



Leaf Collection Engagement Campaign

June 18, 2024

Goals

- Raise awareness of the 2024 Fall Leaf Collection Program
- Broadcast changes to Fall Leaf Collection
 - New program gives you choices
- Activate volunteer base to help implement program
- Promote resources, including via events and activations

Campaign Tone

Informative

Educational

Interactive

Neighborhoodly

Collateral

- Frequently Asked Questions
 - Original version published May 31
- News story in July/August OP/FYI
 - Delivered to every household in the Village
- Dedicated resource page on VOP web site
- Social Media
 - Videos, images
- Designed materials
 - Infographic outlining choice and benefits
 - Digital and print advertisements
 - Door hangers, flyers, posters
- Events and activations
 - Speaking engagements, community gatherings, etc.

Audiences with Approaches

1. RESIDENTS

- FAQ
- OP/FYI
- Social media
- Events and activations
- Multifamily building letters

2. VOLUNTEERS

- “Neighborhood Advocates”
- Volunteer Portal
- FAQ
- OP/FYI
- Social media
- Events and activations

Audiences with Approaches (continued)

3. LANDSCAPERS

- Bilingual materials
- Postcard (2x)
 - On-street and in-person engagement
- E-blast (3-5x)

4. SECONDARY

- Businesses
- Potential partners
 - West Cook Wild Ones
 - One Earth Film Festival
 - Illinois Food Scrap Coalition

Timeline – July 2024

- Announcement via OP/FYI and VOP web site (date TBD)
- Social media rollout (Begins July 1)
- Attend two Farmers' Markets (dates TBD)
 - Promote Leave the Leaves & CompostAble programming
- July 11 – Aging in Place Commission re-engagement (Q&A)
- July 23 – Update provided to Village Board
- July 24 – Disability Access Commission re-engagement (Q&A)

Timeline – August 2024

- Social media continues
- Postcards and flyers distributed to residents and landscapers (begins week of Aug. 5)
- First of two letters sent to multifamily and commercial buildings (week of Aug. 5)
- Attend two Farmers' Markets (dates TBD)
 - Promote Leave the Leaves & CompostAble programming
- Green Block Parties (weekends)
- Aug. 17 – Microbrew Review
- Aug. 22 & 29 – Thursday Night Out
- Aug. 27 – Update provided to Village Board

Timeline – September 2024

- Second OP/FYI news article (Sept./Oct. issue)
- Social media continues
- Continue postcards and flyers distribution to residents and landscapers
- Sign up for assistance program (week of Sept. 2)
- Open volunteer portal (week of Sept. 2)
- Educational videos premiere (week of Sept. 9)
- Attend two Farmers' Markets (dates TBD)
 - Promote Leave the Leaves & CompostAble programming
- Green Block Parties (all weekends)
- Sept. 13-14 – Oaktoberfest
- Sept. 17 – Update provided to Village Board
- Sept. 21 – Shredding & Recycling event at Public Works Center
- Hispanic Heritage Month events (dates TBD)

Timeline – October 2024

- *Wednesday Journal* digital and print advertisements (week of Sept. 30 and Oct. 14)
- Extend block clean-up parties into November (Oct. 1)
- Second of two letters sent to multifamily and commercial buildings (week of Oct. 7)
- Assistance program (ongoing)
- Volunteer portal (ongoing)
- Attend all four Farmers' Markets (Oct. 5, 12, 19, 26)
 - Promote Leave the Leaves & CompostAble programming
- Green Block Parties (all weekends)
- Oct. 15– Update provided to Village Board
- Hispanic Heritage Month events (dates TBD)
- Week of Oct. 28 –or– Nov. 4 = program begins

QUESTIONS?