

MEMORANDUM

WMPSC-C 21-2023

Subject: Illegal Dumping Campaign Videos

Date: June 26, 2023

To: Waste Management Steering Committee

From: Amber Schmucker, Engagement & Education Coordinator

The purpose of this memorandum is to present to members of the Waste Management Planning Steering Committee (WMPSC) the new illegal dumping campaign videos. These videos aim to educate target audiences on what illegal dumping is, and its financial impact, in a quick and engaging way. Details on the Illegal Dumping Campaign communication plan were provided to the WMPSC on April 24, 2023; these videos are a key tactic for this campaign.

The illegal dumping videos take a lighthearted approach to a serious issue. The objective for the creation of these videos was to generate easily distributed content with memorable messaging about the financial penalties for illegal dumping. Penalties for illegal dumping are outlined in By-Law No. 2022-32: A By-Law To Regulate The Use Of The Waste Management System For The Regional Municipality Of Niagara (the By-law).

Set fines within the By-law are in place as follows:

- Illegal Dumping General Prohibition: \$500
- Illegal Dumping in a Public Litter / Recycling Bin: \$150
- Illegal Dumping Care and Control: \$250

Illegal dumping can carry a maximum fine of \$10,000 for serious offences.

Key Messages

Three ten-second videos were produced, each focusing on one of the following key messages:

- Dumping household garbage and construction materials in public areas such as roads, ditches, vacant lots and public garbage cans is called illegal dumping.

- Illegal dumping not only hurts the environment but can also hurt you financially with fines up to \$10,000. Residents caught illegal dumping can also face fines ranging from \$175-\$10,000.

Target Audience

The target audience for the illegal dumping campaign videos are as follows:

1. Niagara residents (illegal dumpers)
2. Niagara residents (illegal dumping reporters)
3. Commercial contractors

Next Steps

The final illegal dumping campaign video files were delivered to Niagara Region Waste Management on June 2, 2023. Throughout the months of June and July, the videos will be strategically deployed to ensure maximum reach to target audiences.

Illegal dumping campaign video deployment schedule:

Item	Timeline	Notes
Public Service Announcement (PSA)	June 26	PSA to focus on the launch of the videos and the By-law updates.
Social media (paid)	Weekly in July	Videos will be used for targeted paid ads on YouTube and possibly Instagram.
Social media (organic)	Posted throughout June and July	Videos will be posted on the Niagara Region YouTube page, Instagram, and Twitter. Files to be shared with Local Area Municipalities and Councillors for sharing on their social media platforms.

Item	Timeline	Notes
Illegal dumping website https://www.niagararegion.ca/waste/contact/dumping/default.aspx	June 12-16	Videos will be available on the Niagara Region Illegal Dumping webpage.
Sharing with Illegal Dumping Working Group	Mid to late June	
Internal sharing	Mid to late June	Sharing on The Vine news page and Vine Weekly.

In addition to the deployment schedule outlined above, the videos are intended to be re-deployed during future illegal dumping campaigns. Moving forward, there is also the opportunity to produce similar style videos that focus on the importance of reporting instances of illegal dumping when witnessed, and the associated financial incentives.

Respectfully submitted and signed by

Amber Schmucker
Engagement & Education Coordinator