




Hamilton

INFORMATION UPDATE

TO:	Mayor and Members City Council
DATE:	March 19, 2019
SUBJECT:	Communications Plan Related to Grass and Leaf and Yard Waste Ban from the Green Bin (ES19009) (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Craig Murdoch Director, Environmental Services Public Works Department
SIGNATURE:	

This Information Update is to inform the Mayor and Members of Council about the communication tools and education opportunities staff have planned and are utilizing to inform residents that yard waste, including grass clippings, will no longer be accepted in the green bin as of April 1, 2019.

On September 26, 2018, Council approved Report PW18088, that included a recommendation to temporarily remove grass and leaf and yard waste as acceptable material within the City's Green Bin program effective April 1, 2019. This ban is necessary to support the successful restart of the Central Composting Facility (CCF), maintain capacity limits at the CCF as required by the Ministry of Environment, Conservation and Parks and to minimize the possibility of odours from the facility going forward.

In order to effectively communicate the message to City of Hamilton residents, a communications plan was developed and implemented beginning in October 2018. Educational material and advertisements were designed for a variety of communication methods to inform the public about the upcoming change and how to properly dispose of food waste and soiled paper products in the green bin and grass, leaves and yard waste through the City's unlimited weekly curbside collection of leaf and yard waste. The initial mailing, which was a postcard to all residential properties in the City, included additional information as to why the change was occurring.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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The communications plan, summarized below, contains the following tactics that are already in circulation and will continue throughout 2019.

Communications Tactic	Timeframe
Direct mail to single-family homes <ul style="list-style-type: none"> • Postcard • 2019/2020 Recycling & Waste Calendar 	October 2018 March 2019
City of Hamilton website updates <ul style="list-style-type: none"> • www.hamilton.ca/yardwaste • www.hamilton.ca/banner • Recycle Coach notifications 	October 2018 - ongoing
Media Engagement <ul style="list-style-type: none"> • Media release • Invitation to Central Composting Facility and Landfill 	March – April 2019
Social media <ul style="list-style-type: none"> • Twitter • Instagram • Facebook • My Waste App notifications 	January 2019 - ongoing
Digital advertising <ul style="list-style-type: none"> • Digital screens in Lime Ridge Mall & Eastgate Square • Bulldogs scoreboard • Ads on the Spec.com • Ads on The Weather Network • Ads on Bell Media • Billboards throughout the city • Hamilton Farmer’s Market TVs 	February – October 2019 February – March 2019 February 2019 - ongoing March 2019 – ongoing March 2019 – ongoing March – April 2019 March 2019 - ongoing
Print advertising <ul style="list-style-type: none"> • Spectator • Hamilton Community News • The View • Hamilton Recreation Guide (spring & fall) • HSR busses • Dundas Main St banner • Messaging on Community Recycling Centre receipts • Collection trucks 	February 2019 – ongoing February 2019 – ongoing February 2019 – ongoing March – June 2019 March – May 2019 March 2019 – ongoing March 2019 - ongoing April 2019 - ongoing

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Radio and Television advertising <ul style="list-style-type: none"> • 30 second spots on radio • CHCH TV 30 second spots • Rogers TV 30 seconds spots 	March & September 2019 March & May 2019 March & May 2019
Mobile signs <ul style="list-style-type: none"> • Community Recycling Centres (Dundas, Kenora, Mountain) • Binbrook • Waterdown • Ancaster 	March – April 2019 and September – October 2019
Public facing City facilities <ul style="list-style-type: none"> • Posters (Libraries, MSCs & Rec Centres) • Yard waste stickers (MSCs & Rec Centres) 	March - October 2019
Customer Contact Centre Waste info line	March 2019 - ongoing
Community engagement <ul style="list-style-type: none"> • Community and school presentations • Town Hall meetings • Bulldogs game Public Works night • Community Recycling Centres • Compost Giveaways • Winter Walk at Lime Ridge Mall 	January 2019 - ongoing

Should you have any questions regarding the communication strategy, please contact Angela Storey, Manager of Business Programs, at extension 6483.

APPENDICES AND SCHEDULES ATTACHED

Not applicable