



A Waste Diversion Success Story

From 17% to 67% curbside diversion (and growing)

Key Success Factors

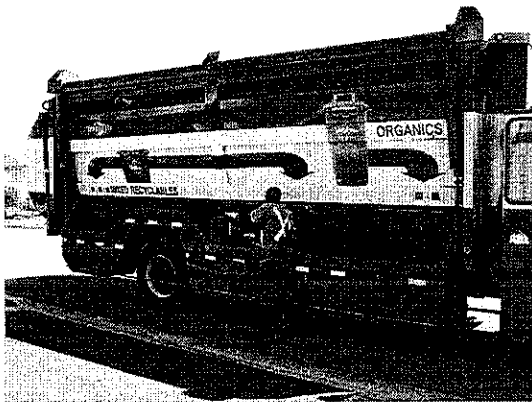
- Convenience to residents - “Service Excellence”
- Phased approach to changes
- Comprehensive and ongoing Promotion and Education campaign
- Strong and supportive working relationship with contractor
- Ability to work effectively with the Region

Greening Vaughan Customer Service Excellence



➤ Customer Service

- Overall waste program design strongly emphasizes convenience to residents. This includes not only the program itself, but the customer service component (i.e. Access Vaughan Call Centre, After Hours Dispatch, staff to investigate calls etc.)



➤ “Blue Box” Recycling

- Provision of larger blue boxes
- Region added more materials that could be recycled
- Collected weekly; unlimited number of containers at set-out

➤ “Green Bin” Organics

- Use of grocery type plastic bags eliminates “yuck” factor; no cost to resident
- Collected weekly; unlimited number of containers & ability to dispose of diapers and pet waste weekly in green bin

Customer Service Excellence *(continued)*

➤ Garbage/Residual Waste

- Enforced 3 item garbage limit every other week (including bulky items)

➤ Leaf and Yard Waste

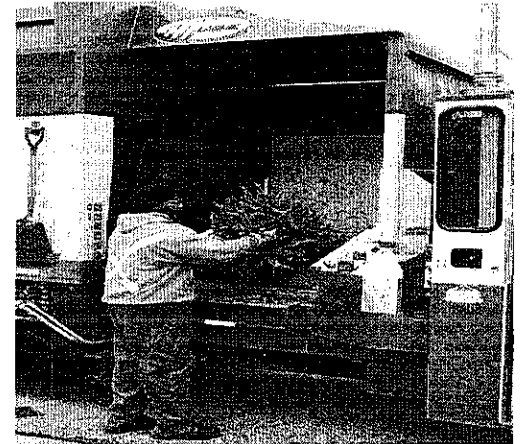
- 25 leaf and yard collections per year (includes grass clippings)

➤ Large Metal Diversion Program

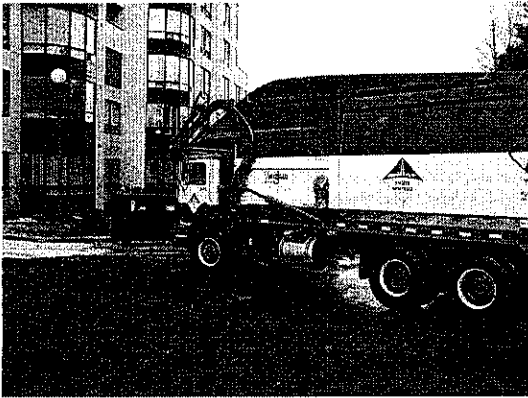
- Weekly, by appointment (\$26.00 per appliance)

➤ Special Events

- Numerous “Environment Days” scheduled throughout the year
- 4 “Double Up” Day events throughout the year



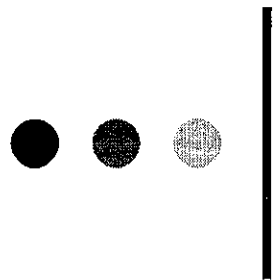
Customer Service Excellence (continued)



- **Multi – Residential Diversion Programs**
 - Development / Redevelopment Policy
- **City-wide Waste Diversion Program for City owned building and facilities**
 - Collection of blue box materials (in large clear plastic bags)
 - PILOT: Collection of green bin organics at designated City-owned locations and City sponsored special events
- **Region of York Programs**
 - Region's HHW and Electronic Waste Depot located in Vaughan
 - Region's CEC (soon to open) on McCleary Crt. in Vaughan

● ● ● | Current State of Affairs S.W.O.T.

- ♦ **STRENGTH:** The Joint Waste Diversion Strategy was developed as a partnership with the local municipalities and the Region, each committing to make it happen!
- ♦ **STRENGTH:** Residents have embraced the programs because of the convenience that they offer.
- ♦ **STRENGTH:** The local municipalities deal with residents' concerns and comments on a daily basis, and can react quickly to effect changes to their collection programs to increase participation.
- ♦ **STRENGTH:** The Region, due to its size and population it represents, can be an effective lobby group to bring about changes in provincial legislation.
- ♦ **STRENGTH:** The existing two tier system works – as evidenced via top standing in Ontario in terms of waste diversion efforts
- ♦ **STRENGTH:** The existing waste system works – The Region / area municipalities have steadily increased diversion efforts since 2005.



Current State of Affairs

S.W.O.T.

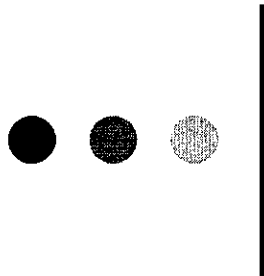
- ❖ **WEAKNESS:** Communication is the key to educating residents of municipal / Regional programs. We need to enhance communication synergies - local municipalities must be involved (on development end) in any advertising campaign that may impact residents' understanding of collection programs
- ❖ **WEAKNESS:** “Film Plastics” is a confusing terminology for residents
 - Biodegradable versus Compostable
 - Diapers have plastic liners, but are still acceptable in program
 - GB Waste audits show 6% of waste is “plastic bags”
 - Potential to be used in BB and Residual waste (clear bags) programs
- ❖ **WEAKNESS:** Current operation systems do not allow for the efficient collection of large amounts of blue box material in clear bags (To be accepted at the Region's facility, staff are required to empty all plastic bags)
- ❖ **WEAKNESS:** Limited hours of operation at the HHW / Electronic Recycling Depot locations
- ❖ **WEAKNESS:** The dependence on contracted processors of SSO materials leaves the Region no options when there are Ministry issues.

Current State of Affairs

S.W.O.T.

- **OPPORTUNITY:** Diversion programs so successful...need ways to improve collection efficiencies or alternative collection methods while maintaining “customer service excellence”
- **OPPORTUNITY:** Continue to explore other means to expand materials in blue box





Current State of Affairs

S.W.O.T.

- **THREAT:** The less convenient a program is, the less participation it will get.
- **THREAT:** Need to ensure that municipalities control the blue box collection and processing programs, and not industry. Unlike industry, a municipality's bottom line is to create and maintain residential waste collection programs that maximize waste diversion and recovery of valuable resources, and meet the needs of the residents.
- **THREAT:** With the success of our waste diversion programs, capacity issues with the current blue boxes are an issue. Residents would like an option, as they dispose of "overflow material" in garbage.
- **THREAT:** Any significant changes to the system must be done in consultation with the area municipalities to ensure consistency of messaging as well as the residents' understanding and buy-in.



**Remember... Convenience Drives
Diversion!**