

September 17, 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	Angela Toole, Acting Clerk atoole@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, September 10, 2025, adopted the following resolution:

Resolution 80-2025

Moved by Mark McKenzie
Seconded by Kieran McKenzie

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.

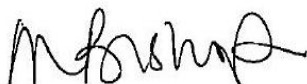
Carried

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 4 Summary: Green Bin Collection Begins!** dated September 10, 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 4 Summary: Green Bin Collection Begins!

Green Bin Program

Campaign 4 Summary: Green Bin Collection Begins!

September 5, 2025

"Hip, Hip, Hooray" to Essex-Windsor residents who have been great with receiving their new Green Bins – Green Bin Delivery is 70% complete! As October approaches, it is timely for residents to "Get Your Green On" as collection begins the week of October 21, 2025. Single-family homes in Phase 1 municipalities: Essex, LaSalle, Lakeshore, Tecumseh and Windsor will finally be able to keep their food waste and other organics out of the garbage by simply using the Green Bin. By using the new Green Bin Program, residents can extend the life of our local landfill, avoiding high costs of sighting a new one, and support the agriculturally-rich lands that serve us.

6 things residents should know to be ready for Green Bin collection:

- **Your collection day.** Download the Recycle Coach App, check your municipal calendar or visit www.ewswa.org for your weekly collection schedule.
- **Your set-out time.** Always set out your Green Bin by 6 AM, so that you don't miss the collection truck.
- **"How-To-" Green Bin It!** Check out your Starter Kit to be ready for collection.
- **Bin and Bag.** Only the EWSWA Green Bin and compostable bag(s) can be used.
- **Set-out Matters: Park-Point-Space (P-P-S).** Due to automated collection, you must:
 - **PARK** the Green Bin about 30 cm behind the curb;
 - **POINT** the arrows on the Green Bin lid towards the street; and
 - **SPACE** the Green Bin at least 1 metre from other carts/structures.
- **Start Thanksgiving weekend!** Fill your belly with food and the Green Bin with food waste this Thanksgiving weekend, which will in turn help grow next year's harvest!

What to Expect During Collection: Once a resident has properly set out their Green Bin by 6 AM on their collection day, the contractor will service the Green Bin using automated collection. Participation will be tracked, as well as how successful residents are with set-out and only placing Acceptable Materials in their Green Bin. Residents should keep an eye out for an OOPS! or Gold Star stickers that will give them feedback on their participation so that they can continue to **Grow Green with the Green Bin.**



CUSTOMER SERVICE SUPPORT:

To ensure residents receive quick customer support and accurate information, please adhere to the following:

Before collection begins, if a household in a Phase 1 municipality did not receive a Green Bin by October 1st or there is an issue with their Green Bin, they are to contact the EWSWA at 1-800-563-3377 for support.

After collection begins, residents are to contact the following for Green Bin support:

- City of Windsor residents: Call 311
- County of Essex residents: Call the EWSWA @ 1-800-563-3377 or visit ewswa.org

Amherstburg, Kingsville, and Leamington, as your Green Bin Program does not start until fall 2026, you can still Grow Green by visiting www.ewswa.org for more Green Tips.

Finally, the EWSWA's annual EnviroTips Newsletter will reach over 150,000 households this October to remind residents that Green Bin collection is coming.

Below are some sample ads for Phase 1 and Phase 2 municipalities so that they can share Campaign 4 messaging on digital displays or internally with staff. Campaign 5 messaging, "**Stay Green This Winter**", 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.



AD HEADLINES & COPY

Collection Starts Week of October 21.

Food Waste Is Too Good To Waste! Collection starts the week of October 21st. Visit www.ewswa.org/curbside-collection/green-bin for your municipal calendar or use the Recycle Coach app to find your weekly collection day and the latest program information. Remember don't start to use your Green Bin until the week before collection begins. Start filling your Green Bin this Thanksgiving!

Check Out Your New Green Bin And Starter Kit.

You got your Green Bin – now what? Start by reading the information on the Welcome Sticker. Inside your Green Bin, you will also find a Kitchen Catcher, "How-To" guide, sample compostable liner, and more to get you started. If you have questions, visit: www.ewswa.org or call the EWSWA at 1-800-567-3377.

Ready, Set, Go...for Collection

Store your Green Bin in a safe place and don't use it until the week before your collection begins. Be sure to write your address on your Bin. Remember not to use your Green Bin for any other collection program, as this is the only bin that can be used for the Green Bin Program! When its time to start using it, place it in a location that is easy to access and keep the lid closed when not in use. For more information, visit www.ewswa.org

GRAPHICS



AD HEADLINES & COPY

What Goes in the Bin? What Doesn't?

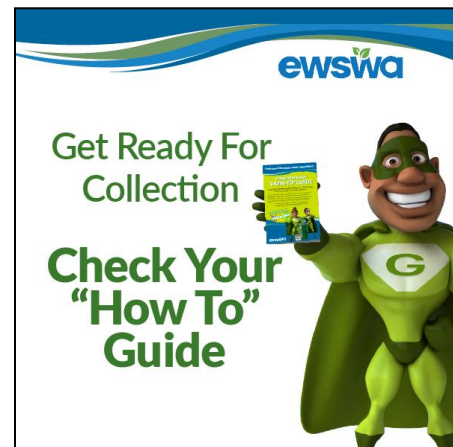
It is very important that only Acceptable Materials are put into the Green Bin so that a valuable fertilizer can be created for next year's crops. This includes food waste and many organic materials like food-soiled paper containers and compostable bags (used as liners). Other items including yard waste, pet litter, plastics, metals and Styrofoam are NOT ACCEPTABLE in the Bin. Visit www.ewswa.org for a full list of Acceptable Materials.

GREEN TIP! If you have fats, oils, grease (FOG), put them in a paper cup with a paper towel to absorb liquids and chill it in the fridge before transferring to the Green Bin just before collection.

Get Ready For Collection.

Review your "How-To Guide" to get familiar with the program. Set up your kitchen to make it easy to keep food waste out of the garbage. Consider using compostable bags, since plastic can't be used. Try to stage your Green Bin in a convenient location. Finally, be sure to know how to properly set out your Green Bin and what date your weekly collection begins. Visit www.ewswa.org for more information.

GRAPHICS



AD HEADLINES & COPY

A Kitchen Catcher - to Catch Food Waste.

The Kitchen Catcher (KC) that you received with your Green Bin will help you collect food waste in your kitchen. To be tidy, you can line it with a compostable bag, such as the sample bag that you received. Place the Kitchen Catcher in a convenient location to gather Acceptable Materials. When ready, tie the bag and place it into your Green Bin. Dishwash your KC and get ready for the next collection day. For more information, visit

www.ewswa.org

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 the 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.

Green Tips to Reduce Odours.

Empty your Kitchen Catcher regularly and clean it between uses - it's dishwasher safe! Use your weekly collection even if your Green Bin is not full. Keep all lids closed when not in use. Visit www.ewswa.org for more Green Tips.

GRAPHICS



AD HEADLINES & COPY

GRAPHICS

Stay Up-To-Date!

Download the Recycle Coach app (available for Android and iOS) to get the latest Green Bin collection schedule and program updates. You can also get collection notices for garbage and other collection programs. Visit www.recyclecoach.com to download.



BILLBOARD CAMPAIGNS

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



We All Win **WITH THE** Green Bin

**FOOD WASTE COLLECTION
STARTS IN OCTOBER***



For Bin Delivery Info:
ewswa.org



* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR

BE A GREEN SUPERHERO.

Green Bin Your Food Waste!



Collection
starts in
OCTOBER*

For Bin Delivery Info:
ewswa.org



* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR