

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: UPDATE ON CITY OF BURNABY WASTE REDUCTION
AND RECYCLING PROGRAMS

RECOMMENDATIONS:

1. **THAT** Council receive this report for information.
2. **THAT** Council authorize staff to monitor the continued change in the City's solid waste stream and report on appropriate completion of solid Waste Management Plan strategies in early 1999.

REPORT

The Environment and Waste Management Committee, at its meeting held on 1998 February 24, adopted the attached report providing updated information on the City's waste reduction and recycling programs and outlining the strategy for continued waste reduction towards the year 2000 goals in the regional Solid Waste Management Plan.

The Committee advised that garbage volumes sent to the incinerator have been in decline since 1989, and the "Think Three" and "Next Step is Clear" program of a voluntary three bag/can limit on weekly garbage from single family and duplex homes has decreased volumes of garbage in this portion of the waste stream 38% from their 1989 levels.

The Committee further advised that the City's "Think Three" and "The Next Step is Clear" public education program of 1997 has continued to present the City's residents with alternatives for achievable waste reduction goals. The Committee noted that funds have been allocated in the 1998 Provisional Budget for all key components of the continued program.

Respectfully submitted,

Councillor L. Rankin
Chair

Councillor D. Johnston
Member

Councillor D. Lawson
Member

: COPY - CITY MANAGER
- DIRECTOR ENGINEERING
- DIR. PLNG. & BLDG.

TO: CHAIRPERSON & MEMBERS
ENVIRONMENT & WASTE
MANAGEMENT COMMITTEE

DATE: 1998 02 18

FROM: DIRECTOR ENGINEERING

FILE: 65-05-01

SUBJECT: UPDATE ON CITY OF BURNABY WASTE REDUCTION
AND RECYCLING PROGRAMS

PURPOSE: To provide the Environment & Waste Management Committee and Council with an update on the City's waste reduction and recycling programs and to outline the strategy for continued waste reduction towards the year 2000 goals in the regional Solid Waste Management Plan.

RECOMMENDATION:

1. THAT the Environment & Waste Management Committee forward this report to Council for information.
2. That staff monitor the continued change in the City's solid waste stream and report on appropriate completion of Solid Waste Management Plan strategies in early 1999.

REPORT

1.0 SUMMARY

In 1997, based on the initial success of the City of Burnaby's Waste Reduction and Recycling Programs a public education program aimed at encouraging the public to reduce waste and recycle to achieve a voluntary three bag/can limit on garbage was put into high gear. This program, along with a full growing season yard waste collection program implemented the recommendations of reports previously presented to Environment & Waste Management Committee and Council in 1996 and 1997.

The program featuring campaigns called "Think Three" and "The Next Step is Clear" were well received in the community and enjoyed a high public profile. The program featured regular newspaper articles and was supplemented with paid advertising. Waste going to the incinerator was reduced to historically low levels.

This report presents more detailed information on the outcome of the program and considers its impact on community garbage and recycling habits directly affecting the City's management of the solid waste stream. It presents recommendations for a sustainable solid waste management program to be monitored for another year in anticipation of final recommendations to maximize waste reduction within the framework of the year 2000 goals of the Province and the GVRD.

2.0 REVIEW

2.1 Amounts of Garbage from Burnaby Residences to the GVRD Incinerator Continue to Decline

The annual tonnage of waste from single family dwellings continues to drop. The trends in the City's overall waste stream are highlighted in Attachment 1 and detailed in Attachment 2. Levels of waste from the single family/duplex housing sector to the GVRD Incinerator have dropped to historically low levels of just under 26,000 tonnes from the traditional 40,000 tonnes per year level before the advent of recycling and other waste reduction programs.

With additional awareness through "Think Three" and "The Next Step is Clear" programs this waste has now dropped 35% from traditional levels.

2.2 Proportionately Increasing Volumes of Curbside and Multi-Family Recycling

Single Family /Duplex Curbside

Curbside recycling levels from the City surpassed the 6000 tonne level for the first time since the program's start in 1991. While numbers of households on the service remained constant at approximately 36,000 since 1989, the recycling tonnages have increased 15%.

By all accounts the "Think Three" message of shifting material out of the waste stream and into recycling has taken hold. The recycling figures are all the more impressive when it is considered that the potential weights of recyclables have decreased as manufacturers and packagers have rethought their products.

Multi-Family

In the multi-family sector many different factors have influenced the waste stream at the same time. While the number of units serviced in the single family/duplex sector has remained stable, the number of units serviced in the multi-family sector has doubled from approximately 10,000 to over 20,000 in the same time frame. This increase has a dynamic effect on waste sent to the incinerator. While the percent diversion for this sector is 18%, on a "per dwelling unit" basis, the total waste stream generated within multi-family units, on a "per dwelling unit" basis, is also trending down to levels approaching 30% of traditional weights.

2.3 Recycling Centre

1997 was the first full year of operation of the joint recycling depot and yard waste drop-off centre. The recycling depot remains as popular a service as ever. Attachment 3 shows the amount and types of material sent through the depot and yard waste drop-off centre in 1997. Just over 1,400 tonnes of material went through the depot in 1997, the same as in 1996. In addition the City's yard waste drop-off centre collected almost 1800 tonnes of yard waste, doubling its throughput over the past year.

2.4 Backyard Composting

The "Think Three" program continued to promote more environmentally sound yard waste management. The City met its target in the regional Solid Waste management plan as 1185 backyard composters were sold bringing sales to 7762, ie. to over 20% of the number of single family/duplex dwellings. A "Composter Distribution Event" held in conjunction with 1997 Environment Week sold almost 75% of the composter units available. Overall the program:

- promoted backyard composting and composter bin distribution and education
- promoted "leave-it-lie" and less bagging techniques of lawn care
- promoted less lawn sprinkling in conjunction with other water conservation programs

2.5 Regular Yard and Garden Trimmings Collection Using Clear Plastic Bags

As part of the "The Next Step is Clear" program, residents continued to be encouraged to place their yard and garden trimmings out for collection for composting by using CLEAR plastic bags and bundling brush into three foot lengths. The program was in effect for the full growing season. This Yard and Garden Trimmings Collection program collected almost 4,500 tonnes of material in its first year of operation. The program proved to be a convenient way for residents to stay under the voluntary three bag garbage limit throughout the growing season, as well as find alternate disposal for material that may previously have been taken to the old Stride Avenue site which closed in 1996.

2.6 Trends and Community Standards

With ever decreasing amounts of waste and increasing amounts of recycling the new community standard for waste management is taking hold. It should be noted that gradual increase of banned material from the GVRD sites (Gyproc, Old Corrugated Cardboard, Newspaper and Office Pac) and changes to deposit and eco levies, although not part of the City program, are integrated into the messages sent out to all City residents.

3.0 COMMUNICATION REVIEW

It is well recognized that the City of Burnaby offers a variety of waste reduction services to residents and small businesses. Integral to the continued success of the City's waste reduction program is a well thought out and well-executed communications and public education (C&E) plan.

The purpose of Burnaby's C&E planning is to develop effective communication strategies that inform, educate, and change the behaviour of the targeted audiences so that the overall goal of reducing waste by 50% by the year 2000 is met.

The plan for 1998 is consistent both in terms of building on past successes (updating "Think Three", using the "Real People" approach to new situations) and in terms of style (a consistent look and message to the program). There are 4 campaigns:

Single Family Campaign

- To reinforce participation in "Think Three" and "Yard and Garden Trimmings Collection".
- To increase the number of households participating in the program so as to achieve a 10% increase in the total amount of yard waste collected, with a corresponding 4% reduction in the total amount of garbage set out.

Multi-Family Campaign

- To reinforce recycling in multi-family units on City service.
- To communicate directly with multi family residents reinforcing proper recycling procedures and the fact that their efforts do make a difference.
- To increase recycling tonnages by 3%.

3R Campaign

- To encourage 3R behaviour in the community as a whole through outreach events, media work, community newspapers and InfoBurnaby
- To increase public awareness of the need to do more than just recycle using the blue box emphasizing that collectively small changes make a big difference.

Schools Campaign

- to increase parents and students awareness and involvement in waste reduction activities (such as those for yard waste and composting) through an environmental unit, the telephone book recycling program and community outreach.

Communication vehicles include:

- Info Burnaby
- articles in newspapers and news releases
- fact sheets
- direct mail pieces in addition to the yearly calendar
- community newspaper column
- City truck signs
- partnerships with community and business associations
- participation at community events
- partnership with Burnaby School District

4.0 BYLAW UPDATES

With the majority of the Burnaby program success based on communication and education it is proposed that no bylaw changes be undertaken for another year until staff have had the opportunity to evaluate the impact of the current programs and campaigns on voluntary change of behaviour.

The accepted norms of the program and the "do the right thing" message appear to be taking root in the community. The concern remains however that without codified standards of service, and accompanying rules, a collection system is more open to abuse. While this has not been the case in Burnaby, staff will monitor the need for any future revision to existing bylaws.

For example: to encourage recycling and discourage theft, the GVRD has recommended standard wording defining ownership of recyclables placed at curbside to be that of the City or its designated collector, unless otherwise designated by the resident.

5.0 PROTOCOL MODIFICATIONS

In order to provide for a more equitable service for yard waste drop-off at the recycling centre, paralleling the service that is available at the recycling depot, it is proposed that the drop-off centre be expanded to accept Burnaby commercial traffic. There is sufficient capacity to allow commercial landscapers to use the site on a fee for service basis already in place. Furthermore it is proposed that the same fee for service apply to all residential deliveries for all times of the year that curbside collection is in place. The reasoning for this is based on the assumption that curbside collection is a service that obviates the need for delivery to the drop-off centre of material that could be collected at curbside. The only relaxation of this standard would apply for small amounts of material (three bags or less) delivered by residents between December and April.

In this way landscapers for both single family and Multi-family dwelling sites are offered the same opportunity to deal with large amounts of yard waste.

6.0 CONCLUSION

The City of Burnaby is well on the way to achieving its portion of the GVRD's waste reduction goals mandated by the Province under the approved Solid Waste Management Plan.

The City's "Think Three" and "The Next Step is Clear" public education program of 1997 have continued to present the City's residents with alternatives for achievable waste reduction goals. Funds have been allocated in the 1998 Provisional Budget for all key components of the continued program.

Garbage volumes sent to the incinerator have been in decline since 1989, and the "Think Three" and "Next Step is Clear" program of a voluntary three bag/can limit on weekly garbage from single family and duplex homes has decreased volumes of garbage in this portion of the waste stream 38% from their 1989 levels.

Staff will report back to the Environment & Waste Management Committee as required to provide updates on the progress of waste reduction efforts and review strategies to meet the goals of the approved Solid Waste Management Plan.

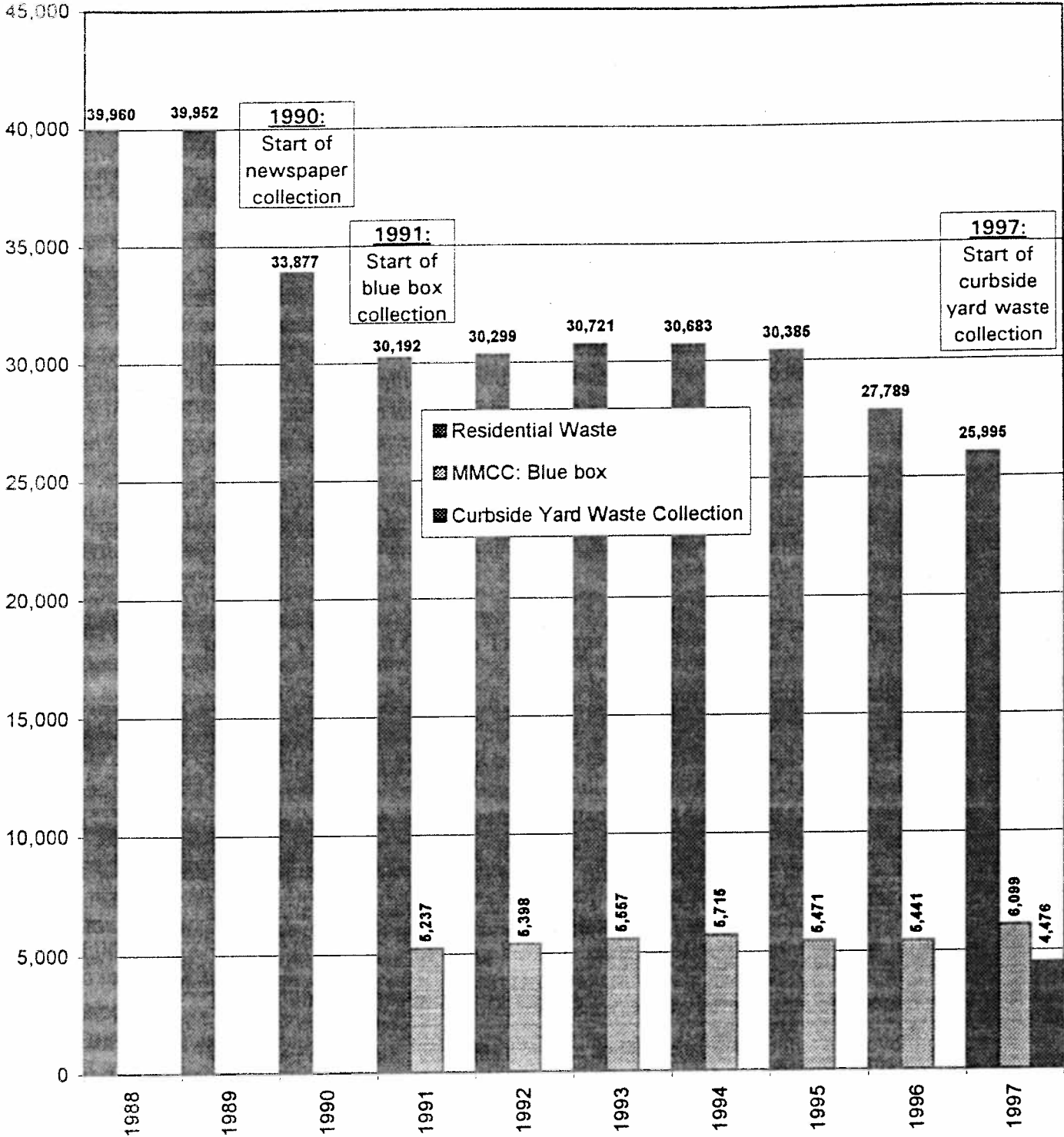
W.C. 
DIRECTOR ENGINEERING

RGB:

cc: City Manager
Director Planning & Building
City Solicitor

**City of Burnaby
Multi Material Curbside Collection:
Recycling, Yard Waste and Solid Waste
Annual Tonnages 1988 - 1997**

Tonnes

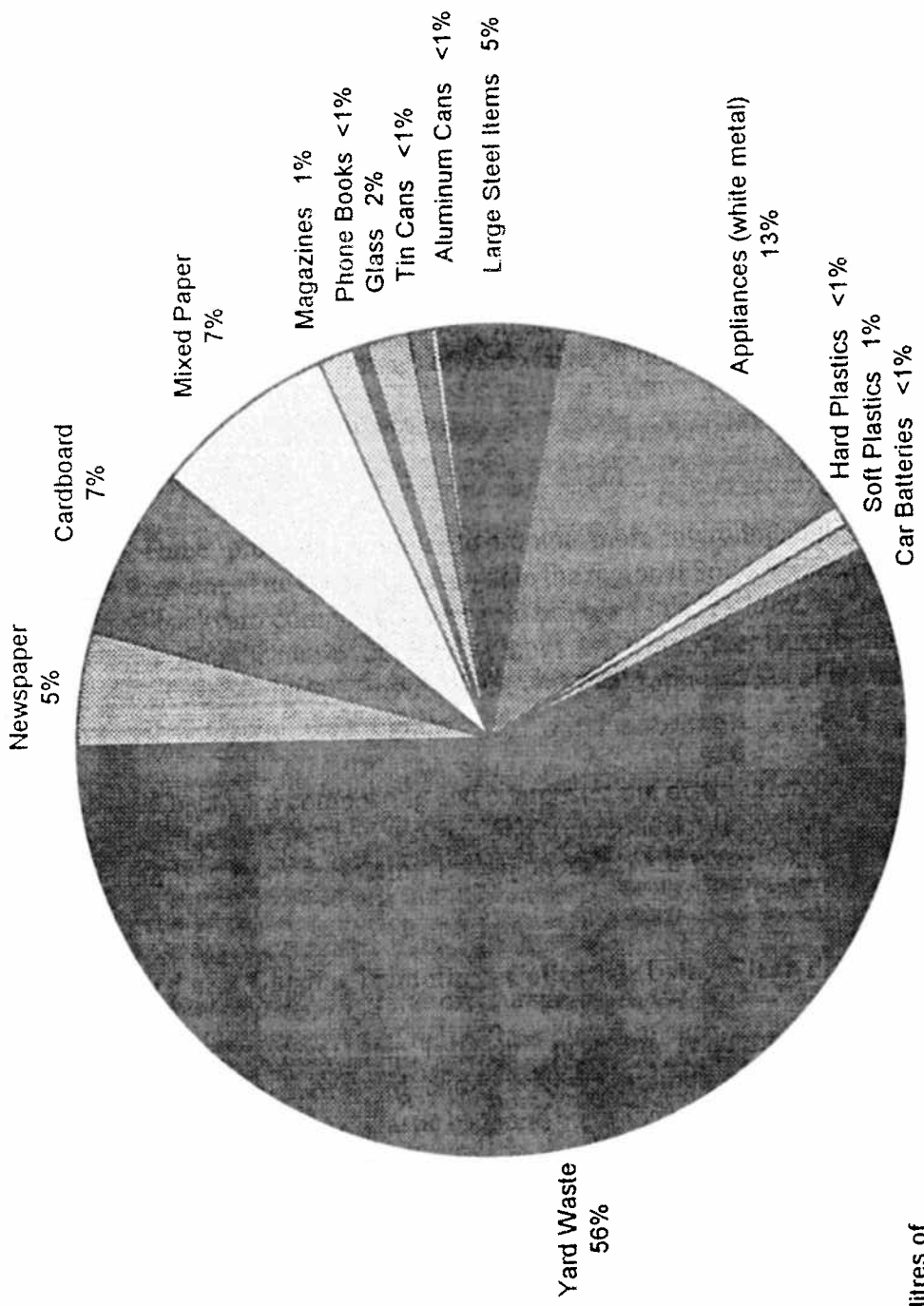


ATTACHMENT 2

Burnaby Waste Reduction Program Summary - Tonnes

		Single Family (36,000 Houses)	Multi-family including 20,500 units	1997 Total
A	Waste delivered to GVRD Incinerator	25,995	16,276	42,271
	Curbside Recycling delivered to MRF	6,100		
	Multi-family Recycling delivered to MRF		1,987	
	Depot Recycling (various contracts)		1,445	
	Backyard Composters	1,941		
	Yardwaste Curbside	4,476		
	Yardwaste Depot	1,877		
	Chipping	7		
	B.C. Telephone Books		45	
	Reuse (10 kg)	360		
	Reuse (5kg)		99	
B	Waste Reduction and Recycling Sub Total	14,761	3,576	18,336
C	Yearly Percent Diversion B/(A+B)	36.2%	18.0%	30.3%

**City of Burnaby
Material Collected at Depot and Yard Waste Centre
January - December 1997
(Total Weight 3319 tonnes)**



Not in pie chart: 35,200 litres of oil collected during this period and 2.06 tonnes of oil filters.