



Essex-Windsor Solid Waste Authority Regular Board Meeting Agenda

Meeting Date: Tuesday, July 7, 2026
Time: 4:00PM
Location: County of Essex Administration Building
360 Fairview Avenue West
St. Clair Room, 2nd Floor
Essex, Ontario N8M 1Y6

The meeting will be held in person for Board Members and staff. Media representatives and interested members of the public are also welcome to attend in person.

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2. Declaration of Pecuniary Interest	
3. Approval of the Minutes	
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- A. 2026/2027 EWSWA Insurance 65-68
- B. Restricted Acts of the Board after Nomination Day 69-72

10. New Business

11. Other Items

12. By-Laws

- A. **By-Law 7-2026** 73-74
Being a By-law to authorize a Service Agreement with Hetek Solutions Inc. to replace the existing hazardous gas monitoring system at the Essex-Windsor Regional Landfill and approve entering into a Managed Service Agreement with Hetek Solutions Inc. for semi-annual calibration and preventative maintenance of the hazardous gas monitoring system at the Essex-Windsor Regional Landfill.
- B. **By-Law 8-2026** 75-76
Being a By-law provisional upon City of Windsor Council, Essex County Council or the Board of the Essex-Windsor Solid Waste Authority being subject to the restricted acts of Council set out in Section 275 (3) of the Municipal Act, 2001, S.O. 2001 c.25, following nomination date, delegate approval authority to the General Manager for the period August 21, 2026 to the date of first meeting of the newly appointed Board, to approve unbudgeted expenditures or liabilities exceeding \$50,000.
- C. **By-Law 9-2026** 77
Being a By-Law to Confirm the Proceedings of the Meeting of the Board of the Essex-Windsor Solid Waste Authority for July 7, 2026.

13. Next Meeting Dates

Wednesday, August 12, 2026
Tuesday, September 1, 2026
Tuesday, October 6, 2026
Tuesday, November 3, 2026
Tuesday, December 1, 2026

14. Adjournment



Essex-Windsor Solid Waste Authority Regular Board Meeting MINUTES

Meeting Date: Tuesday, May 5, 2026

Time: 4:00 P.M.

Location: County of Essex Administration Building
360 Fairview Avenue West, St. Clair Room, 2nd Floor
Essex, Ontario N8M 1Y6

Attendance

Board Members:

Gary Kaschak –Chair	City of Windsor
Kieran McKenzie	City of Windsor (arrived 4:07 p.m.)
Mark McKenzie	City of Windsor
Fred Francis	City of Windsor
Jim Morrison	City of Windsor (arrived 4:07 p.m.)
Gary McNamara – Vice Chair	County of Essex
Hilda MacDonald	County of Essex
Michael Akpata	County of Essex
Rob Shepley	County of Essex

EWSWA Staff:

Michelle Bishop	General Manager
Steffan Brisebois	Manager of Finance & Administration
James Bryant	Manager of Waste Disposal
Natalie Byczynski	Project Manager
Chris Gregg	Supervisor of Waste Diversion
Teresa Policella	Executive Assistant

City of Windsor Staff:

Stacey McGuire	Acting Executive Director of Operations
Lorie Gregg	Executive Director, Financial Planning/Deputy Treasurer
Rachel Chesterfield	Manager, Performance Measurement and Business Case Development
Stuart Diotte	Manager of Waste Collection Contracts

County of Essex Staff:

Melissa Ryan	Director of Financial Services/Treasurer
David Sundin	Director, Legislative and Legal Services

Absent:

Drew Dilkens	City of Windsor (Ex-Officio)
Cathy Copot-Nepszy	Manager of Waste Diversion
Tony Ardochini	Deputy Treasurer Financial Planning (City of Windsor)
Jim Leether	Manager of Environmental Services (City of Windsor)
Claire Bebbington	Deputy County Solicitor (County of Essex)

1. Call to Order

The Chair called the meeting to order at 4:00 p.m.

2. Declaration of Pecuniary Interest

The Chair called for any declarations of pecuniary interest, and none were noted. He further expressed that should a conflict of a pecuniary nature or other arise at any time during the meeting that it would be noted at that time.

3. Approval of the Minutes

Moved by Fred Francis

Seconded by Mark McKenzie

That the minutes from the Essex-Windsor Solid Waste Authority Regular Meeting, dated April 15, 2026, be ***approved and adopted***.

**27-2026
Carried**

4. Business Arising from the Minutes

No items were raised for discussion.

5. Correspondence

There were no correspondences for May 5, 2026.

6. Delegations

There were no delegations for May 5, 2026.

7. Waste Disposal

A. Regional Landfill Heavy Equipment – Landfill Compactor Replacement Strategy

The report provided an overview of the condition of the Authority's existing landfill compactor and outlined the operational risks associated with relying on a single unit. Several options were reviewed, including maintaining the current compactor, replacing it, or adding a second compactor.

Administration recommended a two-phase strategy to address the Authority's compactor requirements. Phase 1 involves acquiring a rebuilt compactor in 2026 using funds currently available in the approved 2026 budget. Phase 2 proposes allocating resources in the 2027 budget to rebuild the Authority's existing compactor. This approach would reduce the risk of operational disruptions should one unit become unavailable, improve compaction efficiency,

thereby helping to extend landfill capacity, and provide greater flexibility when scheduling maintenance.

Moved by Fred Francis

Seconded by Mark McKenzie

That EWSWA Administration be **directed** to proceed with a Request for Tender to procure a rebuilt landfill compactor in 2026; and further

That the Board **delegate** purchasing authority to the General Manager for a rebuilt landfill compactor, provided that the tender pricing does not exceed 133% of the approved budget; and further

That the Board **direct** the General Manager to report back to the Board at a future meeting with the outcome of the procurement process, and any related costs.

That EWSWA Administration be **directed** to include a capital expenditure in the 2027 budget to rebuild the Authority's existing 836K landfill compactor.

28-2026
Carried

8. Waste Diversion

A. Correspondence to Ministry of Environment, Conservation and Parks – Blue Box Program Data Request

In response to the Board's request, the General Manager reported that correspondence was sent to the Ministry of the Environment, Conservation and Parks (MECP) on Thursday, April 30th, requesting provincial support for Blue Box Program data to assist with municipal waste diversion reporting. She further advised that following discussions with the Chair and Vice Chair, the County will submit a delegation request to the Association of Municipalities of Ontario (AMO). Administration will report back to the Board as additional information becomes available.

Moved by Hilda MacDonald

Seconded by Michael Akpata

That the Board **receive** this report as information.

29-2026
Carried

B. 2026 Green Bin Program: Promotion & Education Update – Campaign 3A
Beat the Heat with these Green Tips

The Supervisor of Waste Diversion provided an update on the next phase of the communications strategy for the Green Bin Program (GBP). Campaign 3A: Beat the Heat with These Green Tips has been developed and will focus on strategies for effective green bin use during the warmer months. Campaign 3A will run concurrently with Campaigns 2A and 2B, which were presented at the previous Board meeting. There are no financial implications associated with these campaigns, as they are included in the approved 2026 Operating Plan and Budget.

The Chair requested an update on Earth Day activities, specifically regarding discussions related to green bins and waste diversion.

The Supervisor of Waste Diversion reported that the event was very successful with strong support from residents. Authority staff engaged in meaningful dialogue with attendees, including many children who were eager to learn about composting. There was significant interest in the orange bins distributed at the event. Overall, the event was a very positive experience.

Moved by Gary McNamara
Seconded by Fred Francis

That the Board **receive** this report as information.

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.

**30-2026
Carried**

9. Finance & Administration

A. January to March 2026 Three-Month Operations Financial Review

The Manager of Finance provided the financial summary for the first quarter of 2026, highlighting the following key figures, variances and operational impacts:

- In the first quarter of 2026, municipal garbage amounted to 22,080 tonnes, which is a decrease of 3,050 tonnes compared to the same period in 2025. The decrease was primarily driven by the launch of the municipal curbside food and organics collection (Green Bin) program. The Authority earned \$949,440 in the period, which is approximately \$131,000 less compared to the same period in 2025.
- The Authority received approximately 2,900 tonnes of food & organic waste from Phase 1 municipalities, which resulted in \$404,000 in

revenue. No period tonnage or revenue comparators were highlighted as the Green Bin Program launched in October 2025.

- The Authority received approximately 22,000 tonnes of Industrial, Commercial and Institutional (IC&I) waste in the first quarter of 2026. The IC&I waste decreased by approximately 1,000 tonnes when compared to the same period of 2025. Despite the decrease in tonnes, the Authority received approximately \$1,129,400 in revenues, an increase of \$47,700 when compared to 2025. The increase is attributable to the raising of the tipping fee rates in 2026.
- The Authority received 19,192 tonnes of Non-Landfillable Material, which is approximately 4,000 fewer tonnes when compared to the same period in 2025. The material primarily consists of daily cover material and auto-shredder fluff.
- Overall, the Regional Landfill received 45,445 tonnes of waste in the first quarter. This sum is approximately 4,000 tonnes less than in the same period of 2025.

He reported no material variances in operating expenditures for the first quarter. Fuel prices continue to be monitored, as the Authority relies heavily on diesel-powered landfill equipment. A more comprehensive report will be provided at the six-month mark.

Mr. McNamara inquired about the impact of fuel costs and whether the Rate Stabilization Reserve would be utilized to cover any unbudgeted fuel variances.

The Manager of Finance explained that fuel cost impacts depend on consumption and equipment utilization. Any increases or decreases would be funded through the Rate Stabilization Reserve.

The General Manager added that the Authority has two areas of exposure to diesel costs: the direct operating cost of heavy equipment and contractual costs related to collection and hauling services. She explained that these contracts include an escalation clause based on 90% CPI and 10% fuel. If fuel prices do not stabilize, the adjustment is calculated based on the previous 12 months. Some variance is expected; however, it is hoped that conditions will improve quickly.

Moved by Rob Shepley
Seconded by Mark McKenzie

That the Board **receive** this report as information.

31-2026
Carried

B. 2025 Financial Statement and Auditors Report

The Manager of Finance presented the audited 2025 financial statements and auditors' report prepared by KPMG. He noted that KPMG issued an "unmodified" audit opinion, meaning the financial statements present fairly. He provided a verbal overview of significant items within the financial statements during his presentation.

Moved by Fred Francis

Seconded by Kieran McKenzie

That the Board **approve** this report, the 2025 financial statements and the associated auditors' report.

**32-2026
Carried**

C. County of Essex Council Notice of Motion Re: Green Bin Program Statistics and Public Education

The General Manager presented a report regarding Essex County Council Resolution 037-2026, which addresses the Regional Green Bin Program in Essex County, including associated costs and public education campaigns. The purpose of the report was to seek the Board's direction on how to respond to the resolution.

She noted that, while the resolution reflects County Council's interest in transparency and accountability, most of the requested information has already been shared with County Council, City Council, and local municipalities through multiple channels and in various formats throughout the implementation of the program.

The General Manager also outlined the proposed next steps. Administration will continue to carry out its established reporting and communication plan for the program, including providing updates on public education initiatives, operations, and overall program performance as new information becomes available.

Mr. Morrison inquired about the contract term with the green bin material processor and long-term planning considerations.

The General Manager provided a summary of the various contract expiration dates and stated that preliminary meetings were beginning to take place regarding next steps.

Mr. Morrison referred to Chatham-Kent Council's approval of an aerobic digester facility.

The Chair asked whether there have been any challenges with Seaclyff Energy.

The General Manager stated that no challenges have been identified. Seaclyff Energy (Seaclyff) has been extremely pleased with the quality of material received, noting that the Authority's material is preferred over the material received from other regions. Contamination levels are approximately 1%, significantly below Seaclyff's acceptable threshold of 16%. The Authority's public education program contributes to maintaining this high standard.

Kieran McKenzie asked when discussions with the elected body would begin.

The General Manager stated that the GHD report provided a comprehensive set of alternatives and a decision-making roadmap. The next step would be to engage GHD to update the roadmap. These discussions are expected to occur during the next term of the Board.

Kieran McKenzie commented that municipalities required significant time to fully understand the volume and complexity of information presented. With eight municipalities involved, each with differing perspectives, the discussion remains complex.

Moved by Hilda MacDonald
Seconded by Gary McNamara

That the Board **receive** the report as information; and further that Authority Administration continue to provide ongoing updates related to the Regional Green Bin Program, including Public Education and Outreach (P&E), program performance, and other relevant information, through established reporting and communication processes as information becomes available.

33-2026
Carried

10. New Business

No items were raised for discussion.

11. Other Items

No items were raised for discussion.

12. By-Laws

A. By-Law 6-2026

Moved by Rob Shepley
Seconded by Michael Akpata

That By-Law 6-2026, being a By-law to Confirm the Proceedings of the Board of the Essex-Windsor Solid Waste Authority be given three readings and be **adopted** this 5th day of May, 2026.

34-2026
Carried

13. Next Meeting Dates

Tuesday, June 2, 2026
Tuesday, July 7, 2026
Wednesday, August 12, 2026
Tuesday, September 1, 2026
Tuesday, October 6, 2026
Tuesday, November 3, 2026 – 2027 Budget deliberation
Tuesday, December 1, 2026

14. Adjournment

Moved by Mark McKenzie
Seconded by Kieran McKenzie
THAT the Board stand ***adjourned*** at 4:39 PM.

35-2026
Carried

All of which is respectfully submitted.

Gary Kaschak
Chair

Michelle Bishop
General Manager



May 6, 2026

BY EMAIL

Essex-Windsor Solid Waste Authority
211 - 360 Fairview Avenue West
Essex, ON N8M 3G4
Email: mbishop@ewswa.org

Re: Regional Green Bin Program

At its Regular Council Meeting held on May 4, 2026, Council supported the enclosed correspondence.

Council accordingly passed the following resolution:

R26-05-189

Moved By Mayor Bondy
Seconded By Councillor Verbeek

That the correspondence from Essex-Windsor Solid Waste Authority, be received and supported; and

That Council direct Administration to write to the Essex-Windsor Solid Waste Authority to request more information regarding the tonnage from the Town of Essex and whether it is coming from our rural or urban areas.

Carried

As such, would you kindly provide information specific to the Town of Essex regarding the tonnage collected in the first five (5) months of the Green Bin Program and whether same is coming from our rural or urban areas.

I trust you will find this satisfactory. If you have any questions or comments, please feel free to contact the undersigned.



Yours truly,

A handwritten signature in black ink, appearing to read "jml", written in a cursive style.

Joseph Malandruccolo
Director, Legal and Legislative Services/Clerk
jmalandruccolo@essex.ca

Enclosure



Essex-Windsor Solid Waste Authority Administrative Report

To: The Chair and Board of the Essex-Windsor Solid Waste Authority

From: James Bryant, Manager of Waste Disposal

Meeting Date: Tuesday, July 07, 2026

Subject: Hazardous Gas Monitoring System – Regional Landfill

Purpose

The purpose of this report is to inform the Board of the tender results for the hazardous gas monitoring system upgrades at the Essex-Windsor Regional Landfill (Landfill) and to seek approval for a purchase strategy to implement the required system upgrade.

Background

Buildings at the Landfill are equipped with a monitoring and communication system intended to alert employees to the presence of hazardous gases, including methane. If hazardous gases are present in the workspace air at a preset concentration, the system is programmed to automatically activate a ventilation system through a series of vents and exhaust fans. The current system was installed as part of the original building construction at the Landfill, the cost for which is not available to the current Administration.

The existing system is no longer operating as intended due to the age of the equipment. Key sensors have been discontinued and are no longer supported by the manufacturer. As a result, replacement of the field devices is required to maintain an appropriate level of environmental and workplace safety monitoring.

A replacement strategy was therefore developed to address the failure of the current system and the lack of available supported components.

Discussion

The Authority issued Request for Tender 2026-03-05 for the removal and replacement of the existing hazardous gas monitoring system. Since accurate drawings were not available, part of the bidding process required potential vendors

to attend a site meeting to view the existing system components and understand the layout of each of the various buildings. A total of three vendors attended the site visit; however, only one submission was received, from Hetek Solutions Inc. (Hetek). The submission met the technical requirements of the tender, but the total cost exceeded the approved budget for the project.

EWSWA Procurement Policy Clause 12.1.2 allows for the negotiation of contracts where only one submission is received. Authority Administration therefore entered into non-binding negotiations with Hetek to review the scope and identify cost-saving opportunities.

Scope reductions were identified; however, the cost of the essential upgrades still exceeded the 2026 budget allocation of \$100,000. To address this, the proponent proposed a managed service agreement that would allow the Authority to complete the required upgrades while reducing the initial capital cost.

Managed Service Agreement

Three (3) options were presented by Hetek and reviewed by Administration. These options included the following:

Option No.	Description	Administration Comments and Recommendation
1	Pay capital, installation, and 5 years of semi-annual calibration and preventative maintenance services upfront in 2026.	Not preferred as the Authority does not typically pay for services not yet rendered.
2	Pay a portion of capital/install up front, with the remainder financed over 5 years and included as part of semi-annual calibration and preventative maintenance service.	Not preferred as the Authority would be paying over \$50,000 in interest over the term of the agreement.
3	Pay the capital and installation costs in 2026 and enter into a typical 5-year service agreement for the semi-annual calibration and preventative maintenance service.	Preferred as the Authority can finance the capital/install internally, while paying for services in the year they will occur.

Administration is recommending that the Authority proceed with Option 3, where the capital and installation costs are paid in full in the current fiscal year, financed through reserves, coupled with a 5-year agreement for semi-annual calibration and preventative maintenance services.

Financial Implications

The Board-approved 2026 Regional Landfill Program Budget included an estimated allocation of \$100,000 for this project, to be funded from the Authority's Equipment Replacement Reserve (ERR). While the cost of the system outlined in this report exceeds the original budget estimate, the project involves an essential health and safety system required for continued landfill operations. As no additional funds are available within the ERR beyond the approved budget amount, Administration is recommending a one-time contribution from the Rate Stabilization Reserve to fund the remaining project cost. Accordingly, project funding would consist of \$100,000 from the ERR and \$200,244.35 from the Rate Stabilization Reserve, for a total of \$300,244.35, excluding applicable taxes. Funding the project from the Authority's reserves, rather than through financing with Hetek, is also expected to result in estimated interest savings of approximately \$52,820.

Although the existing system is approximately 30 years old, it is not anticipated that the proposed replacement system will have a comparable service life. As a result, future operating budgets will need to include increased contributions to the ERR to ensure sufficient funding is available for future system replacements and related upgrades.

The 2026 budget included \$6,000 for annual calibration; however, industry best practice for this type of life-saving equipment is semi-annual calibration. Commencing in 2027, calibration and preventative maintenance services will be performed semi-annually by Hetek at a cost of \$8,600 in 2027, increasing to \$9,309.28 by 2031. The total cost of these services over the 2027 to 2031 period is estimated at \$44,755.65. The appropriate funding amounts will need to be incorporated into future budgets beginning in 2027.

Recommendation

That the Board **authorize** the Authority to enter into a service agreement with Hetek Solutions Inc. to replace the existing hazardous gas monitoring system at the Essex-Windsor Regional Landfill, for a total of \$300,244.35, excluding applicable taxes, to be funded up to \$100,000 by the Equipment Replacement Reserve, and \$200,244.35 by the Rate Stabilization Reserve.

That the Board **approve** entering into a Managed Service Agreement with Hetek Solutions Inc. for semi-annual calibration and preventative maintenance of the hazardous gas monitoring system at the Essex-Windsor Regional Landfill, commencing in 2026 and concluding in 2031, for a total amount of \$44,755.65.

Submitted By

A handwritten signature in black ink, appearing to read 'JBryant', is positioned above the printed name.

James Bryant, Manager of Waste Disposal



Essex-Windsor Solid Waste Authority Administrative Report

To: The Chair and Board of the Essex-Windsor Solid Waste Authority

From: James Bryant, Manager of Waste Disposal
Michelle Bishop, General Manager

Meeting Date: Tuesday, July 07, 2026

Subject: Reverse Osmosis Plant Status and Delegation of Authority

Purpose

The purpose of this report is to update the Board of Directors on the status of the Reverse Osmosis (RO) leachate treatment project. More specifically, this report includes an update for the "polishing pilot study" and Ministry of Environment Conservation and Parks (MECP) approval steps. Additionally, included herein is a summary of the Authority's next steps with respect to the full-scale permanent RO plant design, construction, and commissioning, along with a request to the Board to delegate approval authority for the purchase of the full-scale RO Plant to the General Manager and the Manager of Finance and Administration, considering the potential for a "lame duck" Board.

Background

Past reports to the Board, including those in both July and December 2025, described the Authority's long-standing practice of managing leachate through off-site hauling with treatment and disposal at the City of Windsor's Lou Romano and Little River pollution control facilities. More than 95% of the leachate generated on site is managed in this fashion, with the remainder used to irrigate defined areas of grassland at the site, as approved by ECA No. A011101.

In 2022, the City of Windsor (City) initiated a temporary cessation on leachate disposal at the Lou Romano Pollution Control facility so the City could evaluate potential causes of treatment plant disruption. For a period of approximately 6 weeks, leachate was managed through on-site storage because the Regional Landfill had experienced an extended period of dry weather, leaving an

uncharacteristically high volume of storage available. Leachate levels rose quickly through the 6-week period, triggering the need for the Authority to evaluate other leachate treatment and disposal options. After careful assessments that included third-party consulting services through Stantec and RWDI Inc., the preferred approach was determined to be an onsite leachate treatment plant. This resulted in the partnership between the Authority and Rochem Americas, and their supply of a mobile Reverse Osmosis (RO) pilot plant. The mobile RO plant has been onsite since 2024 and treats up to 190 cubic metres per day (50,000 US gallons per day). The pilot system operates at an efficiency of approximately 85%. More specifically, 85% of the leachate treated becomes clean permeate while 15% becomes concentrated leachate, which is recirculated into the waste disposal workforce. The current process has three treatment stages:

- Stage 1: Leachate is pumped into the system, treated with acid and other preparation chemicals, followed by an initial stage of filtration and recirculation. This stage separates the leachate into roughly 70% permeate (clean water) and 30% concentrate (concentrated contaminated water).
- Stage 2: Concentrate from Stage 1 is pumped through membrane filters at a high pressure, generating approximately 50% each of permeate and concentrate. The combined result from Stages 1 and 2 is an efficiency of approximately 85% based on leachate influent.
- Stage 3: All of the permeate generated through Stages 1 and 2 is pumped to a “polishing” process where the final remnants of ammonia and boron are removed, followed by a final pH adjustment.

Currently, all of the permeate remains stored onsite, after which it is hauled to the City for treatment at the Lou Romano Pollution Control Plant, since an approval to discharge has not yet been acquired through the MECP and other regulators. The final plant is anticipated to release the permeate to the municipal drain (7th Concession Drain) that fronts the Regional Landfill on County Road 18, subject to all applicable approvals.

On December 2, 2025, the Board approved the following:

That the Board **receive** this Report as information and that the Board:

1. Authorize the Authority to proceed with an extension of the rental of the mobile RO equipment being used for the Pilot Project;
2. Authorize Administration to prepare procurement documents in preparation for the design and build of the facilities and equipment required to operate a permanent full-scale RO System;

3. Authorize and direct Administration to develop a financing strategy for a permanent RO System for the Board's consideration in 2026; and
4. Conditionally approve the Direct Purchase of RO equipment from Rochem Americas Inc. for the permanent RO System and authorize Administration to pay a deposit to Rochem, subject to the Permeate Polishing Study producing satisfactory results to allow for the discharge of the leachate to the drain.

Discussion

Status of the Pilot Plant Operation

The RO Plant has been operating the three-stage process to collect sufficient data in support of the Authority's future application to the MECP for approval to discharge to the municipal drain along County Road 18. Between April 2024 and April 2026, several operational adjustments were made to the Pilot Plant to consistently achieve permeate quality objectives and inform final plant design. Through this trial process, the RO leachate treatment has demonstrated that it can successfully remove pollutants from landfill leachate and generate a permeate of quality that can be discharged to the natural environment. An additional benefit of the RO system is that it has proven the ability to treat perfluoroalkyl and polyfluoroalkyl substances (PFAS), which are often described as "forever chemicals". Recent analyses completed by the Authority demonstrated a treatment efficiency of greater than 98%, with many PFAS compounds returning results of "non-detectable" from accredited third-party lab results. While there are currently no provincial or federal statutes regulating PFAS levels in landfill leachate, EWSWA's transition to an RO treatment system would place the region ahead of potential future regulations.

Status of MECP Discussions and Approvals

EWSWA Administration met with representatives of the MECP, including senior-level management and members of the technical reviewing team, on two separate occasions within the past month. The first meeting was held virtually on June 3rd, 2026, to discuss general process-related questions regarding the Authority's future application to amend the relevant ECA. As required by the MECP, a subsequent meeting was held in person with members of the MECP's Regional Technical Committee on June 12, 2026. Discussions during this second meeting related to the application process, water quality discharge criteria, and detailed application requirements were positive and provided Administration with a clear path forward. One key element that resulted from the discussion is that the application for an ECA amendment is a two-step process. The first step is to submit the application details to the Regional Technical Committee for their review. The majority of all

comments by the MECP are addressed at this stage, with reviews taking approximately 30 days to complete, depending on the volume of applications and complexity of the information. Upon addressing all comments at this stage, the Regional Technical Committee will issue a "Letter of Concurrence" which must be appended to an application to the MECP Approvals Branch. The application to the MECP Approvals Branch is the second step in the process and ultimately leads to an amended Waste ECA for the Authority, detailing dry ditch discharge parameters and monitoring requirements. While a Letter of Concurrence does not constitute an approval by MECP, it is unlikely that the MECP refuses an approval once the Regional Technical Committee provides support. This was discussed with the MECP and made clear to EWSWA Administration during the meeting on June 12, 2026.

Status of the RO Plant Design and Installation

The RO plant design is being finalized by Rochem Americas using the operational data from the past 2 years. Upon finalizing the design, which is anticipated in the next 30-60 days, a Purchase Order from the Authority will be required to begin manufacturing the plant components. The RO plant will be manufactured and delivered in 2027 as a modular system that can be placed inside a pre-existing building, followed by plumbing and electrical connections. At present, the final plant design is anticipated to include the following:

- 1) Leachate feed pumps
- 2) Initial bag filtration and pH adjustments
- 3) Secondary sand filtration
- 4) Initial RO Process and permeate generation
- 5) Concentrate recirculation systems
- 6) Secondary RO Process and permeate generation (high pressure)
- 7) Polishing Unit (removal of ammonia, boron and final pH adjustment)
- 8) Odour Control Unit (controlling hydrogen sulphide gas)
- 9) Permeate effluent pumps

Rochem Americas will coordinate the installation and commissioning of the plant in 2027.

Status of RO Building Construction

As previously stated, the RO Plant will be delivered and installed as modular components inside a future RO Building. A conceptual drawing has been developed internally by Administration, in cooperation with Rochem Americas, to ensure the building layout facilitates the safe operation of the RO system. A final detailed design of the RO building must be completed by a qualified team of engineers to ensure that the various industrial building components meet acceptable standards, including but not limited to electrical, mechanical, HVAC, and life-saving

equipment (e.g. fire suppression, hazardous gas detection, etc.). Administration engaged several engineering firms and qualified individuals, through an informal Request for Quotation (RFQ) process, to assist the Authority with the development of a concise Scope of Work for the Balance of Plant Design Request for Proposal (RFP). Administration has executed a Professional Service Agreement (PSA) with Dillon Consulting Ltd. in the amount of \$29,500, excluding applicable taxes, to complete this work. This cost aligns with the anticipated scope of work and pricing discussed previously with the Board of Directors.

The RFP for the Balance of Plant Design is anticipated to be released in August 2026, with a contract award anticipated in September 2026. Proposals will be reviewed against a set of predetermined criteria, including but not limited to cost. Detailed design of the RO building is anticipated to be completed over the winter months, with construction anticipated to commence in April 2027. Efforts will be made to coordinate the RO Plant delivery such that a building will be present to house the modular units.

Environmental Considerations and Risk Mitigation

While the current practice of hauling leachate to the City for treatment at a conventional municipal wastewater treatment facility can remove contaminants from leachate, it does introduce numerous environmental and financial risks. Hauling via tankers adds pollutants to the air through fossil fuel consumption and adds significant wear and tear on both internal roads at the Regional Landfill, as well as to public roads in the County and the City. Eliminating this trucking is beneficial for the air quality and reduces the dynamic loading on public road surfaces. Hauling also introduces risks of spills along the haul route. Eliminating trucking eliminates the risk of spilling and contaminating the surface water of local watercourses. In lieu of trucking, the RO plant will treat leachate onsite, generating permeate that meets the highest of standards for surface water discharge, including the removal of PFAS, which are anticipated to be regulated for landfills at some point in the near future.

As leachate is considered an outlier in terms of liquid waste streams received at the municipal wastewater facility, the removal of leachate from the Lou Romano wastewater plant is beneficial to both the City and EWSWA. Dosing a wastewater plant with leachate may be a contributing cause of temporary plant upsets. With leachate being treated on site through the RO system, the City will have fewer contributing factors related to plant upsets, and the Authority will have less risk of having to implement costly contingency measures during such times. The RO plant will position the Authority positively when it comes to environmental, financial, and operations risks.

Next Steps

EWSWA still has several steps to proceed through before a full-scale plant is commissioned. Below are the key milestones and associated timelines.

Activity	Timeline	Description/Details
Prepare RFP	June – July 2026	Complete the Scope of Work for the Detailed Design of the Balance of Plant RFP.
Prepare and submit documents to MECP	July 2026	Finalize the application for ECA amendment and submit the application to the MECP's Regional Technical Committee for review and concurrence.
Potential wind-down of pilot plant operations	July 2026	Review the ongoing need to operate the RO Pilot Plant for leachate management at the Regional Landfill. Potential for winding down of the operation while preparing the site for the permanent plant.
Release Balance of Plant RFP	August 2026	Release the "Balance of Plant" Design RFP on Bids and Tenders. Proposals will be reviewed against a set of predetermined criteria, not limited to simply cost.
Submit Complete Application to MECP	September 2026	Submit application for an ECA Amendment to the MECP Approvals Branch. Efforts will be made to expedite the review and approval process through the request for a "Priority Review".
Begin Detailed Design	September 2026	Initiate the "Balance of Plant" detailed design with coordination between the successful proponent, EWSWA and ROCHEM Americas Inc.
Construct RO Building	April – August 2027	Construction is anticipated to take 6 months to complete.
RO Plant Delivery	June 2027	Lead time for plant manufacturing and delivery is estimated by Rochem Americas to be 6 months. The RO building construction does not need to be fully complete to accommodate the modular units.

Financial Implications

The total capital project cost is currently estimated to be \$14.9M, including the plant acquisition, RO building design and construction, as well as various approvals. Rochem Americas Inc. has provided the Authority with a purchase agreement with three payments totalling \$6,981,000 USD (\$9,773,400.00CAD at an exchange rate of 1.40), excluding applicable taxes. These payments are in increments, as described further below in Table 1. Timing of the payments are best estimates as the first 30% draw is anticipated to be upon execution of a purchase agreement with Rochem Americas Inc. and once EWSWA receives the MECP Letter of Concurrence. Any changes to MECP discharge approval requirements and timing may impact final plant design and associated costs.

Table 1: Estimated Schedule of Payments to Rochem Americas Ltd.

Percent of Total	Description	Amount (\$ CAD)	Timing
30%	Manufacturing plant components, preparation of final system design drawings	\$2,932,020.00	Sept. 2026
30%	Factory Acceptance Testing for TSSA-certification	\$2,932,020.00	Q1 2027
40%	Installation and Commissioning	\$3,909,360.00	Q2 2027
100%	Total	\$9,773,400.00	N/A

In addition to the above, the Authority will also incur costs for the design of the RO Plant in this fiscal year. Based on the current procurement schedule, it is anticipated that the Authority will be required to pay approximately \$220,000.00, excluding applicable taxes, in the fourth quarter of 2026 to initiate the Balance of Plant design. The remainder of such related cost (estimated to be \$625,000.00) is anticipated to be borne by the Authority in the first quarter of 2027.

The tables below summarize the estimated costs to operate the full-scale RO plant and compare costs to the Authority's traditional methods of hauling and treating leachate. Administration anticipates that calendar 2028 represents the first full year of RO plant operations.

Table 2: Summary of the permanent RO plant operating expenditures

Summary of Estimated RO Operating Costs	Calendar 2028 Estimates
Estimated Annual Operating Costs	\$1,527,470.00
Loan Repayment – RO Plant (20-year amortization period)	\$513,670.00
Loan Repayment – RO Building (25-year amortization period)	\$226,870.00
Total ESTIMATED Operating Costs	\$2,268,010.00
Estimated m3 of leachate treated	120,000
Price Per m3 (excl. loan repayment)	\$12.73
Price Per m3 (incl. loan repayment)	\$18.90

The annual operating costs are based on Rochem's estimates, which include utilities, repair and maintenance, consumables, along with Administration's estimates for wages and benefits of two (2) Full Time Equivalent staff members. Administration has included a conservative exchange conversion rate of 1.40 for any USD cost estimates.

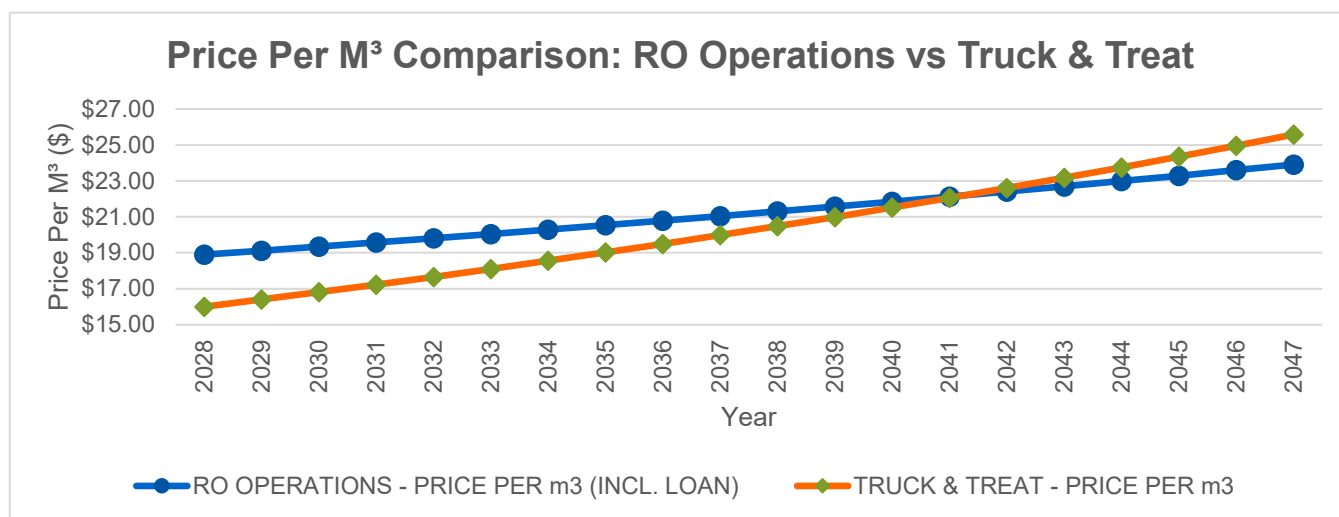
Table 3: Summary of expenditures to haul and treat leachate (without an RO treatment facility)

Summary of Hauling and Treatment Expenditures	Calendar 2028
Leachate Hauling	\$811,000.00
Leachate Treatment	\$1,109,000.00
Total Expenditures	\$1,920,000.00
Estimated m3 of leachate hauled and treated	120,000
Price Per m3	\$16.00

Table 3 estimates that all raw leachate generated at the Regional Landfill would be hauled and treated by the City of Windsor Pollution Control Plant and does not account for any contingency measures needed in the event of a plant shutdown. Additionally, City of Windsor treatment surcharges are formed based on the leachate quality as of 2025. Should the quality of leachate diminish, treatment costs would increase.

The figure below compares the price per m3 of treated leachate over 20 years when operating an RO facility versus the Authority's historical treatment practices. The estimated price per m3 is also based on an annual volume of 120,000 m3. Based on this information, administration predicts that the to cost treat a cubic

metre of leachate onsite through the RO system will become less than the cost to truck and treat offsite.



Administration is proposing that the purchase of the RO plant and building be financed through loans from the Authority's reserves. The estimated RO plant loan repayment is scheduled for 20 years, while the RO building is scheduled for 25 years. The loan's interest is capped at \$25,000 annually per loan and is scheduled to begin in calendar 2028.

The Authority has historically loaned funds from available reserves for capital projects, since the cost to borrow internally is less than traditional loans. Capital projects that were funded through internal financing include the purchase of the landfilling dozers, container building MRF expansion, Transfer Station 1 and SSO retrofits, the Regional Landfill cell development projects and Green Bin cart purchases. The estimated change of the Authority's outstanding internal loan balance (unfinanced capital loan) due to the loans for the RO building and plant is presented in Table 4 below.

Table 4: Estimated unfinanced capital loan balances for years 2025 to 2028

Calendar Year	Opening Balance	Net Change Added/(Repayment)	Ending Loan Balances as of December 31
2025			\$21,269,080
2026	\$21,269,080	\$3,041,830	\$24,310,910
2027	\$24,310,910	\$7,120,690	\$31,431,600
2028	\$31,431,600	(\$4,735,510)	\$26,696,100

Administration anticipates that sufficient reserve funds will be available at the time of purchase of the RO facility and building, and that the Authority will be able to service the associated debt.

Delegation of Authority

Given the project's critical path timelines, there is a high likelihood that key procurement, contracting, and regulatory steps will need to occur during the period between the end of the current Board's term (the "lame duck" period) and the appointment of a new Board. During this transition, the Authority may be limited in its ability to obtain timely approvals, which could result in delays to manufacturing, regulatory submissions, and overall project delivery.

The RO Plant project is highly schedule-sensitive. As outlined in this report, the issuance of a Purchase Order to Rochem, initiation of the Balance of Plant design, and advancement of regulatory approvals are all required within defined timeframes in 2026 to maintain the anticipated 2027 construction and commissioning schedule. Any delay in these actions may result in extended lead times, increased costs, and potential impacts to regulatory approval timelines.

To mitigate these risks and ensure continuity of operations, it is necessary to delegate limited and defined authority to Administration to proceed with time-sensitive actions during this transition period.

Accordingly, Administration is seeking authorization for the General Manager and the Manager of Finance and Administration, as signing authorities for the Authority, to:

- Execute a purchase agreement with Rochem Americas Inc. for the supply of the full-scale RO Plant, including issuance of a Purchase Order and payment of the initial deposit, subject to receipt of the MECP Letter of Concurrence and consultation with the Authority's Solicitor;
- Execute the agreements related to the Balance of Plant design, including awarding and entering into a Professional Services Agreement with the successful proponent through the Authority's competitive procurement process;
- Advance regulatory submissions and technical studies required to secure MECP approvals; and
- Undertake all necessary administrative and contractual actions required to maintain the project schedule and ensure readiness for construction in 2027.

All actions undertaken under this delegated authority will:

- Be limited to those that are consistent with the scope, budget, and procurement processes outlined in this report;
- Be subject to all applicable policies, by-laws, and financial controls of the Authority; and
- Be reported back to the Board at the earliest opportunity following the appointment of the new Board.

This approach ensures that appropriate governance and oversight are maintained, while enabling the Authority to proceed with critical path activities and avoid unnecessary project delays during the Board transition period.

Recommendation

That the Board *receive* this report as information and:

That the Board delegate approval authority to the General Manager and the Manager of Finance and Administration, to execute a purchase agreement with Rochem Americas Inc. for the supply of a full-scale reverse osmosis leachate treatment plant, including issuance of a Purchase Order and payment of the initial deposit, subject to receipt of the MECP Letter of Concurrence and consultation with the Authority's Solicitor; and

That the Board delegate approval authority to the General Manager and the Manager of Finance and Administration, to execute agreements related to the Balance of Plant detailed design, including awarding and entering into a Professional Services Agreement with the successful proponent through the Authority's competitive procurement process; and

That Administration be directed to advance regulatory submissions and technical studies that are required to secure all applicable approvals; and

That Administration be directed to undertake all necessary administrative and contractual actions required to maintain the project schedule and ensure readiness for construction in 2027; and

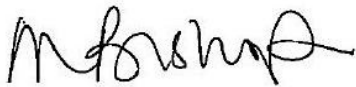
That Administration be limited in its delegated authority to those items that are consistent with the scope, budget, and procurement processes outlined in this report, be subject to all applicable policies, by-laws, and financial controls of the Authority; and further

That Administration report back to the Board at the earliest opportunity following the appointment of the new Board.

Submitted By



James Bryant, Manager of Waste Disposal



Michelle Bishop, General Manager



Essex-Windsor Solid Waste Authority Administrative Report

To: The Chair and Board of the Essex-Windsor Solid Waste Authority

From: Catharine Copot-Nepszy, Manager of Waste Diversion

Meeting Date: Tuesday, July 07, 2026

Subject: Green Bin Program Promotion and Education Activities Report 2020-2025 - County of Essex Council Notice of Motion
RE: Green Bin Program Statistics and Public Education

Purpose

The purpose of this report is to provide the Board with an update on the public education efforts or Promotion and Education ("P&E") supporting the Green Bin Program that was administered by the Authority from 2020 to 2025.

Background

At the May 5, 2026, EWSWA Board meeting, Authority Administration shared that County Council, at its February 4, 2026, meeting, requested written information from the Authority on the Green Bin Program. This report focuses on County Council's resolution under New Business item 14.2 Green Bin Organics Recycling Program. This resolution requests that the Authority provide "Details of the public education or P&E campaign to date for the program and details of future planned public education campaigns." At the May EWSWA Board meeting, Administration did acknowledge that much of the information requested was previously shared over the launch of the Green Bin Program. However, Administration did acknowledge that this would present a good opportunity to summarize P&E efforts that the Authority has done ahead of the 2025 launch.

Discussion

The following provides Administration's response to the following portion of County Council's Resolution 037-2026:

- ***Details of the public education campaign to date for the Program and details of future planned public education campaigns***

Historically, Authority Administration has adequately updated the EWSWA Board on its P&E activities through regular reports. With the new Green Bin Program, updates have increased due to the comprehensive nature of this new program. Through this process, it was determined that enhanced communication for the Green Bin Program was also needed with local councils and their administration therefore, the following were created:

- Municipal Working Group, which is comprised of municipal administrators who meet regularly to receive updates on the Green Bin Program.
- Communications Group, which is comprised of municipal communications administrators who meet or correspond to gain information and collaborate on the Green Bin Program.
- Municipal Partnership Program, which is comprised of municipal administrators who support the Authority to increase its reach to residents through its municipal facilities, events, communications, etc.
- EWSWA Board Resolutions that share key Green Bin Program information such as P&E campaigns and reporting to local councils and administration through their Clerk's Department. For example, at the May Board meeting, the Board directed Administration to publish EWSWA Resolution 30-2026 for Campaign Summary 3A – Beat the Heat with These Green Tips with each municipality's Clerk's Department through the following recommendation:
 - **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.
- Collaboration with municipal administrators to support communication strategies and messaging for the Green Bin Program as required.

Annual Green Bin P&E Plan

Given the complexity of the communications required to support the launch of a new Green Bin Program, Authority Administration developed Green Bin Program P&E Plans for both 2025 and 2026. These plans were prepared by Authority team members, in collaboration with a marketing consultant, and were subsequently reviewed by municipal administrators to incorporate their feedback. The 2025 Green Bin P&E Plan was received at the January 7, 2025, EWSWA Board meeting, and the 2026 Green Bin P&E Plan was received at the February 3, 2026, EWSWA Board meeting. Following the

launch of each plan, Administration has provided regular updates as required.

2025 P&E Metrics

To evaluate the effectiveness of the Green Bin Program P&E Plan, the Authority has regularly reviewed the activities implemented. The supplemental document, Essex-Windsor Solid Waste Authority 2025 Green Bin Program: Promotion & Education Report, provides a comprehensive summary of the activities undertaken by the Authority to communicate the Green Bin Program in 2025. These activities included paid advertising, in-kind advertising through municipal partnerships, community engagement through events and pop-up initiatives, media events, as well as communications delivered through Authority social media channels, [EWSWA.org](https://www.ewswa.org), YouTube, and the Recycle Coach App. The report also captures related engagement metrics. It is important to note that, through successful partnerships, donations, and in-kind contributions, the Authority was able to significantly reduce the use of the original budget allocated for this program. A key outcome of these efforts was the development of new partnerships with the Essex County Library and the Windsor Public Library, which helped the Authority reach thousands of residents.

2020-2024 P&E Metrics

Ahead of the 2025 Green Bin Program launch, the Authority fulfilled its responsibilities to deliver P&E programming across several initiatives, which focused on food waste reduction and diversion. Authority Administration prepared the supplemental document, Essex-Windsor Solid Waste Authority Promotion & Education (P&E) Report Food Waste and Organics Activities 2020 - 2024, to summarize these efforts. The report explains how the Authority's priorities shifted from administering a regional Blue Box program to developing a regional Green Bin Program serving more than 150,000 single-family households.

As this work progressed, P&E activities expanded and evolved to engage residents, build awareness of food waste, and support the understanding of the importance of diverting these valuable resources. Activities included social media and paid advertising campaigns, as well as interactive event-based experiences designed to educate residents on food waste reduction and diversion. In the period leading up to the Green Bin Program launch, the report also captured community engagement initiatives such as resident surveys and slogan contests, which helped raise awareness of the new program and gather feedback to inform its direction. These pre-launch

activities were supported through the annual budget and partnerships that offered in-kind contributions.

Financial Implications

There are no immediate financial implications associated with this report, as all resources required to support this report were included in the 2026 Operational Plan and Budget.

Recommendation

That the Board **receive** this report as information.

That the Board **direct** Authority Administration to provide the Green Bin Program Promotion and Education Activities Report 2020-2025 - County of Essex Council Notice of Motion RE: Green Bin Program Statistics and Public Education, as applicable to the Clerk's Department at the City of Windsor, County of Essex and seven (7) County Municipalities.

Submitted By



Catharine Copot-Nepszy, Manager of Waste Diversion

Attachments: Essex-Windsor Solid Waste Authority 2025 Green Bin Program:
Promotion & Education Report

Essex-Windsor Solid Waste Authority Promotion & Education (P&E)
Report Food Waste and Organics Activities 2020 - 2024

Essex-Windsor Solid Waste Authority 2025 Green Bin Program: Promotion & Education (P&E) Report



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Introduction

To successfully inform, engage and connect residents and stakeholders to the Green Bin Program, Essex-Windsor Solid Waste Authority (EWSWA) administration worked alongside a consultant as well as its municipal partners and staff to create and execute a 2025 Green Bin Program Communications/Promotion & Education (P&E) Plan. The final plan was brought forth to the EWSWA Board for approval in early 2025 and then was used by the EWSWA as a guide for 2025 P&E activities. This report details the implementation of this plan, along with metrics where applicable.

It is important to note that while the items described below formed the bulk of 2025 P&E activity, there were many other opportunities leveraged by EWSWA staff and stakeholders throughout 2025 that are not included here. Examples include numerous radio, online and newsprint interviews that were undertaken to educate residents, answer questions from residents and provide launch support.

Objectives

The following 11 objectives formed the framework for the development and execution of the 2025 EWSWA P&E Plan.

- Build awareness of the Green Bin Program and educate residents about food waste and organics diversion.
- Convey program benefits to engage residents and stakeholders (municipal and community partners).
- Encourage adoption/participation in the Green Bin Program.
- Convey key aspects of the EWSWA brand.
- Leverage partnerships to increase message reach across Essex-Windsor.
- Increase digital presence and reach to residents across Essex-Windsor
- Normalize the diversion of food waste so the Region prioritizes being “green”.
- Support residents in using the Green Bin for food waste and organics year-round.

- Share the impacts of using the Green Bin.
- Remind that the Regional Landfill is a key asset to residents and the region.
- Continue to remind residents that this program has no external funding and that it is covered locally by the taxpayer.

Campaigns

2025 P&E activities for Phase 1 municipalities were comprised of five distinct campaigns, each with its own theme, key messaging and creative executions.

Campaign 1: Grow Green with Us

Campaign 2: Grow Green with the Green Team

Campaign 3: The Green Bins Are Coming

Campaign 4: Green Bin Program Launch

Campaign 5: How Are We Doing And Winter Tips

Messaging for Phase 2 municipalities, which will not participate in the Green Bin program until Fall 2026, centred primarily around educating residents on the benefits of diverting food waste and organics away from the landfill.

Communications/P&E Programs and Metrics

A wide range of programs and media were used to deliver messages to Essex-Windsor residents in the most effective and cost-efficient manner.

1. Newspaper

During key milestones (e.g., Green Bin delivery, launch), ads were published in available local newspapers: The Windsor Star, The Essex Free Press, Lakeshore News and The LaSalle Post.

PUBLICATION	# INSERTIONS	TOTAL CIRCULATION
Windsor Star (49,613), Essex Free Press (11,000), Lakeshore News (9,600), LaSalle Post (7,800)	4 in total (1 each)	78,013

2. Billboards

To raise awareness of the Green Bin Program across the region, both static and digital billboard ads were published at 31 locations across Essex-Windsor in 2025. Campaign lengths ranged from 4 to 23 weeks, from July to December, communicating key messages during important program milestones including Green Bin delivery, launch, and winter tips. Available billboard locations were selected for high visibility on major commuter corridors across Essex-Windsor, with estimated daily traffic counts at each location provided by vendors such as Astral Out-of-Home and Pattison Outdoor Advertising.

LOCATION	ESTIMATED DAILY TRAFFIC COUNT	WEEKS ACTIVE
Central Ave at EC Row	26,099	4
Dougall Ave N/O Eugenie St	12,180	10
Howard Ave S/O Edinborough St (F/N)	19,595	7
Howard Ave S/O Edinborough St (F/S)	21,102	10
Huron Church Rd S/O Kenora St	33,423	10
Hwy 3 at Malden	8,268	10
Hwy 3 N/O Arner Townline	8,773	23
Jefferson Blvd N/O Queen Elizabeth Dr	13,195	7
Jefferson Blvd S/O Rose Ville Garden Dr	13,934	8
Lauzon Rd S/O McHugh St	8,120	8
Ojibway Pkwy N/O EC Row Expressway	12,035	10
Ojibway Pkwy N/O Morton Dr	21,380	8
Ojibway Pkwy S/O Weaver St (A)	17,739	10
Ojibway Pkwy S/O Weaver St (B)	17,739	10
Ouellette Pl N/O Dougall Ave	16,003	13
Provincial Rd N/O Lone Pine St	21,900	9
Provincial Rd W/O Walker Rd (F/W) A	16,303	9
Provincial Rd W/O Walker Rd (F/W) B	5,750	7
Riverside Dr E/O Cameron Ave	10,513	5
Riverside Dr W/O Caron Ave (F/E)	17,338	8
Riverside Dr W/O Caron Ave (F/W)	9,456	8
Tecumseh Rd E at Lauzon	18,386	8
Tecumseh Rd E E/O Green Valley Dr	11,500	4
Tecumseh Rd E W/O Forest Ave (A)	15,084	4
Tecumseh Rd E W/O Forest Ave (B)	15,084	4
Walker Rd at Costco	16,301	8

Walker Rd S/O N Side Rd	497	23
Walker Rd S/O Niagara St	32,100	10
Walker Rd S/O 7 Conc	24,191	11
Wyandotte St E W/O Montreuil	14,573	8
Wyandotte St W/O Caron Ave	16,313	8

3. Social Media

The EWSWA used its social media advertising accounts (Facebook, Instagram, and X) extensively to inform and engage residents on the new Green Bin Program. This form of digital advertisement is very cost-effective and provides broad reach. Use of social media advertising also allowed the EWSWA to geotarget specific areas (e.g., Phase 1, Phase 2) with relevant messaging when needed and to increase followers on its own social media platforms. The EWSWA pushed messages through paid ads and organic posting on its own accounts. Finally, municipal partners were tagged on posts to leverage their reach and broaden message delivery.

Paid ads on Facebook, Instagram and X generated a total of 2,653,745 impressions in 2025. Supporting the 2025 plan, reach consistently increased throughout the year, where Campaign 1 reached 164,356 user accounts across Facebook, Instagram, and X, growing to 424,788 by Campaign 5.

Reach represents how many user accounts an advertisement was sent to, while impressions is calculated by reach multiplied by the number of ads sent to that user account. As an example, if a single user account was sent an advertisement three times, that would lead to three impressions.

Over the course of 2025, evaluating social media accounts, it was noted that there were less users with the X platform, therefore resources were focused on Facebook and Instagram as these proved to be more effective platforms. Further, there were more user accounts on Facebook and Instagram within the region, therefore the EWSWA was able to more evenly divide the number of paid advertisements among these user accounts.

PLATFORM	PAID AD REACH	PAID AD IMPRESSIONS
Facebook	823,116	1,316,090
Instagram	346,364	518,104
X	83,841	819,551
Total Impressions	1,253,321	2,653,745

Organic unpaid ads on the EWSWA's social media platforms that promoted the Green Bin Program also contributed to 876,871 impressions in 2025. This number includes organic unpaid ads for all EWSWA programming, although Instagram analytics for organic unpaid ads are only available from August 2025 to December 2025.

The overall campaign goal of 2025 was to drive reach. However, it's important to note that organic engagement totaled 7,062 which was mostly through Facebook. Engagement spikes were identified during key campaign milestones, including Campaign 2: Grow Green with the Green Team, Campaign 3: Green Bins are Coming, Campaign 4: Green Bin Program Launch, and Campaign 5: How Are We Doing and Winter Tips.

PLATFORM	ORGANIC IMPRESSIONS
Facebook	842,458
Instagram	34,413
Total Views	876,871

In addition to paid social media messaging, increased activity on the EWSWA's social media account pages drove a significant increase in followers, especially on main accounts such as Facebook and Instagram. Ahead of the launch of the 2025 Green Bin, follower counts were stagnant for many years. Furthermore, it is important to highlight that the EWSWA's Recycle Coach App users significantly increased in 2025 too (reported later in this report), which may compete with social media.

PLATFORM	2024 FOLLOWERS	2025 FOLLOWERS
Facebook	602	1,505
Instagram	263	407
X	1,018	1,054
Total Followers	1,883	2,966

4. Online Ads

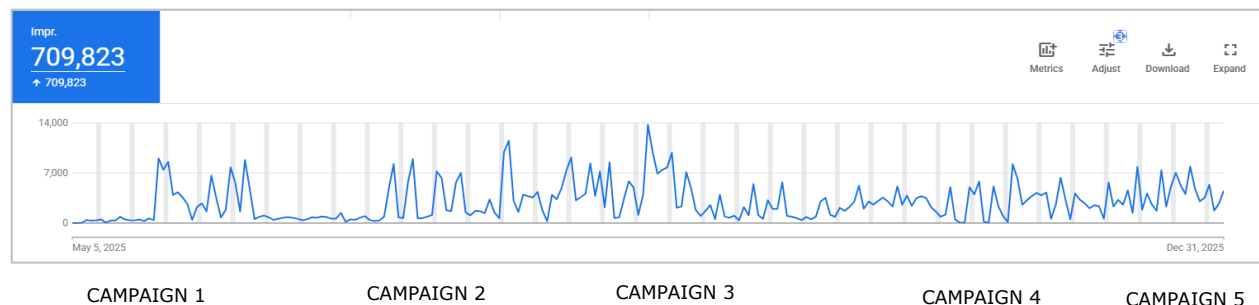
Ads placed on the website pages of media partners Post Media, Windsorite.ca, Bell (CKLW), and Blackburn generated a total of 81,350 views and 4,158 clicks to the website.

MEDIA WEBSITE	IMPRESSIONS	CLICKS
Post Media (www.windsorstar.com), Bell Media (www.am800cklw.com), Blackburn Radio (www.country959.com, www.mix967.ca), Windsorite.ca	81,350	4,158

5. Google AdWords

Google AdWords were used in 2025 to help drive traffic to the EWSWA website when they conducted online searches for information about food waste or the Green Bin Program. The AdWords campaign generated a total of 709,823 impressions, resulting in 21,660 visits to the EWSWA website. This was another cost-effective way for the EWSWA to connect residents to its website as a resource.

GOOGLE ADWORDS	IMPRESSIONS	CLICKS
May 5, 2025 - December 31, 2025	709,823	21,660



6. EWSWA Website

The new EWSWA website was launched in 2024, using the website developer GHD (formerly e-Solutions), Govstack. Govstack is a Content Management System (CMS) specifically designed for the public sector, including municipalities and local governments. It is a SaaS* platform tailored to create, manage, and publish website content, offering features like website building, form management, and resident engagement tools without requiring coding. The Govstack CMS is built specifically to help governments deliver digital services that are secure, interoperable, and accessible to all citizens, including those with disabilities.

**A SaaS (Software-as-a-Service) platform is a cloud-based model where providers host applications and deliver them to users over the internet, typically via subscription (e.g. newsfeed, e-newsletter subscription).*

EWSWA WEBSITE	2025
Total User Sessions	157,000
AVG. SESSION DURATION**	1:29 MIN

***Average session duration refers to how long the resident stays on the website; in a government context, the shorter the duration spent on the website most often indicates a successful session, and the resident found the information quickly.*

EWSWA Website Page Views

EWSWA WEBSITE / PAGE VIEWS (Top 3 PAGES)	2025
Curbside Collection (Green Bin)	41,816
Green Bin Program	24,566
Green Bin Delivery Information	23,566

EWSWA Website / Sessions by Landing Page (2025)

The figure below confirms that activity on ewswa.org increased significantly in 2025 due to Green Bin promotions. This is evident by the increased activity from July to December on the website.

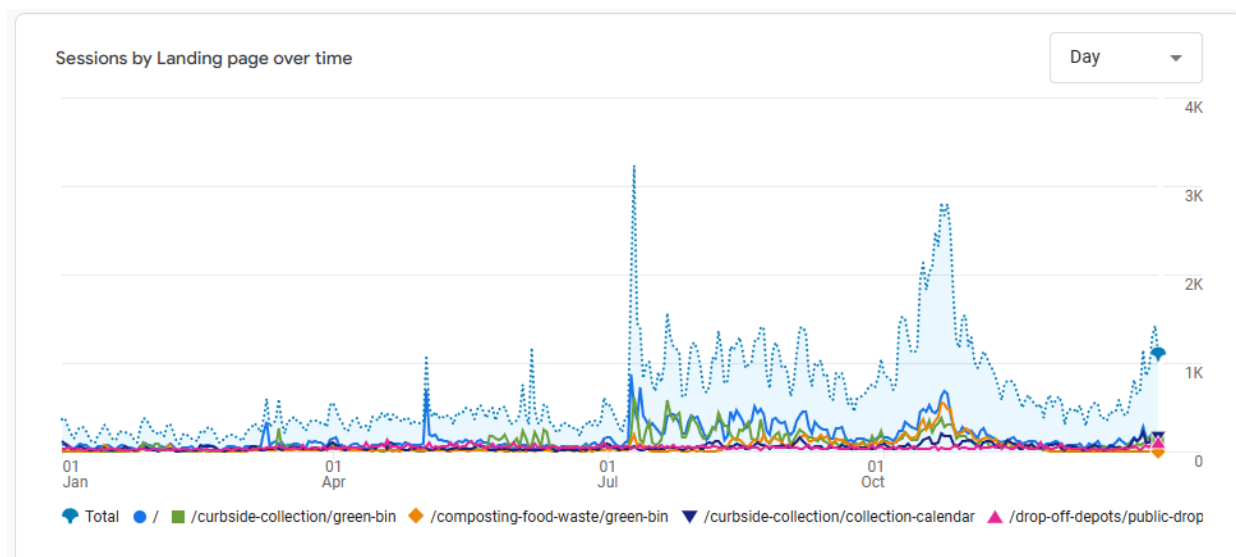


Figure 1. Sessions by landing page on the EWSWA website in 2025.

7. Radio

Radio has historically been a cost-effective form of communicating EWSWA programs to residents, so this medium was used to support the 2025 campaigns. Paid advertising was placed on both Bell Media and Blackburn Radio stations to provide coverage across the Region. In 2025, 1,560 radio spots were aired to communicate Green Bin Program messaging throughout the year. To further enhance connection with residents, the EWSWA also participated in three “Experts on Call” sessions on AM800 in 2025 (July, September, October) to support the rollout of the Green Bin Program.

8. EWSWA E-newsletter

The EWSWA uses Constant Contact, Inc., an online marketing company, to create effective email marketing campaigns. In 2025, the EWSWA sent two e-newsletters via Constant Contact to inform subscribers of the new Green Bin Program. Each e-newsletter was sent to over 5,000 subscribers to promote important information at key milestones in 2025. The open rate for each e-newsletter was successful at 56% and 61%.

9. Recycle Coach App

Recycle Coach is a modern communication platform that allows residents to quickly access accurate information about their local collection/depot programs. At its core is a free mobile app with personalized collection schedules, pick-up reminders, What Goes Where (a material search function). The App was updated to reflect the new Green Bin collection schedule for Phase 1 municipalities, as well as provide updates for all the new materials accepted in the Green Bin Program.

The Recycle Coach app was heavily utilized during the Green Bin delivery rollout. Residents received push reminders informing them when Green Bin deliveries were starting and when they were completed in their area or zone. Phase 1 residents also received reminders advising when to begin using the Green Bin for food waste collection and reminding them of their first Green Bin collection day. In total, the EWSWA sent 84,927 push reminders to communicate the Green Bin Program in 2025.

Total Recycle Coach Users by Participation Method: 37,598

RECYCLE COACH / USERS BY PARTICIPATION METHOD	2025
Mobile Users	31,158
Web App Users	3,560
Communication Users	1,918
Calendar Users	962
Total Users	37,598

- **Mobile Users:** Residents download the free Recycle Coach mobile app from their Apple or Android store.
- **Web App Users:** Web apps are one or more widgets on your website that allow residents to access your Recycle Coach program information.
- **Communication Users:** These are users who subscribe to Recycle Coach reminders via email, SMS, or telephone.
- **Calendar Users:** These are users who subscribe to the Recycle Coach platform to sync their pick-up schedule to their everyday calendar. Also included are residents who subscribe to receive downloadable PDF collection calendars.

Total Recycle Coach Interactions by Method: 3,248,924

RECYCLE COACH / INTERACTIONS BY METHOD	2025
Reminders	3,490,956
Notifications	283,047
Material Searches	21,219
Page Views	23,860
Calendar Views	88,764
Total Interactions	3,248,924

- Reminders: The number of pick-up and event reminders sent.
- Notifications: The number of regular, emergency and campaign notifications sent.
- Material Searches: The number of What Goes Where searches.
- Page Views: The number of mobile app and web app pages viewed.
- Calendar Views: Assumes one view per week for active PDF calendars and collection schedules that have been synced to a user's everyday device calendar.

Below is a schedule of push reminders to connect residents to key information during the Delivery and Launch stage:

GREEN BIN PUSH REMINDERS	DATE SENT	RECIPIENTS
Windsor 4A – Green Bin Delivery Start	July 18, 2025	2,041
Windsor 4A – Green Bin Delivery Complete	July 24, 2025	2,124
Windsor 4B – Green Bin Delivery Start	July 24, 2025	1,315
Windsor 3B – Green Bin Delivery Start	July 24, 2025	1,600
Windsor 4B – Green Bin Delivery Complete	July 30, 2025	1,315
Windsor 3A – Green Bin Delivery Start	August 1, 2025	1,217
Windsor 3B – Green Bin Delivery Complete	August 7, 2025	1,692
Windsor 2B – Green Bin Delivery Start	August 7, 2025	1,650
Windsor 3A – Green Bin Delivery Complete	August 11, 2025	1,298
Windsor 1B – Green Bin Delivery Start	August 13, 2025	1,349
Essex Wards (1, 2 & 3) – Green Bin Delivery	August 13, 2025	1,223
Windsor 2B – Green Bin Delivery Complete	August 13, 2025	1,650
Tecumseh – Green Bin Delivery Start	August 19, 2025	1,380
Essex Wards (All Wards) - Green Bin Delivery Complete	August 19, 2025	1,505
Tecumseh – Green Bin Delivery Complete	August 26, 2025	1,503
LaSalle – Green Bin Delivery Start	August 28, 2025	1,795
Lakeshore (All Areas) – Green Bin Delivery Complete	August 29, 2025	3,987
Windsor (2A & 1A) – Green Bin Delivery Start	September 3, 2025	3,102
LaSalle – Green Bin Delivery Complete	September 4, 2025	1,796
LaSalle – Green Bin Delivery Update	September 5, 2025	1,854
Windsor (2A & 1A) – Green Bin Delivery Update	September 5, 2025	3,115
Windsor 3A – Green Bin Delivery Update	September 5, 2025	1,321
Phase 1 Municipalities – Green Bin – Start-To-Use	October 14, 2025	23,159
Windsor 1A – Green Bin Collection Starts Tomorrow	October 20, 2025	1,647
Tecumseh – Green Bin Collection Starts Tomorrow	October 20, 2025	1,629
Windsor 2A – Green Bin Collection Starts Tomorrow	October 21, 2025	1,861
Windsor 2B – Green Bin Collection Starts Tomorrow	October 21, 2025	1,764
Lakeshore (All Areas) – Green Bin Collection Starts Tomorrow	October 21, 2025	4,315
Windsor 3A – Green Bin Collection Starts Tomorrow	October 22, 2025	1,373
Windsor 3B – Green Bin Collection Starts Tomorrow	October 22, 2025	1,812
Essex (All Wards) - Green Bin Collection Starts Tomorrow	October 22, 2025	1,649
Windsor 4A – Green Bin Collection Starts Tomorrow	October 23, 2025	2,332
Windsor 4B – Green Bin Collection Starts Tomorrow	October 23, 2025	1,315
LaSalle – Green Bin Collection Starts Tomorrow	October 23, 2025	2,239
Total Push Messages Sent Out Via Recycle Coach		84,927

10. Campaign Summary Publication

To ensure that EWSWA municipal partners were informed on the Green Bin Program, the EWSWA created a Campaign Summary publication. This document was shared with the EWSWA Board which then directed EWSWA Administration to share this with the Clerk's Department of the City of Windsor (City), the County of Essex (County) and seven (7) County Municipalities. This approach started with Campaign 2 in 2025 and continued throughout the year to ensure administrators and councils were informed.

11. Municipal Partnership Program

Local municipalities met with the EWSWA early in 2025 to assist the EWSWA in better reaching residents through municipal programs, facilities, etc. Each municipality helped create a plan and worked with the EWSWA to support its implementation. Communications activities in 2025 are outlined below.

i. Municipal Mail-out Inserts: Tax Slips or Water Bills

Some municipalities requested that the EWSWA include Green Bin Program information in their mail-outs where timing was suitable. For example, Essex requested an information insert for both their tax slip and water bill. Lakeshore distributed 14,000 inserts in its July water bill. LaSalle distributed Green Bin inserts in both its water bills (July and September) in 2025. Through these requests, thousands of residents received supplemental information on the Green Bin Program.

ii. Arena Boards

As recommended by municipalities, arena board ads were published in Tecumseh, LaSalle, and Windsor to reach thousands of residents of all ages through these venues.

iii. Green Team Pop-ups

To further connect with residents, the EWSWA issued its first Green Bin Pop-up Program. Through this program, the EWSWA sends its Green Team of two staff members to municipal facilities (e.g., recreation facilities, pools, parks, administrative buildings) after getting approval from the municipality to visit. The Green Team

brings a Green Bin, trivia and prizes (e.g., Glad compostable bag packs, Glad coupons, other prizes) to local municipal facilities. This incentivized program educates participants on the Green Bin Program through one-on-one dialogue. In 2025, the Green Team connected with over 1,100 residents at 20-plus facilities. Green Team attendance at recreation facilities in municipalities, town halls, municipal markets, municipal events, and post-secondary events all helped the EWSWA to reach residents in 2025.

iv. Pull-up Banners

Full-size pull-up banners were placed in municipal administrative buildings, recreation centres, pools, and other municipal facilities throughout Essex-Windsor for the better part of 2025. These banners were strategically designed to raise awareness of the Green Bin Program. Phase 1 and 2 municipalities in the County of Essex each received 2 pull-up banners. Windsor received 14 banners due to the size of this municipality.

v. Library Program

The Essex County Library (EPL) and Windsor Public Library (WPL) both graciously helped promote the Green Bin Program over a 10-week period in summer 2025. A total of 23 libraries across the region hosted a display that included a Green Bin with starter kit (Phase 1 only), a tabletop pull-up banner, and bookmark giveaways. Phase 2 locations had a display with generic Green Bin messaging. Through this wonderful partnership, 4,510 bookmarks were given to residents through the WPL, and 4,413 bookmarks were given through the EPL. Finally, CEO/Chief Librarian Adam Craig of the EPL and CEO Jennifer Knight of the WPL helped promote this initiative through videos that were pushed through the EWSWA's social media platforms.

vi. Municipal Publications

Some municipalities also offered to promote the Green Bin Program through their publications, such as e-newsletters and recreation guides. For example, Lakeshore included Green Bin ads in each of its Activity Guides (3 times) and the Lakeshore Waves newsletter (3

times). LaSalle included ads in its two e-newsletters (August and October) and the LaSalle Messenger (September). Tecumseh used its two newsletters (May and September). Finally, Windsor promoted the Green Bin Program through both its e-newsletter and the City Circuit (3,000 employees) from July to December. All of these efforts helped to reach thousands of residents.

vii. A-1 Signs

Road signs promoting the collection start date in each municipality were placed in 20 strategic locations across Windsor-Essex as part of the EWSWA's Phase 1 plan. All County municipalities except Lakeshore determined two key locations for the placement of signs. Due to the size of Windsor, they had 11 signs posted. The EWSWA also posted a sign at each of its three Depots. These signs were posted for a period of 4 weeks.

12. Bus Wraps

The EWSWA used bus wraps on City of Windsor transit buses to deliver Green Bin Program messaging to residents through another medium to help normalize this program. Two ads were purchased to promote the Green Bin delivery, launch and winter program. These ads covered 19 bus routes and were posted for 4.5 months on 5 buses (June to October 2025) and 1.75 months on 3 buses (November 2025 to February 2026). According to the City of Windsor, these ads potentially generated 10,537,500 impressions.

13. Green Bin Kit: How-To Guide and Welcome Sticker

Every single-family home in Phase 1 was issued a Starter Kit. In total, 116,667 Kits were delivered to assist the residents in transitioning to the new Green Bin Program:

- Green Bin 120 L
- Kitchen Catcher 7L
- Green Compostable Bag (to hold contents inside the Kitchen Catcher)
- How-To Guide
- Welcome Sticker
- GLAD Sample Compostable Bag and Coupon (donated)

14. Resources and FAQs

Municipal scans were conducted to create effective content and educational resources for this new Green Bin Program. Based on this review, the EWSWA worked with its consultant and the City of Windsor to finalize content, design, and determine publication types that would be needed to communicate this program. As a result, a variety of guides, FAQs, etc. were produced and distributed at events in 2025 and to local municipal facilities (as requested).

The digital form of these resources is also available on www.ewswa.org, which includes other resources that were not printed, such as: Programme Des Bacs Verts (French), The Anatomy of a Green Bin, Compostainer Program in Essex (Ward 1) – working with the Green Bin, Multi-Res FAQ, Green Bins and Garburators, and Seasonal Tips for the Green Bin. In total, 11 resources and FAQs were created to help address questions and educate residents.

TOP RESOURCES AND FAQs ISSUED	TOTAL DISTRIBUTED
Green Bin Guide	4,500
Debunking Myths FAQs	1,550
Green Bin Program FAQs (Introduction)	1,550
Démythifier les idées reçues – Programme De Bac Vert (French)	500
FOG Cups (20 oz)	1,600
TOTAL	9,700

15. “OOPS!” & Goldstar Stickers

Past practice has confirmed that residents are looking for immediate feedback on their participation, especially if there is an issue with service at the curb. So, a municipal scan and review of past EWSWA programs (i.e., Blue Box) was conducted to create a feedback program that included an “Oops Sticker” and a “Gold Star Sticker” for the new Green Bin Program. Based on this review, the EWSWA and City working group created these two items that would be used by the contractor (program dependent) and the EWSWA’s Green Team to give the resident feedback.

OOPS AND GOLDSTAR STICKERS INSPECTED / ISSUED	TOTAL
Oops Stickers (City & EWSWA)	71,000
Gold Star Sticker (493 inspected)	493

16. Request and Repair (R&R) Program

This new and enhanced service program supports residents in requesting repairs or replacements for the Green Bin. It is commonly used in modern, automated waste collection systems where standardized bins are required. Residents can submit a service request for issues such as broken wheels, lids, axles, or locks. Requests can also be made if a bin is missing, stolen, or needed for a newly built home. Once the service request is completed, a sticker is left to inform the resident.

17. Media Events

To effectively reach the media, inform the EWSWA Board and staff, as well as partners, media events were held throughout 2025. These events pushed key messaging at important launch milestones, attracting on average about 50 people and three media sources to attend an event. Events were held to support each of the following campaigns: "Grow Green with Us" (EWSWA Re-brand), "Grow Green with the Green Team", "The Green Bins are Coming" and "Green Bin Program Launch".

18. EWSWA Vehicles and Staff - Branding

To ensure the "Green" theme was prevalent and continuous throughout 2025 to promote the EWSWA's rebrand and the Green Bin, many other efforts were undertaken. Design of key messaging for custom wraps to go on the: EWSWA cube van, pick-up truck, and collection vehicles were undertaken. Staff also were given a Green Team t-shirt and asked to wear these at events, pop-ups, etc., to be recognizable and invite residents to "Grow Green with Us".

19. EWSWA YouTube Channel

The EWSWA YouTube channel was originally established in 2014. However, after the agency responsible for creating the channel went out of business,

access was lost due to unavailable login credentials. Recently, the channel has been successfully restored, allowing staff to upload new videos and enhance audience engagement.

- 3 videos have been posted
 - Seating the Lock on your Green Bin / 2.7K views
 - Automated Collection / 60 views
 - We All Win With The Green Bin / 111 views

20. Connect with the EWSWA Program (2025)

It was important that residents knew where to get information and updates from the EWSWA during the Green Bin launch. Therefore, a prize draw format was created to encourage residents to connect with the EWSWA through either social media, Recycle Coach, etc. As a result, an event prize draw (YETI Drink Package Prize Draw) and a grand prize draw (Yeti Grand Prize Picnic Pack Draw) were offered. At every event, one winner was selected to receive two (2) YETI tumblers branded with the EWSWA logo and other giveaways. In addition, each ballot received was entered into a Grand Prize Draw held in fall 2025. The Grand Prize included: two YETI tumblers, a YETI cooler, and other fun giveaways.

YETI GIVEAWAY INCENTIVE	NUMBER DISTRIBUTED
Seven (7) draws – winners received two (2) tumblers	14
Grand Prize (YETI cooler, picnic blanket, two (2) YETI tumblers)	1
TOTAL YETI TUMBLERS DISTRIBUTED	15

Events

In 2025, EWSWA staff attended 25 events in Phase 1 municipalities and had direct dialogue with approximately 5,148 residents. Municipalities were supportive in assisting the EWSWA to connect with residents at local events. Some examples of events that the EWSWA attended include the Tecumseh Corn Festival, Essex Fun Fest, Lakeshore’s “Stroll the Streets”, Windsor’s Meet the Machines, and Windsor’s Open Streets. Further, the EWSWA attended various municipal markets to engage in one-on-one conversations with residents on the Green Bin Program, where it was feasible.

Summary of P&E Activities & Key Metrics

MEDIA/ACTIVITY	DESCRIPTION	ESTIMATED RESULT
1. Newspaper advertising (print)	4 publications (Windsor Star, LaSalle Post, Lakeshore News, Essex Free Press)	78,013 impressions
2. Billboard advertising (static, digital)	31 locations (27 in Windsor, 4 in Essex County)	15,964 average daily traffic count
3. Social media advertising (total)	3 platforms (Facebook, Instagram, X)	3,530,616 impressions
Social media posts (paid)	3 platforms (Facebook, Instagram, X)	2,653,745 impressions
Social media posts (organic)	3 platforms (Facebook, Instagram, X)	876,871 impressions
4. Online advertising (digital)	Post Media, Bell Media, Blackburn Radio, Windsorite.ca	81,350 impressions
5. Google AdWords	google.com	709,823 displayed search results
6. EWSWA website traffic	www.ewswa.org	157,000 website visits
7. Radio advertising	CKLW-AM800, Country959, Mix967	1,560 spots aired
8. EWSWA e-newsletter	2 publications	10,000 subscribers
9. Recycle Coach app	Grew user base to 37,598 residents	3,248,924 interactions
10. Campaign Summary publication	City of Windsor, County of Essex, 7 county municipalities	Published at Board Meetings / Sent to Municipalities
11. Municipal Partnership Program		
i. Mail-out inserts	Tax slips & water bills	16,000 inserts
ii. Arena boards	Tecumseh, LaSalle, and Windsor	Thousands reached
iii. Green Team Pop-ups	20 facilities across Essex-Windsor	Over 1,100 interactions
iv. Pull-up banners	38 produced	21 locations
v. Library program	23 libraries – GB display, table-top pull-up, bookmarks	8,923 interactions
vi. Municipal publications	Lakeshore, LaSalle, Tecumseh, Windsor	90,684 residents reached
vii. A1 signs	Roadside signs to promote collection dates	20 signs, 4-week period
12. Bus wraps	19 bus routes, 2 designs	10,537,500 impressions
13. Green Bin Kit	Green Bin, Kitchen Catcher, Compostable Bag sample & coupon, How-To Guide, Welcome Sticker	116,667 kits delivered
14. Resources & FAQ	GB Guide, Debunking Myths FAQs (Eng. & Fr.), GB FAQs, FOG Cups	9,700 pieces distributed
15. Oops! & Gold Star stickers	To inform residents of improper GB use and reward proper use	71,493 distributed

EWSWA 2025 Green Bin Program Promotion & Education Report

MEDIA/ACTIVITY	DESCRIPTION	ESTIMATED RESULT
16. Repair & Request Program		538 serviced
17. EWSWA YouTube Channel	3 new videos published	Over 2,700 views
18. Events	25 events in Phase 1 were attended	5,148 interactions

Appendix 1 - Sample Messaging

SAMPLE BILLBOARDS



Figure 2. Sample billboard ads.

SAMPLE SOCIAL MEDIA ADS



Figure 3. Sample social media ads.

Watch For Your Green Bin - Coming Soon!

Green Bin Delivery Runs July-October (Phase 1 municipalities). Watch for yours coming soon. You can be a Green Superhero by putting food waste in the right place – in the Green Bin, not the garbage!

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.

It's As Easy As 1-2-3

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! It's as easy as 1-2-3 Green Bin Kit delivery starts in July and runs through to October. Watch for yours coming soon.

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.

SAMPLE NEWSPAPER AD

Green Bin Collection For Food Waste Starts Week of October 21*

Food waste is too good to waste.
Almost 50% of the garbage set out by Essex- Windsor residents is food waste and organics.* By putting your food waste in the Green Bin instead of your garbage, you'll help preserve the life our landfill and reduce greenhouse gases.

Be a Green Superhero!
When you recycle your food waste, you're helping to create renewable energy and fertilizer for next year's crops. And using the Green Bin is a lot easier than you might think - it's just a different bin. When you think about it, it's also the right thing to do.

* 2022/23 curbside audit of Essex-Windsor households

FIND YOUR WEEKLY COLLECTION SCHEDULE

- 1 **recycle coach**
- 2 **ewswa.org**
- 3 **your municipal collection calendar**

* ESSEX, LAKESHORE, LASALLE, TECUMSEH, WINDSOR

ewswa

Figure 4. Sample newspaper ad.

SAMPLE ARENA BOARD AD

GREEN BIN YOUR FOOD WASTE

It's as Easy as 1-2-3

1 **2** **3**

ESSEX-WINDSOR SOLID WASTE AUTHORITY

ewswa.org

DOWNLOAD **recycle coach** FOR PROGRAM SCHEDULE & UPDATES

Figure 5. Sample arena board ad.

SAMPLE PULL-UP DISPLAYS



Figure 6. Sample pull-up display banners.

SAMPLE ONLINE ADS



Figure 7. Sample online ads.

SAMPLE BUS WRAPS



Figure 8. Sample bus wrap design.

Essex-Windsor Solid Waste Authority Promotion & Education (P&E) Report Food Waste and Organics Activities 2020 - 2024



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Introduction

The information below summarizes the Promotion and Education (P&E) activities related to food waste reduction and diversion from 2020 to 2024. These efforts reflect a progression from virtual engagement during the COVID-19 pandemic toward expanded in-person events, annual campaigns, and community initiatives that supported increasing awareness and readiness for the upcoming Green Bin Program. Beyond these activities, the EWSWA was active on various provincial and regional committees that discussed food waste and organic topics regularly. Note that activities and resources were included annually in the EWSWA Operational Plan and Budget and updates on activities were provided at EWSWA Board meetings.

It's important to highlight that while the EWSWA did support food waste reduction and diversion during this timeframe, its main priority was to administer and support the EWSWA Blue Box recycling program. During this period, this program went through significant challenges (contamination and market issues, contractor change, etc.), as well as the EWSWA's obligation to support the transition of the Blue Box program to a producer-led model as municipalities were no longer legislated to administer the recycling program. Further, resources such as staff and consulting needed to support the complexity of the new Green Bin P&E Program were not approved until early 2025.

Earth Day & Earth Month Engagement

Over time, Earth Day has evolved into one of the EWSWA's most consistent annual engagement opportunities, adapting from cancellations in 2020 to fully virtual and hybrid formats in 2021–2022, and returning to large in-person events by 2023–2024. Virtual programming included interactive scavenger hunts and digital participation challenges, while later, in-person events featured booths, food waste reduction and diversion education, and zero-waste initiatives. Previous virtual programming attracted 574 online participants, whereas in-person events typically attracted approximately 1,800 residents annually.

In 2023, the EWSWA promoted ways to divert food waste from landfill using a FoodCycler, composter, or green cone. Further, events typically attracted

EWSWA Promotion & Education Report Food Waste and Organics Activities 2020-2024

media coverage as well that helped to increase the promotion of Earth Day messaging.



Figure 1. The EWSWA booth at Earth Day 2023 sharing information on food waste.

Expanded programming such as the 2023 “Earth Month Challenge” encouraged residents to “Take the Food Waste Pledge” to reduce food waste from their homes through social media posts. This challenge encouraged ongoing daily actions to reduce food waste, demonstrating a shift from single-day awareness to sustained behavioural change.

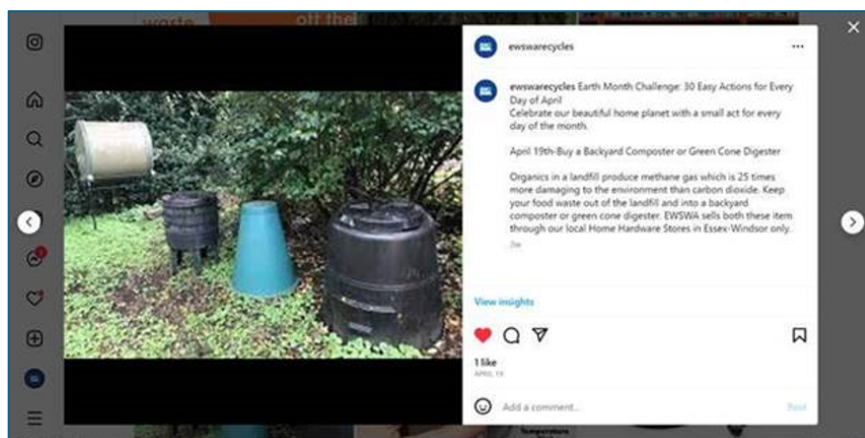


Figure 2. Earth Month Challenge 2023 post on Facebook.

Waste Reduction Week (WRW) Campaigns

Waste Reduction Week (WRW) continued to offer key communications annually throughout this reporting period, with a recurring emphasis on “Food Waste Friday.” Each year, messaging was delivered through social media, radio

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advertising, interviews, and public engagement activities to encourage residents to reduce and divert food waste. Over time, WRW efforts became more integrated and visible, including media releases, expert radio discussions, and coordinated campaigns tied to seasonal behaviours (e.g., Halloween and holiday waste reduction). These consistent annual efforts helped to reinforce the importance of waste reduction habits.



Figure 3. WRW program postcard for 2022.

EWSWA Merchandise Sales, Promotions & Community Initiatives

Annual and recurring initiatives such as the EWSWA's merchandise sales, EnviroTips newsletters, and community campaigns played a central role in supporting and raising awareness on food waste diversion. For example, composters and digesters were sold many times through events and retail partnerships (notably Home Hardware) during this timeframe.

The EnviroTips newsletter publication each year reached over 170,000 households, with messaging that spoke to food waste reduction and diversion. For example, in the spring 2023 edition, the EWSWA looked to connect residents to the new FoodCycler pilot program to promote food waste diversion. With these efforts and many others, over 500 residents participated in this programming.



Figure 4. The 2023 EnviroTips newsletter promoting food waste diversion.

In 2022, the EWSWA was a key partner in supporting a benchmark zero-waste initiative for the Can-Am Police Fire Games, an event of approximately 2,000 people, helping divert almost all the event's waste from landfill.

Further, in 2022, a community survey was initiated to start the conversation on food waste that attracted 2,534 residents from across Essex-Windsor to participate. The results of the community survey were utilized to help inform the design of the new 2025 EWSWA Green Bin Program.

Finally, the multiple 2024 slogan campaign contests attracted 1,100 residents to participate, with results later revealed at a media event. This was another great effort made by the EWSWA to raise awareness on food waste. This initiative was created to build momentum and community engagement, as well as prepare residents for the upcoming launch of the regional Green Bin Program.



Figure 5. Image of front page of the 2024 EnviroTips newsletter that highlights the slogan contest results and the upcoming Green Bin Program.



Essex-Windsor Solid Waste Authority Administrative Report

To: The Chair and Board of the Essex-Windsor Solid Waste Authority

From: Steffan Brisebois, Manager of Finance and Administration

Meeting Date: Tuesday, July 07, 2026

Subject: 2026/2027 EWSWA Insurance

Purpose

The purpose of this report is to update the Board on the Authority's comprehensive insurance program renewal for the period of July 1, 2026 to June 30, 2027.

Background

The Authority's existing insurance broker is Aon Reed Stenhouse Inc. (AON). The Authority holds several insurance policies which aid in protecting the Authority from future liabilities.

The Authority's insured property and processing equipment have a combined value exceeding \$15 million. As noted in previous reports to the Board, premiums for this class of property and equipment are generally higher within the waste management industry due to the inherent risks associated with its operations.

In addition to these assets, the Authority insures approximately \$23.8 million in contractor and rolling stock equipment, including front-end loaders, bulldozers, and the compactor at the Regional Landfill. Insured asset values increased in 2026 by \$415,000 following the replacement of the backhoe and the addition of a tractor and a front-end loader.

At times, the elevated risk within the industry can pose challenges for AON in securing coverage for the Authority.

Discussion

AON successfully secured full coverage for the Authority insurance policies.

Property & Equipment Coverage

AON achieved 100% coverage for the replacement cost of the Authority assets by splitting the policy. The table below outlines the insurers and their shared ownership of the policy. If a claim arose on this policy, Zurich would administer the investigation. The four companies would pay the claim, less the deductible, based on their proportionate share. The value of Property & Equipment for 2026–2027 is approximately \$15.5M (unchanged from 2025–2026).

Insurer	Expiring Policy	Renewal
Zurich (lead)	50%	50%
Stewart Specialty Risk Underwriting Ltd.	25%	25%
Echelon	20%	20%
Aviva	5%	5%
Total	100%	100%

Fixed Site Environmental Liability & Cyber Liability

Administration increased the Authority's environmental insurance by \$1M and Cyber insurance limits by \$250K compared to the previous renewal term.

Table 1 – Summarizes the premiums for each class year-over-year.

Class	2025/26 Premium	2026/27 Premium	Premium Increase / (Decrease)
Property & Equipment	\$213,494	\$206,437	(\$7,057)
Contractor's Equipment Floater	25,965	28,280	2,315
Fixed Site Environmental Liability*	36,867	29,891	(6,976)
Automobile	26,067	25,203	(864)
Commercial General Liability	34,381	40,059	5,678
Umbrella Liability	29,250	33,720	4,470
Equipment Breakdown	2,655	2,658	3
Directors & Officers	6,210	6,210	0
Crime**	1,900	1,900	0
Cyber Liability / Breach Response	6,300	6,950	650
Total Premium	\$382,089	\$381,308	(\$1,781)
PST (8%) on all but Automobile	28,561	28,488	(73)
Total	\$411,650	\$409,796	(\$1,854)

Footnotes:

*2025/26 - Annualized \$36,867 (\$73,733; 2-year term); 2026/27 - Annualized \$29,891 (\$89,674; 3-year term)

**2025/26 - Annualized \$1,900 (\$3,800; 2-year term)

Premiums

As shown in the table, the 2026/2027 annualized premiums have decreased by \$1,854 from the prior year. The largest savings arose from the renewal of the property and equipment policy due to Aon successfully negotiating reduced rates and changes to the Authority's risk profile when the Authority transitioned to Extended Producer's Responsibility (EPR). Additional savings were realized within the environmental liability coverage due to the Authority committing to a 3-year vs. 2-year renewal term offered by a different insurer.

The largest increase in premiums arose from the general liability and umbrella policy. AON explained that the increase in premiums is largely driven by an increase in the insurer's loss exposure due to the Authority operating the Green Bin program. A basis used by the insurers to assess exposure is through the Authority's current/future revenue and expenditures. The increase in the Authority's revenue and expenditures as a result of the launch of the Green Bin Program negatively affected the Authority's insurance premium for this class.

Lastly, premiums increased within the Contractor's Equipment Floater policy due to a recent claim on the 2019 420F Backhoe due to a fire on October 3, 2025.

Deductibles

The following table summarizes the deductible amounts for the various classifications:

Class	2025 / 26 Deductible	2026 / 27 Deductible
Property & Equipment	\$100,000 - \$250,000	\$100,000 - \$250,000
Contractor's Equipment Floater	\$2,500 - \$50,000	\$2,500 - \$50,000
Fixed Site Environmental Liability	\$25,000	\$25,000
Automobile	\$5,000 - \$10,000	\$5,000 - \$10,000
Commercial General Liability	\$5,000	\$5,000
Umbrella Liability	\$10,000	\$10,000
Equipment Breakdown	\$10,000	\$10,000
Directors & Officers	\$15,000	\$15,000
Crime	\$10,000	\$10,000
Cyber (Breach Response)	\$1,000	\$1,000

No changes to the deductible amounts transpired for the 2026/2027 renewal period. The deductible schedule remained unchanged year-over-year.

Some policies include varying deductible amounts based on the value of the asset. For example, if a claim arose in the Contractor's Equipment Floater policy for a piece of equipment with a value of less than \$25,000, the deductible would be

\$2,500. If the claim arose on the Authority's Regional Landfill compactor, with an estimated value of \$1,450,000, the deductible would be \$50,000. The Authority buildings' deductibles are dependent on their statement of values (SOV). For buildings over \$1,000,000, the deductible would be \$250,000, while buildings with an SOV under \$1,000,000 would have a \$100,000 deductible.

Financial Implications

The 2026 budget includes a total insurance expenditure of \$428,500. Administration is projecting insurance-related expenditures to be \$410,700 (\$205,800 cost for January to June 2026 period and \$204,900 costs for July to December 2026) in 2026, which results in a favourable variance of \$17,800.

In 2020, the Authority Board established an Insurance Reserve in the amount of \$250,000. The reserve would be used to fund and mitigate the potential financial risk to the Authority in the event of a claim. This reserve is reviewed annually as part of the budget process to ensure adequate funds are available. The reserve would need to be replenished in the event of a claim.

Recommendation

That the Board **receive** this report as information.

Submitted By



Steffan Brisebois, Manager of Finance and Administration



Essex-Windsor Solid Waste Authority Administrative Report

To: The Chair and Board of the Essex-Windsor Solid Waste Authority
From: Michelle Bishop, General Manager
Meeting Date: Tuesday, July 07, 2026
Subject: Restricted Acts of the Board After Nomination Day

Purpose

The purpose of this report is to seek delegation of authority for the General Manager to undertake certain acts of the Essex-Windsor Solid Waste Authority (the Authority) after Nomination Day, which may be restricted by Section 275 of The Municipal Act.

Background

Section 275 of The Municipal Act, 2001, identifies acts of Council that may be restricted after Nomination Day for a municipal election.

Section 275 states that certain acts are restricted if three-quarters (75%) of the members of the outgoing Council do not return.

This is determined at two different dates.

- 1) After nomination day (August 21, 2026), but before voting day (October 26, 2026), based on whether existing members of the Council have filed nomination papers.
- 2) After voting day (October 26, 2026), based on whether an existing member is elected.

The acts that are restricted under Section 275 include:

- a) the appointment or removal from office of any officer of the municipality;
- b) the hiring or dismissal of any employee of the municipality;

- c) the disposition of any real or personal property of the municipality which had a value exceeding \$50,000 when it was acquired by the municipality; and
- d) making any expenditures or incurring any other liability which exceeds \$50,000.

There are, however, exceptions to the restricted acts which state that (c) and (d) do not apply if the disposition or liability was included in the current budget adopted before nomination day in the election year.

There is also a provision in this section which allows the delegation of authority for these restricted acts to any person or body.

Discussion

Since the creation of the Authority, the Board has also followed the 75% rule in determining if the Board may be restricted or lame duck during an election year. For the Authority, 7 of the 9 existing members are required.

Section 275 of the Municipal Act does not specifically list an entity separate and apart from Council, therefore, it is unclear if the Authority Board is necessarily restricted, just because either or both of City and County Council are restricted.

However, for the sake of certainty and not inadvertently having the Board overstep its bounds, it is the advice of the Authority Solicitor that the Board delegate Authority.

Based on the nominations filed to date for positions of Mayor and Deputy Mayor at Essex County municipalities, it appears that Essex County Council may be a lame duck Council beginning August 21, 2026.

Restricted Acts Already Delegated and/or Requested

Authority Policy HR-001 authorizes the General Manager to hire and dismiss employees within the organization. This would pertain only to existing positions.

At the May 5, 2026, meeting, the Authority Board approved delegating the purchasing authority to the General Manager for a rebuilt landfill compactor, provided that tender pricing does not exceed 133% of the approved budget.

Additionally, in Agenda Item 7B, "Reverse Osmosis Plant Status and Delegation of Authority", Administration requests the Authority Board's approval to delegate authority to the General Manager and the Manager of Finance and Administration to:

- Enter a purchase agreement with Rochem Americas Inc., for the supply of the full-scale RO Plant, including issuance of a Purchase Order and payment of the initial deposit, subject to receipt of the MECP Letter of Concurrence and consultation with the Authority's Solicitor;
- Execute the agreements related to the Balance of Plant design, including awarding and entering into a Professional Services Agreement with the successful proponent through the Authority's competitive procurement process;
- Advance regulatory submissions and technical studies required to secure MECP approvals and;
- Undertake all necessary administrative and contractual actions required to maintain the project schedule and ensure readiness for construction in 2027.

Restricted Acts Not Currently Delegated

The disposition of real property is not currently delegated to the General Manager and Administration does not feel it is necessary at this time.

Although Administration does not foresee a need at this time, Administration is requesting that the approval of unbudgeted expenditures or liabilities greater than \$50,000 be delegated to the General Manager.

The nature of the work performed by the Authority is an essential service to the residents and businesses of the Essex-Windsor region. The operation of many pieces of equipment is critical to the continuity of business for the Authority. The Board may wish to delegate approval authority to the General Manager on a temporary basis to execute any necessary repairs if required.

Financial Implications

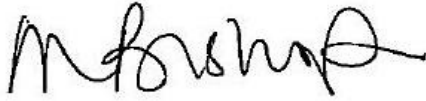
There are no financial implications at this time. Should they arise, the General Manager will provide a report to the Authority Board at the first scheduled meeting in 2027.

Recommendation

THAT the Board of the Essex-Windsor Solid Waste Authority, provisional upon City of Windsor Council, Essex County Council or the Board of the Essex-Windsor Solid Waste Authority being subject to the restricted acts of Council set out in Section 275 (3) of The Municipal Act, 2001, S.O. 2001 c.25, following nomination day, delegate approval authority to the General Manager for the period August 21, 2026 to the date of first meeting of the newly appointed Board, to approve unbudgeted expenditures or liabilities exceeding \$50,000.

And further that the General Manager report to the Essex-Windsor Solid Waste Authority Board any use of this delegated authority at the first scheduled meeting of the Board.

Submitted By

A handwritten signature in black ink, appearing to read "Michelle Bishop". The signature is fluid and cursive, with the first name "Michelle" and last name "Bishop" clearly distinguishable.

Michelle Bishop, General Manager



**Essex-Windsor Solid Waste Authority
By-Law Number 7-2026**

- 1. Being a By-law to authorize a Service Agreement with Hetek Solutions Inc. to replace the existing hazardous gas monitoring system at the Essex-Windsor Regional Landfill, for a total of \$300,244.35, excluding applicable taxes, to be funded up to \$100,000 by the Equipment Replacement Reserve, and \$200,244.35 by the Rate Stabilization Reserve.**
- 2. Being a By-law to approve entering into a Managed Service Agreement with Hetek Solutions Inc. for semi-annual calibration and preventative maintenance of the hazardous gas monitoring system at the Essex-Windsor Regional Landfill, commencing in 2026 and concluding in 2031, for a total amount of \$44,755.65.**

Whereas the Essex-Windsor Solid Waste Authority:

1. Authorizes a Service Agreement with Hetek Solutions Inc. to replace the existing hazardous gas monitoring system at the Essex-Windsor Regional Landfill, for a total of \$300,244.35, excluding applicable taxes, to be funded up to \$100,000 by the Equipment Replacement Reserve, and \$200,244.35 by the Rate Stabilization Reserve.
2. Approves entering into a Managed Service Agreement with Hetek Solutions Inc. for semi-annual calibration and preventative maintenance of the hazardous gas monitoring system at the Essex-Windsor Regional Landfill, commencing in 2026 and concluding in 2031, for a total amount of \$44,755.65.

Now Therefore the Essex-Windsor Solid Waste Authority (EWSWA) enacts as follows:

1. THAT EWSWA hereby Authorizes a Service Agreement with Hetek Solutions Inc. to replace the existing hazardous gas monitoring system at the Essex-Windsor Regional Landfill, for a total of \$300,244.35, excluding applicable taxes, to be funded up to \$100,000 by the Equipment Replacement Reserve, and \$200,244.35 by the Rate Stabilization Reserve.
2. THAT EWSWA approves entering into a Managed Service Agreement with Hetek Solutions Inc. for semi-annual calibration and preventative maintenance of the hazardous gas monitoring system at the Essex-Windsor Regional Landfill, commencing in 2026 and concluding in 2031, for a total amount of \$44,755.65.

THIS By-Law shall take effect upon the final passing thereof.

Gary Kaschak
EWSWA Board Chair

Michelle Bishop
General Manager

Read a First, Second and Third Time, Enacted and Passed this 7th Day of July, 2026.



Essex-Windsor Solid Waste Authority By-Law Number 8-2026

Being a By-law that the Board of the Essex-Windsor Solid Waste Authority, provisional upon City of Windsor Council, Essex County Council or the Board of the Essex-Windsor Solid Waste Authority being subject to the restricted acts of Council set out in Section 275 (3) of the Municipal Act, 2001, S.O. 2001 c.25, following nomination date, delegate approval authority to the General Manager for the period August 21, 2026 to the date of first meeting of the newly appointed Board, to approve unbudgeted expenditures or liabilities exceeding \$50,000 and further that the General Manager report to the Essex-Windsor Solid Waste Authority Board any use of this delegated authority at the first scheduled meeting of the Board.

Whereas the Essex-Windsor Solid Waste Authority provisional upon City of Windsor Council, Essex County Council or the Board of the Essex-Windsor Solid Waste Authority being subject to the restricted acts of Council set out in Section 275 (3) of the Municipal Act, 2001, S.O. 2001 c.25, following nomination date, delegate approval authority to the General Manager for the period August 21, 2026 to the date of first meeting of the newly appointed Board, to approve unbudgeted expenditures or liabilities exceeding \$50,000 and further that the General Manager report to the Essex-Windsor Solid Waste Authority Board any use of this delegated authority at the first scheduled meeting of the Board.

Now Therefore the Essex-Windsor Solid Waste Authority (EWSWA) enacts as follows:

Provisional upon City of Windsor Council, Essex County Council or the Board of the Essex-Windsor Solid Waste Authority being subject to the restricted acts of Council set out in Section 275 (3) of the Municipal Act, 2001, S.O. 2001 c.25, following nomination date, delegate approval authority to the General Manager for the period August 21, 2026 to the date of first meeting of the newly appointed Board, to approve unbudgeted expenditures or liabilities exceeding \$50,000 and further that the General Manager report to the Essex-Windsor Solid Waste Authority Board any use of this delegated authority at the first scheduled meeting of the Board.

THIS By-Law shall take effect upon the final passing thereof.

Gary Kaschak
EWSWA Board Chair

Michelle Bishop
General Manager

Read a First, Second and Third Time, Enacted and Passed this 7th Day of July,
2026.



Essex-Windsor Solid Waste Authority By-Law Number 9-2026

Being a By-law to Confirm the Proceedings of the Meeting of the Board of the Essex-Windsor Solid Waste Authority

WHEREAS by Agreement dated 18 May 1994, made between the Corporation of the County of Essex and the Corporation of the City of Windsor, the Essex-Windsor Solid Waste Authority (The Authority) was created as a joint board of management pursuant to Sections 207.5 and 209.19 of the *Municipal Act, RSO 1990, Chapter M.45* and;

WHEREAS Subsection 5.(3) of the Municipal Act, RSO 2001, Chapter 25, provides that the powers of a municipality shall be exercised by By-Law and;

WHEREAS Section 1 of the Municipal Act RSO 1990, Chapter M 46 defines a municipality as including a board, commission or other local authority exercising any power with respect to municipal affairs or purposes and;

WHEREAS it is deemed expedient that the proceedings of the Authority at this meeting be confirmed and adopted by By-Law

NOW THEREFORE the members of the Authority enact as follows:

- 1) The action of the members of the Authority in respect to each recommendation contained in the Report/Reports of the Committees and each motion and resolution passed and other action taken by the members of the Authority at this meeting is hereby adopted and confirmed as if all such proceedings were expressly set out in this by-law.
- 2) The Chair and the proper officials of the Authority are hereby authorized and directed to do all things necessary to give effect to the action of the members of the Authority referred to in the preceding section hereof.
- 3) The Chair and the General Manager of the Authority are authorized and directed to execute all documents necessary in that behalf.

Gary Kaschak
EWSWA Board Chair

Michelle Bishop
General Manager

**Read a First, Second and Third Time, Enacted and Passed This 7th Day of
July, 2026.**