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ASSOCIATION OF MUNICIPAL RECYCLING COORDINATORS 2005 PROMOTION AND EDUCATION AWARDS

The Solid Waste Management Committee recommends the following:

- 1. The presentation by Corena Worrod, Promotion and Education Coordinator, be received; and**
- 2. The recommendation contained in the following report, February 9, 2006, from the Commissioner of Transportation and Works, be adopted:**

1. RECOMMENDATION

It is recommended that this report be received for information.

2. PURPOSE

The purpose of this report is to update Committee and Council on the outcome of the Region's involvement in the Association of Municipal Recycling Coordinators (AMRC) 2005 Promotion and Education Awards program.

3. BACKGROUND

The Association of Municipal Recycling Coordinators (AMRC) is an incorporated not-for-profit organization formed in 1987 by municipal waste management professionals to facilitate the sharing of municipal waste reduction and recycling information and experience.

The AMRC's Annual Promotion and Education Awards recognize the best waste management promotion and education efforts of municipalities from throughout Ontario.

4. ANALYSIS AND OPTIONS

The AMRC Promotion and Education Awards were held on Thursday, February 16, 2006 at the Hockley Valley Resort in Hockley Valley, Ontario.

There are eight 2005 Promotion and Education Award categories. The categories are as follows:

- Best Brochure
- Best Calendar
- Best Campaign
- Best Educational Item
- Best Newsletter
- Best Promotional Tool
- Best Print Ad
- 20th Anniversary Retrospective

This year Waste Management staff made several submissions to the AMRC 2005 Promotion and Education Awards program. The “Think Inside the Box” campaign was submitted for the Best Campaign Award; the King Township/York Region - Public Yard Waste Drop-Off ad was submitted for the Best Print Ad Award; the Tools to Tackle Your Yard Waste package was submitted for the Best Promotional Tool award and the Guide for Household Waste and Recycling Depots was submitted for the Best Brochure Award.

4.1 Best Campaign Award

This award recognizes a municipality for its waste management promotional campaign. This award is judged on the following:

1. Creativity/Innovation/Goal
2. Cohesiveness (how it flows/works together to be an effective campaign)
3. Range of media used
4. Uniqueness and effectiveness

York Region’s “Think Inside the Box” campaign won the award for this category (*see Attachment 1*).

The introduction of the “Think Inside the Box” campaign marked the most significant change to the waste management system in York Region since the introduction of the blue box program in the 1980’s. With the opening of the new Waste Management Centre in East Gwillimbury in July of 2005, the Region was able to expand the types of materials accepted in the blue box program. The “Think Inside the Box” campaign was designed to educate and inform the Region’s residents about the new additions to the blue box program. The Campaign consisted of “teaser” ads being placed in all local and ethnic newspapers, as well as washrooms and change areas at fitness centres, golf clubs, and restaurants. Following these ads, full colour ads were placed in the same media outlets, as well as on buses, with the simple and clear YES! message, a highlighting of the new recyclable materials. A full colour brochure and promotional items such as blue box key chains, and blue silicone bracelets were also distributed. The campaign resulted in a 13.6% increase in recycling tonnage from 2004. A survey conducted by the Newmarket Environmental Advisory Committee in November of 2005 also found that 73% of respondents had seen the ads and the majority replied that they found them to be good or very good.

4.2 Best Print Ad Award

This award recognizes a municipality for its use of a print advertisement to successfully promote a service or program. The award is judged on the following:

1. Content of information
2. Use and effectiveness
3. Overall aesthetic appeal

York Region's King Township/York Region - Public Yard Waste Drop-Off advertisement won the award for this category (*see Attachment 2*).

York Region, in conjunction with King Township, established a yard waste drop-off site in King Township as a pilot from October to December 31, 2005 to try and improve local yard waste capture rates. To inform residents about this site, an ad was developed and placed in local King Township newspapers for three consecutive weeks. Diversion of yard waste in the Township increased by 43% during the period in question as a result of the pilot.

4.3 Best Promotional Tool Award

This award recognizes a municipality for its use of a promotional tool in the area of waste management. This award is judged on the following:

1. Success of item
2. Result of promotion
3. Uniqueness/Originality (Creativity/Innovation)

York Region's Tools to Tackle Your Yard Waste package was a finalist in this category (*see Attachment 3*).

In January 2005, Regional Council banned the use of plastic bags for yard waste. To educate residents about the change, a yard waste package titled "Tools to Tackle Your Yard Waste" was distributed via Canada Post to 250,000 curbside households. Included in the package was a 10% discount card for the purchase of kraft paper bags at selected retailers and a yard waste sticker for a reusable container. Despite the dry summer of 2005, York Region's yard waste capture increased 17% compared to 2004.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

Many of the local municipalities also maintain and promote waste reduction programs. Regional activities are carefully coordinated with the local municipalities to complement, rather than duplicate efforts.

7. CONCLUSION

The Waste Management Branch received two awards for the AMRC 2005 Promotion and Education Awards program. The “Think Inside the Box” campaign received the award for Best Campaign and the King-Township/York Region - Yard Waste Drop-Off advertisement received the award for Best Print Ad. The Region’s Tools to Tackle Your Yard Waste package was a finalist in the Best Promotional Tool category.

The Senior Management Group has reviewed this report.

(The attachments referred to in this clause were included in the Agenda for the March 8, 2006 Committee meeting.)