
MEMORANDUM

WMPSC-C 4-2019

Subject: Illegal Dumping

Date: Monday, February 25, 2019

To: Waste Management Planning Steering Committee

From: Katelyn Avella, Contract Supervisor

This memorandum is intended to update Committee members on the Illegal Dumping Working Group's (Working Group) progress in 2018 and direction for 2019.

Throughout 2018, continued efforts of the Working Group to mitigate illegal dumping in Niagara resulted in:

- A total of 755 illegal dumping reports received in 2018 – an increase of 11% compared to 2017. *Appendix A* provides a comparative breakdown of illegal dumping statistics.
- A total of two (2) reports of illegal dumping were received through Crime Stoppers Niagara (CSN) in 2018.
- Two (2) offence notices were issued in 2018 where one (1) fine was paid by the offender and the second fine has yet to be paid.
- In 2018, an additional three (3) illegal dumping signs were added in Niagara-on-the-Lake and there are a total of 111 signs installed throughout the region.
- The following list outlines the Niagara Region's continued advertising of the Illegal Dumping Campaign in 2018. *Appendix B* provides more details.
 1. Advertising on waste collection vehicles,
 2. Illegal dumping brochures,
 3. Illegal dumping rack card,
 4. Newspaper advertisements,
 5. Banner displayed at Outreach Booth at community events,
 6. Arena board advertisements,
 7. Transit advertisements,
 8. Public litter bin stickers branded for each municipality,
 9. Spring Green Scene article,
 10. Fall Green Scene article, and
 11. Social media posts.

Since the reestablishment of the Working Group in 2012, illegal dumping reports received from the public continue to increase every year. In 2018, warning letters issued to suspects of illegal dumping increased significantly from 47 letters issued in 2017 to 142 letters issued in 2018. Of these 142 letters, 69 letters were issued as a result of

residents reporting events of illegal dumping and Regional staff randomly discovering illegally dumped material. The remaining 71 letters were issued as a result of proactively monitoring public litter bins, mainly in St. Catharines, but also periodically throughout the rest of the region. This follow up is a direct result of increased reports of illegal dumping from the public and Regional staff monitoring public litter bins. It is also estimated, based on previous years, that increased warnings, offence notices and posting illegal dumping signage at known 'hot spots' will continue to slow the acts of illegal dumping, while increasing the number of dumping instances that are reported.

2019 initiatives for the Working Group will include:

- 'See it. Report it' campaign refresh to revitalize the brand;
- Continue installation of illegal dumping signage at 'hot spots', as determined;
- Advertisement via CSN website, municipal websites and social media;
- Continue print ad and social media communication (i.e. Green Scene);
- Continue transit advertising;
- Continue arena board advertisement;
- Encourage municipalities to utilize the public litter bin stickers;
- Continue semi-annual Working Group meetings (next meeting is tentatively scheduled for May 28, 2019); and
- Work with CSN to film a segment on Cogeco TV to bring awareness to illegal dumping.

Respectfully submitted and signed by



Katelyn Avella
Contract Supervisor
Waste Management Services

Appendices

Appendix A – Illegal Dumping Statistics
Appendix B – 2018 Illegal Dumping Promotion

Page 3
Pages 4-12