



# Dumpster Summit 2020

## A Collaborative Social Marketing Workshop

**The Dumpster Outreach Group started in early 2020 as a Workgroup within STORM (STormwater Outreach for Regional Municipalities) with the shared goals to:**

- Comply with NPDES Permit Social Marketing requirement,
- Prevent stormwater pollution from occurring around commercial and multifamily dumpsters,
- Address common issues around dumpsters found during Private Drainage and Local Source Control Inspections, and
- Begin creating regionally consistent campaign outreach materials for commercial and multifamily customers to address common regional issues.

### Dumpster Summit Details

**The Dumpster Summit was a social marketing campaign planning workshop held over Zoom for 4 half-days.** The Dumpster Summit included 30 participants from 25 different jurisdictions in Puget Sound. Attendees agreed to attend all four collaborative workshop sessions, committed to doing audience research as identified in the summit, and most planned to use the campaign as their social marketing permit requirement.

Each session, partners were guided by local Social Marketing expert, Nancy Lee, through the 10 steps to creating a social marketing campaign. The group was divided into 5 teams for break-out sessions. Each team created an individual social marketing plan during the Dumpster Summit.

- Two groups focused on commercial audience closing dumpster lids
- One group focused on multi-family audience closing dumpster lids
- Two groups focused on commercial audience reporting leaking dumpsters

The two teams working on encouraging commercial properties to close lids on dumpsters combined during the last half of the Dumpster Summit.

### Results

Four Social Marketing Plans were developed. The plan to target the commercial audience to close the lids on their dumpster(s) was chosen by the majority to be the focus of a shared regional Social Marketing Campaign.

Many more jurisdictions plan to join in the effort for the chosen campaign. The remaining plans will be held onto for future development. The interest level in participating in the other plans was high but willingness to lead was low. The survey data collected is a valuable resource for outreach and education development.

### **Dumpster Summit Numbers**

- **4** half-days (**14** hours)
  - September 14, 8:30 – 12:00
  - September 15, 9:00 – 12:00
  - October 27, 8:30 – 12:30
  - October 29, 8:30 – 12:00
- **30** Partners
- **25** Jurisdictions
- Over **400** cumulative hours of learning and creating during the Dumpster Summit.
- Over **250** hours spent collecting surveys and meeting with teams outside of the Dumpster Summit.
- **68** Commercial audience surveys
- **147** Multi-family audience surveys

## Dumpster Summit Logistics

The City of Bellevue hired social marketing expert Nancy Lee to facilitate the Dumpster Summit. However, this was a collaborative effort with the active participation of partners during and outside of the workshop.

- The initial **Dumpster Summit Planning Team** included Laurie Devereaux (Bellevue), Tally Young (Redmond), Susan McCleary (Olympia), Laura Haren (Kent), Lisa Werre (Sammamish), and Kim Jones (Newcastle). The planning team served in all the planning efforts including scheduling, logistics, and communications.
- **New Planning Team** members joined just before and during the event offering special assistance. Cameron Coronado (Lynnwood) managed the event via Zoom. Aaron Hussmann (Kirkland) and Zachariah Van Ry (Bellevue) created survey monkey tools and managed data for the commercial and multifamily audience research surveys.
- **Team Leads** were partners who helped lead each break-out group during the Dumpster Summit and coordinate other efforts as needed outside of the Dumpster Summit workshop sessions. Laurie Devereaux, Laura Haren, Susan McCleary, Lisa Werre, and Tally Young served as Team Leads.

**Dumpster Summit Partners** were jurisdictions who are part of STORM (STormwater Outreach for Regional Municipalities). Participants were invited to participate at a regional meeting and by word of mouth. Participant number was originally set by the small room size but stayed small when we went virtual as we charted new territory with an online workshop.

Participants were surveyed before the Dumpster Summit to create 5 break-out teams. Teams were formed based on:

- Topic of interest (Lids, Leaking, Bulky Waste, Recycled Cooking Oil Collection, and Trash Compactors)
- Audience (Multifamily, Commercial, Residential, Hauler, Property Managers)
- Other preferences (topic, willingness to lead break-out team, work with neighboring jurisdictions, experience with social marketing, experience working with commercial audience, experience with solid waste)

Each Partner was asked to conduct at least 2 Audience Research Surveys in their jurisdiction after the first half of the Dumpster Summit.

- The Commercial Audience Teams identified businesses with open dumpsters and conducted surveys mostly by phone.
- The Multifamily team sent the survey to residents via a Survey Monkey tool sent out by property managers of properties identified as having observed open dumpster lids.



### **What worked**

- Workshop format, not a training. Participants were asked to participate 100% and commit to
  - attending all 4 sessions
  - completing intercept surveys & report
- Zoom – having point person to manage the calls and break-out groups
- Schedule – 4 half-days, not more than 4 hours in one day.
- Sharing tasks – partners to manage data, schedule meetings, and lead teams
- Break out teams
  - Carefully sorted
  - Each with leader
  - Each with mixed expertise
- Planning Team – advisory group before, during, and after event
- Survey Monkey – for planning as well as a data collection tool for audience research

### **Considerations for future large collaborative efforts**

- The size of group felt right for participation
- Consider a Memorandum of Understanding for participating jurisdictions, especially depending on level of commitment
- The group missed the energy of being together in-person and side conversations. While the Zoom platform worked remarkably well, having some in-person option for at least part of the project would be ideal.
- Consider Intercept Survey Practice – There were varying levels of comfort and confidence in performing surveys.

### **Dumpster Summit Partners by Jurisdiction**

City of Bellevue	Laurie Devereaux	City of Newcastle	Kim Jones
City of Bellevue	Zachariah Van Ry	City of Olympia	Susan McCleary
City of Bellevue	Thania Barrios	City of Redmond	Tally Young
City of Burien	Paige Morris	City of Redmond	Anne Dettelbach
City of Des Moines	Ben Stryker	City of Renton	Kristina Lowthian
City of Kent	Laura Haren	City of Sammamish	Lisa Were
City of Kent	Meara Heubach	City of Shoreline	Christie Lovelace
City of Kirkland	Aaron Hussmann	City of Tacoma	Sarah Norberg
City of Lacey	Emily Watts	City of Tumwater	Meredith Greer
City of Lake Forest Park	Cory Roche	City of Woodinville	Leah Uhl
City of Lakewood	Diana Halar	King County	Robert Bernhard
City of Lynnwood	Cameron Coronado	Kitsap County	Kim Pledger
City of Marysville	Jessie Balbiani	Snohomish County	Bradley Wright
City of Monroe	Megan Darrow	Thurston County	Kelsey Crane
City of Mukilteo	Brian Wirt	Thurston County	Skyler Specht