

REPORT
Regular Council Meeting
1992 November 23

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

Re: Provincial Discussion Paper
- Cooperative Marketing

RECOMMENDATIONS:

1. THAT Council authorize staff to continue to work with the GVRD on options for cooperative processing and marketing of recyclables;
2. THAT a copy of this report be sent to the GVRD and Office of the Project Manager of the Solid Waste Management Plan Review in support of the outlined consultation process; and
3. THAT a copy of this report be sent to the Minister of Environment urging that the consultation process on cooperative marketing proceed within the context of the Solid Waste Management Plan Review.

R E P O R T

The Environment and Waste Management Committee at its meeting held on 1992 November 10 received and adopted the attached staff report providing an update on the status of the Provincial Discussion Paper "Cooperative Marketing: A Strategy for British Columbia's Recyclables".

The Committee therefore submits the report on the Provincial Discussion Paper - Cooperative Marketing for Council's endorsement.

Respectfully submitted,

Councillor L. Rankin
Chair

Councillor D.P. Drummond
Member

Councillor D. Evans
Member

Councillor D. Lawson
Member

Councillor C. Redman
Member

INTERNAL DISTRIBUTION:

: - AGENDA 1992 NOVEMBER 23
: - COPY - CITY MANAGER
: - DIRECTOR ENGINEERING
: - DIRECTOR PLANNING AND BUILDING

TO: CHAIRMAN & MEMBERS, ENVIRONMENT & WASTE MANAGEMENT COMMITTEE **DATE:** 1992 10 23

FROM: DIRECTOR ENGINEERING **FILE:** 65-05-12

SUBJECT: PROVINCIAL DISCUSSION PAPER - COOPERATIVE MARKETING

PURPOSE: To update the Environment & Waste Management Committee on the status of the Provincial Discussion Paper "Cooperative Marketing: A Strategy for British Columbia's Recyclables", referred to the Committee by Council, and appearing in the Committee's 1992 October 13 agenda.

RECOMMENDATION:

1. THAT the Environment & Waste Management Committee recommend to Council that:
 - a) staff continue to work with the GVRD on options for cooperative processing and marketing of recyclables;
 - b) a copy of this report be sent to the GVRD and Office of the Project Manager of the Solid Waste Management Plan Review in support of the outlined consultation process; and
 - c) a copy of this report be sent to the Minister of Environment urging that the consultation process on cooperative marketing proceed within the context of the Solid Waste Management Plan Review.

REPORT

1.0 BACKGROUND

At its meeting of 1992 August 10 Council received a letter from the Minister of Environment, Lands & Parks introducing a discussion paper on cooperative marketing of recyclables title "Cooperative Marketing: A Strategy for British Columbia's Recyclables". At that time it was noted that the author of the report, Dorothy Caddell, had previously included staff resources from municipalities in her initial consultations and research on rural and urban cooperative marketing. It was also noted that staff, working with other local jurisdictions' solid waste managers, the GVRD and other stakeholders, would assist in the development of an inventory of regional needs this Fall and could provide the Environment & Waste Management Committee with any updates.

2.0 DISCUSSION

2.1 Provincial Actions

The Ministry's discussion paper outlined cooperative marketing organization structures and noted that the traditional function of cooperatives; that is, the uniting of rural and underserved communities to enable them to achieve economies of scale in marketing secondary resources; is now moving towards building cooperatives to service larger urban areas.

Cooperatives based on three models were described in the discussion paper to accommodate the concerns and particular needs of distinct local communities and markets. A four point strategy was outlined including development of a needs inventory, program design, implementation, and adjustment.

The Ministry in its introduction of the discussion paper, sought input into the viability of this concept. It also announced a series of meetings in the Fall of 1992 to discuss cooperative marketing and the findings of the study.

2.2 Burnaby and Regional Actions

In response to a letter similar to that received by the City, the GVRD Board referred the Provincial discussion paper to District staff for review, and for input from all member municipalities.

Burnaby staff, in the context of information gathering for the regional Solid Waste Management Plan Review, have shared general information with GVRD staff on the City's waste generation, waste reduction and recycling, and processing and marketing volumes. Burnaby's previous concern about the need for a strong regional role in processing and marketing concepts has also been reiterated.

Based on technical input and concerns outlined in subsequent discussions with staff of member municipalities, the following preliminary general feedback was compiled by the GVRD:

- There was general support for the concept of cooperative marketing.
- Public meetings to discuss the findings of the study should be held as soon as possible.
- Cooperative marketing strategies should be flexible enough to accommodate current urban programs and protect the interests of small rural municipalities.
- Municipal coordinators should be used as a vehicle for communication and consultation in the development process.

This preliminary feedback works towards addressing the first of the four point strategy outlined in the discussion paper.

2.3 *Consultation Process*

Based on the preliminary general feedback, and the status of the Region's Solid Waste Management Plan Review, a letter (copy attached) was sent from the GVRD Board to the Minister.

The letter, generally supporting the concept of cooperative marketing, also recommends that the cooperative marketing approach be reviewed as one of the options for marketing of recyclables within the framework of the Solid Waste Management Plan (SWMP) review process. It notes that the GVRD in cooperation with the Ministry has included processing, marketing, and market development as part of the SWMP review now underway. The letter also notes that to protect the integrity of the review process, it is essential that no decision on processing and marketing be made in advance of the technical and economic evaluations emanating from the review. These evaluations are expected in the middle of 1993.

3.0 CONCLUSION

Preliminary general information on the concept of cooperative marketing has been compiled by the GVRD and forwarded to the Ministry.

City staff is continuing to work with other local jurisdictions' solid waste managers and the staff of the GVRD on cooperative marketing issues in the context of the Solid Waste Management Plan Review.

Though the series of meetings for the Fall of 1992, mentioned in the Minister's original letter as the first of a four point strategy, have not yet been announced and their format not yet determined, it is advantageous to have these coordinated with the Solid Waste Management Plan Review.


DIRECTOR ENGINEERING



Greater Vancouver Regional District
4330 Kingsway, Burnaby, British Columbia, Canada V5H 4G8

Office of the Chairmen
Telephone (604) 432-6215
Fax (604) 432-6248

COPY

File: SD 95.02.7.01

October 14, 1992

Province of British Columbia
Minister of Environment, Lands & Parks
Parliament Buildings
Victoria, B.C.
V8V 1X4

Attention: **The Honourable John Cashore**

Dear Mr. Minister:

RE: Draft Discussion Paper on Cooperative Marketing

The Ministry's discussion paper on Cooperative Marketing has been referred to District staff for review and input from member municipalities. On August 6, 1992, copies of the discussion paper were distributed to all member municipalities requesting their input. Municipalities that did respond to this request provided the following general feedback:

- general support for the concept of cooperative marketing,
- public meetings to discuss the findings of this study should be held as soon as possible,
- cooperative marketing strategies should be flexible enough to accommodate current urban programs and protect the interests of small rural municipalities and
- municipal coordinators be used as a vehicle for communication and consultation in the development process.

The GVRD generally supports the concept of cooperative marketing. However, while there are advantages to this approach, such as elimination of duplicate services and enhanced bargaining power, the GVRD strongly recommends that the cooperative marketing approach be reviewed and evaluated as one of the options for marketing of recyclables within the framework of the Review process now underway. Indeed, in cooperation with your Ministry, the GVRD has included processing, marketing and market development as part of its Solid Waste Management Plan Review. These three components will not only be reviewed for the GVRD Plan area, but they will also be

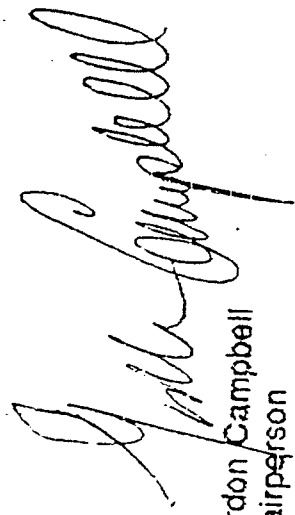
October 9, 1992 - Page 2
Draft Discussion Paper on Cooperative Marketing

reviewed with a focus on areas outside the Plan area and the Province as a whole.

In order to protect the integrity of this Review process, it is essential that no decision on processing and marketing of recyclables be made in advance of the technical and economic evaluations which will emanate from the Review. Any recommendations made prior to the completion of this phase of the Review would be on the basis of incomplete information.

The District looks forward to the upcoming meetings on cooperative marketing, but trusts that this will be treated as input to the Review process underway in the GVRD.

Yours truly,



Gordon Campbell
Chairperson

gh
092-lr

- cc: D. Driscoll, Deputy Chairperson
B. Fomich, Chairperson, Solid Waste Management Committee
P.M. Brady, Review Project Manager