

July 15, 2025

To:

| | |
|-----------------------------------|--|
| City of Windsor | Steve Vlachodimos, Clerk svlachodimos@citywindsor.ca |
| County of Essex | Katherine Hebert, Clerk khebert@countyofessex.ca |
| Town of Amherstburg | Kevin Fox, Clerk kfox@amherstburg.ca |
| Town of Essex | Joseph Malandrucolo, Town Solicitor, Legal and Legislative Services/Clerk jmalandrucolo@essex.ca |
| Town of Kingsville | Paula Parker, Director of Corporate Services/Clerk pparker@kingsville.ca |
| Municipality of Lakeshore | Brianna Coughlin, Clerk bcoughlin@lakeshore.ca |
| Town of LaSalle | Jennifer Astrologo, Director of Council Services/Clerk jastrologo@lasalle.ca |
| Municipality of Leamington | Brenda Percy, Clerk bpercy@leamington.ca |
| Town of Tecumseh | Robert Auger, Director of Corporate Services/Clerk rauger@tecumseh.ca |

Re: Resolution of EWSWA Board – Green Bin Program Promotion and Education

The Essex-Windsor Solid Waste Authority, at its meeting held Wednesday, July, 9, 2025, adopted the following resolution:

Resolution 67-2025

Moved by Gary Kaschak
 Seconded by Rob Shepley

That the Board **direct** Authority Administration to provide a Green Bin Program: Campaign Summary, as applicable to the Clerk's Department at the City of Windsor, County of Essex and seven (7) County Municipalities.

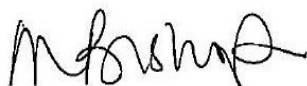
Carried

The intent of the Green Bin Program: Campaign Summary is to provide municipalities with timely and essential updates at key milestones of the Green Bin Program, led by the Essex-Windsor Solid Waste Authority (EWSWA). This Summary is designed to support municipalities in informing, engaging, and connecting with their residents, council members, and administrative staff regarding the program's progress and implementation.

Although the EWSWA is leading this comprehensive outreach strategy in consultation with local municipal administrators, several have expressed interest in receiving campaign content directly. This allows municipalities the flexibility to distribute information internally to staff, share with council, or communicate externally through tools such as digital displays, newsletters, or social media.

To ensure that this information reaches municipal councils in a timely fashion, equally and effectively across our region, we respectfully request that this letter, and the attached **Green Bin Program – Campaign 3 Summary: The Green Bins are Coming** dated July 9, 2025, be included on your next Council Meeting Agenda, as information for your Council, and for the general public. This harmonized approach helps ensure the information is disseminated in a public forum, and formally distributed to all members of Council in a consistent manner. We greatly appreciate your consideration of the EWSWA's resolution and your support in sharing this initiative within your municipality. Should you have any questions or require further information, please do not hesitate to contact me directly.

Sincerely,



Michelle Bishop, General Manager

Email: mbishop@ewswa.org

Phone: 519-776-6441 ext. 1225

cc: Cathy Copot-Nepszy, Manager of Waste Diversion – EWSWA

Attachment: Campaign 3 Summary: The Green Bins are Coming

Green Bin Program

Campaign 3 Summary: The Green Bins Are Coming!

July 9, 2025

The 2025 Green Bin launch is reaching a major milestone: “**The Green Bins Are Coming**”. Single-family homes that are included in the 2025 Green Bin Program will soon have a Green Bin Kit delivered to their homes. In order to distribute to almost 120,000 homes in the Essex-Windsor Region, delivery will start the week of July 21st and continue through early October. If residents are interested to know when delivery to their municipality or zone is scheduled, they can visit www.ewswa.org where it will be updated daily as needed. Another option is for residents to download the Recycle Coach App for free at the App Store or Google Play and request notifications for the Green Bin Program to get a delivery prompt.

The **Green Bin Kit** is often used by municipalities to help residents be successful with this new program. Each Green Bin Kit will contain a:

- 120L EWSWA Green Bin (made in Canada);
- 7L Kitchen Catcher (made in Canada);
- “How-To” Guide; and a
- Glad sample compostable bag and coupon.

The lid of the Green Bin will also contain a large information sticker that a resident should read ahead of storing or using the Green Bin. Key messaging tells the resident to write their address on the space provided on the Green Bin and not to use it until the week before collection begins!

At Delivery: The contractor will perform the final assembly of the Green Bin Kit at the curb. During the process, the Green Bin will be scanned and linked to the corresponding address so that it can be recorded in the EWSWA database. This information is essential to the EWSWA Green Bin Repair & Request program which will track issues related to Green Bin repairs, warranty, Bin requests for new builds, etc.

Below are sample ads for Phase 1 and Phase 2 municipalities so that they can share Campaign 3 messaging on digital displays or internally with staff. Campaign 4 messaging, “**Green Bin Collection Begins**”, will be published in early October for your team and so on for Campaign 5.

If you need assistance with ad formatting, please reach out directly to Cat Griffin, Communications Coordinator via email: cgriffin@ewswa.org.

Customer Service: To ensure the most efficient and accurate information, please always direct residents to www.ewswa.org to use our new customer service system or 1-800-563-3377.





Green Bin Delivery Runs July-October (Phase 1).

Get your GREEN On! You can be a Green Superhero by putting food waste in the right place – *in the Green Bin, not the garbage!* Green Bin Kit delivery starts in July and runs through to October. Watch for yours coming soon.

To be part of The Green Team, follow us on Facebook, Instagram or X, or visit www.ewswa.org. And stay current on Green Bin delivery and program updates by simply downloading the Recycle Coach app.



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To be part of The Green Team, follow us on Facebook, Instagram or X, or visit www.ewswa.org. And stay current on Green Bin delivery and program updates by simply downloading the Recycle Coach app.



Food Waste Collection Is Coming This Fall!

You too can be a Green Superhero by putting food waste in the right place – *in the Green Bin, not the garbage!* Bin delivery runs July-October in Phase 1 municipalities (Essex, Lakeshore, LaSalle, Tecumseh, Windsor). Watch for yours coming soon!

You can stay up-to-date by connecting with us on Facebook, Instagram or X, by downloading the Recycle Coach app, and by visiting us at www.ewswa.org.



The Green Bin Stays

Your new Green Bin is registered to your address. This enables us to track bins for repairs and replacements. But that also means that if you move, your Green Bin should stay behind.

For more tips on how to best use your Green Bin, connect with us on Facebook, Instagram or X, or visit www.ewswa.org. To stay current on Green Bin delivery dates and program updates, download the Recycle Coach app.



Phase 2 Collection Starts in Fall 2026

If you live in a single-family household in a Phase 2 municipality (Amherstburg, Kingsville, or Leamington), your Green Bin program will not launch until fall of 2026.

But you can still Grow Green with us! For tips on how to easily manage your food waste and organics, connect with us on Facebook, Instagram or X, or visit www.ewswa.org. Stay current on other waste collection dates and program updates by downloading the Recycle Coach app.



Food Waste Collection Is Coming This Fall!

You can be a Green Superhero by putting food waste in the right place – *in the Green Bin, not the garbage!* Green Bin delivery runs July-October in Phase 1 municipalities (Essex, Lakeshore, LaSalle, Tecumseh, Windsor). Watch for yours coming soon!

Stay up-to-date by connecting with us on Facebook, Instagram or X, by downloading the Recycle Coach app, and by visiting www.ewswa.org.



BILLBOARD CAMPAIGN

The following billboards (in both static and digital form) will be placed throughout Windsor and Essex County from July to August, and some locations will be posted longer due to contractual requirements (e.g., 6 months).



The Green Bins Are Coming!*



For Bin Delivery Info:
ewswa.org 

Phase 1*
Bin Delivery
JULY TO OCTOBER

* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR

The Green Bins Are Coming!*



Food Waste collection starts in OCTOBER*

For Bin Delivery Info:
ewswa.org 

* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR

We All Win With The Green Bin.

FOOD WASTE COLLECTION STARTS IN OCTOBER*



For Bin Delivery Info:
ewswa.org 

Phase 1*
Bin Delivery
JULY TO OCTOBER

* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR

FOOD WASTE IS TOO GOOD TO WASTE
Green Bin It!

For Bin Delivery Info:
ewswa.org 

Phase 1 Bin Delivery JULY TO OCTOBER

COLLECTION STARTS OCT. '25 FOR PHASE 1 (ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR)
FALL '26 FOR PHASE 2 (AMHERSTBURG, KINGSVILLE, LEAMINGTON)



Get With It. Green Bin It!
FOOD WASTE COLLECTION IS COMING

Phase 1 Bin Delivery JULY TO OCTOBER

For Bin Delivery Info:
ewswa.org 

COLLECTION STARTS OCT. '25 FOR PHASE 1 (ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR)
FALL '26 FOR PHASE 2 (AMHERSTBURG, KINGSVILLE, LEAMINGTON)

