

# Update on Public Education Campaign for Collection Service Level Changes

Waste Management Planning Steering Committee  
September 28, 2020

# Overview

The campaign was designed to be delivered in three phases:

## *Phase 1: The Pre-Change Campaign - June-Sept. 21, 2020*

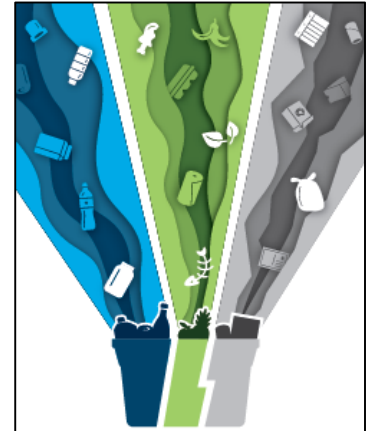
- educate the public about the upcoming changes and why the changes are being made

## *Phase 2: The Build-Up – Sept. 21-Oct. 19, 2020*

- encourage residents to prepare for every-other-week garbage collection by picking up a Green Bin and downloading the Niagara Region Waste app

## *Phase 3: The Launch and Post-Launch – Oct.20-Nov. 2020*

- focus on compliance, illegal dumping, recognize and express appreciation



Starting  
October 19, 2020

**BLUE, GREEN,  
GREY PICK-UP  
EVERY WEEK  
GARBAGE  
PICK-UP  
EVERY-  
OTHER-WEEK**

# Completed Campaign Activities

- Media release to launch campaign on June 17, 2020
- Niagara Region's Waste Management webpage expanded to include the changes, rationale and benefits of the changes, details of how different sectors will be affected and a section on illegal dumping
- Posts on Facebook and Twitter accounts
- End of June/early July - 162,535 postcards to single-family households and low-rise residential properties (2 or more units) - information on the changes and on diaper and medical exemptions

# Completed Campaign Activities (cont'd)



Starting October 19, 2020  
**CHANGES ARE COMING  
TO WASTE COLLECTION**

**Here's what you need to know:**

**You can still set out the same amount of garbage.  
Only the frequency of collection will be changing.**

-  You will be able to set out two bags or cans of garbage every-other-week. Your Blue/Grey Box and Green Bin will continue to be collected every week.
-  Diapers and waste resulting from a medical condition will be collected weekly. *Register online starting July 6, 2020.*
-  There will be a four item limit for large household item collection per week per eligible residential property (single family homes and apartments with six units or less).
-  Appliances and scrap metal will no longer be collected at the curb. These items can be taken to a Niagara Region Drop-off Depot or you can contact a private scrap metal company for pick-up.

**BOX IT. BIN IT. SORT IT.**

We are making these changes to increase waste diversion, preserve landfill capacity, save valuable natural resources, and lessen our environmental impact for future generations. **We all need to do our share.**

To learn more, visit [niagararegion.ca/waste](https://niagararegion.ca/waste)  
or call the **Waste Info-Line** Monday - Friday from 8 a.m. - 5 p.m.  
at 905-356-4141 or toll-free at: 1-800-594-5542  
Watch the following for upcoming info:   



**BOX IT. BIN IT. SORT IT.**

**Changes are Coming to Waste Collection**

Starting October 19, your garbage will be picked up every-other-week.  
Your Blue/Grey Box and Green Bin will continue to be picked up every week.

More than half of the average garbage bag in Niagara contains materials that could have been placed in the Blue/Grey Box or Green Bin. We all need to do our share to keep valuable resources out of our landfills. **It's worth the effort!**

#boxbinsort

Niagara  Region

# Completed Campaign Activities (cont'd)

- Editorials e.g. Niagara's Home Show Digital Magazine and advertisements e.g. Seniors Review, digitally on Metroland Media, print in daily and weekly newspapers, etc.
- Due to COVID-19 restrictions, using unstaffed booths with banner displays and take-away postcards and limited staffed displays e.g. at farmers markets
- 16,411 direct letters sent to owners of institutional, commercial and industrial (IC&I) properties, mixed-use (MU) properties and multi-residential (MR) buildings customized with a summary of the respective waste collection services, rationale and resources available to help prepare for those changes

# Completed Campaign Activities (cont'd)

- Sept. 17 - Formal launch of Niagara Region's online collection calendar, updated disposal search tool, and mobile application
- Participation in a virtual vendor fair for post-secondary students hosted by Brock University





# Current/Ongoing Campaign Activities

- Banners at Regional landfill sites and take-away postcards at scale houses
- Magnets for Waste Management on-road staff vehicles
- Advertisements on 5 buses in St. Catharines, Welland and Niagara Falls from Aug. 24 – Oct. 18
- Staffed displays at 10 farmers markets



# Current/Ongoing Campaign Activities

- 15 billboard advertisements from Aug. 24 – Oct.18
- 288 radio advertisements from Sept. 7 – Oct. 18
- Continued posts on Facebook and Twitter accounts
- Continued advertisements - digital and print in daily and weekly newspapers, etc.



Changes are Coming Oct. 19

**NEED A NEW  
CONTAINER?**

[niagararegion.ca/waste](http://niagararegion.ca/waste)



**BOX IT. BIN IT. SORT IT.**

Niagara  Region



# Upcoming Campaign Activities

Campaign activities are ramping up as the start date of the new collection contract approaches:

- End of Sept. - A second reminder letter to all businesses and ICI/MU/MR property owners including information for those experiencing a change in cart collection day.
- End of Sept. - Letters to all properties that will experience a curbside collection day change (i.e. 3,104 hhlds in Wainfleet and Pelham).

# Upcoming Campaign Activities

- First week of Oct. - Direct mail out of Collection Guides to all low-density residential properties and apartments with 2- 6 units (approx. 178,034).
- Dedicated e-blasts to the Greater Niagara Chamber of Commerce and the South Niagara Chambers of Commerce
- Preparing and updating future outreach materials for school aged children (i.e. school presentations and videos)

# Upcoming Campaign Activities (cont'd)

- End of Sept. - New hosted video segment demonstrating sorting and curbside placement tips posted online and on social media
- End of Sept.- Four new animated video segments promoting Green Bin use, diversion and the upcoming collection changes posted online and on social media

# Upcoming Campaign Activities (cont'd)



# Upcoming Campaign Activities (cont'd)

- Sept. 28 – Oct. 8 - In-person delivery of approximately 4,600 Designated Business Area collection guides with any service changes to businesses from New illegal dumping videos posted online and on social media
- Interviews on YourTV and radio stations – month of Sept.
- Media events with new collection contractors, Miller (Sept. 23) and GFL (Sept.30)

# Results

- In the period since outreach started in July to the end of August, 103 calls have been received about the upcoming changes. Prior to this outreach, only 34 calls in total about the changes were received between January 1 and June 30
- Between July 1 and September 16, 1,287 applications for diaper exemptions and for waste related to medical conditions have been received. This is a significant increase, as typically fewer than 40 applications are received per month



# Results

- Between July 1 and September 16, 3,228 Green Bins have been delivered to distribution sites. This is a 89% increase in Green Bin distribution compared to the same time period in 2019
- There were 3,312 page visits to the campaign webpage between April 1 and September 3. Facebook posts have received upwards of 165 comments on a single post and over 335 shares

# Questions?

## Waste Collection Changes

Starting Oct. 19, changes are coming to curbside waste collection. Box it, bin it and sort it to reduce our environmental impact.

