

DON'T



TRASH



YOUR



FOOD



Food Scraps Collection Proposed Phase 2 Pilot

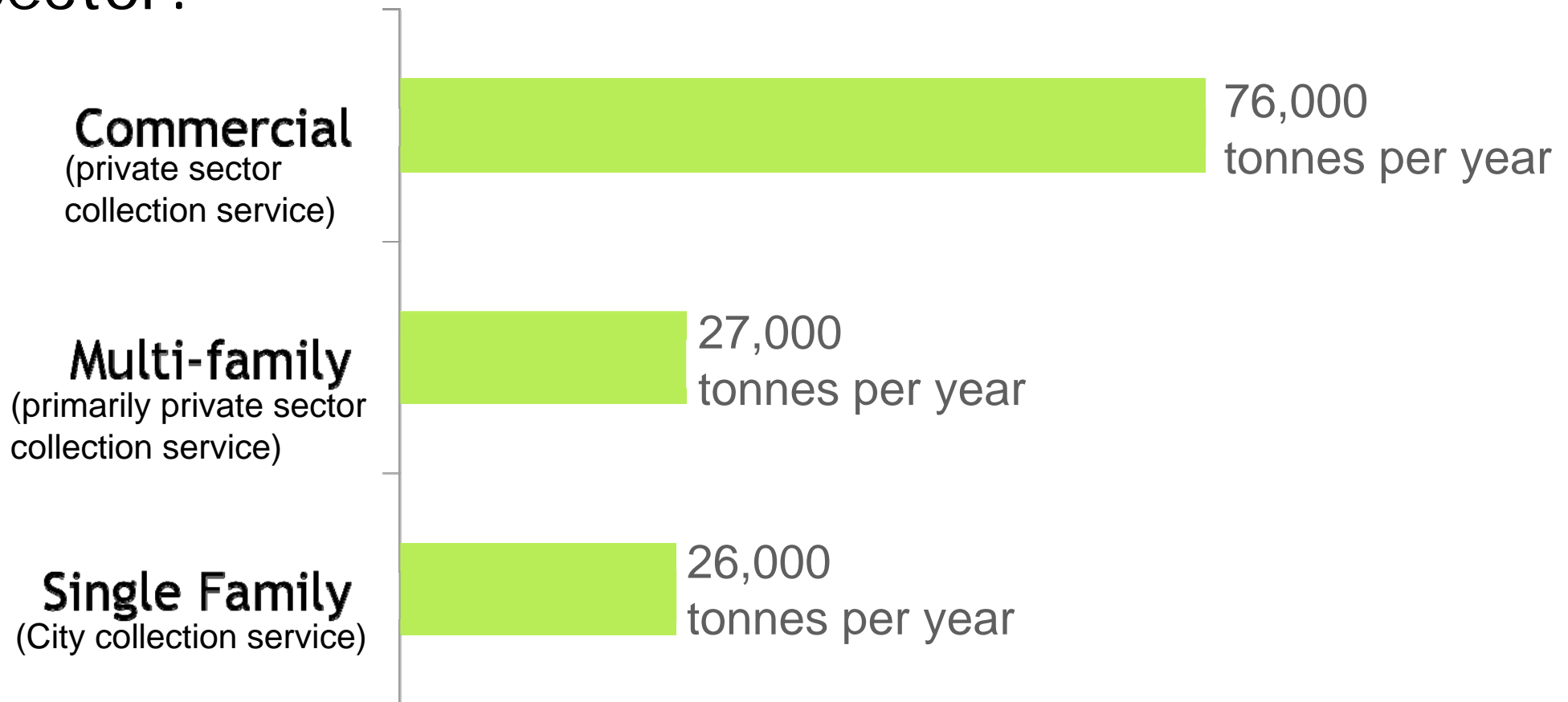
July 14, 2011 Standing Committee on City Services and Budgets

Outline

- Food scraps diversion context
- Phase 1 collection program findings
- Phase 2 collection program approach
- Proposed pilot, targets, schedule, budget

Context: Food Scraps Disposed in Garbage in Vancouver

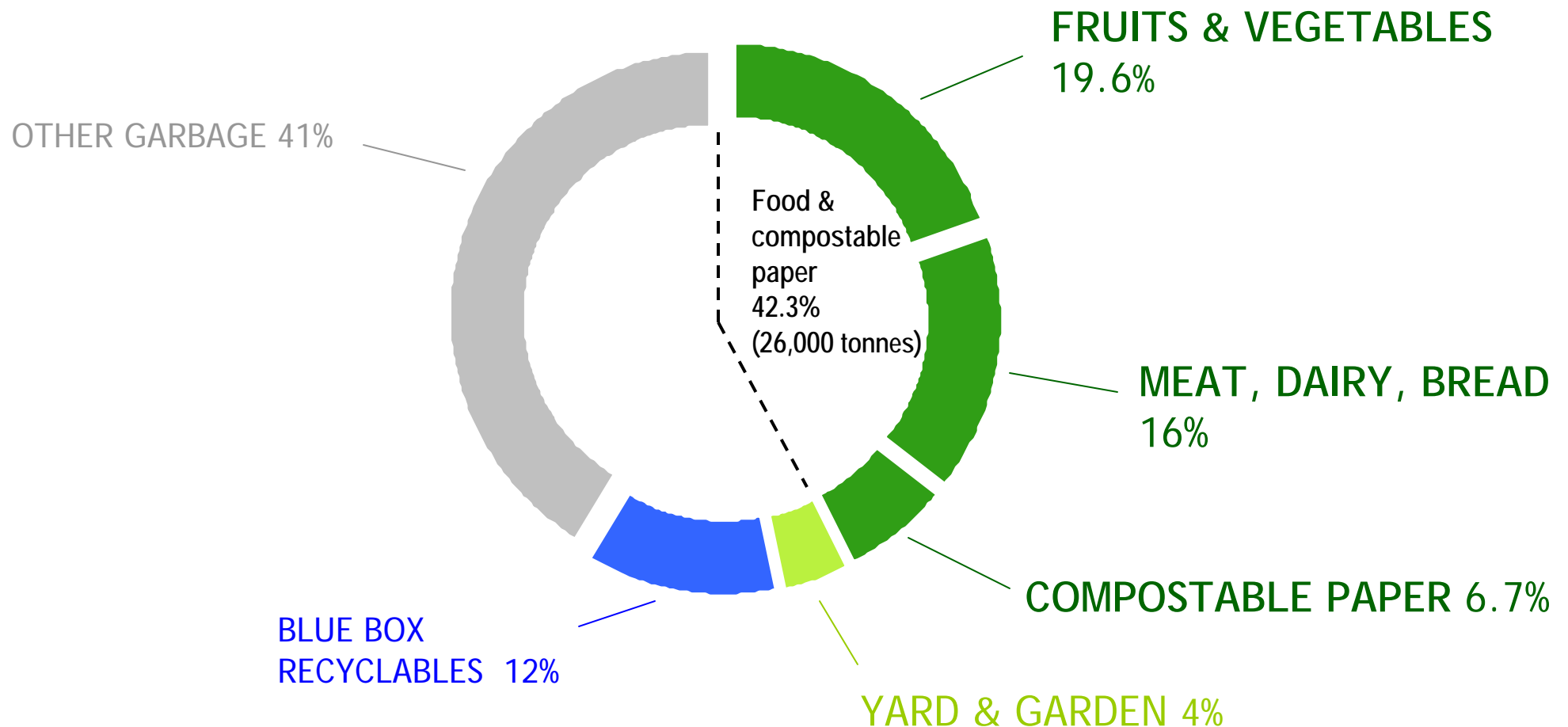
Sector:



129,000 tonnes per year total or about 35% of all garbage going to landfill

Composition of Single Family Garbage Collected by City

Total garbage collected from Vancouver single family properties:
62,000 tonnes per year



SOURCE: 2009 GVRD
Waste Composition Study

Current Regional Yard & Food Waste Collection

City	Garbage Collection	Compostables Collection
Burnaby*	weekly	weekly
Coquitlam	weekly	weekly
Langley (Twnshp)	weekly	weekly
New Westminster	weekly	weekly
Port Coquitlam**	bi-weekly	weekly (Summer) bi-weekly (Winter)
Port Moody*	bi-weekly	weekly
Richmond*	weekly	weekly
White Rock	weekly	weekly
Vancouver***	weekly	bi-weekly

- * pilot testing multi-family food waste collection
- ** voluntary multi-family food waste collection
- *** fruits and vegetables only

First Year Phase 1 Collection Program

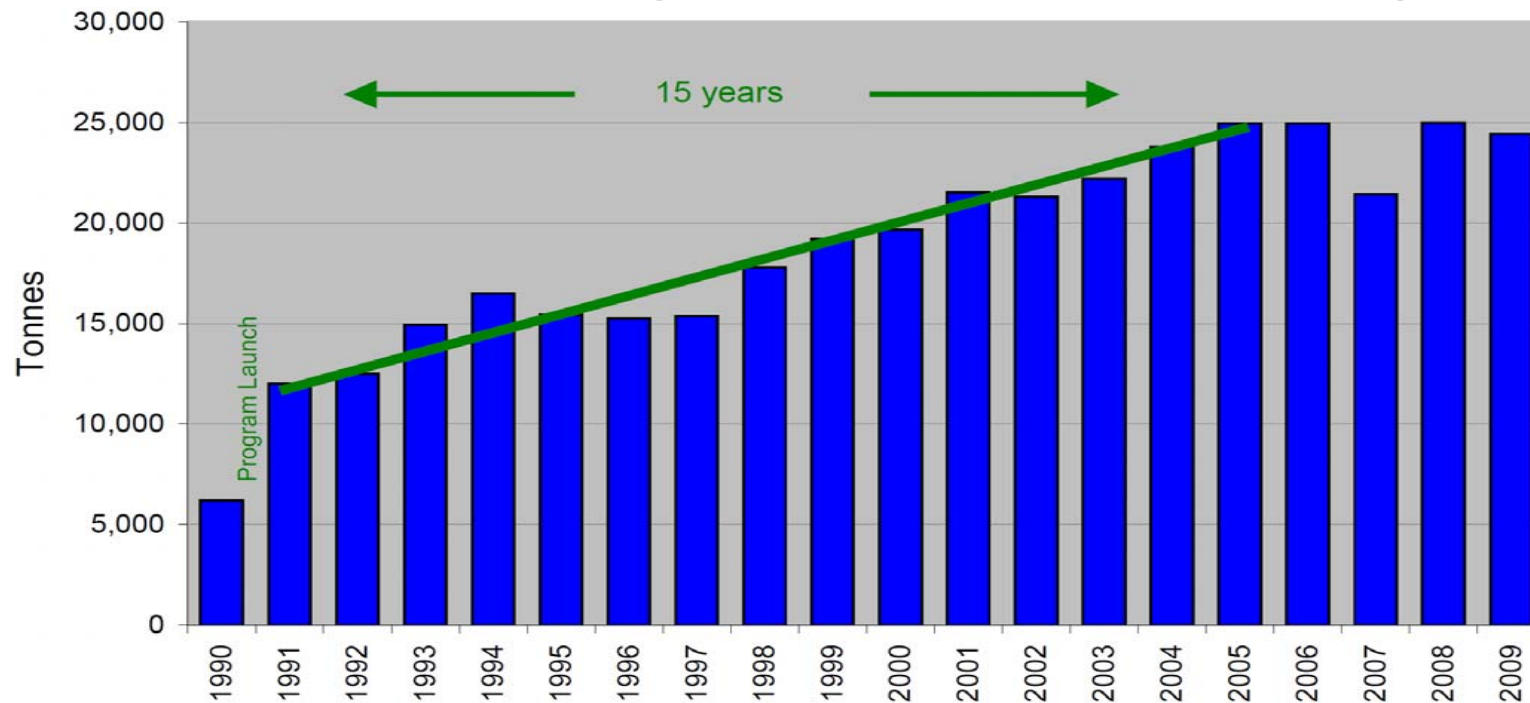
- **Started:** April 2010, raw fruit & veggies with yard trimmings (bi-weekly) from all single family homes
- **Participation:** about 12% of households
- **Food Scraps Diverted:** 5.5% (660 tonnes) of about 12,000 tonnes of fruits & vegetables disposed as garbage, or 2.5% of total food scraps
- **Contamination (plastic bags, etc.):** 0.5% average by weight reported by processor, compared to target of 0.05% maximum

First Year Phase 1 Learnings

Participation

- Relatively slow uptake - comparable to original blue box program roll out.

Vancouver Single Family Blue Box Recycling



77% of blue box recyclables are diverted from garbage (2008)

First Year Phase 1 Learnings

Public Engagement

- Program awareness increased through mass marketing however the desired behavioural change did not occur to same degree
- Strategic, targeted outreach leads to higher participation and diversion rates

Contamination

- Level of contamination reduced through new operational procedures and strategic outreach (from initial high of 2.5% to 0.5% average)
- Metro Vancouver contamination limit of 0.05% unachievable

Residual Contamination Benchmarks

Contamination Range	Food Scraps Collection Program
1-3%	San Francisco
2-5%	Peel, Hamilton, Halton, Kingston, Nanaimo, Berkeley, Christchurch
5-7%	Hutchinson MN
2-10%	Halifax, Alameda County

Proposed Phase 2

New business terms to the processing agreement to accommodate actual contamination levels are being negotiated.

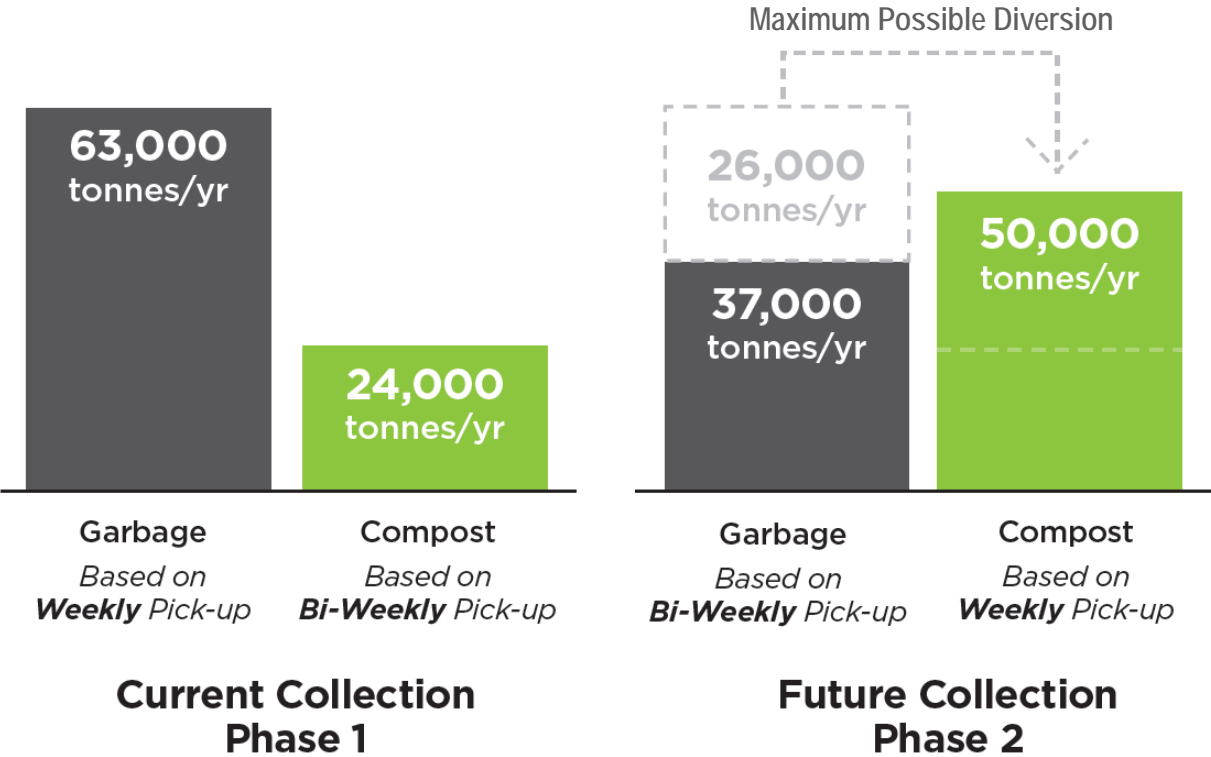
Strategic outreach - community based social marketing rather than mass marketing.

Expand compostables collection to include all types of food scraps (meat, dairy, bread, etc.).

Switch collections - compostables weekly, garbage biweekly.

Proposed Phase 2

Annual Garbage and Compost Collection



Switch collection frequencies:
Garbage: weekly to biweekly
Compostables: biweekly to weekly

Phase 2 Uncertainties with City-wide Implementation

- Optimum allocation of resources to respond to citizens (311 calls, cart changes/inventory, utility billing adjustments)
- Most effective tactics for engaging public to change behaviours (high participation, low contamination)

Proposed Phase 2 Start-up

- **Pilot single family properties**
 - 2 neighbourhoods with typical demographics (Sunset & Riley - 2000 homes total)
 - Community based social marketing
 - Bi-weekly garbage, weekly compostables
- **Pilot multi-family and & commercial properties**
 - 3 to 4 apt. buildings and 2 to 3 small businesses
 - Community based social marketing
 - Weekly compostables collection
- **Amend processing agreement 0.05% contamination limit before commencing pilot.**

Public Engagement Strategy

Communications can be executed at different levels of contact with an audience, depending on desired outcome:

Publicity/Public Relations - usually one-off, high impact then gone
Profile and celebrity, fundraisers, special events and openings

Marketing - high cost, high visibility, however no guarantee of sustained effect
“Throw it at the wall and see if it sticks”

Public Awareness/Public Education - provides information - sometimes enough - often does not change deeply imbedded behaviours

Community Based Social Marketing - focused on behaviour change, high contact, program evolves, is far more resource intensive

It's crucial to choose the right strategy...

Public Engagement Strategy

Community Based Social Marketing:

- benchmarks behaviour, identifies barriers to behaviour change, and measures change as the program progresses
- uses a variety of techniques designed to encourage and support behaviour change, as opposed to simply raising awareness
- places a low premium on mass advertising and media, and instead chooses activities that are more direct and targeted to the specific audiences and behaviours to be influenced
- evolves over time

Schedule (with July 14 Council approval)

PILOT ACTIVITY	TARGET START DATE
Amend Composting Services Agreement	in progress
Outreach	July/Aug. 2011
Service Change (contingent on contract amendment):	
Single family	September 8, Sunset September 14, Riley Park
Multi-family and commercial	November 2011
Report to Council: pilot findings and recommended next steps	Q2 2012

Estimated Cost & Funding

Major Element	Estimate
Operations & Monitoring	\$136,000
Contingency	\$72,000
Community Based Social Marketing	\$175,000
TOTAL	\$383,000

Funded by surplus tipping fee revenue (which will reduce the transfer to the Solid Waste Capital Reserve by an equivalent amount).

Questions