

### Deputation and Further Notice Request Form

Please complete this form to speak at a meeting of Town Council or Committee of the Whole or to receive further notification regarding an item on the agenda. If filling out by hand please print clearly.

Please email to [clerks@newmarket.ca](mailto:clerks@newmarket.ca), fax to 905-953-5100 or mail or drop off at Legislative Services Department, Town of Newmarket Municipal Offices, 395 Mulock Drive, PO Box 328, STN Main, L3Y 4X7

Name: <b>Ryan Michaels</b>	
Organization / Group/ Business represented: <b>Canadian Diabetes Association Clothesline Program</b>	
Address: <b>1400-522 University Ave, Toronto</b>	Postal Code: <b>M5G 2R5</b>
Daytime Phone No:	Home Phone:
Email:	Date of Meeting: <b>June 27, 2016</b>
Is this an item on the Agenda? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Agenda Item No:
<input checked="" type="checkbox"/> I request future notification of meetings	<input checked="" type="checkbox"/> I wish to address Council / Committee
Describe in detail the reason for the deputation and what action you will be asking Council/Committee to take (if applicable): <b>Present reasons and facts to council regarding the CDA Clothesline Program, the Clothesline Program drop box program in Canada, and why drop boxes should be allowed on institutional property within the Town of Newmarket so that council will reconsider voting yes to allow drop boxes at schools and amend By-Law 2013-22 to allow such placements going forward.</b>	
Do you wish to provide a written or electronic communication or background information <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Please submit all materials at least 5 days before the meeting.	

#### Deputation Guidelines:

- Deputations related to items on the agenda can be accommodated up to and including the meeting day;
- Deputations related to items not on the agenda may be scheduled within sixty (60) days of receipt of this form;
- Deputations will not be heard on a matter decided upon by Council until ninety (90) days have passed from the date of the matter's disposition by Council;
- Deputations are limited to 5 minutes.

Be advised that all Council and Committee of the Whole meetings are audio-video recorded and live streamed online. If you make a presentation to Council or Committee of the Whole, your presentation becomes part of the public record and you will be listed as a presenter in the minutes of the meeting. We post our minutes online, so the listing of your name in connection with the agenda item may be indexed by search engines like Google.

Personal information on this form will be used for the purposes of sending correspondence relating to matters before Council. Your name, address, comments, and any other personal information, is collected and maintained for the purpose of creating a record that is available to the general public in a hard copy format and on the internet in an electronic format pursuant to Section 27 of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56, as amended. Questions about this collection should be directed to the Director of Legislative Services/Town Clerk, Town of Newmarket, 395 Mulock Drive, P.O. Box 328, STN Main, Newmarket, ON L3Y 4X7; Telephone 905 895-5193 Ext. 2211 Fax 905-953-5100

To: Town of Newmarket Council

Re: Canadian Diabetes Association(CDA) Clothesline Program Deputation to Town of Newmarket Council for the purpose of approving the proposed amendment to By-Law 2013-22 put forth by the (CDA) Clothesline Program to allow clothing donation drop boxes in institutional zones for the purpose of the collection of clothing and textiles.

Dear esteemed members of Council.

Given the enormous social, economic, and environmental benefits that textile recycling creates, the Canadian Diabetes Association's Clothesline Program would deeply appreciate that Council graciously consider the following information and vote to allow clothing donation drop boxes within institutional zones in the Town of Newmarket.

**Clothesline Drop Box Program at Schools in Canada, Central Ontario, the GTA and York Region:**

- All municipalities in York Region allow drop boxes on school property with the exception of Newmarket.
- In York, the municipalities of Aurora, Maple, Markham, Richmond Hill, Thornhill, Unionville, and Woodbridge have drop boxes so far.
- More than 200 Clothesline drop boxes are placed at schools across Canada providing convenient locations for donations of used clothing and textiles.
- 5 GTA School boards (including both York school boards) are in support of the drop box program at their schools with a total of 53 boxes on school property placed as of June 22, 2016. 168,000 Lbs (84 Tons) of Textiles have been diverted from local landfills as of June 22, 2016 by these 53 boxes.
- 20 boxes are located at York Catholic and York Regional schools diverting 75,000 Lbs (37 Tons) of Textiles from York Region landfills as of June 22, 2016.
- Schools that have a drop box are provided an annual fee for allowing Clothesline to place a drop box on school property. This fee is used by the school to supplement any shortage in their budget to fund bursaries, lunch programs, Green initiatives (e.g. garden, echo friendly playground structures), tech equipment like iPads, school supplies, sports equipments, educational field trips etc...
- Because 1/3 of young people in Canada aged 5-17 are obese, the CDA offers in school education about healthy lifestyle choices, diabetes awareness and prevention.
- The drop box program is in line with Echo School programs that teach young people the importance of recycling.
- There are a combined 28 YCDSB & YRDSB schools in Newmarket. If each were allowed to be involved, they could potentially divert another 140,000 Lbs from landfill annually and raise tens of thousands of dollars for the CDA and thousands for the schools as well.

**Clothesline Operational Service Plan for Drop Boxes:**

- Clothesline drop boxes at schools are placed in a spot approved by each school, keeping in mind; safety, applicable by-law requirements such as property line setbacks, sight lines for traffic flow, and egress for fire routes.
- For the first 30 days of a drop box placement Clothesline will send a service truck to empty the bin on a daily basis and remove any items outside of the bin, as well as maintain a clear path to the box in winter.
- After the first 30 days of collection data we plan an appropriate service schedule for each bin location to ensure a high level of service. We will then share this information with the school. This service schedule is completely flexible and can be changed at anytime to meet the demands of the donations received at the drop box. Clothesline will also be responsible for removing any additional items (small household items or other items) that are placed in the area surrounding the bin, keeping the area clean and presentable at all times.
- Clothesline drop boxes carry full general liability insurance
- Clothesline operates 7 days a week year round.
- Clothesline drop boxes are metal, professionally painted and refurbished when required to maintain attractive boxes.

**Why should textile diversion in institutional zones be allowed as acceptable drop points for used clothing and textiles within the Town of Newmarket?**

**Basic Market Research/Statistics**

- 85% of textiles go to landfill sites across Canada, municipalities across Canada are taking notice and textiles are becoming the next big thing in sustainability and waste management.
- Recent studies suggest Ontario generates more than **500,000 tons** of residential textile waste annually
- Studies indicate that every consumer in Canada produces 30-40 kilograms (66-88 lbs.) of textile waste per year
- On average, Canadians purchase 62 new textile items per year, plus 7 pairs of shoes per year x 36 million = waste problem - 2.2 billion garments, 252 million shoes
- Textiles account for 5-11% of all garbage in landfills
- Based on Stats Canada research, Canadians will spend \$36.7 Billion in Retail Clothing this year (2016) - more used clothes will be coming to our landfills, municipalities need to take action!
- Countries such Burundi, Kenya, Rwanda, Tanzania, and Uganda are all considering banning second-hand clothes and leather. If these bans are put into place, these clothes could potentially be staying in our domestic market, putting more pressure on our waste management infrastructure. Therefore more drop points will be needed.

**The results of an online survey conducted in 2015 by Survey Sampling International (410 valid surveys, a sufficient sample size for Ontario) found the following:**

- There is a lack of knowledge about what types of clothes can be donated.
- It showed that textiles, such as towels or bed sheets are often forgotten.
- The survey indicated that there is a need for consumer education about what can be donated.
- Those involved in textile collections need to change their communication strategies - this is where the partnership between Clothesline and the Town Newmarket is very important!
- Clothing donations are dependent on convenience and accessibility of donation boxes, only 42% of the participants know at least one spot that is very convenient to reach. These numbers suggest that for many people donation boxes are not placed in convenient locations. School are a very convenient option!

**Clothesline Program Overview:**

- Clothesline is 100% not-for-profit and is 100% owned by the Canadian Diabetes Association.
- 100% of the net proceeds from Clothesline fund CDA research, education and programs.
- Clothesline has been collecting and selling used clothing in support of the Canadian Diabetes Association (CDA) for more than 30 years.
- Clothesline collects clothing from 1.7M homes, 3,500 clothing donation boxes and 2900 partnerships.
- Clothesline services 2,500 communities across Canada from 28 regional operations.
- Clothesline donation boxes are on 3000+ sites across Canada including school boards, municipal arenas and community centres, leading property management firm properties, and some of Canada's largest corporations.
- Clothesline diverts 100 Million Pounds of Textiles from Canadian Landfills annually.
- Clothesline has worked with municipalities to help create and amend drop box By-Laws.

**Clothesline Program's Importance to the CDA and the 11 Million Canadians with Diabetes and Prediabetes:**

- CDA Services are 100% Free.
- Clothesline drop boxes generate \$10 Million yearly for the CDA to help the 11 Million Canadians affected by diabetes by funding research, education, and programs: Example: D-Camps - One drop box provides the opportunity for 2 children, youth or young adults with Type 1 Diabetes to attend one of 12 CDA National medically supervised D-Camps where they learn about diabetes management, gain increased self confidence & self esteem in a safe, fun & educational camp environment. 2400 children, youth and young adults attend camp each year.
- The funds received by the CDA from Clothesline help fund local initiatives such as diabetes clinics in hospitals, research labs, diabetes education programs in schools, and advocacy for Canadians with Diabetes.


**Key Diabetes Statistics:**

- 30% of Canadians are affected by diabetes
- Every three minutes, another Canadian is diagnosed with diabetes.
- Diabetes is a cause of 30% of strokes, 40% of heart attacks, 50% of kidney failure requiring dialysis, and 70% of all non-traumatic amputations.
- Diabetes is the leading cause of vision loss and blindness.
- People with diabetes are also at much greater risk of depression and mental health challenges.
- By 2025 13.6 Million Canadians will have diabetes or prediabetes at a cost of \$4.6 Billion.
- 1.5 Million Canadians have Type-2 Diabetes and don't know it.

**Closing Remarks:**

The (CDA) Clothesline Program kindly requests Council to reconsider and allow for the amendment to By-Law 2013-22 and allow clothing donation drop boxes on institutional property. We trust that the information we have provided has shown the significant social, economic, and environmental benefits that the placement of drop boxes in institutional zones within Newmarket could have.

Thank you for your consideration.



Ryan Michaels  
Business Development Team  
Territory Manager, Central Ontario

Date: June 23, 2016

To: Town of Newmarket members of Council

RE: Operational Service Plan for Clothesline Drop Boxes in institutional zones

The Canadian Diabetes Associations Clothesline program (run by the National Diabetes Trust), has been operating a National recycling program for over 30 years. Every year, we ask Canadians to keep Clothesline in mind when they're cleaning and getting rid of gently used clothing and small household items. One hundred per cent of net proceeds raised by Clothesline directly support the Canadian Diabetes Association and world-leading diabetes research, education, programs and advocacy. Current activities include household pick up, donation box collection, community donation centres (recycling centres) and reuse retail outlets. Through our 28 regional operations, we offer a recycling solution to over 2500 communities in Canada and divert over 100 million pounds from landfills annually.

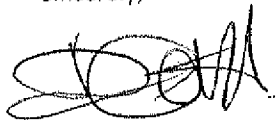
Our Operational Service Plan for bins on school property would be to integrate them into our current service model. These bins will be managed by the York Region Operations Manager and the Central Ontario Territory Manager. The standard service procedures utilized at our 3,500 clothing donation boxes and 2900 partnerships would be incorporated into the management of these bins in institutional zones. Our operations run 7 days a week and for the first 30 days of bin placement, Clothesline will send our service truck to clean out the bins on a daily basis. We do this to gather collection data so that we can plan an appropriate service schedule for each bin location, we will then share this information with each school. Once this information is collected and shared, a service schedule program will be agreed upon by both parties and put into place. This service schedule is completely flexible and can be changed at anytime to meet the demands of the donations provided. Please note that Clothesline will also be responsible for removing any additional items (small household items or other items) that are placed in the area surrounding the bin, keeping the area clean and presentable at all times.

Hundreds of schools and school boards across Canada in numerous municipalities have our drop boxes on their property. The value of the program to the schools is economic, educational and environmental. The value to the CDA is that we can continue to conduct world leading diabetes research, education, programs and advocacy. The value to Newmarket is textile diversion from its landfills, saving costs and the local environment.

The Clothesline Program has been and is the Gold Standard in drop box and textile collection in Canada for over 30 years. The Town of Newmarket can take comfort by allowing drop boxes within institutional zones in the Town of Newmarket, the town will be joining the many surrounding municipalities in York Region and across Canada that already allow such placements.

Thank you for your consideration.

Sincerely,



David Court  
Regional Director  
Clothesline (National Diabetes Trust)  
Canadian Diabetes Association