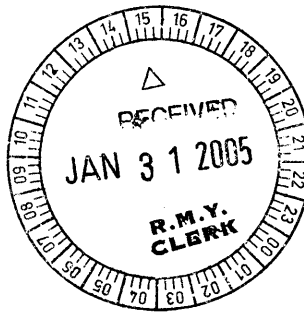




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#104848

REGION OF YORK
CLERK'S OFFICE

FILE No. - P27
→ Kevin

January 26, 2005

File C03/GC05-02

Denis Kelly, Regional Clerk
Region of York
17250 Yonge Street, Box 147
Newmarket, ON L3Y 6Z1

Dear Mr. Kelly:

Re: Item 7 - PW05-001 – Implementation of Three Stream Waste Collection

Please be advised that the following recommendation from the General Committee Meeting held on Tuesday, January 18, 2005 was adopted by Council at its meeting held on Tuesday, January 25, 2005:

General Committee recommends:

THAT Council receive for information Report PW05-001, dated January 18, 2005, from the Director of Public Works dealing with the implementation of three-stream waste collection; and

THAT the collection of kitchen organic material be undertaken in conjunction with the collection of co-mingled blue box material as generally described in Report PW05-001 with an implementation date of September 6, 2005; and

THAT staff be requested to:

- issue a tender for the Town of Aurora waste collection as detailed in Report PW05-001 and report back as soon as possible on the results of this tender; and
- submit the revised by-laws regarding waste, fees/charges and property cleanup/refuse dumping as generally described in Report PW05-001; and
- report on an appropriate funding mechanism to fund the green organic collection bins: and

- **investigate and report back on how best to address the issue of renovation or construction debris which occasionally gets put out with garbage; and**

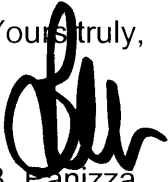
THAT Report No. PW05-001 be referred to the Regional Municipality of York for their information; and

THAT the Regional Municipality of York be requested to provide assurances they will be in a position to accept the kitchen organic waste collected by the Town at the Halton Recycling Ltd. facility in Newmarket when Aurora begins its three stream collection system and guarantee that none of the organic material will be landfilled.

CARRIED

The above is for your information and any attention deemed necessary.

Yours truly,

A handwritten signature in black ink, appearing to read 'B. Panizza', written over the typed name.

B. Panizza
Director of Corporate Services/
Town Clerk

BP/ce

(Attch.)



TOWN OF AURORA
GENERAL COMMITTEE REPORT

No. PW05-001

SUBJECT: *Implementation of Three Stream Waste Collection*

FROM: W.H. Jackson, Director of Public Works

DATE: January 18, 2005

RECOMMENDATIONS

THAT Council receive for information Report No. PW05-001 dated January 18, 2005 from the Director of Public Works dealing with the implementation of three-stream waste collection;

THAT the collection of kitchen organic material be undertaken in conjunction with the collection of co-mingled blue box material as generally described in Report No. PW05-001 with an implementation date of September 6, 2005;

THAT staff be requested to:

- ***issue a tender for the Town of Aurora waste collection as detailed in Report No. PW05-001 and report back as soon as possible on the results of this tender;***
- ***submit the revised by-laws regarding waste, fees/charges and property cleanup/refuse dumping as generally described in Report No. PW05-001; and***
- ***report on an appropriate funding mechanism to fund the green organic collection bins.***

THAT Report No. PW05-001 be referred to the Regional Municipality of York for their information; and

THAT the Regional Municipality of York be requested to provide assurances they will be in a position to accept the kitchen organic waste collected by the Town at the Halton Recycling Ltd. facility in Newmarket when Aurora begins its three stream collection system and guarantee that none of the organic material will be landfilled.

BACKGROUND

Since late 2000, Council has had before it a number of reports dealing with waste management and specifically the collection of waste. On September 26, 2000, Council endorsed the three-stream system (kitchen organics, recyclables and waste).

Since that time, Council has discussed various matters related to waste management such as yard waste collection frequency, the use of plastic bags for yard waste, garbage bag limits (and associated charges), litter, recyclable materials and Regional responsibilities.

In fact, Council at its meeting of February 24, 2004 set a proposed implementation date of July 1, 2005 for the collection of kitchen organic material and co-mingled blue box material.

The latest communication on this matter comes from York Regional Council who, at their meeting of December 16, 2004, adopted the following recommendations:

- "1. All local municipalities be advised to implement a source separated organic collection program no later than June 1, 2006 or on the renewal date of their respective collection contracts, to ensure the Region is maximizing its diversion of waste from landfill and minimizing the amount of waste landfilled in Michigan.*
- 2. The local municipalities pay all costs related to the collection of source-separated organics, including the provision of collection containers, as it is their responsibility under the Municipal Act.*
- 3. The Region continue to develop and implement its promotion and education plan for source separated organics as previously approved by Council in June 2004.*
- 4. The local municipalities be informed the Bales Drive waste management facility will be operational on July 4, 2005 and that Halton Recycling is under contract with the Region to handle 60,000 tonnes per year of source separated organic waste until March 2009."*

The purpose of this report is to establish the timetable and parameters for the implementation of the three-stream collection system. There are also a number of waste management areas, as described below, that will require further review and consideration by Council at a later date.

COMMENTS

The main object of this report is to finalize the various parameters necessary to allow the issuance of a collection tender for the implementation of the three-stream collection system.

1. Existing Situation

The Town's collection contract with Miller Waste Systems was extended for one year to September 1, 2005 by Council at its meeting of April 13, 2004. Under this contract, the following basic services are provided:

- Weekly garbage collection;
- Bi-weekly recycling collection;
- Fourteen yard waste collection days;
- White goods collection by appointment; and
- Christmas tree collection.

2. Implementation of Three-Stream Collection System

Implementation of the three-stream collection system as described in this report is only for the residential developments within Aurora. The residential component of our system accounts for about 85% of the solid waste and is the easiest component to deal with at this time. Before the Industrial, Commercial and Institutional (ICI) elements and the apartment/condo addresses utilizing the front loaded bin process can be included in the three-stream collection, a methodology for collection must be developed. Additionally, buy-in from each of the various types of non-residential uses must be achieved backed up by the appropriately amended by-laws. It is anticipated that this will take some time to achieve and accordingly, the first phase of the three-stream collection will involve only residential units. The other non-residential uses will be considered at a later date.

Implementation of the three-stream collection system requires Council decisions on a number of major items as detailed below. In general, staff believes it is prudent to follow the lead of other York Region municipalities and the City of Toronto with respect to the type of container (or bin) that is used for kitchen organic collection and also what is allowed in these bins. It is obvious from the press coverage that an important part of implementing the collection of kitchen organics is the dissemination of information. Aurora's residents are fully exposed to "Toronto newspapers" and accordingly, it would be very difficult (and essentially unnecessary) to try and vary our program substantially from that of Toronto's or other larger York Region jurisdictions.

A major determiner of the cost of collection is collection frequency. We will be collecting three distinct waste streams (organics, recyclables and garbage) outside of specialty collections of yard waste, white goods and Christmas trees, and anticipate that a dual compartment compaction truck will be used. Accordingly, if we wish to collect more than two of the three streams each week, we will need to employ more than one truck per household per week with a direct increase in collection costs. Although only via the tender process can we obtain true costs, it would not be surprising to see cost increases in the order of \$200,000 – \$300,000 per year if we need to employ the additional truck.

As was noted above, July 1, 2005 was originally established as the start date for the three stream collection. However, this cannot now be attained given the lead time necessary for the preparation and dissemination of information, the issuance and letting of a new collection contract and the purchasing of equipment necessary to undertake the collection process. Our existing collection contract was extended for a year to September 1, 2005 and the collection day starting the next week therefore is September 6, 2005. In consideration of this, September 6, 2005 would appear to be an appropriate day to start the three stream collection system in Aurora.

It should also be noted that staff is aware of some operational difficulties being encountered at the Halton Recycling Ltd. facility that is to process our kitchen organic stream. Obviously, it does not make sense to incur the cost of collecting kitchen organics if this material ends up in landfill. Accordingly, staff will continue to monitor this situation and report to Council if necessary.

The following sections deal with the particulars of each of the various collection streams.

2.1 Organic

All of the existing three-stream systems now operating collect organic or kitchen waste on a weekly basis. This appears to be the prudent course of action and it is suggested that Aurora follow suit.

Again, for consistency, it is suggested that the green bin system that Toronto and Markham are using be utilized together with the smaller kitchen bin. Appendix "A" lists the items that can be placed in the organic stream.

The green bins cost approximately \$25 each delivered. For Aurora, this amounts to \$350,000 to \$375,000 including extra bins for newcomers to Aurora in 2005 and replacement bins. There are a number of possible ways to pay for these bins although under our user pay policy, residents of Aurora should pay for the bins. Similarly, new residents into Aurora would be charged for their green bin as would anybody needing additional green bins although, similar to the blue box system, any damaged green bins would be replaced at no charge to the resident.

Staff proposes to consider the payment issues during the upcoming budget discussions.

2.2 Garbage

Garbage collection is presently undertaken on both weekly and bi-weekly schedules by those jurisdictions using the three-stream collection system. There are two main aspects to consider in this matter:

- The cost of collection; and
- The message we are trying to project.

As noted above, a weekly collection of either garbage or recyclables combined with the weekly collection of organics could cost in the order of \$200,000 to \$300,000 more than would a bi-weekly collection of garbage and recyclables. In consideration that the organics will be removed from the garbage stream thereby eliminating the "messy and smelly" component of the waste, coupled with the fact that more waste will be collected as recyclables (see Section 2.3), it would appear that a bi-weekly garbage collection would not be an undo burden on the residents of Aurora.

The next area of decision with respect to the "garbage" stream is the matter of a bag limit and/or a bag charge. At present, we have a weekly 3-bag limit with no charge or penalty for putting more than 3 bags at the curb. Given the amount of waste that should be removed from the garbage stream with the organics and increased recyclables (estimated to be in the order of 20-30%), mathematically, 4 bags of garbage should be enough for a bi-weekly collection. Council may wish, however, to "push the envelope" and set a 3-bag limit on a bi-weekly collection to help further the message of reduced garbage.

Another matter Council may wish to consider is a charge per bag. At its meeting of December 10, 2002, Council adopted a charge of \$1.00 for every waste bag over the limit of three. This charge was to be implemented June 2003 and formed part of the 2003 budget together with the hiring of a waste co-ordinator on a contract basis to initiate the program. Council was informed, however, via a memorandum dated February 17, 2003 that the "pay-per-bag" program would not be implemented as planned because there was underway a "Waste Collection Responsibility Review" with the Region and all other York Region municipalities. It was felt at that time that certain interpretations of the Municipal Act could lead to the conclusion that the responsibility for a pay-per-bag program may not rest with the local municipality. The waste co-ordinator was dropped from the budget and the program has, to date, not been implemented although, it is now understood that a pay-per-bag program can be implemented by the local municipalities.

In 2002, it was determined that a user pay of \$1.00 per bag over the limit would result in a savings of slightly more than \$5,000 over a budget of almost \$1.3m. Accordingly, it can be seen that implementing this scenario is more for encouragement to reduce waste than a revenue source. Again, in 2002, it was estimated that a total user pay (\$1.00 per each bag of garbage) would result in a significant saving of almost \$750,000. The above numbers were all based on the then existing recyclables and with no organic collection. As noted earlier, organics and increased recyclables will reduce the number of garbage bags and consequently the potential for revenue.

2.3 Recyclables

As noted above, recyclables are presently collected on a bi-weekly schedule in Aurora. The Regional Municipality of York Council, at its meeting of June 24, 2004, passed the following motion:

"The local municipalities be requested to investigate weekly blue box collection services and the distribution of additional larger blue boxes and/or recycling carts to York Region residents"

It is noted that additional material will be accepted in the blue box co-incident with implementation of three stream collection in the form of rigid plastic containers with

the resin codes #3 to #7. Together with the fact that blue box material can be co-mingled (i.e. there will be no requirement to separate the various glass/metal/paper components) under the new processing arrangement it is anticipated recycling will be easier and therefore we expect to receive more recyclable material. In consideration of the additional material and the desire to encourage recycling as much as possible, there is some rationale for a weekly recycling pick-up.

In Section 2, however, it is noted that collecting recyclables (or garbage) on a weekly basis along with the organic collection could result in a significantly higher collection cost.

It would appear at this time that more information is required on this matter of recycling collection frequency especially with respect to the costs. Therefore, it is suggested that this decision be made after the results of a tender are available that provides for the option of weekly or bi-weekly recycling collection.

2.4 Yard Waste

The Town presently provides 14-yard waste collections each year. At its meeting of April 13, 2004, Council agreed that:

"Plastic bags be eliminated from the collection of yard waste as of January 1, 2005"

This was done because the plastic contamination in finished compost represents a concern to contractors marketing a usable end product from the yard waste. Additionally, the Region's facility operator (Halton Recycling Ltd.) has offered a reduction in processing costs in the order of \$200,000 annually if paper bags or open containers are used. Inasmuch as the Region is responsible for the processing costs, no savings to the local municipalities are anticipated to be passed down although it is recognized that we are both dealing with the same taxpayer.

Based on a survey of local retailers undertaken in early December 2004, the following costs are indicative of the difference between the paper and plastic bags used for yard waste:

ITEM	PRICE (CENTS) PER BAG
Paper Bags	57.8 – 63.8
Plastic Bags (similar size to paper bags)	33.0 – 34.5
Plastic Bags (smaller)	20.0 – 32.9

As can be seen, worst case there is a price differential of slightly less than \$0.30 between the larger plastic bags and a comparable sized paper bag. Accordingly, the use of paper bags for a household that presently utilizes 100 plastic bags would cost about \$30.00 more per year. Even accounting for a 15% reduction in the

capacity of the paper bags this would still only amount to an additional \$35.00 per year to eliminate plastic bags. It is felt, however, that this is the upper level of bag use and the majority of residents in Aurora would use substantially less than 100 yard waste bags per year.

The main use of the yard waste bags is during the fall leave removal period. It is possible, of course, to minimize the volume of leaves placed out for Town collection by home composting and digging the leaves into garden and flowerbeds. Finely chopped leaves also make excellent mulch. Coupled with an increased use of open containers (garbage cans and bushel baskets) and bundling twigs and branches, it is possible to reduce the additional cost of switching from plastic bags to paper bags.

As an option, Council may wish to consider additional yard waste collection days. It is felt that in addition to the existing fourteen collection days, up to two more collection days may be appropriate. The upcoming tender could provide this option with the final decision being made after we better understand the cost.

2.5 White Goods

Presently, white goods (refrigerators, stoves, dishwashers and other metals) are collected free of charge. Residents are requested to call the collection contractor and arrange for a pick-up time for the material.

The Contractor is responsible for removal of all hazardous material (CFC) from the applicable appliances in accordance with the Canadian Environmental Protection Act, Ozone Depleting Substances Regulations. The Contractor retains all revenues received from the sale of this material and the Town pays the Contractor \$220/tonne for the collection of the white goods. In 2004, approximately 175 tonnes of white goods were collected costing the Town a total of \$38,500.

Two apparent options for the white goods operation other than the status quo, present themselves. We could charge a removal fee from residents or undertake the collection and disposal of white goods in-house.

As noted above, the Town's collection contractor presently collects about 175 tonnes of white goods which have a scrap value of about \$100/tonne. If the Town were to collect white goods in-house, we would have to assign labour and equipment to the task. It would not be prudent to assume additional staff would be retained to undertake this program and in consideration of our present staffing levels, we may not be in a position to immediately effect the removal of an appliance depending on what other activities our staff is involved in. Additionally, we would need to engage the services of a firm to remove the CFC as required and purchase an appropriate truck with a hydraulic lift mechanism.

Undertaking this collection in-house would mean the Town would receive the \$17,500 scrap value and would not have to pay the contractor the \$38,500 collection fee for a total of almost \$60,000. On the other hand, we would need to spend in the order of \$50,000 for a vehicle and upwards of \$5,000 for a sub-contractor to deal with CFC's. When the time lost to do other public works functions and the very real increased potential for employee injury are factored in, operating this function in-house does not appear to be a viable option at this time.

Charging a token amount would help to offset the cost of collection and would put the cost on the user of the system. It is noted however, that some local stores who deliver white goods remove the old appliances for free when they deliver the new ones. It would be prudent, therefore, for the Town to encourage our residents to take advantage of such offers. In general, other York Region jurisdictions charge anywhere up to \$10 to remove the old white goods. A user charge in this range would amount to revenue in the order of \$5,000 to \$10,000 per year although it would also involve the time and cost necessary to develop and operate an invoicing system.

2.6 Christmas Trees

No change is anticipated in this particular aspect of waste collection. Christmas Trees are collected on a predetermined date once each year and the cost of collection is based on the tonnage collected.

2.7 Electronics/Hazardous Materials

Household hazardous waste (HHW) is not accepted by "at the curb" collection. The Region of York has established 3 permanent HHW depots with the closest being at Bales Drive in East Gwilliambury. These depots also accept electronic equipment for recycling as listed in Appendix "B".

There is no change in this aspect of waste collection anticipated for the new collection contract.

3. Waste Collection from Industrial, Commercial and Institutional Sources and Apartment/Condo Addresses

Waste is presently collected from Industrial, Commercial and Institutional (ICI) sources and apartment/condo addresses every week and recycling is collected bi-weekly. There is a 10-bag limit on ICI waste per week while the apartment/condo addresses use the roll-off bin collection system.

These waste generators produce an estimated 15% of the total waste tonnage. Incorporating an organic collection for these generators will require a complete overhaul of the present system probably resulting in the use of different and larger (and hence heavier)

organic containers. The heavier containers may require a mechanical collection system.

These generators should benefit from the improvements in the recycling stream (co-mingling and additions to the stream) but, it is felt it would be prudent at this time to concentrate our efforts on the implementation of the three-stream collection system including any bag limit or pay-per-bag system to the remaining 85% of the waste generated by residential households.

Further effort must be directed to the area of ICI and apartment/condo generators but until the residential three stream collection system is operational and running smoothly, staff resources will not be available.

Council should be aware that the ICI units that are comprised of individual buildings divided into a number of "units" create a significant difficulty with respect to collection and general street cleanliness. One of the areas requiring future investigation is the potential elimination of municipal waste collection from these facilities.

4. Amendments to Current Waste and Property Cleanup/Refuse Dumping By-laws

Regional Council at its meeting on October 21, 2004 enacted two by-laws that place material bans on the Georgina transfer station and the Miller transfer station in Markham. Enforcement of the by-laws is intended to ensure that waste landfilled in Michigan does not have prohibited amounts of the following materials:

- Beverage containers with a return deposit
- Medical waste
- Whole motor vehicle tires
- Liquid waste
- Asbestos waste
- Hazardous waste
- Used oil
- Low level radioactive waste
- Lead acid batteries
- Sewage
- PCBs
- Yard clippings

The majority of these wastes are handled through the blue box, HHW, and yard waste programs. Accordingly, residents should not have a difficult problem meeting the material ban requirements if they effectively use the diversion programs already in place.

Although our existing waste management by-law prohibits the majority of the items listed, certain items such as radioactive waste are not specifically mentioned.

Additionally, more material will be recyclable and yard waste will not be collected in plastic bags and accordingly, our applicable by-laws must be amended. Also, the charges for the green bins will have to be added to the Fees and Services Charge by-law.

Staff proposes to present these updated by-laws to Council at a future meeting.

5. Education and Staff Support for Implementation of Waste Collection Changes

Experience has shown that the success of the three-stream collection system and our drive toward less material being landfilled in Michigan is directly dependant on the dissemination of information to residents. In this regard, Appendix "C" presents the main components of a communication plan.

A critical component of this plan is the availability of staff to deal with day-to-day calls for information, complaints etc. and to have in place a person-to-person communication capability. In this regard, it is noted that staff had previously proposed hiring a waste co-ordinator to take the lead with respect to communications. Presently, however, Public Works has an Operations Clerk on contract in our Operations area for the duration of a maternity leave. The original Operations Clerk is scheduled to return to work in June 2005 and staff believes retaining the contract person for at least an additional year to assist in the implementation of the three stream collection system would be ideal. This person has, over the term of her contract become familiar with the Town's waste collection and recycling system. Additionally, she has had experience dealing with the various complaints and questions associated with the system. For Council's information, extension of this person's contract for one year is included in the Department's 2005 budget and 2006 Outlook estimates.

6. Tender for the Town's Waste Collection

To provide sufficient time for contractors to purchase vehicles, a tender for the collection of the Town's garbage, recycling and specially collections should be issued shortly. Based on the results of the discussion surrounding this report, it is proposed to prepare and issue the appropriate tender in February 2005 and report back to Council in March 2005 with the results. The tender is proposed to cover a three year period with options for two, one-year extensions at the wish of the Town.

For Council's information, staff has had preliminary discussions with the Town of Newmarket representatives with respect to a joint collection contract. Although the time constraints may not allow this to happen, it is felt to be worth consideration and some effort at this time.

OPTIONS

In certain areas, staff does not believe there are options. These areas would be:

- Weekly collection of kitchen organic waste;
- Updating our waste by-law to correspond with Regional by-laws; and
- An extensive and comprehensive education/communication package both leading up to and after implementation of the three-stream collection system.

For the rest of the areas considered in this report, there are options Council may wish to consider for example:

- Collection of garbage on a weekly basis (versus bi-weekly);
- More yard waste collection days than proposed (the present fourteen plus possibility two more);
- Reduction in the number of garbage bags that can be placed at the curb;
- Charge for the collection of white goods;
- Immediate implementation of a pay-per-bag system; or
- Delay in the implementation of the three stream collection system.

FINANCIAL IMPLICATIONS

There have been no recent waste collection tender awards in York Region and, accordingly, it is difficult to accurately determine at this time what additional costs Aurora will face although efforts have been made in the 2005-2007 Outlook work.

Based on the Town's current collection contract costs and 2004 budget, it is estimated that with the proposed implementation of organic collection in September 2005, an additional \$100,000 in 2005 and \$300,000 in 2006 will be required for collection.

In addition to the above, an estimated start-up cost of \$350,000 to \$375,000 in capital cost in 2005 (and an estimated \$10,000 annually afterwards for growth) for residential organic containers will also be incurred.

CONCLUSIONS

Based on all of the information provided within this report, the following conclusions are presented for Council's consideration.

- In consideration of the work that needs to be done prior to implementation of the three-stream waste collection system and the fact that our existing waste collection contract expires on September 1, 2005, implementation of the three-stream waste collection system in Aurora should be scheduled to start the first working day after the week of September 1, 2005, which is September 6, 2005.
- A weekly collection of kitchen organics is most appropriate and a bi-weekly collection of garbage would appear to be reasonable especially when it is understood that there should be no "wet" waste in the garbage stream.

- With respect to the collection frequency of the recyclable stream, it would appear prudent to investigate the cost comparison between a weekly and bi-weekly collection before the final decision is made. Accordingly, the tender to be issued should provide for these two scenarios.
- It is suggested that existing residents pay for the purchase of the green bins to be used in the collection of kitchen waste. Similarly, anybody moving into Aurora would be required to purchase the green bins. The Town would replace damaged green bins at no charge similar to the existing arrangement for blue boxes.
- At this time, it is suggested a pay-per-bag program not be implemented. This program can be implemented at anytime and it may be better to separate a pay-per-bag program from implementation of the three stream collection system.
- It would be worthwhile investigating the cost of providing up to two additional yard waste collection days by including this as an option in the upcoming tender. In consideration that yard waste will no longer be collected in plastic bags, additional collection days may encourage the greater use of open bins for the disposal of yard waste.
- The collection and disposal of white goods should follow the existing scenario whereby these materials are picked up at the curb by appointment with the Town's contractor with no charge to the resident.
- There need be no change to the present system of collecting Christmas trees, electronics or hazardous materials.
- Waste collection from Industrial, Commercial, Institutional and apartment/condo sources should be critically reviewed and a report submitted to Council at some future date.
- The current waste, property clean-up/refuse dumping and fees/services by-laws need to be updated and presented to Council for adoption.
- An aggressive and far reaching education and communication program needs to be developed and sustained both during the period leading up to the implementation of the three-stream system and after implementation.

LINK TO STRATEGIC PLAN

Goal A – To Maintain a Well Managed and Fiscally Responsible Municipality

ATTACHMENTS

Appendix "A" – List of Items That can be placed in Green Bins

Appendix "B" – List of Materials Collected at HHW Depots

Appendix "C" – Elements in an Education/Information Campaign

PRE-SUBMISSION REVIEW

Management Team Meeting– January 12, 2005

Prepared by: W. H. Jackson, Director of Public Works, Ext.#4371



W. H. Jackson
Director of Public Works

APPENDIX “A” – LIST OF ITEMS THAT CAN BE PLACED IN GREEN BINS

Fruit and vegetable scraps

Meat and fish products

Pasta, bread and cereal

Dairy products, egg shells

Coffee grounds and filters, tea bags

Soiled paper towels, tissues

Soiled paper food packaging – ice cream boxes, sugar and flour bags

Cake, cookies, candy

Diapers, sanitary products

House plants, including soil

Animal waste, bedding, litter and pet food

APPENDIX “B” – LIST OF MATERIALS COLLECTED AT HHW DEPOTS

Corrosive materials such as batteries, drain cleaners and oven cleaners

Poisonous materials such as pesticides, chemicals, bleach, poisons
pharmaceuticals

Explosive materials such as aerosols, propane cylinders

Flammable materials such as paints, solvents, oils, gasoline, BBQ starter

Electronic material accepted for recycling such as

Computers including modems, attachments, cables and software

Monitors, printers, scanners, electronic games

Telephones, pagers, fax machines, photocopiers

Video cassette recorders, DVD players, radios, stereos (without audio speakers)

Electronic calculators, electronic cash registers, electric typewriters

Digital cameras, automobile “computer” modules

Electronic thermostats without mercury

APPENDIX “C” – ELEMENTS OF AN EDUCATION/INFORMATION CAMPAIGN

1. Creation of a Name, Logo and Tagline

Create a name (i.e. Green Bin Program), a logo and tagline (i.e. Get with the program!). The name and logo should appear on all material to easily identify & visually promote the program.

2. Paid advertising

Use community based advertising with the local community newspapers and community based cable targeted to single-family homes.

Advertise in Town publications and within Town facilities

3. Outreach and Door – Door Promotion

There are many aspects to this area of the communications plan such as:

- public meetings/open houses
- participation at various functions (Home Show, library, various stores)
- visit participating households and schools
- create display material for events and special days
- create advertising/informational material such as newsletters, brochures, magnets, posters, door hangers, “sorry” stickers for uncollected garbage
- container distribution should include information card for use and care of green bin

4. Town Web Page

Maintain up-to-date information on Town Web page.