



The Regional  
Municipality of  
Durham

Works Department

# Interoffice Memorandum

**Date:** July 3, 2020

**To:** Regional Chair Henry and All Members of Regional Council

**From:** Susan Siopis, P.Eng., Commissioner, Works

**Copy:** Elaine Baxter-Trahair, Chief Administrative Officer  
Giuseppe Anello, Director, Waste Management Services  
Gary Williams, Director, Corporate Communications

**Subject:** Mixed Waste Pre-Sort and Anaerobic Digestion  
Informational Resources and Communications

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This is the second in a series of memos to be issued over the coming weeks. The intent is to provide information and resources to Regional Council and the public on specific topics related to the Mixed Waste Pre-sort and Anaerobic Digestion (AD) Project (Project). Each informational memo will be posted to the Project website detailed below.

This memo focuses on the available resources and where to find them, as well as the multiple communications forums being used to ensure public education and awareness of the Project and on related waste issues.

To increase awareness among Regional Municipality of Durham (Region) residents on the proposed Mixed Waste Pre-sort and AD facility, the following forums and tools have been developed and utilized.

The communications plan utilizes a mix of advertising, media relations and social media with the goal of informing a broad audience across the Region.

## **Communications to date:**

**Website created:** Residents can learn more about Pre-sort and AD by visiting the website [durham.ca/ADProject](http://durham.ca/ADProject). Project website highlights progress to date, frequently asked questions and allows residents to ask

questions through the email [ADProject@durham.ca](mailto:ADProject@durham.ca). Interested parties currently have access to council reports (21), council information memos (1), presentations (2), procurement documents (6) and technical reports (6). The website will continue to be updated as the Project progresses.

**News Releases:** Inform residents of key milestones and Project timeline.

- Durham [takes next step toward Anaerobic Digestion Facility](#) - May 28, 2020
- [Anaerobic Digestion facility siting report now available online: recommends south Clarington site](#) - March 9, 2020
- [UPDATE: Region unveils list of potential sites and invites residents to learn about the new Anaerobic Digestion and Waste Pre-Sort facility](#) - February 21, 2020
- [Region invites residents to learn about potential sites for new Anaerobic Digestion and Waste Pre-Sort facility](#) - February 13, 2020
- [Durham Region is working to address climate changes](#) - December 3, 2019 (AD was highlighted)

**Regional Chair's newspaper column:** Messaging on the progress of AD project and importance of climate change initiatives like this.

- [Durham Region takes another innovative step in waste management options](#) - June 2020

**Video message from the Regional Chair:** Chair Henry addressed Pre-sort and AD Project in a [video message](#) highlighting climate change initiatives and bio-gas generation.

**Public Information Session:** First Public Information Centre (PIC) held on February 27, 2020.

- [Waste Pre-Sorting and Anaerobic Digestion Facility – display boards](#)
- Additional virtual PIC incorporated with Long-Term Waste Management Plan public engagement planned this summer.

**Social media messaging:** Multiple messages and information shared via YouTube, Facebook and Twitter.

- Phase 1: social media videos and related campaign on preventing food waste launched mid-May. This includes paid social media advertising and posts.
- Project milestone update on partnership, siting and Request for Pre-Qualification (RFPQ).



Following our tips, but still have food scraps leftover? Learn how #DurhamRegion's Waste Pre-sort and #AnaerobicDigestion Facility will process the organic waste from your green bin into renewable energy: [durham.ca/...](https://durham.ca/...) See More



- Phase 2: social media videos and related campaign explaining AD launches late summer 2020. This will include social media advertising and posts.

**Durham Works and blog:** Residents will be informed of project and public engagement opportunities through the Works Department's blog [durham.ca/DurhamWorks](http://durham.ca/DurhamWorks).

- [Waste as a resource: Converting food scraps into renewable energy](#) – June 11, 2020

**This Week In Durham Region ([Regional e-Newsletter](#)):** Residents will be updated on Project milestones and public engagement opportunities.

- Next steps taken toward Anaerobic Digestion – June 2, 2020
- What is Anaerobic Digestion? – May 25, 2020
- Anaerobic Digestion: converting food scraps into renewable energy – May 19, 2020
- Anaerobic Digestion: converting food scraps into renewable energy – May 12, 2020

**Videos:** Phase 1: videos (11) on preventing food waste accompanied by related Pre-sort and AD Project messaging. Phase 2: videos planned for fall 2020, explaining in a simplified and easy to understand manner what anaerobic digestion is and additional food waste videos.

- Phase 1 video [playlist](#) (released May 2020)

**Advertorial: 'Ask Katherine Waste Advice' column running monthly in all Durham Metroland Media newspapers.**

- [Durham takes next step toward Anaerobic Digestion facility](#) – June 18, 2020 (page 4)
- [Long Term Waste Plan](#) – June 4, 2020 (page 7)

**Advertising (Newspaper and Radio):** Traditional advertising is being used to increase public awareness of project and key engagement opportunities like PICs.

- [Public Information Centre Waste Pre-sorting and Anaerobic Digestion Facility – Potential Sites](#) – February 13 and 20, 2020 (page 17)
- Preventing food waste radio ad campaign running during May, July, September and December on KX 96, CKDO, 94.9 The Rock and 105.5 Hits FM

**Digital Advertising:** Preventing food waste leaderboard campaigns, website takeovers, targeted displays ads set for May, July, September and December with [durhamregion.com](http://durhamregion.com), [globalnews.ca](http://globalnews.ca), [ckdo.ca](http://ckdo.ca), [kx96.fm](http://kx96.fm), [therock.fm](http://therock.fm) and [durhamradionews.com](http://durhamradionews.com)

**Advertising (Television):** Preventing food waste videos modified into 30 second TV commercials. The commercials air on Global TV Durham during May, July, September and December.

**End of Memo**