



What's your reach?

Monica Boehringer
Refuse and Recycling Coordinator
City of Manassas



The City of Manassas

- Independent City
- Population 41,705
- 5,618 single family homes
- 4,378 townhomes



- 37,254 tons solid waste
- 27,327 tons recycling
- 42.3% rate for 2014
- Up 1.3% from 2013

Rolled out recycling carts to residents (2008) before trash carts (2014).



The City of Manassas



We've been busy!



What did I do before?





The City of Manassas

What are we doing different?



Changing our perspective





Business Planning

*Treat your
Enterprise Program
like a business*

- Engagement
- Innovation
- Culture
- Communication
- Project Management



Business Planning

Using the reports and information we already had – we drafted a Business Plan for Refuse and Recycling.

- Budget
- SWMP
- Recycling Report
- Service Contracts
- Monthly Reports



Outreach

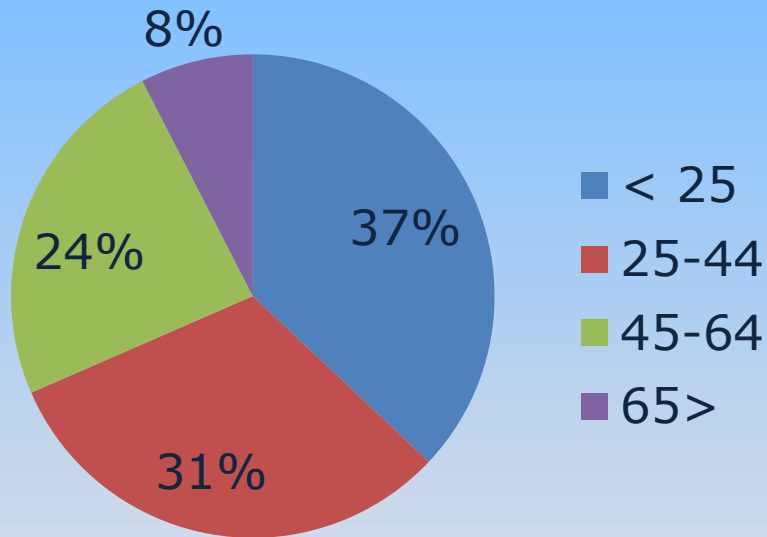
*Spring Clean
your outreach!*

- Goals
- Messages
- Target Audience
- Format/Distribution
- Evaluation



Outreach

Age Range



- Set seasonal goals
- Focus on clear messages
- Develop strategies for different audiences
- Use age appropriate outreach materials
- Encourage peer to peer outreach



Public Relations



- Everything is Public Relations!
- Reputation
- Write your own story
- Be a thought leader
- Work with Comms/PIO Team



Public Relations

While our ability to multi-task has gone up, our attention spans have gone down.

- Who are your Program Ambassadors?
- Consider internal and external customers.
- Every jurisdiction has it's own story to tell.
- How much time do you have with a target group?
- Talk to your Comms and IT teams regularly



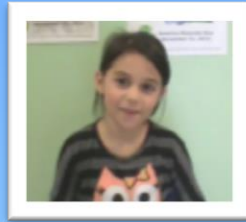
Public Relations



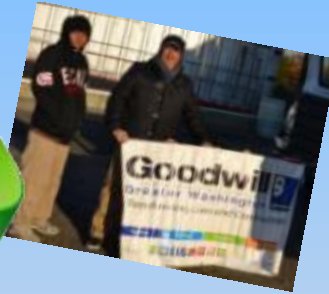
- Average attention span has dropped from 12 seconds to 8 seconds since 2000.
- The attention span of a goldfish is 9 seconds.



Marketing



- Brevity
- Feel good factor
- Relationship building
- Creativity
- Strategic planning



City of Manassas To Host Spring Recyclefest

Osborn High School Robotics Team to debut recycling project at April 4 event



Public Relations

Manassas Trash & Recycling Services

Trash Pickup

Mon	Tue	Wed	Thu	Fri

Agency : American Disposal
Contact : Monica Boehringer
Phone: 703-257-8252
Service Information: Memorial Day, July 4, Labor Day, Christmas Eve, and New Year's Eve: Service as usual. Thanksgiving Day: No service. Service resumes on next scheduled day. Christmas Day & New Year's Day: No service. Makeup Day is Dec 27. Service resumes on Jan 8.

Leaf Collection

Week 1	Week 2	Week 3	Week 4
Oct 20-22	Nov 12-15	Dec 10-13	Jan 7-10

Section Name: Section 8
Contact : Public Works
Phone: 703-257-8378
NOTE: Make leaves to curb the day before leaf collection begins in your area. Leaves will only be collected one time during each scheduled collection period.

Recycling Pickup

Mon	Tue	Wed	Thu	Fri

Agency : American Disposal
Contact : Monica Boehringer
Phone: 703-257-8252
Website

Trash Pickup | Leaf Collection | Recycling Pickup | Yard Waste Pickup | Transfer Station | Public Works



Public Relations

311 GIS SEE A PROBLEM REPORT A PROBLEM
Powered by GEOGRAPHIC TECHNOLOGIES GROUP

mboehringer (Log out / Edit) Heat Map

Filter: All Requests

- MANASSAS, VA POT HOLE / DAMAGED CURB**
Request ID: 2015401-2938
Request Status: Verified
Created on 04/10/2015 - 35 Days ago at 8:57:14 AM
- MANASSAS, VA RECYCLE/TRASH**
Request ID: 2015401-2977
Request Status: Closed
Created on 04/20/2015 - 24 Days ago at 2:18:04 PM
- MANASSAS, VA TRAFFIC SIGNAL MALFUNCTION**
Request ID: 2015501-3073
Request Status: Closed
Created on 05/08/2015 - 6 Days ago at 3:38:21 PM
- MANASSAS, VA WATER / SEWER CONCERNS**
Request ID: 2015501-3101
Request Status: Verified
Created on 05/12/2015 - 2 Days ago at 8:48:14 PM

Last Updated: 10:55 AM



Marketing

Negative messages tend to have an almost involuntary, detrimental reaction in the brain.

- Try to avoid negative messages
- 3:1 ratio of positive messaging.





Marketing



SPRING RECYCLEFEST!
Saturday April 4, 2015

**Drop off your household hazardous waste,
electronic waste and gently used clothing!
Shred your personal documents!**

Come celebrate 45 years of Earth Day!

**Manassas Transfer Station
8305 Quarry Road
Manassas, VA 20110
8am – 12noon**



Competitions * Demonstrations* Information* Freebies
Proof of residency required for entry – no business/commercial waste accepted
www.manassascity.org/trash



- 3 campaigns per year
- Timing is everything
- Positive messaging
- Partner with local groups and orgs
- Be bold – have fun!



Education



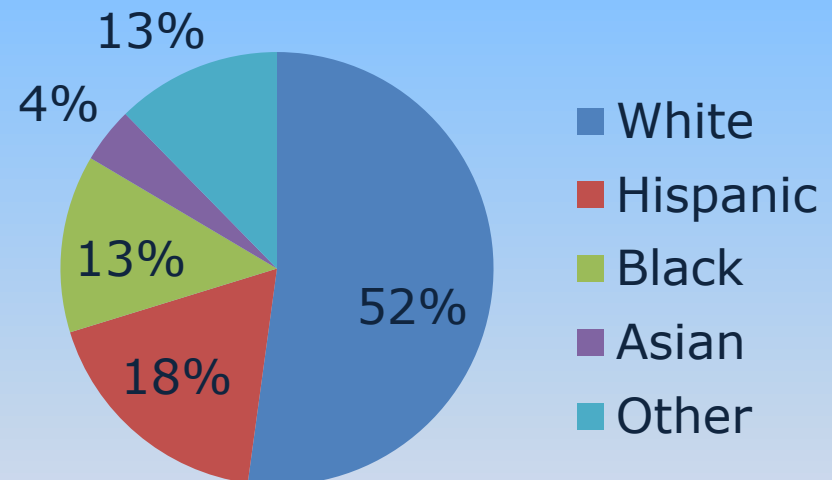
- Work within understanding
- Help solve problems
- Build knowledge
- Be meaningful
- Learn together



Education

The root cause of misunderstandings in relationships stems from the fact that the same words mean different things and sound differently to different people.

Population





Education



The English is clear enough to truck drivers - but the Welsh reads: "I am not in the office at the moment. Send any work to be translated."



Customer Service

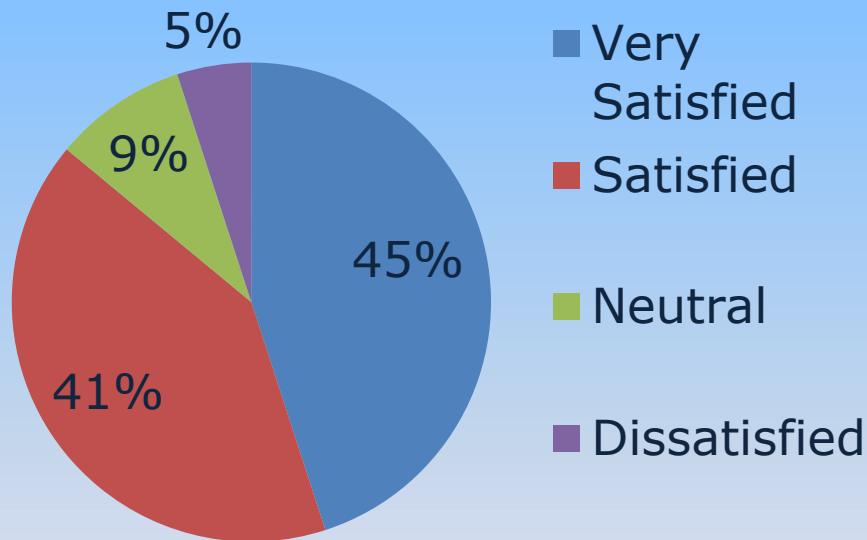


- Front line staff
- Customer satisfaction
- Respect
- Internal communication
- Training



Community

2014 Satisfaction Survey



- Understanding needs
- Time-wasting
- Honesty
- Make a difference
- Brevity

86%



Contact

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