

**DUMPSTER SUMMIT TEAMS
Social Marketing Plan Summary:**

COMMERCIAL DUMPSTER LIDS	
<p>Team Members: Laurie Devereaux/Bellevue, Kristina Lowthian/Renton, Bradley Wright/Snohomish County, Cameron Coranado/Lynwood, Leah Uhl/Woodinville, Aaron Hussmann/Kirkland, Susan McCleary/Olympia, Jessie Balbiani/Marysville, Emily Watts/Lacey, Meredith Greer/Tumwater, Kelsey Crane/Thurston County, Skyler Specht/Thurston County</p>	
PURPOSE	Reduce stormwater pollution to surface waters
FOCUS	Dumpster Lids
PRIORITY AUDIENCE	Commercial businesses within the NPDES geographic area not closing lids
BEHAVIOR	Close dumpster lids every time something is put in the dumpster
AUDIENCE INSIGHTS	
BARRIERS	<ul style="list-style-type: none"> • Full so can't close • Used so frequently don't bother closing • Can't reach • Others leave it open • Heavy • Didn't think about it/forget • Easier to leave open
BENEFITS	<ul style="list-style-type: none"> • Reduce pests • Reduce smell • Reduce illegal use • Cleaner look • Keep rain out
MOTIVATORS	<ul style="list-style-type: none"> • Reduce pests • It's against the law • Boss/management • Point out pollution • Reminder to close the lid • Items to make it easier (e.g., stool, hook, handle)
COMPETITION	<ul style="list-style-type: none"> • Not closing the lid <ul style="list-style-type: none"> • Easier • Saves time
INFLUENTIAL OTHERS	<ul style="list-style-type: none"> • Business Owners/Managers • Property Owners/Managers • City Inspectors • Neighbors
POSITIONING	We want businesses to see closing lids on dumpsters every time as a simple way to reduce illegal use, be in compliance, and have pest and odor free dumpster areas that are clean for them and the environment.

INTERVENTION STRATEGIES (4Ps)	
PRODUCT	
<ul style="list-style-type: none"> • Core 	<ul style="list-style-type: none"> • Pest and odor free dumpster areas
<ul style="list-style-type: none"> • Actual 	<ul style="list-style-type: none"> • Permanent Signage and Stickers • Inspector Reports
<ul style="list-style-type: none"> • Augmented 	<ul style="list-style-type: none"> • Step Stools • Tool for Lids • Consulting • Box Cutter
PRICE	
<ul style="list-style-type: none"> • Monetary Incentives 	<ul style="list-style-type: none"> • Free stepstool • Free month for best behavior • Maybe free or discounted lid tool
<ul style="list-style-type: none"> • Monetary Disincentives 	<ul style="list-style-type: none"> • Code enforcement fines/fees • Have to dispose of illegal dumping, fines/fees • Staff having to clean up, or pay someone to do the cleaning, storm drain vactored
<ul style="list-style-type: none"> • Nonmonetary Incentives 	<ul style="list-style-type: none"> • Pledges • Window stickers • Rewards (e.g., chocolate fish) • Recognition of the business
<ul style="list-style-type: none"> • Nonmonetary Disincentives 	<ul style="list-style-type: none"> • Reminder letter for those not following behavior • Photos of unclosed lids
PLACE	
<ul style="list-style-type: none"> • Tangible Goods 	<ul style="list-style-type: none"> • Dumpster locations • At start of campaign site visit • Indoor garbage station • Exit door leading to dumpster • NOTE: Sticker placement may vary depending on site
<ul style="list-style-type: none"> • Services 	<ul style="list-style-type: none"> • By appointment or drop-in during slow business hours on site
PROMOTION	
<ul style="list-style-type: none"> • Messages 	<ul style="list-style-type: none"> • Cleaner, less odors, fewer pests • Worthwhile • Multiple languages
<ul style="list-style-type: none"> • Messengers 	<ul style="list-style-type: none"> • City staff • Business/Property managers
<ul style="list-style-type: none"> • Creative Elements 	<ul style="list-style-type: none"> • “Drop, Cover & Stroll!” • “Close the Lid on Pollution, Pests, Odors”
<ul style="list-style-type: none"> • Media Channels 	<ul style="list-style-type: none"> • On dumpster, at site • Pavement around dumpster • Public recognition (e.g., social media) • Chamber of Commerce
OTHER NOTEWORTHY ELEMENTS	

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MULTIFAMILY LIDS	
Team Members: Tally Greulich/Redmond, Kim Jones/Newcastle, Cory Roche/Lake Forest Park, Anne Dettelbach/Redmond, Zacharia Van Ry/Bellevue, Sarah Norberg/Tacoma	
PURPOSE	Protect water quality in rivers, lakes and streams within the Salish Sea from storm water pollution
FOCUS	Dumpster Lids
PRIORITY AUDIENCE	
	Residents in Multifamily unites who are not closing the lids properly (GEOGRAPHIC AREA HERE)
BEHAVIOR	
	Close your outdoor dumpster lid every time it is used
AUDIENCE INSIGHTS	
BARRIERS	<ul style="list-style-type: none"> • Lid is heavy • Too high to reach • Dirty • Location makes it hard, as it is pushed against a wall
BENEFITS	<ul style="list-style-type: none"> • Keep rates where they are • Keep area free of pests • Keep kids and domesticated animals safe • Kee community looking better • Keep property value higher • Lower management fee • Prevent smells • If I do it, other will
MOTIVATORS	<ul style="list-style-type: none"> • Lid props • Ramp near dumpster • Lighting and cameras near dumpster • Sanitizing station near dumpster • Sign saying where dumpster would pollute to • Rodent relationship with an open lid dumpster • Sign or poster that illustrates open lid dumpster with pests, and human health plus exposure to diseases
COMPETITION	<ul style="list-style-type: none"> • Easier to do nothing • Person lowers it slightly but does not close it • Person likes to keep it flipped over for ease
INFLUENTIAL OTHERS	Maintenance Staff, Neighbors, Family, local Celebs, Utility, Bert the Salmon
POSITIONING	
	We want multi-family residents and property managers to see closing dumpster lids as the easiest, cleanest way to keep their community and environment healthy.

INTERVENTION STRATEGIES (4Ps)			
PRODUCT			
<ul style="list-style-type: none"> • Core 	<ul style="list-style-type: none"> • Keeping family and environment healthy as well as property clean 		
<ul style="list-style-type: none"> • Actual 	<ul style="list-style-type: none"> • Signs • Stickers • Refrigerator magnets 		
<ul style="list-style-type: none"> • Augmented 	<ul style="list-style-type: none"> • Storm drains all marked on property • Hand sanitizer magnets • Stickers for small bin lids • Stickers for residents' waste cans • Considered tools like step stool or lid pull but discussions with Waste Management lead us to believe these additions would not be allowed on dumpsters 		
PRICE			
<ul style="list-style-type: none"> • Monetary Incentives 	<ul style="list-style-type: none"> • Hand sanitizer stocked by property manager 		
<ul style="list-style-type: none"> • Monetary Disincentives 	<ul style="list-style-type: none"> • Fines from property managers and not from City 		
<ul style="list-style-type: none"> • Nonmonetary Incentives 	<ul style="list-style-type: none"> • Recognition in apartment newsletter • Letter of appreciation from city to share with residents • Call out with Envirostar network to call out property • Pledges from residents to close the lid and get car wash coupon • Refrigerator magnets 		
<ul style="list-style-type: none"> • Nonmonetary Disincentives 	<ul style="list-style-type: none"> • "Fix It Ticket" to notify management (enforced by non-pickup) 		
PLACE			
<ul style="list-style-type: none"> • Tangible Goods 	<ul style="list-style-type: none"> • On the enclosure • On the lid of residents' waste cans • On the front of the dumpster 		
<ul style="list-style-type: none"> • Services 			
PROMOTION			
<ul style="list-style-type: none"> • Messages 	<ul style="list-style-type: none"> • Close the lid to keep odors in, and pests out 		
<ul style="list-style-type: none"> • Messengers 	<ul style="list-style-type: none"> • Property Managers • Waste Haulers • Neighbors 		
<ul style="list-style-type: none"> • Creative Elements 	<ul style="list-style-type: none"> • Drop this (lid) to stop this (odors, pests) • Sad dumpster vs. smiling dumpster • Percussion group for a video with the sounds of lids closing • Graphics 		
<ul style="list-style-type: none"> • Media Channels 	<table border="0"> <tr> <td> <ul style="list-style-type: none"> • Parking lot/driveway of property • Dumpster enclosures • Community newsletter • Utility mailer </td> <td> <ul style="list-style-type: none"> • Property newsletter • City social media • Exits of multi-family properties • Postcards & pledges mailed • Magnetic stickers on property maintenance • Mail rooms & other shared spaces </td> </tr> </table>	<ul style="list-style-type: none"> • Parking lot/driveway of property • Dumpster enclosures • Community newsletter • Utility mailer 	<ul style="list-style-type: none"> • Property newsletter • City social media • Exits of multi-family properties • Postcards & pledges mailed • Magnetic stickers on property maintenance • Mail rooms & other shared spaces
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OTHER NOTEWORTHY ELEMENTS			

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LEAKS 1: Commercial Businesses & Restaurants	
Team Members: Brian Wirt/Mukilteo, Ben Stryker/Des Moines, Page Morris/Burien, Lisa Werre/Sammamish, Kim Pledger/Kitsap, Christie Lovelace/Shoreline	
PURPOSE	Reduce stormwater runoff pollution to local water bodies
FOCUS	Addressing leaking dumpsters after an issue is identified
PRIORITY AUDIENCE	Commercial Business & Restaurants with shared dumpster locations
BEHAVIOR	Call the waste hauler and report the leaking dumpster
BARRIERS	<ul style="list-style-type: none"> • Lack of awareness of who to contact for the leak • Ability to detect leak • Fear of getting trouble • Unaware of harm or potential impact • Perceived cost barrier • Complacency
BENEFITS	<ul style="list-style-type: none"> • Curb appeal • Future cost savings • Pride of ownership • Increased business • Increased morale for staff
MOTIVATORS	<ul style="list-style-type: none"> • Prompt reminder on dumpster • Recognition
COMPETITION	<ul style="list-style-type: none"> • Complacency • Habit • Call city instead of hauler
INFLUENTIAL OTHERS	<ul style="list-style-type: none"> • Other local businesses • City of Burien
POSITIONING	We want Commercial Properties with shared dumpsters to see the value of reporting leaking dumpsters as easy, free, and better for both business and our environment

INTERVENTION STRATEGIES (4Ps)			
PRODUCT			
<ul style="list-style-type: none"> • Core 	<ul style="list-style-type: none"> • Cleanliness for staff and customers. • Reducing the “ewwww” factor 		
<ul style="list-style-type: none"> • Actual 	<ul style="list-style-type: none"> • Service: Fixed Dumpster 		
<ul style="list-style-type: none"> • Augmented 	<p>Specific Information</p> <ul style="list-style-type: none"> • Poster/sticker to provide awareness and contact info • On site visits to show how to identify leaks 		
PRICE			
<ul style="list-style-type: none"> • Monetary Incentives 	<ul style="list-style-type: none"> • Free New Dumpster 		
<ul style="list-style-type: none"> • Monetary Disincentives 	<ul style="list-style-type: none"> • Business reduced 		
<ul style="list-style-type: none"> • Nonmonetary Incentives 	<ul style="list-style-type: none"> • Business recognition: window cling, website, local news outlets, link with Envirostars gets publicized 		
<ul style="list-style-type: none"> • Nonmonetary Disincentives 	<ul style="list-style-type: none"> • “Ooops” tag – “You have a leak. Call the hauler” 		
PLACE			
<ul style="list-style-type: none"> • Tangible Goods 	<ul style="list-style-type: none"> • Sticker/Poster with hauler, phone number to call at eye level for phone number possibly pointing to direction to look for leak • Magnet with message 		
<ul style="list-style-type: none"> • Services 	<ul style="list-style-type: none"> • Receive the dumpster after call – within a week or so • Haulers-education team, property owner, management staff 		
PROMOTION			
<ul style="list-style-type: none"> • Messages 	<ul style="list-style-type: none"> • Not leak is too small to make the call • Report dumpster leaks as soon as you see them • Easy, free, dumpster replacement – better for both your business and our environment 		
<ul style="list-style-type: none"> • Messengers 	<ul style="list-style-type: none"> • Waste Hauler • City-County Inspection comments 		
<ul style="list-style-type: none"> • Creative Elements 	<ul style="list-style-type: none"> • Logo/Actor – Mascot- Dipsy Dumpster • Cobrand with PSSH • Visuals: Arrows directing to look • Short video on how to inspect for leaks 		
<ul style="list-style-type: none"> • Media Channels 	<table border="0"> <tr> <td> <ul style="list-style-type: none"> • On the dumpster • In/On the dumpster enclosure • Stencil on ground/enclosure </td> <td> <ul style="list-style-type: none"> • Inspectors: in person, letters • City Website • Social media/Newsletters </td> </tr> </table>	<ul style="list-style-type: none"> • On the dumpster • In/On the dumpster enclosure • Stencil on ground/enclosure 	<ul style="list-style-type: none"> • Inspectors: in person, letters • City Website • Social media/Newsletters
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OTHER NOTEWORTHY ELEMENTS			

**DUMPSTER SUMMIT TEAMS
Social Marketing Plan Summary:**

LEAKS 2: Private Business Locations	
Team Members: Laura Haren/Kent, Meara Heubach/Kent, Megan Darrow/Monroe, Diana Halar/Lakewood, Robert Bernhard/King County, Thania Barrios/Bellevue	
PURPOSE	Reduce or eliminate pollutant discharges to the storm drainage system
FOCUS	Leaking dumpsters at private business locations
PRIORITY AUDIENCE	
PRIORITY AUDIENCE	Both business staff and maintenance managers, since they will be the ones taking the appropriate actions and using BMPs to reduce or eliminate illicit discharges to the storm drainage system
BEHAVIOR	
BEHAVIOR	Report leaking dumpsters
AUDIENCE INSIGHTS	
BARRIERS	<ul style="list-style-type: none"> • Lack of knowledge of hauler services providing dumpster replacement • Perceived costs/cost concerns • Time to take to report it • Not knowing who to call to report • Not knowing who is responsible to report the leaking dumpster • Language barriers • Don't know/care/understand about impact
BENEFITS	<ul style="list-style-type: none"> • Cleaner work environment • Reduce attraction of rodents • Stay in compliance • Safe work environment • Avoid interruption to service • Environmental stewardship
MOTIVATORS	<ul style="list-style-type: none"> • If replacement service is free • Dumpster sticker gives all info for reporting • Offer education/outreach materials • Award/acknowledge good BMP behaviors • Provide different ways to report the leaking dumpster: call, online, etc.
COMPETITION	<ul style="list-style-type: none"> • Washing area/hosing down into drain system • Wash using drain filter • No action • Use spill absorbents then sweep
INFLUENTIAL OTHERS	<ul style="list-style-type: none"> • Property owners/business owners • Jurisdiction/enforcement authorities • Customers/clients • Health department ratings • Social media reviews
POSITIONING	
POSITIONING	We want business staff and property managers to see reporting a leaking dumpster as a free and easy way to protect water quality and wildlife habitats while having a clean, odor and pest free outside area that reflects on the overall cleanliness of the facility

INTERVENTION STRATEGIES (4Ps)	
PRODUCT	
<ul style="list-style-type: none"> • Core • Actual • Augmented 	<ul style="list-style-type: none"> • Clean, odor-free and pest-free environment, leak-free dumpster • Regional-use dumpster sticker with high visibility • Educational materials (e.g., handouts, website, etc.)
PRICE	
<ul style="list-style-type: none"> • Monetary Incentives • Monetary Disincentives • Nonmonetary Incentives • Nonmonetary Disincentives 	<ul style="list-style-type: none"> • Save money on cleanup efforts • Free for new dumpster • Pay to clean drainage system • Loss of business due to perceived uncleanliness of facility • Time loss dealing with compliance issues • Golden dumpster award/recognition • Recognition in calendar, website, or other outreach platform • Campaign message inferring that a dirty outside area may equal a dirty inside area, overall bad cleaning habits • Follow up city inspections due to non-compliance
PLACE	
<ul style="list-style-type: none"> • Tangible Goods • Services 	<ul style="list-style-type: none"> • Hauler provides • City staff install • During site visit
PROMOTION	
<ul style="list-style-type: none"> • Messages • Messengers • Creative Elements • Media Channels 	<ul style="list-style-type: none"> • Free & easy • Outside reflects on inside • Protect our environment • Jurisdiction and hauler • Take a peek, stop a leak • Stop the reek, report the leak • Sticker with reporting information • If the dumpster is leakin it is going to start reekin • On the dumpster • Jurisdiction website • Hauler website • Education and outreach materials • Bill inserts • With inspection reports
OTHER NOTEWORTHY ELEMENTS	