



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Solid Waste Services Committee  
**From:** Das Soligo, Manager of Solid Waste Services  
**Date:** Tuesday, November 09, 2021  
**Subject:** **Solid Waste Services November 2021 Communications Report**

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### **Background:**

The County of Wellington's Solid Waste Services (SWS) produces a wide variety of communications pieces in partnership with the corporate Communications group. This multi-media approach to educating County residents helps improve waste diversion practices, and contributes to strong results and utilization of diversion services.

Aside from the ongoing communications products that are generated and released on a regular basis, there are some recent developments related to some SWS communications efforts and offerings. The following report will provide a brief update on these notable items.

### **Recycle Coach Improvements:**

The Recycle Coach waste app has been improved recently, and in part thanks to the efforts of SWS employees. SWS has contributed to Recycle Coach's efforts to enhance the user experience by being part of a beta testing group, and also regularly is asked to review changes or proposed changes. Staff have identified issues and provided advice on how the application can be improved, and much of this guidance has been implemented or is being worked on currently.

A new image search function has been added to the "Look Up Tool", which allows users to search and learn how to properly dispose of 1000's of items. This new feature allows users to take and upload a picture of any item, and the app is able to identify the item and give advice on how/where to dispose of it.

Recycle Coach is also working to improve its missed collection reporting tool to enhance the user experience and reduce opportunities for confusion.

These recent improvements are helping maintain robust usage trends within the County. In looking at October's Recycle Coach statistics alone, there were;

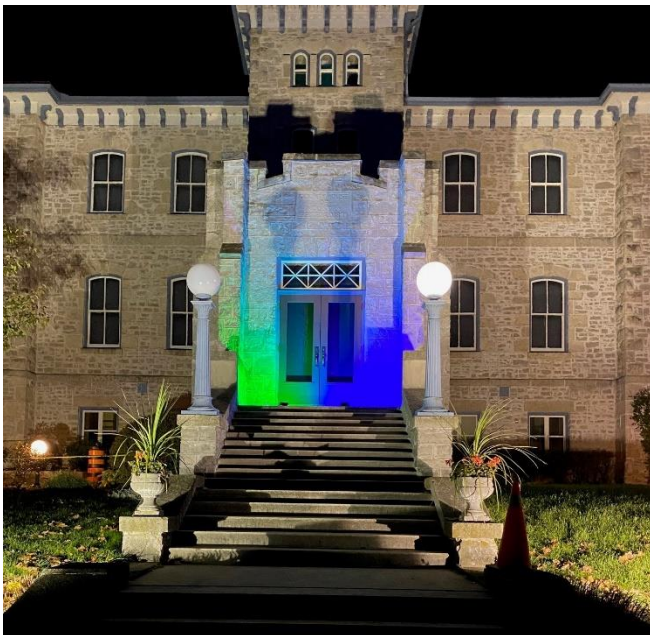
- 11,912 total Recycle Coach users
- 1,170 material searches
- Over 130,000 total interactions

Recycle Coach has been found to be a useful tool for many County residents, and SWS will continue to promote this resource.

## Waste Reduction Week:

As reported during the September SWS Committee meeting, the 20<sup>th</sup> anniversary of Waste Reduction Week in Canada (WRW) was observed October 18-24. SWS planned a series of acknowledgments and activities to commemorate WRW. The highlights of the actions taken are;

- Created a Waste Reduction Week in Canada web page with information pertaining to waste reduction related to each day of the week's theme. The web page was viewed 452 times throughout the week.
- Worked with the Upper Grand District School Board to schedule six virtual presentations; two each targeting the Primary, Junior and Intermediate grades. 51 classrooms participated in the virtual presentations, with an estimated 1,284 students in total that attended the sessions.
- The Wellington County Museum and Archives was lit with blue and green floodlights throughout the week. It joined the CN Tower and other Canadian landmarks for this annual lighting display during WRW.



**Carton Council of Canada Promotion:**

The Carton Council of Canada is an organization comprised of carton packaging producers who are working to improve the recovery and recycling of cartons. In 2021 they released a Community Education Award programme for 15 communities to receive funding for advertisements which support their goal of improving the recovery and recycling of carton packaging.

Carton packaging tends to have a lower capture rate than many other food and beverage containers and so educating residents about how to recycle this packaging type can lead to improved practices.

The County is participating and has met the requirements of this programme, and so qualifies for \$2,000 in funding to support advertising efforts.

**Recommendation:**

That the report titled "Solid Waste Services November 2021 Communications Report" be received for information.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Das Soligo', with a stylized flourish extending to the right.

Das Soligo  
Manager of Solid Waste Services