To: Liquid Waste Committee

From: Larina Lopez, Division Manager, Corporate Communications, External Relations

Date: February 27, 2020

Meeting Date: March 12, 2020

Subject: Results for 2019 Wipe It, Green Bin It Campaign

RECOMMENDATION
That the Liquid Waste Committee receive for information the report dated February 27, 2020, titled “Results for 2019 Wipe It, Green Bin It Campaign”.

EXECUTIVE SUMMARY
As a region, an estimated $2.7 million is spent every year to deal with the impacts of fats, oils and grease (FOG) in the sewer system. The 2019 Wipe It, Green Bin It campaign asked residents to put FOG in their green bins, instead of down their sinks. The campaign used region-wide tactics and targeted seven problem hot spot areas in the cities of Coquitlam, Delta, Richmond and the Township of Langley. The campaign ran prior to Thanksgiving and Christmas with updated creative materials, a media buy (tailored to hot spots where possible), outreach in grocery stores, and FOG monitoring in hot spot areas. Post-campaign results were positive, with digital tactics reaching 432,000 people, 7499 social media engagements, 156,000 video views, 6000 website visits and 1,300 residents engaged through outreach teams. This approach will continue in 2020. Members have been invited to identify problem FOG areas for the 2020 campaign.

PURPOSE
To update the Liquid Waste Committee on the results of the 2019 Wipe It, Green Bin It campaign to reduce residents’ disposal of FOG into the sewer system.

BACKGROUND
The disposal of household FOG into the wastewater system is an ongoing issue that costs the region at least $2.7 million yearly. Fats, oils and grease can clog sewers, leading to overflows into homes, businesses and the environment, and associated maintenance and repair costs. Since 2017, Metro Vancouver has conducted regional Wipe It, Green Bin It campaigns asking residents to dispose of grease in their green bin instead of down their sink. In 2019, the campaign included both region-wide approaches and also targeted problem hot spot areas in four municipalities. The campaign also expanded its focus to cover fats and oils, in addition to grease.

This report provides an overview of the main results of the 2019 Wipe It, Green Bin It campaign, as identified in the 2020 Liquid Waste Committee Work Plan.

2019 FATS, OILS AND GREASE (FOG) CAMPAIGN
The 2019 FOG campaign focused on seven hot spot areas in the City of Coquitlam, City of Delta, Township of Langley and City of Richmond, in addition to regional coverage. The campaign ran in two phases, mainly in the lead-up to Thanksgiving and Christmas (Sept 16 – Oct 27 and Dec 2 – 29). These
periods targeted times of heavier, holiday cooking, which previous campaigns have shown to be an effective time to reach people with FOG-related messaging. Participating municipalities and Metro Vancouver monitored FOG levels at pump stations in hot spots, using a rating scale based on visual assessment. Monitoring began in advance of the campaign to establish a baseline.

**Campaign Elements**

Creative materials were updated to show either grease, oil or dairy dripping into a drain, instead of the frying pan shown in previous years (see Attachment). Focus group testing showed that seeing the drain helped people quickly connect their behaviour to FOG impacts.

The campaign used a combination of tactics targeted to both the entire region and to specific hot spot areas. Region-wide tactics included: online banner ads, YouTube, social media advertising and Google search. Tactics for hotspots were tailored to each area (within a mile of each catchment area), and where possible, specifically referenced the municipality. These included:

- online banner ads, YouTube, social media and Google search;
- posters in transit shelters;
- messaging in grocery store check-outs and on carts;
- tailored neighbourhood mail-out, with content and URL specific to each municipality; and
- in-person outreach in grocery stores in six hot spot locations to engage residents with campaign messaging and branded spatulas.

Municipalities also used their own channels to support the campaign, such as electronic billboards, e-newsletters and social media.

**Evaluation**

Campaign results were assessed using FOG monitoring data from pump stations, media buy and website results, and outreach team reports. Previous region-wide survey methods were impractical for the smaller hot spots areas, so outreach teams instead registered willing residents who received a spatula in each hot spot area for a follow-up survey.

Main Findings:

- **FOG levels:** Monitoring at pump stations generally showed a decrease in FOG levels after the campaign launch. More data is needed to better confirm trends.
- **Reach and engagement:** Digital tactics reached over 432,000 people, generating 7,499 social media engagements and over 156,000 video views. Social media was a key driver of traffic to the campaign website.
- **Outreach:** Outreach teams engaged over 1,300 residents in hot spots with campaign messaging, distributing 900 spatulas. This tactic provided a useful at-home tool to reinforce the desired behaviour. Of those who registered to take a survey, half said they learned something new and had spoken to someone else about FOG disposal. Most (81%) said they were more likely to correctly dispose of FOG.
- **Website visits:** Over 6,000 people visited the campaign website, driven mainly through social media. Time spent on the website was quite high (nine minutes per person for the Thanksgiving phase and six minutes per person for Christmas), which indicates visitors were engaging with the content.
Overall, the campaign was successful in reaching residents in the smaller hot spot areas. Given the new hot spots approach used for 2019, results are not comparable to previous regional campaigns.

Lessons Learned
Reaching residents in smaller hot spot areas presented some challenges, but also allowed testing of highly targeted approaches. Tailoring messaging to individual municipalities does require additional effort, but can generate higher levels of engagement from residents in those areas. It may be worthwhile to tailor materials for an entire municipality in 2020 to expand the campaign’s reach for a similar level of effort. Registering spatula recipients for a follow-up survey allowed for evaluation in hot spot areas and will be considered for 2020. Using a visual assessment and rating scale to monitor FOG levels in hot spot area pump stations generally yielded useful data and was simple enough that it did not require much extra time from operations staff. This method will be adjusted for 2020 to further simplify certain requirements.

Approaches for 2020
The hot spots approach, combined with a regional component, will be continued for 2020. Municipalities have been invited to identify problem FOG areas to be considered for the 2020 campaign. Priority will be given to areas with significant FOG issues; it is difficult to assess progress when FOG levels are low. The campaign will use similar evaluation methods and will aim to measure FOG build-up in pump stations more consistently over a long period to better assess trends and results.

ALTERNATIVES
This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS
The 2019 Wipe It, Green Bin It campaign had a budget of $170,000 supported under the 2019 Liquid Waste Communications Program Budget, managed by the External Relations department. A budget of $170,000 has been allocated for the 2020 campaign.

CONCLUSION
Metro Vancouver and its members spend an estimated $2.7 million every year to deal with the improper disposal of FOG, which can lead to sewer clogs and overflows into homes, businesses and the environment. The 2019 Wipe It, Green Bin It campaign asked residents to dispose of FOG into their green bins and not down their sinks. The campaign ran in the lead-up to Thanksgiving and Christmas (Sept 16 – Oct 27 and Dec 2 – 29), using updated creative materials to also address fats and oils, as well as grease. In addition to region-wide approaches, the campaign focused on seven problem hot spot areas in the City of Coquitlam, City of Delta, Township of Langley and City of Richmond. Municipalities measured FOG build-up at pump stations in these areas, using a rating scale based on visual assessment. Campaign elements included: promotion on social media, YouTube videos, online banner ads, Google search, advertising and in-person outreach in grocery stores, transit shelter posters, targeted direct mail and a campaign website. Where possible, tactics were tailored to each hot spot, specifically referencing the municipality. Overall, the campaign was successful in reaching residents in smaller hot spot areas and data showed that FOG in pump stations
generally decreased after the launch of the campaign. The hot spots approach, combined with a regional component, will be continued for 2020. Municipalities have been invited to identify problem areas for inclusion in this year’s campaign.

**Attachment:**
Sample of Campaign Materials

**Reference:**
What to do with fats, oils and grease (campaign webpage)

36955960
Sample of Campaign Materials

Sample of updated creative materials (poster, targeted mail-out) and social media

Outreach and advertising in grocery stores in hot spot areas

Social media post and video

Online banner ad

Grease Clogs Pipes | Metro Vancouver

Putting fats, oils and grease down the sink can cause a real pain in the drain. Wipe small amounts on plates, pots and pans into your green bin before washing. Save your Drain. Disposal Tips. Common Grease Myths.

Google search

Liquid Waste Committee
To: Zero Waste Committee

From: Nanette van Doorn, Communications & Education Coordinator, Solid Waste Services

Date: March 6, 2020

Meeting Date: March 13, 2020

Subject: Customer Service and Communication Enhancements at Metro Vancouver Solid Waste Facilities

RECOMMENDATION
That the Zero Waste Committee receive for information the report dated March 6, 2020, titled “Customer Service and Communication Enhancements at Metro Vancouver Solid Waste Facilities”.

EXECUTIVE SUMMARY
Metro Vancouver has expanded the number of communication tools available to raise awareness and use of new solid waste programs and facility services. Solid waste facility customers and the public can learn via multiple channels about materials accepted for reuse, recycling or disposal at solid waste facilities. Customers can sign up for text messages and email updates, view detailed websites, including transfer station queuing cameras, see project-specific videos and call a hotline with questions.

PURPOSE
To update the Zero Waste Committee on initiatives to enhance communication with Metro Vancouver solid waste facility customers to raise awareness and use of new programs and facility services.

BACKGROUND
Over the past year Metro Vancouver has expanded the number of communication tools available to customers to enhance their experience at solid waste facilities and encourage diversion. Accurate and accessible information about regional facility reuse, recycling and disposal services and programs can improve customer awareness and use of these services. Customers often seek information about what materials are accepted, where they are accepted and at what cost. It is important that this information is available consistently and reliably across the region. This service is provided by online resources and a telephone hotline. In addition, customers can access real-time facility operational information via text messages and webcams.

All communication referenced in this report is related to services at Metro Vancouver solid waste facilities and is separate from the behavior change campaigns regularly presented to the Zero Waste Committee.

COMMUNICATING TO ENHANCE CUSTOMER SERVICE
Improvements and additions to the suite of customer communications tools for Metro Vancouver solid waste facilities are described below.

Text Messages
A text message notification service was launched in Fall 2019 to communicate operational disruptions at Metro Vancouver solid waste facilities to customers. This system is used for unexpected or temporary operational disruptions or facility closures, which occur very infrequently. About 60 customers have signed up to receive text message notifications to date. The target audience includes frequent users of Metro Vancouver facilities, such as waste haulers and municipal fleet vehicles. Information on how to sign up for the text message service is included on tipping fee rack cards and the Metro Vancouver solid waste website. Metro Vancouver will continue to promote this tool, expecting that over time a large number of facility users will use the service.

**Webcams**
Webcams at transfer stations (except for Coquitlam Transfer Station as the facility is being replaced) allow customers to view queuing areas in real-time via the Metro Vancouver website.

**Website**
Each transfer station has its own dedicated webpage with information about the facility, accepted materials, rates and any special programs available. The solid waste website is visited approximately 250,000 times per year, with the five transfer station pages combined receiving approximately 175,000 page views annually.

**Email Updates**
The public can subscribe to email updates via Metro Vancouver’s solid waste website on solid waste topics such as clothing waste reduction or single-use items, or specific projects such as the Coquitlam Transfer Station replacement or solid waste management plan update. Metro Vancouver currently has an extensive mailing list (approximately 4,000 contacts) that includes customers, industry representatives and previously consulted groups.

**Videos**
Videos providing information and promoting solid waste programs and initiatives are embedded on the Metro Vancouver website, used during presentations and are shared on social media. The most recently produced videos include the Used Gypsum Program, New Coquitlam Transfer Station and Construction, Renovation and Demolition Waste.

**Collaboration with Recycling Council of British Columbia**
Metro Vancouver collaborates with the Recycling Council of British Columbia (RCBC) to support education and waste reduction initiatives, and provide service to solid waste facility customers. Metro Vancouver works with RCBC to harmonize information about what recycling and disposal options per material are available in the region, to ensure consistent information is provided. RCBC provides a Recycling Hotline service receiving calls from across the province, with the majority from Metro Vancouver municipalities. RCBC answers questions about waste reduction, curbside recycling systems and extended producer responsibility programs. Key materials asked about include waste, pressurized cylinders, plastics, oils, appliances and building materials. RCBC also answers the transfer station information calls on behalf of Metro Vancouver. In 2019, RCBC received a total of 106,294 calls – out of these, 26,146 were transfer station information telephone requests. RCBC maintains an online tool it calls ‘Recyclepedia’ where users can type in their item and location to receive information for reuse, recycling or disposal options. There are thousands of businesses
listed and RCBC staff actively maintain and vet the listings. RCBC’s Recyclepedia has just over 100,000 website visits per year. A project is underway to embed this tool into the Metro Vancouver Recycles webpage, eliminating the need for Metro Vancouver to duplicate the work of actively maintaining and vetting the listings on this page.

**Customer Survey**
Annually Metro Vancouver hires a consultant to conduct customer surveys at the Metro Vancouver transfer stations, to better understand customer usage of the services available, track the origin of materials by municipality, assess customer satisfaction and learn customer need for service enhancements. Information obtained through the surveys can be used to optimize service and materials accepted.

**Interpretive Features**
Metro Vancouver is developing an interpretive features design at the Waste-to-Energy Facility to enhance education for tour participants and provide more details at points of interest inside the facility. In 2019, 81 tour groups were guided through the facility totaling 967 visitors, who in the future would benefit from expanded learning opportunities once these features are in place.

**ALTERNATIVES**
This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**
Metro Vancouver’s initiatives to enhance communication with Metro Vancouver solid waste facility customers are carried out within the existing operating budgets.

**CONCLUSION**
Metro Vancouver has expanded the number of communication tools available to raise awareness and use of new solid waste programs and facility services. Customers and the public can learn via multiple channels about materials accepted for reuse, recycling or disposal at Metro Vancouver solid waste facilities. Customers can sign up for text messages and email updates, view a detailed website, see project specific videos and call a hotline with questions.
RECOMMENDATION
That the Zero Waste Committee and MVRD Board receive for information the report dated February 28, 2019, titled “Create Memories Not Garbage - 2019 Campaign Results”.

EXECUTIVE SUMMARY
The holidays are a heavy consumption season where residents fall into customs/traditions that can cause unnecessary waste. The 2019 “Create Memories, Not Garbage” campaign asked residents to try doing one thing differently to reduce their waste. Through a region-wide media promotion, users were offered ideas to make low-waste celebrating easier. Post-campaign results were positive, with digital tactics reaching 471,422 people, over 2,600 social media engagements, 304,432 video views, 11,549 website visits and 1,860 residents engaged through outreach efforts. Google Search delivered the most traffic to the campaign website while Instagram and Facebook reached the most people. Post-campaign survey results revealed that 67% of respondents thought the campaign was effective in delivering its message, with 40% confirming the ads caused them to reduce their waste. Using recyclable wrap or wrap alternatives continues to be the most likely way residents will reduce their waste. A similar campaign approach is planned for 2020.

PURPOSE
To update the Zero Waste Committee on the results of the 2019 regional holiday waste-reduction campaign, “Create Memories Not Garbage”.

The “Create Memories, Not Garbage” (CMNG) campaign supports the waste reduction objectives in the Integrated Solid Waste and Resource Management Plan. 2019 marked the ninth year of the CMNG campaign and the 12th year that Metro Vancouver ran a holiday waste reduction campaign.

This report provides an update on the results of the 2019 CMNG campaign as identified in the 2019 Zero Waste Committee Work Plan.

2019 REGIONAL “CREATE MEMORIES, NOT GARBAGE” CAMPAIGN RESULTS

Campaign Approach
The campaign was in market from October 7, 2019 to January 12, 2020 and aimed to:

- Raise awareness of the amount of needless waste produced over the holiday season,
- Have audiences choose to celebrate the holidays in ways that produce less waste, and
- Reduce the amount of waste produced in Metro Vancouver during the holiday season over the long term.

The campaign targeted residents aged 25-54 with a skew towards women; in particular, those doing the majority of shopping, wrapping, cooking and decorating for the holidays.
Creative Direction / Messaging
The creative direction maintained the festive campaign platform established in 2016 with a positive tone that avoided “finger-wagging” or shaming. The campaign focused on practical low-waste gift giving and wrapping ideas to inspire residents in celebrating with less waste.

The creative featured the prominent “Create Memories, Not Garbage” tagline and asked “This holiday season, make just one change to celebrate with less waste.” (See Attachment for sample creative.). A new element to the 2019 campaign was the introduction of an original Christmas song written and produced by local musicians.

Campaign Website
Upon landing on CMNG’s website (www.creatememoriesnotgarbage.ca), users could access the top waste-causing categories: gifts, wrapping, decorating, and food. An “After Christmas” category was added a few days before Christmas to help residents tidy up after the holidays with less waste.

The “Merry Memory Maker” app remained a prominent feature of the campaign’s homepage. It organized gift ideas by category (experiences or tangible gifts) and by price range ($0 - $250+).

Media Strategy
The media plan remained divided into three phases: a light pre-Christmas promotion (October-November) to reach early shoppers, a main Christmas promotion (November-Dec) to reach audiences when they’re most likely to be in the Christmas mindset, and a light post-Christmas promotion (December-January) to reach audiences as they’re tidying up/recycling their holiday waste.

The media approach included a combination of digital and traditional tactics. The most notable change in 2019’s strategy was integrating the CMNG message into existing on-line Christmas content.

Digital placements used search behavior and interest targeting to reach people searching for Christmas ideas and shopping online. Proven tactics such as online banner ads, social media, online articles and Google Search were implemented along with a few new tactics like Pinterest ads, Spotify ads, and four local influencers whose respective brands fit with CMNG’s low-waste message.

Traditional placements were focused on Christmas promotions for both Global and CityTV morning shows, CBC Christmas programming and a :30 second radio buy on Vancouver’s Christmas station (103.5 QMFM) where we ran our new Christmas song written and produced by local musicians.

Outreach Events
Outreach continued to focus on holiday events to reach those in the Christmas/shopping mindset. Six event days were planned over four local events: Tree Lighting Festival, Surrey; Aurora Winter Festival, Vancouver; Christmas in the Village, Richmond; Got Craft? Holiday Market, Vancouver.

The outreach team engaged in 1,860 conversations and demonstrated the Merry Memory Maker app to 1,109 patrons. The conversion rate for app interaction increased 7% (53% to 60%). After receiving a key message from a campaign representative, 332 residents took either a customizable gift card or our new low-waste holiday colouring sheet that doubled as recyclable wrapping paper.
Conversations with residents revealed that wrapping gifts with low-waste materials remained the top ranking action they’re willing to take to reduce their holiday waste.

**Engagement of Metro Vancouver Members**
Nearly half of Metro Vancouver members either promoted the campaign in their communities through co-branded materials or through sharing CMNG’s social posts.

**Use by Other Municipalities and Like-Minded Organizations**
Some organizations requested CMNG materials that they could co-brand, including the Regional District of Central Okanagan, Ville de Lévis (Quebec), City of Chilliwack, and City of Lethbridge.

Other municipalities and organizations shared our posts through their social media channels, including Zero Waste Yukon, Recycling Alternative, Waste Control Services, Physarum Connections, Noura Homes, Sea Smart, Recycle NB, and Washington County Solid Waste and Recycling.

**Evaluation**
The campaign was evaluated through various tracking methods described below.

**Website Exit Survey**
This new single-question survey appeared when users were about to leave the website and asked which low-waste idea residents were most likely to do to reduce their waste this season. The survey was seen by desktop users, of which, 10% (376 users) completed the survey. The top results were in-keeping with outreach results:
1. Wrap with low-waste materials: 201
2. Give experiences: 194
3. Give gifts that last: 166

**Post-Campaign Survey: Recall and Behaviour Change Assessment**
When prompted, 24% of residents recalled seeing Metro Vancouver’s advertising, of which:
- 67% rated the ads as effective in conveying the message of reducing seasonal waste (2% increase from 2018)
- A strong minority (40%) reported that the advertising caused them to make changes to reduce the amount of waste they produced over the season; a 4% increase from 2018
- 37% spoke to others about the campaign’s message, primarily through face-to-face interaction (27%) followed by social media (15%)

**Media Performance**
The online portion of the campaign served over 9.2 million impressions across social media, display ads, sponsored content and video. Below are the most noteworthy results:
- Between Facebook and Instagram there were 2,629 engagements, including 1625 post reactions, 54 comments, 284 saves and 315 shares. Instagram and Facebook achieved the most reach out of any other digital tactic (471,422 people).
- YouTube’s achieved over 304,000 video views with view-through-rates varying between 45-50% (very strong). The post-Christmas videos performed best, in part due to timely content and less competition.
- Pinterest (new) received 6,794 engagements (clicks, expansions, saves and swipes).
Google Search drove the most traffic to the website via ‘low-waste wrap’ content. 
Display banner ads delivered twice as much (1,012) website traffic as 2018 – half of which viewed the ad, remembered it, and went to the website later. 
Spotify (new) reached over 47,000 users (audio and banner ad). 
54% of web sessions came to the site directly or through organic search – this speaks to the effectiveness of combining digital tactics with traditional.

**Earned Media**
Additional publicity beyond paid advertising was estimated at $60,000 with 10 stories between online and print, and 14 stories between radio and television.

**Plans for 2020 Regional Campaign**
The 2020 regional holiday waste reduction campaign will continue to use the current CMNG platform with refinements to creative materials, the website and the app as required. We look to leverage the success of the Christmas song and its music video as well as add more shareable low-waste tips. Outreach and collaboration with Metro Vancouver members will continue to be expanded and we’ll continue to work with solid waste staff to identify any trends coming out of the 2020 Waste Composition Study scheduled for late fall.

**ALTERNATIVES**
This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**
The 2019 CMNG campaign had a $175,000 budget supported under the Zero Waste Communications Program of the 2019 General Government budget. $175,000 has been allocated for 2020.

**CONCLUSION**
The holidays are a heavy consumption season when residents fall into traditions/habits that can cause unnecessary waste. The 2019 CMNG campaign asked residents to try doing one thing differently to reduce their waste this season and low-waste wrapping continues to be the top ranked tip consumers are willing to try. The digital portion of the campaign continues to build reach amongst the target audience, most notably with Facebook, Instagram and YouTube. While we will look to environments such as cinema or specialty PSAs to leverage existing video content for 2020, the overall media promotion combined with public outreach continues to reach the intended audience at the most relevant stages of the holiday/shopping season with easy to implement low-waste tips.

**Attachment:**
Create Memories Not Garbage – Sample Creative
Create Memories, Not Garbage – Sample Creative

Banner Ads
Note: ads were created in desktop and mobile sizes. A sampling of versions is shown below.

“Countdown” (animated loop)

“Wrapping” (animated loop)

“Sing-a-long” banner ad (animated loop)

Weather Network banner ad (animated loop)
Google Search

Social Media
(carousel images and animated videos)

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</tbody>
</table>
Influencers
Outreach Events

Member Municipalities

Jonathan Cote @jonathanacote Dec 18, 2017
Looking for unique experience or long-lasting gift ideas? Try @MetroVancouver Merry Memory Maker. #CreateMemoriesNotGarbage

cow.ly/Kb3839h3lv

City of White Rock @whiterockcity Dec 20, 2019
Give gifts that are a little “greener” this year – look for long-lasting items that are made with sustainable materials. Find low-waste gift ideas at creatememoriesnotgarbage.ca by @MetroVancouver

#creatememoriesnotgarbage #metrovancouver