

## Communication Procedure

### GENERAL POLICY

As a matter of course, the Cedar Rapids/Linn County Solid Waste Agency (Agency) provides information about its activities including the Environmental Management System (EMS), specifically as it relates to the Agency's environmental performance, to internal and external audiences.

Internal audiences include employees, members of the Board of Directors, contractors and consultants.

External audiences include members of the public, customers, environmental groups, students, member communities, news media, and regulatory agencies.

### SPECIFIC PROVISIONS

Information regarding Agency activities, including EMS, is provided in a variety of ways to ensure effective communication with interested parties, internal and external.

Internal communication methods include but are not limited to: Monthly staff news flyer *In the Loop*; employee health & safety training; monthly field staff meetings; weekly administrative staff meetings; and bulletin board postings. Communications Director also makes daily visits with field staff to discuss what is happening in the field and to solicit questions and ideas for discussion during weekly administrative meetings.

External communication methods include: News releases; website; participation in community events\* such as Chamber of Commerce & business programs as well as environmental & health fairs; social media including Facebook and Twitter; Board of Director monthly meetings; presentations to clubs, groups, and organizations as well as community city councils; print, radio and television advertisements. News is periodically emailed to registered users of the Agency website.

Students are reached through school presentations, site tours, special website content, school contests, science fairs and one-on-one interaction.

### ENFORCEMENT

Communications Director generates and/or reviews communications both internal and external. Communication Director logs external inquiries regarding substantive issues (including complaints) and Agency response into an Excel sheet for tracking, resolution, and retention.

### RELATED DOCUMENTS

-Communication Methods matrix

-External inquiries excel sheet <Z:\COMMUNICATIONS\COMMENTS&COMPLAINTS>

*\*In FY'13, for example, the Agency participated in the following: Cedar Rapids Farmer's Market; Marion Farmer's Market; Yellowbook Green Team Extravaganza; Rockwell Collins Environmental Fair; PAETEC Community and Green Team Education Fair; General Mills Environmental, Health & Wellness Event; Cedar Rapids Chamber of Commerce Networking Event; Toyota Financial Health Fair, Square D Environmental Day, Brucemore Garden Event, Marion Hy-Vee Recycling Week; Red Star Recycling Awareness, Whittier Garden Club, 2 Your Health Wellness Event, 2013 Eco-Fest.*