

CRD Reno Safe and Waste Wise Campaign Metrics

Event / Activity	Estimated number of individuals engaged (approximate)
Home Renovation Vendors (14 events)	1,400
Municipal and Industry Solid Waste Liaison Group Joint Meeting	18
Hartland Open House for small waste haulers	20
Hartland site - education staffing (3 days/week = ~20 events)	400
Victoria Home Expo 2018	700
Canadian Home Builders Association Regional Education Program	60
Campaign page visits (from start of campaign to March 2, 2018)	2,265
Positive media hits	8
Facebook reach	6,350
Twitter reach	2,400