



# WASTE UTILITY

## High Level Communications Plan

August 14, 2023



## BACKGROUND

Beginning January 2024, the costs for garbage collection will be shifting from property taxes to a utility model, with variable cart sizes introduced. Waste services vary by household which will allow residents to control how much they pay by choosing an appropriate black cart for their household. To help transition to a utility fee model, a \$100 per year subsidy will also be available to eligible low-income households. This Communications Plan will outline the overall strategy as well as the phased approach of communications, which will begin late October 2023.

## COMMUNICATION GOALS

### Scope

- Inform residents of the changes to their waste services and impact to utility account.
- Educate residents about the new variable black cart options and provide information on when they will be able to complete cart swap requests.
- Build the rationale for why there are program changes, including the environmental, social and financial benefits.
- Encourage downsizing and rightsizing of carts through waste reduction and diversion.

## TIMELINE & DESIRED OUTCOMES

The phases, timelines and desired outcomes of the Communications Plan are summarized in the table below.

Phase	Timeline	Desired Outcome
<b>Phase 1: Education &amp; Awareness</b>	September to December 2023	<p>Prior to program launch, residents will be:</p> <ul style="list-style-type: none"> <li>• Aware of the upcoming changes to curbside waste services and costs.</li> <li>• Informed about changes to their utility bill and new options for black cart sizes.</li> <li>• Educated about waste reduction and diversion through local opportunities for reduction, reuse, recycling, organics and other diversion at Material Recovery Centre</li> </ul>
<b>Phase 2: Program Launch</b>	January – March 2024	<p>As the program prepares to launch, residents will be:</p> <ul style="list-style-type: none"> <li>• Encouraged to downsize and submit cart swap requests through their MyUtility account.</li> <li>• Educated about the benefits of the program (no cart swap fees for the first year, fixed variable rate to begin, low-income subsidy).</li> <li>• Educated about waste reduction and diversion.</li> <li>• Informed of cart swap process and provided information as to when cart swaps will take place.</li> </ul>

<b>Phase 3: Cart Swap</b>	Spring 2024	During the cart swap period, residents will be: <ul style="list-style-type: none"> <li>• Informed of cart swap process and provided information as to when cart swaps will take place.</li> <li>• Shown appreciation for choosing to downsize, tie back to overall goal of waste diversion.</li> <li>• Educated about waste reduction and diversion</li> </ul>
<b>Phase 4: Ongoing Education</b>	Summer 2024	Following successful cart swaps, residents will be: <ul style="list-style-type: none"> <li>• Educated about ways to divert other waste (recycling and organics) to reduce amount of garbage created and potentially downsize further.</li> <li>• Educated and informed about bylaw concerns (such as illegal dumping, high waste generation).</li> <li>• Future opportunities for right sizing their carts.</li> </ul>

## KEY MESSAGES

- Encourages overall goal of waste reduction and diversion; together with blue and green carts, we can divert more from the landfill.
- With more waste being diverted, there should be less garbage being produced in households meaning a large cart may no longer be necessary.
- Pay for what you use and consider downsizing to a smaller cart.
- More choice for residents with cart size being based on actual output of garbage.
- Low-income subsidy available.