



# **CURBSIDE COLLECTION CHANGES**

Communications Strategy

# COMMUNICATIONS CAMPAIGN OBJECTIVES

- Build public awareness of the upcoming service collection changes, starting October 19, 2020 and understanding for why they are happening
- Encourage an increase in participation in diversion programs



# COMMUNICATIONS CAMPAIGN OBJECTIVES CONTINUED

- Educate the public on how to participate in programs.
- Provide information on how to access tools available to facilitate participation, including the online collection calendar and mobile app.
- Educate residents about illegal dumping and proper disposal methods. Encourage reporting of illegal dumping and raise awareness of the Region's reward program.



# KEY COMPONENTS OF THE CAMPAIGN

## A multi-tier approach to meeting the objectives.

- New branding and graphics
- New messaging including: a slogan, key message platform, sub-messages and hashtags
- Media plan that includes social media
- Diverse communications tactics to reach all stakeholder audiences

# COMMUNICATIONS STRATEGY - RATIONALE, APPROACH AND METHODOLOGY

- The messaging is intended to be inclusive and to diminish the feeling that residents are being forced to fulfill behaviour change.
- The tone positions the Region and residents as partners and encourages them to help.
- Messaging will also address the ICI sector to emphasize that business and industry are also being asked to “do their share.”
- Messaging will address education and clarification of misconceptions, such as the perception that organics break down in landfills.



# TARGET AUDIENCES

- Homeowners
- Landlords
- Renters/Tenants
- Small business owners
- Other businesses
- Employers and industries
- Farmers
- BIAs
- Industry associations
- Students and youth
- Teachers and educators
- Municipality councils and staff
- Environmental groups
- Public institutions
- Churches
- Community Groups
- Chambers of Commerce

# SLOGAN – BOX IT. BIN IT. SORT IT.

- This slogan uses the repetitive “X it, Y it, Z it” pattern in order to create a rhythmic effect that takes hold in the memory. Paired with simple and clear graphics, it is crafted to be the sort of slogan that can be repeated and remembered easily. It emphasizes the curbside aspect of the changes.
- This slogan will inform all aspects of the campaign
- It also works for an ongoing campaign beyond the change period.



# KEY MESSAGE PLATFORM

1. **CHANGES ARE COMING**
2. **IT'S WORTH THE EFFORT**
3. **WE ALL NEED TO DO OUR SHARE**



# KEY MESSAGES – CHANGES ARE COMING

- This message comprises the educational component of the campaign: the master theme for informative messages such as the date of the new contract, the substance of the changes.
- Some sample sub-messages:
  - Starting October 19, your garbage will be picked up every other week. Blue and Grey Boxes and Green Bin will continue to be picked up weekly.
  - Changes are coming. Starting October 19, there will be no curbside pickup of scrap metal or white goods (such as stoves, refrigerators, dishwashers).
  - Many of the items placed at the curb can either be recycled or composted. That's why we're still picking up your Blue and Grey Boxes and Green Bin weekly.

## SAMPLE SOCIAL MEDIA GRAPHIC AND MESSAGE



**CHANGES ARE COMING.**

October 19, 2020

# KEY MESSAGES - IT'S WORTH THE EFFORT

- Changes will require residents to go through the process of getting a Green Bin and disposing of recyclables properly. This message emphasizes the importance of a Green Bin and disposing of organics through a recoverable stream.
- Some sample sub-messages:
  - It's worth the effort to do more to protect the environment and reduce our impact on climate change. Do your part by filling your Green Bin!
  - Most of what you throw away could actually be recycled in the Blue Box, Grey Box or Green Bin. It's worth the effort.
  - We find a market for your recyclables to be turned into useful products. Did you know detergent bottles can be turned into patio furniture and that Styrofoam can be turned into crown moulding? It's worth the effort.

We can do more to protect the environment and reduce our impact on climate change. You can do your part by filling your Blue / Grey Box and Green Bin.

**IT'S WORTH THE EFFORT.**





# KEY MESSAGES – WE ALL NEED TO DO OUR SHARE

- This message conveys multiple priorities: that not only residents, but also businesses, have a part to play in promoting waste diversion; and that the effort put into this change requires uptake and effort.
- This message incorporates a rationale that emphasizes Niagara Region will avoid costs through sustainability; particularly through approaches such as reducing use of landfills and thus future landfill maintenance and costs of decommissioning and management.
- Some sample sub-messages:
  - The more we compost, the less waste will decay in landfills and break down into harmful methane. We all need to do our share.
  - Waste diversion means recycling more and sending less to landfills. We all need to do our share to achieve our waste diversion target of 65%.
  - Do your share to keep Niagara clean by reporting illegal dumping.

# SAMPLE SOCIAL MEDIA POST WITH BUSINESS DIRECTED MESSAGE

# PHASING

## Phase 1: May to September 20, 2020. **The Pre-Change Campaign.**

- This phase of the campaign will focus on educating the public about the changes, what it will mean for particular groups in Niagara and why the changes are being made. It will also lay out the rationale for the changes.

## Phase 2: September 21 – October 19, 2020. **The Build-Up.**

- This phase will consist of a ramp-up to the change period, with messaging informing residents of the changes and pushing more firmly on the need to get on board with the changes, pick up a Green Bin or otherwise embrace more diversion and the bi-weekly pickup.

## Phase 3: October 20 onward. **The Launch and Post-Launch.**

- This phase of the campaign will feature stronger messages presenting an expectation of compliance. It will feature greater emphasis on anti-illegal dumping messages, while at the same time also promoting the changes and rationale.

# NEW COMMUNICATION MATERIALS

1. Strategic Plan Document
2. New slogan
3. New visual branding
4. New truck wraps – current and new fleet
5. Postcard to key stakeholder groups
6. Letters to key stakeholder groups
7. Script of answers to frequently asked questions
8. New website subsection
9. New Collection Guide
10. Informational materials for schools
11. Social media messages
12. Social media shareables
13. Paid social media
14. Informational videos for social media
15. Public service announcements
16. Programmatic digital web advertising
17. Print media advertisements
18. Media releases
19. E-blasts
20. Graphics for the new app
21. Videos with Niagara mayors
22. Animated Graphics
23. Ramp-up period media materials
24. Launch media conference materials
25. Media appearance backdrops
26. Final report



CORE BRANDING AND VISUAL



## BOX IT. BIN IT. SORT IT.

Changes are coming to your waste pick-up.

Starting October 19, your waste will be picked up every other week.  
Your Blue/Grey Box and Green Bin will still be picked up every week.

We are making these changes to keep re-usable materials out of landfills -  
to save our valuable natural resources, save our climate and save money  
for future generations.

**WE ALL NEED TO DO OUR SHARE. IT'S WORTH THE EFFORT!**

#boxbinsort

Niagara  Region

SECONDARY BRANDING AND VISUAL ALTERNATIVE



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## APPLIED BRANDING EXAMPLES - PRINT

### POSTCARD



### TRUCK WRAPS



## APPLIED BRANDING EXAMPLES - DIGITAL

### MAIN CAMPAIGN MESSAGES (SAMPLES)



### SECONDARY CAMPAIGN MESSAGES (SAMPLES)



ILLEGAL DUMPING



BUSINESS FOCUS



# THANK YOU

This strategy and communications roll-out has been prepared by the teams at Niagara Region Waste Management and the Armstrong Strategy Group/Loud+Clear.



# APPENDIX

# TACTICS Phase 1 Pre-Change Campaign

Timing	Tactic
June	Media launch
June to September	Social media ad campaign
June to October	Engagement with ICI stakeholders – presentations for, and meetings with this group facilitated through Chambers and BIAs
June	Website subsection - Content written will help residents understand the changes that are coming, information on how to effectively use their Green Bin, and facts that will serve as a script for CSRs. Development of an info graphic to show what materials go into what box / bin and a separate section for business owners to navigate what exact changes are taking place in their DBA will also be developed.
June 22	<p>Postcard and letters to key stakeholder groups - pertinent information about the October 19 changes is being designed, printed and distributed to all residents in households and units of under 6. Content also includes the Waste Info Line number and website where people can seek more information.</p> <p>Letters to be sent to ICI and other stakeholders that can be customized to inform the different stakeholders of details pertaining directly to the changes they will experience. In addition, a flyer to be sent along with the letter can be posted or shared internally that has general information about changes.</p>

# TACTICS Phase 1 Pre-Change Campaign Continued

Timing	Tactic
<b>July</b>	Branded vehicle wraps unveiling
<b>May / June</b>	New info for Waste Info Line Script of answers to frequently asked questions about the coming changes for use by CSRs on Region hotlines and information lines. These answers can be repurposed for other educational materials produced by the department.
<b>June</b>	Support / Promotion for new App
<b>August to November</b>	Video series - Animated Graphics – Social Media: A professional animator will develop a series of videos that use graphics and illustrations from the campaign's brand to educate people on: recycling better, how to use a Green Bin, why it's important to sort smart, common things that are put in the garbage but could be recycled etc.
<b>Mid September</b>	Youth participation: grades 1-8 (COVID-19 modified)

# TACTICS Phase 2 The Build-up

Timing	Tactic
<b>August</b>	Outreach to Local Area Municipalities – through presentations, postcard drops, releases, social media
<b>Mid-September</b>	New Collection Guide – A redesigned Collection Guide reflecting changes as of October 19. Some content from previous iterations will be repurposed while new messaging and design will be applied.
<b>Mid-September</b>	Informational materials for schools – Modifying a print piece that NRW typically sends to the Niagara school boards, new creative will outline the upcoming changes and further educate youth on how to use their Green Bin at home. To be distributed digitally.
<b>Mid-September</b>	E-blasts – prepared content for Region or municipal eblasts that outline changes and offer advice, tips and contact information.

# TACTICS Phase 2 The Build-up Continued

Timing	Tactic
<b>Late September</b>	Media conference Print media campaign
<b>September 21 onward</b>	Informational videos for social media – A mix of filmed, animated and organically filmed via cellphone; videos will be produced to share on social media that highlight the October changes but also facts on sorting recyclable materials, tips on how to reuse items and reduce food waste etc. Videos with leaders in the public e.g. Niagara Police Chief, talking about the importance of recycling and “we’re all in this together.”
<b>September</b>	Public service announcements – Produce informative videos that promote the date of collection service changes and direct people to the <a href="http://niagararegion.ca/waste">niagararegion.ca/waste</a> URL as well as promote the new app and digital calendar download for collection days. To be distributed on social media but also given to YourTV and CHCH* for broadcast. (*Potential cost \$) Could produce a spoken PSA to distribute to local radio stations as well.



# TACTICS Phase 3 Launch/Post-launch

Timing	Tactic
October 19 to November 2	War-room comms team
October 19 & 20	Videos with Niagara mayors – Coordinate and assist in filming videos (cell phone) for social media of Niagara mayors participating in putting things at the curb, encouraging their residents of their municipalities to take part, discouraging illegal dumping and showing “we’re all in this together.” Mayor would post to their handle and tag Niagara Region, to share.
October 19	Waste Reduction Week media-op
October 20 onward	Anti-dumping campaign
November	Final Report and Presentations