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CURBSIDE REUSE PILOT

The Solid Waste Management Committee recommends the adoption of the recommendations contained in the following report, September 22, 2005, from the Commissioner of Transportation and Works:

1. RECOMMENDATIONS

It is recommended that:

1. The Region partner with Goodwill Industries on its new curbside reuse pilot to commence in the fall of 2005.
2. Similar partnerships with other charitable organizations regarding their reuse programs also be entertained in the future.
3. The Regional Clerk forward this report to the Clerks of all local municipalities.

2. PURPOSE

The purpose of this report is to provide details of the Region's proposed partnership with Goodwill Industries on its new curbside reuse pilot being offered to residents in the southern portion of the Region.

3. BACKGROUND

Regional Council adopted Clause 1 of Report No. 1 of the Solid Waste Management Committee at its meeting on December 17, 2003. The report approved the operation of a 12-month pilot project at the Georgina Transfer Station commencing the spring of 2004 and approved a budget of \$10,000 to operate the Reuse Program.

Subsequent to writing the report, it was determined that the pilot could not be run as originally proposed due to budgetary constraints. As an alternative, the Region arranged to hold single-day events to collect reusable household goods at the Sharon Arena in East Gwillimbury on three occasions in 2004. Based on the success of these events, the Region expanded the locations to include Newmarket, Vaughan and Whitchurch-Stouffville as well as East Gwillimbury.

Goodwill Industries is proposing to partner with York Region on its new pilot to collect reusable goods from the curb directly. The pilot is scheduled to begin in the fall of 2005. Goodwill intends to resell the collected goods at its retail stores within the Greater Toronto Area including those in York Region.

4. ANALYSIS AND OPTIONS

4.1 Description of Contractor

Goodwill Industries is a registered Canadian charity that was established by a group of local doctors, lawyers and citizens in 1935. The purpose of the organization is to develop and provide employment, support and services that meet the needs of people facing barriers of employment. Today, Goodwill operates 42 donation centres and retail stores throughout Ontario including those in York Region (e.g. Thornhill and Newmarket), Barrie, Peel Region, Orillia, Kingston and Ottawa. Each year, Goodwill receives an estimated 30 million pounds (approximately 13,600 tonnes) of reusable clothing and housewares. Resident's donations are made available for sale at affordable prices through Goodwill's retail operations. Every effort is made to recycle any goods unsold at the retail level.

4.2 Results of Reuse Pilot Project

York Region entered into a partnership with Goodwill Industries in 2004 to hold a series of 3 reusable goods collection events which were held at the Sharon Arena in East Gwillimbury. The following table summarizes the results from the events.

Table 1
Tonnage Collected from Reusable Goods Events to date

Location of Event	Date of Event	Amount Collected (tonnes)
Sharon Arena, East Gwillimbury	Saturday, May 1, 2004	1.8
Sharon Arena, East Gwillimbury	Saturday, August 14, 2004	1.6
Sharon Arena, East Gwillimbury	Saturday, October 16, 2004	2.3
Stouffville Arena, Whitchurch-Stouffville	Saturday, April 16, 2005	1.1
Sharon Arena, East Gwillimbury	Saturday, May 7, 2005	1.0
Joint Operations Centre, Vaughan	Saturday, May 14, 2005	0.5
Total		8.3

The Region will be holding its final event of this year on Saturday, October 15th at the parking lot of the Upper Canada Mall in Newmarket.

4.3 Details of Proposed Curbside Pilot

Goodwill Industries submitted an unsolicited proposal to the Region regarding a new curbside pilot to collect reusable household goods. The proposal consists of Goodwill to use its flyer distribution company to hand deliver flyers attached to plastic bags to

targeted neighborhoods in Markham, Richmond Hill and Vaughan. The flyer would request that the donor place the items at the curb on a day of the week different from its regular garbage collection day. Acceptable items would include men's and women's clothing and small household items. The donations would be collected 5 or 6 days after receipt of the flyers and bags. Goodwill would collect the donations in cube vans. Goodwill intends to resell the collected goods at its retail stores within the Greater Toronto Area including those in York Region.

Goodwill has been successfully conducting similar curbside donor programs in Toronto over the past several years. Goodwill typically receives between 5 and 10 percent response from its flyers that are distributed. Some donors place more than 1 bag at the curb. Goodwill would anticipate receiving 10,000 pounds of donations for every 4,000 flyers that are delivered door-to-door. Goodwill is also searching for convenient permanent drop-off locations for residents to further enhance their collection efforts in York Region.

While the pilot is being organized by Goodwill, it has requested that the Region also place its logo on their flyer to advertise the ongoing partnership between the two organizations. No monetary contribution would be required by the Region toward the pilot. The material collected from the program would be claimed by the Region as tonnage diverted from landfill. This proposal would strengthen the Region's commitment to reuse and not just recycling.

4.4 Other Charitable Reuse Programs

While it is recognized that a relationship with Goodwill Industries on its proposed pilot would be very beneficial to the Region, there are also other charitable organizations such as the Canadian Diabetes Association which also collect reusable household goods at the curb. Depending on the success of the pilot with Goodwill, staff would propose to entertain similar partnerships with other charitable organizations provided that they are beneficial to the Region and of a socially and environmentally acceptable nature. These potential partnerships would further enhance the Region's reuse program by diverting additional material from landfill.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

The program will not interfere with blue box or garbage collection activity provided by the local municipalities. Regional staff will advise local municipalities of planned collection days.

7. CONCLUSION

It is proposed that the Region enter into a partnership with Goodwill Industries to launch of a new curbside reuse pilot in the fall of 2005. Staff also propose that the Region entertain similar partnerships with other charitable organizations regarding their reuse programs. These partnerships would further enhance the Region's reuse program by diverting additional material from landfill sites.

The Senior Management Group has reviewed this report.