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STAFF REPORT: ENGINEERING AND PUBLIC WORKS DEPARTMENT



REPORT TO: Engineering and Public Works Committee
MEETING DATE: October 14, 2008
REPORT NO.: EPW.08.103
SUBJECT: Recycle Circus Follow-up
PREPARED BY: Jeffery Fletcher, Manager of Solid Waste and Environmental Initiatives

A. Recommendation

THAT Council receives Report EPW.08.103 entitled "Recycle Circus Follow-up" for their information.

B. Background

In an effort to encourage the reuse of bulky and durable household goods that may otherwise become landfilled, the Town initiated a community-wide swap day known as the "Recycle Circus". Residents were encouraged to place reusable household items at curbside to swap or exchange with friends, neighbours and other residents. Residents were informed to remove any remaining items from curbside before the end of the event day.

The event occurred on September 27, 2008 from 7:00am to 12:00pm. This event was coordinated with the 2nd Annual Green Fair which was held in the afternoon 1:00pm to 4:00pm at the Town Library. The event was promoted in local newspapers, on the Town web page, and through contacts within community groups and web-based community event bulletins.

There was very little response to the Recycle Circus. There were some inquiries prior to the event, however, there have been no comments, phone calls, responses or even complaints from the community following the event. During the event, there was little to no evidence of participation from the public. Minimal materials were placed at curbside and no noticeable increase in residential traffic in the streets was evident. The weather may have contributed to the lack of participation, it was overcast, and drizzled rain during the event.

More extensive marketing of the event may have improved resident participation. Additionally, changing the timing of the event to earlier in the summer or to correspond with spring clean-up activities may also increase community involvement.

Further, a brief discussion with a curbside collection operator (from Miller Waste) reported noticing no difference or evidence of the recycle circus event during their routine collection.

Staff recommend holding the event again next year in anticipation that participation in and awareness of the event will build. A recommendation for an event date will be presented to Committee at a later date for their consideration.

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C. The Blue Mountains' Strategic Plan

Promoting the reuse and swapping of material could potential divert waste from landfill and assist with Strategic Goal # 3 "Preserving and enhancing natural and environmental features... of the community" and will also be part of Strategic Action 3.1 the "Green" strategy to "Proactively protect air, water and land features and sites".

D. Environmental Impacts

This event has the potential of proliferating and supporting the culture of reuse and diverting an extensive amount of household items and materials from the Town's Landfill Site. This event is also an opportunity for residents within the community to socially interact and convene in a whimsical and spirited affair.

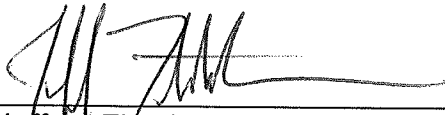
E. Budget Impact

Event advertising will be supported from the garbage collection and environmental initiatives budgets and expenses were in the order of \$400.00. Event advertising was shared with the Green Fair event; therefore exact apportionment of advertising dollars was not determined.

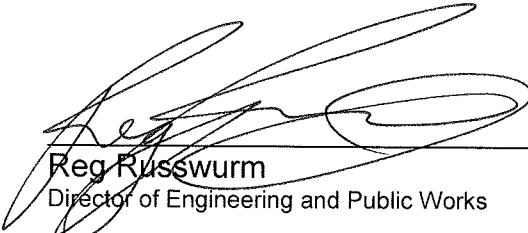
F. Attached

None

Respectfully submitted,



Jeffery Fletcher,
Manager of Solid Waste and Environmental Initiatives



Reg Russwurm
Director of Engineering and Public Works