



Hamilton

Promotion and Education Update

Item 6.5

Promotion and Education Update

Student Move-In Program

Completed in August:

- Post cards mailed to neighbourhoods with high levels of student housing
- Waste guides and tags mailed out to confirmed student houses

To be completed in September / Fall:

- Education booths on-campus at McMaster
- Posts on social media from City and schools
- Ads on transit shelters around both campuses
- Posters provided to McMaster and Mohawk for distribution
- First Year Experience for McMaster providing information to first year students in preparation for moving off-campus

Promotion and Education Update

Welcome to Off-Campus Living!

August 2024 to April 2025



Keeping Hamilton Clean & Green begins with you.

Check out the **Recycling and Waste Guide** to understand Hamilton's curbside waste collection program and learn the best way to manage waste in your student home.

Download Hamilton's Waste App to keep track of your collection day, set reminders, and use the **What goes where?** item search tool to sort your waste correctly.



Hamilton

McMaster University

MOHAWK COLLEGE



Promotion and Education Update

Illegal Dumping Campaign

- Social Media posts, digital, television and transit shelter ads
- Door knocker to be distributed in neighbourhoods with high cases of illegal dumping



SEE IT! REPORT IT!

STOP ILLEGAL DUMPING

Dumping household waste in and around public litter bins is illegal

 hamilton.ca/illegaldumping

 905-546-CITY (2489)

 Hamilton