

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 19, 2017

Item 2, Report No. 15, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on April 19, 2017.

2 WASTE DIVERSION PROGRAM - CURBSIDE SWAP DAYS - ALL WARDS

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Deputy City Manager, Public Works and the Director of Environmental Services, dated April 10, 2017, be approved; and**
- 2) That Communication C4, presentation material titled “Curbside Swap Days, Waste Diversion Programming”, dated April 10, 2017, be received.**

Recommendation

The Deputy City Manager, Public Works and the Director of Environmental Services recommend that:

1. This report be received for information.

Contribution to Sustainability

The new waste diversion programming supports Green Directions Vaughan, Community Sustainability Master Plan, Goal 1:

To significantly reduce our use of natural resources and the amount of waste generated by encouraging all residents to adopt more environmentally conscious choices and consider new ways to reduce their waste.

The promotion of reuse through Curbside Swap Days supports waste diversion and regional goals set through the York Region’s SM4RT Living Plan (Integrated Waste Management Master Plan) by creating avenues for sharing unwanted but serviceable goods and reducing waste to landfill.

Economic Impact

The waste diversion program is supported by the existing budget for Promotion and Education of the Solid Waste Management division.

Communications Plan

Solid Waste Division staff will work directly with Corporate Communications to promote the event days, and co-ordinate with York Region Communications staff to amplify the message through their media channels. The City will use a number of different communications channels, including but not limited to the City’s website, e-Newsletter, social media and mobile and digital signs.

Purpose

The purpose of this report is to inform Council of new waste diversion programming for Vaughan residents, focused on reuse of household goods.

Background

Solid Waste staff are continually working to provide further means of waste reduction, and are focusing specifically in 2017 on bulky items, textiles and household goods.

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The City of Vaughan provides waste diversion services including recycling, organics and leaf and yard waste collection for all eligible residential properties. In addition to these services, the City promotes other means of reducing waste to landfill, including backyard composting, grass-cycling, textile donation and food waste reduction. In order to provide further means of waste reduction and diversion, Solid Waste staff have identified bulky items, textiles and household goods as a priority area for program expansion. With the closing of Goodwill Industries in the GTA and at York Region's Community Environmental Centres, there are fewer options available to dispose of reusable goods, and a greater probability that these materials are being disposed of as residential waste.

In support of York Region's SM4RT Living Plan (Integrated Waste Management Master Plan), and the goals of the Reuse, Repair and Repurpose Strategy, November 2013, we are launching Curbside Swap Days in Vaughan to promote a simple, cost-effective means of reusing household waste. Other York Region communities including King and Georgina have successfully operated similar programs since 2012, while Newmarket launched Curbside Swap Days in 2015. Municipalities across Canada have established comparable events including Guelph, Saskatoon, Winnipeg, and Nanaimo.

Our program will align with the established model in York Region, and promote monthly events where residents are encouraged to place unwanted items in good condition on their property (next to the sidewalk or curb) for other residents to take, free of charge.

To communicate that the items are available for reuse, residents mark them with signage, and all unclaimed items are then removed from the curb by 5 p.m. These events will be marketed as a convenient option to de-clutter, acquire new household goods, and reduce waste to landfill. We propose the following event dates to allow for cross-promotion with other York Region municipalities:

- Saturday, May 27, 2017
- Saturday, June 24, 2017
- Saturday, July 29, 2017
- Saturday, August 26, 2017
- Saturday, September 30, 2017
- Saturday, October 28, 2017

Based on the reports from municipal staff in King, Newmarket and Georgina, no issues were reported due to items left at the curb past the cut-off time, or items being taken that were not marked. Overall, response from the public was positive, and the events were well received.

Creating new diversion programs such as swap events will help the City of Vaughan surpass the 2031 target rate of 289 kg of waste per capita, and allow us to establish more ambitious waste reduction targets.

We anticipate growth in participation throughout the season, as residents become aware of this new opportunity to easily dispense with household goods or obtain new items free of charge. We will work with York Region to ensure widespread promotion, and to measure the impact of the events through social media interaction and surveys, as well as on the ground monitoring.

Relationship to Term of Council Service Excellence Strategy Map (2015 – 2018)

The introduction of Curbside Swap Days aligns with the following components of service excellence strategy map:

- Term of Council priorities – Continue to cultivate an environmentally sustainable city

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Regional Implications

Through these proposed events, the City continues to support the York Region's SM4RT Living Plan which sets regional targets for waste reduction and waste diversion.

Conclusion

Curbside Swap Days will provide a new means of redistributing unwanted, serviceable household goods to Vaughan residents and reducing our overall waste to landfill.

Attachments

None

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