

# ATTACHMENT C



## Public Works Department Solid Waste 2026 Rate Adjustment Public Outreach

### Digital Outreach - Webpage

- Solid Waste Rate Adjustment webpage launched February 10, 2026
  - 4,743 page views through March 31
- Phoenix Newsroom article supporting the webpage
  - 1,901 page views through March 31

### Digital Outreach - Email

- Solid Waste customer email sent:
  - 175,025 recipients on February 20, 2026
  - 189,015 recipients on March 10, 2026
  - 188,503 recipients on March 27, 2026
- Additional outreach through:
  - Mayor and Council district newsletters
    - 21,435+ recipients
  - Neighborhood Services newsletters
    - 2,050+ recipients

### Digital Outreach - Social Media

- Facebook, X, and Instagram (46+ posts):
  - 74,546+ impressions
- Nextdoor posts and events:
  - 9 events added and geo-targeted
  - 17+ posts/event reshares
  - 25,400+ impressions

### Other Outreach

- Informational packets distributed to community centers in March
- Radio interviews conducted
  - Enlace local radio (Spanish) – February 19, 2026
  - KJZZ local radio – February 25, 2026
- Television interviews conducted
  - AZFamily - March 19, 2026
  - ABC15 interview and article - March 20, 2026
  - PBS Arizona Horizon – April 6, 2026
- Added messaging to the Solid Waste Customer Contact Center Interactive Voice Response (IVR)
- MyPHX311 trash/recycling banner:
  - 53,800+ visits over the past 90 days

### Survey Engagement

- Customer survey open March 2 to 31, 2026
  - 8,673 started
  - 6,729 completed
  - 60,419 total data points

## **Public Meetings**

- Eleven Solid Waste Community Information Sessions
  - 83 total attendees
    - Feb 25, 2026: Paradise Valley Community Center (9)
    - March 3, 2026: Maryvale Community Center (Spanish) (2)
    - March 4, 2026: South Mountain Community Library (8)
    - March 9, 2026: Sunnyslope Community Center (0)
    - March 10, 2026: Washington Activity Center (2)
    - March 12, 2026: Desert West Community Center (Spanish) (5)
    - March 16, 2026: Virtual (31)
    - March 17, 2026: Encanto Park Clubhouse (7)
    - March 19, 2026: Beuf Community Center (10)
    - March 25, 2026: Pecos Community Center (3)
    - March 25, 2026: Deer Valley Community Center (6)

## **Other Requested Public Meetings**

- 225 attendees
  - February 12, 2026: Council District 8 Community Tabling
  - February 17, 2026: People's United Fight Back Tabling
  - February 20, 2026: Keep Phoenix Beautiful Board Meeting
  - February 23, 2026: Council District 6 Coffee Chat
  - February 28, 2026: Council District 4 Listening Session (East)
  - March 10, 2026: Washington Park Neighborhood Association Meeting
  - March 12, 2026: Environmental Quality and Sustainability Commission
  - March 15, 2026: Idylwilde Resident Association
  - March 19, 2026: Dinner with a Cop Council District 8 Tabling
  - March 23, 2026: Community Coffee Chat Council Districts 3 & 6 Tabling
  - March 24, 2026: Council District 4 Listening Session (west)
  - March 25, 2026 Shaw Butte Neighborhood Alliance President Meeting
  - April 2, 2026: Council District 7 Virtual Town Hall Meeting
  - April 13, 2026: Council District 7 Virtual Town Hall Meeting
  - April 17, 2026: Council Districts 1 & 3 Precinct Community Meeting Tabling