

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

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

RECOMMENDATION:

1. THAT Council authorize staff to expand the program through a competitive proposal process to install 3-compartment garbage and recycling containers on City streets and civic facilities, as outlined in the report.

REPORT

The Environment Committee, at its meeting held on 2010 May 11, received and adopted the *attached* report providing an update on the pilot project undertaken with EcoMedia Direct Inc. involving placement of fifty 3-compartment garbage and recycling containers at selected City street locations, and outlining the next course of action.

To date, the pilot project has shown to be successful in enabling the public to appropriately dispose of their waste and recyclable materials, and maintain a cleaner streetscape. Subject to Council's approval, staff would initiate the Request for Proposal process and implement the new program in this coming summer.

Respectfully submitted,

Councillor Dan Johnston
Chair

Councillor Sav Dhaliwal
Vice Chair

Councillor Anne Kang
Member

| | |
|------------|--|
| Copied to: | City Manager Director Engineering Director Planning & Building Director Finance Purchasing Manager |
|------------|--|

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2010 May 04

FROM: DIRECTOR ENGINEERING

FILE: 36500 03

SUBJECT: ROADSIDE GARBAGE AND RECYCLING CONTAINERS - PILOT PROJECT UPDATE

PURPOSE: To provide the Committee and Council with an update on the pilot project undertaken with EcoMedia Direct Inc. involving placement of fifty 3-compartment garbage and recycling containers at selected City street locations, and to outline the next course of action.

RECOMMENDATION:

1. **THAT** The Committee recommend Council to:
 - a) authorize staff to expand the program through a competitive proposal process to install 3-compartment garbage and recycling containers on City streets and civic facilities as outlined in the report.

REPORT

1.0 INTRODUCTION

At the 2009 November 10 Council Meeting, Council received a report from the Environment Committee seeking Council's authorization for staff to undertake a pilot project with EcoMedia Direct Inc. involving placement of fifty 3-compartment garbage and recycling receptacles at selected City street locations for a period of 6 months.

This report is to provide the Committee and Council with an update on the pilot project and present the next steps.

2.0 ROADSIDE GARBAGE AND RECYCLING CONTAINERS – PILOT PROJECT UPDATE

In 2010 January, fifty 3-compartment garbage and recycling receptacles were installed by EcoMedia Direct Inc. at selected City street locations as a means to address littering in public places as well as to increase diversion of recyclable material.

As a part of the pilot project, random audits of selected receptacles undertaken by staff have shown the following: From a usage perspective, the receptacles have been well received by

To: Environment Committee
From: Director Engineering
Re: ROADSIDE GARBAGE AND RECYCLING
CONTAINERS - PILOT PROJECT UPDATE
2010 May 04..... Page 2

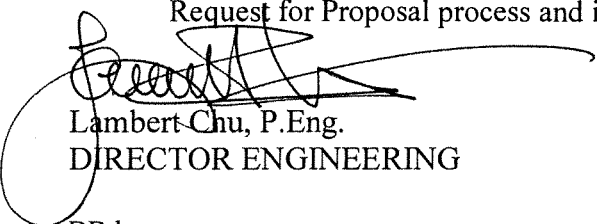
the public. While the majority of the receptacles are being used, a small number of receptacles could be better re-located to increase their usage. At several locations, a visible reduction in the amount of street litter has also been noted due to the larger capacities of the 3-compartment garbage and recycling containers. From a recyclable material quality perspective, it is noted that there is very limited contamination in the 'mixed paper' compartment. However, in the 'mixed containers' compartment, contamination is largely due to the presence of coffee cups and could be reduced by having improved signage on the receptacles. From a maintenance perspective, the presence of graffiti has been found to be moderate and EcoMedia has been readily available to address this appropriately.

In addition to enhancing the diversion of recyclables and reducing litter on City streets, the receptacles have also provided an opportunity for the City to use its allowable advertising space for public service messages. To date, the City has used the space for advertising many of its outreach programs such as snow removal, waste reduction and water conservation. A number of requests have also been received from other Departments to advertise their programs.

The pilot project will end on 2010 June 30. Given its success to date, staff propose to expand the pilot program to a city wide program. It is staff's intent to prepare a Request for Proposal to seek proponents to supply, install and maintain the 3-compartment garbage and recycling receptacles on City streets and civic facilities. The Proponent would have rights to advertise on the receptacles in compliance with the Canadian Advertising Association standards. However, the City would maintain rights to veto offensive materials, an arrangement which is similar to the one which the City has for advertising at bus shelters. The Proposal will also require proponents to provide a percentage of space for public messaging and a share of the advertising revenues. The term of the contract would be for a period of ten years. These 3-compartment receptacles will replace some of the old style City receptacles. City crews will continue to collect the waste and recyclables from the new containers.

3.0 CONCLUSION

To date, the pilot project has shown to be successful in enabling the public to appropriately dispose of their waste and recyclable materials, and maintain a cleaner streetscape. Subject to Committee and Council's approval of the recommendation, staff would initiate the Request for Proposal process and implement the new program in this coming summer.



Lambert Chu, P.Eng.
DIRECTOR ENGINEERING

DD:br
Copied to: City Manager
Director Planning and Building
Director Finance
Purchasing Manager