

## **COMMITTEE OF THE WHOLE - JUNE 20, 2005**

### **COMMUNICATIONS PLAN FOR PHASE 1 OF "GREENING VAUGHAN"**

#### **Recommendation**

The Commissioner of Engineering and Public Works recommends that the following be received for information.

#### **Purpose**

The purpose of this report is to provide an overview of the communications plan relating to Phase 1 of "Greening Vaughan".

#### **Economic Impact**

There is no negative impact on the 2005 Operating Budget, as the necessary resources have been allocated and approved in various Public Works operating accounts to cover the costs associated with the promotion and education initiatives for Phase 1 of "Greening Vaughan".

#### **Background - Analysis and Options**

"Greening Vaughan" is the City's comprehensive waste management plan to be launched in three phases over the next 2+ years. The objective is to attain 60% diversion from landfill by 2008. Phase 1 of the program, to be implemented this September, consists of increasing the frequency of recycling collection to once per week, with additional recyclable materials being accepted in the program. The second part of Phase 1 involves limiting garbage collection to 4 containers per collection (a combination of bags, containers and bulky items), with free tags to be provided to residents for additional set-outs.

A comprehensive communications plan developed for Phase 1 of "Greening Vaughan" will be rolled out through the summer of 2005, and will continue after the start of the program on September 13<sup>th</sup>, 2005. Below are the highlights of the communications plan.

During the summer, residents will be introduced to Phase 1 through the use of various mediums such as: newsletters, mobile signs, the City's website, door hangers, displays/posters at Community Centres and Libraries, newspaper advertisements, and an editorial campaign. The message to residents will be two-pronged:

1. Improved service through weekly recycling and additional materials accepted in the recycling program; and,
2. A 4 bag/container limit (comprising of bags, containers and bulky items), with free tags provided for additional materials.

Waste management staff, in conjunction with Corporate Communications and the Greening Vaughan Committee will be actively involved in the ongoing development/refining of the communication plan for all Phases of "Greening Vaughan". In all cases, the message will be positive and upbeat.

Four summer students have been hired to assist with the "Greening Vaughan" launch (Phase 1), and will be valuable assets in getting this message out. During the months of July and August, the students will conduct door to door outreach (including Saturdays and early evenings), educating residents about the upcoming changes to the City's waste management programs. Closer to the launch of the program, residents will be provided a new collection calendar detailing the full Greening Vaughan comprehensive waste management plan (Phase 1, 2 and 3).

The calendar will also contain the free bag tags that residents will be required to use when placing out materials in excess of the new limit.

It is proposed that the official launch of Phase 1 by the Mayor and Members of Council will take place one or two weeks prior to the start up of weekly recycling. It is hoped that the local media coverage will be publishing articles about Phase 1 of "Greening Vaughan" at the same time that the residents start receiving their new collection calendars. This official kick-off will supplement the other promotional and education work that will have taken place over the summer months.

Currently, the modes of communication to launch Phase 1 are limited to those identified above. However, other ideas/concepts may be tabled over the course of the summer by either City staff and/or the "Greening Vaughan" Committee. These ideas/concepts will be reviewed, and if warranted and budget funds are available, will be implemented.

### **Relationship to Vaughan Vision 2007**

This report is consistent with the priorities previously set by Council as part of the "Greening Vaughan" program, and the necessary financial resources are available within the approved 2005 Operating Budget.

### **Conclusion**

The objective of Phase 1 of the Greening Vaughan program is to increase diversion through improvements to the City's blue box collection program. The communications program outlined above will ensure that all residents have the basic knowledge about the changes being implemented to the City's waste management program in September 2005, and will know what changes are forthcoming in future phases of the program.

### **Attachments**

N/A

### **Report prepared by:**

Caroline Kirkpatrick, C.E.T., M.C.I.P.  
Manager of Solid Waste Management

Respectfully submitted,

Bill Robinson, P. Eng.  
Commissioner of Engineering and Public Works

Brian T. Anthony, CRS-S, C. Tech  
Director of Public Works