



**BUSINESS PERFORMANCE  
AND ENVIRONMENTAL  
SUSTAINABILITY DEPARTMENT  
MEMORANDUM**

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: S. BRUNET, B.SC.  
MANAGER OF BUSINESS PERFORMANCE & ENVIRONMENTAL SUSTAINABILITY**

**NOTED: A. MILLER, RPP  
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT**

**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: PILOT PROGRAM – CLOTHING / TEXTILES CURBSIDE COLLECTION**

**DATE: AUGUST 10, 2020**

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The purpose of this Memorandum is to provide members of Council with information regarding the results of the 2nd phase of the Clothing/Textiles Curbside Collection Pilot Program (Pilot) and information regarding the third (3<sup>rd</sup>) and final collection cycle of the Pilot.

**THE PILOT PROGRAM**

The provision of textile collection at existing waste collection depots was identified as a Second Priority Initiative to increase diversion in the Sustainable Waste Management Strategy (SWMS), adopted in Principle by Council on November 19<sup>th</sup>, 2012. Additionally, it also aligns with the new City of Barrie circular economy approach.

To further assist with increasing diversion and offer convenience to Barrie residents, a curbside collection of clothing/textiles pilot program began in Q4 of 2019. This is a one (1) year pilot program that will assess the feasibility of a permanent program through seasonal collection cycles. The curbside collection of textiles offers a convenient way to enable residents to assist with increasing diversion and reduce waste.

**CURBSIDE COLLECTION**

The first cycle occurred in October of 2019 with great success. The second curbside collection cycle that took place in June 2020 demonstrated an increase in the participation rate with an accompanying increase of 1.5 tonnes collected. A participation rate of 18% was realized with none of the collected material being deemed unsalvageable and disposed of at a landfill. With this phase, Talize/Recycling Rewards reported no hurdles or customer complaints. Appendix "A" demonstrates the comparison between the first and second collection cycle.

The agreement with the contractor responsible for the pilot ends on September 2, 2020 and as a result of COVID-19 restrictions, the number of collection events had to be reduced from 4 to 3 with the elimination of the winter season and close collection of the summer and fall season.

The third and final collection cycle of the Pilot is scheduled to occur the week of August 24, 2020 in the existing pre-defined zones. Routing, scheduled collection, maintenance and off-schedule pick-ups will be managed by Recycling Rewards and collection will not occur on the regularly scheduled curbside waste collection day. Full communication and inquiry management will continue to be the responsibility of Talize/Recycling Rewards.



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The format will mimic that of the first 2 collection cycles:

- A flyer and bags will be delivered at least one week prior to the collection dates to the households included in the Pilot by Talize/Recycling Rewards.
- An informational website will be made available and managed by Talize/Recycling Rewards and a link to this site will be provided on barrie.ca.
- A Call Centre will be staffed by Talize/Recycling Rewards to accept inquiries, complaints, and service requests.
- All communication materials have been approved by City staff.

If a resident outside of the piloted collection areas requests a clothing/textile collection during the scheduled collection events, Talize/Recycling Rewards have confirmed that they will provide collection. Residents can make a request by calling 1-800-737-3653.

### **NEXT STEPS**

Pilot data collection, analysis, and reporting will be completed by Talize/Recycling Rewards and provided to City staff to be used for the evaluation of a potential full-scale program and alignment with the new Circular Economy approach.

Funding is not required for this Pilot as it is wholly funded and managed by a private company, "Talize/Recycling Rewards", with minimal City staff involvement.

Should the data demonstrate the potential for a successful full-scale program Council will be notified through a Staff Report in Q4 of 2020 requesting an associated service level change.



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**Appendix "A"**

<b><i>Date of Collection</i></b>	<b><i>Tonnes Collected</i></b>	<b><i>% Participation Rate</i></b>	<b><i>% Deemed Unsalvageable</i></b>	<b><i>Request for Participation outside Pilot Area</i></b>
1 <sup>st</sup> Collection Cycle (September 30-October 3, 2019)	14.5*	17.6	1.1	23
2 <sup>nd</sup> Collection Cycle (June 22-25, 2020)	16	18%	0%	114**
3 <sup>rd</sup> Collection Cycle (August 24-28, 2020)				

\* this pilot exceeded initiatives with other Municipalities by 3.5 tonnes

\*\* additionally, residents approached the collection drivers to indicate their agreement with this method of collection