



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	February 18, 2025
SUBJECT:	Conclusion of the Gold Box Program (WM2502) (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Angela Storey Director, Waste Management Public Works Department
SIGNATURE:	

This Communication Update is to provide the Mayor and Members of Council with an update on Hamilton's Gold Box Program which has ended as a result of Hamilton's Blue Box Program transitioning to Circular Materials on April 1, 2025. The information below includes a brief history of the program and its successes, and confirms the program's conclusion due to the transition of the Blue Box Program.

Background

The Hamilton Gold Box Reward and Recognition Program was implemented in 2010 and was developed to acknowledge residents that correctly participated in waste diversion programs and help other residents improve in their participation and waste diversion.

The popularity of this program grew and at its conclusion, staff awarded over 25,000 Gold Boxes to residents as can be seen in Table 1. Over the years, more than 41% of homes audited were awarded a gold box.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Table 1: Historical Performance of Gold Box Program by Year

Year	Audits	Awarded	Award %
2010	27,432	9,794	36%
2011	2,372	971	41%
2012	1,861	670	36%
2013	1,867	1,107	59%
2014	2,201	1,093	50%
2015	2952	1319	45%
2016	2,951	1,212	41%
2017	2,943	1,307	44%
2018	2574	965	37%
2019	2,733	877	32%
2020	2,928	1,255	42%
2021	3002	1476	49%
2022	2876	1450	50%
2023	2021	1309	65%
2024	1335	728	55%
Total	62,048	25,533	41%

Blue Box Transition

On April 1, 2025, Hamilton’s Blue Box Program will transition to a full producer responsibility model where Circular Materials, on behalf of producers, will take over the collection and processing of blue box material. This responsibility includes educating residents on the Blue Box Program and implementing incentive programs such as Hamilton’s Gold Box Program. As a result, the City of Hamilton will no longer be offering the Gold Box Program to Hamilton residents. However, residents will still be able to use their gold boxes to set out recycling for collection.

Thank You to Residents

The success of the Gold Box Program is due to resident participation and enthusiasm for the program. If not for residents requesting an audit be done and properly sorting materials, gold boxes would not have been awarded. The popularity of this program has grown mainly due to residents seeing when their neighbours were awarded a gold box and being motivated to prove their ability to sort materials properly as well. Staff will be recognizing those residents who have successfully been awarded a gold box and celebrating the success of the program through upcoming social media posts. Image 1 is an example of a picture that will be included in these social media post.

Image 1: Thank You Gold Box Image for Social Media Posts



Next Steps

Waste Management staff are working to establish new reward and recognition initiatives to continue to celebrate the waste diversion participation and performance of our residents and businesses in Hamilton.

For further information, please contact Ryan Kent, Manager of Waste Policy and Planning, at extension 7686.

APPENDICES AND SCHEDULES ATTACHED

N/A