

Lower DuPage River Watershed Coalition

Fall Public Education and Outreach Campaign Toolkit

ABOUT THIS TOOLKIT

The communications tools and messages included in this toolkit were developed by Bluestem Communications for the Lower DuPage River Watershed Coalition during fall 2017. The content is derived from public opinion research that was conducted in the watershed in 2016, as well as input provided during Coalition meetings.



This campaign is designed to be implemented during the fall months (September-November). The campaign can be implemented in its entirety following the schedule set out in the calendar, or on an as-needed basis. Each community can implement the campaign as they see fit; the calendar is only a recommendation.

The **Communications Tools** included in this toolkit provide sample language that can be used exactly as is, or can be edited to fit community needs. These tools are designed to make it as easy as possible for all participating communities to engage their citizens on this topic. Contact Tara Neff (tneff@theconservationfoundation.org) to customize your community's materials.

Based on a decision by the Coalition, this Fall Public Education and Outreach Campaign targets proper leaf collection practices by residents. This campaign targets homeowners within each town or city.

Messaging for both types of leaf collection are available. Depending on your town's leaf collection program, you may choose the tools that communicate bagged leaf collection or curbside leaf collection. Leaf collection in each town is different (i.e. contracted waste haulers vs. town pick-up) – so feel free to change the language in a way that fits your program.

The following tools are included in this Toolkit:

- Newsletter
- Temporary signage
- City website text
- Social media posts
- Community announcement/newspaper ad/church bulletin announcement
- Flyer
- Bill insert

City and Town Communications

NEWSLETTER

How to use: Short blurb explaining the negative effects of mismanaged leaves and reminding residents about leaf pickup program. Includes leaf pickup dates and protocol for that specific town.

BAG COLLECTION

YOU BAG IT, WE’LL SNAG IT

As fall rolls around, many of us will rake our leaves to keep our yards and community looking good. Unfortunately, leaves left in the streets can become a big problem. Leaves that find their way into our rivers contribute to excessive algae growth which pollutes our river, makes it smell and look bad, and keeps us from enjoying it when spring rolls around. Loose leaves also clog our storm drains and can contribute to localized flooding.

This fall, [town] is encouraging residents to participate in the leaf pickup program, which makes it easy for you to dispose of unwanted leaves. [Photo of types of bags to use.]

To participate, simply purchase kraft paper bags at a local retailer, put your leaves into the bags and place them at the curb to be picked up on designated dates [link to yard waste hauling schedule/calendar]. Do not use plastic garbage bags. Leaves will not be picked up if they are not bagged. Together, we can keep our community looking good and our rivers healthy

RAKE TO CURB

LOOSE LEAVES, GREEN ALGAE

As fall rolls around, many of us will rake our leaves to keep our yards and community looking good. Unfortunately, leaves left in the streets can become a big problem. Leaves that find their way into our rivers contribute to excessive algae growth which pollutes our river, makes it smell and look bad, and keeps us from enjoying it when spring rolls around. Loose leaves also clog our storm drains and can contribute to localized flooding.

This fall, [town] is reminding all residents to rake their leaves to the curb and off the street as part of our leaf pickup program. This program is designed to make it easy for you to dispose of unwanted leaves. Keeping leaves off our streets prevents them from clogging sewer grates and getting washed into our rivers. [Photo leaves raked to curb]

To participate in [town]’s leaf collection program, simply rake your leaves to the curb and remember to keep your leaves out of the street. Leaves raked to the curb will be collected by [town or waste hauler] [weekly/monthly/seasonally on specified dates].

TEMPORARY SIGNAGE

How to use: Temporary signs posted in targeted areas only during scheduled pickup times. This place-based tool would clarify the leaf protocol as people are raking their leaves.

BAG COLLECTION

YOU BAG IT AND WE'LL SNAG IT!

Fall leaf collection is this week. From [date to date], [town or town's waste hauler] will be collecting all bagged leaves on this street.

Leaves raked to the curb or into the street will **NOT** be collected.

Loose leaves can be washed directly to local rivers where they can contribute to excess algae growth. They also clog storm drains, and contribute to localized flooding. By bagging your leaves, you help protect the DuPage River and our community.

RAKE TO CURB

CURB IT

Fall leaf collection is this week. From [date to date], [town or town' waste hauler] will be collecting all leaf piles placed at the curb on this street.

Leaves raked into the street will **NOT** be collected.

Loose leaves in the street can be washed directly to local rivers where they can contribute to excess algae growth. They also clog storm drains and contribute to localized flooding. By raking your leaves to the curb instead of the street, you'll help protect the DuPage River and our community.

WEBPAGE TEXT

How to use: Residents already visit website for information on leaf services. Message to include City pride, pick-up dates very big and bold.

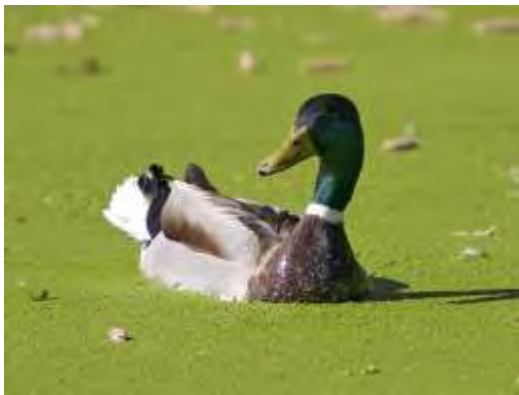
BAG COLLECTION

You bag it and we'll snag it

This fall, [town] is reminding all residents to bag their leaves as part of our leaf pickup program. This program is designed to make it easy for you to dispose of unwanted leaves.

Something as simple as mismanaged leaves can contribute to big problems

As fall rolls around, many of us will be raking leaves to keep our lawns and community looking good. Unfortunately, leaves left in the streets can become a big problem. Leaves that find their way into our rivers contribute to excessive algae growth, which pollutes our river, makes it smell and look bad, and keeps us from enjoying it when spring rolls around. Loose leaves can also clog our storm drains and contribute to localized flooding.



To participate in our leaf collection program, simply purchase kraft paper bags at a local retailer, put your leaves into the bags and place the bags at the curb. **Bagged leaves will be picked up [weekly/monthly/seasonally on specified dates].** Leaves will not be picked up if they are not bagged in kraft paper bags [or in an approved receptacle clearly marked “yard waste”].

[LIST OF SCHEDULED DATES]

Together, we can keep our community looking good and our rivers healthy.

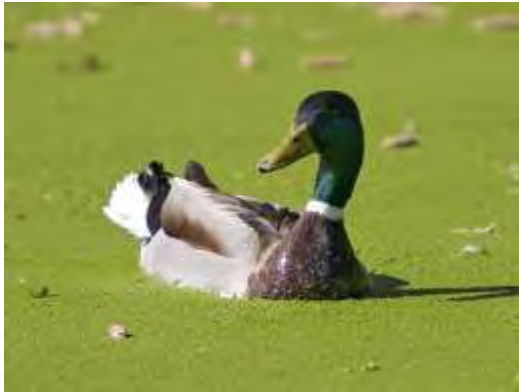
RAKE TO CURB

Curb it!

This fall, [town] is reminding all residents to rake their leaves to the curb as part of our leaf pickup program. This program is designed to make it easy for you to dispose of unwanted leaves.

Something as simple as mismanaged leaves can contribute to big problems

As fall rolls around, many of us will be raking leaves to keep our lawns and community looking good. Unfortunately, leaves left in the streets can become a big problem. Leaves that find their way into our river can contribute to excessive algae growth which pollutes our river, makes it smell and look bad, and keeps us from enjoying it when spring rolls around. Loose leaves in the street also clog our storm drains and contribute to localized flooding.



To participate in [town]'s leaf collection program, remember to rake your leaves to the curb and keep leaves out of the street. **Leaves raked to the curb will be picked up by [town or town's waste hauler] [weekly/monthly/seasonally on specified dates].**

[LIST OF SCHEDULED DATES]

Together, we can keep our community looking good and our rivers healthy.

Social Media

FACEBOOK

How to use: Post reminders to followers once a month or a few days prior to a leaf pickup date. Direct users to your web page with more information. Post with photos of algae, bagged leaves, rakes, etc.

BAG COLLECTION

- You bag it and we'll snag it! This fall, remember to bag your leaves in kraft paper bags. Visit our website [[LINK](#)] for more information about the leaf pickup program.
- Did you know that when leaves blow into storm drains, they can be washed directly to local rivers where they can contribute to excessive algae growth? Keep our river healthy this fall by putting those leaves into bags. We'll do the rest! [[link to website](#)] [[photo of gross algae bloom](#)]
- Loose leaves can lead to excess green algae. When leaves are left in the streets, they become a big problem for our river. Bag your leaves this fall and [[town or waste hauler](#)] will pick them up!
- Get out those rakes! [[Town or town's waste hauler](#)] will be collecting all bagged leaves [[in these neighborhoods](#)] this week. You can purchase kraft paper bags at local retailers. Can't get to it this week? Don't worry, our website has all you need to know for future leaf pickups.
- Nothing's spookier than our rivers turning green. Help keep our river healthy—and our community looking good—this Halloween season by bagging your leaves and keeping them out of the street. [[spooky algae photo](#)] [[link](#)].
- Loose leaves can contribute to big problems. Loose leaves can block storm drains contribute to localized flooding. This fall, keep your storm drains free of debris and remember to collect your leaves in kraft paper bags.

RAKE TO CURB

- Curb your leaves this fall! Remember to rake your leaves to the curb and off the street. Loose leaves in the street can become a big problem for our river. Visit our website [[LINK](#)] for more information about the leaf pickup program.
- Did you know when leaves blow into storm drains, they can be washed directly to our river where they can contribute to excessive algae growth? Keep our river healthy this fall by putting those leaves in a pile along your curb, instead of the street. We'll do the rest! [[photo of gross algae bloom](#)]
- Loose leaves can lead to excessive green algae. When leaves are left in the streets, they become a big problem for our river. Rake your leaves to the curb this fall and [[town](#)] will pick them up!
- Get out those rakes! [[Town or town's waste hauler](#)] will be collecting all leaves [[in these neighborhoods](#)] this week. Remember to keep your leaf piles out of the street since those leaves can clog nearby storm drains. Can't get to it this week? Don't worry, our website has all you need to know for future leaf pickups.

- Nothing’s spookier than our rivers turning green. Help keep our river healthy—and our community looking good – this Halloween season by raking your leaves to the curb and keeping them out of the street. [[spooky algae photo](#)] [[link](#)]
- Loose leaves can contribute to big problems. Loose leaves can block storm drains and contribute to localized flooding. This fall, keep your storm drains free of debris and remember to keep your leaves on the curb.

TWITTER

How to use: Post reminders to followers once per week or a few days prior to a leaf pickup date. Direct users to your web page with more information. Post with photos of algae, bagged leaves, rakes, etc.

BAG COLLECTION

- Nothing’s spookier than our rivers turning green. Help protect our river by bagging your leaves [[link](#)]
- Get out your rakes! Bagged leaves will be collected this week. Can’t get to it this week? No worries, our website has info on future pickups [[link](#)]
- Loose leaves → green algae. When leaves are left in the streets, they become a big problem for our river. Bag your leaves this fall [[link](#)]
- When leaves blow into storm drains, they can be washed directly to local waters where they can contribute to excessive algae growth. Help protect our river—bag your leaves! [[link](#)]
- You bag it & we’ll snag it! This fall, remember to bag your leaves, keeping them off the street. We’ll do the rest. [[link](#)]

RAKE TO CURB

- Nothing’s spookier than our rivers turning green. Help keep protect our rivers by curbing your leaves [[link](#)]
- Get out your rakes! We’re collecting leaves this week. Can’t get to it this week? No worries, our website has info on future pickups [[link](#)]
- Loose leaves → green algae. When leaves are left in the street, they become a big problem for our river. Instead, rake your leaves to the curb [[link](#)]
- When leaves are left in the street, they can block storm drains. Help prevent local flooding—rake your leaves to the curb! [[link](#)]
- Curb it! This fall, remember to rake your leaves to the curb instead of raking them into the street. We’ll do the rest. [[link](#)]

Local Media Outlets

COMMUNITY ANNOUNCEMENT/NEWSPAPER AD

How to use: Small amount of text, reminding residents about leaf collection program. Includes leaf pickup schedule or dates.

BAG COLLECTION

This fall, [town] is reminding all residents to bag their leaves in brown kraft paper “yard waste” bags as part of our leaf pickup program. . This program is designed to make it easy for you to dispose of your unwanted leaves.

To participate in [town]’s leaf collection program, purchase kraft paper bags at a local retailer, put your leaves into the bags then place them at the curb. Bagged leaves will be picked up on the dates below. Leaves not in kraft paper bags will NOT be collected. Together, we can keep our community looking good and our rivers healthy.

[LIST OF SCHEDULED DATES]

RAKE TO CURB

[Town] is reminding all residents to rake their leaves to the curb and off the street as part of our leaf pickup program. This program is designed to make it easy for you to dispose of your unwanted leaves

To participate in [town]’s leaf collection program, remember to keep your leaves out of the street. Leaves raked to the curb will be picked up by [town or town’s waste hauler] on the dates below. By simply raking your leaves to the curb instead of the street, we can all help keep our community looking good and our rivers healthy.

[LIST OF SCHEDULED DATES]

Deliverables

FLYERS

How to use: A flyer on bulletin boards in public places like rec centers, public libraries, city offices and town halls. Flyers could also be distributed at fall events.

BAG COLLECTION

Loose Leaves → Green Algae

[Town]'s Leaf Collection Program

Something as simple as mismanaged leaves can contribute to big problems. When leaves blow into storm drains, they can be washed directly to local rivers where they can contribute to excessive algae growth. Loose leaves can also clog storm drains and contribute to localized flooding.

This fall, [town] is reminding all residents to bag their leaves as part of our leaf pickup program. This program is designed to make it easy for you to dispose of your unwanted leaves and keep our community looking good and rivers healthy.

You bag it and we'll snag it

To participate in [town]'s leaf collection program, purchase kraft paper bags at a local retailer, place your leaves into the bags and place the bags at your curb. **Bagged leaves will be picked up by [town or waste hauler] [weekly/monthly/on specified dates].** Leaves not in paper bags [or appropriate container clearly marked "yard waste"] will NOT be collected.

RAKE TO CURB

Loose Leaves → Green Algae

[Town]'s Leaf Collection Program

Something as simple as mismanaged leaves can contribute to big problems. Loose leaves in the street can be washed directly to local rivers where they can contribute to excessive algae growth. Loose leaves can also clog storm drains and contribute to localized flooding.

[Town] is reminding all residents to rake their leaves to the curb, and off the street, as part of our leaf pickup program. This program is designed to make it easy for you to dispose of your unwanted leaves and keep our community looking good and rivers healthy.

Curb it!

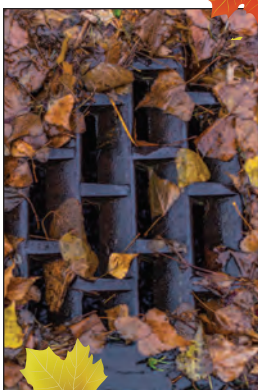
To participate in [town]'s leaf collection program, remember to keep your leaves out of the street. **Leaves raked to the curb will be picked up by [town or town's waste hauler] [weekly/monthly/seasonally on specified dates].**



Loose Leaves Green Algae



As fall rolls around, many of us will be raking leaves to keep our yards and community looking good. Unfortunately, when these leaves are left in the streets they can become a big problem for our rivers.



Leaves that find their way into our rivers contribute to excessive algae growth, which pollutes our river, makes it smell and look bad, and keeps us from enjoying it when spring rolls around. Loose leaves can also clog our storm drains and contribute to local flooding.



Bag it and we'll snag it

[Town] is reminding all residents to bag their leaves as part of our leaf pickup program, instead of raking them to the curb or the street. This program is designed to make it easy for you to dispose of unwanted leaves.

Purchase kraft paper bags at a local retailer and put your leaves into the bags and place them at the curb to be picked up. Bagged leaves will be picked up by [town or waste hauler] [weekly/monthly/on specified dates].

Together, we can keep our community looking good and our rivers healthy.

[City LOGO]

Lower DuPage River
Watershed Coalition

[Town] is a part of the Lower DuPage River Watershed Coalition, a collection of communities and local stakeholders working together to improve the health of the DuPage River.

[Town or Coalition info--website]



Loose Leaves Green Algae



As fall rolls around, many of us will be raking leaves to keep our yards and community looking good. Unfortunately, when these leaves are left in the streets they can become a big problem for our rivers.



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Curb it and we'll snag it

[Town] is reminding all residents to rake their leaves to the curb as part of our leaf pickup program. This program is designed to make it easy for you to dispose of unwanted leaves.

To participate in [town]'s leaf collection program, remember to keep your leaves out of the street.

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