

Fresh Approaches to P&E

Carrie Nash
CIF

Signal Change



Source: <http://www.trainingzone.co.uk/topic/sustaining-behaviour-change-crucial-business/179405>

Speak to your Audience



Source: http://cdhm.com/edu/cdhm_education.html

Today's Presenters

- Dan Orr, Quinte Waste Solutions
 - Out of the Blue Box, Back to the Beer Store
- Leigh-Anne Marquis, Region of Peel
 - Cutting through the Clutter:
How Peel Enticed Residents to Engage Online
- Alex Piggott, City of Woodstock
 - Increasing participation in Blue Box Programming
- Barbara McConnell, McConnell Weaver Communications
 - Woodstock Campaign Review: P&E Recommendations for Improvement



Out of the Blue Box Back to The Beer Store

Daniel Orr

Quinte Waste Solutions

Project Highlights

- Project goal: encourage residents to return deposit return bottles to Beer Store
 - Collect deposit & reduce their taxes
- Impacts: reduction in shipping, processing & collection costs
- More information:
 - dan@quinterecycling.org
 - quinterecycling.org



Why Leave Deposit-Return Glass in BB?

- Deposit–Return glass is
 - direct cost to the Board
 - sole product you can positively remove from BB
 - subject to increasing levies
- 50% of glass collected curbside is Deposit-Return!
 - \$411/MT cost to collect, process & ship to market
 - ~600MT collected/yr = potential savings of ~\$100 K
 - contractor concerned about wear & tear on machines



Solution

Tactic	Audience	Message	Budget
Take it Back Challenge?	LCBO shoppers	Save taxes collect deposit	\$7,000
Newspaper	“	“	\$1,500
Radio	“	“	\$5,000
Social Media→Blog	“	“	\$500
Total			\$14,000

~~Outsert~~— Community Challenge



Out of the Blue Box Back to The Beer Store!

Glass bottles that you purchase at the LCBO or at The Beer Store are not part of the blue box program, and costs our member municipalities roughly \$100,000 every year managing them.

Keep taxes low and collect your deposit.
Return your empty wine, beer and spirit bottles to The Beer Store.

Grab a Bottle Bin for \$10 to make
returns easy, contact us to learn more!



25 Years
Celebrating
QUINTE WASTE SOLUTIONS
operated by the Centre & South Hastings Waste Services Board



Radio



QuinteWasteSolutions

Quinte Waste Solutions - Bottle Return Radio Ad

25 days

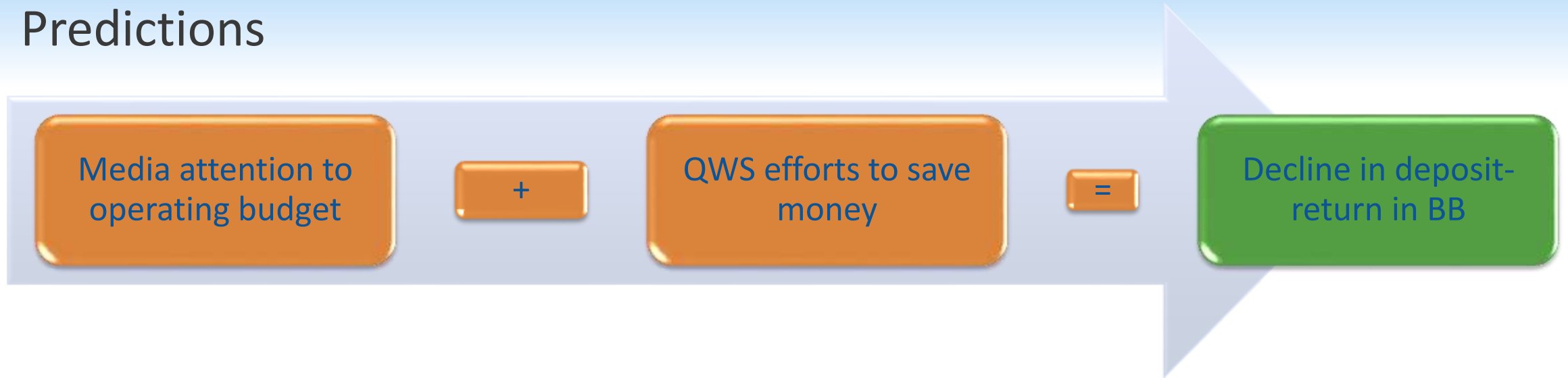
return



Tracking Results

- Material Shipped
- Ongoing visual audits
- Phone calls/emails from tactics
- Blog visits

Predictions



- Looking at multi-year campaign
 - potential revisions to campaign based on tracking results
- Changing behaviour is a major challenge

Next Steps

- Keep apprised of what others are doing
 - How are others tackling problematic materials like glass?
 - Get ready to discuss Polystyrene, Film, etc.
- Partnership with Beer Store or LCBO for joint campaigning
- Encourage charities & fundraisers to look at deposit-return as a source of revenue

Cutting Through the Clutter: How Peel Enticed Residents to Engage Online

Leigh-Anne Marquis
Region of Peel

Project Highlights

- Project goal:
 - Inform residents of changes to waste program
 - Drive >50% of residents to sign up online for new carts
- Impact:
 - >84% of households registered for new carts
 - Most registrations online (91%)
- More information
 - Leigh-Anne.Marquis@peelregion.ca
 - www.peelregion.ca/carts

Problem Statement

- New program requires cart sizes to be selected by residents
- Peel prefers residents to select carts online
 - Cheaper than call centre
 - Easier to manage data for selections/deliveries
 - Easier to track
- Challenges
 - Reaching audiences across 3 municipalities
 - Diversity of residents & their preferred languages
 - A lot of change all at once—cluttering the message landscape

A Multi-Phase Campaign

1. Cart Selection (Jan-April 2015)
 - Residents learn about cart sizes
 - Confirm cart sizes online
2. Preparing for Cart Delivery (Sept – Dec 2015)
3. Program Launch (Jan 4, 2016)

End Game: Getting People to Choose Carts

Step 2 - View Your Carts

Enter your home address below to view the carts you'll receive:

Type your home address here

Find

Step 3 - Learn More

Why Carts & Bi-weekly Collection?	+
Cart Sizes & Types	+
Cart Delivery & Storage	+
Cart Exchanges, Fees & Taxes	+
Disposing of Excess Waste	+
Moved or Moving Soon	+



Starting January 2016: Cart-Based, Bi-Weekly Collection

Waste collection in the Region of Peel is changing to cart-based, bi-weekly collection

This new program starts the week of January 4, 2016.

Step 1 - Watch Video

Quick Video Summary of Waste Collection Changes



Key Details

- You will receive new garbage, recycling and organics carts as well as a new kitchen container.
- Your carts and kitchen container will be delivered, free of charge, to your home this fall.
- Yard waste collection is NOT changing.
- The Region will collect your old blue box and green bin in early 2016.
- Carts can be exchanged after March 31, 2016 for a fee.

Selection Process

- Eligible residents could select garbage & recycling carts
- 3 options for each cart
- Changes required an e-mail
- Didn't choose?
 - You still get a cart

Region of Peel
Nothing to go

Choose Your Cart Sizes: 12 Darwin Place, Brampton

Garbage

Collected Every Other Week

SMALL



HOIDS:



AVERAGE 1-2 PEOPLE

- Easier to maneuver and make
- Ideal for low garbage volumes

MEDIUM



HOIDS:



AVERAGE 3-4 PEOPLE

- Ideal for most detached homes

LARGE (RECOMMENDED)



HOIDS:



AVERAGE 5 OR MORE PEOPLE

- Ideal for multi-family homes
- Needs more space to store

Key Details

- Garbage and Recycling carts come in 3 sizes: Small, Medium, and Large
- Organic cart is one size for all
- Recommended sizes are based on house type
- Choose cart sizes for free before March 31, 2015
- Cart sizes can be changed after March 31, 2015 for an additional charge

Cart Size Comparison



Recycling

Collected Every Other Week

SMALL



HOIDS:



MEDIUM



HOIDS:



LARGE (RECOMMENDED)



HOIDS:



Organics

Collected Every Week

ONE SIZE FOR ALL



HOIDS:



Confirm Your Cart Sizes

Error your email address (required to confirm your cart sizes and receive email confirmation)

Email address

☐ Yes, I want to receive Connect to Peel, the monthly email newsletter from the Region of Peel

Your email address will be kept confidential and you may withdraw your consent at any time. View our [Privacy Policy](#) for details and contact information.

Recommended cart sizes pre-selected based on dwelling type. User may change this.

How We Did It

Print Ads



The illustration shows a five-stage evolutionary progression of waste collection on an orange background. From left to right: 1. A small monkey-like creature holding a banana. 2. A larger, more ape-like creature carrying a large, dark, rounded object on its back. 3. A bipedal ape-like creature carrying a large, light-colored cylindrical trash can. 4. A more modern-looking bipedal creature carrying a blue recycling bin with a white recycling symbol. 5. A modern human walking next to a large, modern blue and grey wheeled trash cart.

Waste collection changes are coming.
You must choose your cart sizes by March 31, 2015.

peelregion.ca/carts

 Region of Peel
Working for you

Direct Mail – dedicated website www.peelregion.ca/peelcarts



Print Ads

WHAT MAKES ME SO **AWESOME?**



I'VE GOT WHEELS, MAN!

CARTS ARE COMING TO PEEL
Choose your carts sizes at
peelregion.ca/carts



Waste collection changes are coming.

Region of Peel
Working for you

**YOU'RE GOING TO BE
LIVING WITH ONE OF US.**



DON'T YOU WANT A SAY IN THE DECISION?

YOU MUST CHOOSE YOUR
CART SIZES BY MARCH 31, 2015
peelregion.ca/carts



Waste collection changes are coming.

Region of Peel
Working for you

Print Ads (Translated)

DLACZEGO JESTEM TAKI
WSPANIAŁY?



BO MAM KÓŁKA!

DO REGIONU PEEL NADCHODZI ERA POJEMNIKÓW NA KÓŁKACH.
Wybierz rozmiary pojemników na stronie peelregion.ca/carts



Będą zmiany w procesie zbierania odpadków.

Region of Peel
Working for you

ਲਗਦਾ ਹੈ ਕਿ ਸਾਈਜ਼ ਨਾਲ ਸੱਚਮੁਚ
ਫਰਕ ਪੈਂਦਾ ਹੈ।



ਨਵੀਆਂ ਕਾਰਟਾਂ ਤਿੰਨ ਆਕਾਰਾਂ ਵਿੱਚ ਆਉਂਦੀਆਂ ਹਨ।

ਤੁਹਾਨੂੰ 31 ਮਾਰਚ 2015 ਤਕ ਆਪਣੀ ਕਾਰਟ ਦਾ ਸਾਈਜ਼ ਚੁਣਨ ਲੈਣਾ ਚਾਹੀਦਾ ਹੈ।
peelregion.ca/carts



ਵਿਸ਼ੇਸ਼ ਕਾਰਟਾਂ ਲਈ ਸਾਈਜ਼ਾਂ ਦੇ ਫਰਕ ਹਨ।

Region of Peel
Working for you



تغيرات جمع النفايات قادمة.

احصل على التفاصيل واختر احجام الحاوية المناسبة لك على الانترنت
peelregion.ca/carts

Region of Peel
Working for you

Online Ads

The screenshot shows the The Weather Network website for Brampton, ON. The page features a green header with the logo and navigation links. A blue sidebar on the left displays two black and blue recycling bins. The main content area shows the current weather as -6°C with a 'Freezing rain to make for risky travel' warning. Below this are various weather details like wind speed, humidity, and a 36-hour precipitation outlook. A 'Choose your cart sizes by March 31, 2015' banner is prominently displayed on the right. At the bottom, there are sections for 'NEW! Connect' with social media links and a 'Coffee Break' sponsored by Tim Hortons. A green sidebar on the far right shows another set of recycling bins and the text 'Waste collection changes are coming'.

The Weather Network

Get the details and choose your carts

Region of Peel Working for you

Forecasts & Reports Severe Weather News Maps & Roads Gallery TV FAQs

Brampton -6°C

FIND YOUR FORECAST
Search for location or keyword

Brampton, ON

Current Weather Updated on Tue Mar 3 2:25 PM Next Update in 01:52 mins

Snow
-6°C
Feels like -12
More Details >>

SE 19 km/h 27 km/h 84% 101.1 kPa 0.5 km 800% 06:54 18:07
Wind Wind gust Humidity Pressure Visibility Ceiling Sunrise Sunset

When will it Rain or Snow?
More Details
36-Hour Precipitation Outlook
3:00pm Tue to 2:00am Thu
Snow: Close to 5 cm

Air Quality: Moderate Risk UV: Low Watch Live View Webcams

Tues. Evening
Scattered flurries
-2°C
Feels like -7
P.O.P: 90%
Snow: Close to 1 cm
Wind W 20 km/h

Tues. Overnight
Mainly cloudy
-3°C
Feels like -9
P.O.P: 30%
Snow: -
Wind W 20 km/h

Wed. Morning
A mix of sun and clouds
-3°C
Feels like -9
P.O.P: 30%
Snow: -
Wind W 20 km/h

Wed. Afternoon
A mix of sun and clouds
-1°C
Feels like -7
P.O.P: 30%
Snow: -
Wind W 25 km/h

Choose your cart sizes by March 31, 2015
Click here for details

Region of Peel Working for you

NEW! Connect
Community Photos News Contests Videos

Coffee Break Sponsored By Tim Hortons

Waste collection changes are coming
Region of Peel Working for you

Mobile Signs



Bin Stickers

CARTS ARE COMING

The deadline to choose your cart sizes is March 31, 2015.
Go to peelregion.ca/carts



 Region of Peel
Working for you

WARD-0433 14712

TIME IS RUNNING OUT

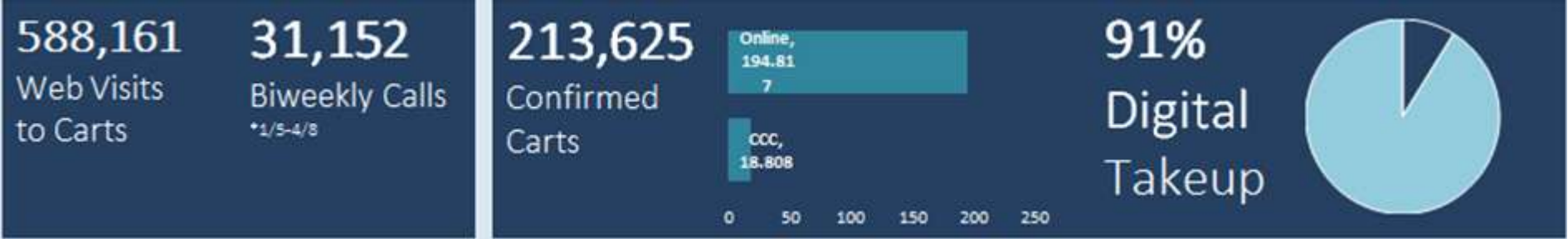
You must choose your cart sizes by March 31, 2015.
Go to peelregion.ca/carts



 Region of Peel
Working for you

WARD-0433 14712

Dashboard of Web vs. Call Centre



Top Views by Medium	Views (approx.)	Budget (approx.)
URL: peelregion.ca/carts Water Bill, Print Ads, Stickers	203,000	\$125,000
Digital ads	151,000	\$75,000
Organic: Social Media videos	92,000	\$35,000
URL: peelregion.ca/peelcarts Direct Mail	92,000	\$120,000
Regional Website	30,000	\$0*

* Existing cost; no additional fees

Challenges/Quirks/Unexpected Issues

- Desire to drive to digital but concern re: not including phone #
- Reaction to “March of Progress” image (naked men)
- Complaints from residents who were NOT getting carts

Key Messages & Takeaways

1. *If You Build It They Will Come*

- The “drive to digital” is a process of change
- Change requires that you create friction
- Don’t make it easy to follow old habits
- Make new solution better & easier than old one

2. Don’t be afraid to attract attention

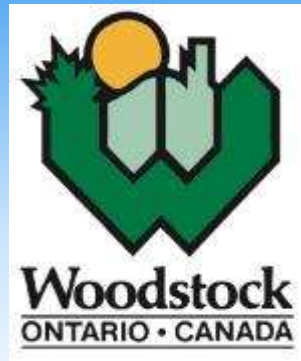
3. Use brief, clear, simple messages

4. Consult audiences before you begin

- residents, council, community allies, internal staff

Next Steps

- Cart Selection (Jan.– April 2015)
 - Residents learn about cart sizes
 - Confirm cart sizes online
- Preparing for Cart Delivery/Cart Delivery (Sept. – Dec. 2015)
- Program Launch (Jan. 4, 2016)



Increasing Participation in Blue Box Programming: A Campaign Report Card CIF Project 412

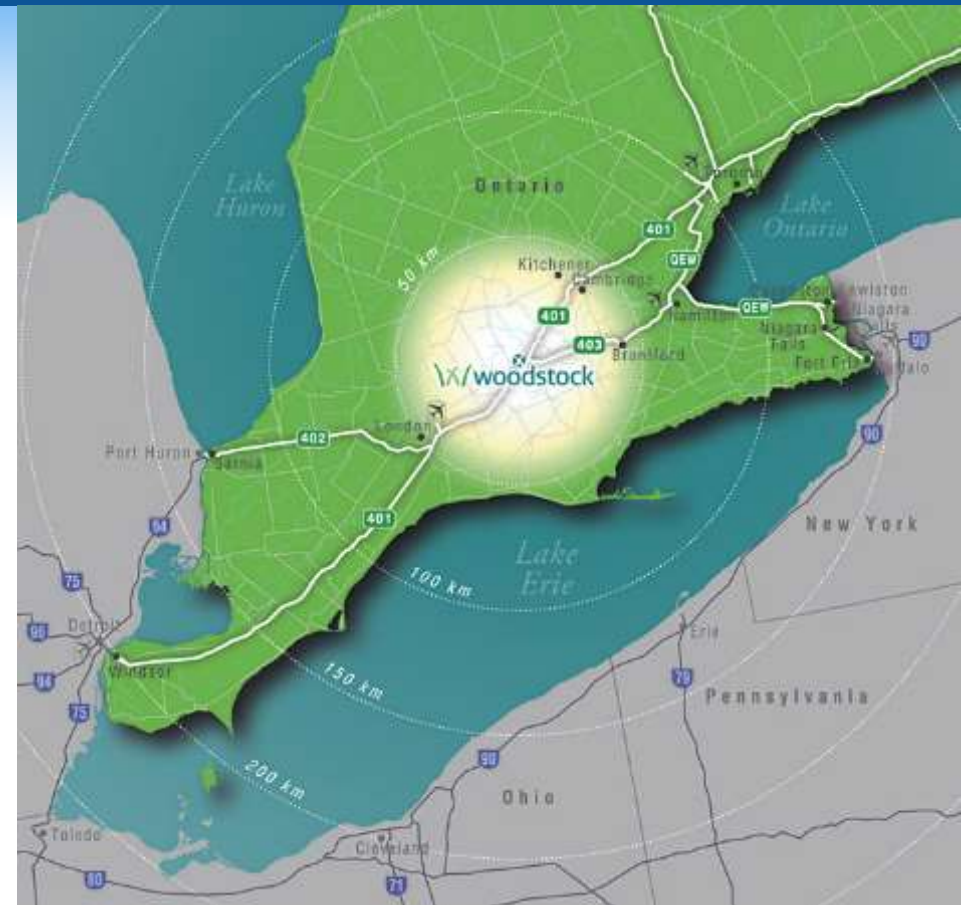
Alex Piggott
City of Woodstock

Project Highlights

- Project goal: Improving participation, sorting behavior, & awareness of acceptable materials in City's Blue Box (BB) program
- Impacts: Increased tonnage of material collected from curbside program
- More information:
 - apiggott@cityofwoodstock.ca
 - www.cityofwoodstock.ca

Problem Statement

- Municipal background
 - Population: 38,000 – 16,000 households
 - 54% diversion rate
 - A “Toyota-type” town
 - Limited to no P&E program prior to 2011
- We want to get residents to recycle more
 - 2012 waste audit 30% of waste stream was recyclable material



Historical P&E in the City



- “For Pete’s Sake Recycle”
 - Original recycling program slogan
- What is the story
 - Pete was long time employee with the City
 - Well known in local community
- Why was this a proven brand?
 - Was still some “For Pete’s Sake Recycle” advertising in community
 - Re-launch brought him back



Solution

Tactics	Audience	Message	Budget
Recycling Truck Advertising	General Public	Info on recycling	\$8,600
Multi-res (MR) Handbook	Property Managers	Info on MR recycling	\$5,000
Radio Advertising	Very broad audience	Info on recycling	\$9,800
Newspaper & Magazine Ads	General Public	Specific info on what can be recycled	\$4,500

Ads on Recycling Trucks (1)

- 4 trucks
 - 3 sides
- Message
 - What is recyclable
 - 2 streams
 - “Recycle more” slogan
 - Set-out time



Ads on Recycling Trucks (2)



Print Advertising

Don't let your holidays go to waste.

During the holiday season, we officially close to paper, packaging and party waste – and throw up holiday flags to Paper & Plastic.

Ontario's municipal waste management programs that are easy to use. But all the new materials and fancy packages are making recycling a lot more difficult.

What can you do?

- Use your blue box so that recyclable holiday waste doesn't end up in landfill.
- Learn how the proposed Waste Reduction Act would reduce taxpayer costs and encourage packaging that is easier to recycle at www.amo.on.ca/waste.

AMO Ontario Municipal Association
RPWCO Regional Public Works Council of Ontario
Municipalities of Ontario
Environment Canada
City of Woodstock

Did you Know...

If you let your unused paint dry, you can place it in your recycling box.

Remove the lid from the can and after the paint has dried, place the can in your recycle box.

For Pete's Sake Recycle More!

PETE

city of Woodstock

Woodstock Recycles

DID YOU KNOW?

For Pete's Sake Recycle More!

Polystyrene containers used in the packaging of chicken and meats at your local grocer are recyclable. Simply rinse off the container and place in your blue box for recycling.

city of Woodstock

For more information about recycling within the City of Woodstock please visit www.cityofwoodstock.ca

Don't throw it all away...

let's sort it out!

It's so NOT over...

Rinsed plastic bottles and containers of all shapes and sizes are recyclable!

Recycled plastic containers are made into NEW products like:

Recycle More!

CHECK IT OUT: www.cityofwoodstock.ca

Ad an courtesy of PET Canada (Plastics Industry Association)

Love affair over?

city of Woodstock

Recycle plastic containers that you love.

Your plastic containers still have plenty of curb appeal...

Plastic bottles and containers of all shapes and sizes are recyclable. Show them love again by putting them all in your recycling container.

It's so NOT over...

Recycled plastic containers are made into NEW products like:

Recycle More!

CHECK IT OUT: www.cityofwoodstock.ca

Ad an courtesy of Canadian Plastics Industry Association

Radio Advertisements

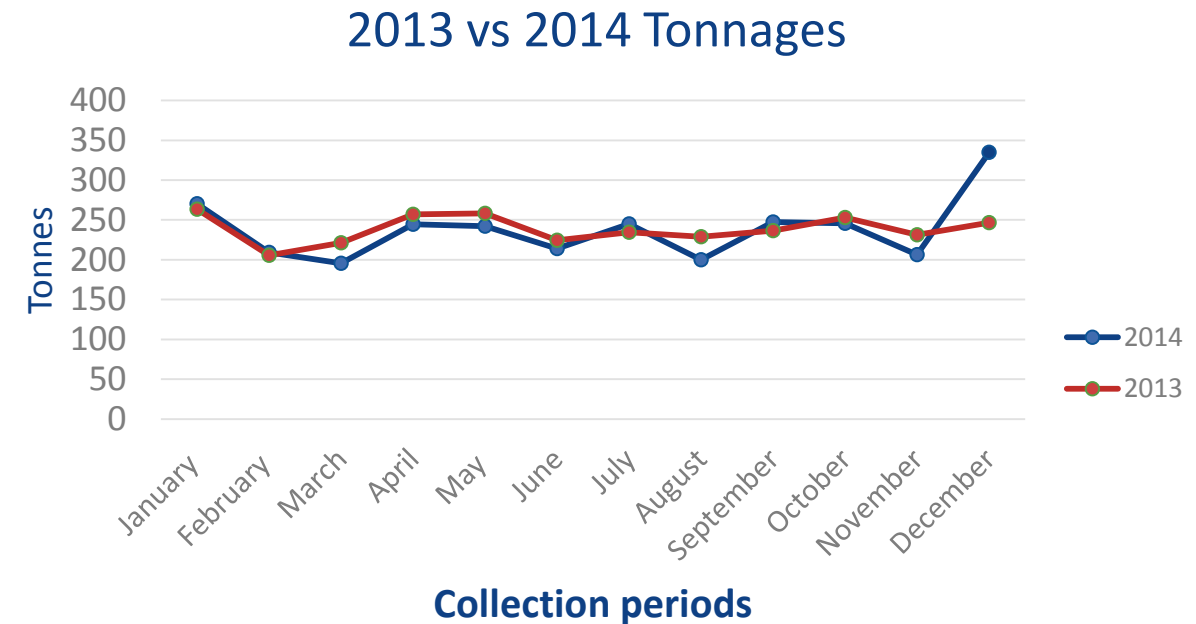
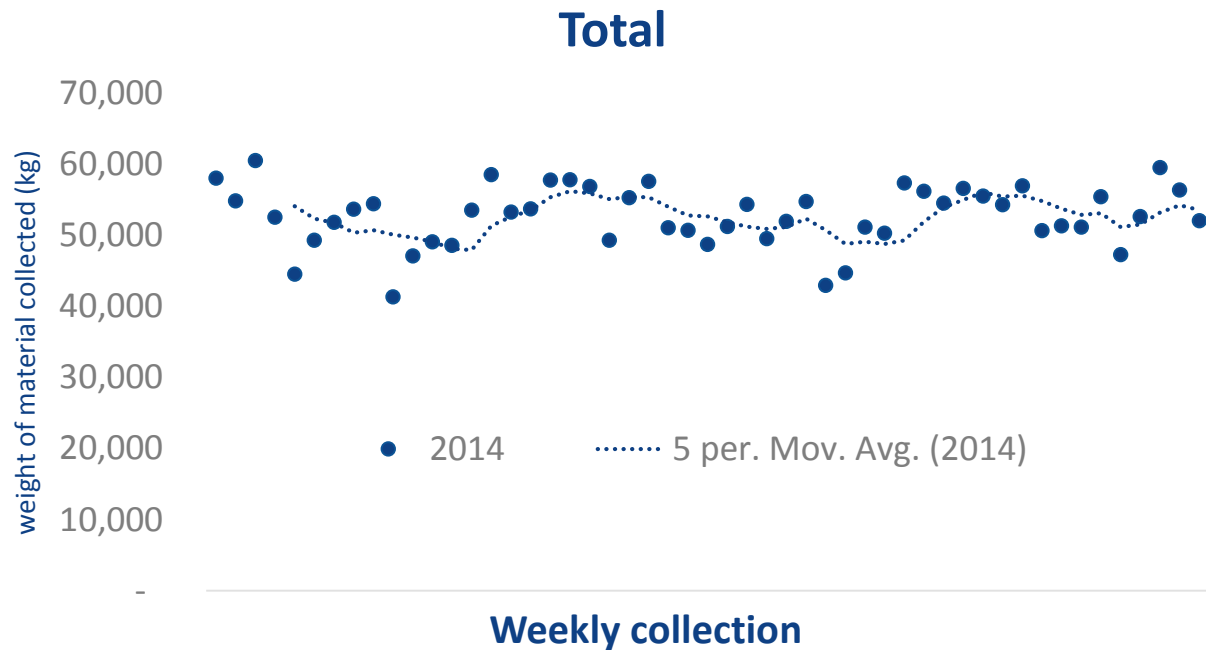
- 2 main stations in our listening area
 - Heart FM
 - Country 104
- Working with producers
 - Target women 30-45
 - Produced 4 ads rotated in campaign
 - Campaigned throughout October 2014
- Main messaging
 - Get people to think about recycling
 - Not sure? → website → recycle more



... and now, let's listen to the ads!

Outcomes & Analysis

- Weigh bill tonnage – 5 fewer tonnes this year
- 40% increase in website activity during campaign



Key Learnings

- Successfully completed P&E plan
 - BPs of P&E – Fundamentals Course
 - Objective-setting
 - Targeted a specific audience
- Relaunch of our “For Pete’s Sake” brand
- Next campaign
 - Google analytics for specific webpage
 - Transition from broad campaign to specific targets



Woodstock P&E Campaign Suggestions

Barbara McConnell, APR

McConnell Weaver Strategic Communication

Comments Based on...

- Alex's campaign communication plan & budget
- Review of strategies, tactical materials & implementation
- Background discussion with Alex about what he did & didn't do & why

Situation Prior to Campaign

1. Diversion 54%
2. Pay per throw garbage
3. 2012 audit – recyclables comprise 30% of garbage
4. No P&E since 2011

Campaign Strategy

1. Goals

1. Increase awareness of what's recyclable
2. Improve recycling performance
3. Increase proper sorting behaviour

2. Objectives (from campaign plan)

- Increase tonnage recycled/diversion rate by 10% in 2014

Main Suggestion

Increase methodologies of measuring results & value against investment through pre (benchmark) & post (tracking) mechanisms

Information Point #1 – Which Recyclables Were in the Garbage?

Situation – “recyclables comprise 30% of garbage”

- 3 year old audit – no current information available about which recyclables were/are still being disposed in garbage

I might have...

- Repeated curbside audit **pre & post** campaign to measure & categorize recyclables
- From pre audit, identify best options for campaign focus



Information Point #2 – Who Is & Isn't a Good Recycler & Why?

Situation – Selected radio stations that have a higher ratio of women listeners – **that's good** – but just first step in determining audience

I might have...

- Taken next step in understanding composition of Woodstock's residents to define target audiences
- Conducted quantitative (survey) research to establish benchmark data re: recycling awareness & performance among segments of target audience...then tracking (post campaign) to produce scientifically reliable data to measure change



For Example...Who Lives in the Program Area?* ... Woodstock

Population –

- Grew 5% 2006 – 2011, probably another 5% since
- 44% with children under 24 at home/56% without
- 42% single, divorced, separated, widowed

Households –

- Nearly **30% are 1 person HH**
 - *low generation/low motivation?*
- 60% of residences are single family
- 8% MF in 5 or more storeys
- 96% speak English at home

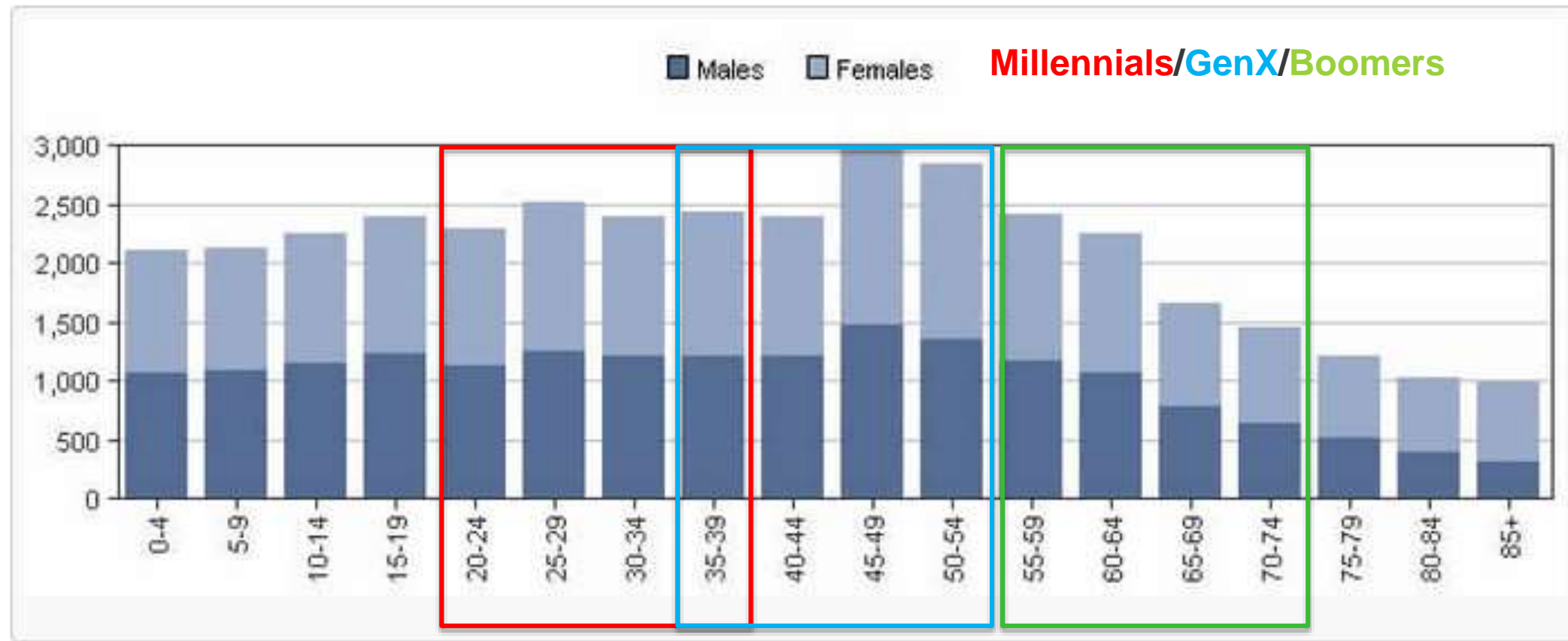
*Stats Canada (or go to your planning department)

*Are 1 person HH
recycling?*



What is their Generational Composition?

Woodstock, CY – Population by five-year age groups and sex



Why it Matters? Each Consumes Information Differently

- Boomers consume information in traditional ways – *retiring*
 - Newspapers, TV, radio, direct mail
 - Dragged into tech world but not comfortable
- Gen X mix of old & new – *currently in senior positions*
 - Grew up with internet & computers
 - Use web as a resource, search for information online
 - Consume less traditional media but still watch TV on a TV
- Millennials (& post millennials) – *up & coming*
 - Don't read or watch TV, sleep with their mobile devices at hand, interact online, rather text than talk, demand information online, short attention span
 - Much less likely to recycle; why?



Information Point #3 – Does Creative Grab Audiences' Attention?

Situation – Variety of print creative from various sources; truck signage with different messages



Does Truck Creative Work?

1. Doesn't say "recycle"
2. 3 – 5 second rule



1. 3 – 5 second rule
2. Too much to read on truck

Information Point #3 – *continued*

Situation – variety of print creative from various sources; truck signage with different messages

I might have...

- Organized focus groups of various audience segments & tested print, truck & radio creative to make sure components resonated with each group
- Explored best avenues to reach & engage each group
 - *Millennials?*

Information Point #4 – Are the Campaign Elements Cohesive?



Situation – Uses “For Pete’s Sake” on creative to build brand recognition

- Either featured prominently or used a thumbprint logo on print
- Becoming face of program

I might have...

- Tested “For Pete’s Sake. Recycle More” among target audiences to make sure it works
 - Does it make sense to all residents & do they relate to it?
 - Do they recognize/care about the Pete connection?
- If they do, I might exploit connection with real Pete through earned media

Information Point #5 – Are the Campaign Elements Cohesive?

Situation – Campaign consists of numerous messages & sporadic scheduling

I might have...

- Narrowed campaign focus to
 - 1 material (plastic bottles/containers) or
 - 1 activity (proper sorting)
- Developed strategic schedule so all available components run close to same time; build awareness of key messages & sense of urgency
- Introduced more earned & social (owned) media to supplement exposure
- Used analytics to measure use of social media & actual waste pages
- Also kept track of number & type of calls to customer service

Key Questions to Ask

1. Which material or activity needs to be addressed?
 - Use data collection/measurement mechanisms to identify issues/opportunities
2. Who's your target audience?
 - Analyze your demographics & use data collection research to identify
3. Does the creative grab attention & work?
 - Test & adjust all materials before campaign deployment
4. Are the campaign elements cohesive?
 - Test slogans & brands
5. More on are the campaign elements cohesive?
 - Develop strategy that focuses on a concentrated time period



CONTINUOUS
IMPROVEMENT FUND

Morning Wrap-Up

