Table 3: Summary of current activities, measurement of activity impacts and potential future outcomes

<table>
<thead>
<tr>
<th>Area</th>
<th>Activity</th>
<th>Measurement</th>
<th>Potential Future Outcomes</th>
</tr>
</thead>
</table>
| Research and Data Collection| Waste composition audits                                     | • quantity, type and quality of textiles found in residential waste compared to previous years | • fewer textiles found in residential waste (garbage, Blue Bin recycling, Green Bin organics)  
• data to inform communications (e.g. most common items found, quality of items) and evaluate effectiveness of communications  
• data to inform Extended Producer Responsibility (EPR) discussions with the Province |
| Research and Data Collection| Secondary research and collaboration with OTDC                | • secondary research (e.g. review of recent reports) on textile collection and diversion conducted by SWMS staff  
• resident survey on awareness, knowledge, attitudes and behaviours related to textile reduction and diversion  
• comparison of the City of Toronto's audit data with data collected by OTDC, including data from other municipalities and textile-collecting organizations/retailers | • secondary research findings and survey results to inform programs and communications  
• increase in residents reporting that they are taking actions to reduce and divert their textile waste  
• increase in amount of textiles collected by textile-collecting organizations |
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<tbody>
<tr>
<td>Promotion and Education</td>
<td>Website and TOwaste App information on textile reduction and reuse, including donation options, repair etc.</td>
<td>• number and duration of website visits&lt;br&gt;• number and duration of TOwaste App visits&lt;br&gt;• quantity and type of textile-related public inquiries&lt;br&gt;• resident survey questions on awareness and use of TOwaste App and website resources</td>
<td>• data on Waste Wizard and TOwaste App item searches and feedback to inform programs and communications&lt;br&gt;• fewer textiles found in residential waste audits&lt;br&gt;• increase in amount of textiles collected by textile-collecting organizations</td>
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<tr>
<td>Promotion and Education</td>
<td>Public education campaigns</td>
<td>• number and duration of website visits&lt;br&gt;• social media engagement&lt;br&gt;• quantity and type of textile-related public inquiries&lt;br&gt;• resident survey questions on awareness, knowledge, attitudes and behaviours related to textile reduction and diversion</td>
<td>• increase in residents reporting that they are taking actions to reduce and divert their textile waste&lt;br&gt;• fewer textiles found in residential waste audits</td>
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<td>Community Engagement</td>
<td>Community Environment Days</td>
<td>• number of event attendees&lt;br&gt;• amount of textiles collected&lt;br&gt;• comparison of data with quantity of textiles collected by other organizations using other methods (e.g. household pickup, drop boxes, retailer drop-off)</td>
<td>• data to inform programs and communications&lt;br&gt;• data to inform Extended Producer Responsibility (EPR) discussions with the Province</td>
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| Community Engagement        | Participation/ support/ promotion of events like clothing swaps, collection drives and Secondhand Sunday | • number and demographics of event participants  
• amount of textiles collected  
• participant surveys | • City's online tools and tools created through City-funded grants become a resource for residents interested in hosting swaps and other reuse events  
• data on textiles diverted through community swaps used to inform future swaps and communications                                                                                                                   |
| Community Engagement        | Sewing Repair Hubs                           | • number of workshops  
• number of participants  
• amount of textiles repaired and reused  
• social, economic and environmental impacts | • increase in number of items repaired  
• increase in participants reporting that they are taking actions to reduce and divert their textile waste  
• hubs become financially for the long term  
• hubs expand into new neighbourhoods  
• hub participants find employment through skills learned at hubs                                                                                                                        |
| Community Engagement        | Waste Reduction Community Grants (textile-specific) | • number of applicants  
• number of grants awarded  
• social, economic and environmental impacts of projects | • grants will have helped seed fund community programs that continue to address textile waste reduction                                                                                                                   |