



ENVIRONMENTAL SERVICES MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

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

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

D. FRIARY, ACTING GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: ENVIRONMENTAL OPERATIONS BRANCH – 2018 PROMOTION AND EDUCATION AWARD

DATE: SEPTEMBER 10, 2018

The purpose of this Memorandum is to advise members of Council that the City of Barrie, Environmental Operations Branch was the successful recipient of Municipal Waste Association Promotion and Education Awards for two (2) Bronze Awards.

The Waste Reduction Section, Environmental Operations Branch, Environmental Services Department in collaboration with the Access Barrie Team produces educational and promotional outreach materials to promote and support Barrie's waste diversion programs.

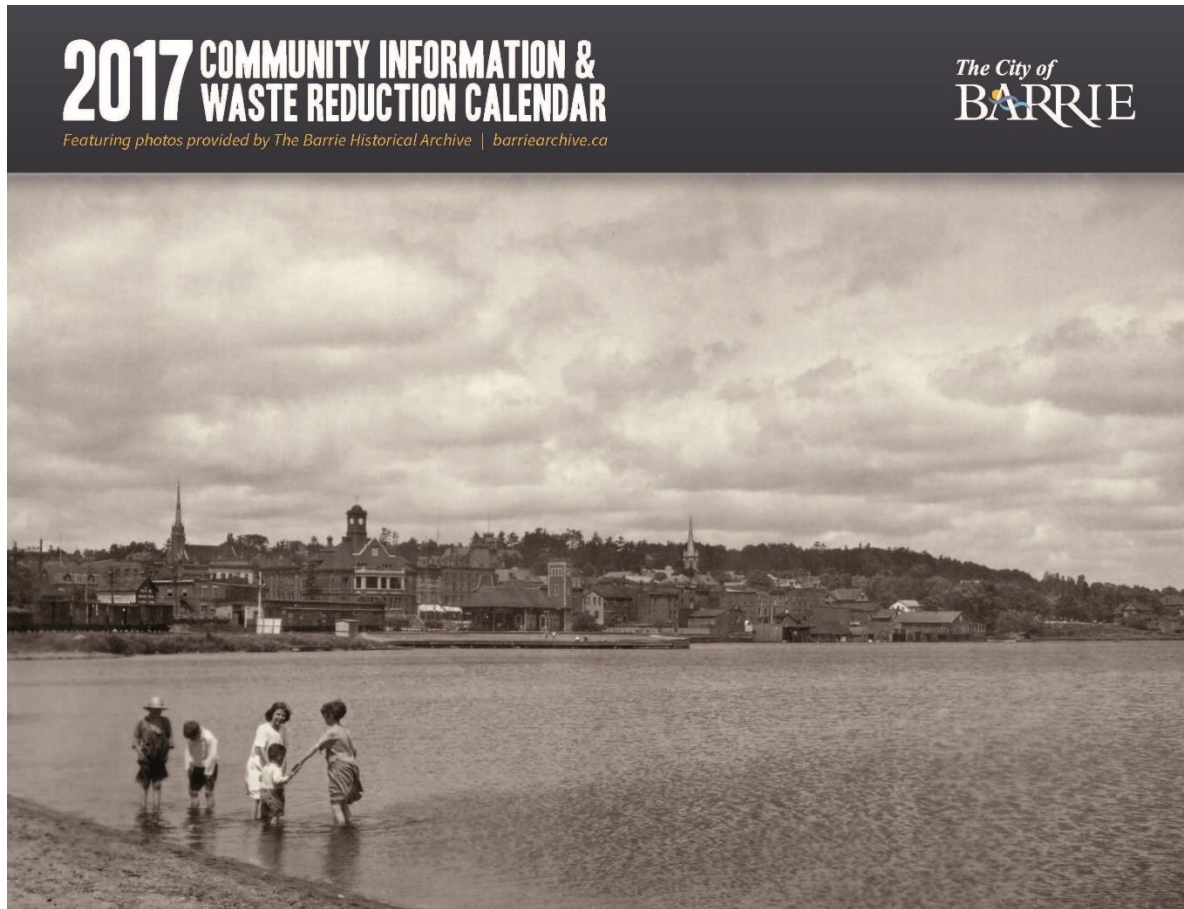
The City of Barrie was presented the Bronze Award in the Best Calendar (over 40,000 households) category and the Bronze Award in the Promotion and Education Tool Category (over 40,000 households) for the "Make It Earth Day Every Day" Colouring Mural at the 2018 Spring Municipal Waste Association's Spring Workshop on May 30th, 2018. These awards are presented to municipalities and organizations that have successfully communicated their waste diversion message to residents, communities, employees, and other stakeholders.

The awards specifically recognized the following municipal initiatives:

- A custom designed, reusable colouring mural was created to promote waste management and environmental issues. While families were colouring the mural, City of Barrie staff were able to provide information on the curbside collection programs and decreasing contamination.
- The 2017 Community Information and Waste Reduction Calendar raised 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 calendar's theme of Historic Barrie was used to celebrate Canada's 150th Birthday, with photos provided to us by the Barrie Historic Archive.

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

2017 COMMUNITY INFORMATION AND WASTE REDUCTION CALENDAR



"MAKE IT EARTH DAY EVERY DAY" COLOURING MURAL

