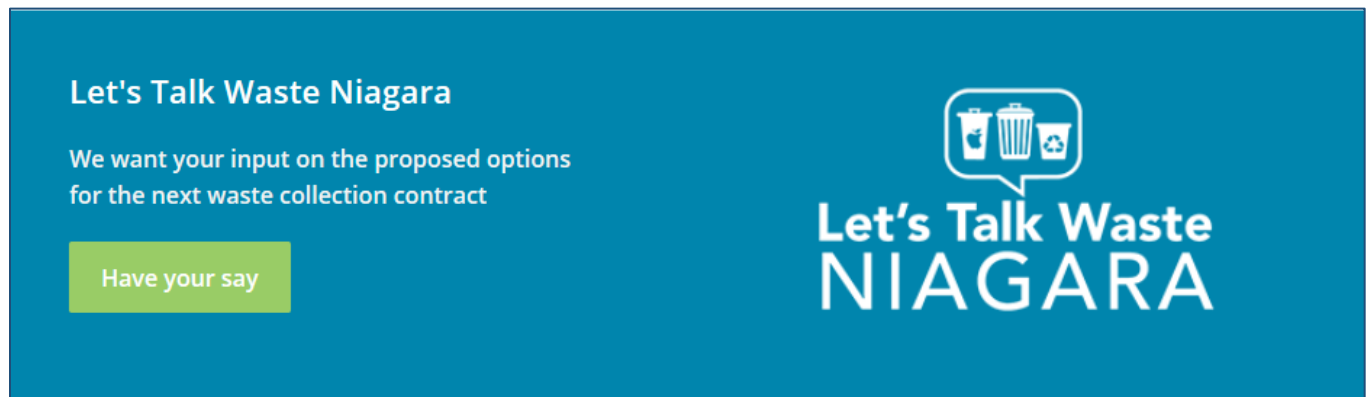


Sample Promotion and Education Material

1. Web-based content

- a. Web banner at niagararegion.ca/waste



- b. Web artwork provided to Local Area Municipalities



2. Print/newspaper Advertising



The advertisement features a green and blue gradient background. At the top left is a speech bubble icon containing three trash can symbols (one with an apple, one with a recycling symbol, and one with a trash can lid). To the right of the icon, the text "Let's Talk Waste NIAGARA" is displayed in white. Below this, the text "Do you use Niagara Region's curbside garbage collection service? If so, we want to hear from you!" is written in bold. The main body of the ad contains two paragraphs of text. The first paragraph states that Niagara Region is consulting with various groups on proposed collection service options for the next waste collection contract. The second paragraph provides instructions on how to find more information, including completing an online survey or attending public open houses, and directs visitors to the website niagararegion.ca/letstalkwaste. A note at the bottom of the main text area states that the survey closes at midnight on November 30, 2018. At the bottom of the ad, the Niagara Region logo is on the left, and the "Waste Info-Line" contact information (905-356-4141 or 1-800-594-5542) is on the right.

Let's Talk Waste NIAGARA

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



The Facebook advertisement shows the Niagara Region profile picture and name at the top left, followed by the date and time "October 25 at 3:25 PM". The main text of the ad asks if the user uses curbside garbage collection and encourages them to provide input on proposed options for the next waste collection contract by taking a survey or attending a public open house. Below the text is a large graphic with a green and blue gradient background, featuring the same speech bubble icon and "Let's Talk Waste NIAGARA" text as the print ad. At the bottom of the ad, the website "NIAGARAREGION.CA" is listed, followed by the text "Let's Talk Waste Niagara" and a "Learn More" button. The bottom of the ad also includes the text "Niagara Region's next waste collection contract...".

Niagara Region
October 25 at 3:25 PM

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

NIAGARAREGION.CA
Let's Talk Waste Niagara
Niagara Region's next waste collection contract...

[Learn More](#)

b. Facebook events

Let's Talk Waste NIAGARA

Upcoming Events

Nov 15

Open House - Let's Talk Waste Niagara
Tomorrow 6 PM
You like Niagara Region

★ Interested

Nov 19

Open House - Let's Talk Waste Niagara
Mon 6 PM
You like Niagara Region

★ Interested

Nov 20

Open House - Let's Talk Waste Niagara
Tue 6 PM
You like Niagara Region

★ Interested

4. Poster Boards

Let's Talk Waste NIAGARA

RESIDENTS

Proposed Option:

Every-Other-Week Garbage Collection

weekly recycling and organics collection would continue

- For all residential properties receiving Regional curbside garbage collection service
- Current weekly garbage container limit would double for every-other-week collection

Residential Sector	Current Weekly Limit garbage container (bag/can)	Every-Other-Week Limit garbage container (bag/can)
Low Density Residential (1 to 4 units) (i.e. single family, semi-detached, townhouses, duplex, triplex, fourplex, fiveplex, sixplex, and horizontal, row, condo housing)	One (1) container per residential unit	Two (2) containers per residential unit
Multi-Residential (i.e. residential buildings with 7 or more units)	One (1) container per residential unit up to a maximum of 12 per building	Two (2) containers per residential unit, up to a maximum of 24 per building

Reasoning:

- Niagara's low density residential properties set out an average of less than one (1) garbage container per week
- Waste audits show that nearly 50% of what Niagara Region residents put in their garbage is food waste and other compostable material that should be placed in the Green Bin
- Increases waste diversion to extend lifespan of Niagara Region's landfills
- Cost avoidance
- Similar to what other municipalities in Ontario are successfully doing

niagararegion.ca/letstalkwaste

Let's Talk Waste NIAGARA

RESIDENTS

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 residential properties receiving Regional curbside garbage collection service

Reasoning:

- Increases waste diversion to extend lifespan of Niagara Region's landfills
- Encourages higher participation in the Green Bin program as currently only 48% of Niagara's low density residential properties use the Green Bin
- Increases awareness of what is placed in the 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, sharps), which could harm collection staff
- Facilitates education and enforcement of Niagara's Waste Management By-law

niagararegion.ca/letstalkwaste



Let's Talk Waste NIAGARA

RESIDENTS


Proposed Option:


Discontinue Curbside Collection of Large Household Appliances and Scrap Metal

- Examples of large household appliances and scrap metal include: refrigerators, stoves, freezers, washers, dryers, dehumidifiers, dishwashers, swing sets, bicycles, 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, duplex, triplex, fourplex, fiveplex, sixplex, and horizontal, row, condo housing). 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 6% of Niagara's low density residential properties are using the curbside collection of appliances and scrap metal service
- Potential cost avoidance
- Similar to what other municipalities in Ontario are successfully doing


niagararegion.ca/letstalkwaste



Let's Talk Waste NIAGARA

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, duplex, triplex, fourplex, fiveplex, sixplex, and horizontal, row, condo housing)

Reasoning:

- Proposed four (4) large item limit will meet set out needs, 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 who 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


niagararegion.ca/letstalkwaste



Let's Talk Waste NIAGARA

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. business with a residential component) and industrial, commercial and institutional properties located outside designated business areas only
- Current garbage container limits would double

Sector	Current Weekly Limit garbage container (bag/can)	Every-Other-Week Limit garbage container (bag/can)
Mixed-use (business with a residential component)	Six (6) Containers	Twelve (12) Containers (Eight (8) Containers, if weekly limit is decreased to four (4) Containers)
Industrial, commercial and institutional	Four (4) Containers	Eight (8) Containers

Reasoning:

- Increase waste diversion to extend lifespan of Niagara Region's landfills
- Only 61% 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


niagararegion.ca/letstalkwaste



Let's Talk Waste NIAGARA

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 landfills
- Encourages higher participation in the Green Bin program as only 20% 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, sharps), which could harm collection staff
- Facilitates education and enforcement of Niagara's Waste Management By-law


niagararegion.ca/letstalkwaste