



City of Tacoma Surface Water,  
Wastewater & Solid Waste

Enhancing your quality of life.




# EnviroTalk Audience

- 53,500 homes in the City of Tacoma
  - Single family residents (including duplexes)
  - Rate payers for Surface Water, Wastewater and Solid Waste
  - Homeowners or renters






# EnviroTalk Distribution

- Mailed to homes
  - Posted on city's website
  - Posted on EnviroTalk Twitter account
  - Distributed through city offices and facilities
    - Public Works
    - Landfill
    - Customer service
    - EnviroHouse
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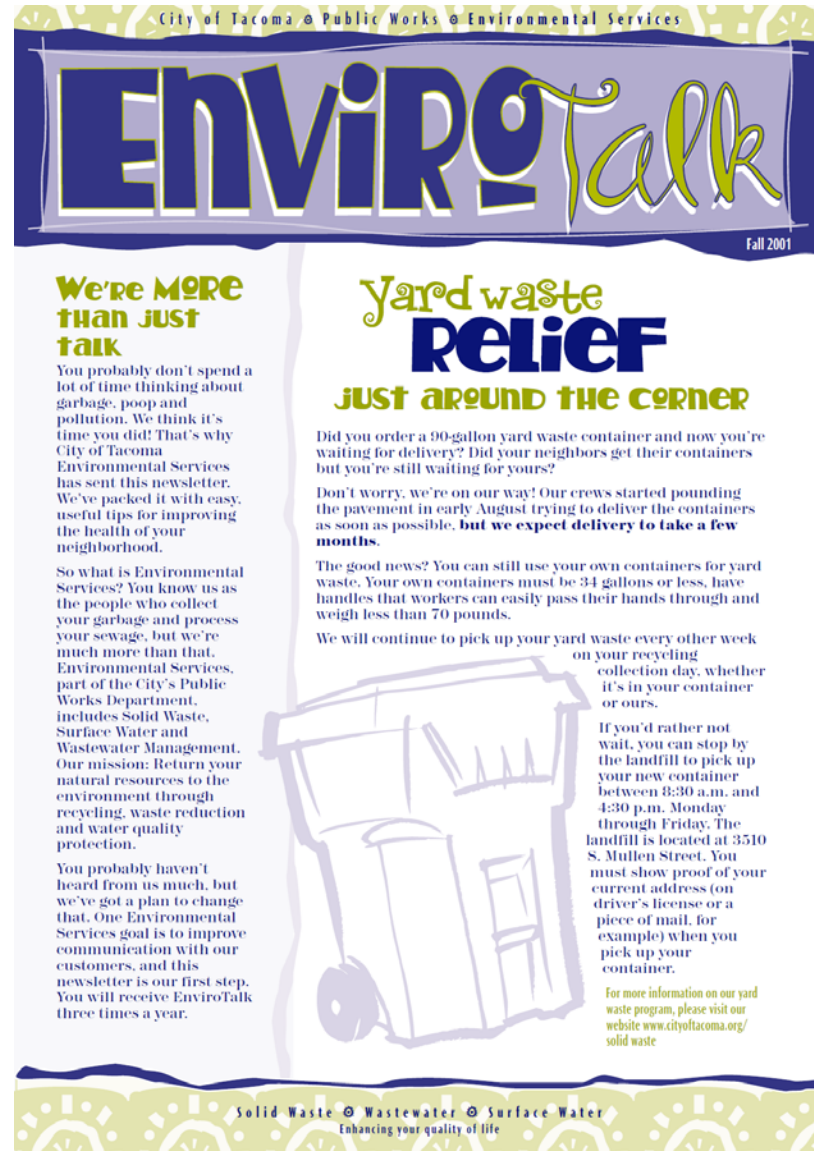
# EnviroTalk Look

- Environmentally friendly
  - Forest Stewardship Council (FSC) certified paper
  - Color pallet (earth tones)
  - Readability
    - Aim for minimal text
    - Use bullets to break up facts or tips
    - Illustrations or photos instead of text
  - AP Style
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## The first issue

The first newsletter was sent out in the fall of 2001.


Originally it was mailed three times a year and then went to quarterly in 2005.





# EnviroTalk Messaging


## Surface Water messages (seasonal)

- Leaves/flooding
  - Vehicle leaks
  - Scoop the poop
  - Clean Bay Car Wash
  - Community Gardens
  - Workshops
  - Natural yard care
  - Trees/urban forestry
  - PSSH month
  - 24-hour water pollution hotline
  - Storm drain marking
  - West Nile Virus prevention
  - Tips for hiring a mobile business
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# EnviroTalk Messaging

## Standing sections

- **EnviroKids**
    - A craft/art project for kids to do using found objects or upcycling.
  - **Word search**
    - Readers fill in the blank in seven statements that can be found in EnviroTalk and then find that word in a word search.
  - **Resource list**
    - A list of Environmental Services divisions and services with phone numbers and web addresses.
  - **Greener cleaner**
    - A recipe for an environmentally friendly cleaning recipe that people can make at home.
  - **EcoFind**
    - Highlight a product that folks can buy or make to be more environmentally friendly.
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# EnviroTalk Reader Survey

- Completed every 3-4 years
- Mail in comments
  - Postcard (prepaid postage)
- SurveyMonkey
  - Link provided on postcard
- Incentive for participating in the survey
  - Drawing for larger giveaway item





# EnviroTalk Reader Survey Results

- What do people like?
  - Look/illustrations
  - Tips
  - Workshop listings
  - Resource list
  - Word search
- What do people dislike? What can we improve on?
  - Options for an electronic version





# EnviroTalk on Twitter

- Solicited for followers through the City of Tacoma Twitter account.
  - Sent reminders for new followers
  - List Twitter web address on back of newsletter
  - Run story once a year listing ways residents can reach us or learn more (includes Twitter)
- Send Environmental Services messages through this account.
  - Seasonal BMPs, reminders, programs
  - Environmental Services campaigns
- Post links to EnviroTalk newsletter each quarter.
- Post links to utility bill inserts