

IE12.5 - Attachment 6

Attachment 6: Table 3

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

Area	Activity	Measurement	Potential Future Outcomes
Research and Data Collection	Waste composition audits	<ul style="list-style-type: none"> • quantity, type and quality of textiles found in residential waste compared to previous years 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

Area	Activity	Measurement	Potential Future Outcomes
Promotion and Education	Website and TOwaste App information on textile reduction and reuse, including donation options, repair etc.	<ul style="list-style-type: none"> • number and duration of website visits • number and duration of TOwaste App visits • quantity and type of textile-related public inquiries • resident survey questions on awareness and use of TOwaste App and website resources 	<ul style="list-style-type: none"> • data on Waste Wizard and TOwaste App item searches and feedback to inform programs and communications • fewer textiles found in residential waste audits • increase in amount of textiles collected by textile-collecting organizations
Promotion and Education	Public education campaigns	<ul style="list-style-type: none"> • number and duration of website visits • social media engagement • quantity and type of textile-related public inquiries • resident survey questions on awareness, knowledge, attitudes and behaviours related to textile reduction and diversion 	<ul style="list-style-type: none"> • increase in residents reporting that they are taking actions to reduce and divert their textile waste • fewer textiles found in residential waste audits
Community Engagement	Community Environment Days	<ul style="list-style-type: none"> • number of event attendees • amount of textiles collected • comparison of data with quantity of textiles collected by other organizations using other methods (e.g. household pickup, drop boxes, retailer drop-off) 	<ul style="list-style-type: none"> • data to inform programs and communications • data to inform Extended Producer Responsibility (EPR) discussions with the Province

Area	Activity	Measurement	Potential Future Outcomes
Community Engagement	Participation/ support/ promotion of events like clothing swaps, collection drives and Secondhand Sunday	<ul style="list-style-type: none"> • number and demographics of event participants • amount of textiles collected • participant surveys 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • number of workshops • number of participants • amount of textiles repaired and reused • social, economic and environmental impacts 	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • number of applicants • number of grants awarded • social, economic and environmental impacts of projects 	<ul style="list-style-type: none"> • grants will have helped seed fund community programs that continue to address textile waste reduction