



December 15, 2010

City Council Committee Report

To: Mayor & Council

**Fr: Richard Perchuk, Manager of Operations
Michael Mostow, Solid Waste / Fleet Supervisor**

**Re: Kenora Waste Management – Promotion & Education –
Emerald Group**

Recommendation

That the City of Kenora Waste Management Promotion and Education Plan prepared by The Emerald Group, attached to Richard Perchuk's December 15th, 2010 Report, be hereby received and accepted.

Background:

The Kenora Waste Recycling Strategy (WRS) suggests that the City have a Promotion and Education Plan in place as a guide for staff in the promotion and education of recycling practices. The objective is to increase the current waste stream diverted to recycling from 33% to 44% through educating the public on best practices.

The attached document "City of Kenora Waste Management Promotion and Education Plan" was prepared by The Emerald Group, as a requirement of the Waste Diversion Ontario's annual reporting. The Emerald Group is the Consultant hired to prepare the Kenora Waste Recycling Strategy.

By having the Promotion and Education Plan in place it opens the door to additional funding from the Continuous Improvement Fund (CIF), in the amount of \$5,000.00.

I recommend that the City of Kenora Waste Management Promotion and Education Plan, be accepted.

Budget: Continuous Improvement Fund Project #529.2 REVISED

Communication Plan/Notice By-law Requirements:

Resolution required.

Distribution: R. Perchuk, M. Mostow