
MEMORANDUM

WMPSC-C 20-2022

Subject: Curbside Recycling and Organics Containers – Outreach to Students

Date: June 20, 2022

To: Waste Management Planning Steering Committee

From: Lucy McGovern, Program Manager Collection & Diversion

This memo serves as a response to the Waste Management Planning Steering Committee's request from the February 14, 2022 meeting for more information related to opportunities for proactive distribution of recycling and green bin containers in areas with a high concentration of off-campus university and/or college students.

Current University/College Activities

Waste Management staff work very closely with Niagara College and Brock University throughout the year to ensure Niagara Region participation in school events, allowing information and resources to be shared with on and off-campus students. Curbside recycling boxes and green bins are available for purchase at attended events, along with the provision of promotional and educational materials. Also included at staffed information booths is information on where recycling and green bin containers can be purchased, or collected at no cost to new renters at off-campus housing. Some of the events that Niagara Region staff have previously attended at Brock University and at Niagara College are:

- Brock University Vendor Fair
- Brock Move-out Madness
- Niagara College Student Association Lawn Party
- Brock University Door-to-Door Welcome Wagon Visits
- Brock University Off-Campus BBQ

The Waste Management division also receives requests from municipalities to staff information booths that provide educational waste and recycling information at some student focused events such as the 'Thorold BIA Student Welcome'. Similar to what is

provided at the post-secondary schools, staff ensure that curbside recycling boxes and green bins are available for purchase, along with the provision of promotional and educational materials including information on the locations where recycling and green bin containers can be easily accessed.

Each year in the Spring and the Fall, Waste Management staff send out educational information to all known student properties. A total of 1,219 letters and 1,014 letters were sent out in the Fall of 2021 and the Spring of 2022, respectively. Information in the letter contains details about curbside waste collection services including:

- Garbage collection limits and garbage tags
- Determining your curbside collection day
- Large household item collection
- Recycling and organics collection details
- Warnings against illegal dumping in street litter receptacles; and
- Niagara Region Waste App information

In addition, Regional On-Road Waste Management staff carry a supply of recycling and green bin containers in their vehicles. In the course of addressing waste collection issues at off-campus student properties, staff may provide containers if it is determined that students are new tenants.

Waste Management does not have the resources to distribute curbside recycling and green bin containers to resident/student households. Rather, container dispersal works through a direct pick up model at 13 container distribution locations across Niagara. Based on general visual audits in student areas on collection day, many properties already have some recycling and/or green bin containers available to them. These containers are often left behind at rental properties from previous student tenants. At times, new student tenants have access to containers, but may choose not to use them. The student letter mail-outs and outreach and monitoring of these zones support increased education and use of the curbside waste diversion programs in Niagara's student areas.

Additional University/College Activities Planned for 2022 and Future

Niagara Region staff have recently connected with both Niagara College and Brock University to arrange additional attendance at student events (above and beyond those mentioned above) and attendance in central student information areas throughout the

school year. Discussions with their planning departments are ongoing. In addition to providing recycling boxes and green bins to purchase at these events, staff will also provide free recycling and green bin containers to students who show a valid lease agreement, while event supplies last.

In the Fall of 2022, additional information on how students can purchase or obtain free recycling and green bin containers will be included in the student mail out.

Respectfully submitted and signed by

Lucy McGovern,
Program Manager, Collection and Diversion
Waste Management Services