

Possible Messaging Campaigns for 2016

There will be four three-month campaigns. The criteria for the campaign topics are:

- Only one behavior change at a time
- The behavior change should be concrete (“compost” is too vague, “compost your coffee cups” is better)
- The behavior change should be applicable and attainable for a sizable group of Hayward community members (at least 5,000 residents and/or 100 businesses)
- The behavior change should be a positive action (“bike and walk more” instead of “don’t drive”)
- The behavior change should be measurable for staff

Timeline for Campaigns

Activity	Campaign 1	Campaign 2	Campaign 3	Campaign 4
Design campaign	Nov-Dec	Feb-Mar	May-June	Aug-Sep
Baseline measurement	Jan	Apr	July	Oct
Run campaign	Jan 15-Mar 15	Apr 15-June 15	July 15-Sep 15	Oct 15-Dec 15
Evaluate success	Mar 15-31	June 15-30	Sep 15-30	Dec 15-31

Possible Campaign Topics (choose four or suggest others for 2016)

Desired Outcome	Behavior Change	Measurement of Success	Thank you to Participants (optional - depends on budget)
Reduced greenhouse gas emissions	1 Get a quote from a PACE program or contractor	Increase in PACE financed projects	Be entered to win a free smart power strip
Reduced water consumption	2 Install a rain barrel	Increase in use of BAWSCA rebate	Send us a photo of your rain barrel and enter to win a free 100ft hose
Reduced trash to the landfill	3 Compost your tissues and paper towels	A waste audit of organics route shows increase in proper disposal of tissues and paper towels	A “door hanger” thank you on residents’ green cart
	4 Bring your old lightbulbs to HHW	An increase in the number of trips to the Hayward HHW Facility	Be entered to win a free lighting retrofit
Reduced pollutants/litter in wastewater and storm water	5 Adopt your block	Increase in the number of blocks that are adopted	Party for all adopters at the end of deadline
	6 Only flush toilet paper	Decrease in wipes and other trash in wastewater	Take the pledge and enter to win a free toilet