

## **Waste Management Public Education and Communication Strategy**

One of the key initiatives in the Waste Strategy Update is an Increased Focus on Public Education. The initiative for 2020 outlined in the Strategy is to create an additional Waste Management Public Education and Communication Strategy in order to define a set of priorities and outline the resources that will be needed to deliver the Waste Strategy initiatives and improve public education on waste and recycling in the Kawartha Lakes community overall.

Putting an increased focus on education is essential to achieving all of the other initiatives in the Strategy which will result in the overall goal of increasing our diversion rate to 70% by 2048. While there are many contributing factors to increasing diversion rates, educating the public is key and integral to its success. Kawartha Lakes is growing and so is the amount of waste being generated, as a result so should the resources for the waste management division to adequately keep up with the demand.

Providing waste and recycling communication using a wide variety of educational tools and activities ensures that the requirements, expectations, and philosophy ('waste less living') behind waste management initiatives reach our diverse community; they must be accessible, consistent and effectively reach all demographic groups and locations across Kawartha Lakes.

This Strategy includes some ongoing reoccurring items of focus that will need to be maintained in order to ensure members of the public are aware and understand the City's waste management programs and how to properly use them. This Public Education and Communication Strategy also includes plans for educating and communicating the roll out of all of the initiatives outlined in the Integrated Waste Management Strategy. Each year a select number of initiatives will be focused on until the next Integrated Waste Management Strategy update.

### **Reoccurring Items of Focus:**

#### *Weekly waste reduction tips on social media*

- Post a different waste reduction tip each Wednesday to inform residents of ways to reduce their waste and increase diversion

#### *Weekly posts on internal communications alerts*

- Post a different tip each week in the internal communication alert for staff in order to help promote waste reduction and diversion at work

### *Visits to schools and community groups*

- As requested or if needed on a rotating schedule travel to schools, cottage associations, and various community groups to conduct presentations on proper recycling practices, waste reduction tips, as well as our current waste diversion programs
- Provide promotion and education material and giveaways

### *Attendance at community events*

- Attend various community events like farmer's markets, festivals, etc. to speak with the public about proper recycling practices, waste reduction and diversion
- Provide promotion and education material and giveaways

### *Tours of Lindsay Ops landfill for schools and community groups*

- Provide tours as requested of the Lindsay Ops landfill for schools as well as other community groups to better educate the public on how landfills work, where their waste is going every week, and the value of landfill space and waste diversion

### *Promotion and education on programs and services that promote waste diversion*

- Continue to advertise and promote current waste diversion programs at the curb as well as at landfill sites
- Ongoing education on proper recycling practices

### *Support for service centres, and other City staff for ongoing waste management programs*

- Meet frequently with service centre staff to train and educate front line staff on our waste diversion programs as well as proper recycling practices
- Conduct information sessions for other staff on waste reduction, and proper recycling practices

### *YouTube video series*

- Create an ongoing series of YouTube videos to post on the City's YouTube page including behind the scenes looks at how items are recycled/processed, waste reduction tips, proper recycling practices, waste audits, etc.

### *Multi-Residential Outreach and Education*

- Visiting and reaching out to multi-residential locations to educate them on recycling habits as this sector is one of the largest contributors to contamination in the waste and recycling streams
- Providing promotion and education materials (posters, flyers, etc.)

### *Earth Day / Waste Reduction Week*

- Re-establish earth day events focusing on waste diversion, education and composting
- Feature waste reduction week initiatives that are available to municipalities that feature various diversion items each day of the week (textiles, electronics, etc.)

### *Trash Talk Days/ Item swaps*

- During winter months when community events are infrequent, provide opportunity for the public to come in and ask questions about waste and recycling programs and waste reduction initiatives
- Residents can also bring in items during these days that are reusable to swap with other public members rather than sending items to the landfill

### *Maintaining the new Waste Reduction platform on Jumpln*

- This platform will help promote the Kawartha Lakes Voluntary Single Use Plastics Ban by creating a contest for local businesses through an interactive map where people can promote locations who are showing initiatives towards reducing waste and single use plastics
- Additional educational tools and resources can be added to the site to help promote waste reduction

## **Public Education and Communication on Waste Strategy Initiatives**

### **2020**

#### Initiatives of Focus:

#### *Mattress Recycling (Q1-Q2)*

- Meet with relevant departments to provide a service to the public to purchase mattress tags for recycling online
- Implement new system
- Promote and educate the public through social media, news release, app notifications
- Train service centre staff and staff who answer phones

- Coordinate with Miller Waste to ensure they are also promoting this option to the public
- Troubleshoot any issues with new system

#### *Textile Recycling (Q3-Q4)*

- Education campaign on textile recycling in Q3-Q4 once program options have been chosen
- Information to the public on what textiles can be recycled, how they can be recycled, why they should be recycled

#### *Single Use Plastics Reduction (Q1-Q4)*

- Attend local chambers of commerce meetings and Business Improvement Area (BIA) meetings to get feedback on how to support and educate businesses surrounding single use plastic diversion
- Host events to meet with local businesses to provide information on alternative packaging, incentives for reusable products, etc.
- Release information to the public educating them on how to reduce their plastic waste and why they should be reducing their waste
- Create information pages on the website for businesses and residents to access at any time for resources
- Implement waste reduction and plastic reduction challenges for the community to participate in
- Create a platform on JumpIn for businesses that have made strides in reducing single use plastics, to showcase their successes. Promote one business a year through the annual waste calendar
- Internal audits on waste/recycling to educate various departments on how to improve their diversion and decrease single use plastics in the office

## **2021**

### Initiatives of Focus:

#### *Bulky Plastics Recycling (Q1-Q2)*

- P&E campaign on bulky plastics focusing on which items can go in bulky plastic recycling and not blue box
- Making residents aware of recycling program for bulky plastics and how to participate in program

#### *Backyard Composting (Q2-Q3)*

- Provide at least five education/learning opportunities on backyard composting to the public
- Workshops or hands on demonstrations and instructions where residents can ask questions
- Advertise discounts for composters

#### *Public Space Recycling (Q3-Q4)*

- Waste management staff will conduct public space waste and recycling audits in 2020 to determine problem areas to focus on
- Beginning in 2021 develop an education campaign for public spaces, what items are being incorrectly placed in bins, etc.

## **2022**

### Initiatives of Focus:

#### *Backyard Composting (Q2-Q3)*

- Provide at least five education/learning opportunities on backyard composting to the public
- Workshops or hands on demonstrations and instructions where residents can ask questions
- Advertise discounts for composters

#### *Source Separated Organics (Q1-Q4)*

- Large education and promotion campaign on source separated organics program
- Similar campaign to start of clear bag, educate as many residents as possible on how to divert organics from the landfill

#### *Public Space Recycling (Q2-Q3)*

- Continue advertising campaign from 2020 during summer months, helping residents determine what is recyclable and what isn't when using public cans

## **2023**

### Initiatives of Focus:

#### *Corporate Zero Waste Initiatives (Q1-Q4)*

- Educate staff on corporate zero waste initiatives (how to properly dispose of waste and recycling, how to reduce waste at work)

- Run department based competitions and audits to review progress and to provide incentives on waste reduction at work

#### *Source Separated Organics (Q1-Q4)*

- Continue education and promotion campaign on source separated organics program in order to increase participation as much as possible

## **2024**

### Initiatives of Focus:

#### *Corporate Zero Waste Initiatives (Q1-Q4)*

- Continue and expand on corporate zero waste initiatives from 2023

#### *Source Separated Organics (Q1-Q4)*

- Continue education and promotion campaign on source separated organics program in order to increase participation as much as possible

#### *Improving Curbside Collection (Q3-Q4)*

- Once efficiencies have been determined by waste staff, conduct public surveys and receive feedback from residents on potential curbside changes
- Once changes are implemented education campaign on how to comply

### **Roles and Resources Required**

A table has been created as part of this Strategy in order to define the roles of each department to implement each initiative. The roles of Corporate Communications as well as the Waste Division have been identified for each initiative, and the two departments will work together to achieve this Strategy. There is also a column in the table highlighting the additional resources that will be needed to execute each initiative in this Strategy. Several of the items can be achieved with the current resources and many of these have already been initiated. However additional resources will be required to implement a number of initiatives outlined. These resources could be in the form of volunteer groups, outside consultants, or additional staff members. The required resources will be requested to council with the submission of this Strategy.

<b><i>Initiative</i></b>	<b><i>Corporate Communications</i></b>	<b><i>Waste Division</i></b>	<b><i>Additional Required Resources</i></b>
Weekly waste reduction tips on social media	Review content and post on social media	Develop content for each post	

<b><i>Initiative</i></b>	<b><i>Corporate Communications</i></b>	<b><i>Waste Division</i></b>	<b><i>Additional Required Resources</i></b>
<i>Weekly posts on internal communications alerts</i>	Review content and post on social media	Develop content for each post	
<i>Ongoing visits to schools and community groups</i>	Design and print handouts for school presentations	Develop presentation and content for handouts	Organize, schedule, and conduct presentations
<i>Ongoing attendance at community events</i>	Design and print any materials (handouts) required	Develop content that will be available at events	Organize, schedule, and attend events
<i>Ongoing tours of Lindsay Ops landfill for schools and community groups</i>	Design and print any materials (handouts) required	Develop content for tours	Organize, schedule, and conduct tours
<i>Ongoing promotion and education on programs and services that promote waste diversion</i>	Advertise for programs through various outlets (social media, news articles, community guide, flyers etc.)	Develop content for advertisements	
<i>Support for service centres, and other City staff for ongoing waste management programs</i>		Develop content for training	Complete ongoing training of service centre staff as well as other divisions/departments
<i>YouTube video series</i>	Create videos and post on YouTube/ social media	Develop content for videos	Additional help and resources for creating videos
<i>Multi-Residential Outreach and Education</i>	Advertising to Multi-Residential locations, designing and printing resources	Developing content for outreach to Multi-Residential locations	Contacting and visiting Multi-Residential locations to provide information and education
<i>Earth Day / Waste Reduction Week</i>	Advertising event and posting waste reduction week initiatives on social media	Developing content to focus on for event and waste reduction week posts	Organizing, developing, planning, and attending event
<i>Trash Talk Days/ Item swaps</i>	Advertising Events through various forms of media	Creating content for events	Organizing, developing, planning, and presenting at the events



<b><i>Initiative</i></b>	<b><i>Corporate Communications</i></b>	<b><i>Waste Division</i></b>	<b><i>Additional Required Resources</i></b>
<i>Maintaining the new Waste Reduction platform on Jumpln</i>	Creating platform, training Waste Division how to utilize it, advertising platform to the public	Maintaining content on platform, developing new content, posting updates	Additional help in maintaining platform
<i>Waste Strategy Initiative Promotion</i>	Advertising new initiatives to the public through various forms of media	Developing content for promotion of each Strategy Initiative	Through the additional ongoing items of focus ex. Community events, school presentations, etc. promoting and educating the public on Strategy Initiatives

## **Conclusions**

In conclusion this supplemental document to the Integrated Waste Management Strategy will help guide the City towards implementing each Waste Strategy Initiative, and increase awareness in Kawartha Lakes of the importance of waste reduction and diversion from our landfills.

Putting an increased focus on education is essential to reaching our overall goal of increasing our diversion rate to 70% by 2048. While there are many contributing factors to increasing diversion rates, educating the public is key and integral to its success. Kawartha Lakes is growing and so is the amount of waste being generated, as a result so should the resources for the waste management division to adequately keep up with the demand. The Waste Division will work together with Corporate Communications and other resources provided to implement this Public Education and Communications Strategy.