



**WASTE MANAGEMENT AND
ENVIRONMENTAL SUSTAINABILITY
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: S. MACK, P.ENG., ASSOCIATE DIRECTOR, WASTE MANAGEMENT AND ENVIRONMENTAL SUSTAINABILITY, EXT. 5839

WARD: ALL

NOTED: B. ARANIYASUNDARAN, P.ENG., GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: UPDATE – PREPARATION FOR WASTE COLLECTION CHANGES

DATE: APRIL 10, 2024

The purpose of this Memorandum is to provide members of Council with an update concerning implementation of the waste collection changes on May 1, 2024. These changes to the City's waste management system will be significant and staff continue to work with the new curbside collection contractor (Emterra), Circular Materials who will be assuming responsibility for the City's Blue Box recycling program, and a number of internal support teams to ensure the successful delivery of the new contract this spring.

This memorandum follows these items previously presented to Council:

- Blue Box Transition and New Waste Collection Contract Details, Memorandum to the Infrastructure and Investment Committee, June 22, 2023;
- Upcoming Changes to Curbside Collection, Starting May 1, 2024, Memorandum to Mayor Nuttall and Members of Council, November 15, 2023; and
- WMES01-24 – Waste Management By-law – Alignment With Waste System Changes, Staff Report to General Committee, March 20, 2024.

Contractor Update

The City has contracted Emterra to provide a number of different services related to waste collection starting on May 1. Arrangements are underway to transition the following from Waste Connections of Canada (WCC) to Emterra under the City's new contract:

- Curbside garbage, organics, yard waste and batteries from single family residential units;
- Curbside garbage, organics, yard waste and batteries from single and multi-residential units on private roads/laneways that can be travelled by curbside trucks (most will be phased-in after May);
- Centralized collection (such as front-end bin service) of garbage, organics and some recycling from registered multi-residential properties and City facilities;
- Curbside collection of garbage, recycling and yard waste from registered industrial, commercial and institutional properties; and
- Collection of garbage and recycling from City public spaces (transit stops, roadside locations, etc.) and garbage from parks.



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Given the complexity of the system and the transition, staff continue to meet biweekly with the Emterra team and receive regular updates on a number of significant contract pieces. Most notably:

- **Fleet** – Emterra is beginning to receive and prepare their fleet for service. In total, the City’s waste collection fleet will consist of 16 dedicated tandem split vehicles. In addition, three (3) non-dedicated and three (3) rented collection vehicles will be used to supplement the fleet as-needed during times with high leaf and yard waste or Christmas Tree volumes. Emterra has relayed that although there will be a delay in the delivery of two (2) dedicated tandem split vehicles and one (1) mini truck, they have secured substitute vehicles until the dedicated vehicles are received. All other collection vehicles (including supervisor vehicles) will be ready for service.
- **Yard/Maintenance Facility** – Emterra has initiated work on their new yard/maintenance facility at 28 Rawson Avenue in the south end of the City. As this facility will not be ready on May 1, lease arrangements have been made for an alternate, suitable location on Saunders Road in the interim. The Emterra team will set up temporary operations at this facility with some upgrades and preparation already underway.
- **Recruitment** – Emterra is currently seeking to recruit and train supervisory positions, drivers, and customer service positions to support the City’s contract. A public job fair was held on February 21 and 22. City staff are working with Emterra to support their on-boarding processes and training schedule.
- **Customer Service** – staff are establishing the customer service systems that will align Service Barrie, the City’s waste team, and Emterra’s customer service support.

Blue Box Transition

On May 1, the City’s Blue Box recycling program will transition under Ontario Regulation 391/21: Blue Box. As the Producer Responsibility Organization (PRO) managing the provincial program, Circular Materials will assume responsibility for the following recycling services within the City:

- Curbside recycling from single family residential units;
- Curbside recycling from single and multi-residential units on private roads/laneways that can be travelled by curbside trucks (some to be phased-in after May 1);
- Centralized collection (such as roll-out cart service) of recycling from registered multi-residential properties;
- Curbside recycling from a small portion of institutional properties (such as not-for-profit long term care homes); and
- Residential recycling dropped off at the City’s Environmental Centre.

Circular Materials has announced that Emterra will be their service provider for recycling collection within the City of Barrie both through the transition phase and after January 1, 2026. For clarity, although Emterra is contracted to provide garbage, organics and business recycling collection on behalf of the City, Circular Materials will manage a separate contract with Emterra for residential recycling services.

From May until December 31, 2025, residents should see no change to their recycling collection or materials accepted in the blue/grey bin. Recycling collection will occur on the same day as garbage/organics. Customer service and/or contract issues regarding recycling, however, will now be referred directly to



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Emterra. On January 1, 2026, all municipalities will have transitioned and Circular Materials will be permitted under the regulation to change collection and/or materials accepted in the program. It is not known at this time if City residents will be provided carts for residential recycling or move to single stream collection – that will be the decision of Circular Materials.

Although the City has opted out of provision of residential curbside recycling services on behalf of the Producers and the program will transition to their management/care, there will still be an on-going relationship between City staff, Circular Materials, and their service providers. Staff are working with Circular Materials on a number of critical pieces to ensure a smooth and successful transition. At the time of writing, this includes:

- Service agreements related to the City providing support for promotion and education and collection of residential recycling at the Environmental Centre – both on a fee-for-service basis;
- Confirming information/data related to curbside routing and service provision for both single family and multi-residential units;
- Creation of new processes/relationships for initiating service within new developments; and
- Better understanding how best to share promotion and education information and collaborate going forward.

Registration for Businesses

Currently, the City collects from any business that puts material to the curb (ad hoc) as the existing contractor is compensated on a “per tonne collected” basis. Starting in May, Emterra will be compensated by units serviced and businesses must register to receive City waste collection service. Having businesses register for municipal waste collection will ensure the City is only compensating the contractor for collection from businesses being serviced – controlling our servicing costs. April 15 is the deadline for businesses to register for uninterrupted service starting May 1 as the contractor will be using registration information to prepare their collection routes and plan resources.

The registration for waste collection services for businesses opened February 22, 2024, and a subsequent media release was issued. Staff have also sent a mailout to targeted businesses and property owners noting the new registration requirement and deadline. For reference, the letter is attached as Appendix A attached to Memorandum dated April 10, 2024. Additionally, Waste Management staff attended a Downtown Barrie Business Improvement Area Board of Management meeting in February and are working with Access Barrie and Invest Barrie to help ensure information about registration is reaching the intended businesses.

Historically, waste collection for businesses was intended to support small businesses, mixed-use properties and Industrial, Commercial and Institutional (IC&I) locations with small quantities of garbage and recycling (such as that from lunchrooms) that could be collected along regular curbside routes. Many businesses within the City such as big-box retail, restaurants and manufacturing choose to obtain private waste collection service (i.e. front-end dumpster servicing). Curbside waste collection is not intended for businesses that generate large quantities of waste or require on-property bins/dumpsters.

Staff will be bringing forward a more comprehensive report on waste servicing for the Industrial, Commercial and Institutional (IC&I) sector as plans are further developed for automated cart collection in 2025. With implementation of carts and transition of the Blue Box program, further work is required on the framework for the future City program and waste limits as this will inform distribution of the carts and a subsequent update to the waste management by-law.



Upcoming Communication and Outreach

Given the impact of waste changes on our community, staff from Waste Management and Environmental Sustainability have been working collaboratively with Access Barrie. As noted in the memorandum to Council on November 15, 2023, the success of these changes relies heavily on timely, coordinated and strategic communications to the various stakeholders impacted. This is a multi-faceted campaign – which was initiated late last fall with distribution of the 2024 Waste Collection Calendar and a direct mail flyer to households in November.

As May approaches, continued efforts to reach and engage with residents will include:

- Staffed information booths at a number of locations (the Barrie Farmers' Market, Bradford Greenhouse's Barrie Spring Garden & Home Show, various City facilities) started in late February and will continue through to end of April;
- A second direct mail flyer to all single-family households later this month before changes come into effect. This follows a previous direct mail piece that was sent to all households in the fall;
- A series of direct mail pieces with targeted messaging to those impacted by schedule changes and receiving a special collection on Friday, May 3, multi-residential property owners and properties impacted by one-way street changes;
- Curbex signage in each ward;
- Automated calls to cell phones and landlines in Barrie;
- Television ads on CTV, radio ads on local stations and transit ads on buses;
- Digital communications including leveraging the City's website, mobile app, social media channels and e-News and digital ads via local media outlets;
- Monitors in community centres, posters and flyers; and
- A media event and ongoing media relations.

Key Reminders for May

- A new collection schedule means collection days may change. Residents are reminded to check their collection schedule and to have materials to the curb at 7 a.m. as Emterra may travel routes differently than the former contractor (barrie.ca/collectionschedule).
- Pet waste will now belong in the green bin (organics).
- There will now be no shifts to the collection schedule due to holidays, except for Christmas Day and New Year's Day. Curbside collection will occur on Victoria Day (Monday, May 20) and there will be no shift in the collection schedule that week.
- Yard waste will be collected every other week through November and residents are asked to have materials out to the curb Monday by 7 a.m. on their yard waste collection week (opposite their garbage week). It will be collected throughout the week and be off the streets by the end of the day on Friday of their collection week.



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- Staff will be working to phase-in curbside collection service to eligible private roadways and laneways as Emterra is onboarded in May.
 - Collection will be daily (Monday to Friday) in the BIA but there is no change to the weekly waste limits.

Members of Council and residents/businesses are invited visit barrie.ca/CurbsideCollectionChanges for the most up-to-date information regarding the changes coming to the curb starting May 1, 2024.



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APPENDIX "A"
LETTER TO BUSINESSES –
REGISTRATION FOR WASTE SERVICES

Address Block

Dear Barrie Property Owner/Manager,

Action required: Barrie Businesses and/or Institutional Establishments must register by April 15, 2024, to continue receiving municipal curbside waste collection past May 1, 2024.

An application (found at barrie.ca/CurbsideCollectionChanges) must be completed by businesses and/or institutional establishments operating on your property that wish to continue receiving the current level of municipal curbside waste collection when the City introduces a new collection contract on May 1, 2024. Note that businesses in the Barrie BIA must also register.

Please share this information with businesses operating on your property that are currently receiving curbside collection of waste from the City of Barrie.

Why is registration required?

This is a new process as the City prepares for changes to curbside collection with a new collection contract starting May 1, 2024. The City will continue to offer curbside collection service to eligible businesses with the launch of a new contract, pending the business applies to receive these services and can meet current curbside collection waste limits and requirements.

What is the deadline?

To avoid an interruption in collection service, businesses must apply by April 15, 2024, for service to continue on May 1, 2024. If a business has not registered by April 15, it will not receive municipal waste collection starting May 1.

What if a business misses the deadline?

A business can register at any time until July 15, 2025. The application must be completed by the 15th day of the month for collection to start at the beginning of the following month. If the application is completed between April 16 and May 15, 2024, collection services will start on June 1, 2024.

How do you register?

Businesses can learn more and access the registration form online via barrie.ca/CurbsideCollectionChanges.

The online application should take 5 – 10 minutes to complete. If preferred, applications can be completed in person or over the phone with Service Barrie on the 1st floor of City Hall, 70 Collier Street, 705-726-4242. City Hall is open Monday – Friday, 8:30 a.m. – 4:30 p.m. and Service Barrie phone lines are monitored Monday – Friday, 8 a.m. – 5 p.m. (excluding holidays).

Are all businesses eligible?

To be eligible to receive municipal curbside collection services, businesses must participate in recycling, be able to place materials at the curb, and meet the weekly/biweekly limits and collection requirements for all materials.

Please note:

- Residential properties with a home occupation or home industry are serviced by residential curbside collection and should **not** register for business curbside collection service.
- Elementary and secondary schools and not-for-profit long-term care homes are eligible for municipal garbage collection but are not eligible to receive municipal recycling services. These business types must arrange recycling collection with Circular Materials by emailing info@circularmaterials.ca.
- This service does not include front-end bin/dumpster service for businesses.

How often does a business need to register?

Registration is valid from May 1, 2024, until September 7, 2025.

The collection service model for businesses is currently under review as the City plans the transition to automated cart collection in 2025. Changes to this model are possible and will be communicated as they are determined.

Is it mandatory for businesses to register for municipal curbside waste collection services?

No, it is not mandatory. Only eligible businesses that wish to continue receiving municipal curbside collection services need to register. If businesses are using a private hauler for collection, they are not required to register.

Registration Information Updates/Edits

If there are changes to the application details after submission, the business owner/authorized representative(s) must communicate these changes to the City. Please email Environmental.Sustainability@barrie.ca to notify the City of any changes.

Questions?

We're here to help. Please contact Environmental.Sustainability@Barrie.ca or call Service Barrie at 705-726-4242.