

Toronto's Blue Box Transition, Public Awareness and Information Messaging

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December 4, 2025

Communications Approach

- Starting January 1, 2026, Toronto's Blue Bin (recycling) program will no longer be City-run.
- **Communications Objective:** to inform residents and other waste collection customers about the changes to Toronto's Blue Bin (recycling) program.
- **Communications Strategy:** Communications and outreach by the City in 2025 and into Q1 2026 using a variety of tactics to support and inform residents.

There are two major touchpoints for the City to communicate changes:

1

Rebranding curbside residential blue bins

2

Toronto's Blue Box transition to a new Service Provider

1

Curbside Blue Bin Rebranding

Between Q2 and Q4 2025, Blue Bins were rebranded



Direct Mail



Multilingual Public Education



Councillor Communications



Social Media and web content



311 (Toronto) Customer Service



Media Relations

Important Information About your **Blue Bin**



Changes Coming to the Toronto Blue Bin Recycling Program

Beginning January 1, 2026, the City will no longer be responsible for collecting your recycling as per provincial regulation. Instead, recycling collection service will be fully operated and funded by producers of recyclable materials. As part of this change, a sticker will be applied to your Blue Bin(s) this year with information about the new service provider, Circular Materials, who will be the contact for recycling inquiries starting in 2026.

What do you need to do?

- **Please leave your Blue Bin(s) at the curb, or your regular collection location, until 7 p.m.** on your regularly scheduled Blue Bin (recycling) collection day to allow for bin stickerering. Please repeat this process until your bin(s) have been stickered.
- **Until December 31, 2025**, there are no changes/impacts to your current recycling routine. Please continue to contact 311 for any recycling collection services, such as missed collection or bin repair.
- **As of January 1, 2026**, call the number on the sticker that will be placed on your Blue Bin for any recycling collection service inquiries.



Thank you for your cooperation.
For more information, visit toronto.ca/EPR

The Toronto Blue Bin
Turn over to
and v



2 Transition to New Service Provider

Effective January 1, 2026, a new recycling service provider will provide recycling collection and related services for residential locations, eligible multi-residential buildings, schools, long-term care facilities and retirement homes.



Ongoing Public Education

- Direct mail piece to residential customers
- Multilingual public education campaign



Social Media and web content

- Social media content
- Web page updates



Councillor Communications

- Shareable information for constituents



Promotion & Education

- 2026 Waste Management Guide
- 2026 Joint Waste Collection Schedule with Circular Materials
- Other resources (e.g. posters)
- Outreach presentations/events



Media Relations

- Press Releases
- Media Interviews
- Information Requests
- Press Conference

Communications Tools



Social Media

Analytics from main City channels from **June - November 2025**

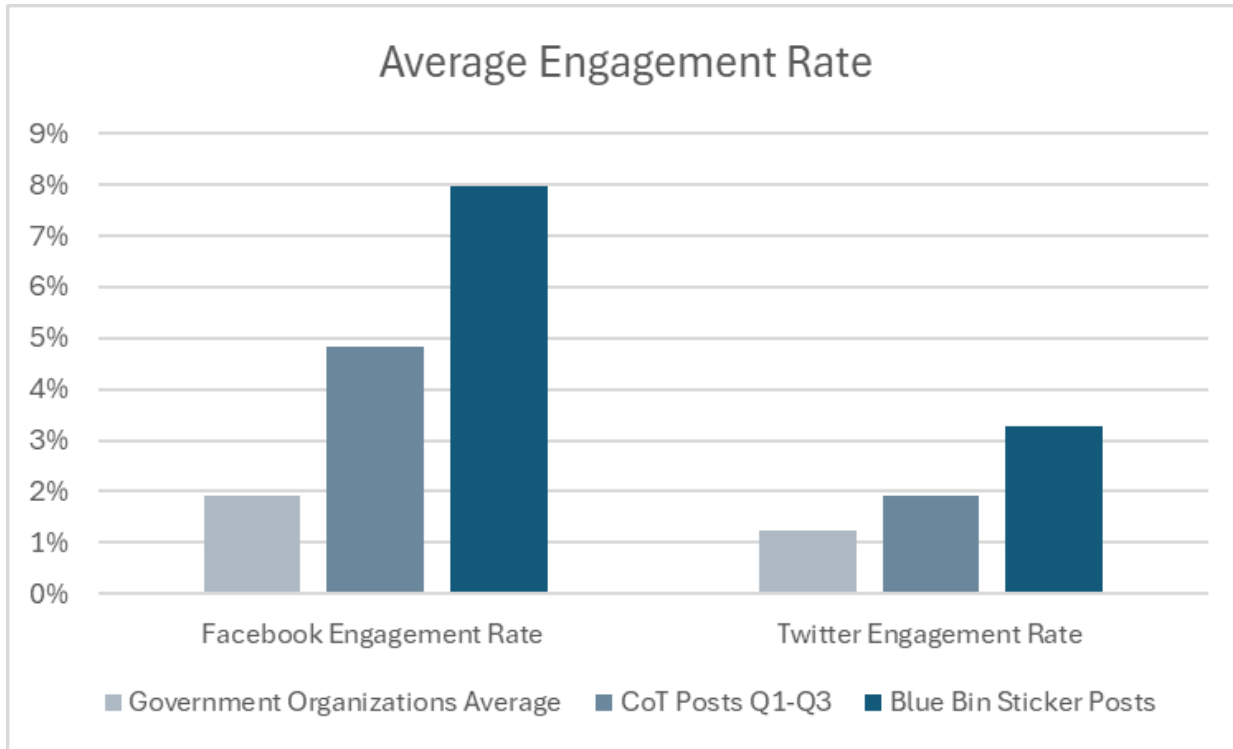
X (Twitter) 14 posts	Facebook 10 posts	Instagram Stories 9 Posts	Blue Sky 13 Posts
Impressions: 46,520	Post Views: 794,658	Views: 47,084	Likes: 26
Likes: 91	Reactions: 578	Interactions: 221	Reposts: 8
Retweets: 18	Shares: 212	Link clicks: 952	Replies: 2
Link clicks: 563	Link clicks: 5,679		





Social Media

Blue Bin Sticker Campaign Engagement rate vs Average Channel Engagement rate



	Facebook	X (Twitter)
Government Organizations	1.93%	1.22%
CoT Posts Q1-Q3	4.84%	1.92%
Blue Bin Sticker Campaign	7.98%	3.26%



Media Relations

By the numbers:

- 38 news stories
- 21 media requests
- 3 press releases
- 1 news conference
- 65M impressions



City of Toronto begins preparations for change in blue bin recycling program



is preparing for changes to the recycling program. HANDOUT/City of Toronto
an
25 12:12 pm. Last Updated May 22, 2025 3:55 pm.
ing to recycling in the City of Toronto, and preliminary preparations begin in May.



Toronto prepares for private takeover of blue bins

Beginning Jan. 1, 2026, the city's blue bins will become the property of Circular Materials, a non-profit conglomerate of companies responsible for producing a lot of waste

TorontoToday Staff
May 31, 2025 4:36 PM



Toronto's Blue Box program will be privatized in less than six months. Here's what's going to change

Circular Materials, which is taking over the program on Jan. 1, will allow more items to be recycled and contract out collection to GFL.

Updated Sept. 15, 2025 at 3:31 p.m. | July 25, 2025 | 4 min read | 80



Huge changes are coming soon for Toronto curbside recycling pickup



Recycling Program Changes
Starting January 1, 2026

The city will no longer be responsible for collecting your recycling.

Source: City of Toronto





Toronto's Residential Recycling Program

On January 1, 2026, as part of a provincial regulation, a new provider will collect residential recycling.

Beginning January 1, 2026, the City will no longer be responsible for collecting residential recycling. A new recycling service provider, [Circular Materials](#), will be responsible for recycling collection and related services. As required by [provincial regulation \(O. Reg. 391/21 – Blue Box\)](#), producers of blue box materials are

Blue Bin Stickers



Advertising



- Multi-lingual (10 languages)
- Digital
- Social
- Transit ads
- Print
- Radio

Advertising Creative

நீலத் தொட்டிகள்: இனி நகரசபை நிர்வாகத்தில் இல்லை

ஜனவரி 1, 2026: தனியார் நிறுவனம் குடியிருப்பு மறுசுழற்சி சேகரிப்பை பொறுப்பேற்கிறது (மாகாணத் தேவை).

டொராண்டோ நகரத்தால் நிர்வகிக்கப்படுகிறது

தனியார் நிறுவனத்தால் நிர்வகிக்கப்படுகிறது



TORONTO

Toronto.ca/Recycling

藍箱回收服務 不再由市政府負責

2026年1月1日: 私人公司接手提供住宅回收服務(按照省政府要求)。

多倫多市政府 負責管理

私人公司 負責管理



TORONTO

Toronto.ca/Recycling

BLUE BINS: NO LONGER CITY-RUN

January 1, 2026: Private company takes over residential recycling collection (provincial requirement).

MANAGED BY THE CITY OF TORONTO

MANAGED BY PRIVATE COMPANY



TORONTO

Toronto.ca/Recycling

TORONTO



Direct Mail

- Mailings:
 - ~500,000 Blue Bin rebranding postcards
 - Collection schedules with direct mail piece will be mailed to approx. 465,000 residential locations
 - Waste Guide with proper sorting and customer service info ~1.3 million to houses and multi-residential units

Collection Schedules (mailed to all houses in December)

WASTE COLLECTION SCHEDULE 2026

Garbage Collection Green Bin Organics Yard Waste Collection

THURSDAY Household Collection DAY 2

As of January 1, 2026, recycling is no longer the City of Toronto's responsibility due to a provincial regulation. See reverse for information.

January 2026					February 2026					March 2026				
S	M	T	W	T	S	M	T	W	T	S	M	T	W	T
					1	2	3	4	5	6	7	1	2	3

CURBSIDE COLLECTION

Your Garbage, Green Bin, Recycling, Yard Waste, electronics and oversized items are collected on the same day of the week. Bin lid openings must face the street and the bin must be set out square facing the street.

To the Curb no later than 7 A.M. on Collection Day

HOUSEHOLD COLLECTION

Recycling is changing in Ontario

Starting January 1, 2026, Toronto's recycling program will be managed by Circular Materials, the administrator of Ontario's common recycling collection system, and will no longer be the responsibility of the City of Toronto.

For recycling inquiries, including missed collection and bin service requests, please call 1-888-921-2686 or visit circularmaterials.ca/toronto.

Blue bins are no longer City-run

As of January 1, 2026, the City of Toronto will no longer manage blue bin recycling services for houses, schools, long-term care and retirement homes.

What it means for you:

Starting January 1, 2026, instead of contacting 311, please contact Circular Materials at 1-888-921-2686 or customerservice@circularmaterials.ca for any of those services:

- New blue bin
- Blue bin repair
- Blue bin missed collection
- Information about what you can recycle

Some areas of the city may see new trucks in their neighbourhood collecting recycling.

Services which remain unchanged include:

- The City will continue to collect green bin organics and yard waste, and provide other collection services.
- You can continue to contact 311 for other collection services including garbage, green bin and yard waste.
- Please follow the collection schedule provided in this envelope or check online at toronto.ca/collection-schedule.

BLUE BINS: NO LONGER CITY-RUN

On January 1, 2026, a private company will take over residential recycling as part of a provincial requirement.

For details, visit toronto.ca/recycling

Multiple language versions of the notice are provided in Chinese, French, Portuguese, Russian, Spanish, Tagalog, and Urdu.

Waste Management Guide (mailed to all residents mid-December)

WASTE MANAGEMENT GUIDE 2026

Live Green Toronto

311



Customer Service Support

In addition to the planned communications, a **customer service support strategy** has been organized within SWMS and in collaboration with 311 (CX).

311 Toronto (CXD)

- From December 1-31, an upfront message on 311 will inform callers of upcoming changes to the Blue Bin program.
- Starting January 1, 2026:
 - Callers will have the option to be automatically transferred to Circular Materials for Blue Bin recycling inquiries.
 - 311 will monitor and track the number of redirected calls for reporting purposes (e.g., trend analysis).
 - 311 will update self-service channels (website and mobile app) to direct Blue Bin recycling requests to the new provider.
 - Knowledge Base materials will be updated for 311 agents, who will inform callers of the changes and transfer calls to Circular Materials, as needed.

Q&A