

DECEMBER 2019

TRASH TALK

Public Engagement Program
Final Report
Municipality of Barrington

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THE GOAL

In an effort to increase public awareness on proper waste separation and disposal, municipal by-laws and waste collection, the Municipality of Barrington launched a three-month public engagement program on solid waste management titled “Trash Talk”.

The goals of this program were to:

- Educate the public on the proper way to separate and dispose of waste.
- Provide tools and resources to help our residents properly separate and dispose of their waste.
- Highlight municipal by-laws which relate to waste management.
- Open a discussion regarding the waste collection service in the Municipality.

STRATEGIC INITIATIVES

The engagement was carried out in a variety of formats and via different mediums. Below is a summary of the five strategic initiatives that were implemented from Sept-Nov. in an effort to achieve success.



WHO WE HEARD FROM

Here is a summary of the statistics relating to our engagement initiatives.

In total, 20 residents participated in our three public engagement sessions from Oct. 7 - Oct. 9, approximately 40 students participated in our school sessions and approximately 40 seniors participated in our senior session. These sessions were a great opportunity for our residents, youth and seniors to get a better understanding of our system and ask specific questions to Kirk. We received valuable feedback through this process which is summarized later in the report.

Our updated residential separation guide and new marine separation guide were mailed to 2,975 households in the Municipality through the municipal newsletter. These separation guides, along with the waste separation tool on our website and the R6RECYCLES application are a great resource for our residents to help them better understand how to properly separate and dispose of their waste.

In addition to the public meetings and new separation guides, we also published print ads in the local newspaper and information in our municipal newsletter relating to the proper separation and disposal of waste.

Finally, a social media campaign was launched to share information to try to educate our residents and spark conversations and interest in waste.



100

Number of participants at our public and school sessions



2,975

Total dwellings which received new separation guides in our newsletter

OUR SOCIAL MEDIA CAMPAIGN

Over a the three-month period, 19 Facebook posts were published on topics from the Region 6 R6RECYCLES App, the disposal of common items such as MacDonald's and Tim Horton's cups, fruit boxes and juice containers, how to reduce waste and the public meetings.



Social media is a great medium to not only share information to help educate our residents but also to spark discussion and get instant feedback on a topic. Here is a summary of the engagement through this platform.

**OVER
20,500**

People Reached



226



105

**OVER
1,775**

Post Clicks



124

WHAT WE LEARNED

The information collected from our social media posts, meetings, publications and other research has enabled us to learn more about waste separation and disposal overall and what happens after it gets collected. We've also learned about how we're meeting (or not) the needs of our residents as it relates to an effective waste collection service. Here are some of the highlights of the feedback received.

1 COMPOST

There was a lot of discussion regarding composting in all of our public sessions. Many residents were curious to understand how to best dispose of compost, where it went after collection and what it could be used for outside of disposal. *One action item from this feedback will be to host a free compost pick-up day.*

2 LITTERING

Littering and illegal dumping was a common concern. Many take pride in their communities and would appreciate help in keeping them clean. *Two action items will be to improve signage and ask the RCMP to assist in enforcing the municipal and provincial laws.*

3 COLLECTION SERVICE

The municipal collection service was raised at every session. Some common concerns, such as bags in the green bins and the mixing of garbage and compost at the collector level will be the *foundation of future conversations with the collector and the development of the new collection tender in 2021.*

CONCLUSION

Striving to meet the needs of our community in a fiscally responsible way

All in all, this public engagement program was a success. It allowed the Municipality to engage with its residents on a very important topic and provided a springboard for future conversations. In addition, it has created a strong foundation of feedback which the Municipality can build on to make future decisions relating to waste collection.

The program was a collaboration with many partners and would not have been possible if it weren't for their assistance. From Kirk Symonds who called Barrington home for four days and attended each session, answering dozens of questions to the schools for allowing us time to present to their students to Suzy for preparing the marketing and promotion materials to help us spread the word to everyone who came out to participate in the conversations.

From here, the feedback received will be used to guide the Municipality's future policies and decisions in regard to waste separation, collection and disposal. We hope to be able to engage with our community again on this important topic in the future with sights on assisting our locals businesses.

