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

Collection Route

Collection Route

Collection Route

Collection Route

Collection Route

Collection Route
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

COLLECTION BOUNDARIES

Before

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

After

Town of Ajax waste collection days:

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

Revised map May 2015
MUNICIPALITY OF CLARINGTON
COLLECTION BOUNDARIES

Before

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

After

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
Municipality of Clarington

2015-2016 Waste Management Calendar

* Please note: Your collection day may have changed. Please check the map on page 17.
Waste Collection Day Changes In Your Area

Starting week of November 2
durham.ca/waste
MOBILE SIGNS

- 5-Week Period
  - High traffic areas
  - Buy-In From Local Municipality
  - Ajax (14) and Clarington (10)

- Direct-Mail Alert
  - Watch for Information Being Delivered

- Call-To-Action
  - Drive Residents to Web site
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

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DURHAM.CA/WASTE WEB SITE
GIS MAPPING – WEB SITE

Collection Day Change Area
Current Collection Day: Thursday
New Collection Day: Wednesday
Effective: Week of Nov. 2, 2015
1,448 Homes

Collection Day Change Area
Current Collection Day: Tuesday
New Collection Day: Thursday
Effective: Week of Nov. 2, 2015
1,235 Homes
CUSTOMIZED CALENDAR

WHEN IS MY COLLECTION DAY?

Residents in new developments are asked to call Durham Region at 1-800-867-5671 to confirm that Waste Collection Services have started on your new street.

Collection Schedules and Reminders

Please type your home address:

Example: 605 Rossland Rd E, Whitby

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

March 2016

26 29 1 4

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If you have any issues accessing information or services on this page, or would like to request assistance, please contact us at 805-579-5204 Monday to Friday between 8 a.m. to 5 p.m.

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GET IT ON Google play Available on the App Store
MOBILE APP
MONITORING

- Neighborhood Patrol
- Promotion & Education
- By-Law Officers Augmentation
- Enhanced Customer Service
- Two (2) Week Grace Period
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
COMMUNICATION: The Key To Success
QUESTIONS?

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