COMMUNITY ENGAGEMENT

PHYSICAL & DIGITAL CAMPAIGNS

SOCIAL MEDIA CAMPAIGNS (x4)

- Run social media campaigns to build awareness, gain signups, promote the ongoing service, and publish results

- *Promoted by all three participating groups*

SCRAP SOILS & COMMUNITY EVENTS

- Promote the service at Scrap Soils standard community engagement events as well as at external community events (with permission)

- Campaigns aimed to create dialogue and obtain signups and partners

PRESS RELEASE & NEWS COVERAGE

- Engage existing connections with local media outlets to boost awareness and press around the initiative, partners, and community

ONGOING SIGN-UP ACCRUAL

- Conduct physical/print campaigns to gain initial and ongoing signups within the Corktown neighborhood

- Donate compost to local organizations to build momentum for the imitative

REAL TIME FEEDBACK

- Conduct surveys to participants as well as have real time conversations with the community to improve the service and customer experience

PUBLISHED RESULTS & NEXT STEPS

- Create clear and actionable documentation of results and next steps including a video recap and published metrics/KPIs that are publicly available/promoted

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PARTICIPANT FEEDBACK GOALS

Users of the autonomous pickup service will be surveyed on their overall experience.

75%

Overall Satisfaction

What is your overall satisfaction with this service from 1-10?

Goal: 75% Average

65%

Perceived Value

Do you perceive the service as valuable to your lifestyle/work?

Goal: 65% Average

80%

Likelihood to Collect

Has this service increased your likelihood to collect food waste?

Goal: 80% (Neutral or Yes)

Q&A

ROUTES & PICKUP

Q: How will the robots travel, and where will the food waste be picked up?

- *Sidewalks/shoulders will be utilized for pickup. We anticipate conducting pickup in the front of homes for simplicity and awareness. Based on community feedback, we are open to pivoting to back allies or even allowing specific pickup instructions upon signup.*

Q: How will specific travel routes be decided?

- *Based on sign ups, a route map will be created to optimize for time and scheduling windows. We anticipate following a route similar to trash and recycling pickup modified for efficiency.*

Q: Where will the food waste be processed?

- *We are seeking a partner to process food waste collected during this pilot, ideally located within the TIZ.*

CHARGING & STORAGE

Q: Where will the robots be stored and charged?

- *The robots will be stored and charged at a temporary Ottonomy office near Corktown. All batteries will be removed from the bots and placed in a secure case for charging.*

Q: What is the process for safely charging batteries?

[Ottonomy Charging and Storage Instructions](#)

SAFETY & INTERVENTION

Q: How many accidents have the robots been in?

- *In the last 2.5 years, Ottonomy has made nearly 10,000 deliveries in indoor and outdoor environments. During this time, they've only had 2 minor safety incidents where only the robot was damaged. The robot hardware and software have been upgraded with multiple safety features to minimize the probability of such incidents.*

USER EXPERIENCE

Q: Will the robot smell when opened?

- *Scrap Soils educates customers on proper handling of food waste. If handled correctly, there should be no odor, and only four buckets will be retrieved before a short trip to the compost facility.*

FEEDBACK

Q: How will you address real time, negative feedback?

- *We will address feedback both from real-time conversations as well as survey responses in real time, continually adjusting pilot operations to best meet the needs of the community and address unforeseen complications.*

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WOULD YOU LIKE TO KNOW MORE?

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APPENDIX

PILOT OUTPUTS

To strategically communicate the goals and outcomes of the pilot.

Case Study

We will generate a document detailing the goals of the pilot, pickup process, KPIs, qualitative outcomes, survey results, issues and resolutions, and key learnings with video and photography.

Pilot Video

We will capture footage of pilot operations to document the pickup process, reception of the technology by the community, and share outcomes of the pilot.

Social Media

We will share (and distribute to our partners to share) social media assets to educate the community about the pilot and communicate the outcomes.