

TO: Mayor J. Lehman and Members of General Committee

FROM: J. F. Thompson, P. Eng., PMP, Director of Environmental Services

NOTED: R. Forward, General Manager of Community Operations
C. Ladd, Chief Administrative Officer

RE: Waste Reduction Awards

DATE: November 19th, 2012

This memo provides members of Council with information regarding the two (2) Waste Reduction Awards recently presented to the City of Barrie. The Waste Reduction Section of the Environmental Services Department in collaboration with the Communications and Strategic Initiatives Department produces educational outreach material to promote and support the importance of Barrie's waste diversion programs.

The City of Barrie was presented the Bronze Award for Municipal Communications at the 2012 Recycling Council of Ontario's Waste Minimization Awards Gala, held in Toronto on October 18th, 2012. This award is presented to municipalities and organizations that have successfully communicated its waste diversion message to residents, communities, employees, and other stakeholders. The award specifically recognized the following municipal initiatives:

- **2012 Community Information and Waste Reduction Calendar** – Provides the community with detailed information regarding the Municipality's waste management system;
- **Design, construction and use of Barrie's Education Centre and Interpretive Berm** – The Education Centre was constructed using recycled building materials and is solar powered. The facility is used to educate school groups, summer camps, community groups and facility tours waste management best practices; and
- **Barrie's Dig In Compost Campaign** was created to increase awareness in the community with regards to the availability and usefulness of "home grown" compost which resulted in a 37% increase in compost sold at Barrie's Environmental Centre.

The City of Barrie was also presented with the Silver Promotion and Education Award in the **Calendar** category for its **2012 Community Information and Waste Reduction Calendar** at the annual 2012 Municipal Waste Association's Fall Conference, held in Barrie on October 29th, 2012. The Calendar was recognized because of its design and layout, content, functionality and cross promotion.

For more information please contact Christina O'Neill in the Waste Reduction Section of the Environmental Operations Branch, at extension 5815.

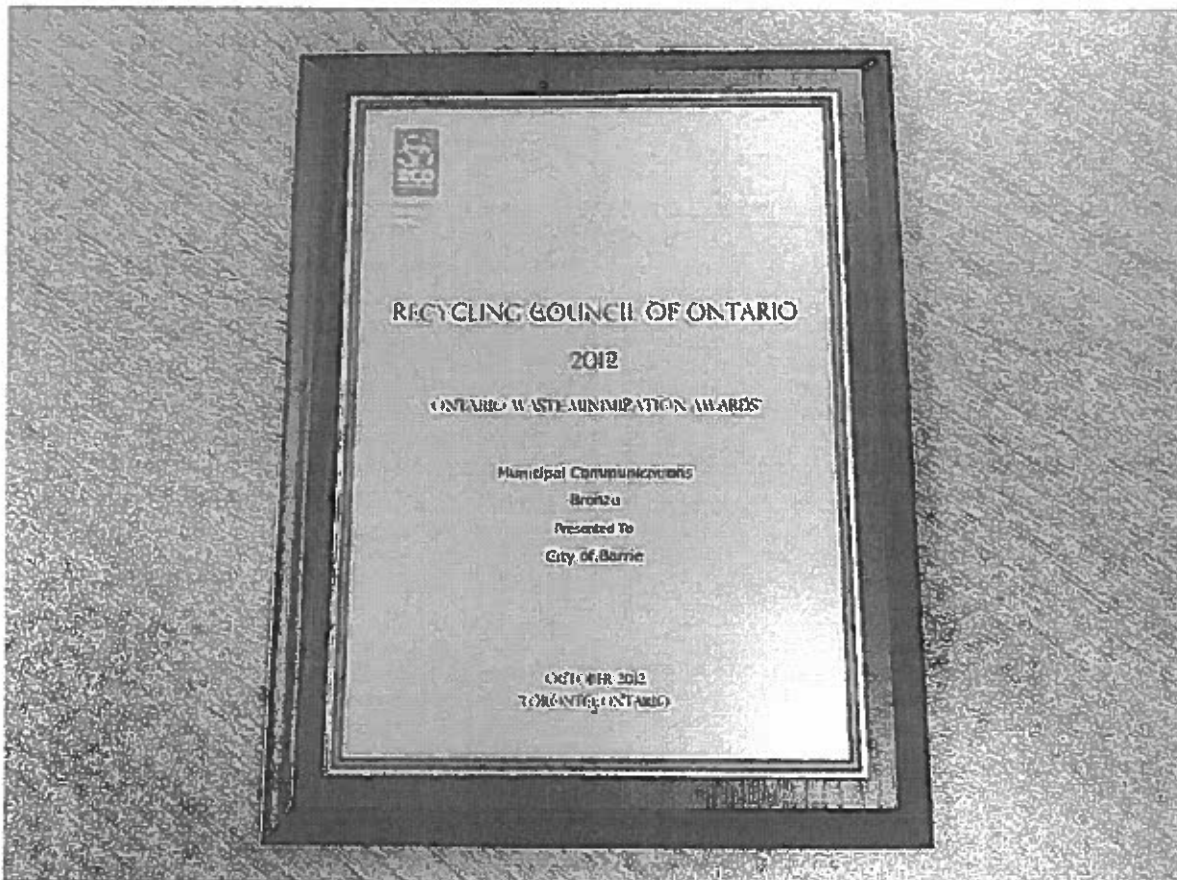


S. Coulter, B.Sc.
Manager of Environmental Operations

Bronze Award

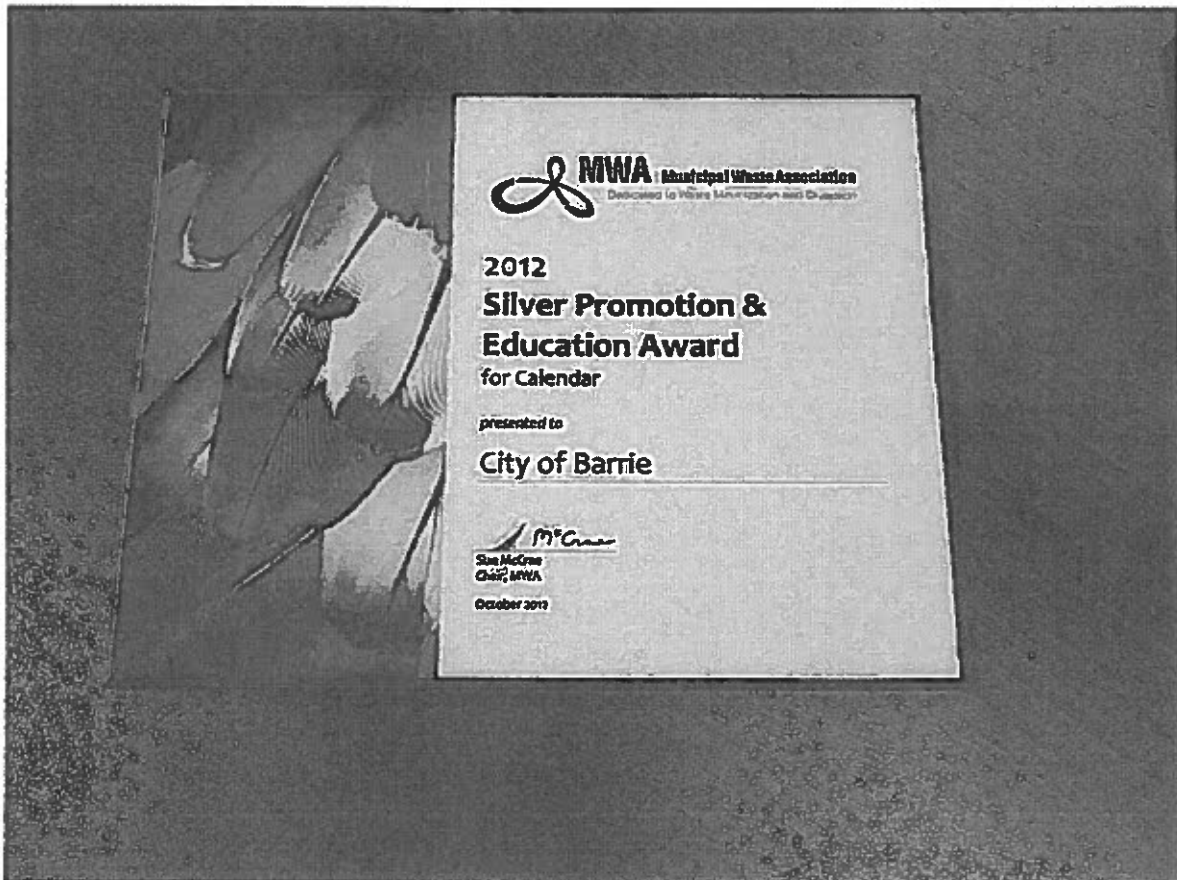
Municipal Communications

2012 Recycling Council of Ontario's Waste Minimization Awards Gala



Silver Award

Promotion and Education Award
2012 Community Information and Waste Reduction Calendar



**Ministry of
the Environment**

Office of the Minister

77 Wellesley Street West
11th Floor, Ferguson Block
Toronto ON M7A 2T5
Tel.: 416 314-6790
Fax: 416 314-6748

**Ministère de
l'Environnement**

Bureau du ministre

77, rue Wellesley Ouest
11^e étage, édifice Ferguson
Toronto ON M7A 2T5
Tél. : 416 314-6790
Télééc. : 416 314-6748



NOV 21 2012

ENV1283MC-2012-3050

Ms. Christina O'Neill
Operations Department
City of Barrie
272 Ferndale Drive North
P.O. Box 400
Barrie ON L4M 4T5

Dear Ms. O'Neill:

I want to take this opportunity to convey my personal compliments to you and your municipality for receiving a Bronze level 2012 Recycling Council of Ontario (RCO) Waste Minimization Award in the Municipal Communications category.

Minimizing waste is a priority for our government, and we value the programs, events and activities that are created and administered by the RCO. I commend the RCO and its corporate partners for providing forums such as the Waste Minimization Awards ceremony to acknowledge the good work you have accomplished.

Your demonstrated leadership, innovation and commitment to minimizing waste in our workplaces, homes and communities are worthy of our recognition through the RCO Waste Minimization Award. The work you have undertaken helps our environment, and it also reminds us we have to do better – now and for the future.

In receiving a RCO Waste Minimization Award, you have distinguished yourself and the City of Barrie. Your dedication to environmental excellence will inspire others. You can take pride in your achievement, and I encourage you to continue to build upon your good work.

Congratulations, and please accept my personal thanks for your efforts on behalf of our environment.

Yours sincerely,

A handwritten signature in black ink that reads "Jim Bradley".

Jim Bradley
Minister

c: Ms. Gail Beggs
Deputy Minister