



2025 Essex-Windsor Residential Waste Diversion Annual Report

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Essex-Windsor Residential Waste Diversion

Annual Report for January – December 2025

1 Introduction

The Annual Waste Diversion Report provides information on the waste diversion activities carried out by the Essex-Windsor Solid Waste Authority (EWSWA) during 2025 in compliance with Condition 5.2 of the Environmental Assessment Approval for the Essex-Windsor Regional Landfill.

New to the 2025 report is the introduction of the Regional Food and Organic Waste Management Program, referred to throughout the document as the “Green Bin Program”. This program is being implemented in phases. Phase One launched in late October and serves single-family households in the municipalities of Essex, Lakeshore, LaSalle, Tecumseh, and Windsor. Phase Two will include the municipalities of Amherstburg, Kingsville, and Leamington and is scheduled to begin in November 2026.

1.1 Residential Waste Diversion Rate 2025

This report also provides the EWSWA with the ability to track any changes in the amount of waste diverted through waste diversion initiatives from year to year.

In 2025, the seven County of Essex (County) municipalities and the City of Windsor (City) delivered 108,952 tonnes of residential waste to the Essex-Windsor Regional Landfill (Landfill), which decreased from 2024 (111,848 tonnes). During this time, 58,240 tonnes of residential waste were diverted from the Landfill via the blue and red box recycling program, hazardous and special products program (HSP), composting, the new Green Bin Program, and other waste diversion programs. These waste diversion initiatives resulted in a 2025 residential diversion rate of 34.8%. The 2024 diversion rate was 30.6%.

Figure 1: Residential Waste Diversion Rate Comparison

2025 Residential Diversion Rate is calculated as follows:

$$\frac{58,240 \text{ Tonnes Diverted (see Table 15)}}{108,952 \text{ Tonnes of Residential Refuse Collected Curbside} + 3.01 \text{ Tonnes Green Bin Residuals} + 58,240 \text{ Diverted Tonnes}} = \frac{58,240}{167,195} \times 100 = 34.8\%$$

2024 Residential Diversion Rate is calculated as follows:

$$\frac{50,140 \text{ Tonnes Diverted (see Table 15)}}{111,848 \text{ Tonnes of Residential Refuse Collected Curbside} + 1,877 \text{ Residuals} + 50,140 \text{ Diverted Tonnes}} = \frac{50,140}{163,865} \times 100 = 30.6\%$$

2 Programs

2.1 Residential Recycling Blue Box Program

On August 28, 2024, the ESWWA, which had been responsible for administering the Blue Box Program on behalf of the City and the seven local communities in the County, namely Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, and Tecumseh (the County Municipalities), transitioned the program to Extended Producer Responsibility (EPR) in accordance with Ontario Regulation 391/21. This date is referred to throughout the document as **Transition**.

To ensure the accuracy of the reported data, ESWWA requested that Circular Materials (CM) supply the post-Transition data necessary to accurately report the 2024 diversion statistics. Correspondence received from CM staff on March 7, 2024, states the following:

"We would like to clarify that data sharing is not a regulatory obligation. As such, Circular Materials and RLG do not have the infrastructure or resources in place to accommodate municipal data requests."

Therefore, for the diversion rate calculation below and for comparative purposes throughout this report, actual Blue Box Program data from January 1, 2024, to August 27, 2024, have been used. To complete the full-year analysis, in the absence of actual post-Transition figures, data from August 28, 2023, to December 31, 2023, were also included. As a result, the total residential recyclable materials collected in 2024 are estimated at 21,657 tonnes.

As the EWSWA does not have access to the 2025 data, it will therefore use the 2024 tonnes collected for the 2025 recyclable estimate (21,657 tonnes).

Historically, reported curbside collection tonnage was reduced by residual material disposed of at landfill and by the estimated quantity of material collected from Industrial, Commercial, and Institutional (ICI) sources (Item b). Following the Transition, residual processing tonnes are no longer reported for 2025, and ICI material has been removed from the residential program. The expansion of accepted materials under the Blue Box program, along with regional growth, may have resulted in increased material capture, thereby contributing to enhanced landfill diversion. Consequently, for reporting purposes, the total estimated curbside material collected has been used to calculate overall diversion.

Furthermore, due to Transition, as noted below in Item d), the EWSWA is now required to separate residential tonnes dropped off at Depots. Therefore, in addition to the residential recyclables collected curbside, 204 tonnes of recyclables were delivered by residents to the EWSWA's Public Drop Off Depots in 2025.

Table 1: Estimated Residential Blue Box Recycling Summary

Estimated Tonnes Collected	2024 Tonnes	2025 Tonnes
a) Total tonnes collected curbside	21,657	21,657
b) Residual / ICI deduction	2,966	N/A
c) Net curbside material marketed	18,691	21,657
d) Total Drop Off Depot tonnes	N/A	204
Total Estimated Collected Tonnes	18,691	21,861

3 Other Residential Recycling Programs

3.1 White Goods

Since 1991, white goods, such as fridges, stoves, air conditioners, washers, dryers, freezers, dishwashers, etc., have been restricted from the Landfill. In 2025, the EWSWA’s curbside White Goods collection program for all municipalities in Essex County except the Municipality of Lakeshore captured 1,360 units (approximately 122 tonnes). The Municipality of Lakeshore operates an independent program and reported a diversion figure of 22 tonnes of white goods in 2025.

The City operates a bulk collection program that includes the collection of white goods as well as other waste, such as oversized items. White goods collected as part of the program are delivered to the Windsor Public Drop Off Depot for recycling; therefore, the 239 tonnes of white goods delivered to Public Drop Off Depots in the table below includes the City tonnages. Table 3 details the white goods collection program for each municipality in the County of Essex by month during 2025.

Table 2: Summary of white goods diversion for 2025

White Goods Summary	2025 Tonnes
EWSWA Curbside Essex County Collection	122
Municipality of Lakeshore Program	22
Drop Off Depots	239
Total Tonnes Recycled and Diverted	383

Table 3: 2025 White goods collected through the EWSWA White Goods Program by month in municipalities across Essex County

Month	Amherstburg	Essex	Kingsville	LaSalle	Leamington	Tecumseh	Total for Month
January	23	5	10	17	11	12	78
February	18	18	19	23	12	11	101
March	26	21	9	23	5	9	93
April	20	11	16	21	6	11	85
May	23	15	28	31	18	10	125
June	26	16	22	34	15	19	132
July	32	19	18	43	14	14	140
August	26	25	20	24	8	20	123
September	26	11	24	32	13	12	118
October	23	18	27	39	14	12	133
November	25	25	22	36	9	15	132
December	21	7	16	33	9	14	100
Total Units	289	191	231	356	134	159	1,360

Notes: 1,360 units with an average weight of 90 kilograms per unit results in a diversion of approximately 122.4 tonnes.

3.2 Tires

As this program moved to full EPR on January 1, 2019, the historical RPRA Datacall calculations are used, where approximately 3,001 tonnes of used tires were diverted across the Essex-Windsor area. While automotive tire recycling is now offered at many locations across Essex-Windsor, the EWSWA still collects used tires through the RPRA program. During 2025, approximately 128 tonnes of used tires were dropped off at the EWSWA sites, which are included in the 3,001 tonnes diverted in Essex-Windsor.

3.3 Scrap Metal

There are 40-yard roll-off bins located at the Windsor Public Drop-off Depot for the collection of ferrous and non-ferrous scrap metal material. Metal materials are dropped off here from PDO visitors and other programs across the site, where they may have been improperly disposed of, to ensure it is diverted from the landfill. The metals are sold through a competitive bid process to local scrap dealers. In 2025, approximately 367 tonnes of metals were collected and recycled.

3.4 Electronics Recycling

Under contract with the EWSWA, Quantum Lifecycle Partners Inc. supplies sea containers for the collection of electronics at the EWSWA's Public Drop-off Depots. The EWSWA staff place electronic items that are received from the public in these containers. In 2025, approximately 251 tonnes of computers, televisions, audiovisual equipment, and various electronic items were collected through the Electrical and Electronic Equipment (EEE) program.

3.5 Deposit/Return Program

Pre-Transition, the EWSWA had a capture program at the Material Recovery Facility (MRF) for deposit/return containers (i.e. aluminum beer cans; glass, wine, and spirit bottles) that were collected through the blue box collection program. As this program has moved to the full EPR model, the historical RPRA Datacall calculations are used, where approximately 2,329 diversion tonnes were diverted in the region for this program, where this calculation is based upon the Essex-Windsor population as determined by Statistics Canada census data that is available.

3.6 WE ReCYCLE Bike Program

The EWSWA recognizes the importance of providing waste diversion programs that are convenient and safe for the public to access. In 2021, the EWSWA Board approved a bike reuse program that supports bikes collected at the EWSWA sites to be refurbished and recycled back into the Essex-Windsor area through a community partnership program. In 2025, a total of 1,130 bikes were dropped off at the EWSWA sites, where 730 of those bikes were repaired/reused, and the remaining 400 bikes were placed in the scrap metal bin for recycling as they did not meet the We ReCYCLE Bike criteria.

Table 4: Bikes recycled through the WE ReCYCLE program in 2025

Total # of Bikes Dropped Off	Total # of Bikes Repaired/Reused	Total # of Bikes Recycled as Metal
1,130	730	400

As the average bike weighs 10 kg, it is estimated that a total of 11,300 kgs or 11.3 tonnes of bikes were dropped off at the EWSWA Depots, 7,300 kgs or 7.3 tonnes of those bikes were repaired/reused, and 4,000 or 4 tonnes of unrepairable bikes were recycled as metal through the WE ReCYCLE Program in 2025.

3.7 Election Signs

The EWSWA attempts to divert materials where feasible. It has been successful in offering a drop-off program at the sites for election signs after an election. Since 2025 was not an election year in the region, no election signs were collected.

3.8 Wood Pallet Pilot Program

The Wood Pallet Pilot Program began in the fall of 2023. The EWSWA was successful in securing a local company to pick up pallets for recycling from the Windsor Public Drop Off Depot. This program continued in 2025, diverting 31 tonnes of pallets from unnecessary landfill.

3.9 Shingles/Road Base Diversion

In 2025, the EWSWA diverted loads of road base materials that were delivered to the Windsor Public Drop Off Depot, as these are valuable resources (e.g., stone, concrete, dirt, shingles). Because of this initiative, approximately 121 tonnes of these materials were diverted from the Landfill and rather used for road base purposes on site.

3.10 Textile Recycling with Diabetes Canada

In 2025, the EWSWA collaborated with Diabetes Canada to successfully divert approximately 2 tonnes of textiles from the Landfill by having a textile recycling collection bin at the Windsor Public Drop Off Depot.

Table 5: Other recyclables comparison: 2024 versus 2025

Other Recyclable Programs	2024 Tonnes	2025 Tonnes	% Change
White goods (all sites)	292	383	31.2%
Used tires	3,001	3,001	0.0%
Scrap & mixed metal	384	367	-4.4%
Electronics	242	251	3.7%
Deposit/return & stewardship	2,329	2,329	0.0%
Bicycles	10	7	-30.0%
Election Signs	0	0	0.0%
Pallets	34	31	-8.8%
Shingles/Road Base	359	121	-66.3%
Textiles	3	2	-33.3%
Plastic Flowerpots & EWSWA Merchandise *	3.65	15.5	364.1%
Total Other Recyclables	6,658	6,508	-2.3%

Notes: RPR Datacall calculation is based on population for used tires and Deposit/return & stewardship programs in the Essex-Windsor area as reported by the Statistics Canada census. * Due to processor availability, in 2025, EWSWA Merchandise was recycled alongside the Plastic Flowerpot Program through HGC Management Inc., explaining the significant increase in tonnage for this line item in 2025.

3.11 Plastic Flowerpots & EWSWA Merchandise

At the Windsor Public Drop Off Depot, residents can drop off at no cost plastic flowerpots and old EWSWA merchandise such as carts, boxes, green cones, etc. that are worn/used/broken beyond repair at no cost. These materials were then recycled and baled on site with other mixed plastic materials through HGC Management Inc. Due to market availability, this initiative prevents these materials from ending up in the Landfill. In 2025, 15.5 tonnes of EWSWA plastic flowerpots and EWSWA merchandise were diverted.

4 Residential Organics

4.1 Yard Waste

Grass, leaves, tree trimmings, and brush are restricted from disposal at the Essex-Windsor Regional Landfill. As a result, all local municipalities have established separate collection systems for yard waste, including special collections in January for Christmas trees. Furthermore, individual residents and grounds maintenance contractors also brought yard waste to each of the three Depots operated by the EWSWA in 2025.

The Essex-Windsor residents can set out their yard waste in paper bags, wheeled carts, garbage bins, and cardboard boxes to receive curbside collection. Yard waste will not be collected if placed in a plastic bag. Approximately 23,521 tonnes of yard waste were received in 2025. This represents an increase of 13% compared to the 20,796 tonnes delivered in 2024. This increase aligns with historical trends, as yard waste quantities can vary significantly between years, often due to inclement weather conditions.

Table 6: 2025 Yard waste summary for all EWSWA sites

Material Type	Windsor Public Drop Off	Kingsville Transfer Station 2	Regional Landfill	Total
Municipal Delivered	11,048	1,824	4,413	17,285
Residential Delivered	3,074	955	208	4,237
Total Res. Organics	14,122	2,779	4,621	21,522
*ICI Organics and Pallets	1,185	611	203	1,999
Grand Total (Tonnes)	15,307	3,390	4,824	23,521

Notes: *ICI is Industrial, Commercial, and Institutional delivered material type. Due to rounding, the sum of tonnes for 2025 will not equal the total value.

Table 7: Yard waste tonnes comparison: 2024 versus 2025

Material Type	2024 Tonnes	2025 Tonnes
Municipal Delivered	16,750	17,285
Residential Delivered	1,849	4,237
Total Res. Organics	18,599	21,522
*ICI Organics and Pallets	2,197	1,999
Grand Total (Tonnes)	20,796	23,521

*ICI is Industrial, Commercial, and Institutional delivered material type.

4.2 Screened Compost Sales

The EWSWA undertakes an in-depth process to turn the organics and yard waste it receives into saleable, quality compost. The composting process involves grinding yard waste and placing it in long rows called 'windrows'. The material is turned frequently, and the temperature is maintained above 55 degrees Celsius to kill any pathogens or weed seeds. Once the compost has matured, it is tested, screened, and sold for use in landscaping and flower and vegetable gardens.

In 2025, compost was sold as bulk (delivered or pick-up), bag-your-own, and prepackaged items as listed below.

Table 8: Compost sales 2025 summary

Compost Material	Quantity Sold	Tonnes
Delivered	1,318 cubic yards	659
Bulk sales	18,075 cubic yards	9,038
Bag-Your-Own	1,627 bags	89 - 93
Prepackaged Garden Gold	12,231 bags	220 - 269
Total Tonnes		10,006 – 10,059

Table 8 Notes: Pre-packaged bag weights are based on approximately 18 to 22 kg/bag; Bag-Your-Own is approximately 55-57 kg/bag; Bulk compost is approximately 500 kg/cubic yard. Compost weight is expressed in 'ranges' due to the differing moisture content & density. One cubic yard = one bucket from the EWSWA small loader in Windsor. Weights are approximate.

Under contract, Frank Dupuis Landscaping and Trucking provided delivery services for the sale of 659 tonnes of bulk compost locally. In total, 9,038 tonnes of compost were sold through the bulk sale program to residents and businesses at the EWSWA Depots. Additionally, approximately 12,231 prepackaged bags of compost ("Garden Gold") were sold at the Depots. Many residents also bagged their own compost at one of the Depots. The combined total weight of compost sold in 2025 was approximately 10,006 – 10,059 tonnes. In 2025, compost sales totalled \$219,961.

4.3 Green Bin Program

In order to comply with Ontario's Food and Organic Waste Policy Statement, the EWSWA was directed by councils from both the City and the County to administer a Regional Food and Organic Waste Management Program (Green Bin Program) to single-family households. On October 22, 2025, the EWSWA launched its first residential curbside Green Bin Program that collects food waste and organics from single-family households in Phase 1 municipalities of Essex, Lakeshore, LaSalle, Tecumseh, and Windsor. It is important to note that the new Green Bin Program may also impact the usage of other waste diversion programs, such as the Backyard Composter Program and Foodcycler programs, which is a challenge to measure at this time.

In 2025, the EWSWA distributed 116,395 120L green bins and 116,667 kitchen catchers to Phase 1 households that have access to this new

program. More specifically, 73,090 Green Bins were distributed in the City and 43,305 were distributed in the County.

During the 11-week program period in 2025, a total of 2,208 tonnes of material were collected. Of this amount, 1,582 tonnes were collected from City households, and 626 tonnes were collected from County households by the contractor, Miller Waste Systems Inc. The collected material was delivered to EWSWA's Food Waste and Organics Transfer Station in Windsor (formerly the Fibre Material Recovery Facility), where it was pre-screened and consolidated prior to shipment to Seaclyff Energy Corporation Inc. for processing.

As a result of the pre-screening process, a total of 3.01 tonnes of Green Bin Program residuals were reported for the 11-week period in 2025. These residuals are included in the 2025 Residential Diversion Rate calculation (Figure 1).

4.4 Backyard Composting

In past years, backyard composters (BYC) with the brand names "The Earth Machine" and "The Green Cone" were purchased by Essex-Windsor residents. As markets sufficiently supply these items now and the demand for the EWSWA to sell has been negligible over the past few years, the EWSWA has stopped selling them. Instead, the EWSWA has donated existing inventory to local schools in the Essex-Windsor community to promote diversion using existing residual inventory. In total, 6 Earth Machine and 5 Green Cones units were donated. Therefore, combined BYC distributed in 2025 was 11 units, bringing the total number of units sold since 1988 to 40,531 units.

Research has indicated that approximately 100 kg/year/BYC is diverted because of the backyard composting program. This translates into 4,053 tonnes of organic waste diverted from the Landfill through this program. This does not consider homemade composters or composting done independently of the EWSWA's backyard composting program.

4.5 FoodCycler™ Food Waste Diversion

In July 2023, the EWSWA launched a pilot program with Food Cycle Science (FCS) that subsidized FoodCycler™ units to support diversion. The FoodCycler™ is a countertop unit that converts food waste into a sanitary soil amendment. Based on data collected on the FoodCycler Eco 5, the

FoodCycler is a carbon-negative product when compared to landfilling. The pilot sold 527 FoodCycler™ units, and since this time, an additional 40 units have been sold in the Essex-Windsor region. Per FCS (2025), approximately 259 kg per year/per household of food waste is diverted when using a FoodCycler™ unit. Therefore, approximately 146,853 kgs or 147 tonnes of food waste was diverted in Essex-Windsor from the Landfill.

Table 9: Other organic programs comparison: 2023 – 2025

Residential Organic Programs	2023 Tonnes	2024 Tonnes	2025 Tonnes
BYC Program*	4,048	4,052	4,053
Mulching Blades Program*	1,343	1,343	1,343
FoodCycler™ Program*	52	195	147
Green Bin Program	N/A	N/A	2,208
Total Residential Organics	5,443	5,590	7,751

Note: * The Mulching Blade program and the Backyard Composter program, are no longer directly offered by the EWSWA. These programs may continue to be used by residents; however, usage can't be measured for this report and no increase in diversion is indicated.

5 Promotion and Education (P&E)

5.1 Community Outreach

The EWSWA staff traditionally organizes promotions and events to engage residents in waste diversion activities. Initiatives like the Experts on Call with AM800, YQG Green Expo, Earth Day Event at Malden Park, Orange Box Promotion, May Madness, etc., as well as print information on various programs of the EWSWA are some of the many strategies used in 2025. In addition to this standard fare, the EWSWA engaged in a mass comprehensive outreach campaign to support the launch of the new Green Bin Program in both Phase 1 and Phase 2 municipalities, which will be detailed in this report.

The EWSWA also serviced 25 special events through the Blue Box Special Events program to offer blue box recycling in 2025 to support waste diversion at local community events.

5.2 Special Community Events

One notable event that the EWSWA was a key partner of in 2025 was the annual Earth Day event. This event was held on April 27, 2025, at Malden Park in Windsor, where approximately 1,500 people attended.

Some highlights of this event included environmental exhibits, food vendors, guest speakers, Sciensational Snakes, interactive games, and an on-site hydration station.

The EWSWA soft-launched the Green Bin Program at Earth Day 2025, marking the occasion with a community-focused event. An EWSWA board member, City of Windsor Councillor Jim Morrison, opened the event, sharing brief remarks about the significance of Earth Day and the environmental benefits of the new program. The EWSWA's tent showcased the Green Bins and Starter Kit that residents would receive at their homes. Additionally, residents were provided with detailed information about delivery timelines, program rollout, and details supporting the introduction of the Green Bin initiative.

Another notable event supported by EWSWA in 2025 was the Fire Prevention Week Kick-Off at the Public Drop Off Depot in Windsor on October 6, 2025. EWSWA staff, in partnership with the City of Windsor and Windsor Fire personnel, gathered to launch Fire Prevention Week and emphasize the importance of the safe handling and use of lithium batteries. The key messaging focused on Fire Prevention Week™ (FPW™) observed from October 5-11, 2025, and the 2025 campaign "Charge into Fire Safety™: Lithium-Ion Batteries in Your Home. The campaign aimed to educate the public on the safe use of lithium-ion batteries, emphasizing the importance of purchasing approved products, charging batteries properly, and recycling them safely.

In 2025, the YQG Green Expo featured various vendors and key partners such as the EWSWA and the City. Residents were encouraged to drop off items such as electronics, textiles, household items, and eyeglasses, using the Community Recycle Drive Thru & Drop Off. At this event, several EWSWA staff were on-site to answer questions and provide program information to participants, with a particular focus on questions and information on the Green Bin Program.

5.3 Waste Reduction Hotline

The EWSWA operates a Waste Reduction Hotline (1-800-563-3377), where staff respond to residential inquiries or direct callers to the appropriate department or personnel. In addition, the EWSWA has launched a new portal using PSD Citywide software, an enterprise-wide Software as a Service (SaaS) solution designed for municipalities and public sector organizations. Citywide allows residents to submit service requests, report repair needs, and access important documentation. To further enhance customer support, two additional Customer Service Representatives have been added to the Waste Diversion team to support the launch of the Green Bin Program.

5.4 Print Newsletter

The EWSWA typically issues an annual newsletter called Enviro Tips, which is delivered to each household and is available online. Due to the Canada Post strike in September 2025, the Fall Harvest issue of Enviro Tips was postponed to January 2026. The EWSWA chose to delay distribution to ensure the newsletter could be delivered to its intended audience without interruption.

5.5 E-Newsletter

E-newsletters are also part of the program as they are low-cost and another way to reach residents using Constant Contact, Inc., an online marketing company that allows the user to create effective e-mail marketing campaigns. In the past, the EWSWA has utilized Constant Contact to inform subscribers of events, sales, and various promotions of the EWSWA.

The EWSWA has a total of 6,968 subscribers. A total of 4 e-newsletters were published in 2025. Use of the e-newsletter platform declined compared to previous years, primarily due to the significant resources dedicated to the Green Bin Program campaign and launch in 2025.

In 2025, 11,211 emails were sent, 10,024 emails were delivered/received by the intended recipient, 59% average open rate, 14% click rate, and 1,187 bounced (did not make it to the intended recipient).

5.6 EWSWA Website

The EWSWA website (www.ewswa.org) is updated on a regular basis to provide detailed information and public education to residents. Topics covered range from waste management and reduction to details regarding

waste diversion activities. Through the website, residents have access to instructions, tenders, reports, calendars, acceptable recycling materials, incentives, etc. The new EWSWA website was launched in 2024, using the website developer GHD (formerly e-Solutions), using Govstack. Govstack is a content management system (CMS) specifically designed for the public sector, including municipalities and local governments. It is a SaaS platform (Software-as-a-Service) 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.

Definitions

- *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)*

- Total Users (January - December): 157K
- Average Session Duration: 1 minute 29 seconds
- 68% of users accessed the website via mobile device, 28% of users accessed the website via desktop, and 4% of users accessed the website via tablet
- Most Viewed Pages in 2025:
 - EWSWA Landing Page (front page) / 116,769 views
 - Curbside Collection (Green Bin) / 41,816 views
 - Green Bin Program / 24,566 views
 - Green Bin Delivery Information / 23,566 views
 - Public Drop Off Depot / 20,954 views

5.7 Recycle Coach App

Recycle Coach is an App that makes recycling and collection schedule information easy to find. The App is continuously developing new programs to combat complacency and get people re-engaged in diversion practices. It promotes best practice ideas on better waste management to improve outcomes such as increasing recycling, proper disposal and diversion of solid waste, etc. Specifically, this App communicates key program information for the new Green Bin Program, Recycling, Garbage, Yard Waste, and White Goods. Further it offers a “What Goes Where?” search function that residents can use to know where they should properly recycle or dispose of materials.

Table 10: Recycle Coach App Metrics Comparison for 2024-2025

Metrics	2024	2025
Total Users	27,020	37,598
Total Interactions	3,907,846	3,991,196
Reminders	3,490,956	3,619,271
Notifications	283,047	152,756
Material Searches	21,219	39,114
Page Views	23,860	53,331
Calendar Views	88,764	126,724

5.8 Agorapulse

In 2022, the EWSWA began using Agorapulse to better manage and enhance the capability to schedule social media posts. Agorapulse is a full-featured social media management platform. Some of its features include a variety of methods to publish content, schedule posts, and report on social account usage. It allows Waste Diversion staff to stay organized, save time, generate reports, and easily manage social media accounts from one convenient platform.

5.9 Facebook

- Fans / Followers: 1,505
- Engagement: 5,032
- Impressions: 2,072,674
 - Paid Views (Meta): 1.4M
 - Unpaid Views (Agorapulse): 680K

Definitions

- Fans / Followers are the number of people who are following the EWSWA's Facebook page.
- Engagement is the number of fan interactions (reactions, comments, shares, clicks, and private messages) with the EWSWA Facebook page.
- Impressions are the number of times the EWSWA page has been viewed during the selected period (2025). This includes paid, organic, and viral impressions.

Facebook Publishing:

The following metrics represent organic views generated through the social media management platform Agorapulse. All content was scheduled and published as unpaid posts, meaning no advertising spend or post boosting was applied. As such, the results reflect purely organic reach and audience engagement. Paid social media content is managed separately through Meta Platforms, and the associated performance metrics are not included in the dataset below:

- Posts Published: 233
- Posts Reach: 708,108
- Posts Reach: 48,809
- Average Reach: 4,424
- Video Views: 106,641

5.10 X (Formerly Twitter)

The social platform formerly known as Twitter was purchased, rebranded, and relaunched as "X" in mid-July 2023. The X platform analytics are no longer included in Agorapulse. To receive metrics for X, the EWSWA would have to pay an additional fee. The EWSWA has not yet subscribed to this additional service. X is working on improvements to their analytics:

- Followers: 1,053
- Impressions: 6.7K
- Engagement: 799

Definitions

- *Followers are the number of people who are following the EWSWA on X.*

5.11 Instagram

The following metrics represent organic views generated through the social media management platform Agorapulse. All content was scheduled and published as unpaid posts, meaning no advertising spend or post boosting was applied. As such, the results reflect purely organic reach and audience engagement. Paid social media content is managed separately through Meta Platforms, and the associated performance metrics are not included in the dataset below. The 2025 metrics for Instagram are as follows:

- Followers: 407
- Engagement: 906
- Impressions: 423,211
- Posts Published: 115
- Posts Views: 34,482
- Posts Engagement: 641

Definitions

- Followers are the number of people following the EWSWA on Instagram.
- Number of followers' interactions (likes, saves, comments, and direct messages) to the EWSWA Instagram profile.
- Impressions is the number of times the EWSWA profile's content has been viewed during the selected period.
- Brand Awareness is the number of mentions of the EWSWA profile and listening searches containing your brand name.

5.12 Google – Public Drop Off Depot Statistics

When searching for information about the Authority, Google search results often display listings for Authority facilities. Many residents rely on this information to obtain details such as hours of operation, directions, and available services. Accordingly, the Authority is committed to ensuring that

all Google-listed information remains accurate, current, and comprehensive. This includes, but is not limited to, hours of operation, facility locations and directions, traffic flow, photos, contact information, services provided, reviews, accessibility details, programs and events, and any relevant alerts or notices.

During a search, Google logs 'behaviour' metrics, as well as the resulting 'action' from the search (a visit to the organization's website, request directions, call, etc.).

Some key Google statistics for the EWSWA's Public Drop Off Depot searches (statistical average is over 3 months):

- 4.3/5-star rating - based on public reviews
- 5,764 EWSWA business profile interactions
- 69,353 people viewed the EWSWA profile (via mobile 80%, via desktop 14%, via Google maps 6% mobile, via Google maps desktop 1%)
- 30,112 searches (website, calls, photo views, direction requests)

Through Google Business Profile Manager, the EWSWA staff have the ability to post updates (holiday closures, change in hours, photos), as well as post messages and respond to reviews.

5.13 YouTube

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 to support the Green Bin launch, allowing staff to upload new videos and enhance audience engagement.

- 3 videos posted in 2025
 - Seating the Lock on your Green Bin – 2.7K views
 - Automated Collection – 60 views
 - We All Win with The Green Bin – 111 views

5.14 Radio and Social Media Campaigns

The EWSWA delivered several radio and social media campaigns throughout 2025, collectively reaching a wide audience across the region. The Green Bin campaign was the most extensive, running over most months in 2025, as it

served as one of the primary outreach efforts. In addition, the EWSWA supported a range of shorter other EWSWA campaigns, including those promoting the Orange Box Program, Garden Gold Program, “What Goes Where” resources, the EWSWA Depots, and seasonal Waste Reduction Christmas initiatives. Together, these campaigns played an important role in increasing public awareness and encouraging responsible waste management practices.

Radio ads were aired on both Blackburn and Bell Media stations. A total of 2,098 radio spots aired in 2025, reaching 231,697 residents across both stations. 66% of the total radio spots aired were related to the promotion of the Green Bin Program.

The EWSWA also participated in three (3) in-studio sessions on “Experts on Call.” *Experts on Call* on AM800 CKLW is a radio show hosted by Kyle Horner, where local professionals and business leaders from Windsor-Essex share expert advice, discuss industry-related topics, and take listener questions. The show is designed to connect residents directly with experts to help them navigate programs such as the Green Bin Program. Through the use of these sessions, the EWSWA was able to further communicate important points about the Green Bin and reached thousands of residents.

During all three sessions, the EWSWA discussed the new Green Bin Program with the host, while also answering questions from the public.

The EWSWA executed a digital advertising campaign throughout August 2025 with Blackburn Media and Bell Media to promote awareness and participation in the Green Bin Program, with over 81,300 impressions.

5.14 Gold Star Program

In 2016, the EWSWA launched a recycling incentive program aimed at increasing public awareness regarding the red and blue box recycling program. Residents were encouraged to apply for a new “Gold Recycling Box” through a program that evaluated their curbside recycling, provided feedback, and rewarded successful recyclers with a gold box.

The program’s ultimate objective was to decrease the amount of contamination being set out by residents and thereby decrease the amount of residual waste being landfilled. By the end of the program in 2023, 2,869

homes that had registered and had their recycling inspected were rewarded for excellent recycling habits with a Gold Box.

This program ceased due to Transition, however, as the brand was well-received, the EWSWA carried this brand over to the Green Bin Program. With this new program, there is no registration required, audits are randomly executed by both the collection contractor and the EWSWA on a resident's collection day. If set-out meets the Gold Star criteria, a Gold Star sticker is left on the resident's Green Bin.

Following the late-October launch of the Green Bin Program in Phase One municipalities, EWSWA staff completed a total of 492 Green Bin inspections. Of these inspections, stickers were issued to residents as follows: 262 in the City of Windsor, 27 in the Town of Essex, 65 in the Municipality of Lakeshore, 71 in the Town of LaSalle, and 67 in the Town of Tecumseh.

5.15 Green Bin Program P&E

To successfully inform, engage and connect residents and stakeholders to the new Green Bin Program, a 2025 Green Bin Program Communications/ P&E Plan was created by the EWSWA and its stakeholders. The final plan was brought forth to the EWSWA Board for approval in early 2025 and was then used by the EWSWA as a guide for 2025 P&E activities. Below is a summary of all the activities and metrics (where applicable) that were implemented in 2025 to support this plan. It is important to note that while the items described below formed the bulk of the 2025 P&E activity, there were many other opportunities leveraged by EWSWA staff and stakeholders throughout 2025 that should be acknowledged. Examples, include numerous radio, online and newsprint interviews that were undertaken, as well as many efforts taken by local municipalities and the EWSWA to further promote this program through their communications.

Table 11: Green Bin Program P&E Activity and Metrics

Media/Activity	Description	Estimated Result
Newspaper advertising (print)	4 publications (Windsor Star, LaSalle Post, Lakeshore News, Essex Free Press)	78,013 impressions
Billboard advertising (static, digital)	31 locations (27 in Windsor, 4 in Essex County)	40,637,656 impressions
Social media advertising (paid)	3 platforms (Facebook, Instagram, X)	2,653,745 impressions
Social media posts (paid)	3 platforms (Facebook, Instagram, X)	1,766,000 impressions
Social media posts (organic)	3 platforms (Facebook, Instagram, X)	743,700 impressions
Online advertising (digital)	Post Media Bell Media, Blackburn Radio	81,350 impressions
Google AdWords	Google.com	709,823 displayed search results
EWSWA website traffic	https://www.ewswa.org/	157,000 website visits
Radio advertising	CKLW-AM800), Country959, Mix967	170,260,223 impressions
EWSWA e-newsletter	2 publications	10,000 subscribers reached
Recycle Coach app	Grew user base to 37,598 residents	3,248,924 interactions
Campaign Summary publication	City of Windsor, County of Essex, 7 county municipalities	Published at Board Meetings / Sent to Municipalities
Municipal Partnership Program		

Media/Activity	Description	Estimated Result
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	16 facilities across Essex-Windsor	1071 interactions
iv. Pull-up banners	35 produced	18 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
Bus wraps	19 bus routes, 2 designs	10,537,500 impressions
Green Bin Kit	Green Bin, Kitchen Catcher, Compostable Bag sample & coupon, How-To Guide, Welcome Sticker	116,667 kits delivered
Resources & FAQ	GB Guide, Debunking Myths FAQs (Eng. & Fr.), GB FAQs, FOG Cups	9,700 pieces distributed
Oops! & Gold Star stickers	To inform residents of improper GB use and reward proper use	75,000 distributed
Repair & Request Program	A service program that supports homeowners who need a Green Bin repair or replaced, or a new Green Bin (new build, etc.)	538 serviced

6 Hazardous and Special Products (HSP) Program

6.1 HSP Depots

The EWSWA opened the Windsor HSP Depot in October 1995. In addition to the Windsor facility, the EWSWA opened a second HSP Depot at Transfer Station No. 2 in the Town of Kingsville in 1997. A third depot was opened at the Essex-Windsor Regional Landfill in October 2013. These Depots replaced the annual Household Chemical Waste Days held in Essex-Windsor. A total of 498,440 litres and 110,388 kg of HSP materials were delivered to the sites in 2025 compared to 517,463 litres and 96,151 kg, respectively, in 2024. See Tables 12 and 13 for details.

6.2 Reuse Centre

A Reuse Centre has been operational at the Windsor HSP facility since 1995.

Paint is distributed in both 1-gallon and 5-gallon pails for reuse. According to records, 793 residents accessed the Reuse Centre in 2025, resulting in 28,471 products or approximately 44,952 kg of paint and miscellaneous materials being taken in 2025, compared to 31,474 products or 49,308 kg of reusable materials in 2024.

Table 12: Hazardous and Special Products for 2025 in litres

Material	HSP from Facilities	Reuse Centre Quantities	Total
Adhesives/flammable liquids	92,905	9,427	102,332
Aerosols	7,442	1,143	8,585
Antifreeze (Glycol)	9,110	0	9,110
Corrosive liquid	4,662	791	5,453
Inorganic acids	985	0	985
Paints & Coatings	170,078	32,184	202,262
Pesticides	2,741	613	3,354
Waste oils (used motor oil, hydraulic oil, etc.)	159,064	0	159,064
Cooking oil	7,295	0	7,295
Total HSP Litres	454,282	44,158	498,440

Table 13: Hazardous and Special Products for 2025 in kilograms

Material	HSP from Facilities	Reuse Centre Quantities	Total
Car batteries	27,233	0	27,233
Dry cell batteries	17,383	0	17,383
Fire extinguishers	3,519	0	3,519
Fluorescents/misc. lamps/ballasts	17,340	0	17,340
Inorganic oxidizers	2,539	793	3,332
Mercury (HG items)/lead	12	0	12
Pharmaceuticals	180	0	180
Plastic used oil containers	12,574	0	12,574
Propane cylinders	3,515	0	3,515
Propane tanks/misc. tanks	22,746	0	22,746
Corrosive solids (e.g. cement)	1,214	0	1,214
Waste oil filters	1,340	0	1,340
Total HSP Kilograms	109,595	793	110,388

Table 14: HSP Diversion Comparison

	2024 Tonnes	2025 Tonnes
HSP recycled or reused	614	609
HSP not recycled	(12)	(11)
Total HSP Diverted	602	598

Note: Examples of HSP materials not recycled include inorganic acids, inorganic oxidizers, pharmaceuticals, corrosive liquids, and pesticides.

6.3 Refillable Propane Tanks

In 2023, the EWSWA partnered with Tank Traders, a national propane tank exchange program, to support the responsible management of refillable propane tanks. Through this core-collection service, refillable propane tanks ranging from 5 lbs to 100 lbs are accepted. Tanks that meet safety standards are collected and refurbished for reuse within the exchange program, while any tanks that do not pass inspection are sent to a metal recycler, preventing them from going to landfill. In 2025, as captured in

Table 13, a total of 1,890 propane tanks were collected from the EWSWA’s three sites by Tank Traders, allowing them to either be reused in their exchange program or recycled.

6.4 Call2Recycle Battery Recycling Program

Call2Recycle Inc. is a not-for-profit organization that provides a battery recycling program at no cost to consumers across Canada. Call2Recycle receives batteries from the EWSWA’s three sites and recycles them, keeping them out of the Landfill and recovering the valuable materials that can be used to create new batteries and other products. As captured in Table 13, a total of 17,383 kgs or approximately 17 tonnes of batteries were collected from the EWSWA’s three sites in 2025 and recycled/reused through Call2Recycle Inc.

7 Overall Summary of Residential Diversion Quantities

7.1 Residential Waste Diversion

Table 14 below summarizes the residential waste diversion activities detailed in this report.

Table 15: Residential Waste Diversion Summary

Residential Waste Diversion Summary	2024 Tonnes	2025 Tonnes
Blue Box Recyclables (Table 1)	18,691	21,861
Other Recyclable Programs (Table 5)	6,658	6,508
Organics - Yard Waste (Table 7)	18,599	21,522
Organics – Green Bin, BYC, Mulching Blades & FoodCycler™ (Table 9)	5,590	7,751
HSP Waste (Table 14)	602	598
Total Residential Tonnes Diverted	50,140	58,240

Due to rounding, the Total Residential Tonnes Diverted does not equate to the sum of tables 1, 5, 7, 9, and 14. * Green Bin Program only includes Phase 1 municipalities from October 21, 2025, to December 31, 2025.

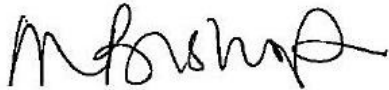
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