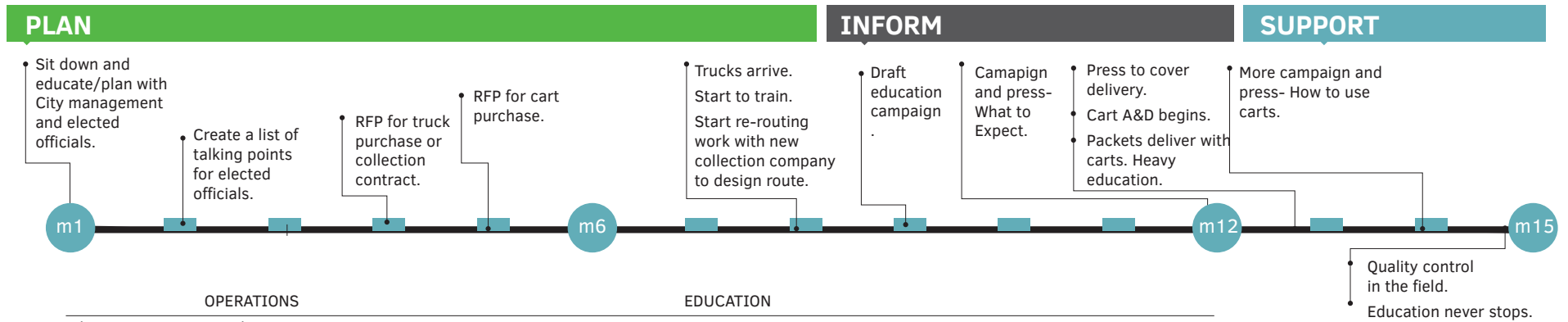


IMPLEMENTING CART-BASED SERVICE: 15-MONTH TIMELINE



	OPERATIONS	EDUCATION
wk1	Decide to move to carts	
wk6	Vote to purchase Carts for whole city Provide talking points to elected officials and frontline staff	Press Release to announce plan and benefits of cart-based recycling
5mos	RFP for Truck Purchase or Collection Contract	Establish budget, scope and timeline for education campaign
8mos	RFP for MRF Processing (if applicable)	Investigate costs and turnaround/contract timing Connect with community ambassadors and media alliances
9mos	RFP for Cart Purchase Outline policy changes to communicate	Draft creative concepts Approvals on messaging and language regarding new service
10mos	Award Cart contract Plan for re-routing	Draft creative campaign components Press/Editorial - Address why carts
11mos	Send Address list to Cart vendor Approve Final Cart Artwork for Cart Vendor	Book speaking engagements to align with cart rollout
1yr	Trucks arrive- Start to Train	Campaign and press - Address what to expect
13mos	Carts Delivered to Staging yard Cart A&D Begins	Community event to show cart- Address what to expect Press coverage of delivery, kickoff
14mos	Collection in Carts at Every Home Begins	Campaign and press- Address how to use cart (accepted, collection, etc)
14-15mos	Quality Control in the Field	Educate for proper participation Educate for reducing contamination

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 5.19.15