



FOR IMMEDIATE RELEASE

County ranked 2nd in waste diversion

Midhurst/ December 9, 2011 – The County of Simcoe has once again ranked second in diversion among 223 municipalities across Ontario.

Recently released results from the annual Datacall (Ontario’s standardized waste reporting and calculation process) show Simcoe County with a 58 per cent diversion rate in 2010. The County also ranked second in the province in 2009 with a diversion rate of 57 per cent.

“Being ranked second in the province for diversion is an exceptional honour that I would like to share with all of our residents on behalf of County Council. As the County continues to introduce new diversion initiatives in 2012, we look forward to the increased participation of our residents,” said Warden Cal Patterson.

“The County of Simcoe is dedicated to implementing waste management programs that continue to increase our diversion rates. But these programs would not be successful without the support and participation of our residents in waste diversion,” said Rob McCullough, Director of Solid Waste Management.

Existing programs such as enhanced curbside collection, green bin organics collection, additional blue box materials and diversion options for items such as asphalt shingles, drywall and wood at our waste management facilities, contribute to the County’s success in waste diversion. But as we look to the future, the County wants to maintain its high ranking. Increased resident participation is essential for waste management programs.

“Our greatest opportunity for increased waste diversion lies not in implementing new programs, but through increasing participation in existing programs,” said McCullough. “We are currently capturing only 50 per cent of available organics in the County, which offers an excellent opportunity for improvement.”

The County of Simcoe was 0.2 per cent shy of the first place ranking, which was awarded to the City of Orillia.

The County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at **simcoe.ca**.

Results can be viewed at:

<http://www.wdo.ca/files/domain4116/2010%20GAP%20Diversion%20Rate%202011-10-2011.xlsx>