

## **Public Affairs Biosolids EMS Goals and Objectives for 2013-2017**

### **Goal - Identify potential customers**

#### Objective

Increase the use of biosolids within the 125 community service area of the District by 10 users in each of the next 5 years.

#### Description

Promote the MWRD biosolids program. Develop a better understanding of user experiences and communicate success stories. Enhance print and electronic promotional materials. Continue working with M&R and M&O to delineate new target audiences for outreach efforts.

#### Affect to Production

By identifying potential customers, the District can adjust Class A production to meet the needs of the industry.

#### Relevant EMS Outcomes

Enhanced marketing and outreach, enhanced public awareness and understanding  
Improved relationships with interested parties, environmental performance

Improved relations with interested parties, environmental performance, quality management practices

#### Action Plan

Identify the number of communities within the District's service area which have received biosolids in the past. Track the number of new communities which receive biosolids each year. Track the number of target audiences reached and number of outreach events. Continue monitoring and improving the electronic user survey and incorporating the data received in planning.

Post biosolids content on MWRD's internal and external websites, social media outlets and distribute brochures at community meetings. Attend community meetings to speak and present audio/video materials and coordinate appearances of expert MWRD biosolids staff such meetings. Promote and support the Annual Biosolids Field Day event; host press conferences, shoot photos, create press releases and produce audio and video podcasts featuring biosolids staff (from Stickney, to LASMA, to CALSMA, soil scientists, engineering techs, laborers and engineers) discussing various aspects of biosolids production and application. Conduct interviews with biosolids users throughout the region, record users via endorsements, statements and letters regarding how they use biosolids, how long have they used biosolids, what are the benefits they have seen, their interactions with the MWRD and what recommendations they might have for the MWRD or other users. Update talking points and fact sheets.

**Public Affairs Biosolids EMS Goals and Objectives for 2013-2017 (cont.)**

Tracking Progress

Chart the following in quarterly reports: number of brochures printed and distributed, online posts/press releases, media hits on blogs, e-newsletters, newspapers, magazines, television and radio, users surveyed and endorsements received and the number of photo shoot dates and interviews.

Proposed list by April 30, 2013

Responsible persons

Allison Fore, Public Affairs Specialist

Funds/Resources

N/A

Target Dates

Annually -December 31, 2017

Responsible persons

Dan Wendt, Assistant Public Affairs Specialist  
Allison Fore, Public Affairs Specialist  
Jennifer Burns, Principal Office Support Specialist

Funds/Resources

Funds budgeted for 2013

Target Dates

December 31, 2017