



# Promotion and Education Update

Item 7.5

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## Illegal Dumping Education:

- Illegal dumping campaign began in 2024
- Campaign will continue in 2025 with social media
- Pilot door knockers in “hotspot” neighbourhoods throughout 2025
- Expand door knocker use if successful



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## Wrapping and Re-wrapping of Waste Collection Vehicles

- All contractor collection and City collection vehicles are currently being rewrapped to replace blue box messaging
- New messaging and wraps have been designed
- Wrapping commenced in April and will continue until October

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**Waste Facility  
OPEN HOUSE**

Get a behind-the-scenes look at how we manage waste in Hamilton!

Register by  
April 23

**APRIL 26**  
9 am to 1 pm

**Resource Recovery Centre**  
1579 Burlington St. E, Hamilton

Join us for a one hour walking tour. Flat, closed-toe shoes are required.  
Register for your time at [hamilton.ca/wasteeducation](http://hamilton.ca/wasteeducation)

 **Hamilton**

The graphic features a collage of images: a white waste truck, a blue recycling truck, and a worker in an orange safety vest and white hard hat. A green banner with the registration deadline is also present.

## Waste Open House

- Waste open house on Saturday, April 26<sup>th</sup>
- Residents will be able to visit the Central Composting Facility's education and control rooms, see a 3-D diagram of the Glanbrook Landfill, tour the Material Recycling Facility, and "Touch" waste collection and litter vehicles
- Event remains popular with all spots filled by April 17<sup>th</sup>