

**EMS Objective, Target and Action Plan**

EMS Participant Name					Document No.	
Waste Commission of Scott County					N/A	
Common Name for Objective/Target					Partnership- Davenport Compost Facility	
Objective Description						
Action		Subject			Aspect	Adoption Date
Increase		Dav. Compost Facility Customers			Composting	6/1/2020
Target 1 Description (Add sections for additional targets as needed.)						
Action		Subject			Qty to	Metric
Increase		Customer usage of Compost facility			43,152 customers (10%)	Customers
Time Period		Time Period Type (Select)			Component Area (Select)	
6/1/2020 - 12/31/2021		Annual			Organics Management	
Results/Baseline (Update periodically, including each fiscal year by June 30th. Add rows for additional results as needed.)						
Criteria	Applicable Time Period	Qty for Period	Qty for Target To Date	% from Baseline (Calculated)	Narrative Description	Date of Update
Baseline	1/1/2018 - 12/31/2020	39,229 Average Annual Customers			Overall Customer numbers fluctuated and were variable due to '19 flooding, '20 derecho and COVID to formulate a good baseline. Determined baseline for average customers from 2018, 2019 and 2020.	2/1/2021
1	Results Update	1/1/2021-6/30/2021	16,698 Customers	16,698	N/A	Midpoint customer numbers Barrier - ran out of gardening soil and other materials in early May. Only item to promote for sale was mulch
2	Results Update	7/1/2021 - 12/31/2021				Second half of customer numbers for 2021
3	Results Update					
4	Results Update					
	Closure/Final					
	Closure Status (Select)					
Action Plan Task/Milestone Descriptions (Add rows for additional tasks/milestones as needed.)						
	Task Description		Time Period		Responsibility	Key Resources
1	Planning with Compost Facility for Education		06/01/20-06/30/20		Communication Team	Compost Facility Staff & Programs/Services
	Notes	Strategy Planning for educating Scott County residents about Compost Facility programs and services				
	Task Description		Time Period		Responsibility	Key Resources
2	Research vendor pricing for Compost Highlight Video		07/01/20-07/15/20		Kurt Liske	Facility programs , video vendor contract
	Notes	Received quotes estimate for 30 second slot & capturing footage at facility				
	Task Description		Time Period		Responsibility	Key Resources

3	City of Davenport working on updating graphics from branding project, meet to discuss progress	07/15/20-04/30/21	Compost Facility Team/ Communication Team	City of Davenport Branding Information for Compost Facility
	<b>Notes</b>	City of Davenport provided new Compost Graphic and timeline discussed for project movement, City of Davenport working to install new signage with graphics		
4	<b>Task Description</b>	<b>Time Period</b>	<b>Responsibility</b>	<b>Key Resources</b>
	Commission customize direct mail piece & mailing to all Scott Co residents	11/1/20-12/15/20	Compost Facility Team/ Communication Team	Mailing vendor - Dimensional Graphics
	<b>Notes</b>	Direct mail piece added to 2021 Collection calendar for Davenport and Bettendorf residents and added to Recycling Education for all remaining Scott County Residents. Highlights Compost Facility programs and services provided. Worked with Compost Facility for insert approval. Mailed 69,000 direct mail pieces.		
5	<b>Task Description</b>	<b>Time Period</b>	<b>Responsibility</b>	<b>Key Resources</b>
	Capture footage and program information	4/1/21 - 4/30/21	Compost Facility Team/ Communication Team	Video vendor
	<b>Notes</b>	Worked with Compost Facility Supervisor to capture footage with selected vendor at Compost Facility. Highlighted services and programs offered		
6	<b>Task Description</b>	<b>Time Period</b>	<b>Responsibility</b>	<b>Key Resources</b>
	Multi-Media Campaign	5/1/21 -5/30/21	Compost Facility Team/ Communication Team	Local media outlets, social media, billboards, city buses
	<b>Notes</b>	Finalized 30 second commercial and ran commercial on local media outlets, new compost logo and marketing "GROW" on social media, billboards and city buses to display through spring. Barrier: ran out of most for sale product by early May.		
7	<b>Task Description</b>	<b>Time Period</b>	<b>Responsibility</b>	<b>Key Resources</b>
	25th Anniversary of Compost Facility - Open House	10/1/21-10/30/21	Compost Facility Team	Compost Facility Staff
	<b>Notes</b>	Open House move 1 year due to COVID - New Date October 2, 2021. Tours, educational handouts, gloves to all participants		
8	<b>Task Description</b>	<b>Time Period</b>	<b>Responsibility</b>	<b>Key Resources</b>
	Process Reporting meeting with partners to evaluate campaign and final customer numbers	1/1/2022	Compost Facility Team/ Communication Team	
	<b>Notes</b>			