

## Report

To: Mayor and Council  
From: Jamie Doering  
Date: July 6, 2017  
Subject: Waste Diversion Plan

---

### **Recommendation**

That Council accept the Waste Diversion Plan as presented.

### **Background**

As part of the Township's Goals and Objectives for 2017, the Public Works Department was asked to look at ways to increase the diversion of recyclable materials from our waste stream.

### **Discussion**

Every year the Resource Productivity and Recovery Authority, formerly known as Waste Diversion Ontario, have Municipalities complete the Datacall as a way of tracking waste and recycling in Ontario and as a way to measure how much funding each Municipality will receive. In 2017 a new Datacall form was created for Municipalities that had under 30,000 people. The form is easier for small municipalities to complete but in using the shorter form, we will no longer be given our diversion rate. We will still be able to track it through our waste tonnages and our recycling tonnages.

In 2017 the plan to increase the diversion of recyclable materials from the waste stream is as follows:

1. Composting - Compostable materials make up between 30 - 40% of household waste. Last year we gave away three composters at each of the transfer stations through a free raffle. This year we will be doing the same thing. The raffle will take place the Labour Day Weekend.
2. Blue Boxes - We will be having free blue box raffles at each site this year. There will be five raffled off at each site. This raffle will take place the Labour Day Weekend as well.
3. InKind Advertising - as part of the funding provided by industry to cover the cost of the Blue Box Program, the Canadian Newspaper Association and the Ontario Community Newspapers Association provide free media space to municipalities to promote recycling. We will be submitting different ads throughout the year (March 31, 2017 to March 31, 2018) aimed at recycling.
4. Signage - new signage with pictures will be purchased and erected at the mixed container bins at all three sites. Most people don't read signs containing a lot of words.

July 10, 2017  
Regular Council

**People Consulted**

None

**Financial Implications**

Money has been allocated in the budget for these items. It will be approximately \$1,000.00 for the composters, blue boxes and the new signage.

Respectfully Submitted,

Jamie Doering

July 10, 2017  
Regular Council