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Sent Via Email

December 20, 2023

Mary Medeiros
Clerk
City of Oshawa
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**The Regional
Municipality of
Durham**

Corporate Services
Department –
Legislative Services
Division

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**Alexander Harras
M.P.A.
Director of
Legislative Services
& Regional Clerk**

Dear: M. Medeiros

**RE: Pilot Curbside Giveaway Event Summary and
Recommendation (2023-WR-8) File: O23**

Council of the Region of Durham, at its meeting held on December 20, 2023, adopted the following recommendations of the Works Committee:

- “A) That the Regional Municipality of Durham implements a Curbside Giveaway Event twice per year in the Spring and Fall; and
- B) That Regional staff work with the City of Oshawa and the Town of Whitby to include them in these events if approved by their respective Councils.”

Please find enclosed a copy of Report #2023-WR-8 for your information.

Alexander Harras

Alexander Harras,
Director of Legislative Services & Regional Clerk

AH/sc

Enclosed

c: R. Jagannathan, Acting Commissioner of Works

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 3540.



The Regional Municipality of Durham Report

To: Works Committee
From: Acting Commissioner of Works
Report: #2023-WR-8
Date: December 6, 2023

Subject:

Pilot Curbside Giveaway Event Summary and Recommendation

Recommendation:

That the Works Committee recommends to Regional Council:

- A) That the Regional Municipality of Durham implements a Curbside Giveaway Event twice per year in the Spring and Fall; and
 - B) That Regional staff work with the City of Oshawa and the Town of Whitby to include them in these events if approved by their respective Councils.
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Report:

1. Purpose

1.1 This report provides an update to Regional Council on the pilot Curbside Giveaway Day held on September 16, 2023, summarizes resident feedback on the event and makes recommendations for the event going forward.

2. Background

2.1 At the June 28, 2023 meeting, Regional Council approved a one-day pilot Curbside Giveaway Day for the six local area municipalities where the Region is responsible for all waste collection services.

2.2 The City of Oshawa and the Town of Whitby provide waste collection services (except Blue Box) for their respective municipalities and were invited to participate in the Curbside Giveaway Day. However, only the Town of Whitby participated.

2.3 The Curbside Giveaway Day is intended to support reduce and reuse initiatives in the community in alignment with the objectives of the Long-term Waste Management Plan 2022-2040.

3. Previous Reports and Decisions

3.1 In June 2023, Regional Council approved Report #2023-WR-5, authorizing a Curbside Swap Day Pilot in the Local Area Municipalities in the Regional Municipality of Durham.

4. Giveaway Day Pilot Summary

4.1 The Curbside Giveaway Day was intended to encourage residents to 'shop at the curb' by placing unwanted usable items at the curb for others to take and to look for items at other's curbs. The branding of the event was changed to emphasize giveaway instead of swap since there is no requirement to leave an item in exchange for taking an item.

4.2 Promotion of the Curbside Giveaway Day included social media posts on the Region's Facebook page, newspaper advertisements, a dedicated webpage and notifications in the Region's Waste App.

4.3 By-law officers for the Region and the Town of Whitby reported no concerns with material left at the curb in the week following the event.

4.4 No measurable impact on other waste operations, such as bulky item pickups or waste management facility usage was observed following the event.

Survey Results

4.5 The Region conducted a pre and post-Curbside Giveaway Day survey to gauge participation. Approximately 1,000 residents responded to the pre-event survey and 800 responded to the post-event survey, including over 500 written comments.

4.6 The pre-event survey consisted of two questions asking residents to indicate which local municipality they lived in and if they were planning to participate in the Curbside Giveaway Day.

4.7 Based on the survey responses, residents in all seven participating municipalities indicated interest in the Curbside Giveaway Day, with most participants living in the lakeshore municipalities of Clarington, Ajax, Whitby and Pickering.

- 4.8 The post-event survey included more questions about resident participation, with most respondents living in the lakeshore municipalities.
- 4.9 Seventy-six percent of respondents participated in the event by putting out material (55 per cent) or picking up new items (21 per cent).
- 4.10 The top three items placed at the curb were furniture, housewares and other durable goods. These items were also the most commonly taken.
- 4.11 Ninety-two per cent of survey respondents who set out items had some or all taken for reuse.
- 4.12 Many respondents commented that there should be additional advertising of the event to increase participation. With the local newspaper (Metroland) no longer in operation, roadside signs will be used to promote future events to increase the visibility of the event for residents.
- 4.13 Eighty-nine per cent of survey respondents considered the event worthwhile. The majority of the written comments were positive and expressed a desire to see the event repeated. Selected comments received on social media and in response to the survey are provided in Attachment #1.

5. Next Steps

- 5.1 The Curbside Giveaway Day Pilot was a low-cost, well-received way for the Region to promote reuse. Based on residents' feedback, staff recommends making the Curbside Giveaway Event a permanent event and expanding the event to spring and fall.
- 5.2 Promotion of the event will continue to be via social media, the Region's waste webpage and the Region's Waste App. Mobile roadside signs will also be used to promote future events. These costs to promote the event will be included in the annual Promotion and Education budget.
- 5.3 The selection of the event dates will consider other significant public events scheduled throughout the Region and seasonal considerations. Staff will also consider hosting the event over a weekend, as opposed to a single day, to impact the usage of rain days moving forward.

6. Relationship to Strategic Plan

- 6.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Goal 1.2 Increase waste diversion and resource recovery.

7. Conclusion

- 7.1 The Pilot Curbside Giveaway Day was a successful event, with residents' engagement from all participating local municipalities and by-law enforcement reporting no increase in waste materials left at the curb after the event.
- 7.2 Residents' feedback from the Giveaway Day was positive and included suggestions to make the event annual and more frequent.
- 7.3 Promoting a Curbside Giveaway Event twice per year is a low-cost way for the Region to promote reuse initiatives in the community and supports the Long-term Waste Management Plan objective to reduce the quantity of waste generated.
- 7.4 For additional information, contact: Andrew Evans, Director, Waste Management Services, at 905-668-4113, extension 4102.

8. Attachments

8.1 Attachment #1: Select Comments from Residents

Respectfully submitted,

Original signed by:

Ramesh Jagannathan, MBA, M.Eng., P.Eng., PTOE
Acting Commissioner of Works

Recommended for Presentation to Committee

Original signed by:

Elaine C. Baxter-Trahair
Chief Administrative Officer

Attachment #1 to Report #2023-WR-8

Select Comments from Residents

- Almost everything I put out was gone. Great idea!
- A great initiative that made for a really fun day here in Port Perry
- Love this!
- This is a great idea. Put out some stuff and it was snatched up lol!! No trips to the dump. I'd like to see it done spring and fall.
- So excited to participate.
- Finally! This should be an annual event!!
- Great way to recycle items! Hope to have it again next year!
- Great idea, should be for Saturday and Sunday rather than just the Saturday
- Please continue this wonderful initiative
- Not enough people knew about the event, more awareness was needed
- I loved this so much.
- Although we did not participate, I have heard many people enjoyed it and hope it is an annual event. Keep up the great work!
- Great way to move items we kept but no longer needed.
- Great idea and well advertised (local paper). But we drove around and found very little was put out. May grow with time? Pleased there wasn't a lot of stuff left out for days after the event. Definitely worth trying again next year.
- Do it again. More regularly.
- Great idea. I hope this becomes a regular event.
- I wasn't aware of the curbside giveaway day. Sounds like a great idea but better promotional awareness is needed.
- I was able to donate more than I would have thought. I had the curb to the sidewalk full and there was only a trunk full of items left to drop to a donation bin.
- I really liked having the day to give my items away to be reused instead of throwing it in the garbage.
- Please continue. Great initiative and found value explaining the initiative to my kids.
- It gave me a opportunity to give items I have been storing for many years.
- Let's do it again!