Multi-family Mailer

Cara Gurney, Senior Engagement Coordinator
Two-year, roll-out

Rate Process

2017  2018  2019
Two-year, roll-out

- Rate Process
- Marketing & Outreach Campaign
- New Bins, Stickers & Assets
Two-year, roll-out

- **Rate Process** 2017
- **New Bins & Stickers** 2018
- **Marketing & Outreach Campaign**
- **Single family (1-5 units)** 2019
- **Multi-unit (6+ units)**

Insert your desired text here.

Marketing & Outreach Campaign
New tactics
Barriers
Mail is risky
Goals
Three prototypes
Prototype testing with the public
Which is your favorite and why?
Learn about FREE services and tools for all San Franciscans!

Jane Doe
123 Market Street
San Francisco, CA 94103
What will you do with it?

- **TOMATO SAUCE**
- **CHICKEN**
- **SNACKS FOR DYLAN’S LUNCH**
Recycle it
Jane Doe
123 Market Street
Unit K208
San Francisco, CA 94103
Engaging

FREE City services and more for residents

為居民提供免費的市政服務及更多資訊

GRATIS: servicios de la ciudad y más
para los residentes
The San Francisco Department of the Environment
1455 Market Street, Suite 1200
San Francisco, CA 94103

Property Management Company LLC
1455 Market Street, Suite 1200
San Francisco, CA 94103
Recycling & Composting Toolkit for Property Managers

Schedule a free on-site recycling consultation
Increase participation in your building’s recycling and composting program with a free on-site consultation.

- Reduce what you and your building’s tenants send to landfill.
- Save money on your refuse bill from Recology.

Communicate the law to your tenants.

Measured results
Zero waste information awareness
Residents’ composting frequency

10%
Bulky item recycling pickup program awareness

24%
HHW pickup program awareness

35%
Recology bulky item recycling pickups/week
Next steps
Thank You!

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