



Operations Update

Item 8.3

Promotion and Education

Online P&E KPIs

1. Recycle Coach (to end of August)
 - # of mobile users = 11,824
 - # of web app users = 11,473
 - # of “what goes where” searches in August = 13404 (most common were furniture, styrofoam packaging, Styrofoam containers, mattresses and plastic grocery bags)
 - How we stack up?
Compared to our peers, our rating is 260 users per 1,000 hh and our peers avg 237 users per 1,000 hh.
2. Clean & Green Facebook Page (to end of August; in August)
 - # of followers = 913
 - # of post reaches = 1808 (gypsy moth, tar spot, blue box)
3. City Website – top waste pages (for the month of August)
 - Waste Collection Schedule
 - Garbage-recycling
 - Bulk items
 - CRC locations
 - Blue box recycling

Update on Multi-Residential Diversion Program Improvements

- Site inspections
 - This year staff began inspecting multi-residential buildings to confirm on-site details (over 170 inspections performed in 2020)
- 2021 Multi-Residential Waste Audits
 - 20-30 buildings will be audited beginning in January
- Data will be used to establish baseline building information for future studies/initiatives

Clean and Green Initiatives

Ontario Day of Action on Litter

- Bill 130 proclaims the second Tuesday in May in each year as the Provincial Day of Action on Litter.
- The focus is to encourage Ontarians to undertake actions to reduce litter and maintain their awareness of the importance of a clean environment
- May 12, 2020 was recognized as the first official Day of Action on Litter and included an awareness campaign on actions Ontarians can take to prevent, reduce and divert waste at home.
- Cleanup activities are encouraged during Waste Reduction Week, which takes place October 19 to 25, 2020