



COMMUNITY ENGAGEMENT

PHYSICAL & DIGITAL CAMPAIGNS

SOCIAL MEDIA CAMPAIGNS (x4)

- Run social media campaigns to build awareness, gain signups, promote the ongoing service, and publish results
- *Promoted by all three participating groups*

SCRAP SOILS & COMMUNITY EVENTS

- Promote the service at Scrap Soils standard community engagement events as well as at external community events (with permission)
- Campaigns aimed to create dialogue and obtain signups and partners

PRESS RELEASE & NEWS COVERAGE

- Engage existing connections with local media outlets to boost awareness and press around the initiative, partners, and community

ONGOING SIGN-UP ACCRUAL

- Conduct physical/print campaigns to gain initial and ongoing signups within the Corktown neighborhood
- Donate compost to local organizations to build momentum for the initiative

REAL TIME FEEDBACK

- Conduct surveys to participants as well as have real time conversations with the community to improve the service and customer experience

PUBLISHED RESULTS & NEXT STEPS

- Create clear and actionable documentation of results and next steps including a video recap and published metrics/KPIs that are publicly available/promoted

