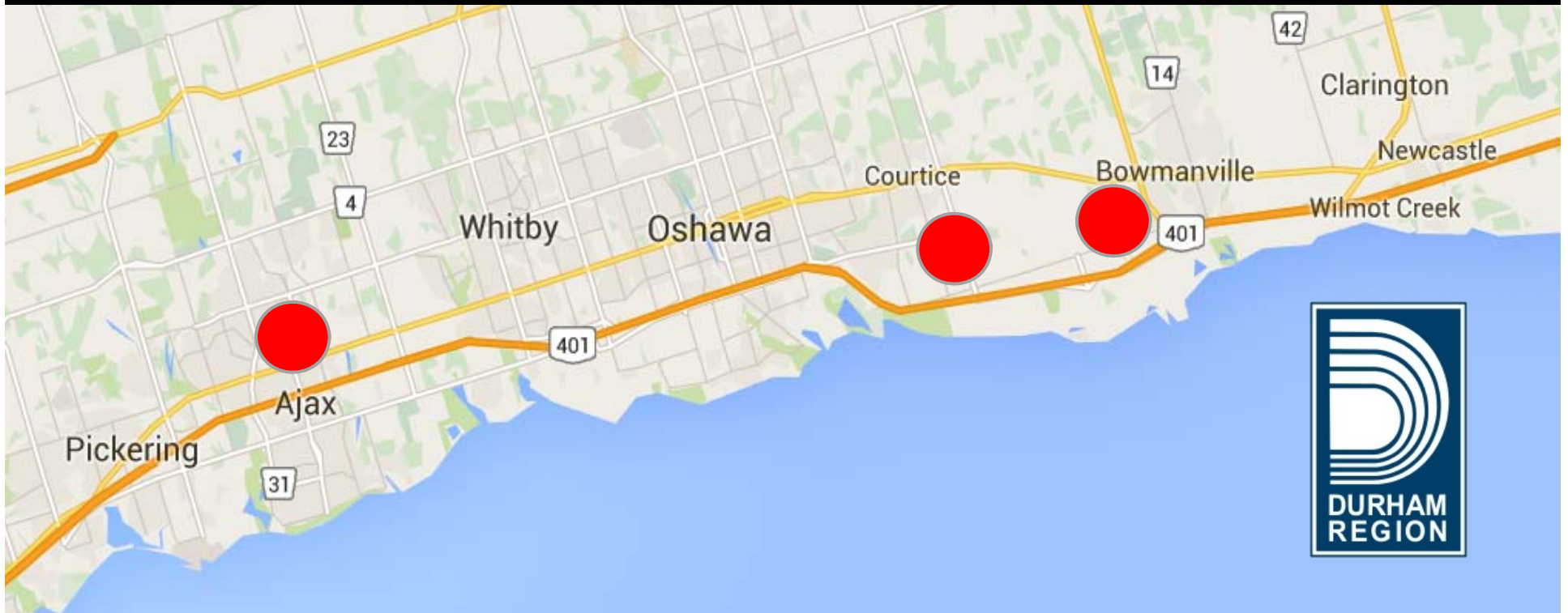


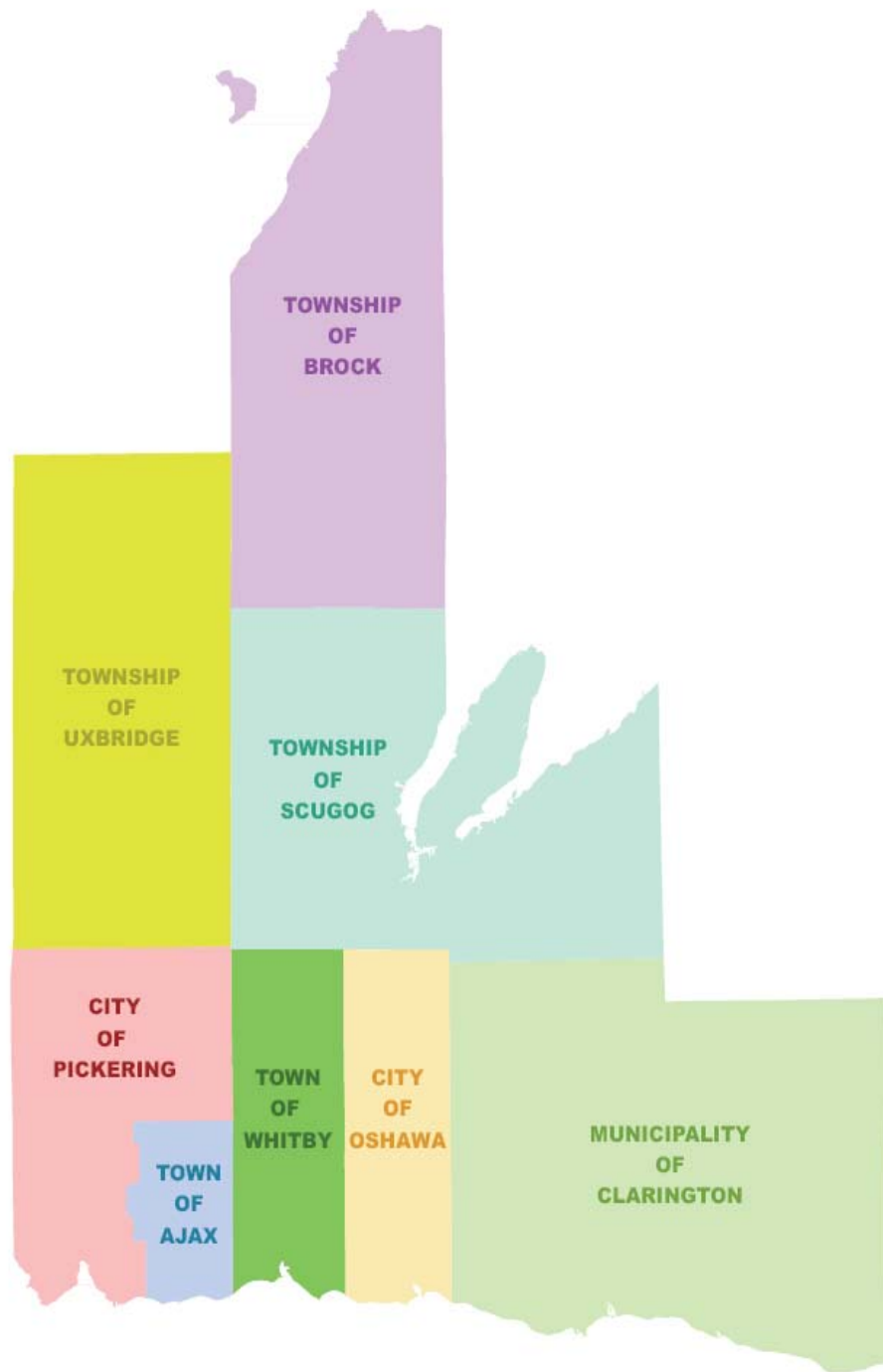
**COMMUNICATION IS
THE KEY TO SUCCESS:
A WASTE COLLECTION ROUTE
CHANGE CASE STUDY**





BACKGROUND

- The Regional Municipality of Durham is located in Ontario, east of Toronto;
- Upper Level of Two-tier Government;
- Population approximately 600K across all municipalities;
- Forecasted to reach 1M by 2031;
- Approximately 2,537 Square KM in area.



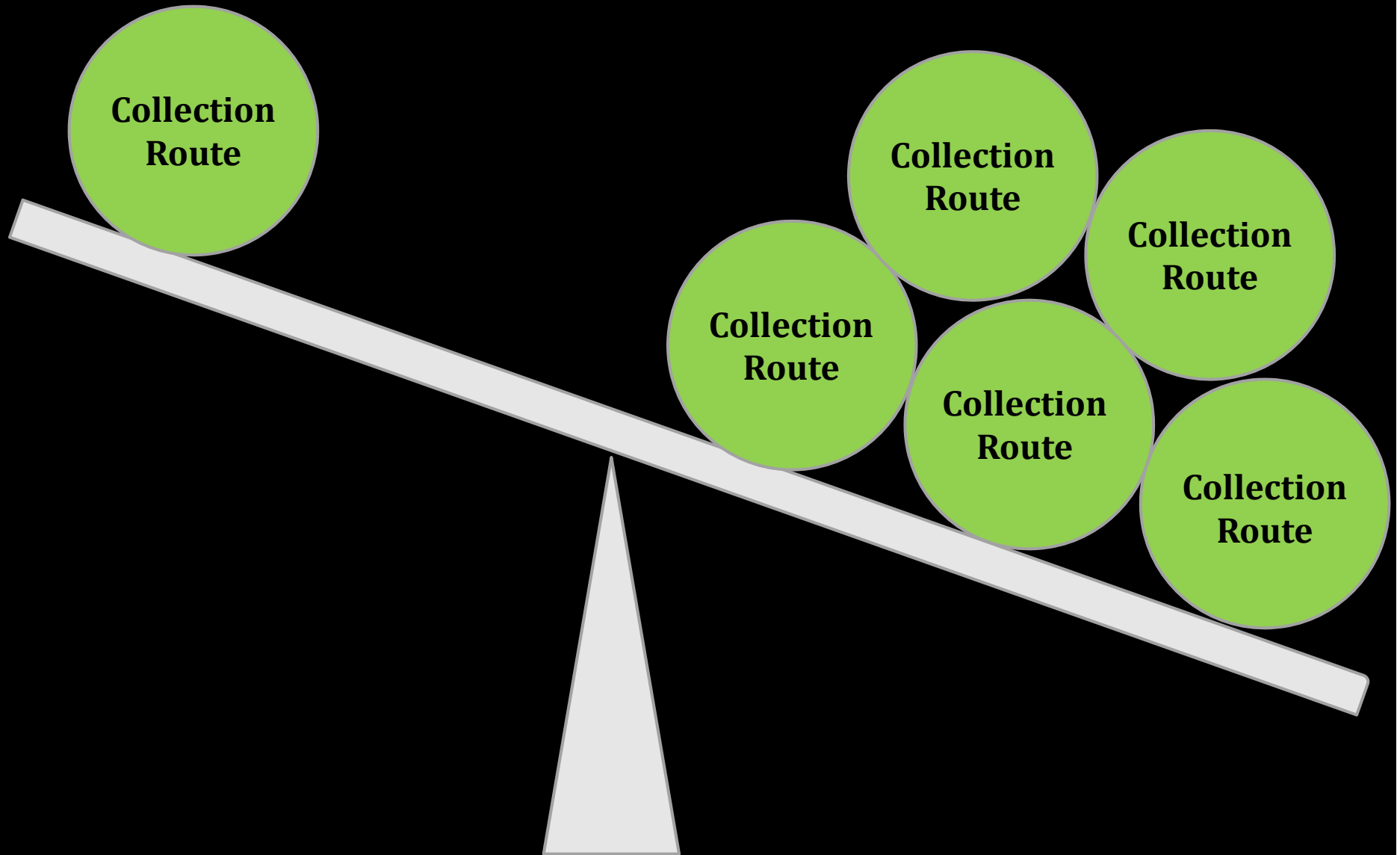
BACKGROUND

- Eight Local Municipalities;
- Responsible for residential waste collection for six (6) municipalities;
- Responsible for processing, composting and disposal for all eight (8) municipalities in its jurisdiction;
- Blue Box collection in all eight (8) municipalities.

RESIDENTIAL GROWTH



CURRENT SITUATION



PROJECT GOALS

- **Balance Collection Routes**
 - Existing routes require additional staff to manage
- **Improve Operational Efficiencies**
 - More efficient use of time and resources
- **Reduce Travel Times**
 - To collection routes, depots and operation yards
- **Plan For Future Growth**
 - Ensure new routes remain useful for next 5 years
- **Seamless Transition**
 - Direct-Messaging will reduce number of inquiries

METHODOLOGY

- **Formal Request From Contractor**
 - Municipalities, Number of Homes Impacted
- **Report to Works Committee and Council**
 - Informational report on proposed collection day boundary changes in the Town of Ajax and Municipality of Clarington
- **Develop Project Timelines**
 - Identify resources, activities and milestones
- **Promotion & Education Activities**
 - Integrated communications plan

PROJECT TIMELINES

- **Town of Ajax route changes - July 1, 2015**
 - New collection contract start-up;
 - New collection equipment;
 - Approximately **7,300** homes in Tuesday, Thursday and Friday collection areas impacted;
 - In conjunction with new contract.
- **Municipality of Clarington – November 1, 2015**
 - Existing collection contract;
 - Existing collection equipment;
 - Approximately **2,683** homes in Wednesday and Thursday collection areas impacted;
 - Tuesday and Friday collection areas remain unchanged;
 - Wednesday collection area remains unchanged;
 - In conjunction with annual collection calendar.

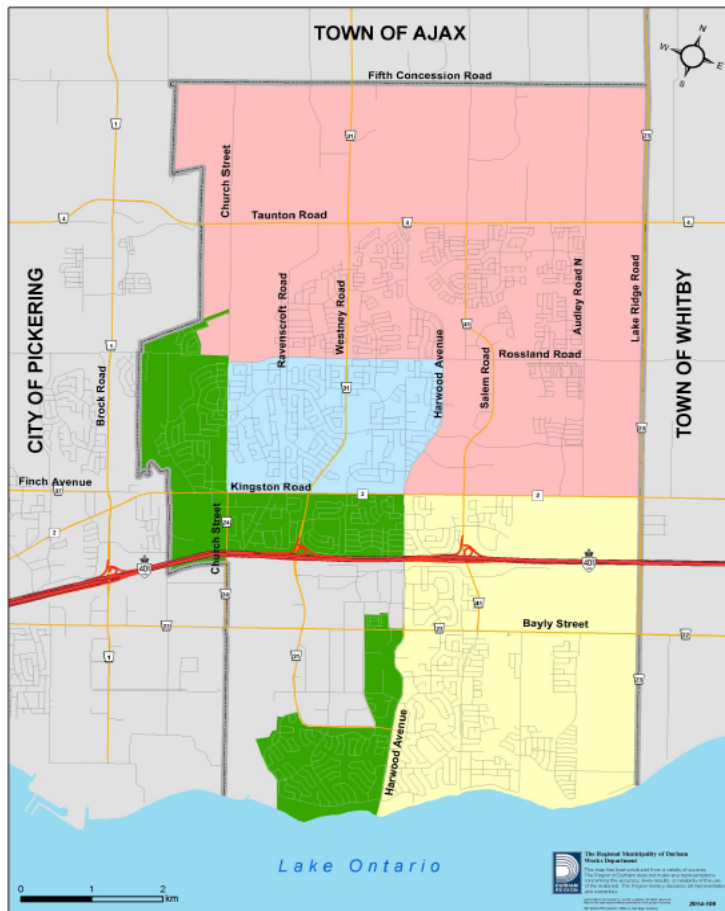
TOWN OF AJAX

Report Attachment

COLLECTION BOUNDARIES *Before* *After*

Town of Ajax waste collection days:

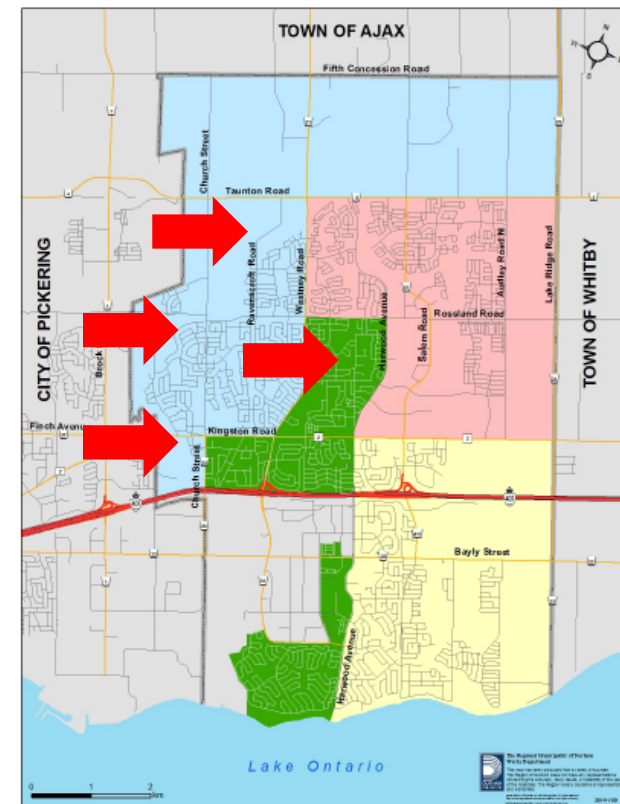
- Ajax: Tuesday
See page 18-19
- Ajax: Wednesday
See page 20-21
- Ajax: Thursday
See page 22-23
- Ajax: Friday
See page 24-25



Revised map May 2015

Town of Ajax waste collection days:

- Ajax: Tuesday
- Ajax: Wednesday
- Ajax: Thursday
- Ajax: Friday



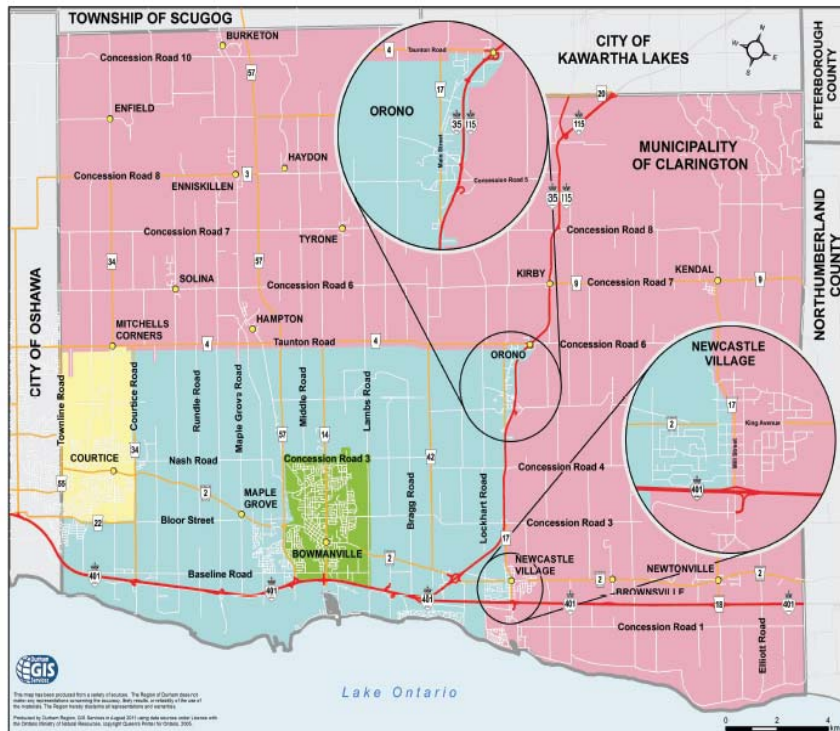
MUNICIPALITY OF CLARINGTON

COLLECTION BOUNDARIES

Before *After*

Municipality of Clarington waste collection days:

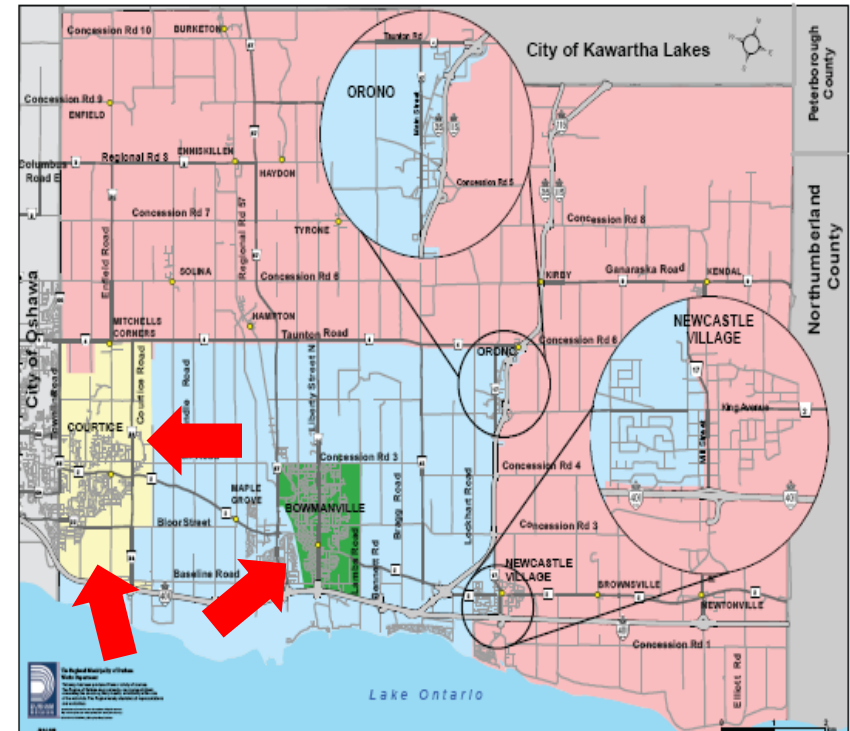
- Clarington: Tuesday
See page 18-19
- Clarington: Wednesday
See page 20-21
- Clarington: Thursday
See page 22-23
- Clarington: Friday
See page 24-25



New Collection Days effective November 1, 2015

Municipality of Clarington waste collection days:

- Tuesday
See page 18-19
- Wednesday
See page 20-21
- Thursday
See page 22-23
- Friday
See page 24-25



PROMOTION & EDUCATION

- Call Centre Staff
- Waste Management Calendar (via Canada Post)
- Mobile Signage
- Direct-Mail (Door-Hangers)
- Web site
- Mobile App
- Waste Management Viewer (Call Centre)
- Waste Collection Contractors
- Regional By-Law Staff
- Councillor Notification

WASTE MANAGEMENT CALENDAR



Municipality of Clarington 2015-2016 Waste Management Calendar

*** Please note: Your collection day may have changed.
Please check the map on page 17.**

Download our **"NEW"** mobile app.
Check page 3 for details.





Waste Collection Day Changes In Your Area

Watch For Information Being Delivered

STARTING WEEK OF NOVEMBER 2

durham.ca/waste



Durham Region Composts

Durham Region Recycles

CityNet.com | 905.271.8844 | 905-271-8844

DIRECT-MAIL

- **Door-Hanger Distribution**
 - 7,300 delivered by Contractor in Ajax
 - 2,683 delivered by Contractor in Clarington
- **Contractor Reporting**
 - GIS Mapping & Excel Spreadsheet

CIVIC_NUM	ROAD_NAME	ROAD_TYPE	TOWN	MUNICIPAL	DOOR HANGER
200	Baseline	Road	Bowmanville	Clarington	Delivered Oct 19/15
2	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
4	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
6	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
8	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
10	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
12	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
14	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
16	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
17	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
18	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
19	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
20	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
21	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15
22	Carruthers	Drive	Bowmanville	Clarington	Delivered Oct 19/15



YOUR WASTE COLLECTION DAY IS CHANGING!

Effective July 6,
your new collection day
will be **THURSDAY**.

Your new collection
schedule is on the back.



www.durham.ca/waste

If this information is required in an accessible format, please contact 1-800-667-5671.



Please note: Your waste collection day has changed. Effective July 6, your new day is Thursday.

July 2015

M	T	W	Thursday	Friday	S
		1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	

August 2015

M	T	W	Thursday	Friday	S
					1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31					

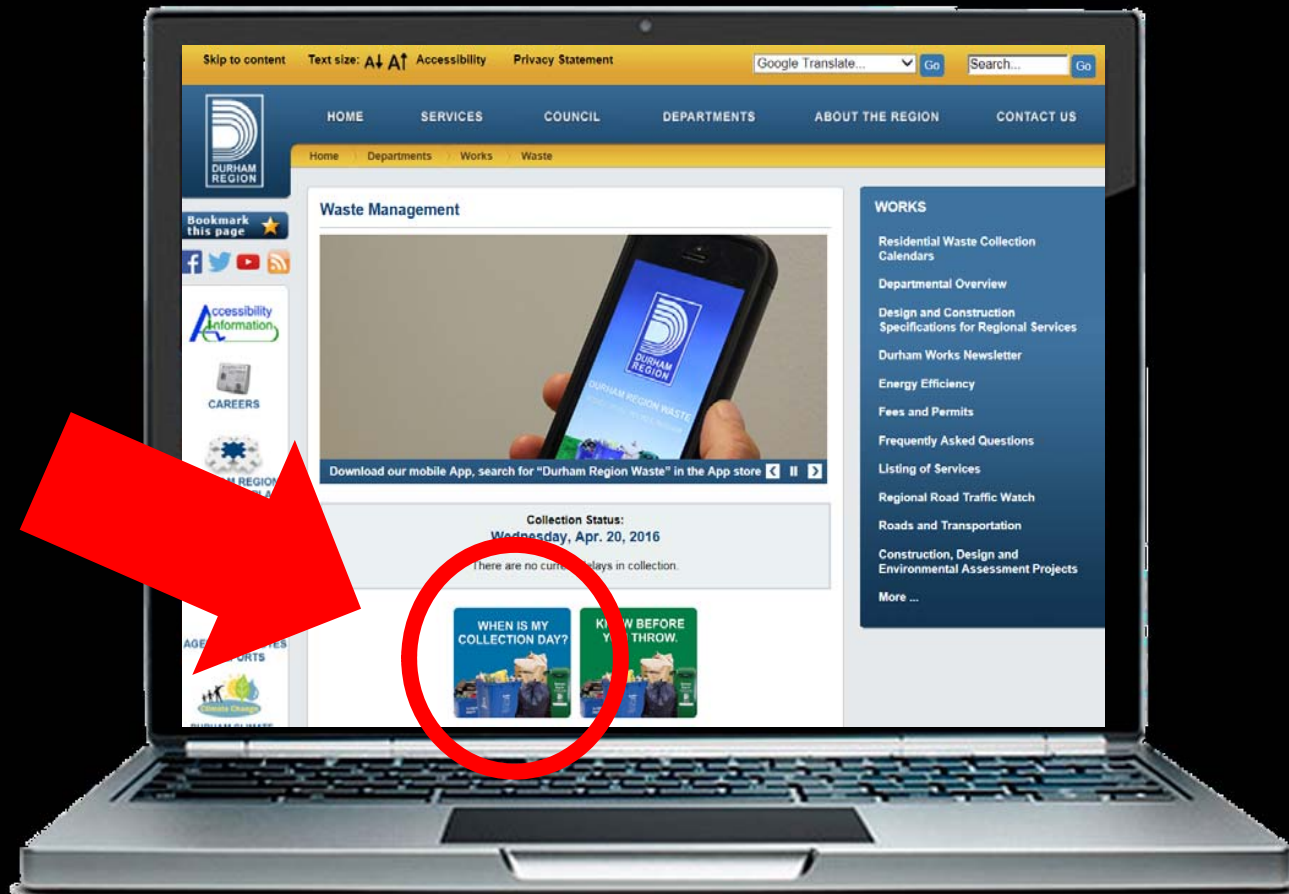
September 2015

M	T	W	Thursday	Friday	S
		1	2	3	4
7	8	9	10	11	12
14	15	16	17	18	19
21	22	23	24	25	26
28	29	30			

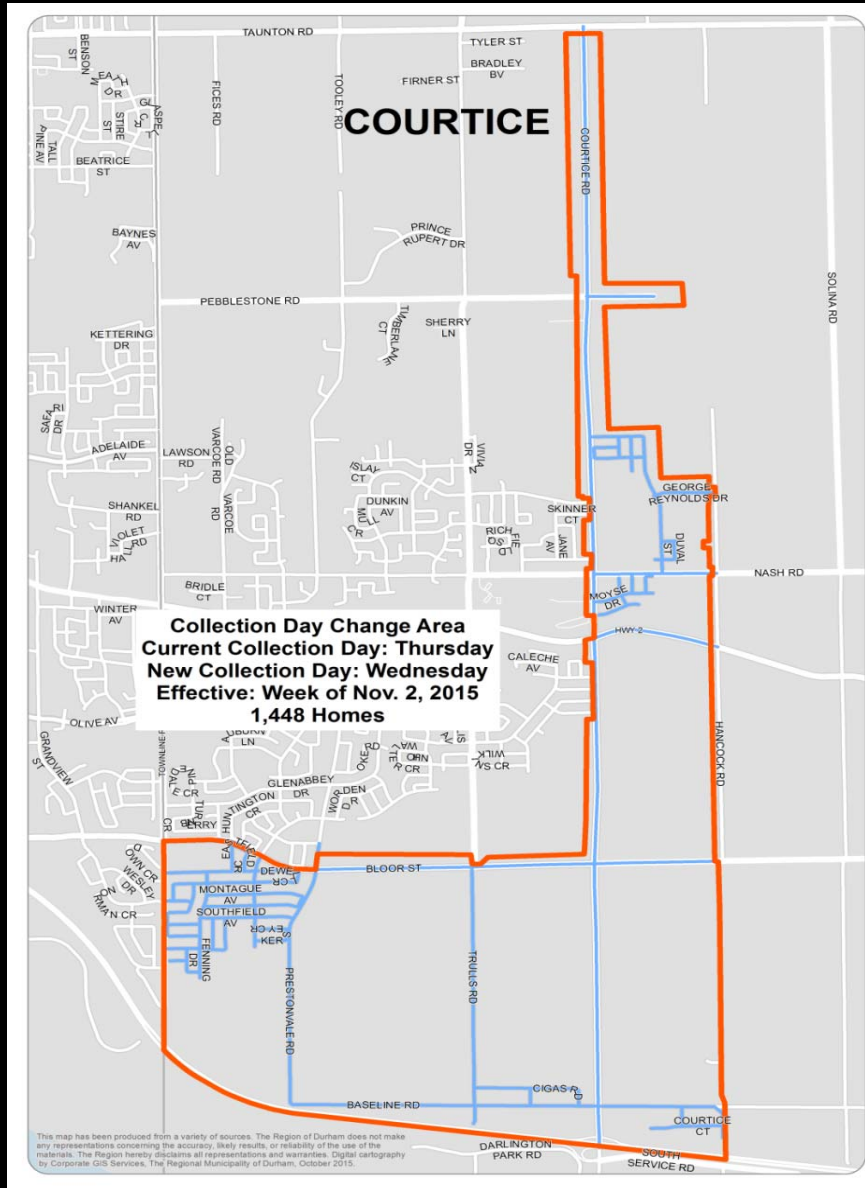
October 2015

M	T	W	Thursday	Friday	S
			1	2	3
5	6	7	8	9	10
12	13	14	15	16	17
19	20	21	22	23	24
26	27	28	29	30	31

DURHAM.CA/WASTE WEB SITE



GIS MAPPING – WEB SITE



CUSTOMIZED CALENDAR



WHEN IS MY COLLECTION DAY?



Residents in new developments are asked to call Durham Region at 1-800-667-5671 to confirm that Waste Collection Services have started on your new street.

Collection Schedules and Reminders

English

Need help?

Please type your home address:

Search

Example: 605 Rossland Rd E, Whitby

Powered by **ReCollect**

Share:

Email

f 368

0

If you have any issues accessing information or services on this page, or would like to request assistance, please contact us at 905-579-5264 Monday to Friday between 8 a.m. to 5 p.m.



Collection Schedules and Reminders

English

Need help?

43 Mill St, Orono
Clarington Thursday

Get a reminder!

Get a calendar

Search for another address

Tell a friend about reminders!

If you find our reminder service helpful please consider telling a friend!

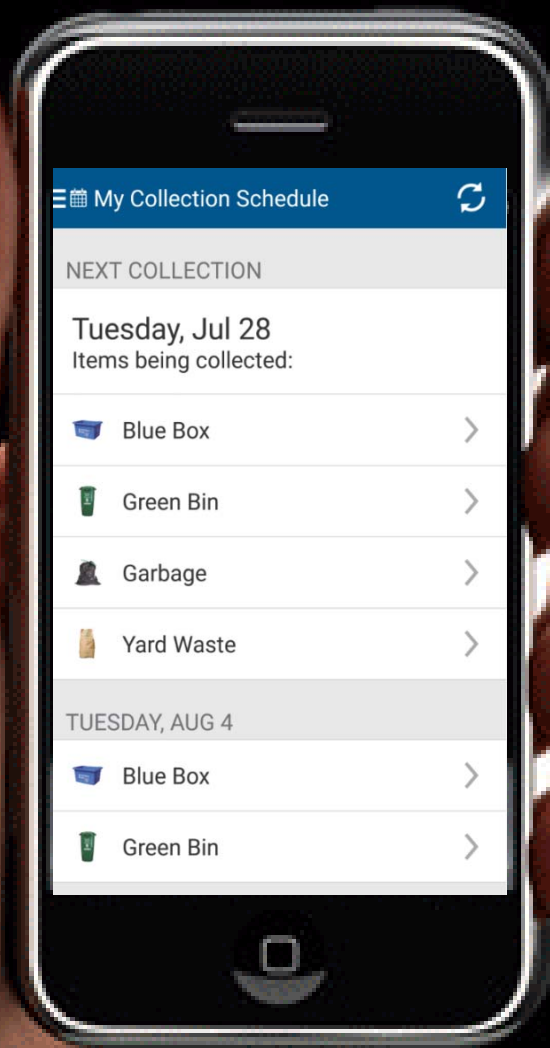
March 2016

Today

< >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	1	2	3 Blue Box Green Bin	4	5
6	7	8	9	10 Blue Box Green Bin Garbage	11	12
13	14	15	16	17 Blue Box Green Bin	18	19 Reuse Day
20	21	22	23	24 Blue Box Green Bin Garbage	25 Good Friday	26
27	28 Easter Monday	29	30	31 Blue Box Green Bin	1	2
3	4	5	6	7 Blue Box Green Bin Garbage Yard Waste	8	9

Powered by **ReCollect**



MOBILE APP

CALL CENTRE - GIS SUPPORTED WEB MAP VIEWER

The screenshot displays a web-based GIS application titled "Waste Boundaries Viewer". The interface includes a search bar with the placeholder text "Find address or place" and a "Calendar Search" feature showing the number "6". Below these are two location buttons: "DURHAM" and "WHITBY". The main map area shows a residential neighborhood with various streets labeled, including Bloor St, Glenabbey Dr, and Southfield Av. A red-shaded area on the map indicates a specific waste boundary. A small notification window is overlaid on the map, titled "(2 of 2)", with the heading "Pickup Change". The text in the notification reads: "Area Pick-up will change to: **Wednesday**" and "Effective: **April 3, 2016**".

This is a detailed view of the notification window from the GIS application. The window has a green header with the text "(2 of 2)" and standard window control icons (back, close, and a square icon). The main content area is white and contains the following text: "Pickup Change" followed by a horizontal line, "Area Pick-up will change to: **Wednesday**", and "Effective: **April 3, 2016**". A magnifying glass icon is located at the bottom left of the notification area.

MONITORING

- **Neighborhood Patrol**
- **Promotion & Education**
- **By-Law Officers Augmentation**
- **Enhanced Customer Service**
- **Two (2) Week Grace Period**

BUDGET

- **The following is a list of estimated costs:**
 - **Door Hangers**
\$4,100
 - **Mobile Signs**
\$3,950
- **Any financial impact required to implement the collection day boundary changes was the responsibility of the Contractor.**

LESSONS LEARNED

- **Remember ALL Impacts:**

New contract =

- **New collection equipment**
- **Change in collection streams**
- **Change in collection timing**
- **Resident expectations**



RESULTS

COMMUNICATION: The Key To Success



QUESTIONS?



Peter Veiga

Regional Municipality of Durham

Works Department

Peter.Veiga@Durham.ca

905-668-7711 ext.3720