

**Report to CIF-WDO  
CIF Blue Box Subsidization Initiative**

**Blue Box Distribution:**

The Town of Georgina initiated the Blue Box Collection program in approximately in 1997 utilizing 16 gallon blue boxes. The initial and on-going participation in the program has been excellent to date with an estimated 92-97% of residents actively participating.

For the roll-out of the program, all residents were supplied with a free 16 gallon blue box to get them to participate in this program. 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 SSO program. Residents are encouraged to come in and purchase the blue boxes from the Town of Georgina, this is to increase our diversionary efforts; as well; the Town of Georgina has a policy, if town purchased containers get damaged or broken, we will replace them at no charge.

The Town of Georgina has had the 22 gallon blue boxes since approximately 2003. All new residents to the Town of Georgina are supplied with a blue box, green bin and kitchen catcher via development agreements currently in place. It is the Town's intention to sell the 22 gallon blue boxes for half price. This agreement was entered into with the Northern six municipalities to all receive 22 gallon blue boxes, in doing so, The Town of Georgina had to provide the residents a blue box for half the cost.

The Town of Georgina had it posted in the media and website of the price changes on the blue boxes so that residents would not miss out on the break in price.

**Increased Diversion:**

The Town of Georgina does not foresee any audits to determine the specific increase in diversion that may be experienced with the introduction of the 22 gallon blue box being sold at half price. However considering the data presented by the CIF from other studies, the Town is expecting an increase of up to 5% in the diversion of blue box materials. The option of selling our 22 gallon blue boxes at half price was put forth by CIF and part of an REOI in 2010 indicating the "best practices" increases in diversion from this sale.

**The 1000 blue boxes we sold at half price has shown improvements 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 Georgina's performance in Waste diversion.**

**According to my records, the following are the tonnages collected**

<b>2009</b>	<b>blue box material captured</b>	<b>3081.26mt</b>
<b>2010</b>	<b>blue box material captured</b>	<b>4324.71mt</b>
<b>2011</b>	<b>blue box material captured</b>	<b>4456.63mt</b>