



Municipality of Princeton
Department of Community Development
Office of Planning

Princeton Municipal Building
400 Witherspoon Street
Princeton, NJ 08540

609-924-5366
609-688-2032 (fax)

MEMORANDUM

TO: Robert Bruschi, Administrator

FROM: Lee Solow, PP/AICP, Director of Planning ^{Lee}
Bob Hough, Director of Infrastructure and Operations

DATE: February 20, 2013

SUBJECT: Organic Food Waste Marketing Campaign

Attached is a copy of the Organic Food Waste Marketing Campaign prepared for the municipality by Sustainable Princeton. The municipality received a grant from Sustainable Jersey in the amount of \$20,000 to market our food waste composting program. The purpose of the campaign is to raise awareness and encourage food waste composting through a combination of advertisements, media outreach, personal appeals and stories featuring individuals in the community.

The marketing campaign has been reviewed by staff and Council's Public Works Committee.

Please place the attached resolution authoring the campaign and personal service agreement on the next available agenda.

cc. R. Kiser
K. Monzo
E. Schmierer
L. McDermott

**RESOLUTION
Organic Food Waste Marketing
Campaign and Professional Service Agreement**

**RESOLUTION OF THE
MUNICIPALITY OF PRINCETON
MERCER COUNTY, NEW JERSEY**

WHEREAS, the Municipality of Princeton has entered into a contract to provide for organic food waste composting; and

WHEREAS, the Municipality of Princeton desires to encourage its residents to participate in the organic food waste composting program; and

WHEREAS, Sustainable Jersey has provided the municipality with a grant in the amount of twenty thousand dollars (\$20,000) to market its food waste composting program; and

NOW, THEREFORE, BE IT ORDAINED that the Mayor and the Clerk are hereby authorized to enter into an agreement with Sustainable Princeton in the amount of twenty thousand dollars (\$20,000) to implement the marketing plan as indicated in the Princeton Compost: Organic Food Waste Marketing Campaign submitted by Sustainable Princeton and to enter into a professional service agreement for said campaign.

This **th day of
February, 2013

Liz Lempert, Mayor

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT, made this _____ day of _____, 2012 by and between the Mayor and Council of Princeton, 400 Witherspoon Street, Princeton, New Jersey 08540, hereinafter designated "**Municipality**" and Sustainable Princeton, a corporation not for profit of the State of New Jersey, with its principal place of business located at 1 Monument Drive, Princeton, New Jersey,

WHEREAS, the Municipality has adopted a resolution as authorized by the New Jersey Local Public Contracts Law, N.J.S.A. 40A:11-1 et seq., authorizing the award of a "Professional Services" Contract to Sustainable Princeton without competitive bidding to undertake and complete said work.

Now, Therefore, in consideration of the mutual promises set forth herein below, the Municipality and Sustainable Princeton agree as follows:

1. The Municipality, hereby retains Sustainable Princeton to undertake and complete a marketing campaign.
2. The nature and scope of services to be provided are set forth in the Sustainable Princeton proposal attached hereto as Exhibit A and made a part hereof and the cost shall not exceed twenty thousand (\$20,000) dollars.
3. The marketing campaign shall be coordinated through the Office of the Princeton Director of Planning and Director of Infrastructure and Operations.
4. The parties hereto hereby adopt by reference the attached Affirmative Action/Non-Discrimination requirements as set forth in exhibit B attached.
5. Sustainable Princeton agrees to comply with the requirements of N.J.S.A. 52:32-44 and file with the Municipality's Chief Financial Officer its New Jersey Business Registration Certificate as provided for in Exhibit C.
6. Sustainable Princeton shall comply with the requirements of the New Jersey Local "Pay-to-Play Law" as set forth on Exhibit D as well as Princeton's Pay to Play Ordinance.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seals, the day and date written above.

ATTEST:

ATTEST:

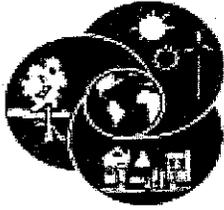
Linda S. McDermott, Clerk
Municipality of Princeton

BY:

Diane Landis, Executive Director
Sustainable Princeton

BY:

Elizabeth Lempert, Mayor
Municipality of Princeton



SUSTAINABLE PRINCETON

PRINCETON COMPOSTS: Organic Food Waste Marketing Campaign *November 2012 - April 2014*

Goal: To sign up 1,000 new households in the organic food waste program by April 2014. This will increase the number of participants from approximately 500 to 1,500 in 15 months.

Campaign Overview: The campaign will raise awareness and encourage participation through a combination of advertisements, media outreach, personal appeals (neighbor to neighbor) and stories featuring individuals in the community who are in the program already.

The campaign will have a unified look and a consistent identity that will appear on all the materials. The identity will include the following:

1. The name of the campaign: "*Princeton Composts*" with a tag line that reads "*Curbside Organic Waste Pick Up.*" This choice is based on research about how to foster behavior change. The name creates a norm in Princeton. If a resident believes Princeton is already composting, there is a higher likelihood that they will join in with the rest of the community. *Fostering Sustainable Behavior, by Doug McKenzie-Mohr*
2. All materials will contain:
 1. The words "*Princeton Composts*"
 2. A tag line describing what the program does: i.e., "*Curbside Organic Waste Pick Up.*"
 3. The Town's new logo and a reference to Sustainable Princeton and/or the Sustainable Princeton logo (where appropriate) on all materials.

The bin stickers will contain:

1. A symbol that denotes composting with the words "*Princeton Composts*"
2. The words *do you?*
3. A phone number for Princeton's recycling coordinator

3. All materials will be consistent regarding font, colors and language.
4. The "*Princeton Composts*" Captains will be conducting a door to door campaign beginning in March, 2013. The teams will take part in two information sessions at the Borough Building (with at least one during the workday) run by Janet Pellichero, Town Recycling Coordinator and Diane Landis, Executive Director of Sustainable Princeton to ensure all aspects of the curbside program are understood and any additional questions about composting in general can be answered clearly. In addition, each team will be provided with talking points and a brochure with a sign up sheet to hand out. The teams will be drawn from households already participating in the curbside program.
5. Advertisements in local papers will encourage people to join the program via known faces in the community with links to the town for sign up.
6. Public Service Announcements and a short video will be created by school age students to reach their peers and parents. The Superintendent of Princeton Public Schools, Judy Wilson, has agreed to show videos about the benefits of curbside composting created by students on television sets in the school lobbies and in participating science classrooms. The Schools have also agreed to include *Princeton Composts* registration and information in newsletters to parents.
7. A how to video about curbside composting will be created by TV30 and made available through the Sustainable Princeton website and Cable Channel 30.

Campaign Cost: \$20,000 grant from Sustainable Jersey which includes \$10,000 for staff and \$10,000 for materials. (*See budget details below.*)

Campaign Lead: Diane Landis, Executive Director, Sustainable Princeton

Outreach Materials & Methods:

- 6 half page newspaper advertisements reaching 40,000 households each;
- 1,500 customized stickers to be placed on 1,500 curbside food waste bins;
- 1200 brochures to include a registration form;
- A *Princeton Composts* short video and/or Public Service Announcements reaching apx. 3,500 Princeton Public School students;
- A how to video created by TV30 reaching 60,000 homes via Cable Channel 30;
- neighbor to neighbor, door to door campaign reaching approximately 65 households;
- 2 information sessions held to inform Compost Captains of program specifics;

- 6 press releases to online and traditional media outlets;
- *Toast the Compost* party in April of 2014 to celebrate reaching goal.

Timeline:

- **November, 2012** - press release out about receipt of the grant that resulted in three articles in local papers; one email blast to 600 individuals; and an announcement on Sustainable Princeton website and on twitter with vast potential reach.
- **January, 2013** - Marketing plan draft submitted to Town staff for review, comment and approval by the Town Council, one email blast to 600 individuals on Sustainable Princeton email list.
- **February 2013** - The *Princeton Composts* goals were announced at the Sustainable Princeton Great Ideas Breakfast on February 8th at the Princeton Public Library reaching 50 attendees resulting in several new sign ups. A meeting was held with Superintendent of Princeton Public Schools (PPS) to garner support. A press release officially launching the program and introducing **Goal One - 250 new participants by April 2013** will be sent to media outlets; the *Princeton Composts* symbol chosen; coordination of language for all future and existing materials with the Town, brochure written and approved by staff, updates sent to all public and private Princeton schools.
- **March 2013:** Brochure designed, approved by staff and printed. Information session held for neighborhood Compost Captains; door to door program launched (weather permitting). Photos taken for newspaper advertisements, two advertisements placed in newspapers.
- **April 2013:** Goal one of 250 new participants celebrated via press release, two advertisements placed in local papers; neighborhood Compost Captain program underway, bin stickers provided to all curbside participants.
- **May 2013:** **Goal Two - 250 new participants by August 2013** announced in local papers and online outlets, two advertisements placed in local papers; neighborhood Compost Captain program ongoing.
- **June 2013:** Progress report turned into Sustainable Jersey.
- **August 2013:** Goal 2 celebrated via e-blast, SP and Town websites, information out to all social media outlets and on Sustainable Princeton website.
- **September 2013:** **Goal Three - 250 new participants by December 2013** announced via press release, one advertisement in local papers.

- **December 2013:** Goal three announced via e-blast and update on SP and Town websites.
- **January 2014:** **Goal Four - 250 new participants by April 2014** announced via news release to all online and traditional outlets.
- **April 2014:** Final goal celebrated, final report sent to Sustainable Jersey, press release sent to all media, e-blast, websites, *Toast the Compost* celebration held.

Evaluation:

The success of this project will be evaluated in two ways. The first is the creation of a marketing plan that is innovative and replicable for other communities. The second is that by implementing the marketing plan we will show an increase in participants in Princeton’s curbside food waste residential program from approximately 450 to 1,500 residents in 15 months. In June of 2013 the campaign will be re-evaluated to assess successes and challenges and change course if needed.

Survey and Pilot Results:

The focus of the language for the campaign is based on a survey conducted by The StonyBrook Garden Club as well as information gathered from the pilot Food Waste program which was conducted 2011-2012 in Princeton. Survey results found: 19% think food scraps will break down in landfills; 19% think composting will encourage unwanted animals in their backyard; 15 % not sure what to compost; 15% not sure about what equipment is needed to compost. The pilot project found the barriers to joining to be: too messy (yuck factor), already compost in their backyard, the program costs too much money, too much effort, too many bins at the house already. Reasons why people have joined include: will do anything that might help the environment, save the town money, kids forcing them, keeping up with neighbors.

Communication & Outreach Plan:

<p>Press Releases: Six press releases will be distributed online and through traditional news outlets in November 2012, February, May, September 2013 and January and April 2014</p>	<p><i>Staff time</i></p>
<p>Neighbor-to-neighbor, door-to-door education campaign:</p>	<p><i>Staff and volunteer time</i></p>
<p>How to Video: A how to video created by TV 30 (<i>where do I put the bin, where do I get the bags? etc.</i>) to be added to Town and Sustainable Princeton websites and shown on TV30.</p>	<p><i>Staff and volunteer time</i></p>

<p>Outreach to Schools: a) Information sent to K-12 newsletters in area public and private schools; b) Parent Teacher Organization Council outreach with schools c) Work with Middle School computer teacher to create Public Service Announcements d) Work with elementary school science teachers to create short video about composting</p>	<p><i>Staff and volunteer time</i></p>
<p>Social Media: Regular and updated outreach about our goals via SP and Town websites, Twitter, Facebook and other social media outlets.</p>	<p><i>Staff time</i></p>

Detailed Budget:

CATEGORY	BUDGET
PERSONNEL	
Write, edit marketing plan + one meeting with Town staff members — 10 hours x \$35/hour	\$350
Write and edit copy, assist in logo development, oversee printing — 30 hours x \$35/hour	\$1,050
Write, edit and distribute six press releases — 30 hours x \$35/hour	\$1,050
Newspaper advertisements: recruit interviewees, interview each, write advertising copy and work with newspapers — 60 hours x \$35/hour	\$2,100
Confer with Town recycling coordinator to strategize, review ideas, write and edit town documents and send e-blasts — 60 hours x \$35/hour	\$2,100
Organize and run two one and a half hour meetings with Janet Pellichero to inform Compost Captains — 5.75 hours x \$35/hour	\$200
Organize Compost Captain brigade with volunteer team and — 20 hours x \$35/hour	\$700
Research and write progress report — 40 hours x \$35/hour	\$1,400
Research and write final report — 30 hours x \$35/hour	\$1,050
SERVICES	
Graphic Designer: To design the logo, lay out the brochure, print advertisement, move it through the printing process (\$65 sign up fee waived to participate in curbside program)	pro bono
Photographer: To photograph between four and six local leaders for magazine advertisements and brochure.	pro bono
MATERIALS	

Brochure describes the program, includes registration form — 1200 four color laser printed brochures x \$.64/per	\$770
1,500 stickers to be placed on all green bins that identify the household as a Princeton Composts household! — 1500 stickers x \$3/per	\$4,500
Six half-page advertisements in Town Topics — (1/2 page ad, 48 inches) \$13.20 x 48 inches = \$621.60 per x 6 advertisements	\$3,730
Tee shirts with Princeton Composts symbol for Compost Captains, students, first street to go organic! — 50 tee shirts x \$10 per	\$500
Bio-bags 3 gallon 25 count — 20 bio bags x \$10 per - as incentives	\$200
Kitchen Composter with filters — 10 composters x \$30 per - as incentives	\$300
Total	\$20,000

EXHIBIT B

**AFFIRMATIVE ACTION/EQUAL EMPLOYMENT GOAL COMPLIANCE
ATTACHMENT**

For

**PROCUREMENT AND SERVICE CONTRACTS INCLUDING
PROFESSIONAL SERVICE AGREEMENTS**

Pursuant to N.J.A.C. 17:27-3.5(a)1 and 4.3(a)1, each vendor (also referred to herein as "contractor") shall submit to The Municipality (also referred to as "public agency" or "agency"), after notification of award but prior to execution of a goods and services contract with Princeton, one of the following three documents:

(1) Appropriate evidence that the contractor is operating under an existing Federally approved or sanctioned affirmative action program; or

(2) A certificate of employee information report approval, issued in accordance with N.J.A.C. 17:27-4; or

(3) An employee information report (Form AA302) provided by the Division and distributed to Princeton to be completed by the contractor, in accordance with N.J.A.C. 17:27-4. A contractor shall not be eligible to submit nor shall Princeton accept an employee information report unless the contractor certifies and agrees to the following: The contractor, where appropriate, certifies that he or she has never before applied for a certificate of employee information report in accordance with rules promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time; and agrees to submit immediately to the Division a copy of the employee information report.

A contractor shall not enter into a binding subcontract with a subcontractor unless the subcontractor has submitted to said contractor one of the three documents listed above.

During performance of this contract, the contractor agrees as follows:

A. The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity of expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity of expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that all employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or

termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the public agency compliance officer setting forth provisions of this nondiscrimination clause.

B. The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

C. The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

D. The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer, pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

E. The contractor or subcontractor agrees to make good faith efforts to afford equal employment opportunities to minority and women workers consistent with:

- (1) Good faith efforts to meet targeted county employment goals established in Accordance with N.J.A.C. 17:27-5.2; or
- (2) Good faith efforts to meet targeted county employment goals determined by the Division, pursuant to N.J.A.C. 17:27-5.2.

F. The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

G. The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing confirms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions;

H. In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital

status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

I. The contractor and its subcontractors shall furnish such reports or other documents to the Division of Contract compliance and EEO as may be requested by the Division from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Contract Compliance and EEO for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code (N.J.A.C. 17:27)**.

As required by N.J.S.A. 10:21-1 ("Discrimination in employment on public works; contract provisions; set-aside programs"), the contractor agrees as follows:

A. In the hiring of persons for the performance of work under this contract or any subcontract hereunder, or for the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under this contract, no contractor, nor any person acting on behalf of such contractor or subcontractor, shall, by reason of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex, discriminate against any person who is qualified and available to perform the work to which the employment relates;

B. No contractor, subcontractor, nor any person on his behalf shall, in any manner, discriminate against or intimidate any employee engaged in the performance of work under this contract or any subcontract hereunder, or engaged in the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under such contract, on account of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex;

C. There may be deducted from the amount payable to the contractor by Princeton under this contract, a penalty of \$50.00 for each person for each calendar day during which such person is discriminated against or intimidated in violation of the provisions of the contract; and

D. This contract may be canceled or terminated by Princeton, and all money due or to become due hereunder may be forfeited, for any violation of this section of the contract occurring after notice to the contractor from Princeton of any prior violation of this section of the contract.

EXHIBIT C

BUSINESS REGISTRATION & SALES & USE TAX ADDENDUM

P.L. 2004, c.57 (N.J.S.A. 52:32-44) imposes the following requirements on contractors and subcontractors that **knowingly** provide goods or perform services for a contractor fulfilling this contract.

A. Proof of Contractor's Business Registration

The contractor must provide a copy of its business registration certificate issued by the Department of the Treasury or such other form or verification that the contractor is registered with the Department of the Treasury. Proof of business registration must be submitted no later than at the time of execution of this contract.

B. Proof of Subcontractors' Business Registration

The contractor shall not enter into any contract with a subcontractor under this contract unless the subcontractor first provides proof of valid business registration to the contractor. Also, if the contractor subcontracts any of the work:

1. The contractor shall provide written notice to its subcontractors of the responsibility to submit proof of business registration to the contractor. Subcontractors through all tiers of the project must provide written notice to their subcontractors to submit proof of business registration, and subcontractors shall collect such proof of business registration.
2. The contractor shall forward copies of proof of the subcontractors' business registrations to the contracting agency.
3. The contractor shall maintain and submit to the contracting agency a list of subcontractors and their addresses that may be updated from time to time during the course of the contract performance.
4. Before final payment is made by the contracting agency under this contract, the contractor shall submit to the contracting agency a complete and an accurate list of all subcontractors, along with their proof of business registration (if not previously provided), used in fulfillment of the contract. If no subcontractors were used, the contractor shall attest to same prior to final payment.

A contractor or subcontractor who fails to provide proof of business registration or provides false information of business registration shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000 for each proof of business registration not properly provided under a contract with a contracting agency.

C. Sales and Use Tax

For the term of this contract, the contractor and each of its affiliates shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury the use tax due pursuant

to the "Sales and Use Tax Act," P.L. 1966, c.30 (C.54:32B-1 et seq.) on all of their sales of tangible personal property delivered into this State.

In the event the contractor subcontracts any of its work, the contractor shall include within its subcontracts the requirement that, for the term of this contract, the subcontractor and each of its affiliates shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury the use tax due pursuant to the "Sales and Use Tax Act," P.L. 1966, c.30 (C.54:32B-1 et seq.) on all of their sales of tangible personal property delivered into this State.

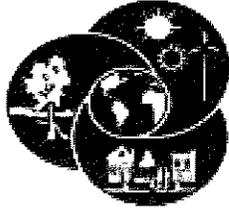
Information on the law and its requirements is available by calling (609) 292-9292.

EXHIBIT D

NEW JERSEY "LOCAL UNIT PAY-TO-PLAY LAW" COMPLIANCE

Political Contribution Disclosure

This Agreement has been awarded to CONTRACTOR/CONSULTANT based on the merits and abilities of CONTRACTOR/CONSULTANT to provide the goods or services as described herein. This Agreement was not awarded through a "fair and open process" as that phrase is defined in *N.J.S.A. 19:44A-20.7*. As such, CONTRACTOR/CONSULTANT hereby certifies that CONTRACTOR/CONSULTANT (including persons and other business entities having an interest in CONTRACTOR/CONSULTANT as defined by *N.J.S.A. 19:44A-20.7*) has neither made a contribution, that is reportable pursuant to the Election Law Enforcement Commission pursuant to *N.J.S.A. 19:44A-1 et seq.* (*i.e.*, in excess of \$300.00), in the one (1) year period preceding the award of this Agreement that would, pursuant to P.L. 2004, c.19 affect its eligibility to perform this Agreement, nor will it make a reportable contribution during the term of this Agreement to any municipal committee of a political party if a member of that political party is serving in an elective public office of the Municipality when the Agreement is awarded, or to any candidate committee of any person serving in an elective public office of the Municipality when the Agreement is awarded.



SUSTAINABLE PRINCETON

PRINCETON COMPOSTS:

Organic Food Waste Marketing Campaign

November 2012 - April 2014

Goal: To sign up 1,000 new households in the organic food waste program by April 2014. This will increase the number of participants from approximately 500 to 1,500 in 15 months.

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The success of this project will be evaluated in two ways. The first is the creation of a marketing plan that is innovative and replicable for other communities. The second is that by implementing the marketing plan we will show an increase in participants in Princeton’s curbside food waste residential program from approximately 450 to 1,500 residents in 15 months. In June of 2013 the campaign will be re-evaluated to assess successes and challenges and change course if needed.

Survey and Pilot Results:

The focus of the language for the campaign is based on a survey conducted by The StonyBrook Garden Club as well as information gathered from the pilot Food Waste program which was conducted 2011-2012 in Princeton. Survey results found: 19% think food scraps will break down in landfills; 19% think composting will encourage unwanted animals in their backyard; 15 % not sure what to compost; 15% not sure about what equipment is needed to compost. The pilot project found the barriers to joining to be: too messy (yuck factor), already compost in their backyard, the program costs too much money, too much effort, too many bins at the house already. Reasons why people have joined include: will do anything that might help the environment, save the town money, kids forcing them, keeping up with neighbors.

Communication & Outreach Plan:

Press Releases: Six press releases will be distributed online and through traditional news outlets in November 2012, February, May, September 2013 and January and April 2014	<i>Staff time</i>
Neighbor-to-neighbor, door-to-door education campaign:	<i>Staff and volunteer time</i>
How to Video: A how to video created by TV 30 (<i>where do I put the bin, where do I get the bags? etc.</i>) to be added to Town and Sustainable Princeton websites and shown on TV30.	<i>Staff and volunteer time</i>

<p>Outreach to Schools: a) Information sent to K-12 newsletters in area public and private schools; b) Parent Teacher Organization Council outreach with schools c) Work with Middle School computer teacher to create Public Service Announcements d) Work with elementary school science teachers to create short video about composting</p>	<p><i>Staff and volunteer time</i></p>
<p>Social Media: Regular and updated outreach about our goals via SP and Town websites, Twitter, Facebook and other social media outlets.</p>	<p><i>Staff time</i></p>

Detailed Budget:

CATEGORY	BUDGET
PERSONNEL	
Write, edit marketing plan + one meeting with Town staff members — 10 hours x \$35/hour	\$350
Write and edit copy, assist in logo development, oversee printing — 30 hours x \$35/hour	\$1,050
Write, edit and distribute six press releases — 30 hours x \$35/hour	\$1,050
Newspaper advertisements: recruit interviewees, interview each, write advertising copy and work with newspapers — 60 hours x \$35/hour	\$2,100
Confer with Town recycling coordinator to strategize, review ideas, write and edit town documents and send e-blasts — 60 hours x \$35/hour	\$2,100
Organize and run two one and a half hour meetings with Janet Pellichero to inform Compost Captains — 5.75 hours x \$35/hour	\$200
Organize Compost Captain brigade with volunteer team and — 20 hours x \$35/hour	\$700
Research and write progress report — 40 hours x \$35/hour	\$1,400
Research and write final report — 30 hours x \$35/hour	\$1,050
SERVICES	
Graphic Designer: To design the logo, lay out the brochure, print advertisement, move it through the printing process (\$65 sign up fee waived to participate in curbside program)	pro bono
Photographer: To photograph between four and six local leaders for magazine advertisements and brochure.	pro bono
MATERIALS	

Brochure describes the program, includes registration form — <i>1200 four color laser printed brochures x \$.64/per</i>	\$770
1,500 stickers to be placed on all green bins that identify the household as a <i>Princeton Composts</i> household! — <i>1500 stickers x \$3/per</i>	\$4,500
Six half-page advertisements in Town Topics — <i>(1/2 page ad, 48 inches) \$13.20 x 48 inches = \$621.60 per x 6 advertisements</i>	\$3,730
Tee shirts with <i>Princeton Composts</i> symbol for Compost Captains, students, first street to go organic! — <i>50 tee shirts x \$10 per</i>	\$500
Bio-bags 3 gallon 25 count — <i>20 bio bags x \$10 per - as incentives</i>	\$200
Kitchen Composter with filters — <i>10 composters x \$30 per - as incentives</i>	\$300
Total	\$20,000