



Town of  
**East Gwillimbury**

**Community Programs & Infrastructure**

**John Vandenberg C.E.T.**  
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January 14, 2011

Andy Campbell  
Continuous Improvement Fund  
92 Caplan Avenue, Suite 511  
Barrie, Ontario  
L4N 0Z7

Dear Andy,

Please find enclosed a brief report from the Town of East Gwillimbury along with the Orbis invoice regarding Project 541.3 (Best Practices) – Large Curbside Containers.

The Town would like to thank the CIF for their support in this initiative as well as the funds ongoing activities and initiatives aimed at assisting Ontario municipalities in their waste management endeavours. The efforts of the Continuous Improvement Fund along with Waste Diversion Ontario greatly assist municipalities with meeting the ever growing waste management challenges.

Please do not hesitate to contact me if you require further information.

Truly,

John Vandenberg  
Engineering Operations Technologist

*Called John  
20110120*

*"Our town, Our future"*



**Report to CIF-WDO**

**CIF Blue Box Subsidization Initiative**

**January 12, 2011**

**Blue Box Distribution:**

The Town of East Gwillimbury initiated the Blue Box Collection Program in approximately 2003 utilizing 16 gallon blue boxes. The initial and on-going participation in the program has been excellent to date with an estimated 90% to 95% of residents actively participating.

For the roll-out of the program, all residents were supplied with a free blue box with a 16 gallon capacity. The Town has seen a steady increase in diversion numbers since the program's inception with a noticeable improvement taking place with the implementation of the Source Separated Organics program. Residents are encouraged to come in to purchase blue boxes from the Town to assist with their diversionary efforts; as well, the Town replaces any Town supplied blue boxes that are damaged.

All new residents to the Town of East Gwillimbury are supplied with a blue box as well as a green bin and a kitchen catcher via development agreements currently in place.

It is the Town's intention to introduce the larger blue boxes to the community by providing them to all new residents as well as providing the option of a 16 or 22 gallon blue box to all current residents coming in to purchase new boxes or replace broken ones. The Town has decided to retain the option for the residents to accommodate those who feel the potential weight and bulkiness of the larger boxes may be too daunting.

The Town has also posted the introduction of the option of larger blue boxes on its website.

**Increased Diversion:**

The Town does not foresee any audits to determine the specific increase in diversion that may be experienced with the introduction of the larger boxes. However considering the data presented by the CIF from other studies; the Town is expecting to see an increase of up to 5% in the diversion of blue box materials. The option of larger blue boxes was put forth by the CIF as part of an REOI in 2010 indicating the "best practice" increases in diversion from larger blue boxes.

The introduction of the larger boxes is an improvement in service levels to the residents as well as a focused commitment on the part of the Town to assist residents in achieving the waste diversion targets put forth by all levels of government. The Town is confident that its dedication to these diversionary targets along with service improvements to aid in meeting these targets will motivate the residents to enhance their already steady participation in these initiatives in an effort to improve East Gwillimbury's performance in waste management and diversion.

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