
MEMORANDUM

WMPSC C 2-2019

Subject: 2019 Social Marketing and Education Plan and Overview of 2018 Initiatives

Date: Thursday, February 28, 2019

To: Waste Management Planning Steering Committee

From: Ashley Northcotte, Engagement & Education Coordinator

Background

The purpose of this memorandum is twofold: to provide an overview of Waste Management Services' 2019 Social Marketing and Education Plan and to provide an update on the social marketing and education initiatives that took place in 2018. The effectiveness of the 2018 initiatives and their contribution to the Waste Management goals, objectives and targets are detailed below.

Overview

The Social Marketing and Education Plan include a multi-tiered approach to promotion and education, e.g. radio components, TV, print material and website offerings. Wherever possible, existing communication tools were utilized to minimize costs. Measurements of the effectiveness of the plan and assessments of the messages and communications mechanisms also occur. On an annual basis, the plan is reviewed and revised based on program changes and results of intermittent communication monitoring/assessments.

The objectives of the Social Marketing and Education Plan are to:

- Increase use of the Blue Box and Grey Box to capture recyclables;
- Educate residents on the proper preparation of Blue/Grey Box material;
- Build commitment to ongoing preparation of Blue/Grey Box material;
- Improve quality of materials received at the Recycling Centre;
- Reduce the processing residue rate;
- Improve collection and processing efficiencies; and
- Decrease incidences of maintenance issues at the Recycling Centre, which are related to incorrect set-out of inappropriate materials in the Blue/Grey Box.

2018 Summary

Waste Management Services uses social marketing initiatives, including public outreach and communication activities, as a strategy to educate and inform the public. The 2018 initiatives were developed as a part of a social marketing strategy to inform, persuade, influence, motivate, reinforce or change behaviours toward improved waste reduction and recycling.

The social marketing and education initiatives were financially managed within the 2018 approved operating budget. In 2018, promotion and education (P&E) costs were as follows:

- \$219,178 - P&E costs (including Net HST) for all waste management programs;
- \$185,866 – 2017 P&E costs (including Net HST) for residential Blue Box programs, of which approximately 50% (or \$92,933) in funding is expected to be received from Resource Productivity and Recover Authority (RPRA).

A highlight of key initiatives is provided below:

Proposed Collection Service Options Stakeholder Consultation

Waste Management Services conducted a stakeholder consultation with various groups (i.e. residents, business owners and associations, etc.) to obtain input on the proposed garbage collection service options being considered for the next curbside waste collection contract (i.e. garbage, recycling, organics).

Residents and businesses that use the Niagara Region's curbside garbage collection services were able to provide their comments on the proposed collection service options for the next contract by:

- Visiting the Region's website and completing the online survey before November 30, 2018
- Attending one of the public open houses or community booths being held in each of the twelve Local Area Municipalities. Attendees were able to complete the online survey at the event. Dates and locations for the events were available on the Region's website.

To aid in the promotion and education of the proposed service options, stakeholder engagement sessions were arranged with business organizations (Municipal Economic Development and Tourism Agencies, Downtown Business Improvement Associations, local Chambers of Commerce, etc.), and letters were sent to Industrial, Commercial and Institutional (IC&I) and Mixed-Use business associations. Print materials were developed, including poster boards with the proposed service level changes to display at the open houses and community booths, and post cards with the survey information for residents to complete the online survey at another time. The online survey was promoted through newspaper, web-based content and social media advertising.

Additionally, a statistically representative, random telephone survey was conducted for residents to receive their feedback on the proposed collection service options. The telephone survey questions were similar to those from the online survey.

Keen on Green Desk-side Waste Diversion Program

After completing the roll out of the Desk-side Waste Diversion Program at Niagara Regional Police Headquarters, Niagara Region Headquarters and the Environmental Centre in 2017, this program was rolled out across the entire corporation.

As part of the program, each employee's desk was provided with small, desk-side containers (small garbage can, Grey Box and Green caddy) at a total of 77 Regional buildings. Similar to the roll out at Regional Headquarters, staff were provided with promotion and education pieces, including a 'coming soon' flyer to inform staff about the upcoming changes, an FAQ to answer program questions, and sorting guide and full informational flyer. To ensure the program continues to run smoothly, staff are considering an annual review at all buildings.

Multi-Residential Textile Pilot Program

The Multi-Residential Textile Pilot Program was launched in 2018 in partnership with three (3) local non-profit organizations selected through an RFQ process. Site visits were conducted in early 2018 and 22 properties were recruited for the Pilot. These properties were divided among the three (3) non-profit organizations (Diabetes Canada, Goodwill Niagara and Big Brothers, Big Sisters). Textiles collected as part of the Pilot will generate revenue for the local charities and divert textile materials that could not be resold from landfill.

Recognition and Awards

This year, Niagara Region was the recipient of two silver awards, recognized for their outstanding solid waste programs, from the Solid Waste Association of North America ([SWANA](#)) and the Municipal Waste Association ([MWA](#)).

Niagara Region won a silver award in the Communication, Education and Marketing (CEM) tools category for the 'Recycle your Bicycle' program from SWANA. Niagara Region Waste Management Services recognized an opportunity to recover unwanted or damaged bicycles in favour of reuse, and established a community partnership with the Broken Spoke Bicycle Refurbishment Program at Port Colborne High School. Through an extensive public information campaign, Niagara Region has been able to provide the Broken Spoke program with 4,542 bicycles since the inception of the partnership in 2016. These bicycles were repaired by the students at Port Colborne as part of their special skills credit program, and donated to community members, charitable organizations, and communities overseas.

Niagara Region received a silver award in the campaign category for the Desk-side Waste Diversion Program from MWA. Waste audits at Regional Headquarters and the Environmental Centre revealed that seventy-nine per cent of the material in the garbage stream consisted of material that could have been diverted through a recycling or

composting program. The Keen on Green Committee implemented the Desk-side Waste Diversion Program to take a collaborative approach to workplace waste management.

In combination with the communication and outreach tools outlined above, the Region utilized a variety of other promotional tools, such as presentations, displays, newspaper ads, newsletters, and web/social media ads. Appendix A provides more details of each initiative described above and other major social marketing initiatives undertaken in 2018. Appendix B contains samples of promotion and educational materials.

2019 Outlook

Staff will continue to promote programs through a variety of communication methods. The main 2019 initiatives currently being considered include:

- Continuation of the Illegal Dumping awareness campaign and development of an Anti-litter awareness campaign;
- Green Bin campaign to encourage greater diversion of organic waste through increased participation in the Niagara Region's Green Bin program;
- Communications on curbside battery collection;
- Expand the Multi-residential Textile Diversion Program and launch the IC&I Recognition Program
- Continuation of the Gold Star Recycler program
- Development of promotional plan for new collection contract services
- Development of a Waste Management cell phone application for residents
- Expand existing partnership with Links for Greener Learning (dependent on budget)

Appendix C provides further details of the major marketing initiatives planned for 2019.

Respectfully submitted and signed by,



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Waste Management Services

APPENDICES

Appendix A – Details of 2018 Promotion and Education Outreach	Pages 5 - 14
Appendix B – Examples of Promotion and Education Materials	Pages 16 - 18
Appendix C – Details of Social Marketing and Education Planned for 2019	Pages 19 - 21