



## 2020 *Wipe It, Green Bin It* Campaign Results

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Liquid Waste Committee, February 11, 2021  
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Liquid Waste Committee

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# CAMPAIGN APPROACH

Hotspots & Regional

- City of Richmond
- Langley Township
- Regional coverage
- FOG monitoring



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# CAMPAIGN APPROACH

- Target holiday cooking
- Two phases:  
    Sept 21 – Nov 1  
    Dec 14 – 31



# TACTICS

Regional and hotspot

- Social media
- YouTube
- Online banner ads
- Google search
- TV PSA
- TV interviews



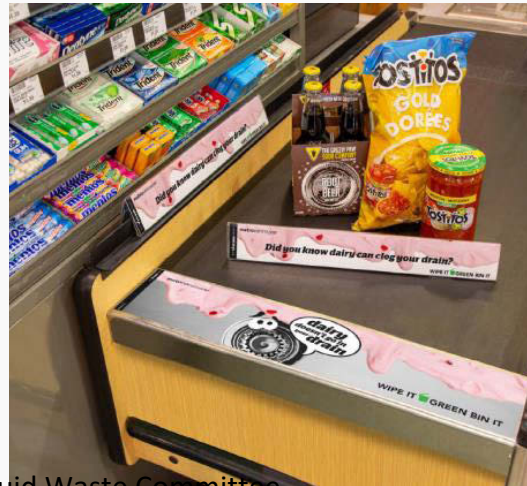
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# TACTICS

Tailored

- City-specific mailer
- Transit shelter ads
- Grocery store carts & checkout



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**Grease clogs  
Langley's pipes**



WIPE IT  GREEN BIN IT

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# RESULTS

## Digital

- 476,000 reached
- 24,000 engagements
- 89,000 video views

Did you know that oils can clog Richmond's pipes? It's true! Leftover oils like sesame, coconut, and peanut can eventually clog your pipes. Put them in your green bin.



# RESULTS

- 8,220 website visits
- 1.6 million audience (TV PSA)
- General decrease in FOG levels

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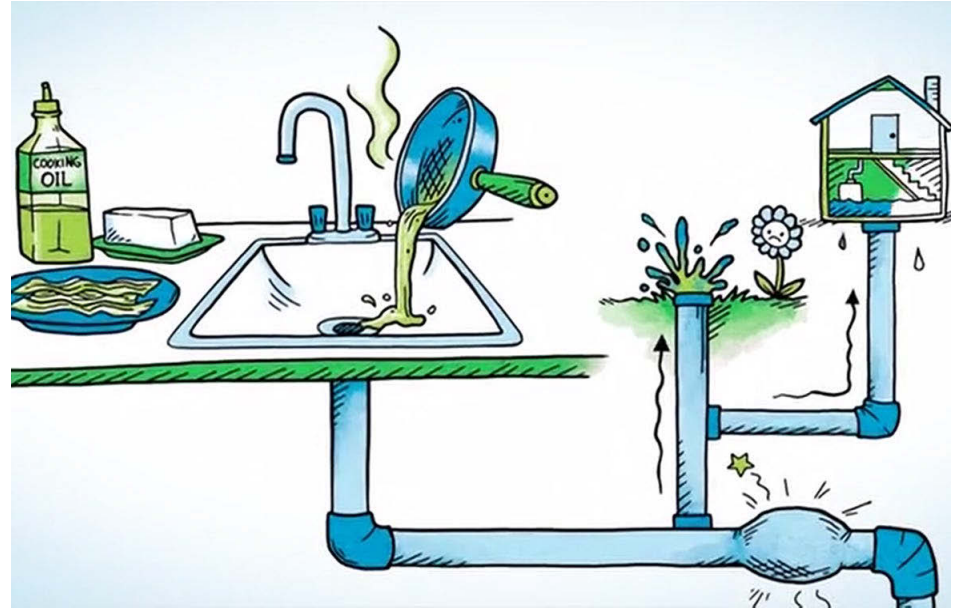
How to dispose of fats, oils and grease



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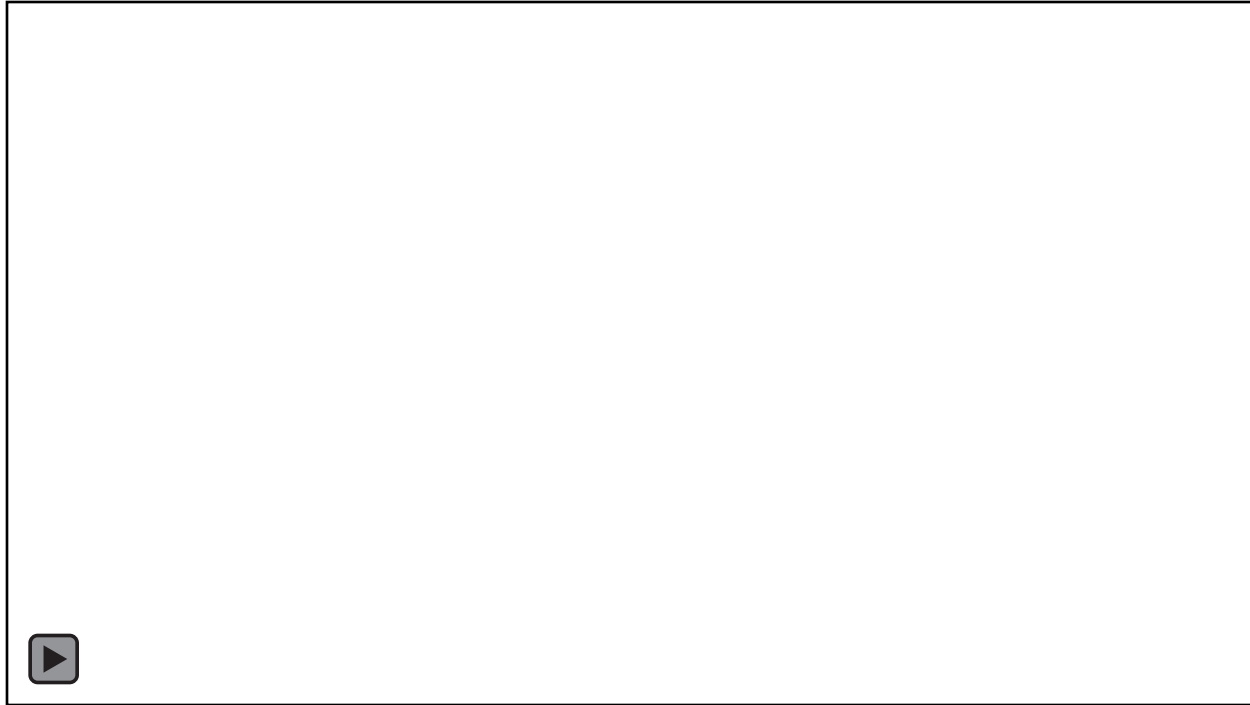
# PLANS FOR 2021

- Scheduled for fall
- Target holiday cooking times
- Assess hotspots approach



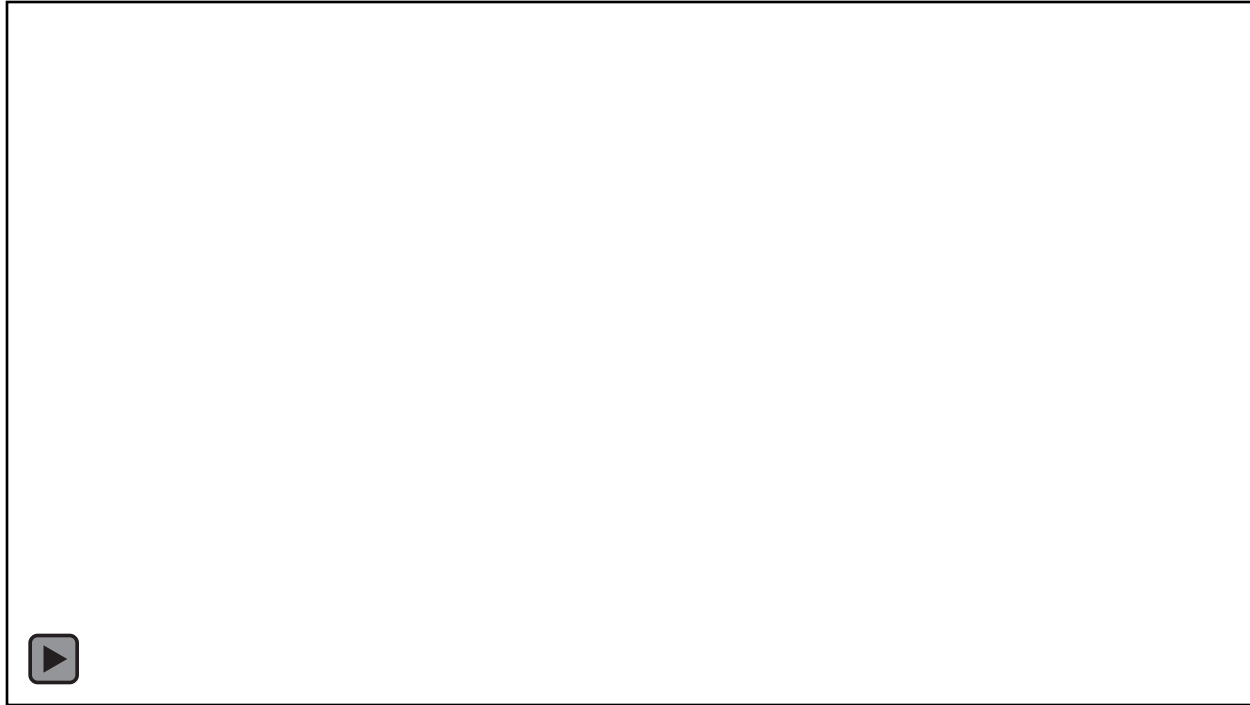


# PSA – GREASE CLOGS PIPES



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# PSA – OIL CLOGS PIPES



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Questions?

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Together we make our region strong