

Communication Plan

Research

Food Truck Green Zone & Green Cart Education Pilot Program

Background:

The current Food Truck program was derived from an initiative to implement and execute the Mayor's "cut-red-tape" project. Since then this mobile industry has grown into a well-recognized and celebrated venture.

The Food Truck Green Zone is a collaborative incentive program designed to educate, reward and recognize operators for their creative, green initiatives. This green incentive program is designed to encourage the efforts of food truck vendors. Currently 4 out of the 48 food trucks in Calgary – are "green".

Dates:

Thursday, September 4, 2014
Thursday, September 11, 2014
Thursday, September 18, 2014
Thursday, September 25, 2014

Location:

Two spots in front of Old City Hall will be made available on each Thursday of September to "green" food trucks. Waste & Recycling educators will be on-site to demonstrate waste diversion techniques at the same time.

External

- 1) Food Truck owner/operators
- 2) Centre City employees
- 3) Food Truck enthusiasts

Internal

- 4) Employees

Analysis

What is our current state? (SWOT)

S:

- The Food Truck Green Zone is a prime spot for Food Trucks.
- The Food Truck Green Zone will be home to a very captive audience of people waiting to place their orders and get their food.

W:

- The cost for Food Truck operators to implement green initiatives is high – as high as \$110,000.

O:

- Utilizing the captive audience that will be waiting for food is a great way to educate people about waste diversion techniques. This will help to create public awareness for the 2017 Green Cart (composting) program.

T:

- Poor weather

What will success look like?

- An increase in "green" Food Trucks
- A better understanding of waste diversion techniques from attendees

Communicate

Communications Goal:

- The Food Truck Green Zone location should help to inspire Food Truck operators to go "green"
- Create awareness for the Food Truck Green Zone
- Drive participation to the Food Truck Green Zone, so that Waste & Recycling has a large and captive audience to educate about waste diversion techniques

Communications Objectives:

- Increase in "green" Food Truck operators from 4 to 6
- Track tweets
- Provide accurate closure information and provide alternate route options

Evaluation

How do we know when we have achieved success?

Outputs:

- Large crowds of Food Truck enthusiasts at the Food Truck Green Zone location

Outcomes:

- Lots of social media attention and interest (utilize streetfoodapp.com/Calgary)

Evaluation Methods:

- Increase in "green" Food Truck operators from 4 to 6

COMMUNICATIONS IMPLEMENTATION MATRIX - DRAFT

AUDIENCE	COMMUNICATIONS VEHICLE/TACTIC	TIMELINE	KEY MESSAGES	OBJECTIVE	RESPONSIBILITY
<ul style="list-style-type: none"> Food Truck owner/operators 	<ul style="list-style-type: none"> The letter will create awareness for the Food Truck Green Zone and indicate the requirements for participation 	<p>1 week before start date (Thursday, August 28)</p>	<ul style="list-style-type: none"> A Food Truck Green Zone has been designated. Every Thursday during September “green” Food Trucks that have been LEAF certified are able to participate. If you are not LEAF certified consider doing so, as The City will be continuing the Food Truck Green Zone in the spring of 2015. Many additional opportunities will be made available for green-minded Food Truck owner/operators 	<ul style="list-style-type: none"> <i>Increase in “green” Food Truck operators from 4 to 6</i> 	<ul style="list-style-type: none"> ABS communications, Kent and Jade
<ul style="list-style-type: none"> Centre City employees Food Truck enthusiasts 	<ul style="list-style-type: none"> Media Release Blog Post Social Media <i>Tweets from The City and Food Truck vendors</i> 	<p>Day of the event (Thursday, September 4)</p>	<ul style="list-style-type: none"> A Food Truck Green Zone has been designated. Every Thursday during September “green” Food Trucks that have been LEAF certified are able to participate. 	<ul style="list-style-type: none"> A captive audience is perfect for waste diversion education and techniques 	<ul style="list-style-type: none"> ABS and Waste communications
<p>Internal</p> <ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> myCity article Poll question 	<p>Day of the event (Thursday, September 4)</p>	<ul style="list-style-type: none"> A Food Truck Green Zone has been designated. Every Thursday during September “green” Food Trucks that have been LEAF certified are able to participate. 	<ul style="list-style-type: none"> Employees will enjoy the proximity of the Food Trucks and will learn waste diversion techniques while waiting for their delicious food. 	<p>ABS and Waste communications</p>