
MEMORANDUM

WMPSC-C 18-2021

Subject: 2021 Illegal Dumping Campaign

Date: Monday, April 19, 2021

To: Waste Management Planning Steering Committee

From: Amanda Mosca, Engagement & Education Coordinator

This memorandum is intended to provide an overview to members of the Waste Management Planning Steering Committee regarding the upcoming illegal dumping campaign to address the issue of illegal dumping in Niagara region. The campaign will focus on encouraging residents to “See it. Report it. Stop it.”

Objectives

The main objectives of this campaign are to:

- Reduce illegal dumping activity in Niagara region
- Inform residents that putting household waste in public litter bins is a form of illegal dumping
- Increase the number of illegal dumping reports from residents and associated warnings or convictions issued as a result of these reports

The Illegal Dumping campaign will kick off following Earth Week on Wednesday, April 28 and run until Monday, July 26. Due to COVID-19, the campaign will be entirely virtual, with no in-person outreach taking place.

Overview

With the recent switch to every-other-week garbage collection, there have been concerns about an increase in illegal dumping activity. Typically, illegal dumping temporarily increases after waste collection policy changes are implemented; however, illegal dumping will usually decrease to normal levels after a few months. Roadside illegal dumps do not appear to be increasing following the transition to every-other-week collection; but, local area municipalities are reporting an increase in the incidents of illegal dumping at public space litter bins and parks. These increases may be due to a

number of factors including a decrease in the frequency of collection for some municipal litter bins. Regional staff investigate reported illegal dumps in order to identify a generator and potentially issue a charge, if evidence is found. The key to successful by-law enforcement depends on timely reporting, so that the issue may be addressed promptly to discourage further dumping.

Additionally, residents who witness illegal dumps occurring can assist in the investigation and prosecution of offenders. The campaign will encourage residents to report any illegally dumped material in order to have the issue addressed in a timely manner and allow for staff to investigate and potentially identify generator information.

The campaign will also aim to prevent and deter residents from placing household waste in a public litter bin, which is an act of illegal dumping, by promoting recycling and Green Bin programs as diversion alternatives for disposing of materials. Through proactive monitoring Niagara Region staff have observed residents frequently use public space litter bins for household waste. Many residents are not aware that the act of placing household waste in a public litter bin is illegal. Additionally, much of the material that is found to be illegally dumped in litter bins could have been diverted by using the Region's curbside recycling and organic programs.

Key Messages

Through the campaign, information and resources will focus on the following key messages:

1. See it. Report it. Stop it: Disposing of waste in non-designated areas is a crime, and residents have tools to report incidents of illegal dumping.
2. Box It. Bin It. Sort It. Participate in recycling and Green Bin programs to divert materials away from the garbage stream (and out of public litter bins).
3. Proper disposal methods of construction and demolition waste.
4. It costs us all: Illegal dumping has harmful impacts on land, water, and wildlife.

This messaging will target residents, contractors (for construction and demolition generated waste), and citizens who witness illegal dumping activity.

Methods

The 2021 Illegal Dumping campaign will utilize the following platforms to raise awareness and share resources.

Item	Where	Date Range
Circulate communications to Illegal Dumping Working group.	Request that the municipal partners repost our social media posts or share their own encouraging residents to report illegal dumping.	April 28 – July 26
Radio	Welland, Niagara Falls, St. Catharines	April 28 – July 26. Four week campaigns on different radio stations within this time period.
Social media – videos and content	Facebook and Twitter	One post per week from April 28 to July 26
Webpage updates (graphics and information)	Report Illegal Dumping Niagara Region (www.niagararegion.ca/waste/contact/dumping)	Ongoing
Advertising on public litter and recycling bins	Niagara Falls, Thorold and St. Catharines	May - July
Outdoor ads - Billboards	Niagara Falls and St. Catharines	Four (4) week campaigns rotating through different locations.

Budget

Staff have budgeted approximately \$20,000 for this campaign.

Metrics

The metrics used to determine success of the campaign will be:

- Number of illegal dumping reports submitted by residents
- Visits to online reporting tool
- Visits to Waste app reporting tool

- Number of rewards and convictions issued

Measurement

- Increase in illegal dumping reports submitted during and after campaign vs. last year
- Increase in traffic to online reporting tool (and app tool) vs. pre-campaign
- Increase in rewards and convictions issued before and after campaign vs. last year

Baseline

- Illegal dumping reports by residents during April 28 – July 26 2020: 168
- Number of rewards issued April 28 – July 26 2020: 0
- Number of convictions issued April 28 – July 26 2020: 0
- Traffic to illegal dumping webpage during April 28 – July 26, 2020
 - 731 page views
 - 636 unique page views
 - Average time on page 1:11 min

Promotion and Education Material

- The slogan See it. Report it. Stop it. will be featured on promotional and educational material used as part of this campaign. Appendix A provides some examples of the promotional and educational material.

Respectfully submitted and signed by

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Waste Management Services Division
Public Works Department

Appendices

Appendix A Illegal Dumping Campaign Sample Graphics