
For Information

REPORT TITLE: Blue Box Transition Communications Plan

FROM: Kealy Dedman, P.Eng., MPA, Commissioner of Public Works

OBJECTIVE

To inform Council of Peel Region's approach to communicating changes during and after Peel's transition of recycling responsibility to Circular Materials effective January 1, 2026.

REPORT HIGHLIGHTS

- As of January 1, 2026, responsibility for delivering residential recycling services will shift from municipalities to producers under Ontario's Extended Producer Responsibility framework. Circular Materials (CM) will oversee the system, and Green for Life Environmental Inc. (GFL) will provide collection services in Peel.
 - Residents will continue to use the same bin and follow the same collection schedule, but effective January 1, 2026, residents will contact GFL for service issues and CM for system-level concerns.
 - Peel will no longer be responsible for residential recycling collection and plans to maintain recycling collection for non-eligible sources and at Community Recycling Centres.
 - Peel will redirect resident inquiries specific to residential recycling collection to CM and GFL.
 - A phased, fact-based communications approach is being implemented through a comprehensive resident awareness campaign.
 - Despite proactive communication, some resident confusion is anticipated. Peel has adjusted customer service processes to manage inquiries and redirect residents appropriately.
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DISCUSSION

1. Background

On January 1, 2026, Peel Region will transition residential recycling services to producer responsibility under Ontario's Extended Producer Responsibility (EPR) framework. This provincial initiative shifts financial and operational responsibility for blue box materials from municipalities to producers, aligning with the principle that those who create packaging should manage its end-of-life. Circular Materials (CM), a producer responsibility organization supporting producers, will administer Ontario's common recycling collection system, and Green for Life Environmental Inc. (GFL) will provide residential recycling collection services in Peel Region.

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This transition means Peel Region will no longer be responsible for residential recycling collection. However, staff will maintain recycling collection for non-eligible sources in accordance with previous direction from Regional Council.

As described in this report and detailed in the presentation entitled Blue Box Transition Communications Plan also on the November 13, 2025 Regional Council agenda, staff will support residents and Councillors by delivering a phased communication plan.

2. Key Changes in Recycling Services

For residents, the transition is designed to minimize day-to-day impact – same bin, same schedule – but the point of contact will change.

Until December 31, 2025:

- Residents should continue to contact Peel Region for recycling inquiries.

Beginning January 1, 2026:

- Residents will contact GFL for service issues such as missed collections, bin replacements, or accommodation requests.
- Residents will contact CM for system-level concerns, escalated service issues, or questions about the overall recycling program.

3. Roles and Responsibilities

Peel's operational role in residential recycling collection ends December 31, 2025. Peel will no longer manage recycling programming and collection or provide recycling customer service.

CM and GFL will assume responsibility for service delivery, customer service, and promotion and education about recycling under the new system.

Instead, Peel will focus on:

- Redirecting recycling inquiries to CM or GFL so they can ensure service issues are tracked and addressed appropriately.
- Maintaining recycling collection for non-eligible sources and at Community Recycling Centres.
- Continuing communication activities to ensure residents are supported through the change.

These changes reflect Peel's shift from an operational role to a coordination role.

4. Communications Strategy

As outlined in the accompanying presentation, Peel has developed a comprehensive, phased communications plan that is fact-based and focused on changes ahead, to ensure residents are informed and supported throughout the transition.

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Messaging will focus on what residents need to know at the appropriate time and will be delivered in three phases:

- Phase 1 (Oct–Mid Nov): Awareness of the upcoming change.
- Phase 2 (Mid Nov–Dec): Prepare for new provider.
- Phase 3 (Jan onward): Reminder and support.

The campaign uses multiple traditional and digital channels to reach residents. Peel is also coordinating closely with CM to ensure consistent messaging and access to additional resources is provided to the community.

5. Councillor Support

Mayors and Councillors play a critical role in helping residents navigate this transition, while ensuring that customer service issues are redirected to GFL or CM appropriately so that they are able to address, track and manage the issues accordingly.

To support this, Mayors and Councillors will receive:

- Regular updates at each campaign phase, including sample promotional materials.
- Clear instructions on where to redirect resident inquiries.
- Access to additional resources from CM through a Councillor Toolkit.

These tools will ensure that residents receive consistent information and are redirected effectively to GFL and CM to have their issues addressed.

RISK CONSIDERATIONS

Despite proactive communication and minimal day-to-day impact, some resident confusion, or frustration, is anticipated as residents have historically contacted Peel for recycling issues. Peel has adjusted customer service processes to manage inquiries and redirect residents whether they reach out via phone, website or in-person, keeping in mind existing behaviours and supporting them at these key touch points.

BILL 45 RISKS AND IMPLICATIONS

On June 4, 2025, Bill 45, the Peel Transition Implementation Act, 2025, was introduced by the provincial government. If passed as currently worded, Bill 45 will transfer jurisdiction over regional roads, including related stormwater infrastructure, from Peel Region to Mississauga, Brampton and Caledon on July 1, 2026.

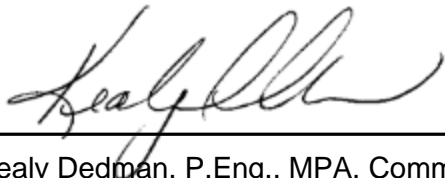
Jurisdiction over waste collection services from Peel Region to the three lower-tier municipalities is scheduled to transfer on January 1, 2026 in accordance with Bill 45 if passed, unless the Minister prescribes a different date before January 1, 2026. Notwithstanding the introduction of Bill 45, Regional Council passed Resolution No. 2025-621 on September 11, 2025 approving October 1, 2027 as the date for the transfer of waste collection responsibilities to the local municipalities in accordance with the requirements of the Municipal Act, 2001. This information has been provided to the Province. Staff will monitor any developments as they relate to Bill 45 and will report back to Council when additional details become available.

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CONCLUSION

Peel Region is committed to supporting the transition of recycling services to producer responsibility. Through a phased communications plan and close coordination with Circular Materials, Peel will provide timely information, redirect inquiries effectively, and support Councillors in responding to community questions.

While Peel's operational role in recycling ends December 31, 2025, its focus remains on clear communication and resident support during and after the transition.



Kealy Dedman, P.Eng., MPA, Commissioner of Public Works

Authored By: Bernadette Celis-Clarke, Advisor, Promotions, Education and Outreach