Partnering outside the box is worth its weight in diversion

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Regional Municipality of Durham, Ontario
SWANA - May 2015
Region of Durham – comprised of 8 municipalities

- Approximately 2,537 sq. km in area
- Population of 654,200 across eight local area municipalities forecasted to reach 1 million by 2031
- Upper level of a two-tier government; Regional and Municipal
- Responsible for residential waste collection for six municipalities.
- Responsible for Blue Box collection and processing, waste disposal and composting for all eight area municipalities.
Waste Diversion in Durham Region – Keeping it local

Reusable goods
Blue Box Program
Green Bin Program
Energy From Waste

Where are the reusable goods going?
MRF located in Whitby
Compost Facility located in Pickering and Clarington
DYEC located in Clarington
Reuse: Garage and Yard Sales
Calculating Diversion in Ontario

- Waste Diversion Ontario (WDO) administers the reporting of municipal waste diversion rates.
- Durham’s 2014 rate was 54%.
- WDO only allows material, collected by municipalities, to be recorded as diverted.
- Reusable material, collected by private entities is not recognized as municipal diversion.
What’s in the waste stream?

• In 2009 the Waste Management division identified reusable goods (textiles, sporting goods, toys, furniture, renovation material) as strong opportunity for waste diversion.

• The 2010 Waste Audit of the Oshawa Waste Management Facility confirmed this with the following composition analysis:
  • 2.36% children’s toys/equipment
  • 7.12% textiles
  • 13.17% construction/renovation
  • 9.55% furniture

How do you divert this material?
Can Existing Waste Management Facilities Accommodate Reuse?

Durham’s 3 existing waste drop off sites for residential waste were reviewed for setting up a Reuse area.

1. **NO SPACE**.
2. **TOO FAR FROM THE RESIDENTS**.
3. **TOO MANY VEHICLES**.

Conclusion: Find a central location for events.
Who collects reusable material?

<table>
<thead>
<tr>
<th>Wooden Furniture</th>
<th>Doors</th>
<th>Drywall</th>
<th>Lighting fixtures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Tools</td>
<td>Windows</td>
<td>Wood (&gt;4ft length)</td>
<td>Sinks</td>
</tr>
<tr>
<td>Cabinets</td>
<td>Flooring</td>
<td>Tiles (no backing)</td>
<td>Shelving</td>
</tr>
<tr>
<td>Brackets &amp; hinges</td>
<td>Hand Tools</td>
<td>Framing Material</td>
<td>Unused shingles</td>
</tr>
</tbody>
</table>

Which registered [local] charities would collect, move, and reuse large quantities of:

- Textiles
- Toys
- Clothing Accessories (shoes, belts, jewelry, etc.)
- Games
- Outdoor furniture
- Sports equipment
- Seasonal items
- Knick-knacks
Locally based
Have a means to transport material
Recognizable registered charity

Habitat for Humanity®
Durham

Canadian Diabetes Association

The Salvation Army
Thrift Store

Goodwill
Toronto, Eastern, Central and Northern Ontario
Reuse Days Pilot Partnership was created with the following objectives:

<table>
<thead>
<tr>
<th>REGIONAL OBJECTIVE</th>
<th>CHARITIES OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Can reusable goods be diverted to charities without creating waste?</td>
<td>1. Are residents bringing good quality material?</td>
</tr>
<tr>
<td>2. Are residents willing to participate in reuse days?</td>
<td>2. Can we promote our other programs?</td>
</tr>
<tr>
<td>3. Is there measurable tonnage of good quality reusable material being diverted?</td>
<td>3. Will the events be held on a consistent day, location and time?</td>
</tr>
</tbody>
</table>
• Marketing message was consistent and visual
• Event location was central to the Region (Whitby)
• Partners were existing and people trusted that material was going directly to a charity
• For the pilot, the 3rd Saturday of every month was chosen and charities who took textiles rotated through the 12 months.
1st Reuse Day Event (Nov. 3, 2012)

- 104 vehicles at the event
- Event ran from 9 a.m. - 1 p.m. at the Waste Management Centre (4600 Garrard Rd., Whitby)
- 5.67 tonnes of material was collected (3,030 kg Habitat; 2,640 kg Goodwill)
- No garbage left on site or collected
- Approximately 10 vehicles were diverted to the WMF to dispose of unacceptable material including E-waste, HHW, and waste after dropping other acceptable items.

11 more events were held...
Website tracking for Reuse

Reuse days occur the 3rd Saturday of each month.

Last Reuse Day Event in 2013
Volunteers and NPO staff worked in partnership to sort material.

Total Tonnes Diverted in first year
38.4 tonnes
In first year of the pilot Habitat collected 20.1 tonnes of material which was sold at the local ReStores. This equaled $44,000 that went directly to their local projects.
Spring 2014, ReUse Days events were made a permanent program.
Continued program
ReUse Day summary

In 2014

- Total Number of Events: 6
- Total Tonnage Collected to date: 15.4 tonnes

In 2015

- 8 events scheduled – to date 4.6 tonnes have been collected.
- Looking to expand the list of acceptable materials at the site.
Thank you.

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