

EARTH MONTH 2024

IMPACT REPORT

CITY OF SUN PRAIRIE

“Make Haste to Reduce Waste”



300

Pollinator-friendly seedlings given away



108 lbs

Trash diverted from the landfill



649

Community members engaged with city-hosted events



34

Compost bins sold to residents



The Earth Month episodes on Sustainable Sun Prairie Podcast were **downloaded 26 times**



53 community members attended Sun Prairie's first annual Sustainable Film Series



106 community members attended Sun Prairie's interactive Earth Month presentations

AWARDS

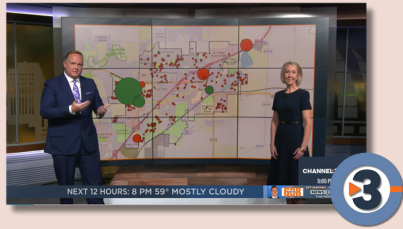


On April 10, Sun Prairie was recognized as the **first city in the Midwest and the second in the nation** to achieve a SolSmart Platinum designation for its local leadership in promoting accessible and equitable solar energy.

EARTH MONTH EVENT SCHEDULE

	Waste Reduction Series MARCH 6 "Striving for a Zero-Waste Lifestyle"
Waste Reduction Series MARCH 13 "A Taste for Change: Combatting Food Waste Together"	Podcast Episode Premier APRIL 2 "Earth Month Celebration"
No Mow May Registration Open APRIL 2	New Drop-Off Recycling Opportunities Unveiled APRIL 4
Waste Reduction Series APRIL 10 "Think Outside the Bin: Recycle Like a Pro"	Sustainable Film Series APRIL 11 "2040"
Sustainable Film Series APRIL 17 "Wall-E"	Compost Bin Pickup Event APRIL 20
Local Park Cleanup APRIL 20 Hosted by Sun Prairie Park Friends	Podcast Episode Premier APRIL 22 "What it Takes to Create a Pollinator Paradise"
Community Presentation APRIL 24 "10 Actions YOU Can Take to Help Pollinators THRIVE"	Sustainable Film Series APRIL 25 "A Plastic Ocean"
Arbor Day APRIL 26 Seedling giveaway at Museum	

IN THE NEWS



“Sun Prairie earns platinum designation for solar energy advancements”
Channel 3000, April 10



“Sun Prairie to focus on conservation and sustainability throughout April”
WKOW, March 25



“Socks, toothpaste, pens: Sun Prairie introduces niche recycling, composting options”
WKOW, April 25



1,349

Recipients opened The Big 5 newsletter



107

Media contacts received press release



9,092

Facebook & LinkedIn impressions



220

Text My Gov recipients

Note: not inclusive of number of people reached through news outlet coverage

COMMUNICATION OUTLETS

Social Media

- 4 LinkedIn posts
- 3 Facebook events
- 8 Facebook posts

The Big 5 Newsletter

- March edition - Earth Month was a top story
- April edition - Earth Month activities highlighted

Press Release

- Sent out to 107 media contacts

Text My Gov

- 4 program notifications

City of Sun Prairie Website

THANK YOU TO OUR PARTNERS!

