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**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 dumpsters,
* Address common issues around dumpsters found during Private Drainage and Local Source Control Inspections, and
* Begin creating umbrella campaign of outreach material for commercial customers to address common regional issues.

**Dumpster Summit Details**

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

Each day, 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 to create individual social marketing plans during the Dumpster Summit.

**Dumpster Summit Numbers**

* **4** 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
* 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 dumpster was chosen by the majority to be the focus of a shared regional Social Marketing Campaign.

**Dumpster Summit Logistics**

The City of Bellevue hired 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 Were (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 (Lynwood) managed the event via Zoom. Aaron Hussmann (Kirkland) and Zachariah Van Ry (Bellevue) created survey monkey tools and managed data presentation 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. Laurie Devereaux, Laura Haren, Susan McCleary, Lisa Were, and Tally Young served as Team Leads.

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, and Trash Compactors)
* Audience (Multi-Family, 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 Multi-Family team send the survey to residents via a Survey Monkey tool send out by property managers of properties identified as having observed open dumpster lids.

**What worked**

* Workshop, not a training. Participants were asked to participate 100%. Commit to
  + Attend all 4 sessions
  + Do 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

**Consider 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 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.

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

**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.

**Moving Forward**

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. They survey data collected is a valuable resource for outreach and education development.

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