

## **Appendix C – Charities, Institutions and Religious Organizations Waste Diversion and Fee Outreach Summary**

### **2013 Outreach Initiatives for Charities, Institutions and Religious Organizations**

A number of outreach activities have been implemented in 2013 to help organizations improve their diversion strategies and to assess the impact of fees on this sector as requested by City Council during their consideration of the 2013 Budget. 2013 outreach activities are documented below.

A reminder letter was sent to all Charities, Institutions and Religious Organizations customers to apply for the Special Category Reduced Rate Program, request site visits and participate in the 3Rs Ambassador Program.	March 2013
Three information sessions were held to help customers with their diversion strategies and assess the impact of future fees.	April 2013
Targeted emails were sent from Shelter, Support & Housing Administration, and Social Development Finance and Administration, "Grantees "who were also City collection customers and are known to operate public donation programs to encourage enrollment in the Special Category Reduced Rate Program.	June-July 2013
500 customer site visits conducted by SWMS staff which has encouraged the uptake of additional recycling and organics bins and the removal of excess garbage bins.	Ongoing
"Sort before your donate" a 15-second split-screen ad on 292 screens at 63 locations throughout the Toronto Transit Commission subway platform system ran every 10 minutes for 28 days. This campaign was set up to remind the public that charities and non-profit organizations should receive only reusable items that meet their program needs.	August 2013

Introduced the 3Rs Ambassador Program to this sector. To date, 3 training sessions have been held (May, June and October 2013) and 6 organizations have completed the training.	May, June October 2013
3 additional information sessions have been held regarding the proposed 2014 rates and availability of new sizes of Garbage Bins.	October/November 2013

In addition to the above outreach activities, an Ipsos Reid customer feedback study was commissioned in order to better understand the current waste management and diversion practices/strategies and the impact of the introduction of waste management fees on these organizations. The objectives of this research were (but not limited) to understand:

- Use of Waste Diversion Programs
- Usefulness of Waste Management Activities and Educational Materials
- Standard Waste Management Practices
- Impact of July 2012 fee
- Awareness of Special Category Reduced Rate Program

A total of 340 organizations completed a phone survey and 56 respondents completed an identical online survey. A summary of the results of the survey are documented below:

**Use of Waste Management Services**

- The vast majority of Charities, Institutions, and Religious Organizations use curbside collection services. Nearly all customers use the recycling bin program, while three-quarters use the organics program. In addition, half of customers are using yard waste and bulky items waste diversion programs
- Overall, the vast majority who use outreach activities and educational materials provided by the City of Toronto found them useful. Usage is greatest for posters and flyers on waste diversion, 311 services and information provided on the City website

### **Impact of July 1, 2012 Fee**

- One-third of customers surveyed indicated that their organization has decreased its amount of waste generated since July 2012. Meanwhile, half of the customers claimed there has been no change
- Half of the Charities, Institutions, and Religious Organizations (CIROs) indicated that their organization has increased the amount of material they recycle since July 2012 due to a greater awareness of recyclable goods
- The introduction of the fee in 2012 has had little impact on staffing for these organizations and has not caused the reduction in services or programs offered. Only 6% have reduced programs or services offered and 3% have reduced paid staff
- Nine-in-ten of the organizations currently pay for all of their utilities inclusive of phone, water, hydro and natural gas

### **Reduced Rate Special Category Program**

- While the majority of Charities, Institutions, and Religious Organizations (CIROs), receive donated goods whether it be from actively soliciting goods or unsolicited donations, awareness of the reduced rate special program is quite low
- The majority of CIROs are not at all aware of the program and have not previously applied for the special rate. Now that they are aware, the majority indicate that they are likely to apply for the rate in the future