



**BUSINESS PERFORMANCE AND ENVIRONMENTAL
SUSTAINABILITY DEPARTMENT
MEMORANDUM**

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

**FROM: S. BRUNET, B.SC.
MANAGER OF BUSINESS PERFORMANCE AND ENVIRONMENTAL
SUSTAINABILITY**

**NOTED: A. MILLER, RPP
GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: PILOT PROGRAM – CLOTHING / TEXTILES CURBSIDE COLLECTION

DATE: MAY 25, 2020

The purpose of this Memorandum is to provide members of Council with information regarding the next phase of the Clothing/Textiles Curbside Collection Pilot Program (Pilot).

The provision of textile collection at existing waste collection depots was identified as a Second Priority Initiative to increase diversion in the Sustainable Waste Management Strategy (SWMS), adopted in Principle by Council on November 19th, 2012. To further assist with increasing diversion and offer convenience to Barrie residents, a curbside collection of clothing/textiles is being piloted. The curbside collection of textiles offers a convenient way to enable residents to assist with increasing diversion and reduce waste.

The first curbside collection of textiles (first cycle of the Pilot) occurred in October 2019 with great success. Approximately 14.5 tonnes of textiles was collected (approximately equivalent to 2.5 elephants). A participation rate of 17.6% was realized with only 1.1% of the collected material being deemed unsalvageable and disposed of at a Landfill. With this first phase, Talize/Recycling Rewards reported no hurdles or customer complaints.

As a result of COVID-19 restrictions, the number of collection events in the Pilot has tentatively been reduced from 4 to 3 and will still consistently target the same 13,000 homes (approximately 1/4 of the City of Barrie).

The second of the 3 collection cycles of the Pilot is scheduled to occur the week of June 22nd, 2020 in the existing pre-defined zones. Routing, scheduled collection, maintenance and off-schedule pick-ups will be managed by Recycling Rewards and collection will not occur on the regularly scheduled curbside waste collection day. Full communication and inquiry management will continue to be the responsibility of Talize/Recycling Rewards.

- A flyer and bags will be delivered at least one week prior to the collection dates to the households included in the Pilot by Talize/Recycling Rewards.
- An informational website will be made available and managed by Talize/Recycling Rewards and a link to this site will be provided on barrie.ca.
- A Call Centre will be staffed by Talize/Recycling Rewards to accept inquiries, complaints, and service requests.
- All communication materials have been approved by City staff.



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Pilot data collection, analysis, and reporting will be completed by Talize/Recycling Rewards and provided to City staff to be used for the evaluation of a potential full-scale program.

Funding is not required for this Pilot as it is wholly funded and managed by a private company, "Talize/Recycling Rewards", with minimal City staff involvement. If a resident outside of the piloted collection areas requests a clothing/textile collection during the scheduled collection events, Talize/Recycling Rewards have confirmed that they will provide collection. Residents can make a request by calling 1-800-737-3653.

Should the data demonstrate the potential for a successful full-scale program Council will be notified through a Staff Report in Q4 of 2020 requesting an associated service level change.