

Communications and Education Strategy 2025

Phase 1 – Prior Education Action Items

Strategy	Implementation	Public Engaged
Public Meeting Notice	August 28, 2023	Town Website & Email
Public Meeting Notice	August 31, 2023	Advertised in Collingwood Connection
Public Meeting Notice	September 7, 2023	Advertised in Collingwood Connection
Public Meeting	September 19, 2023	Live Streamed, Recording available on website
Public Meeting Follow-up	October 17, 2023	Live Streamed, Recording available on website
Monthly Newsletter	Monthly emails (first week of each month)	Sent to 1454 email subscribers
Quarterly Print Newsletter	Quarterly mailing	7053 printed newsletters mailed
“Know Before You Go” Explore Blue & Town Website	Complete	518 page views in last 90 days

Phase 2 – By-Law Enactment Communications Strategy

Strategy	Implementation	Public Engaged
Media Release explaining By-law and Administrative Monetary Penalties, use of notices and Provincial Blue Box transition	Released following adoption of Staff Report	Emailed to 1400+ contacts on Press Releases email list + organic website traffic
Waste Wizard Banner	Complete	3000+ App Viewers in the last 30 days

Social Media Campaign	Active following adoption of Staff Report	1300+ Facebook page followers, 1900+ Instagram followers, 3600+ Twitter followers
Campaign through TBM Waste Resource App	Active following adoption of Staff Report	3000+ App Viewers in the last 30 days

Phase 3 – Ongoing Communications Strategy

Strategy	Implementation	Public Engaged
2025/26 Waste Resource Guide - Print	Annual mailing & available at Town Hall	Mailed to approximately 7,000 residents
2025/26 Waste Resource Guide - Digital	Always available on website	50+ page views in a 90 day period
Use of Bag Sticker Notice	September 2025	Placed on curbside materials by waste contractor
Use of Door Card Notice	September 2025	By-law Officers to place on front door of properties with infractions