



Public Outreach and Communications Plan Recology's Refuse Rate Application 2017

Vendor Name: RDJ Enterprises

Address: 1485 Bayshore Blvd, suite 201, San Francisco, CA 94124

Phone Number: (415) 686-5374

Email: djones@rdjent.biz

Ratepayer Advocate Public Outreach and Communications Plan
Recology's Refuse Rate Application 2017

Over the course of the refuse rate application proceedings, the Rate Payer Advocate (RPA) will provide information to San Francisco residents on Recology's application and the different avenues that exist to voice their opinion, questions, and concerns over the rate increase.

Our main strategy for public outreach will be to provide presentations at existing community meetings throughout the 11 districts in San Francisco. We will reach out to community organizations, neighborhood associations, elected officials, government agencies, and stakeholders. Another important strategy will include a wide-reaching media plan that will promote and advertise relevant content in both print and online media.

Government Outreach

Board of Supervisors

We will meet with each member of the San Francisco Board of Supervisors or their Legislative Aides to share information and engage them in the process. We have three main goals in collaborating with members of the Board.

1. Provide information on the refuse rate application and the review process, including a poster with a list of scheduled Director's hearings and our contact information.
2. Request support to identify key community meetings in their respective districts.
3. Invite their offices to disseminate information on the rate application and the RPA to their constituents via their newsletters.

City Agencies

We will coordinate with SF Public Works, the Mayor's Office of Neighborhood Services, and the San Francisco Department of Environment to identify an initial list of contacts to provide information on the RPA and the Director's hearings.

Presentations in the Community

Community Based Organizations (CBOs)

We will contact CBOs to offer presentations during meetings that community organizations already hold. We will also request organizations to disseminate and post our flyers and information about the rate application process.

Some of these organizations are:

- Filipino Community Center
- Mission Neighborhood Center
- Southeast Community Facility Commission
- Richmond Community Coalition
- Bernal Heights Neighborhood Center
- Wild Equity
- Chinatown Community Development Center
- Faith-based organizations and school-based groups

Neighborhood Associations and Citywide Organizations

RPA will attend neighborhood associations meetings to provide an overview of the refuse rate application. RPA will also provide sample emails to send to their constituents to disseminate information about the refuse rate application and the various ways to contact us (i.e., social media, website, phone).

Some of the Neighborhood Associations are:

- Coalition for San Francisco Neighborhoods
 - 30 neighborhood organizations
- Small Property Owners Association
- Coalition of San Francisco Neighborhoods (west of Twin Peaks)
- San Francisco Apartment Association
- Bay View Hill Neighborhood Association
- Presidio Heights Neighborhood Association
- Castro Merchants

Direct Ratepayer Advocacy

We will maintain an open and direct line of communication with ratepayers through our phone line, email address, website, and social media channels. Ratepayers can contact us with any comments or questions about the refuse rate application.

As we receive questions about the process and the application, we will forward them to the appropriate entity for response. We will continue to follow up with ratepayers until we provide them with answers.

Phone: (415) 324-8477

Email: info@ratepayeradvocatesf.org

Website: www.ratepayeradvocatesf.org

Phone: Rate Payer Advocate SF

Twitter: @ratepayersf

Multilingual Advocacy

Our team will include two bilingual specialists: one Spanish speaker and one Cantonese speaker. Their role will be to conduct community presentations, respond to emails and voice mails, and provide translation as needed, among other tasks.

Our website also has multilingual capabilities and can be read in more than 30 languages. Our educational materials will be available in the 3 most commonly spoken languages in the city: English, Chinese, and Spanish.

Publicizing Technical Workshop and Director's Hearings

Two important elements of the rate proceedings are the technical workshop and the Director's hearings; therefore, we will highlight both the workshop and the set of formal hearings during our community presentations, in our educational materials, and throughout our media outreach strategies. We will provide posters with the scheduled workshop and hearings to the offices of each member of the Board of Supervisors, and all community groups that we present to. We will also place ads online and in print media, and maintain updated information on our page. We also describe below how each method of outreach will include publicizing these two important elements of the review process.

Email Announcements

We are developing a database of interested contacts and their email addresses through our collaboration with stakeholders, community organizations, and neighborhood groups. We will send email announcements with relevant and timely information to encourage ratepayers to submit questions and learn about upcoming Director's hearings.

Social Media Outreach

We will establish a social media presence through accounts with Facebook and Twitter. We will create pages to invite residents to submit comments or questions on the refuse rate application and provide notices on the technical workshop, Director's Hearings, and any additional information that may be relevant to this review process.

We are developing a social media ad utilize ads and boosting capacities on Facebook to reach over 10,000 San Francisco residents, and increase awareness about the rate application process and the RPA's role.

Print Media Outreach

RPA will develop newspaper ads in 3 languages and place them in neighborhood newspapers to increase awareness about the rate application, provide dates for the Director's hearings, and share our contact information

We will partner with the San Francisco Neighborhood Newspaper Association (SFNNA) to publish advertisements in 2 languages, Spanish and English, to reach an estimated 450,000 readers citywide. SFNNA encompasses 14 neighborhood papers such as The Potrero View, the Marina Times, SF Bay View, El Tecolote, and Central City Extra.

We are also placing Chinese ads in Sing Tao Daily to reach an estimated 70,000 readers.

Evaluation and Outcomes

Throughout the process of outreach, we will collect data on the number of individuals and groups reached through the various methods described above, as well as to maintain data on the quality of contact.

RPA will actively process responses to collect real-time feedback to RPA. In addition, RPA will summarize responses into a report to provide an overview of community opinion on the rate increase. RPA will send monthly reports to Public Works on the outcomes of our work.