Sample Promotion and Education Material

1. Web-based content

   a. Web banner at niagararegion.ca/waste

   Let's Talk Waste Niagara
   We want your input on the proposed options for the next waste collection contract
   [Have your say]

   b. Web artwork provided to Local Area Municipalities

   Let's Talk Waste Niagara
   Niagara Region wants your input on the proposed options for the next waste collection contract
2. Print/newspaper Advertising

![Image of Niagara Region's waste collection advertisement]

Do you use Niagara Region’s curbside garbage collection service? If so, we want to hear from you!

Niagara Region is in the process of consulting with various groups (i.e. residents, business owners, associations, etc.) to obtain their input on the proposed collection service options being considered for Niagara Region’s next waste collection contract.

To find out more information, complete the on-line survey, or obtain a list of public open houses and community booth dates, visit niagararegion.ca/letstalkwaste.

Survey closes at midnight on November 30, 2018.

Niagara Region
Waste Info-Line
905-356-4141 or 1-800-594-5542

3. Social Media
   a. Facebook paid ad

![Image of Facebook advertisement]

Do you use Niagara Region’s curbside garbage collection service? We want your input on the proposed options for the next waste collection contract. Take the survey or attend a public open house to have your say.

Let’s Talk Waste Niagara
Niagara Region’s next waste collection contract...
b. Facebook events

4. Poster Boards
RESIDENTS

Proposed Option:
Discontinue Curbside Collection of Large Household Appliances and Scrap Metal

- Examples of large household appliances include: refrigerators, stoves, freezers, washers, dryers, dishwashers, dishwashers, ovens, ranges, etc.
- For all low density residential properties (1 to 3 units) receiving Regional curbside garbage collection service who are currently eligible for this service (i.e., single family, semi-detached, townhouses, bungalows, houses, mobile homes, row, and horizontal, row, and semi-detached houses)
- Other property types do not receive this service.

Reasoning:
- Curbside collected appliance and scrap metal tonnages have decreased by 94% since 2007.
- Items can be recycled, at no cost, at the Niagara Region’s Drop-off Depots, or at scrap metal dealers.
- Only 5% of Niagara’s low density residential properties are using the curbside collection of appliances and scrap metal.
- Potential cost avoidance.
- Similar to what other municipalities in Ontario are successfully doing.

BUSINESSES

Proposed Option:
Every-Other-Week Collection for Garbage Only Outside Designated Business Areas
weekly recycling and organics collection would continue

- For all eligible mixed-use (i.e. businesses with a residential component) and industrial, commercial and institutional properties located outside designated business areas only.
- Current garbage container limits would double.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Current Weekly Limit</th>
<th>Every-Other-Week Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed-use (business with a residential component)</td>
<td>540 (12) Containers</td>
<td>1080 (24) Containers</td>
</tr>
<tr>
<td>Industrial, commercial and institutional</td>
<td>480 (8) Containers</td>
<td>960 (16) Containers</td>
</tr>
</tbody>
</table>

Reasoning:
- Increase waste diversion to extend lifespan of Niagara Region’s landfill.
- Only 81% of mixed-use properties participate in the Region’s curbside recycling program and only 20% participate in the Green Bin program.
- Only 34% of industrial, commercial and institutional properties participate in the Region’s curbside recycling program and only 11% participate in the Green Bin program.
- Potential cost avoidance.
- Similar to what other municipalities in Ontario are successfully doing.

RESIDENTS

Proposed Option:
Establish a Four (4) Item Limit per Unit per Collection for Large Item Collection Service

- Examples of large items include: couches, chairs, tables, mattresses, toilets, vacuum cleaners, etc.
- For all low density residential properties (1 to 6 units) receiving Regional curbside garbage collection service who are currently eligible for this service (i.e., single family, semi-detached, townhouses, duplexes, triplexes, quadruplexes, row, and horizontal, row, and semi-detached houses).

Reasoning:
- Proposed four (4) large item limit will help cut costs, as low density residential properties set out an average of less than two (2) large items per collection in 2018.
- 99% of Niagara’s low density residential properties use this service place four (4) or fewer items out for collection.
- 92% of the total bookings in 2018 were for four (4) or less bulky items.
- Potential cost avoidance.
- Similar to what other municipalities in Ontario are successfully doing.

BUSINESSES

Proposed Option:
Mandatory Use of Clear Bags for Garbage with Option of Allowing an Opaque (i.e. grocery) Privacy Bag to be Placed Inside the Clear Bag

- For all eligible mixed-use (business with a residential component) and industrial, commercial and institutional properties, inside or outside designated business areas.

Reasoning:
- Increases waste diversion to extend lifespan of Niagara Region’s landfill.
- Encourages higher participation in the Green Bin program as only 39% of mixed-use properties and 11% of industrial, commercial and institutional properties currently participate.
- Increases awareness of what is placed in garbage due to visibility of bag contents.
- Eliminates/minimizes option of concealing non-acceptable materials.
- Eliminates/minimizes option of concealing hazardous materials broken glass, nails, staples, which could harm collection staff.
- Facilitates education and enforcement of Niagara’s Waste Management By-Law.