

Multi-Unit Residential Waste Redesign Engagement - Communications Summary & Results

Background

A communications plan was developed to support and promote the Saskatoon Talks Trash: Multi-Unit Engagement Initiative. A variety of tactics were used to reach internal and external audiences. The objective was to build awareness around engagement initiatives, communicate the benefits and purpose of changing the way Multi-Unit Residential waste is managed, provide subject matter education (primarily organics), and to promote opportunities for participation in engagement activities.

Communications Tactics Summary

Samples of some tactics can be found in Appendix A.

Tactic	Description
Website	Updates to the engage page (saskatoon.ca/yxetalkstrash) to educate our audience on the subject matter, promote engagement activities, link to online survey, and encourage people to subscribe for updates. An announcement tile on the landing page was also used to drive people to the engagement page.
News Release & Media Scrum	Announced upcoming engagement activities and explained reasons for engagement and waste management redesign. Hosted a media scrum led by Brenda Wallace and invited members of the media to ask questions.
StarPhoenix City Page Ad	A small copy-based ad that announced the start of engagement and drove people to the website to take the online survey and find out more information on upcoming engagement events.
Working Together Newsletter	An article featured in our monthly internal newsletter promoting the launch of community engagement and inviting city staff who may live in a multi-unit building to participate in engagement.
Posters	Posted in various locations throughout the city (e.g. civic facilities, schools, and multi-unit buildings), these gave a snapshot of the engagement effort – promoting upcoming pop-up events, the topics that would be covered, and driving people to the website to take the online survey.
Curbox Outdoor Boards	Mini billboards were used to promote engagement and drive people to the website for more information. These were placed throughout the city where visibility from multi-unit residents would be high based on city-wide mapping of multi-unit locations.
E-mail Blasts - Launch	Announced the launch of the website, the online survey, and encouraged residents and property managers to come out and participate in Pop-Up events and workshops. They were also encouraged to share the email and spread the word to other residents and property managers. E-mail lists were generated from opt-in subscribers and the existing database of property managers in the multi-unit residential recycling program. E-mails were also forwarded by the City Police to their Crime Free Multi-Housing Program database.

E-mail Blasts - Reminder	Reminded residents and property managers to complete their respective surveys before the June 22 nd deadline.
Facebook & Twitter Posts	A series of social media posts educating people on organics and waste diversion as well as to promote the online survey and engagement opportunities. Posts were boosted to extended reach to our audience.
Facebook Ad	A promoted post used to drive people to participate in the online survey before the June 22 nd deadline.
Facebook Events	Event posts were used to promote upcoming Pop-Up events. These events were also promoted with boosted reminder posts the day before each event to extend the reach of our message.
Display Boards	Large display boards for pop-up events, were used to entice people to participate and as activity boards for various organic and waste diversion activities.
Organics Fact Sheet	An educational piece that gave our audience an overview of the details and benefits of a multi-unit organics program, and driving them to participate in the online survey. These were posted to our engagement webpage and also handed out at pop-up events.
Property Manager Mail-out (Letter & Fact Sheet)	An invitation to come participate in two property manager workshops that would cover subjects such as multi-unit organics, waste diversion, and existing waste management services. A fact sheet more specific to property managers was included in this mail-out that served as an educational piece to preview what would be discussed at the workshops and to encourage participation in the online survey.
Postcard Handout	A takeaway piece used at pop-up events and the household hazardous waste day promoting the online survey and providing a snapshot of the timeline for the multi-unit waste management redesign.

Communications Results

E-mail Blasts

Subject	Date	Sent	Open Rate	Click Rate
Launch - Residents	May 24	30	73.3%	36.7%
Launch – Property Managers	May 25	161	64.1%	10.3%
Survey Open – Residents	June 4	43	72.1%	48.8%
Survey - Citizen Advisory Panel	June 5	325	46.3%	23.8%
Survey Reminder – Property Managers	June 18	150	54.7%	15.3%
Survey Reminder – Residents	June 21	64	59.4%	20.3%

With an average open rate of 62% and average click-through rate of 26%, our e-mail blasts were considered successful in reaching and engaging with our target audience.

Facebook Posts / Advertising

Subject	Date	Reach	Engagement /Views	Clicks
Engagement Launch	May 29	10,685	6,718	144
News Release Post / Scrum Video	May 30	23,148	15,478	555
Multi-What?	May 31	8,349	6,403	59
Event Promo 1	June 1	6,298	3,536	66
Organics	June 5	12,250	7,092	152
Event Promo 2	June 6	1,789	330	30
What's In Your Trash?	June 7	9,888	6,330	89
Event Promo 3	June 8	4,349	1,471	70
Landfill	June 11	18,626	11,498	439
Event Promo 4	June 12	4,664	1,644	54
Event Promo 5	June 13	2,132	434	57
Event Promo 6	June 14	6,055	2,350	72
Survey Reminder (Promoted Post)	June 19-22	12,408	3,143	232
Survey Reminder	June 19	1,175	248	38
Survey Reminder	June 20	785	149	18
Survey Reminder	June 22	1,476	281	31

Social posts were successful in reaching a wide audience. Although not all were multi-unit residents, we were successful in creating awareness about the City's community engagement efforts and generating a conversation about waste diversion.

Website Analytics

www.saskatoon.ca/yxetalkstrash

www.saskatoon.ca/engage/saskatoon-talks-trash-multi-unit

Analytic	May 24 – June 22
Page Views	828
Average Time Spent on Site	4 minutes
Traffic Sources	Facebook (37%), Google (23%), Emails (21%), Others (29%)

Appendix A - Communications Materials

Poster

#yxetalkstrash

Hey apartments and condos!

Let's talk trash.

waste diversion **organics** **existing services**

Did you know?

8,600 tonnes of the waste generated by multi-unit buildings could be diverted from the landfill every year.

Attend a Pop-Up Event

Come share your ideas with City staff at one of the following events:

- Sunday, June 3, 9:30am–4pm
Children's Festival of Saskatchewan
- Thursday, June 7, 11:30am–2:30pm
Prairie Sky Farmer's Market (Sutherland)
- Sunday, June 10, 12-4pm
Stonebridge Sobeys
- Wednesday, June 13, 3:30-6:30pm
Downtown Transit Mall
- Thursday, June 14, 10am-2pm
Lawson Civic Centre
- Friday, June 15, 12-4pm
Pleasant Hill Community Pow Wow

Get involved

To help us achieve the goal of 70% Waste Diversion by 2023, we're looking at multi-unit waste collection and we need your input.

We want to hear from you and your neighbours on a multi-unit organics program, improvements to existing waste and recycling services, and ways to increase waste diversion.

Take the survey

Visit saskatoon.ca/yxetalkstrash

Contact us

Visit saskatoon.ca/yxetalkstrash or call 306 975 8318

Towards 70%
SASKATOON'S WASTE DIVERSION PLAN

City of Saskatoon
ENGAGE

Curbex Outdoor Boards



Working Together Newsletter Article

It's time to talk multi-unit waste collection!



 waste diversion  organics  existing services

On June 3rd we launched community engagement activities for residents and property managers of multi-unit buildings. We are asking for their ideas and feedback to help design an organics collection program, review garbage and recycling services, and explore opportunities to divert more waste from the landfill.

Do you live in a multi-unit building? Stay tuned for updates at www.saskatoon.ca/yxetalkstrash - and please spread the word to friends and neighbours who live in apartments and condos!

E-mail Blast sample



#yxetalkstrash

Hey apartments and condos!

Let's talk trash.

 waste diversion  organics  existing services

Only 1 day left to talk trash!

We've wrapped up our public engagement events with multi-unit residents, but it's not too late to talk trash. Help us achieve 70% waste diversion by 2023 by giving us input on a multi-unit organics program, improvements to existing garbage and recycling services, and ways to increase waste diversion.

COMPLETE THE SURVEY

Survey closes June 22!
It will only take 10-15 minutes.

Pass it on...

If you've already participated – thank you! Please forward this email to your multi-unit friends and neighbours, and encourage them to take the survey and [subscribe for updates](#).

For more information on multi-unit engagement, please visit: saskatoon.ca/yxetalkstrash

Towards70%
SASKATOON'S WASTE DIVERSION PLAN

 **ENGAGE**

Display Boards

These were used at engagement events where participants were invited to share thoughts and ideas around organics, waste diversion, and existing services.

Plant your idea

How can we get a multi-unit organics program to take root?

- 1 Take a flower
- 2 Share your concerns + ideas
- 3 Plant it in the idea garden

Give us the dirt

What other feedback or advice would you like to share with us?

waste diversion organics existing services

Sort smart

What items are a challenge?
How can we make it better?

Items	Problems	Solutions

Break it down

Would you participate in an organics program at your building?

nope might not don't know probably yes!

FACT SHEET

Multi-Unit Organics Program



Food and yard waste collected from households can be processed into a valuable product such as compost or energy.

What are organic materials?

Organic refers to any material that can eventually, and under the right circumstances, decompose. Municipal organics programs usually include:



food scraps such as fruit, vegetables, grains, oils, meat and bones



yard waste such as leaves, grass, garden waste and small branches



soiled paper such as paper towels, cardboard and tissues

How will this work?

Usually in multi-unit programs, residents will place organic materials into a separate container in their unit and dispose of them in a shared bin. Options we're considering:

- If the program includes food and/or yard waste
- If the City provides the service or has a bylaw in place requiring all buildings to contract the service
- What the program will require, such as collection containers and how often they should be collected



WHY DO WE NEED THIS?

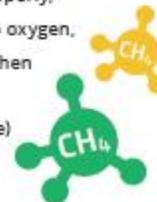
40% of what is thrown out could be composted

\$125M

3,700 tonnes of food and yard waste is collected from multi-unit buildings every year and our landfill is filling up. At our current rate, it will need to be replaced in the coming years at a cost of at least \$125 million.

Organics don't decompose properly in the landfill and take up space

Organic materials need air to decompose properly, so when buried in a landfill where there is no oxygen, it can take a very long time to decompose. When they do eventually break down they release powerful greenhouse gas emissions (methane) and liquid runoff (leachate).



Composting or digesting leads to a valuable product

If managed properly through composting or anaerobic digestion, organic material can be turned into valuable products like compost and energy.

FACT SHEET

Multi-Unit Organics Program



We want your help designing a multi-unit organics program that will work for you, your neighbours and Saskatoon.

We know you are excited

Our last waste survey found that 81% of multi-unit residents support a city-wide food and yard waste collection program.

We know you have some concerns



We've heard from curbside residents that there can be a lot of questions about how a new organics program could work. We're interested in hearing what is important to you - whether it is convenience, cleanliness, cost, or something else.

But there are solutions

Cities including Calgary, Halifax, Toronto, Ottawa and Metro Vancouver all have successful multi-unit organics programs. We can learn from them as well as hear your ideas so that we can design a program that is right for Saskatoon.

We want to hear about:



How we can help you **separate organics in your unit**, such as providing a small kitchen catcher



How you want to **learn** about the new program



How to make waste collection areas **clean, safe and accessible**



How to **reduce potential issues**, such as collecting organics bins frequently

We need your input!



Take the online survey before June 22
saskatoon.ca/yxetalkstrash

Towards70%
SASKATOON'S WASTE DIVERSION PLAN



For more information: call 306 975 8318
or visit saskatoon.ca/yxetalkstrash

FACT SHEET: PROPERTY MANAGERS

Multi-Unit Waste Diversion



Help us design a multi-unit organics program, review garbage and recycling services, and explore opportunities to divert more waste.

What is a Multi-Unit Organics Program?

Food waste and (possibly) yard waste would be collected from all multi-unit buildings. Similar to the recycling program, residents would sort organic waste into a separate collection container in their unit and deposit it in a shared bin.

Please see the Multi-Unit Organics Fact Sheet at saskatoon.ca/yxetalkstrash.



Service approach

We want to hear from you. What are the challenges and opportunities with these collections approaches?



City-run: provided or contracted organics collection and processing services, similar to recycling



Bylaw: that requires buildings to contract an organic collection service that meets a minimum standard

Once we decide the approach, we can develop more details such as minimum service levels, education programs, enforcement, timelines, and then determine the costs and fees based on these factors.

We want to hear from you

With the roll-out of the Multi-Unit Residential Recycling program, many of you had questions about bin size, collection frequency, cleanliness and safety of the collection area, accessibility, proper use of the program, and the additional costs. We're interested in hearing what is important to you and your residents.



Review of existing services

Let us know how existing recycling and garbage collection services are working for your building and what other programs or services would help you and your residents reduce waste.



Did you know? Some places offer bulky item collections to pick up larger items such as furniture and appliances. Is this something that would also benefit multi-unit buildings?

FACT SHEET: PROPERTY MANAGERS

Multi-Unit Waste Diversion

Funding Model

We are reviewing how all City-provided waste management services are funded. Today, property taxes fund weekly garbage collections and a combination of utility bill charges and a subsidy (Multi-Material Stewardship Western Program) fund recycling collections.



City Council is interested in transitioning waste management costs from property taxes to utility bills. Fees could be based on services received or could be a flat rate. Because of shared bins, it would be unlikely that multi-unit households would be included in this program and charged individually for garbage. City Council is interested in a program that will transition waste management costs from property taxes to utility bills.

Next Steps

- **Sept 2018:** Share community engagement results and present first recommendations report
- **Nov 2018:** Present detailed design and timeline for multi-unit collection programs
- **2019 – 2020:** Implement recommendations (e.g. organics program)

KEY WORDS + DEFINITIONS

What is a multi-unit?

Any property with 3 or more units is eligible for multi-unit waste collection. However, every building is a bit different.

Your property is in the multi-unit program if you:



use a **communal bin** that has year round weekly collection from the City (or have opted out of this service and instead use a private contractor)



have recycling collected by **Cosmopolitan Industries (Cosmo)**

What is a property manager?

We use the term property manager to refer to **landlords, property owners, condominium boards, cooperative boards, and others** that are involved in the management of a multi-unit property and its waste management services.

We need your input!



Take the online survey before June 22
saskatoon.ca/yxetalkstrash

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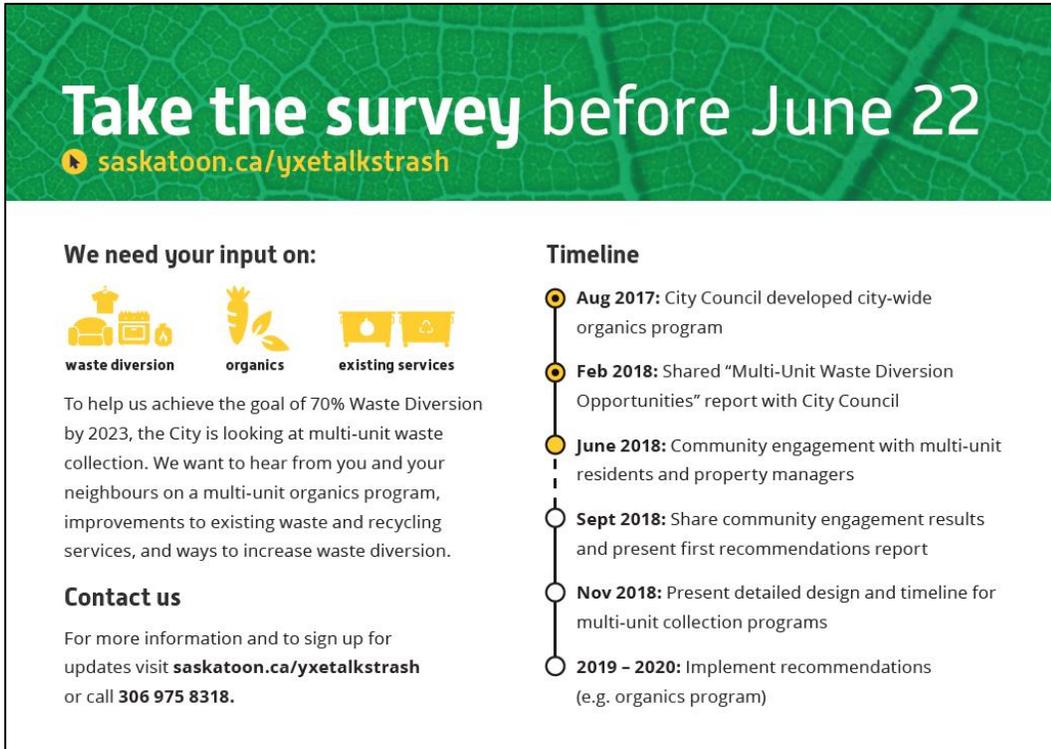
#yxetalkstrash

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City of Saskatoon
ENGAGE



Take the survey before June 22

saskatoon.ca/yxetalkstrash

We need your input on:



waste diversion



organics



existing services

To help us achieve the goal of 70% Waste Diversion by 2023, the City is looking at multi-unit waste collection. We want to hear from you and your neighbours on a multi-unit organics program, improvements to existing waste and recycling services, and ways to increase waste diversion.

Contact us

For more information and to sign up for updates visit saskatoon.ca/yxetalkstrash or call 306 975 8318.

Timeline

- **Aug 2017:** City Council developed city-wide organics program
- **Feb 2018:** Shared "Multi-Unit Waste Diversion Opportunities" report with City Council
- **June 2018:** Community engagement with multi-unit residents and property managers
- **Sept 2018:** Share community engagement results and present first recommendations report
- **Nov 2018:** Present detailed design and timeline for multi-unit collection programs
- **2019 – 2020:** Implement recommendations (e.g. organics program)

Social Media Posts & Videos

May 29	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1919570834733266/?type=2&theater
May 30	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1920548421302174/?type=2&theater
May 31	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1921457347877948/?type=2&theater
June 5	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1921469374543412/?type=2&theater
June 7	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1921475831209433/?type=2&theater
June 11	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1921481501208866/?type=2&theater
June 19	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1943588758998140/?type=2&theater
June 20	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1943591172331232/?type=2&theater
June 22	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1943594072330942/?type=2&theater

Events

June 3	www.facebook.com/events/227068228057410/
June 3 Promo	www.facebook.com/cityofsaskatoon/videos/vb.134722519884782/1921462904544059/?type=2&theater

All other event posts and promos used the same artwork and messaging.