**PLANNING**

- Sit down and educate/plan with City management and elected officials.
- Create a list of talking points for elected officials.

**INFORM**

- Trucks arrive. Start to train.
- Start re-routing work with new collection company to design route.
- Draft education campaign.
- Campaign and press- What to Expect.

**SUPPORT**

- Press to cover delivery.

**OPERATIONS**

- wk1 Decide to move to carts
- wk6 Vote to purchase Carts for whole city
- Provide talking points to elected officials and frontline staff

**EDUCATION**

- Press Release to announce plan and benefits of cart-based recycling
- Establish budget, scope and timeline for education campaign
- Investigate costs and turnaround/contract timing
- Connect with community ambassadors and media alliances
- Draft creative concepts
- Approvals on messaging and language regarding new service
- Draft creative campaign components
- Press/Editorial - Address why carts
- Book speaking engagements to align with cart rollout
- Community event to show cart- Address what to expect
- Press coverage of delivery, kickoff
- Campaign and press- Address how to use cart (accepted, collection, etc)
- Educate for proper participation
- Educate for reducing contamination

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This document is from The Recycling Partnership's Implementation Guide for Single Stream Curbside Cart Recycling, part of a living library of resources.

Visit tools.recyclingpartnership.org

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