

INTEROFFICE MEMORANDUM

Metropolitan Water Reclamation District of Greater Chicago

DEPARTMENT: GA – Office of Public Affairs DATE: March 9, 2020

To: John Murray, Director of Maintenance and Operations

From: Allison Fore, Public & Intergovernmental Affairs Officer *Afore*

Subject: Environmental Management System (EMS) for Biosolids 2020 Goals and Objectives -
(Element 5)

Public Affairs Biosolids EMS Goals and Objectives for 2020 - Element 5

Goal - Identify potential customers

The Office of Public Affairs has developed specific, measurable, achievable, relevant and time bound (SMART) goals for each tool we use to identify potential customers. Below are the updated Office of Public Affairs Goals and Objectives:

1. **Community Outreach** – The goal is to conduct outreach at 25 events per quarter and 100 events per year to reach 40,000 people annually.
2. **Educational Visits** – The goal is to conduct 25 educational visits per quarter and 100 visits per year to educate 5,000 students and adults annually.
3. **Tours** – The goal is to conduct 25 tours per quarter and 100 tours per year to reach 5,000 individuals annually.
4. **Marketing** – The goal is to review and contribute updates to the team marketing plan quarterly.
5. **Website** – The goal is to review and update the website quarterly.
6. **Press Releases/Social Media** – The goal is to release 1 press release per quarter and 4 press releases per year that pertains to biosolids and compost and post on the MWRD website and on social media.
7. **Media/Social Media Coverage** – The goal is to have 1 positive story per quarter and 4 per year in the media.
8. **Events** – The goal is to host 1 event per quarter and 4 events per year that highlight biosolids/compost:
 - First quarter – iLandscape Show in conjunction with the District's Monitoring and Research (M&R) Department, Chicago, IL
 - Second quarter – Water Reclamation Plant Open Houses throughout Chicagoland, including Chicago, Cicero, Des Plaines, Hanover Park, Schaumburg or Skokie
 - Third Quarter – Fulton County Field Day, Fulton County
 - Fourth Quarter – Sustainability Summit, Cicero, IL
9. **Talking Points/Key Messages** – The goal is to update the talking points/key message sheet quarterly.
10. **Video** – The goal is to record 4 short videos per year for posting on social media.

How progress is tracked

Members of the Office of Public Affairs are responsible for timely contributions to a master database. Information is added to the database on a weekly basis. Specific assignments and responsibilities include:

- Senior Administrative Specialist Jennifer Burns facilitates all tours and tracks tour data.
- Secretary to Officer Kathleen Ecklund ensures community outreach events are staffed and tracks community outreach data.
- Public Affairs Specialist Rebecca Wooley schedules and tracks educational visits and presentations.

- Senior Public Affairs Specialist Shelia Porter tracks positive media coverage.
- Allison Fore tracks website updates, press releases/social media, events, and video needs.
- Public Affairs Specialist Pat Thomas tracks and manages talking points/key messages.
- Public Affairs Specialist Justin Brown tracks marketing tools and works closely with the M&R Department on labels and other collateral materials used to market the biosolids and compost.
- Public Affairs Specialist Dan Wendt produces and tracks photo and videography needs.

Action Plan

Goals will be met by monitoring the tools on a daily basis and planning ahead to prepare for activities and events. Public Affairs holds regular staff meetings and one discussion item is the marketing of biosolids/compost. Public Affairs also participates in regular meetings facilitated by M&R.

| <i>Action Item</i> | <i>Staff accountable</i> | <i>Timing</i> | <i>Notes/other</i> |
|---|--|---------------|---|
| <i>Staff iLandscape Show 2020</i> | Shelia Porter | January 2020 | Guanglong Tian is the contact. The event is scheduled for January 29 – January 31, 2020 https://tradeshows.com/ilandscape |
| <i>Review and update Talking Points</i> | Pat Thomas | Quarterly | Pat to talk with Allison for direction on timing for updates |
| <i>Outline and draft plan and scripts for videos; prepare production schedule</i> | Allison Fore | Quarterly | Allison will work independently on short recordings utilizing cellular technology and simultaneously with Justin and Dan to refine the script, identify staff and schedule and begin production of both scripted and non-scripted videos. |
| <i>Identify and pitch good news stories to media</i> | Allison Fore | ongoing | Will work with M&O and M&R to identify potential stories; compost deliveries and progress updates make for compelling stories. |
| <i>Maintain biosolids literature, marketing materials</i> | Justin Brown Allison Fore Jorge Mihalopoulos Guanglong Tian | ongoing | Justin and Allison will work with Jorge Mihalopoulos from the Law Dept. and Guanglong Tian from M&R regarding any updates to the marketing plan for biosolids and compost. |
| <i>Update web content</i> | Allison Fore | ongoing | Updates are made as changes in program, policies or events are made. |

Funds/Resources required to achieve the goals

The Office of Public Affairs budgets for events and promotional items a year in advance.

cc: Ahmad Laban