


COMMUNICATION TIMELINE

Solid Waste Messaging During COVID-19
City Services Return to Business As Usual on May 4
 May 1, 2020

Date: 4/27/20	Tool: City Manager Action – Approved Plan to Return to Full Solid Waste Staffing Levels (and to Resume Yard Waste, Bulk Collection & Recycling Pre-Sorting Services)	
	Title/text: Approval of Return-to-Work Plan	
	Messages:	n/a
	Audience:	SET & Solid Waste Mgmt
	Purpose:	Resume all solid waste services as of 5/4/20
	Analytics/Impressions:	n/a
	Complaints:	n/a

Date: 4/28/20	Tool: Press Release	
	Title/text: “Clearwater Resumes Solid Waste & Recycling Services Starting May 4”	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	200+ Media Alert outlets/reporters
	Purpose:	Media coverage requests
	Analytics/Impressions:	n/a
	Complaints:	n/a

Date: 4/28/20	Tool: COVID-19 Website, “Solid Waste & Recycling Changes” Section	
	Title/text: “Clearwater Resumes Solid Waste & Recycling Services Starting May 4”	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Website users to myclearwater.com/covid19
	Purpose:	Communicate service changes
	Analytics/Impressions:	 COVID Web Hits.xlsx
	Complaints:	n/a

Date: 4/28/20	Tool: Website, Solid Waste Department Pages (Homepage , SW Services , & Recycling pages)	
	Title/text: “Clearwater Resumes Solid Waste & Recycling Services Starting May 4”	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m.

		<ul style="list-style-type: none"> • Department is returning to full staffing levels.
	Audience:	Web users to Solid Waste pages
	Purpose:	Communicate service changes
	Analytics/Impressions:	<ul style="list-style-type: none"> • Solid Waste Homepage: 678 • Solid Waste Services page: 81 • Recycling page: 143
	Complaints:	n/a

Date: 4/28/20	Tool: Facebook Post & Graphic	
	Title/text: Starting May 4, yard waste and bulk item collections will resume to service levels before COVID-19 affected city service. Blue-barrel recycling will no longer be rerouted to the Pinellas County Waste-to-Energy Plant. The Solid Waste Department will be fully staffed to collect and transport recycling for processing. Place only approved recyclable material in blue barrels for collection.	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor.
	Audience:	Facebook (18,919 fans to city page)
	Purpose:	Communicate service changes
	Analytics/Impressions:	34,043 reach, 2,790 engagements, 217 comments, 239 shares
	Complaints:	40 (manywere from the same people)

Date: 4/28/20	Tool: Instagram, Post & Graphic	
	Title/text: Starting May 4, yard waste and bulk item collections will resume to service levels before COVID-19 affected city service. Blue-barrel recycling will no longer be rerouted to the Pinellas County Waste-to-Energy Plant. The Solid Waste Department will be fully staffed to collect and transport recycling for processing. Place only approved recyclable material in blue barrels for collection.	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor.
	Audience:	Instagram users (5,902 city followers)
	Purpose:	Communicate service changes
	Analytics/Impressions:	38 likes, 3 comments
	Complaints:	0

Date: 3/28/20	Tool: Nextdoor, Emergency Alert & Graphic	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Residents; 25,948 members who live in Clw neighborhoods
	Purpose:	Communicate service changes
	Analytics/Impressions:	5,035 impressions; 70 thank you; 4 love
	Complaints:	8
	Note:	An emergency alert notifies Nextdoor users through text/SMS notifications.

Date: 4/2/20	Tool: Twitter Post	
	Title/text: Starting May 4, yard waste & bulk collections will resume to pre-COVID19 service levels. The Solid Waste Dept will be fully staffed to collect yard waste & transport recycling for processing: http://myclearwater.com/covid19.	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Department is returning to full staffing levels.
	Audience:	Twitter fans (19.7K followers)
	Purpose:	Communicate service changes
	Analytics/Impressions:	2,310 impressions, 76 engagements
	Complaints:	0

Date: 4/28/20	Tool: Message Printed on City Utility Bills of Solid Waste Customers	
	Title/text: Starting May 4, solid waste and recycling services will resume to service levels prior to the COVID-19 pandemic. Yard waste and bulk items will be picked up, and recyclables will be transported to the city's recycling processor. Please be patient as our crews catch up to clearing all yard waste. Please place only approved recyclable materials in blue barrels for collection. Visit myclearwater.com/recycling for info on what is recyclable, and go to myclearwater.com/covid19 for solid waste service updates.	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	~27K Solid Waste customers
	Purpose:	Communicate service changes
	Analytics/Impressions:	n/a
	Complaints:	n/a

Date: 4/28/20	Tool: Website, "News & Info" News Item	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Website users to myclearwater.com and click on "News & Info"
	Purpose:	Communicate service changes
	Analytics/Impressions:	Unknown
	Complaints:	n/a

Date: 4/28/20	Tool: List Serve/Email Blast	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Residents who sign up for e-notifications
	Purpose:	Communicate service changes
	Analytics/Impressions:	9,305 sent to all categories; 21.85% opened
	Complaints:	n/a

Date: 4/28/20	Tool: Online Calendar of Events	
	Title/text: " CLEARWATER RESUMES SOLID WASTE & RECYCLING SERVICES " (May 4)	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4.
	Audience:	Residents who visit the city's online calendar of events
	Purpose:	Communicate service changes
	Analytics/Impressions:	n/a
	Complaints:	n/a

Date: 4/28/20	Tool: Publicity, Clearwater Patch Article	
	Title/text: " Clearwater Solid Waste & Recycling Services Resume on May 4 "	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Clearwater Patch users
	Purpose:	Media coverage
	Analytics/Impressions:	Unknown
	Complaints:	n/a

Date: 4/29/20	Tool: Neighborhood Newsletter, sent by Juliahna Green	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	HOA Presidents & contacts; J. Green's contact list
	Purpose:	Update HOA leadership members & residents
	Analytics/Impressions:	215 contacts (approx.)
	Complaints:	n/a

Date: 4/29/20	Tool: Clearwater Neighborhood Coalition Update	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	CNC members
	Purpose:	Communicate service changes
	Analytics/Impressions:	n/a
	Complaints:	Unknown

Date: 5/1/20	Tool: Autodialer Message by Voice/phone, Text, and Web Notifications	
	Title/text: "Clearwater Resumes Solid Waste & Recycling Services Starting May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	27K solid waste/recycling customers
	Purpose:	Communicate service changes
	Analytics/Impressions:	Not available yet
	Complaints:	n/a

Date: 5/1/20	Tool: Publicity, Island Estates HOA Newsletter Article	
	Title/text: "Clearwater Solid Waste & Recycling Services Resume on May 4"	
	Messages:	<ul style="list-style-type: none"> • City resumes all city solid waste services including yard waste and recycling services effective May 4. • Yard waste will be picked up starting May 4. • Please be patient as crews catch up on yard waste routes. • Recycling is no longer being rerouted to the Pinellas County waste-to-energy plant and instead will be taken to recycling processor. • Recycle properly; Simplify to 5. • Set black and blue barrels at the curb before 7 a.m. • Department is returning to full staffing levels.
	Audience:	Residents in Island Estates
	Purpose:	Neighborhood communications
	Analytics/Impressions:	Unknown
	Complaints:	n/a