



# City of Richmond

## Report to Committee

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**To:** Public Works and Transportation Committee      **Date:** January 30, 2013  
**From:** Tom Stewart, ASCT.  
Director, Public Works Operations      **File:** 10-6370-10-05/2013-  
Vol 01  
**Re:** Organics Recycling/Large Item Collection Program Implementation Update

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### Staff Recommendation

That the staff report dated January 30, 2013 regarding "Organics Recycling/Large Item Collection Program Implementation Update", from the Director – Public Works Operations, be received for information.

Tom Stewart, ASCT.  
Director, Public Works Operations  
(604-233-3301)

Att. 1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY DIRECTORS	INITIALS: 
REVIEWED BY CAO	INITIALS: 

## Staff Report

### Origin

At their November 26, 2012 meeting, Council approved expanded recycling services for organics collection and a new large item pickup program for residents commencing June, 2013. This report provides details about these programs and their implementation. In addition, information relating to planned and upcoming considerations relating to recycling and waste management initiatives is also provided.

### Analysis

The regional Integrated Solid Waste and Resource Management Plan (ISWRMP) targets organic waste for increased recycling, with the intention to ban all compostable organics from the waste disposal stream in 2015. Organics diversion is a key objective as we work toward the regional waste diversion targets of 70% by 2015, aspiring to 80% by 2020. The City of Richmond was the first Lower Mainland municipality to add food scraps to the City's organics collection program from single-family residential homes commencing in 2010. We are now taking the next steps and beginning to expand food scraps and organics recycling services to multi-family townhome residents as well as enhancing service to residents in single-family homes.

Under Council's latest recycling and waste management initiative, three key program enhancements to the City's organics recycling and waste management services will be implemented commencing in June, 2013. An overview of these programs, the implementation schedule, and community education activities to inform residents about these programs are outlined below. Please note that the term 'organics' includes food scraps and yard trimmings.

### Program Overview

1. ***Green Carts for Single-Family Homes:*** The City's current organics recycling program (i.e. "Green Can") will be expanded to incorporate the use of Green Carts. Residents in single-family homes will receive their choice of an 80 L, 120 L, 240 L or 360 L cart to use for food scraps and yard trimmings recycling. Residents can use the Green Carts in place of, or in addition to, their existing Green Cans. Residents may also re-use any surplus existing Green Cans as garbage cans by removing the label or bring cleaned cans to the Recycling Depot, where they will be accepted for re-use or recycling.
2. ***Green Carts for Townhome Residents:*** Organics recycling services will be expanded to residents in townhomes who currently receive City garbage and/or Blue Box collection service. These residents will receive their choice of a 46.5 L or 80 L cart to recycle food scraps and yard trimmings. This service expansion represents an additional ~11,200 residential units that will now be able to recycle their organic waste.

The Green Carts are being incorporated into the City's program in response to resident feedback and to promote greater recycling of food scraps by providing rodent-resistant containers with secure lids. The carts are easy for residents to manoeuvre since they are on wheels. Weight limits will not apply to the carts since they will be emptied on the collection vehicle using an automated tipper.

3. ***Large Item Pick Up Program:*** Residents in single-family homes and those townhome residents noted under Item 2., above, will also be eligible to have up to four large items (such as refrigerators, household furniture, mattresses, etc.) collected per year from curbside on their regular garbage/recycling collection day by making an appointment with the City's recycling service provider, Sierra Waste Services.

### **Implementation Schedule**

*Until February 28, 2013:* Residents have until February 28, 2013 to notify the City of their desired cart size. Residents have four options available to order: 1) via the City's website, 2) via postcards mailed to residents, 3) contact the City or 4) contact Sierra Waste Services.

Residents who opt not to select a preferred size will receive the standard size of:

- 240 L for single-family homes
- 46.5 L for townhomes

Residents may change their cart size post-implementation through to the end of 2013. After that time, carts can be exchanged and a fee of \$25 will apply.

*April and May, 2013*

Delivery of the carts will take place during April and May – since approximately two months is required to ensure delivery of all the carts in time for the start of collection in June.

Residents will also receive:

- A kitchen container with a complimentary paper liner – for convenient, temporary storage of food scraps in their kitchen which can be emptied into the Green Cart.
- Program details and tips on what can be recycled in the Green Cart and information on where to buy bin liners/paper yard waste bags.
- Program details on what will be accepted under the large item pickup program and how to make arrangements for pick up.

*June, 2013*

Starting on residents' first collection day in June, the City's contractor will collect materials from their Green Carts. A swamper will wheel the carts and hook them onto the automated tipping device at the back of the truck. The Carts will be automatically emptied/tipped into the truck. The swamper will also service any additional Green Cans or yard waste bags by manually emptying/loading them into the truck. For this reason, the 20 kg/44 lb weight limit will still apply to Green Cans and yard waste bags.

### **Community Education Program**

A robust communications plan has been developed using a wide variety of outreach materials and is being undertaken in four key phases:

- |   |  |
|---|--|
| <p><i>Phase 1 – Awareness:<br/>(November to December)</i></p>     | <p>Designed to raise awareness about these new programs, this phase included activities such as a media launch event with Mayor Brodie on December 6<sup>th</sup>; the set up of Green Cart displays at six City facilities (City Hall, Recycling Depot, Steveston, Thompson, South Arm and Hamilton Community Centres), information posted on the City’s website, use of social media and newspaper ads.</p>  |
| <p><i>Phase 2 – Cart Selection:<br/>(December – February)</i></p> | <p>This phase of communications is designed to make residents aware of the various cart sizes available and how they can select their desired size. This includes a number of activities such as:</p> <ul style="list-style-type: none"> <li>• A series of ads in local and Chinese language newspapers.</li> <li>• Transit shelter ads.</li> <li>• Direct mail to residents (letter, calendar, brochure, postage paid cart order card, etc.).</li> <li>• Green Cart displays at malls and various locations (Aberdeen Mall, Richmond Public Library, Richmond Centre, Yaohan)</li> <li>• Translated/Chinese brochures on City website</li> <li>• Information included in City’s utility bill</li> </ul> |
| <p><i>Phase 3 – Cart Delivery<br/>(March – April)</i></p>         | <p>This aspect includes informing residents of when cart delivery will take place and program details. This aspect includes extensive advertising in local and Chinese papers, New Home Living magazine, transit shelter ads, etc</p> <p>Detailed program information will also be provided directly to residents with the delivery of the carts.</p>  |
| <p><i>Phase 4 – Launch<br/>(June)</i></p>                         | <p>The launch phase will principally be to support residents and answer/clarify questions about the program, etc. This includes:</p> <ul style="list-style-type: none"> <li>• Ads in local and Chinese language newspapers</li> <li>• Transit shelter ads</li> <li>• Potential media program launch event</li> <li>• Frontline phone support</li> </ul>  |

An “At a Glance” overview of some of the key communication items/ads is shown in Attachment 1.

*Preliminary Resident Feedback:* To date, the majority of resident response to the program has been very positive. Residents are pleased to be receiving carts provided by the City and recognize the convenience they provide – on wheels, secure lids, easy to manoeuvre and no concerns with weight of the materials. Most enquiries relate to providing clarification about the program and that residents do not need to separate food scraps from yard trimmings – all are recycled and deposited together in the Green Cart. A very small minority have indicated they do not wish to receive carts. Many have asked if the City will also provide carts for garbage in the future. The large item pick up program has been well received and residents are able to easily understand this program and are looking forward to using the service. The large item pickup program is expected to reduce illegal dumping concerns and help make proper disposal of large items easier, convenient and less complex.

At the staff level, the implementation of this program is our principal focus to ensure a smooth transition and implementation. This will remain the case until likely three-six months post implementation while residents adjust to the changes.

### **Other Planned Initiatives and Future Considerations**

There are a number of other significant recycling/waste management initiatives that are active, planned or potential future considerations. A brief overview is provided below for information.

#### ***Active Workplan Items***

1. **Packaging and Printed Paper/Multi-Material BC (MMBC) Stewardship Plan**

A review of industry's final plan to assume responsibility for packaging and printed paper collection. This will have significant impact and will require review in relation to issues such as impacts to the City's blue box, multi-family and Recycling Depot programs; potential impacts to existing contractual arrangements and local bylaws; review of the industry's financial offer; and reporting to Council with a recommendation concerning acceptance/participation depending on MMBC's offer and program structure.

2. **Eco Centres – Funding Equity**

Eco Centres are an initiative in the ISWRMP to provide one-stop shopping for a multitude of recycling services. Staff are working with Metro Vancouver to review the issue of equity for communities that host regional transfer stations where Metro Vancouver intends to provide enhanced recycling services vs. those municipalities who provide recycling services independently at municipally-owned recycling depot sites.

3. **Review of New/Expanded EPR Programs for Potential Expansion at Recycling Depot**

Staff continually review the range of services at the Recycling Depot to consider whether new products may be added. For example, residential light fixtures and exercise equipment were recently added to the range of materials accepted. Other items being considered include toys and batteries.

#### 4. Communications Strategy

A new communications strategy, with the tagline “Let’s Trim Our Waste” has been developed to help guide Richmond’s recycling and solid waste programs toward the City’s new waste diversion targets. The City’s website, brochures and outreach programs are being redesigned to ensure a consistent look, feel and overall messaging to help create a sense of community pride, aspiration and a supportive approach to help make recycling as easy and convenient for residents as possible.

#### *Planned Activities*

#### 5. Review of Organics Collection Options for Multi-Family and Commercial

In accordance with Council direction of September 24, 2012, staff will look to develop a pilot project to collect organics from multi-family buildings, residential/commercial mixed use, and commercial businesses. Centralized collection is envisioned as likely the most practical approach. The results of the pilot project would be used to help formulate organics collection models and approaches for the multi-family and commercial business sectors.

#### 6. Demolition, Land Clearing Bylaw

Metro Vancouver has developed a model bylaw for review and potential implementation by municipalities to require recycling/solid waste management plans for new construction/demolitions. The intention is to require recycling and appropriate disposal of waste generated through demolition and construction activities. Staff plan to review the model bylaw for potential implementation in Richmond and report to Council with recommendations and requirements.

#### 7. Eco Centre

Expansion of the City’s existing Recycling Depot into a larger facility which accepts a much broader range of materials and offers additional services (re-use centre, education facility, etc.) will be reviewed and reported to Council for review and consideration.

#### *Future Considerations*

#### 8. Potential Expansion of Municipal Recycling Services

Staff will review opportunities to expand the range of materials collected in the City’s Blue Box, Multi-Family and Recycling Depot programs in relation to market capacity improvements for recycling additional packaging materials under MMBC’s stewardship program.

#### 9. Introduce Carts for Curbside Garbage Collection

Information from the Green Cart program expansion will be used to evaluate the potential for introducing City-provided carts for garbage collection. Residential garbage cans would be eliminated under this potential concept.

10. Review of Frequency of Collection Services for Garbage Collection

Staff will review existing service levels for garbage collection, i.e. weekly collection vs. bi-weekly collection. Changes in the frequency of garbage collection may help to improve recycling participation levels. However, collection savings are minimal and must be weighed against residents' perceptions concerning a service level reduction without a corresponding reduction in costs.

**Financial Impact**

None

**Conclusion**

The City is pursuing expansion of organics collection and waste management services to improve recycling and divert additional materials from disposal, while also providing greater access to convenient disposal/recycling services for residents. This report provides a detailed overview of the new Green Cart and Large Item Pickup services being introduced for residents in June, 2013.

The landscape for recycling and solid waste management is changing rapidly in light of new product stewardship initiatives and as part of implementing the municipal actions under the new ISWRMP to advance toward aggressive waste reduction targets. An overview of current key and planned workplan initiatives as well as future considerations is provided with this report for information.



Suzanne Bycraft  
Manager, Fleet & Environmental Programs  
(604-233-3338)

SJB:



## Attachment 1

## Overview of Key Communication Activities

## Media Launch Event – Dec. 6, 2012 at City Hall



## Responses from the Media

Friday, December 7, 2012

## Expanded recycling program a big deal for local residents

Large item pick-up, townhouse composting to be added next June

By Rachel Rose and David Smith

Composting and recycling will be the next steps in the city's waste management plan, as the city prepares to launch its new Green Cart recycling program and introduce large item pick-up.

The city's new Green Cart recycling program will be a significant step forward in the city's waste management plan, as the city prepares to launch its new Green Cart recycling program and introduce large item pick-up.

By supporting residents now with enhancements to our food scraps program, we'll be in better position to comply with the regional disposal ban of food scraps when it takes effect in 2015.

— Mayor Malcolm Brundage

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Green, Under Brundage and Richmond Mayor Malcolm Brundage, the city's new Green Cart recycling program will be a significant step forward in the city's waste management plan, as the city prepares to launch its new Green Cart recycling program and introduce large item pick-up.

<http://www.richmondreview.com/news/182454451.html>

## Locals urged to pick their green carts

RICHMOND REVIEW DECEMBER 12, 2012

In a bid to deal with a future ban on food scraps in landfill sites, the City of Richmond will expand its green cart program next spring. And residents in single-family homes and many townhomes - who will soon be able to recycle food scraps and yard trimmings as well as have large household items picked up - will be asked next month to choose what size of cart they need.

The new programs support the city's goal to be a "Recycling Smart City" by diverting 70 per cent of its waste by 2015 when food scraps will be illegal in landfill sites.

The Green Cart will be a new service to townhomes and will be provided to all those that currently receive the city's garbage collection and/or Blue Box program collection services. The new carts are provided free of charge to residents in the program and residents will also be provided with a small kitchen container free of charge. For more information on ordering your cart, go to [www.richmond.ca/greencart](http://www.richmond.ca/greencart).

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## Sample of static display at City facilities (City Hall, Works Yard, Thompson, South Arm, Cambie & Hamilton)



## Green Cart Outreach in the Community (Richmond Public Library, Richmond Centre Mall, Yaohan Centre, Aberdeen Mall)





**Ad#1: Richmond Review for Jan. 2, 4, 9, 11**  
*Full page – cart size selection & calendar is coming*

**Ad#2: Richmond Review for Jan. 16, 18, 23, 25, 30**  
**Feb. 1, 6, 8, 13, 15**

**Sing Tao for Jan. 26, Feb. 9 & 23; Ming Pao for Feb. 2;**  
**World Journal for Feb. 2 & 16**  
*Half page – cart size selection*

**Let's trim our waste!**

**RICHMOND'S NEW GREEN CART - COMING JUNE 2013**

**SELECT YOUR SIZE BY FEBRUARY 28, 2013!**

If the standard size works – no action is required. A standard size cart will be delivered to residents in April/May 2013. If you prefer a different cart size, please send in your order by February 28, 2013.

**Online:** Visit [www.richmond.ca/greencart](http://www.richmond.ca/greencart) or scan this QR code

**By mail or drop box at City facilities:** Use the Cart Selection postage-paid postcard, which is available at City facilities and will be mailed in January to homes in the Green Cart program.

**By phone:** Environmental Programs Information Line: 604-276-4010  
 Sierra Waste Services Ltd. Customer Service: 604-276-4723

**NEW CARTS FOR SINGLE-FAMILY HOMES**

**NEW SERVICE FOR TOWNHOMES!**

**JANUARY 2013 – RECYCLING & GARBAGE COLLECTION SCHEDULE**

The following is the collection schedule and zone map for January 2013 for single-family homes and townhomes with City garbage and/or blue box service. Please watch your mail in January for your 2013 Recycling & Garbage Collection Schedule.

Environmental Programs Information Line: 604-276-4010  
[www.richmond.ca/recycle](http://www.richmond.ca/recycle)

**RICHMOND'S NEW GREEN CART COMING JUNE 2013**

**FOR RECYCLING FOOD SCRAPS & YARD TRIMMINGS – SELECT YOUR CART SIZE BY FEBRUARY 28, 2013!**

**FOR SINGLE-FAMILY HOMES**

**FOR TOWNHOMES**

**ENHANCED PROGRAM FOR SINGLE-FAMILY HOMES AND NEW FOR TOWNHOMES!**

If the standard size works – no action is required. A standard size cart will be delivered to residents in April/May 2013. If you prefer a different cart size, please send in your order by February 28, 2013.

**Online:** Visit [www.richmond.ca/greencart](http://www.richmond.ca/greencart) or scan this QR code

**By mail or drop box at City facilities:** Use the Cart Selection postage-paid postcard, which is available at City facilities and will be mailed in January to homes in the Green Cart program.

**By phone:** Environmental Programs Information Line: 604-276-4010  
 Sierra Waste Services Ltd. Customer Service: 604-276-4723

**Let's trim our waste!**

**2013年6月，列治文將推行全新「有輪綠桶」(GREEN CART) 計劃**

普通居民收買廚餘及庭院修剪廢物：請在2013年2月28日或之前向市內所預訂適合容量的有輪綠桶！

**客戶可選擇：**

**單戶住宅服務：**

**新服務範圍：**

「有輪綠桶」計劃將為普通居民提供，可收集廚餘及庭院修剪廢物。此項服務將於2013年6月開始，凡符合條件的居民將收到通知。詳情請致電：604-276-4010 或 604-276-4723。

Environmental Programs Information Line: 604-276-4010  
[www.richmond.ca/recycle](http://www.richmond.ca/recycle)

**Transit Shelter Ad – January 7 to 31**



**City Page – Richmond Review for Jan. 23, Feb. 6 & 20**

**Richmond's New Green Cart Coming June 2013**  
 - Select Your Cart Size by February 28, 2013  
 Richmond's new Green Cart program starts this June. If you are a resident in a single-family home or a townhome with the City's blue box and/or garbage service, please order your preferred cart size by February 28, 2013. Visit our website at [www.richmond.ca/greencart](http://www.richmond.ca/greencart) for more information

### Promotional & Awareness Posters/Banners



### Facebook Messages

1. There's one more thing to look forward to next year... Richmond is enhancing the Green Can Program, residents in single-family homes and many town homes will be provided a complimentary green cart and a small kitchen container. Find out more about the Green Cart program and go select your preferred cart size, visit [www.richmond.ca/greencart](http://www.richmond.ca/greencart)  
*Posting Date: December 18 @ noon*
2. Richmond's new Green Cart program starts this June. If you are a resident in a single-family home or a townhome with the City's blue box and/or garbage service, please order your preferred cart size by February 28, 2013. Information will be mailed to you, and you can visit our website at [www.richmond.ca/greencart](http://www.richmond.ca/greencart).  
*Posting Date: January 8 @ noon*
3. Select your preferred Green Cart today! Use the following options to order your Green Cart by February 28, 2013 if you live in a detached house or in townhouse with Blue Box and/or City garbage collection!
  1. Online – visit [www.richmond.ca/greencart](http://www.richmond.ca/greencart)
  2. Call Environmental Programs at 604-276-4010 or Sierra Waste Services at 604-270-4722*Posting Date: Jan. 14 @ 6 p.m.*



# Sample of the Direct Mail Materials to Residents

## Customized Envelope

City of Richmond Environmental Services  
5000 Lorain Lane  
Richmond, BC V6X 1S3



## Insert #1 – Letter



## Insert #2 – Information brochure



## Insert #3 – 2013 Recycling & Garbage Collection Calendar



## Insert #4 – Cart Order Postage Paid Card

