press Release** – We can send this to the Fort Bragg Advocate and any other local publication that you are aware of.

OutreachTimeline

- **Early March direct mailer**
 - Commercial and Residential Customers
 - Informational mailer about contamination and overages / will modify existing piece (no Overcharge – but retain message about avoiding)
- **April billing insert**
 - Informational mailer about contamination and overages
 - My Preferences – include information in all communications encouraging customers to update My Preferences so we can email Contamination warnings
- **FB Ads in March & April**
 - Drive customers to webpage for more information to Recycle Right
- **Local Website**
 - Update with program details in march


Example of Facebook Ad



Waste Management
Sponsored

Like Page


Stay Clear of Contamination Charges!




Recycle Right
Contamination = Extra Charges


LEARN HOW TO RECYCLE RIGHT!


Learn More

 20

562 Comments 311 Shares

 Like

 Comment

 Share