

**ENVIRONMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: ROADSIDE GARBAGE AND RECYCLING CONTAINERS - PILOT  
PROJECT**

**RECOMMENDATIONS:**

1. THAT Council authorize staff to undertake a pilot project with EcoMedia Direct Inc. involving placement of 50 garbage and recycling receptacles at selected City street locations as outlined in this report.
2. THAT Council request staff to report back to the Committee and Council on the outcome of the pilot project including next steps.

**REPORT**

The Environment Committee, at its meeting held on 2009 November 10, received and adopted the *attached* report seeking Council approval to undertake a pilot project with EcoMedia Direct Inc. involving placement of fifty 3-compartment garbage and recycling containers at selected City street locations for a period of 6 months.

In conjunction with other City waste reduction initiatives to address the littering issue, the proposed partnership will further enable the public to appropriately dispose of their waste and recyclable materials, and maintain a cleaner streetscape. Subject to Council approval, staff would work with EcoMedia on the implementation of the pilot project commencing in 2010 January.

Respectfully submitted,

Councillor D. Johnston  
Chair

Councillor S. Dhaliwal  
Vice Chair

Councillor A. Kang  
Member

Copied to:	City Manager Director Engineering Director Planning & Building City Solicitor
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**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2009 November 03

**FROM:** DIRECTOR ENGINEERING

**SUBJECT: ROADSIDE GARBAGE AND RECYCLING CONTAINERS - PILOT PROJECT**

**PURPOSE:** To seek Committee and Council approval to undertake a pilot project with EcoMedia Direct Inc. involving placement of fifty 3-compartment garbage and recycling containers at selected City street locations for a period of 6 months.

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**RECOMMENDATION:**

1. **THAT** the Committee recommend Council to:
  - a) authorize staff to undertake a pilot project with EcoMedia Direct Inc. involving placement of 50 garbage and recycling receptacles at selected City street locations as outlined in this report.
  - b) request staff to report back to the Committee and Council on the outcome of the pilot project including next steps.

**REPORT****1.0 INTRODUCTION**

Litter on City streets and boulevards has been on the rise in the past few years. To combat this issue, a number of City initiatives have been undertaken including: reallocating additional resources to remove litter, garbage and recyclable materials from City streets; adding additional waste receptacles, some of which incorporated newspaper and beverage recycling; launching the "*Help Keep Burnaby Clean*" public education program; and meeting with neighbourhood associations to identify and address local littering concerns.

This report is to seek Committee and Council approval to undertake a pilot project with EcoMedia Direct Inc. for a limited duration.

## 2.0 ROADSIDE GARBAGE AND RECYCLING CONTAINERS – PILOT PROJECT

In furthering the initiatives to address roadside littering and encourage recycling, staff are seeking approval from the Committee and Council to partner in a pilot project with EcoMedia Direct Inc. for the placement of up to 50 receptacles along selected City street locations for a trial period of six months. The selection of mutually agreeable sites will be based on areas with high pedestrian traffic and history of littering complaints.

EcoMedia Direct Inc. is a Canadian company specializing in public space recycling and outdoor advertizing programs. It has agreements with the City of Toronto, Markham and the Toronto School District amongst others and operates more than 3,600 of their patented SilverBox recycling units (see Figure 1). During the 2009 World Police and Fire Games, EcoMedia had also provided garbage and recycling units to the game organizers to be used at various event sites. Staff inspection of these units at that time showed that they were well received and used even in absence of targeted communication efforts.



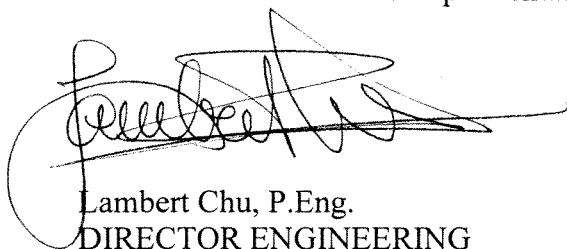
Figure 1: SilverBox

For the purpose of this pilot project, EcoMedia Direct Inc. will provide its SilverBox public space garbage and recycling units to the City at no cost. In return, EcoMedia will have rights to advertise on its SilverBox units in compliance with the Canadian Advertising Association standards, and the City will maintain the rights to veto offensive advertising. This arrangement is similar to one which the City has for advertising at bus shelters in Burnaby. While the company will be responsible for maintaining the mechanical and cosmetic appearance of its SilverBox units, the City will be responsible to remove the garbage and recyclable materials. During the trial period, the City will receive a percentage of public space on the units for advertising its programs at no cost. Upon completion of the pilot project, staff will report back to the Committee and Council on the results of the pilot projects and next steps.

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From: Director Engineering  
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### 3.0 CONCLUSION

In conjunction with other City waste reduction initiatives to address the littering issue, the proposed partnership with EcoMedia Direct Inc. will further enable the public to appropriately dispose of their waste and recyclable materials, and maintain a cleaner streetscape. Subject to Council approval of the recommendation, staff would work with EcoMedia on the implementation of the pilot project commencing in January 2010.



Lambert Chu, P.Eng.  
DIRECTOR ENGINEERING

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Director Planning and Building  
City Solicitor