



ENVIRONMENTAL SERVICES MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF CITY COUNCIL

**FROM: S. BRUNET, B.SC.,
MANAGER OF ENVIRONMENTAL OPERATIONS**

**NOTED: J. F. THOMPSON, P. ENG., CMM III IP, PMP
DIRECTOR OF ENVIRONMENTAL SERVICES**

**R. JAMES-REID
EXECUTIVE DIRECTOR, ACCESS BARRIE**

**R. FORWARD, MBA, M.SC., P. ENG.
GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE: ENVIRONMENTAL OPERATIONS BRANCH – PROMOTION AND EDUCATION
AWARD**

DATE: SEPTEMBER 11, 2017

This purpose of this Memorandum is to inform members of Council that the City of Barrie, Environmental Services Department - Environmental Operations Branch is the successful recipient of the Municipal Waste Association's 2017 Promotion and Education Awards for both a Gold and a Silver Award.

The Waste Reduction Section of the Environmental Operations Branch, in collaboration with the Access Barrie Team, produces educational and promotional outreach materials to promote and support Barrie's Waste Diversion Programs.

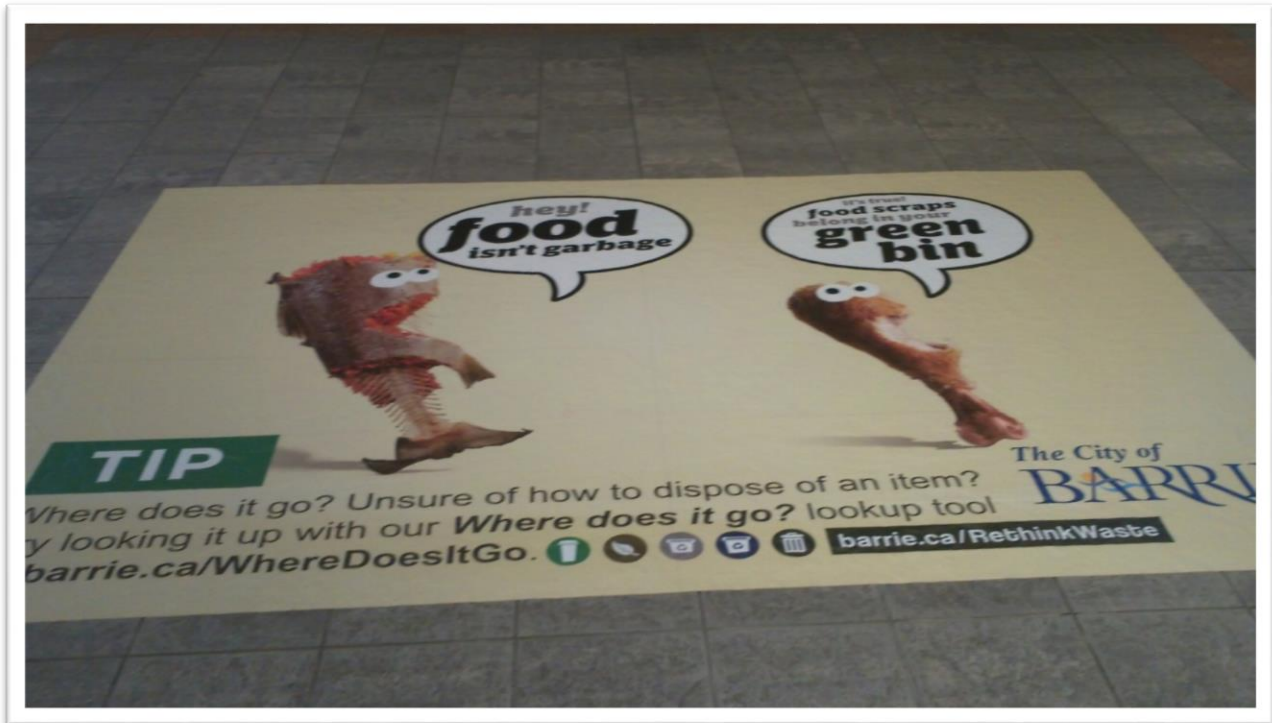
The City of Barrie was presented the Gold Award in the Best Calendar (over 40,000 households) category for its 2016 Community Information and Waste Reduction Calendar and the Silver Award in the Promotion and Education Tool Category (over 40,000 households) for the Organics "Floor and Door" Campaign at the 2017 Spring Municipal Waste Association's Spring Workshop on May 31st, 2017. The latter award is presented to municipalities and organizations that have successfully communicated its waste diversion message to residents, communities, employees, and other stakeholders. The awards specifically recognized the following municipal initiatives:

- The objective of the 2016 Community Information and Waste Reduction Calendar was to raise awareness of the City of Barrie's Waste Diversion Programs with basic curbside collection information and to encourage residents to visit our website for comprehensive information on those Programs.
- The objective of the Floor and Door Organics Promotion was to increase participation and awareness of the City of Barrie's Curbside Organics Program to those residents that spend a considerable amount of time in the GTA. Advertising in this commuter path gives us the opportunity to target this audience. Large decals were placed on the walls and floors of the Allandale Waterfront Station. Photographs of the decals are attached.

For more information please contact Christina O'Neill, Environmental Outreach Programmer at extension 5815.

APPENDIX "A"

EXAMPLE OF FLOOR DECAL



EXAMPLE OF DOOR DECAL



2016 COMMUNITY INFORMATION AND WASTE REDUCTION CALENDAR

