

Waste and Diversion Advisory Committee

Monday, November 16, 2015

Follow up Items From Organics Workshop

- Would like Council to be briefed on organics strategy details prior to the submission, to help reduce questions and pushback

Follow up Items From Organics Workshop

- Interested in being included in analysis of the environmental impacts (e.g., leachate, GHG emissions, waste vs. resource, landfill impacts)

Follow up Items From Organics Workshop

- Current residential collection contract
 - ends September, 2017

Public Education

- What we do:
 - major program change
 - maintenance education
- Discussion: what would you like to see?

Major Program Change

Recycling and Garbage Cart Roll-out

- Citywide communications:
 - traditional advertising campaign (e.g., television, radio, daily and community newspapers, bus ads)
 - social media campaign (Facebook, Twitter, Youtube)
 - public open houses
 - My Waste mobile app
 - updated website
 - “how to” videos
 - user guide in five languages

Major Program Change

Recycling and Garbage Cart Roll-out (cont'd)

- Targeted communications:
 - community events
 - postcard mailers
 - stickers placed on AutoBins
 - mailed information packages
 - reusable shopping bag delivered with carts, containing:
 - user guide
 - collection calendar
 - two sample paper yard waste bags
 - collection information stamped on carts

Maintenance Education

- Advertising (television, radio, daily and community newspapers)
- Social media (Facebook, Twitter, YouTube)
- My Waste app
- Decals (friendly reminders about common issues)
- Collection tags (why carts weren't collected)
- By-law notices
- Presentations and community events (by request)
- Winnipeg Minute

Discussion

- What would you like to see in terms of public education for waste and diversion programs?
 - types
 - frequency
 - partnerships
 - user groups (residential, multi-family, schools)

**Next Meeting: March 14, 2015
(proposed date)**