

APPENDIX B

EXISTING WASTE MANAGEMENT PROGRAMS

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Attached: 1. Tipping Fee Schedule Effective August 1, 2005
2. Sale of Goods Fee Schedule Effective August 1, 2005

This Appendix describes Orillia's existing waste diversion and minimization programs.

B.1 Waste Diversion Site Depots

In 1999, the City began referring to the Kitchener Street landfill site as the Waste Diversion Site. This name accurately reflects all the activities that take place at the site.

A number of depots for recyclable materials are operated at the Waste Diversion Site. The depots are managed at less than the cost of garbage disposal. Many of the depot programs have a per tonne fee applied which is usually less than the tipping fee for regular garbage. The lower tipping fee for some of the depot materials encourages site users to separate out their materials. Lists of current tipping fees and saleable item fees are attached to Appendix B.

B.1.1 Asphalt

A depot for asphalt was set up at the Waste Diversion Site in 1990. The majority of waste asphalt comes from City projects and is accepted at no charge, however, starting in 2002, most of this material bypassed the Waste Diversion Site and was shipped directly for recycling. Asphalt accepted at the site is stockpiled and is removed for crushing and reuse/recycling from time to time when there is sufficient quantity.

B.1.2 Clean Wood

A depot for clean wood was set up at the Waste Diversion Site in 1989. Clean wood includes untreated wood, Christmas trees, stumps and brush. This wood is chipped and used on site as a base for the windrow composting operation, mixed with incoming compost materials, or sold as wood chips. Suitable tree and limb wood is currently separated for sale as firewood.

B.1.3 Compostable Kitchen/Yard Waste

Compostable kitchen/yard waste including leaves, grass, household organics and other yard waste originating within the City of Orillia continues to be accepted at the Waste Diversion Site at no charge. The compost site was originally set up in 1990 as a test pilot program for composting leaf and yard waste. In November 1993 the City received a Provisional Certificate of Approval from the Ministry of the Environment to operate this compost site. In May 1994, the Ministry amended the C of A to include the Townships of Ramara, Severn and Oro-Medonto as part of the service area for the compost site. In 1996, the C of A was amended to allow the City to compost fruit and vegetable waste at this site. A further amendment in 2001 allowed the City to compost compostable food waste (excluding meat and dairy waste). No negative effects to the process or odour complaints were observed. Starting in 2002, a tipping fee of \$30.00 per

tonne was approved for compostable material brought to the site from the Townships of Severn, Oro-Medonte and Ramara.

B.1.4 Concrete

A depot for concrete and boulders was set up in 1990 at the Waste Diversion Site. The concrete is stockpiled on site and when quantities warrant it, the material is crushed and may be used for on-site or off-site projects. Concrete with rebar is crushed on site, and the rebar is removed and recycled before the concrete leaves the site.

B.1.5 Disposable Diapers

A depot for disposable diapers was set up in October 1994. Since that time the market for this material has been on again off again. In June 2003, Canada Composting Inc. in Newmarket no longer accepted shipments of the City's disposable diapers and ceased operations and no market has been found. A 20 cubic yard bin is still positioned at the Waste Diversion Site as a repository for disposable diapers from Waste Diversion Site users, however, this material is currently being landfilled. Markets will continue to be sought in for this material.

B.1.6 Electronics Recycling

An electronics drop-off recycling depot was opened in November 2000 at the Waste Diversion Site's Household Hazardous Waste Depot. Site users can drop off items such as computers, VCRs and electronic calculators at no charge for recycling. Beginning in August 2004, the City began collecting television sets and computer monitors for a fee out of this depot. At this same time, the City began collecting cell phones and inkjet cartridges for the Phones-for-Food/Think Food program, which raises funds for local food banks.

Usage of this depot has steadily increased since it was introduced.

B.1.7 Fluorescent Light Tubes

A fluorescent tube recycling program commenced in 2001. Fluorescent tubes are accepted at the Household Hazardous Waste Depot and shipped for recycling. The program has been well received. The diversion of this material reduces the amount of mercury and phosphorous ending up in the landfill.

B.1.8 Gypsum Drywall

A depot for gypsum drywall was started at the Waste Diversion Site in 1998. Since that year, the quantity collected and diverted has doubled to over 70 tonnes per year. The drywall is shipped for recycling.

B.1.9 Household Hazardous Waste Depot

The City established a permanent Household Hazardous Waste Depot at the Waste Diversion Site in 1990 after the Ministry of the Environment issued a Provisional Certificate of Approval from the depot. Waste Diversion Site staff are trained and licensed to receive and pack household hazardous waste for removal by a licensed hauler.

Typical items that are accepted include:

All Batteries	Oil and Oil Filters	All Pesticides
Old Gasoline	Antifreeze	Solvents
Disinfectants	Oven Cleaner	Drain Cleaner
Paints and Stains	Fertilizer	Flea Powder
Nail Polish	Floor Wax	Propane Tanks
Metal Polish	Wood Preservatives	Personal Care Products
Pharmaceuticals	Aerosol Cans	Swimming Pool Chemicals

The original service area covered by the HHW Depot when it started operation in 1990 included the City of Orillia and the former Townships of Orillia, Rama and Mara. When Simcoe County restructuring took place in January 1994, these former townships were amalgamated or redrawn. The resulting Townships of Ramara, Severn and Oro-Medonte included the areas of the former townships as well as new areas within the new municipal boundaries. In 1994, the Ministry amended the C of A to include these newly created Townships.

Usage of this depot has steadily increased since opening. Over the twelve-year period between 1993 and 2005, overall usage increased from 1,838 users to 6,127 users (an increase of over 230 percent). Over this same period, usage by Orillia residents alone increased from 1,394 users in 1993 to 3,626 users in 2005.

B.1.10 Other Wood

Other wood includes painted wood, furniture, and demolition materials from construction projects. These types of wood typically contain contaminants that make them unsuitable for addition to the compost or sold as wood chips. A depot for this wood has been in place at the Waste Diversion Site since 1991. This material is chipped and used as a replacement for granular fill (roadbeds and cover) at the Waste Diversion Site. It is noted that the balance of these materials are diverted from landfilling by shredding and being utilized on site.

B.1.11 Plastic Pails

Some large plastic pails can be re-used by others after they have been emptied. However, the demand for used pails is limited. A depot at the site, set up in May 1996, accepts 10 and 20 litre high-density polyethylene pails (HDPE – Recycling Symbol #2). Pails not picked up by residents are recycled. The handles are

removed and the pails are stacked and stored until there is a large enough quantity for shipping. Currently empty pails and broken Recycling Boxes are shipped for processing into new black Recycling Boxes.

B.1.12 Polyurethane Foam Recycling

A polyurethane foam depot is operated at the Waste Diversion Site. Items such as couch cushions, foam mattresses and carpet underpadding can be retrieved from disposal by Waste Diversion Site staff. This material is picked-up for recycling and is used in the manufacture of new carpet underpadding. Due to the uncertainty of the market for this material, the depot continues to operate internally and is not open to the public.

B.1.13 Recycling Box Depots

A fine paper depot was initially set up at the Waste Diversion Site in 1990. In 1991, it was expanded to include telephone books, and then recyclable items collected in the curbside recycling program (excluding corrugated cardboard). Cardboard depots were used on a trial basis and when a depot was not in place, cardboard was included with the wood and was chipped. A permanent depot for cardboard was set up in 1993.

Recycling Box materials are currently accepted at various depots at the Waste Diversion Site. They include mixed paper and boxboard, steel and aluminum cans, clear and coloured glass, plastic bottles, plastic bags, and styrofoam. A charge is levied for accepting corrugated cardboard to cover storage and shipment costs for this material. These materials are collected by Mid Ontario and are then shipped with recyclable material collected in the City's curbside Recycling Box collection program.

B.1.14 HHW Re-Use Depot

The City of Orillia has operated a Re-Use depot since April 1999. Materials received at the HHW Depot are inspected and, if judged suitable, will be placed in the Re-Use depot. The depot typically operates between April 1st and November 30th each year. Residents wishing to take materials from the depot are required to complete a release form. The largest volume of material distributed from the depot is paint but also includes stains, varnish, caulking, hard waxes, fibreglass kits, etc.

B.1.15 Refrigeration Equipment

A City has been accepting and removing Freon from refrigeration equipment since 1992. Trained staff remove Freon from these appliances including refrigerators, freezers, dehumidifiers, and air conditioners. Once the Freon is removed, the units are marked for easy identification, are placed with other metal items, and are sold as scrap metal.

B.1.16 Scrap Metal

A depot for scrap metal was set up at the Waste Diversion Site in 1988. Scrap metal is accepted from site users at no charge. When possible, higher grades of scrap are separated and sold separately to the highest bidder.

B.1.17 Textiles

A depot was set up at the Waste Diversion Site to receive used clothing and textiles in June 1996. The Salvation Army agreed to remove the materials, sort out the clothing they can resell, and have the remainder of the textiles recycled. This depot has been well received by the public.

B.1.18 Tires

Tires have been received at the Waste Diversion Site for recycling since 1990. The tires are currently shipped to market where they are shredded into rubber crumb and sold to various markets.

B.1.19 Mixed Loads

To encourage diversion of recyclable material, site users are charged double the regular base tipping fee for mixed loads. Mixed loads include garbage that contains over 10 percent recyclable, compostable and/or separable items, and/or mixed Building and Demolition material. It also includes mixed loads that contain ten or more oil filters.

B.2 Collection Programs

The City currently operates weekly collection programs for garbage, recyclable materials, and compostable kitchen/yard waste from approximately 12,500 households, apartment buildings, and the IC&I sector. This work is currently contracted to Mid Ontario Disposal.

B.2.1 Garbage Tag Program

The City is currently under a partial user pay system for garbage collection. All garbage placed at the curbside requires a City of Orillia Garbage Tag. The program is structured such that a set of free tags is mailed out to each household in the City and extra tags may be purchased in lots of five for \$7.50 (\$1.50 per tag). When this program began in 1997, one tag per week was mailed to each household in 50 tag lots. This worked out to 52 tags per year. Starting July 1, 2000, the number of free tags mailed out to households was reduced from 52 to 40 tags per year. Council then allowed residents to pick up an additional five free tags per year – in addition to the 40 tags provided – starting July 1, 2002 until June 30, 2004. From 2004 onwards, only 40 tags have been mailed out to each household.

The garbage tag program has been very effective in encouraging waste reduction. After the first full year of the program, there was a 23% drop in garbage collected and a 36% increase in recyclables collected compared with 1996 levels. A waste composition study undertaken in 2001 found a 2% decrease in the amount of recyclables going to landfill (i.e. recyclables in the garbage collected stream) from a similar study undertaken in 1999. This was attributed to the reduction in the number of free tags given out (i.e. 52 to 40 tags per year starting in 2000).

B.2.2 Recycling Box Collection

The Blue Box program began in 1989 and over the years new items were added (See Section 3; Recommendation 5, item q). Residents are able to recycle plastic bottles (narrow top containers with recycling symbols 1, 2, 4, 5, and 7), plastic tubs and lids, aluminum cans and foil, steel cans, glass bottles, polycoat/aseptic cartons (i.e., milk/juice cartons and drink boxes), styrofoam, mixed paper (newspaper, office paper, phone books, magazines, junk mail, envelopes (windows removed), paperback books, and egg cartons), corrugated cardboard, boxboard (e.g. cereal boxes), and clean plastic bags. Containers are placed inside the Recycling Box while mixed paper is to be tied or stacked in a bag and placed beside the Recycling Box. Corrugated cardboard is to be flattened, tied, and placed beside the Recycling Box with a limit of four bundles. The maximum size of a cardboard bundle is 75 cm by 120 cm by 25 cm (30" X 48" X 10"). Any bundles over the four bundle limit require a garbage tag. Boxboard is placed in the largest boxboard box or is to be tied in bundles with cardboard.

B.2.3 Compostable Kitchen/Yard Waste Collection

The City initiated a weekly collection program for yard waste in 1993. This material was (and is) brought to the Waste Diversion Site to be composted. Over the years this program has been expanded to include fruit and vegetable waste (1996), and then other food waste excluding meat and dairy products (2001). The program initially ran from mid April to mid November each year. In 2004, collection began running year-round.

Yard waste includes leaves, grass clippings, household plants, shrub & hedge trimmings (not larger than 1 m x 50 cm x 50 cm or 40" x 20" x 20") and branches less than 25 mm (1") in diameter. Kitchen food waste accepted in the program includes fruits and vegetables, bread, pasta, rice, coffee grounds and filters, tea bags, egg shells & soiled tissue paper.

A waste composition study undertaken in 2004 found that 27% of the residential garbage stream still contained compostable kitchen/yard waste acceptable in the City's existing program. Most of this (25.1 %) is compostable kitchen waste. This represents the largest potential source for diversion in Orillia.

B.3 Waste Generation

Waste generation in Orillia has been cut in half since the 1992 waste minimization plan was completed. Table B-1 displays the tonnage of waste landfilled from Orillia and the former Townships of Orillia and Rama from 1992 to 2005. Some reasons for this decrease include:

- Expansion of recycling and compostable kitchen/yard waste collection programs
- Higher tipping fees for waste at the Waste Diversion Site
- Introduction of a partial user pay garbage tag program in 1997
- More diversion depots at the Waste Diversion Site

Table B-1: Summary of Total Waste Landfilled at the Waste Diversion Site in Orillia (Residential & IC&I)

Year	City of Orillia (tonnes)	Township of Orillia* (tonnes)	Township of Rama* (tonnes)	Total** (tonnes)	Total Population***	Per Capita (tonnes/yr)
1992	16,700	4,000	800	21,500	36,800	0.58
1993	14,884	2,657	521	18,062	36,800	0.49
1994	12,175	2,378	514	15,067	39,500	0.38
1995	9,100	2,259	531	11,890	39,500	0.30
1996	8,633	2,260	553	11,446	39,500	0.29
1997	7,104	319	80	7,503	29,894	0.25
1998	8,514	---	---	8,514	27,882	0.30
1999	11,747	---	---	11,747	27,882	0.42
2000	8,668	---	---	8,668	28,388	0.30
2001	8,137	---	---	8,137	28,388	0.29
2002	8,498	---	---	8,498	29,121	0.29
2003	8,889	---	---	8,889	29,380	0.30
2004	54,968	---	---	54,968 ^t	29,850	1.84
2005	12,404	---	---	12,404	30,045	0.41

* Restructuring of townships took place January 1, 1994 - waste accepted from former Township of Orillia and former Township of Rama only until Feb. 28/97.

** Total tonnes includes spill cleanup material

*** 1992-1996 pop. adjusted for seasonal twp. population; '97 population adjusted for 2 months with townships; populations for 2003 & 2004 calculated based on new units created each year and assuming 2.54 persons/household – over and above 2001 census population as reported for 2002. 2005 population from Planning Department.

^t 40,672 tonnes of impacted soil was received in 2004 from construction activities for the site of the new Multi-Use Recreational Facility (MURF)

B.4 Waste Quantities Diverted

Table B-2 shows the amount of materials diverted from the City's Waste Diversion Site from 1993 to 2005.

Table B-2: Inbound Quantities of Materials Diverted from the Waste Diversion Site

Material	Quantity (tonnes)												
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Asphalt & Concrete	992	2,306	3,700	1,482	1,683	1,683	1,816	2,689	757	875	224	531	681
Clean Wood ¹	473	496	595	719	365	460	411	420	644	377	426	376	383
Compostable Kitchen/Yard Waste	970	1,547	1,376	2,160	1,880	1,858	2,056	2,166	2,748	2,534	3,278	2,951	2,957
Diapers	-	7 (3 mth)	39	75	161	42 (3 mth)	0	5 (1 mth)	21 (3 mth)	108	36 (5 mth)	0	0
Electronics ²	-	-	-	-	-	-	-	-	4.5	14	10	26	44
Gypsum Drywall	-	-	-	-	-	-	39	28	67	63	78	73	77
HHW (Including Reuse Depot) ³	N/A	41	39	57	45	50	63	58	79	86	94	110	107
Other Wood	213	168	190	216	303	404	383	303	447	547	538	635	610
Polyurethane Foam ²	-	-	-	-	-	-	-	-	2.8	0.5	0.7	0.9	1.9
Recycling Box ⁴	2,313	2,387	2,212	2,199	2,692	3,001	3,072	3,007	3,034	3,039	3,085	3,181	3,441
Scrap Metal ⁵	271	292	315	216	111	204	233	170	145	503	578	624	725
Textiles ²	-	-	-	2 (2 mth)	12	9	7	4	1	0.6	0	0.14	0
Tires	74	19	10	17	18	20	28	19	20	53	25	23	31
Total Diversion	5,306	7,263	8,476	7,143	7,270	7,731	8,108	8,869	7,970	8,200	8,373	8,531	9,058
Per Capita Diversion ⁶ (tonnes/person/year)	0.14	0.18	0.21	0.18	0.24	0.28	0.29	0.31	0.28	0.28	0.28	0.29	0.30

¹ Includes Christmas trees

² Outbound quantity reported since inbound quantity not measured.

³ For 1994 to 1999, weight estimated by assuming 1 L = 1 kg and 1 lab pack = 60 kg; For 2000 to 2005, weight estimate based on Waste Diversion Ontario datacall calculations; Also includes HHW collected from Townships of Ramara, Severn, & Oro-Medonte.

⁴ Material from residential collection program and depots at the Waste Diversion Site.

⁵ Outbound quantity of scrap metal reported since inbound quantities do not account for loads sorted on site.

⁶ Based on population numbers presented in Table B-1

Table B-3 summarizes waste diversion rates.

Table B-3: Overall Waste Diversion Rates from 1993 to 2005

Year	Waste Disposed* (tonnes)	Waste Diverted (tonnes)	Total Waste Handled (tonnes)	Waste Diverted (%)
1993	18,062	5,306	23,368	22.7
1994	15,067	7,263	22,330	32.5
1995	11,890	8,476	20,366	41.6
1996	11,446	7,143	18,589	38.4
1997	7,503	7,270	14,773	49.2
1998	8,514	7,731	16,220	47.7
1999	11,747	8,108	19,855	40.8
2000	8,668	8,869	17,537	50.6
2001	8,137	7,971	16,108	49.5
2002	8,498	8,200	16,698	49.1
2003	8,889	8,375	17,264	48.5
2004	54,968	8,531	63,499	13.4**
2005	12,404	9,058	21,462	42.2

* Includes waste from the Townships (see Table B-1)

**When not including spill cleanup material, the diversion rate in 2004 was 51.4 %

B.5 2004 Waste Composition Study

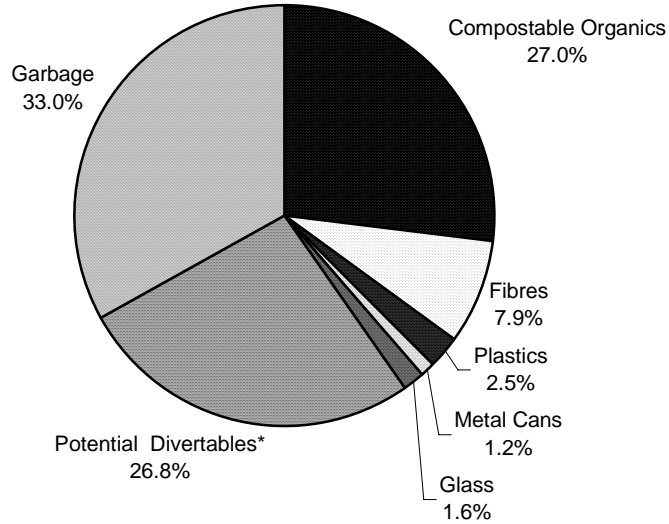
A residential waste composition study was conducted in July 2004 by staff from the City’s Solid Waste Management Division. The overall purpose of the study was to assess what recyclable and compostable materials were still finding their way into the residential garbage stream.

B.5.1 Waste Composition Results

Overall, at least 40.2 percent of the current garbage stream from all residential sources could either be placed in the current recycling program (13.2 percent) or diverted through the existing compostable kitchen/yard waste collection program (27.0 percent) as well as backyard composting. Figure 1 displays the overall results of the 2004 waste composition study for all residential types.

Of the 27 percent of compostable organics finding its way into the garbage, 25.1 percent is kitchen waste and 1.9 percent is yard waste. This demonstrates that Orillia could significantly reduce the amount of waste landfilled by diverting more compostable kitchen waste.

Figure B-1: Percent Composition (By Weight) of Materials in the Residential Garbage Stream in 2004.



*Represents items not currently accepted in the recycling or kitchen/yard waste collection programs but may be added at a future date. It also includes diapers, HHW, scrap metal and wood which can be dropped off at various depots at the Waste Diversion Site.

Table B-4 shows the results of the 2004 waste composition study.

Table B-4: Overall Percentages of Materials in Residential Garbage Stream for 2004 Waste Composition Study

Waste Sort Categories	Percent Composition By Weight (%)
Kitchen Food Waste (excluding meat & dairy)	23.0
Soiled Paper	2.1
Yard Waste	1.9
Total Compostable Organics	27.0
Newspaper & Magazines	2.9
Mixed Paper	1.9
Corrugated Cardboard	0.7
Boxboard	2.0
Aseptic Containers (drink boxes)	0.1
Polycoat Containers (milk/juice cartons)	0.3
Total Fibres	7.9
PETE Bottles (#1)	0.7
HDPE Bottles & Jugs (#2)	0.4
Tubs & Lids (#5 & 7)	0.2
Polystyrene (Styrofoam)	0.2
Plastic Film	0.9
Total Plastics	2.5
Aluminum Cans & Foil	0.4
Steel Cans	0.8

Table B-4: Continued...

Waste Sort Categories	Percent Composition By Weight (%)
Total Metals	1.2
Clear Glass	1.4
Coloured Glass	0.2
Total Glass	1.6
Total Recyclables	13.2
TOTAL DIVERTIBLE MATERIALS	40.2
Meat & Dairy Waste	4.2
Other Organics (pet waste, etc.)	7.8
Paper Cups (coffee & soft drink cups)	0.5
Mixed Plastic Containers (#3, 6 (rigid) & other)	0.9
Empty Aerosol Cans	0.1
Scrap Metal*	1.2
Textiles*	3.4
Ceramics	0.7
Diapers	5.9
Wood*	1.5
HHW (Batteries, oil, cell phones, etc.)*	0.5
TOTAL POTENTIAL DIVERTIBLES	26.8
Garbage	33.0
OVERALL TOTAL	100.0

B.5.2 Capture Rates

Capture rates provide information on how well materials are being diverted in the City's existing waste diversion programs versus being left in the regular garbage stream. The rate is calculated by dividing the weight of a material diverted (e.g. steel cans placed in the Recycling Box) by the sum of the weight of that material diverted plus the weight of that material found in the garbage stream (i.e., steel cans in Recycling Box + steel cans found in garbage). These rates are used to determine what materials should be targeted for promotion. Table B-5 lists the estimated capture rates from the 2004 waste composition study.

Table B-5: Estimated Capture Rates of Divertible Waste (based on 2004 waste composition study)

Divertible Material	Capture Rate (%)
Mixed Paper	83.4
Corrugated Cardboard	90.1
Boxboard	66.2
Polycoat/Aseptic Containers	37.9
PETE Bottles	59.3
HDPE Bottles & Jugs	63.8
Tubs & Lids	76.6
Polystyrene (Styrofoam)	31.1
Plastic Film	15.7
Aluminum Cans & Foil	71.3
Steel Cans	74.4
Clear Glass	77.4
Coloured Glass	95.4
All Recyclables (Overall)	83.5*
Kitchen/Yard Waste	48.4
Disposable Diapers	37.2

*When accounting for residue, the overall capture rate for recyclables is 79%. Residue includes materials that cannot be recycled and is disposed of as regular garbage. Most of this residue is made up of broken glass.

B.6 Promotion and Education Program

The City currently maintains a vigorous promotion and education program for residents of Orillia. This includes producing a collection brochure, newspaper advertisements, radio advertisements, issuing press releases, etc. WMAC also undertakes a fair amount of promotion and education. This program is described in the following section.

B.6.1 General Brochure

The City produces and distributes a general collection brochure every two years to Orillia residents and businesses. This brochure is then made available to visitors of the Waste Diversion Site, City Hall, and is provided to new residents in the City through Welcome Wagon. It is also available via the internet at the City of Orillia’s website. The brochure provides detailed information about the City’s waste minimization and diversion programs including items to include in the City’s collection programs for recyclables and compostable kitchen/yard waste, the garbage tag program, information on the HHW Depot, Waste Diversion Site hours, diversion depots available, new programs, etc. A particular focus is placed on items requiring extra attention based on collection problems that arise, results of waste composition studies completed, etc.

B.6.2 Newspaper Notices

Each week in the Packet and Times (a daily local newspaper), all City notices are run as a block known as the City Hall Bulletin Board. Topics include holiday schedules, public notices regarding tipping fee changes, recycling collection, fall leaf collection, by-laws, HHW Depot hours, locations to purchase garbage tags, electronics recycling, etc.

Through the new provincial Blue Box Program Plan administered by Waste Diversion Ontario, the City receives free newspaper advertising in the Packet and Times and Orillia Today to promote the City's recycling collection programs. Currently, these ads can only deal with promoting recycling programs, however, it is expected that in the near future, all diversion programs will be eligible for promotion using this program.

B.6.3 Apartment Educational Material

In 2005, new educational material was developed for and distributed to superintendents, property managers, and tenants of apartments. This included the following:

1. Apartment Recycling Handbook for Superintendents and Property Managers – this handbook outlines the City's recycling collection program at apartments and outlines the responsibilities of superintendents and property managers.
2. Flyer for Tenants – this flyer summarizes what to include in the City's apartment recycling program.
3. Poster – this contains the same information as the flyer and is meant to be placed in common areas of the apartment building such as laundry rooms, lounges, garbage storage rooms or near garbage chutes.

New signs were also placed on the large blue rollout carts used for collecting recyclables at apartments. The labels identify what to include in each cart.

B.6.4 Press Releases

Press releases are issued for holiday collection schedules, garbage tag mail out, new diversion programs, promoting the winter collection of compostable kitchen/yard waste, the Christmas tree collection schedule, etc. Press releases allow residents to be kept informed of important solid waste management matters. In some cases, media follow-up allows for a more in-depth story.

B.6.5 City Website

Solid waste information is made available on the City's website. This includes the solid waste collection brochure and information about new programs, the Waste Diversion Site, the garbage tag program, the HHW Depot, apartment recycling among other items. Important press releases are also posted on this site. The website is updated and revised on an ongoing basis.

B.6.6 Radio Advertisements

Radio advertisements are used from time to time to promote waste diversion programs such as the inclusion of polycoat/aseptic containers in the Recycling Box and the expanded kitchen/yard waste collection program. Local radio stations have been utilized for this purpose including JACK FM and KICX FM. JACK FM plays popular and light rock music. Local news is discussed on this station, and therefore it is considered a good radio station to advertise information about the expanded programs. KICX FM has a more regional listener base and plays country music. It is utilized to get the message out to other residents who may not listen to JACK FM. Other radio stations will also be considered in the future as the need arises.

B.6.7 Waste Diversion Site Tours and School Visits

Tours of the Kitchener Street Waste Diversion Site are available to interested groups. Information on past and present waste diversion operations at the site is provided. Solid Waste Management staff also give talks to grade school students in Orillia about the importance of waste reduction and recycling. Most of the presentations given are in conjunction with water efficiency presentations given by Engineering staff. Appointments to talk about the City's programs and their importance can be arranged.

B.6.8 Problem Sticker

The current Problem Sticker is applied to any material not suitable for curbside collection. The sticker recommends that the resident contact the Waste Diversion Site to find out why the material was not collected. The truck driver then informs Scalehouse staff of the location and nature of the problem by a two-way radio. Waste Diversion Site staff maintains a logbook of driver calls and can quickly reply to residents' inquiries. This allows for prompt resolution of problems.

B.6.9 Collection Truck Signs

Collection truck signs are useful for promoting City waste reduction programs because they can be seen by residents as material is collected. In 2004, collection signs were produced to advertise the inclusion of polycoat/aseptic containers in the Recycling Box and the expanded kitchen/yard waste collection program.

Signs are placed on both sides of the collection trucks used in Orillia by Mid Ontario. Feedback from residents about the signs has been positive.

B.6.10 Promotion by the Waste Management Advisory Council

WMAC runs a number of promotional and educational programs and these are discussed below.

Weekly Tips Column

A weekly tips column runs in the Packet and Times (usually on the front page). The material was developed jointly with City staff and WMAC, and the program is funded by WMAC. The tips cover all waste diversion and minimization programs as well as general environmental messages and are updated and revised on an ongoing basis. The tips are scheduled to reflect season, problem resolution, or new program items.

Full Page Newspaper Advertisements

From time to time, WMAC publishes full page advertisements in the Packet and Times. These advertisements deal with the garbage tag program, reducing garbage, promoting new waste diversion programs, etc. One advertisement is usually run during waste reduction week in October.

Farmer's Market Events

WMAC generally holds two Farmer's Market Events a year. The first one is held in the spring and the second is held in the fall usually during waste reduction week. At these events, residents can pick up backyard composters, kitchen organics containers, promotional material, etc. They can also exchange their Recycling Boxes.

Other Programs

Other promotional/educational activities WMAC has undertaken include selling cloth shopping bags to reduce the need for plastic bags, developing recycling videos for students and adults, selling cloth Christmas bags among others.