

February 9, 2026

To:

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

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

The Essex-Windsor Solid Waste Authority, at its meeting held Tuesday, February 3, 2026, adopted the following resolution:

Resolution 11-2026

Moved by Mark McKenzie
Seconded by Fred Francis

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

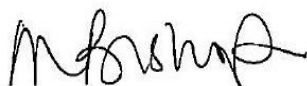
Carried

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

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

To ensure that this information reaches municipal councils in a timely fashion, equally and effectively across our region, we respectfully request that this letter, and the attached **Green Bin Program – Campaign 1 Summary: Winter is Here & Program Tips!** dated January 29, 2026, be included on your next Council Meeting Agenda, as information for your Council, and for the general public. This harmonized approach helps ensure the information is disseminated in a public forum and formally distributed to all members of Council in a consistent manner. We greatly appreciate your consideration of the EWSWA's resolution and your support in sharing this initiative within your municipality. Should you have any questions or require further information, please do not hesitate to contact me directly.

Sincerely,



Michelle Bishop, General Manager
Email: mbishop@ewswa.org
Phone: 519-776-6441 ext. 1225

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

Attachment: 2026 Green Bin Program: Campaign 1 Summary: Winter is Here & Program Tips!

Green Bin Program

Campaign 1 Summary: Winter is Here & Program Tips!

January 29, 2026

Being Green is Always In Season here in Essex-Windsor! While using the Green Bin is new this winter, the EWSWA has strategies that residents can use so that they can stay Green all year! With the wonderful efforts of residents in Essex, Lakeshore, LaSalle, Tecumseh, and Windsor, each week over 200 tonnes of food waste and organic material is being collected through the Green Bin Program. In turn, it has kept over 3,000 tonnes of valuable resources out of the Essex-Windsor Regional Landfill. This equates to approximately 60 NHL-size arenas (50 tonnes per arena), which is a huge leap from where the region was ahead of this program! With all this material being spared from the landfill, it helps to extend the life of the only local landfill, which in turn avoids the high costs (over \$700 million) of siting a new one. While the Green Bin program is a cost to the taxpayer, it is much cheaper than the cost of a new landfill, which would also be a cost to the taxpayer. Beyond cost benefits, there are many other impactful reasons to put your food waste and organic materials in the Green Bin all year round! It reduces garbage program costs, reduces methane emissions that come from landfilling organics and their associated costs, creates more valuable resources (fertilizer and renewable energies) and promotes this region as a forward-thinking area that attracts investors, supporting economic growth.

Simple tips to help you **Green Bin It!** all year long:

- **The Bottom Line? Line The Bottom!**
Line the bottom of the Green Bin with food-soiled paper products or packaging such as egg cartons, takeout cartons, etc.
- **The Early Bird Doesn't Freeze.**
If possible, set the Green Bin out the morning of collection day by 6 a.m., not the night before.
- **Protect Your Bin - Bring It In.** Store the Green Bin in a garage or shed - or place it against an outside wall - to protect it from snow, ice and extreme temperatures.
- **Drain It to Contain It**
A good way to contain freezing and prevent food waste from sticking to your Green Bin is to drain excess liquids before putting them in the Bin.



CUSTOMER SERVICE SUPPORT:

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

For collection concerns, residents are to contact the following for Green Bin support:

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

Amherstburg, Kingsville, and Leamington, your Green Bin Program starts in November 2026, so please be patient as more information will be coming your way in the coming months. You can still Grow Green by visiting www.ewswa.org for other ways to be green all year long.

Finally, the EWSWA’s annual EnviroTips Newsletter was delivered in January to 173,000 households, as well as the 2026/2027 municipal calendar, which both provide Green Bin Program information.

Below are some sample ads for Phase 1 municipalities that share Campaign 1 messaging on digital displays or internally with staff. The next release will support both Phase 1 and Phase 2 municipalities and will be published in early spring.

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



SOCIAL MEDIA ADS, 2026 CAMPAIGN 1

SOCIAL MEDIA AD HEADLINES & COPY

GRAPHICS

Be Green All Year Round.

Using your Green Bin all year makes a big difference. Winter can be tricky, but following a few simple tips will help you get through it with ease. Visit www.ewswa.org for ways to stay Green all year long.



Bottom Line? Line the Bottom.

Line the bottom of the Green Bin with food-soiled paper products or packaging such as egg cartons, takeout cartons, etc. Or use kitchen catcher liners during the winter. For more winter tips, visit www.ewswa.org.



The Early Bird Doesn't Freeze!

If possible, set the Green Bin out **the morning of collection day by 6 a.m.**, not the night before. Being an early bird doesn't get you the worm, but you also won't get stuck with food waste frozen to your Green Bin. For more Green Bin tips, visit www.ewswa.org.



It's Stuck! Just My Luck!

If food freezes and sticks to the Green Bin, don't freak out. Simply gently loosen it with a shovel handle or flip the Bin upside down with the lid open on a sunny day to allow it to thaw. For more winter tips, visit www.ewswa.org.



Green Flag! Use a Bag.

Using compostable bags for your food waste will not only keep things clean in the kitchen, it may also help prevent food waste from freezing and sticking to the Green Bin. Remember: use only good quality compostable bags with the BPI/BNQ symbols on them. For more information on compostable bags, visit www.ewswa.org.



Don't Contaminate → Separate.

Make sure you separate items like containers (cans/glass/plastic) and plastic compostable food containers from your food waste and organics as these containers cannot go in the Green Bin. Only fibre compostable packaging, paper bags, and compostable bags that are BPI/BNQ certified can go in the Green Bin with your food waste. Unacceptable materials will contaminate the final product that becomes fertilizer for farmers' crops and increases program costs. For more, visit www.ewswa.org.



POINT- Arrows to Street, Handles to House.

Whether you push it or pull it, it's critical that you set out your Green Bin properly. The arrows on the lids should point to the street, while the Bin's handles should point to your house. If you Green Bin isn't set out this way, the automated arm on the collection truck can't empty your Bin. For more information, visit www.ewswa.org.



Other available ads that support Campaign 1:

BEING GREEN IS ALWAYS IN SEASON

Use the Green Bin All Year Long

Snow or rain, sun or clouds, putting your food waste in the Green Bin is the right thing to do. Visit ewswa.org for both cold and hot weather Green Bin tips.



ALWAYS POINT-PARK-SPACE
Green Bin set-out matters, no matter what time of year. Always use P P S for proper set-out:

POINT - the arrows on the lid toward the street
PARK - the bin about 30 cm from the curb
SPACE - the bin 1 meter from other objects



For more information, visit www.ewswa.org

Download the Recycle Coach app for your Green Bin collection schedule, notifications and "What Goes Where?"




WINTER GREEN BIN TIPS

Using the Green Bin all year makes a big difference.

Winter can be tricky, but following a few simple tips will help you stay green during the colder months.



WHAT GOES IN THE BIN?

Scan the QR code for the Acceptable Materials list.



www.ewswa.org

TIPS TO PREVENT FREEZING

The Bottom Line? Line The Bottom!
 Line the bottom of the Green Bin with food-soiled paper products or packaging such as egg cartons, takeout cartons, etc.

The Early Bird Doesn't Freeze.
 If possible, set the Green Bin out **the morning of collection day by 6 a.m.**, not the night before.

Protect Your Bin - Bring It In.
 Store the Green Bin in a garage or shed - or place it against an outside wall - to protect it from snow, ice and extreme temperatures.

TIPS FOR SET-OUT

Don't Bank On It!
 Snowbanks can make it harder to set out the Green Bin. Be sure to place the Green Bin on a cleared, level area on your property along the street— never on top of snowbanks. Remember: always try to use **Park-Point-Space**.

Download the Recycle Coach app for your Green Bin collection schedule, notifications and updates.