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WASTE REDUCTION WEEK RECOGNITION

The Solid Waste Management Committee recommends the adoption of the recommendation contained in the following report, December 16, 2004, from the Commissioner of Transportation and Works:

1. RECOMMENDATION

It is recommended that:

1. The following report be received for information by Committee and Council.

2. PURPOSE

This report will summarize the activities organized by York Region as a part of Waste Reduction Week in Canada, October 18th to 24th, 2004.

3. BACKGROUND

Waste Reduction Week in Canada is organized by a coalition of non-government, non-profit environment groups from each of the 13 participating provincial and territorial jurisdictions from across Canada. The Recycling Council of Ontario is a non-profit association that coordinates Waste Reduction Week efforts within Ontario. Waste Reduction week is an educational program encouraging waste reduction and waste minimization initiatives across Canada. The Region received a certificate of merit for its participation and contributions to waste reduction week (*see Attachment 1*).

4. ANALYSIS

In past years, Waste Reduction Week activities in York Region have included poster and essay contests and tours of Miller's recycling facility. The issue of litter was the Region's focus for this year's Waste Reduction Week. Litter has been recognized as a major societal and environmental problem for many years. The Region's five year Litter Prevention Strategy is intended to change the public's littering behaviour through clean-up events, and a public education advertising campaign.

The Region kicked off its events on Roger's television program "In Sights" on October 13th highlighting our Waste Reduction Week activities as well as other current waste management initiatives.

During Waste Reduction Week, York Region held a series of litter clean-up events as part of the Region's five year Litter Prevention Strategy. The events involved elementary schools, local businesses, Regional and Municipal governments and community groups

from across the Region. Local companies that participated in the clean-up event included Tim Horton's, IBM, Metrus Properties, Canadian Tires and Magna International. Almost 6,000 people participated in this year's events.

The Region received a number of sponsorships from local businesses and companies. Clorox Canada provided free garbage bags. The Home Depot provided free gloves, brooms and dust pans. Other donations were received from Burger King, Miller Waste Systems, Norseman Plastics, Pizza Pizza, Tetra Pak, Tim Hortons and Waste Services Inc.

4.1 Litter Cleanup Event at York Region's Facilities

The litter cleanup day was organized for Wednesday, October 13th, 2004. Selected facilities, including the York Region Administrative Centre and neighbouring businesses, cleaned up during the day. Ninety Regional employees at eight facilities collected 70 bags of litter.

4.2 "Litter Roundup" Events for Schools

"Litter Roundup" events were organized at schools in the York Region District School Board and the York Region Roman Catholic District School Board. Information packages were sent out to schools in September. The package included general information on litter in the Region and a flyer promoting the "Litter Roundup" event that took place on Thursday, October 21st. Schools were encouraged to clean up litter not only on their properties but also from areas in the immediate vicinity of their schools. Over 5,200 students from 53 schools picked up more than 560 bags of litter.

4.3 "Community Clean-up Blitz" Event for the Community

A "Community Clean-up Blitz" event was held on Saturday, October 23rd, 2004 in partnership with the local municipalities, some of whom agreed to organize the participation of community groups, with the Region providing necessary supplies such as garbage bags and gloves.

This event encouraged residents and community organizations to clean up littered areas within their municipalities. Seventeen community groups collected 200 bags of litter.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

The support of the local municipalities was a key factor in the success of the kick off activities to the Region's Litter Strategy. Coordinated efforts between the Region and the

local municipalities will continue to play an important role in organizing events of this magnitude.

7. CONCLUSION

The Region's participation in Waste Reduction Week through the launch of the Region's Litter Strategy was a success. Staff are currently coordinating efforts for the 2005 series of Litter Strategy events which will build on these initial results. Staff are working to expand York Region's focus for Waste Reduction Week next year with the opening of the new waste management education centre at the new material recovery facility on Garfield Wright (Bales) Drive in East Gwillimbury.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)