

## Recycle Coach Launch Plan for Los Alamos County

Goal: Sign up 75% of households

Message: **SIGN UP NOW**

Time frame: Year 1 - December 2019 - December 2020

Action	Media	Size	Date	Status
Post on Environmental Services Website	APP		Monday, December 16, 2019	Done
Share on Environmental Services FB	Image & Text		December to December	Recurring
Press release - LADP	Article	Digital & Hard Copy	Friday, December 20, 2019	Done
Share on Environmental Services FB & Keep It Local Los Alamos	Online ad	Timeline Photos ( 476 x 714px Facebook ads (600 x 600 px)	Monday, December 23, 2019	Done
Share with Env Svcs Staff	Website Overview		Tuesday, December 24, 2019	Done
Share with 311 information staff	Website Overview		Tuesday, January 21, 2020	Done
Share at EMT	Website Overview		Tuesday, February 18, 2020	
Advertisement on LA Daily Post	Online ad	300 x 400 px	Saturday, February 1, 2020	Done
Share at PW Meeting	Website Overview		Wednesday, January 15, 2020	Done
Share at ZWLA Meeting	Website Overview		Wednesday, February 19, 2020	
Share at ESB	Website Overview		Thursday, February 20, 2020	
Flyer at LAVA	15 locations	8.5 x 11	Monday, February 3, 2020	Done
Bill Stuffer	Tri - fold on Card Stock	8.5 x11 folded in thirds	Monday, February 3, 2020	Done
Card Stock for Vestibule at Admin Building	Tri - fold on Card Stock	8.5 x11 folded in thirds	Tuesday, February 4, 2020	
Earth Day	Poster - In Person	24x36	Saturday, April 25, 2020	
Rodeo	Poster - In Person	24x36	August	
Summer Concerts	Poster - In Person	24x36	Friday nights in Summer	
Chamber Fest	Poster - In Person	24x36	July	
Science Fest	Poster - In Person	24x36	July	
Recycle Art Fair & Fashion Show	Poster - In Person	24x36	November	
Farmer's Market	Poster - In Person	24x36	Summer 2020	
Insert in Monitor	Hard Copy	8.5 x 11	Summer 2020	