

ATTACHMENT 13.3 - EDUCATION AND OUTREACH PLAN

(Append documents as needed. Bulleted responses are acceptable.)

Name of Proposer: _____

1) Answer the following questions about the communication initiatives the Proposer will undertake during the Transition Period of the Commercial Waste Zone program.

a. Will the Proposer have a dedicated outreach or sales staff for customer outreach?

Yes No

If yes, please provide the number of dedicated outreach or sales staff that the Proposer currently employs and the number of additional outreach or sales staff that the Proposer will employ during transition.

	Full-time	Part-time
Current Outreach/Sales Staff		
Additional Transition Outreach/Sales Staff		

b. Indicate which of the following communication method(s) the Proposer currently employs or intends to employ:

- | | |
|---|---|
| <input type="checkbox"/> Brochures
<input type="checkbox"/> Website
<input type="checkbox"/> Information Sessions
<input type="checkbox"/> Other: _____
<input type="checkbox"/> Other: _____ | <input type="checkbox"/> Phone calls
<input type="checkbox"/> Social media |
|---|---|

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- c. Provide in detail any additional information on planned customer communication efforts that will be undertaken by the Proposer during the Transition Period to the Commercial Waste Zone program and how these communication efforts will support and supplement the public outreach and education efforts of the Department. *(Bulleted responses are acceptable.)*

- 2) Answer the following questions about the communication initiatives the Proposer will undertake during regular operations (i.e. after the Transition Period has concluded) during the term of the Agreement.

- a. Will the Proposer have a dedicated outreach or sales staff for customer outreach?

Yes No

If yes, please provide the number of dedicated outreach or sales staff that the Proposer expects to have employed after transition during normal operations.

	Full-time	Part-time
Normal Operations Outreach/Sales Staff		

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b. Indicate which of the following communication method(s) the Proposer currently employs or intends to employ:

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Website |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Phone calls |
| <input type="checkbox"/> Information sessions | |
| <input type="checkbox"/> Other: _____ | |

3) Provide in detail any additional information on planned customer communication efforts that will be undertaken by the Proposer during regular operations (i.e. after the Transition Period has concluded) and how these communication efforts will support and supplement the public outreach and education efforts of the Department. *(Bulleted responses are acceptable.)*