

STRATEGIC PLANNING & COMMUNITY RELATIONS SECTION

Minutes of meeting held, Dec 16, 20[REDACTED]

9:00 a.m. [REDACTED]

In Attendance:

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Absent:

[REDACTED]	[REDACTED]
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GABRIELLE

- News release re: collector safety was combined with snow removal in line with corporate goal to work more collaboratively
- Budget was approved – 500,000 was cut, did not impact Community Relations
- 20███ - Need to focus on – Multifamily recycling and grasscycling
- 20███ – Need to create new visual identity for branch
- Section plan with goals and objectives will be distributed next month



- Visual ID – New illustrations are due for a refresh – Have a few companies looking into the design
- PSA – Collector Safety – face to face communication
- No Open house for 20███
- Collection calendar – mail out – waiting for cost
- Assisted waste – A few ads out
- Xmas tree recycling
- Reel waste film festival – Working with George



- Develop observation deck at ████, will install second theater, will help tour system
- Program Specialists have been spending a lot of time at the reuse centre
- Sort it out – evaluating use by teachers
- Planning media relations around a school group visiting from other Canadian City



- Developing plan for new interactive education tools to be used as part of tours



➤ Statistics

November	10.7 Tonnes	10.6 (20███)
December (to date)	4.4 Tonnes	5.5 (20███)

Note: Currently at 1324 tonnes (end of Nov), already beat target of 125 by 7.4 tonnes.

- Still averaging 12 tonnes/month
- 8,352 customers have dropped items off (to date this year)
- Volunteer stats
 - 41 volunteers contributed 302 hrs in November
 - Currently at 3,200 hrs (end of November)
 - November newsletter went out

- ██████████
- Assisted Waste increased 30% in the fall – will do a blitz in January 20██████████
 - New visual identity in process – 3 focus groups to take a look a presentations and provide feedback
 - Enhanced research plan, on line surveys

- ██████████
- Mailed out Christmas message
 - Pot luck in February for volunteers
 - Venue for MCRP course next year at a local college
 - Holiday magic volunteers had a good time

- ██████████
- Idea guide – designed & posted for new year
 - Volunteer positions for George
 - Researching Police screening for Volunteers

- ██████████
- Both ██████████ and I continued to be busy 28 tours for December
 - With the exception of two grade nine classes, ██████████ and I continue to see mainly grade four students. While ██████████ gave a commercial tour to a potential commercial group from a local college, I gave a tour to a group called “Young Leaders in Action”.

- ██████████
- The December newsletter is out to staff, with the Recycling depot feature videocast to follow on website.
 - ██████████ video promotion plan: - Reuse Christmas tree web page is online
 - blog article for Transforming City blog sent to ██████████ for submission
 - ██████████ video and From Garbage to Compost video uploaded to ██████████ Youtube Channel - almost 400 combined views since upload
 - Assisted Waste Brochure redesign and text edits complete - sent to printers
 - March 2/██████████ Employee Recognition Event:
 - designed event poster
 - researching videos to show at event

Next meeting will be held on January 27, 20██████████ at 9:00 a.m., 2nd floor boardroom

██████████.

Section Meeting Dec 16, 20██████████