



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
- 



# 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.

City of Tacoma • Public Works • Environmental Services

# ENVIROTalk

Fall 2001

### We're MORE than just talk

You probably don't spend a lot of time thinking about garbage, poop and pollution. We think it's time you did! That's why City of Tacoma Environmental Services has sent this newsletter. We've packed it with easy, useful tips for improving the health of your neighborhood.

So what is Environmental Services? You know us as the people who collect your garbage and process your sewage, but we're much more than that. Environmental Services, part of the City's Public Works Department, includes Solid Waste, Surface Water and Wastewater Management. Our mission: Return your natural resources to the environment through recycling, waste reduction and water quality protection.

You probably haven't heard from us much, but we've got a plan to change that. One Environmental Services goal is to improve communication with our customers, and this newsletter is our first step. You will receive EnviroTalk three times a year.

### Yard waste RELIEF JUST AROUND THE CORNER

Did you order a 90-gallon yard waste container and now you're waiting for delivery? Did your neighbors get their containers but you're still waiting for yours?


Don't worry, we're on our way! Our crews started pounding the pavement in early August trying to deliver the containers as soon as possible, **but we expect delivery to take a few months.**

The good news? You can still use your own containers for yard waste. Your own containers must be 34 gallons or less, have handles that workers can easily pass their hands through and weigh less than 70 pounds.

We will continue to pick up your yard waste every other week on your recycling collection day, whether it's in your container or ours.

If you'd rather not wait, you can stop by the landfill to pick up your new container between 8:30 a.m. and 4:30 p.m. Monday through Friday. The landfill is located at 3510 S. Mullen Street. You must show proof of your current address (on driver's license or a piece of mail, for example) when you pick up your container.

For more information on our yard waste program, please visit our website [www.cityoftacoma.org/solidwaste](http://www.cityoftacoma.org/solidwaste)




Solid Waste • Wastewater • Surface Water  
Enhancing your quality of life



# 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