

Promotion and Education

City of Toronto
Promotion and Education
June 7, 2018



Solid Waste Management Services

- 461,000 Single Family Residential units (includes 11,000 residential units above commercial)
- 409,000 Multi-Residential units
- 13,000 Small Commercial
- 8,700 Street litter/recycling bins
- 10,000 Parks' bins
- 1,000 Special Events
- Private Industrial, Commercial & Institutional waste accepted at Drop-off depots and landfill
- \$389 M Operating Budget/\$89 M Capital Budget

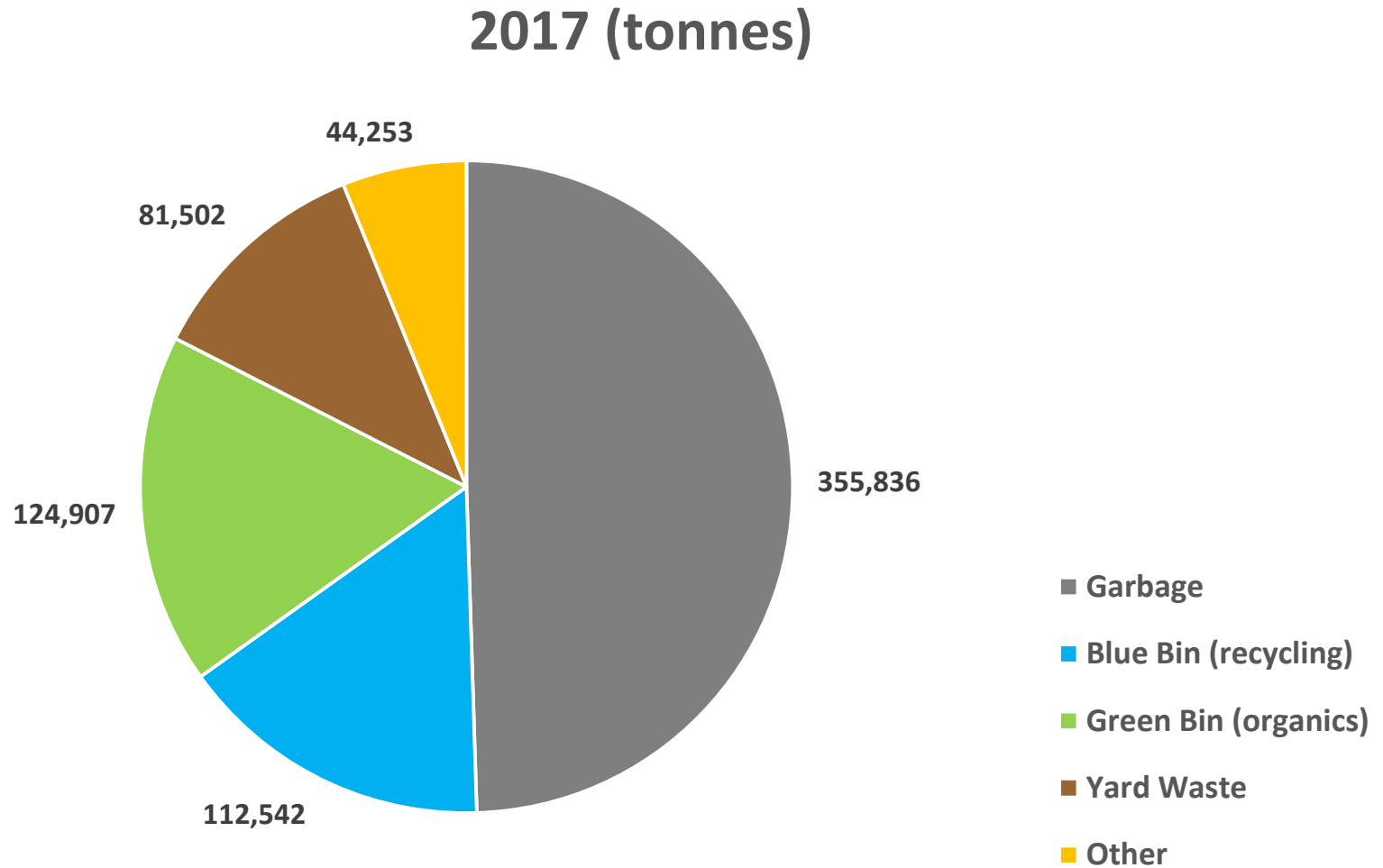


Materials Collected

MATERIAL	COLLECTION
Garbage	Bi-weekly*
Blue Bin Recycling	Bi-weekly*
Green Bin Organics	Weekly
Leaf & Yard Waste	Bi-weekly March-December OR Depot
Christmas Trees	2 weeks in January
Oversized Items (large appliances, furniture, mattresses etc.)	Collected separately on Garbage Collection Day*
Electronics	Collected separately on Garbage Collection Day* OR Depot OR Community Environment Day
Household Hazardous Waste (HHW)	Toxic Taxi OR Depot OR Community Environment Day

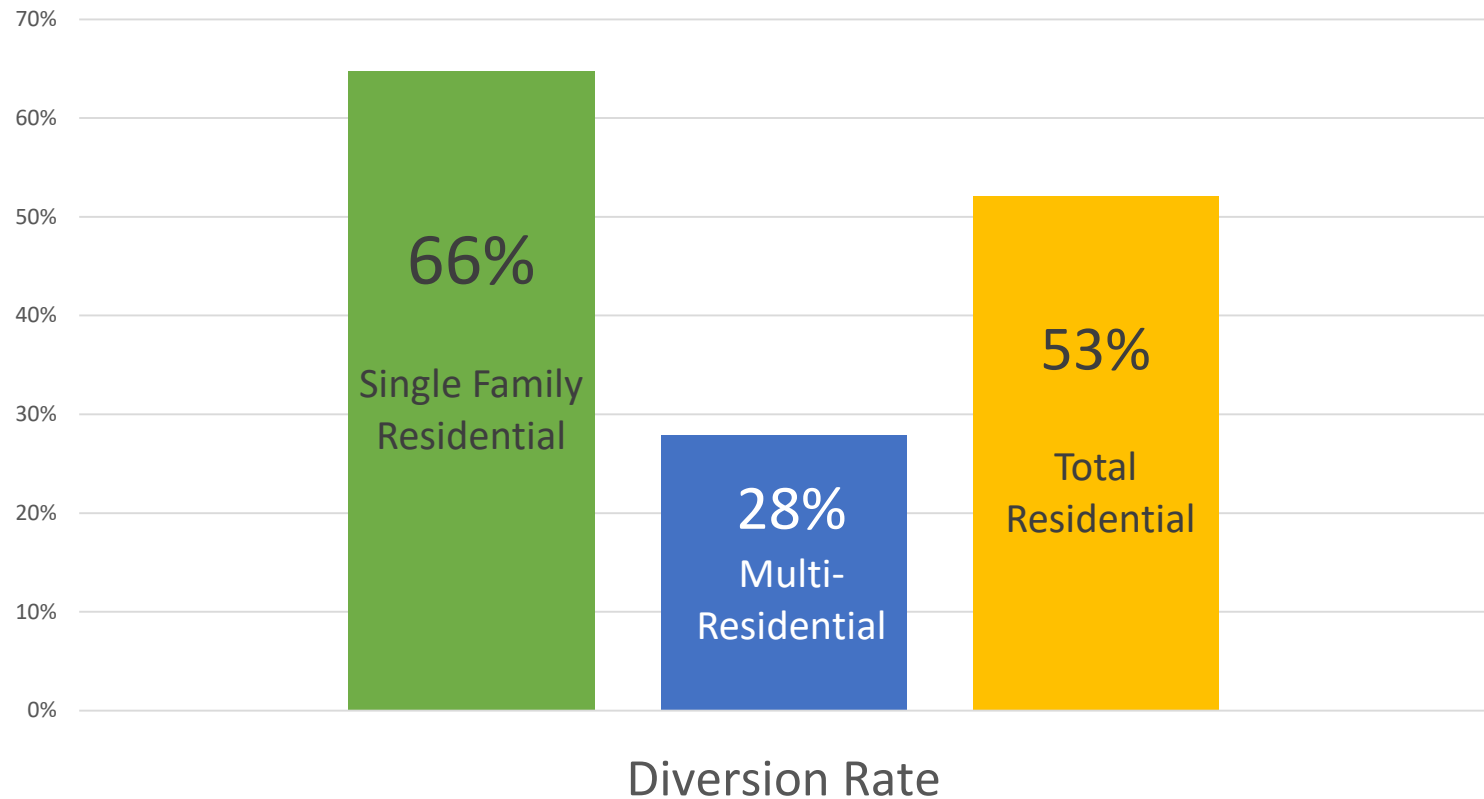
*Single Family Residential

Residential Waste Collected in Toronto



2017 Residential Waste Diversion

Diversion rate = % of waste diverted or prevented from disposal (e.g. landfill)



City of Toronto Statistics - Languages

Knowledge of Official Languages

- 4.9% of Torontonians had no knowledge of either official language

Mother Tongue

- 43.9% of Toronto residents had a mother tongue other than English or French
- Just over one half of all Toronto residents (50.9%) reported English as their mother tongue
- An additional 3.4% of Toronto residents identified English and a non-official language as their multiple mother tongues

City of Toronto Statistics - Languages

Languages spoken regularly at home (Home Language)

- 25.9% of people in Toronto regularly spoke a language other than English or French at home
- 9.1% of Toronto residents reported regularly speaking multiple languages at home
- Mandarin, Cantonese, Tagalog, Tamil, and Spanish are the top non-English languages spoken at home

City of Toronto Statistics - Languages

Top Languages in Toronto Excluding English

Mother Tongue

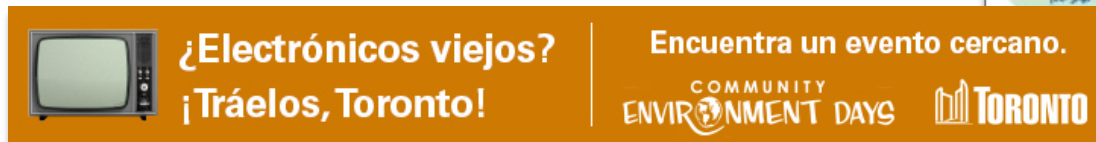
Rank in 2016	Mother Tongue	Persons	% of Toronto	Rank in 2011	Change since 2011
1	Cantonese	114,670	4.4%	2*	n/a*
2	Mandarin	111,405	4.3%	1*	n/a*
3	Tagalog	83,230	3.2%	5	+18.0%
4	Spanish	72,850	2.8%	4	+3.0%
5	Italian	62,640	2.4%	3	-13.0%
6	Portuguese	59,360	2.3%	8	+2.0%
7	Tamil	57,535	2.2%	6	-7.0%
8	Persian (Farsi)	49,190	1.9%	9	+17.0%
9	Urdu	37,425	1.4%	10	-2.0%
10	Russian	36,145	1.4%	11	-2.0%
11	French	35,365	1.4%	13	+8.0%
12	Korean	33,665	1.3%	14	+8.0%
13	Arabic	29,825	1.1%	18	+14.0%
14	Bengali	28,460	1.1%	19	+17.0%
15	Greek	27,840	1.1%	15	-4.0%

Home Language

Rank in 2016	Home Language	Persons	% of Toronto	Rank in 2011	Change since 2011
1	Mandarin	87,760	3.6%	3*	n/a*
2	Cantonese	83,405	3.4%	1*	n/a*
3	Tagalog	42,520	1.7%	6	14%
4	Tamil	42,020	1.7%	4	-14%
5	Spanish	41,530	1.7%	5	-8%
6	Portuguese	33,425	1.4%	8	-3%
7	Persian (Farsi)	33,375	1.4%	9	9%
8	Italian	27,130	1.1%	7	-23%
9	Urdu	23,625	1.0%	11	-11%
10	Korean	23,625	1.0%	12	1%
11	Russian	23,075	0.9%	10	-14%
12	Bengali	18,930	0.8%	14	6%
13	Vietnamese	17,020	0.7%	15	-4%
14	French	16,995	0.7%	20	26%
15	Gujarati	16,525	0.7%	13	-14%

Promotion and Education Tactics

- Translated materials and translation services
- Customer Service Team – outreach
- Focus groups – terminology
- Community Agencies
- Tenant Engagement Guide
- 3Rs Ambassador Volunteer Program
- Multi-media/tactics
- Print in ethnic papers and websites



Public Education to Reduce Contamination

Addressing Contamination in the Blue Bin (recycling)

- Educating residents on proper participation in waste diversion programs and reducing contamination has been a focus for many years.
- Focus on proper sorting and promote correct disposal behaviours
- Public education is ongoing and is updated when new Blue Bin materials are added or to target specific unwanted items that contaminate the recycling stream.

Public Education to Reduce Contamination

Public Education Tactics

- **Advertising Campaigns**
- **Educational Resources** (i.e. Collection Calendars, posters, brochures, stickers, letters, Waste Wizard)
- **Outreach** (e.g. Customer Service & Waste Diversion team, Community Environment Days, 3Rs Ambassador program)
- **Media Relations** (interviews about the importance of recycling right)
- **Letter to residents:** Information on the implications of contamination in the Blue Bin recycling program and tips on how to properly sort waste was sent to all single family residences and multi-residential units.
- **Letters to multi-residential property owners/superintendents:** Informed buildings about the letter sent to residents and provided information about proper sorting and resources available from the City to help them.
- **Other Tactics – multi-media** – online, social media, print, digital, radio, television, theatres

Recycle Right Campaign – 2017 - present



Recycle Right – Direct Mail



Jim McKay
General Manager

Solid Waste Management Services
City Hall
100 Queen Street West
25th Floor, East Tower
Toronto, ON M5H 2N2

November 2017

Dear Resident:

Re: Contamination in the Blue Bin Recycling Program

In recent years, there has been a significant increase in the amount of garbage and non-recyclable items, known as contamination, in the City of Toronto Blue Bin recycling program. When a resident sets a Blue Bin out for collection that contains too many non-recyclable items, the materials cannot be sorted and can ruin perfectly good recycling that must be sent to landfill.

Contaminated recycling is currently costing the City millions annually and last year more than 52,000 tonnes of non-recyclable material was incorrectly put in the Blue Bin. In order to help offset these costs and reduce the amount of recycling ending up in landfill, the City of Toronto may require a cost recovery payment from those homeowners who set out contaminated recycling bins.

In order to ensure that you are sorting your material correctly, follow these simple tips:

- Refer to the enclosed brochure and keep it for future reference.
- Check the Waste Wizard online at toronto.ca/wastewizard or read your Recycling Calendar & Guide to learn what belongs in your Blue Bin, Green Bin or Garbage Bin, or call 311.
- Empty and rinse food containers before tossing them in your Blue Bin and put any food scraps in your Green Bin.
- Donate items in good condition, such as used clothes, shoes, blankets, and curtains, to not-for-profit agencies (visit toronto.ca/reuseit).
- Do not put any black plastic in your Blue Bin, such as food containers and trays.



N.S.
@BarFly999

Jim McKay... I ❤️ this #toronto #waste #waste360 #recycle

8:13 PM - Dec 6, 2017



Long Term Waste Management Strategy

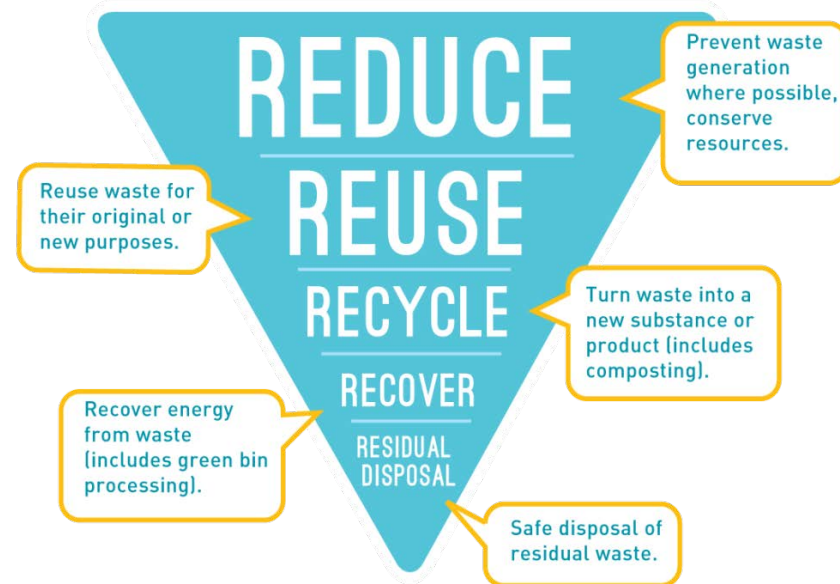


Enhanced Promotion and Education

Background

Purpose of the Waste Strategy

- Limited landfill capacity
- Guide decision making for the next 30 to 50 years
- Toronto City Council Approved Strategy
- Incorporate all waste generators (not only residential)
- Develop sustainable utility



Consultation & Engagement

Surveys

- 4 Surveys; 3,400 responses

Key Stakeholder Meetings

- Internal & External Stakeholders

Stakeholder Advisory Group

- 19 meetings from May 2014 – July 2016

Community & Consultation Events

- 12 PCE; 30+ community events – 4,200 engaged

Vendor Days

- 19 vendors presented, provided technology details

Website & Social Media

- toronto.ca/wastestrategy, #TOwastestrategy

Project Updates & Listserv

- 6 Project Updates, 1,175 subscribers to listserv

Wast(ED) Speaker Series

- 4 Events: Community, Clothing, Food, Zero Waste

Student Engagement

- UofT Case Competition, OCAD Design Challenge

Other Events

- 2 Film Screenings, Scotiabank Nuit Blanche

Waste Strategy

Approved by
City Council
in July 2016

16
Recommendations
adopted

3Rs Policy &
Program Focus,
includes
enhanced P&E
and enforcement

Zero Waste Goal
70% Diversion by 2026
70% Diversion of
waste collected from
commercial
customers

Mixed Waste
Processing w/
Organics Processing

Testing in first 5 years
Business case in 2021

Waste Strategy



Promotion & Education Tools

Promotion and education tools will be used to help implement the Waste Strategy.



Online Tools



Support Volunteers



**Targeted Outreach
Conversations**



**Establish New
Advisory
Groups**



Social Media



**Targeted
Communications**



**Create a Community
Partnership Unit**

Thank you



Contact Information:

Charlotte Ueta

Acting Manager of Waste Management
Planning

Solid Waste Management Services

City Hall, 100 Queen Street West

25th Floor, East Tower

Toronto, ON M5H 2N2

Charlotte.Ueta@toronto.ca

Tamara Staranchuk

Senior Coordinator Communications

Strategic Communications

City Hall, 100 Queen Street West

23rd Floor, East Tower

Toronto, ON M5H 2N2

Tamara.Staranchuk@toronto.ca