

## **Appendix A: List of Completed and Upcoming Campaign Activities**

### **Campaign Activities Completed Between August 1, 2020 and September 17, 2020:**

August 17:

- Magnets were placed on seven (7) Regional Waste Management vehicles that travel across the region to advertise that changes are coming starting October 19, 2020. These magnets will remain on the vehicles until the new collection contract starts.

September 2:

- Banners were placed at Regional landfill sites and take-away postcards were available at the scale houses to educate residents attending these sites of the upcoming changes. These will remain on display and be available until after the start of the new service levels changes.

August 2 and ongoing:

- With current COVID-19 restrictions, there have been challenges in arranging community outreach. Unstaffed booths have been scheduled at a mix of business types, such as grocery stores, hardware stores and pharmacies, in Local Area Municipalities (LAM), where available. Banner displays and take-away postcards will be set up for three (3) or four (4) days to provide information to residents on the upcoming collection changes.
- The displays will be set up in at least two different locations in each local municipality, except Wainfleet. In Welland, Niagara Falls and St. Catharines, the displays will be provided at four (4) different business locations.
- From August to September 15, twenty-five (25) unstaffed displays were held in different locations in eleven (11) LAMs. The last booth is scheduled to be completed on September 24, 2020.

August 13 and ongoing:

- Staffed booths were set up at various farmers' markets throughout Niagara region. Although an attempt was made to attend farmers' markets in all LAMs, due to COVID-19, not all were operating.
- From August to September 15, eight (8) staffed booths were attended in Pelham, Niagara-on-the-Lake, Niagara Falls, St. Catharines, Wainfleet and Welland. The last staffed booth at a farmers market is scheduled to be completed on September 23.

August 24:

- Bus advertisements indicating that starting October 19<sup>th</sup>, Blue/Grey Boxes and Green Bins will be collected weekly and garbage will be collected every other week were installed on five (5) buses in St. Catharines, Welland and Niagara Falls. These ads will run until October 18<sup>th</sup>.

August 24

- Metroland Media digital display and banner ads to raise awareness of the coming changes and direct residents to the website for more information. Ads will run on websites for the St.Catharines Standard, Niagara Falls Review and Welland Tribune until October 18<sup>th</sup>.

September 7:

- A series of five radio advertisements were developed to educate residents about the upcoming changes and the new Niagara Region Waste App. These ads are running on Bell Media until October 18<sup>th</sup>.

September 7:

- Billboard advertisements were installed on fifteen (15) locations in Fort Erie, Niagara Falls, Port Colborne, St.Catharines, Thorold and Welland. The billboards remind residents that starting on October 19, 2020, Blue/Grey Boxes and Green Bins will be collected weekly with garbage being collected every other week. These billboards run until November 1<sup>st</sup>.

September 7:

- Several print advertisements in the weekly and daily newspapers educating residents about the upcoming changes. These include in-kind advertisements provided through Resource Productivity and Recovery Authority. Print advertisements will continue until November 25 and in addition to educating residents on the upcoming changes will also include messaging on how to get and use a Green Bin and every-other-week garbage collection.

September 8 and 9:

- Staff participated in a virtual vendor fair for post-secondary students hosted by Brock University to educate students living in off-campus housing of Niagara Region's waste management programs and upcoming changes.

September 16:

- Scrolling ads have been placed on the YourTV channel reminding viewers that every-other-week garbage collection begins on October 19<sup>th</sup> and that they can prepare by downloading the Niagara Region Waste app and purchasing a Green Bin. An announcement with this information has also been posted on the YourTV community messages webpage. These messages will run until October 18<sup>th</sup>.

September 17:

- A media release and social media posts formally launched Niagara Region's online collection calendar, updated disposal search tool, and mobile application (Niagara Region Waste App). The Niagara Region Waste App is available for download through Apple's App Store and Google Play.

August 5, 12, 20, and 26; September 1, 2, 9, 15, and 17:

- Posts on Niagara Region's Facebook and Twitter accounts reflected upcoming waste collection contract changes. Topics have included information on the display booths, how to get a Green Bin, what goes in the Green Bin, the rationale for every-other-week garbage, a Green Bin contest and the new mobile app.
- The Facebook posts have received upwards of 165 comments on a single post and with over 335 shares.

### **Upcoming Campaign Activities**

- Webinar presentations to organizations representing businesses (i.e. Business Improvement Associations, Chambers of Commerce etc.);
- Twenty (20) bus shelter ads;
- Interviews on YourTV;
- A second reminder letter to all businesses and ICI/MU/MR property owners;
- Letters to all properties that will experience a collection day change ( a subset of residents in Wainfleet and Pelham);
- Direct mail out of Collection Guides to all low-density residential properties and apartments with 2- 6 units;
- New animated video segments promoting Green Bin use, diversion and the upcoming collection changes posted online and on social media;

- New series of hosted video segments demonstrating Green Bin and recycling tips and dispelling common myths about participation posted online and on social media;
- Continued print advertisements in weekly and daily newspapers with messages on the upcoming changes including large item collection limits and discontinuation of metal household items, preparing for every-other-week garbage collection and illegal dumping;
- Media events with new collection contractors to provide introduction and overview of upcoming changes in collection services.
- Preparation of outreach materials for school aged children (i.e. presentations and videos);
- Dedicated e-blasts to the Greater Niagara Chamber of Commerce and the South Niagara Chambers of Commerce;
- Takeover ads on the Weather Network;
- In-person delivery of Designated Business Area collection guides to businesses;
- Advertisement in Business Link magazine;
- New illegal dumping videos posted online and on social media; and
- Ongoing social media posts with key campaign messages.