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To: Liquid Waste Committee

From: Brent Burton, Division Manager, Policy, Planning and Analysis, Liquid Waste Services

Date: May 26, 2020 Meeting Date: June 18, 2020

Subject: **Development of a Review Strategy for the Integrated Liquid Waste and Resource Management Plan**

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### RECOMMENDATION

That the Liquid Waste Committee receive for information the report dated May 26, 2020 titled, "Development of a Review Strategy for the Integrated Liquid Waste and Resource Management Plan".

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### EXECUTIVE SUMMARY

The regional *Integrated Liquid Waste and Resource Management Plan* is due for review and update. Metro Vancouver is required to submit a review strategy to the Ministry of Environment and Climate Change Strategy by October 30, 2020. Staff are currently developing a review strategy and will seek the Liquid Waste Committee's direction prior to requesting GVS&DD Board approval to submit the review strategy to the Province. It is currently anticipated that the formal plan review and development process, including extensive community engagement, will be initiated in early 2021, subject to the timing and conditions of approval as determined by the Province. Staff estimate that the process will be completed in two to three years.

### PURPOSE

To update the Liquid Waste Committee (LWC) on the development of a strategy to comprehensively review and update the regional *Integrated Liquid Waste and Resource Management Plan* (ILWRMP).

### BACKGROUND

The provincial *Environmental Management Act* (EMA) allows local governments to develop a community-specific Liquid Waste Management Plan (LWMP) to meet or exceed existing regulations. Upon approval by the Ministry of Environment and Climate Change Strategy (MoECCS), these plans establish provincial authorization for discharges to the environment associated with the management of liquid waste according to criteria set out in the plan and facility-specific Operational Certificates.

The existing regional LWMP, titled as the ILWRMP, was endorsed by the Greater Vancouver Sewerage and Drainage District (GVS&DD) Board and its members prior to receiving provincial approval, subject to Ministerial conditions, in May, 2011. It establishes a range of requirements for both Metro Vancouver and its member jurisdictions. Every two years, Metro Vancouver, in coordination with its member jurisdictions, has been reporting to MoECCS detailing progress towards meeting the plan's goals.

One of the requirements of approval of the ILWRMP was that Metro Vancouver and its member jurisdictions undertake a comprehensive review of the plan in eight years. On September 28, 2018,

the GVS&DD Board requested that the Minister of MoECCS extend the review cycle from eight to ten years in order to allow for better alignment with key initiatives such as: indicative design for the Iona Island Wastewater Treatment Plant Project; *Climate 2050*; and improved sewer overflow management. On September 11, 2019, the Province authorized an extension to the comprehensive review cycle, to be initiated in 2021, subject to addressing seven conditions by October 30, 2020 (Attachment 1). Progress is being reported separately to the LWC on the first six conditions; this report provides an update on the seventh condition (“review strategy”) which stipulates that Metro Vancouver “prepare a comprehensive plan for the review of the ILWRMP that defines the scope of the review and how GVS&DD addressed the conditions of the May 30, 2011 Ministerial approval letter”.

## **REVIEW AND UPDATE OF THE INTEGRATED LIQUID WASTE AND RESOURCE MANAGEMENT PLAN**

### **Overview**

Metro Vancouver developed its first LWMP in 2002 and the second in 2011. The current 2011 plan uses a “Goals, Strategies, Actions” framework, with three goals as follows:

- Protect public health and the environment
- Use liquid waste as a resource
- Effective, affordable and collaborative management

Staff envision that the next plan will likely use a similar framework, building upon the strengths and successes of the current plan while modernizing it to reflect key themes and strategic direction identified in Metro Vancouver’s Board Strategic Plan, such as: financial sustainability and fairness; regional resilience; innovation in environmental protection; collaboration and engagement with local Indigenous Peoples; enhanced action on elimination of combined sewer overflows (CSOs) and improved management of inflow and infiltration; improved public awareness of the value of liquid waste management; and leadership on climate action. These themes may be addressed effectively through measures that include: enhanced source controls to better manage Constituents of Emerging Concern (CECs); continuing implementation of sewer separation for CSO management and green infrastructure for stormwater management; improved integration with emergency response; and development of improved performance indicators that inform rapid response to changing conditions.

Staff plan to initiate a comprehensive review of the existing ILWRMP in early 2021, subject to the timing of provincial response to Metro Vancouver’s review strategy, and complete a fulsome update in 2022 or 2023. This timeline is similar to the development timeframe of the existing ILWRMP, as well as anticipated timelines for both the Solid Waste Management Plan (SWMP) and the Drinking Water Management Plan (DWMP).

### **Coordination and Integration with Other Plans and Initiatives**

Metro Vancouver will work to ensure that opportunities for alignment with plans and initiatives from other organizations and levels of government are fully reviewed during plan development. For example, provincial initiatives such as CleanBC, federal initiatives such as Infrastructure Canada’s Climate Lens, and best international practices on management of CECs will all need to be considered for integration into the new plan. Metro Vancouver and its members also have a variety of plans and initiatives that will need to be considered and/or coordinated with the review

and update of the ILWRMP to ensure alignment. Many of these plans are being developed on overlapping timelines, such as *Metro 2050*, *Climate 2050*, *Clean Air Plan*, SWMP and DWMP.

### **One Water Integration**

Given similar development timelines, the new LWMP will be integrated with the new DWMP using a “One Water” framework. One Water unites the management of water, whether in the form of drinking water, wastewater or stormwater – offering paths forward that potentially turn challenges into opportunities with initiatives such as using reclaimed water to offset potable demand and increasing water efficiency to reduce inflow and infiltration.

The provincial *Interim Guidelines for Preparing Liquid Waste Management Plans* dated July 2011 (Reference 1) already actively encourage the integration of one water concepts, including water reuse and water conservation - supporting resource recovery and best use of wastewater infrastructure capacity. The Ministerial approval conditions for the ILWRMP also encourage implementation of residential water metering, municipal rebate programs for water efficient fixtures, and region-wide water conservation programs targeting the industrial, commercial, institutional and agricultural sectors. New directions could be explored for integration using a One Water framework. Staff currently envision that the next regional LWMP may be framed around a central vision of “Healthy Waters”, allowing unification of water in all its forms while supporting the potential for harmonized engagement and technical supporting studies.

### **Development of a Review Strategy**

Pre-engagement activities are currently underway to inform the development of a review strategy, including communications with a broad range of environmental non-governmental organizations (ENGOS) and Indigenous Groups asking how they would like to be engaged throughout the process starting in 2021. As recommended by the Regional Engineers Advisory Committee, arrangements are currently being coordinated for a workshop with member jurisdictions, including the Regional Administrative Advisory Committee, to assist in establishing and prioritizing key regional and municipal priorities for the comprehensive review and update of the ILWRMP. Guidance received will be actively considered as a review strategy, outlining the anticipated scope of the review as per the Province’s requirements, is developed for GVS&DD Board approval prior to submission to MoECCS by October 30, 2020.

### **Development of an Engagement Plan**

The provincial guidelines for LWMPs highlight the fundamental importance of broad and meaningful consultation throughout the development process, informed by expert technical advice. Staff have developed a draft Community Engagement Framework that identifies the proposed audiences, timeline and approaches for engaging audiences in reviewing and updating the ILWRMP (Attachment 2). This draft framework identifies three anticipated project phases, to be initiated upon MoECCS approval of the review strategy and subject to any additional conditions that may be imposed. The project team will seek endorsement from the LWC, and potentially the GVS&DD Board, at the initiation and conclusion of each phase.

This framework is informing the development of a comprehensive Engagement Plan, aligning with the Board policy on engagement, as a component of the review strategy currently being developed.

### Technical Studies

A number of research and technical studies will be required to support staff in reviewing and updating the LWMP, informed by global best practices and applicable in the regional context given consideration to factors such as legislative requirements and climatic conditions. It is currently anticipated that these studies will address technical and financial topics, including Triple Bottom Line assessment of a broad range of potential actions that could address key challenges such as management and treatment of CECs and inflow and infiltration management. Opportunities to integrate the technical studies using a One Water framework will be implemented wherever reasonable. Staff will keep the LWC informed on the status of key studies as work progresses.

### ALTERNATIVES

This is an information report. No alternatives are presented.

### FINANCIAL IMPLICATIONS

A review strategy is being developed, relying on in-house staff resourcing as much as possible. Specialized consultant support will be scoped and added to the 2021 budget for the GVS&DD Board's consideration; staff will update the LWC as soon as possible should any conditions imposed by MoECCS necessitate revision to financial projections.

### CONCLUSION

Staff are developing a strategy, including an engagement plan, to comprehensively review and update the *Integrated Liquid Waste and Resource Management Plan*. Staff will share this strategy with the Liquid Waste Committee for direction prior to seeking approval from the GVS&DD Board to submit it to the Ministry of Environment and Climate Change Strategy. Pending approval of the review strategy, staff intend to initiate the review and update development process in early 2021; this process is expected to take two to three years. Any financial implications will be reflected in operational budgets for review and approval by the Liquid Waste Committee and GVS&DD Board.

### Attachments

1. Letter from the Ministry of Environment and Climate Change Strategy regarding the ILWRMP Extension, dated September 11, 2019 (39093706)
2. Draft Integrated Liquid Waste and Resource Management Plan: Review and Update Community Engagement Framework, dated May 19, 2020 (37374913)

### References

1. [British Columbia Ministry of Environment Interim Guidelines for Preparing Liquid Waste Management Plans, revised July 2011](#)

39094485



Reference: 346762

X-Ref: 10400-60 LWMP Metro Vancouver

**SEP 11 2019**

Sav Dhaliwal, Chair  
and Directors  
Metro Vancouver Regional District  
4730 Kingsway  
Burnaby BC V5H 0C6

Dear Chair Dhaliwal and Directors:

I am writing to follow up on my email of December 11, 2018, regarding an amendment of the Greater Vancouver Sewerage and Drainage District (GVS&DD) Integrated Liquid Waste and Resource Management Plan (ILWRMP) to extend the plan review cycle timeline by two years, to 2021.

I am satisfied that the public notification is adequate to support an amendment to your ILWRMP. Pursuant to Section 24(5) of the *Environmental Management Act*, I hereby approve the amendment to extend the review cycle of the ILWRMP from eight to ten years (to be initiated in 2021), subject to the condition that the GVS&DD work with ministry staff to address the following actions:

1. Develop approaches to involve and collaborate with local Indigenous Peoples for the development and implementation of the ILWRMP.
2. Refresh terms of reference for the Environmental Monitoring Committee (EMC). This would include, but is not limited to, a review of the mandate and objectives, membership, roles and responsibilities, meeting frequency and revisiting how monitoring programs are designed, reviewed, implemented and amended.
3. Review the membership of the Stormwater Interagency Liaison Group and consider including municipal members in leadership positions. Seek comments and advice from the EMC regarding initial adaptive management framework reports associated with municipal integrated stormwater management plans.
4. Submit one comprehensive report for each of the GVS&DD receiving water bodies (Fraser River, Burrard Inlet, Boundary Bay and the Strait of Georgia). The terms of reference should be developed in consultation with ministry staff prior to completing each report.

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Ministry of Environment and  
Climate Change Strategy

Office of the  
Minister

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5. Promote transparency by ensuring that data and summary receiving environment and ambient monitoring reports for each of the GVS&DD receiving water bodies are made accessible to the public at an appropriate level of complexity.
6. Develop a system to notify the public, in real time, of sewer overflows and wastewater treatment interruptions.
7. Prepare a comprehensive plan for the review of the ILWRMP that defines the scope of the review and how GVS&DD addressed the conditions of the May 30, 2011, Ministerial approval letter.

These actions must be completed to the satisfaction of the Director, *Environmental Management Act*, no later than October 30, 2020.

Approval of the ILWRMP does not authorize entry upon, crossing over or use for any purposes of private or crown lands or works, unless and except as authorized by the owner of such lands or works. The responsibility for obtaining such authority shall rest with the local government. This ILWRMP is approved pursuant to the provisions of the *Environmental Management Act*, which asserts it is an offence to discharge waste without proper authorization. It is also GVS&DD's and member municipalities responsibility to ensure that all activities conducted under this ILWRMP are carried out with regard to the rights of third parties and comply with other applicable legislation that may be in force.

Sincerely,



George Heyman  
Minister

cc: AJ Downie, Director, Authorizations – South, Environmental Protection Division,  
Ministry of Environment and Climate Change Strategy

## Integrated Liquid Waste and Resource Management Plan: Review and Update Community Engagement Framework

### Overview

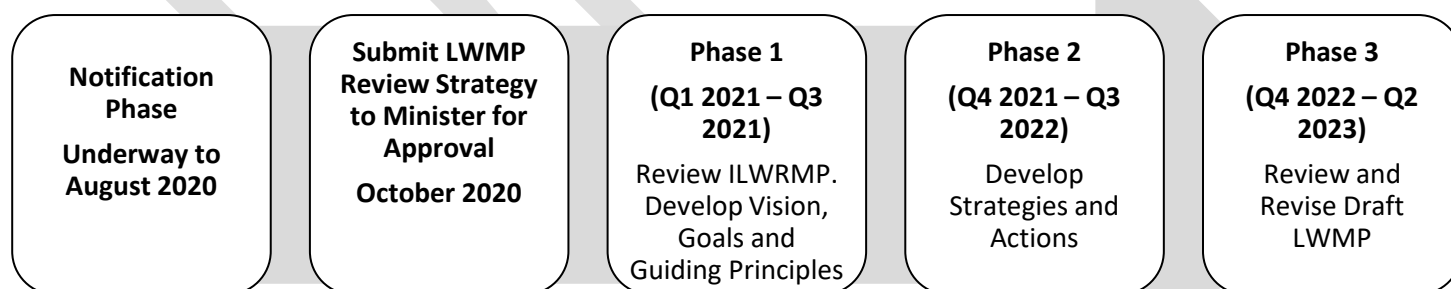
The Integrated Liquid Waste and Resource Management Plan (Plan), approved by the provincial government in 2011, establishes the coordinated approach for liquid waste management in the Metro Vancouver region. The Plan sets out goals, strategies and actions for Metro Vancouver and its member jurisdictions that help ensure the protection of public health and the environment, while using liquid waste as a resource. It requires approval by the Ministry of Environment and Climate Change Strategy (MoECCS). Although the Plan was originally intended to be reviewed after eight years, Metro Vancouver requested and was granted an extension of the Plan's comprehensive review cycle. Planning is now underway to prepare a new Liquid Waste Management Plan (LWMP) with efforts anticipated to start in early 2021.

Over the next three years, Metro Vancouver will engage member municipalities, residents and businesses, First Nations, environmental organizations, and government agencies to create a new Plan that continues to protect human health and the environment, and aligns with actions on climate change as well as the outcomes of important liquid waste management initiatives currently underway across the region.

This framework identifies the audiences, timelines and proposed approaches for engaging audiences in reviewing and updating the Plan. It will be updated regularly as the comprehensive Engagement Plan is developed.

### Timeline

Review and update of the Plan will be initiated following Ministerial approval of a Review Strategy; therefore, the timing of each phase is approximate. The notification phase is underway and will help establish priorities for the new Plan and begin to identify how interested parties would like to participate in its development. The project team will seek endorsement from the Liquid Waste Committee, and potentially the GVS&DD, at each phase.



Staff meet regularly to explore opportunities to harmonize engagement processes with other initiatives underway, such as the Drinking Water Management Plan. In instances where engagement efforts may be integrated and/or better aligned, the LWMP Engagement Plan will be updated accordingly.

## ENGAGEMENT AND COMMUNICATION GOAL:

Provide diverse and multiple opportunities for audiences to participate in developing the new LWMP

Audiences	Proposed Engagement Approaches	Engagement Phases
<b>Member Jurisdictions</b>	a. Hold a workshop including the Regional Administrative Advisory Committee (RAAC), Regional Engineering Advisory Committee (REAC) and REAC Liquid Waste Sub-Committee (REAC-LWSC) to help establish and prioritize key issues	Notification Phase
	b. Engage municipal staff through presentations and discussions at established committee meetings including RAAC, REAC, REAC-LWSC, Stormwater Interagency Liaison Group and Environmental Monitoring Committee	All Phases
	c. Hold a staff workshop series to guide Plan development	Phases 1 - 3
	d. Regular check-ins with the Liquid Waste Committee and GVS&DD Board	All Phases
<b>First Nations</b>	a. Engage First Nations in identifying a preferred approach to participate in developing the new Plan	Notification Phase
	b. Participate in the development of the new Plan (preferred approaches to be determined in Notification Phase)	Phases 1 - 3
<b>Environmental, Academic and Industry Organizations</b>	a. Establish and convene a Community Advisory Panel to provide expert knowledge and relevant experience	Phases 1 - 3
<b>Metro Vancouver Residents</b>	a. Hold events to build awareness of the LWMP, identify values, interests and priorities and receive input on the draft plan	All Phases
<b>Metro Vancouver Businesses</b>	a. Hold events to build awareness of the LWMP, identify values, interests and priorities and receive input on the draft plan	All Phases



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To: Zero Waste Committee

From: Lynne Vidler, Senior Project Engineer, Solid Waste Operations, Solid Waste Services

Date: June 11, 2020 Meeting Date: June 19, 2020

Subject: **Solid Waste Services Innovations Update**

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### **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated June 11, 2020, titled “Solid Waste Services Innovations Update”.

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### **EXECUTIVE SUMMARY**

Metro Vancouver implemented a number of innovation projects in 2019 and early 2020 to improve solid waste system service, reliability and resilience and reduce costs, including:

- installation of an Encorp Return-It Express & GO beverage container drop-off at the North Shore Transfer Station in April 2020;
- an agreement with RecycleBC to provide funding for the collection of packaging and paper at the Coquitlam Transfer Station;
- implementation of a paperless disposal ban surcharge program;
- a partnership with the Recycling Council of British Columbia (RCBC) to integrate RCBC’s database of recycling options in the region into the Metro Vancouver website; and
- installation of web cameras at the transfer stations and the Waste-to-Energy Facility so customers can view current lineups.

### **PURPOSE**

The purpose of this report is to provide an update on Metro Vancouver’s Solid Waste function innovation projects.

### **BACKGROUND**

Metro Vancouver has been successful in implementing a range of innovations in the delivery of the solid waste function, typically in partnership with other solid waste stakeholders. On the suggestion of a Zero Waste Committee member, a specific work plan item was included in 2020 to report on innovations in the solid waste function. Updates on these innovations have been reported to the Zero Waste Committee previously, and this report brings these updates together in a single report.

### **SOLID WASTE SERVICES INNOVATIONS**

#### **Extended Producer Responsibility Programs**

Extended producer responsibility is a policy instrument that shifts costs and responsibility for end-of-life product management from residents/ratepayers/taxpayers and local government to producers and consumers. Extended producer responsibility programs are obligated by the Province to achieve collection targets for a wide range of recyclable products. Metro Vancouver operates recycling depots at some of its transfer stations and is a collection partner for a number of extended producer responsibility programs.

An Encorp Return-It Express & GO beverage container drop-off was sited at the North Shore Transfer Station recycling depot in April, 2020 and is collecting 150,000 containers per month. This innovative solution fills a gap and increases convenience for customers, as beverage container drop-off options are limited on the North Shore. Encorp pays Metro Vancouver an annual license fee and all costs associated with hosting the Return-It Express & GO beverage container drop-off, thereby reducing the cost of the recycling depot for the North Shore municipalities. Metro Vancouver is exploring expanding the service to other transfer stations.

Metro Vancouver entered into an agreement with Recycle BC to provide funding for the collection of packaging and paper products at the Coquitlam Transfer Station. An agreement has been in place since 2017 at the North Shore Transfer Station. In late 2019 Recycle BC agreed to extend the contract to include the Coquitlam Transfer Station. The new agreement reduces the cost of operation Coquitlam Transfer Station recycling depot by approximately \$75,000 per year, reducing the cost of the recycling depot for the tri-cities municipalities.

### **Paperless Disposal Ban Surcharge Program (eSurcharge)**

Under the Metro Vancouver Disposal Ban Program, customers are issued surcharges if garbage loads dropped off at Metro Vancouver or City of Vancouver disposal facilities contain readily recyclable materials or materials that pose operational risk. Inspections to identify banned materials are conducted by a third party contractor. The original program in place since 1997 used hand-written paper surcharge notices. Photos were provided to haulers on request and took at least a week to be sent out. The program was redesigned in 2019 to automatically email surcharge notices and photos taken at Metro Vancouver facilities to haulers, which helps them provide timely, thorough information on surcharges to their customers. The eSurcharge program has streamlined the disposal ban inspection process and as a result, inspectors can spend more time on the tipping floor conducting inspections and educating customers on the banned materials. To Metro Vancouver's knowledge the eSurcharge program is the first of its kind in North America.

### **Metro Vancouver Recycles Website Integration**

Metro Vancouver has partnered with the Recycling Council of British Columbia (RCBC) to integrate RCBC's recycling database into the Metro Vancouver website. The database provides information on recycling and reuse options for more than 1,000 products and materials. Prior to the integration, Metro Vancouver maintained its own database of over 4,000 recycling facility listings, which was challenging to continually update to keep current and duplicated RCBC's efforts. The system went live on Metro Vancouver's website at the end of May. Metro Vancouver is working with RCBC to extend the opportunity to integrate RCBC's database into municipal and regional district websites across the province.

### **Solid Waste Facility Queue Cameras**

Metro Vancouver has installed closed circuit television cameras to show line-ups at each of the five transfer stations and the Waste-to-Energy Facility and posted the images on the Metro Vancouver website. Additional camera images showing the recycling depots at Coquitlam and North Shore Transfer Stations have been added as these sites have been particularly busy during the COVID-19 pandemic. The web camera images are refreshed every two minutes and allow customers to check how busy each facility is prior to their visit. While web cameras are common for ski resorts, border and ferry lineups, Metro Vancouver is one of the few jurisdictions in North America offering this service at solid waste facilities.

**ALTERNATIVES**

This is an information report. No alternatives are presented.

**FINANCIAL IMPLICATIONS**

A number of innovative projects were implemented in 2019/2020. Although the primary purpose of the projects was not to reduce costs, where cost savings have been realized they have been incorporated into the proposed 2021 budget.

**CONCLUSION**

Solid Waste Services continues to investigate opportunities for pursuing innovative solutions. A number of projects were successfully implemented in 2019 and early 2020.

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To: Zero Waste Committee

From: Terry Fulton, Project Engineer, Solid Waste Services

Date: June 10, 2020 Meeting Date: June 19, 2020

Subject: **2019 Commercial/Institutional Waste Composition Study**

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### **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated June 10, 2020, titled “2019 Commercial/Institutional Waste Composition Study”.

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### **EXECUTIVE SUMMARY**

Metro Vancouver monitors the composition of various components of the region’s municipal solid waste stream on an annual basis. The 2019 Commercial/Institutional Waste Composition Study focused on commercial/institutional waste as represented by the retail trade, food service & accommodation, manufacturing and business & commercial services industries.

The results of the study are presented as a range of probable values to demonstrate the variability of the data. The results indicate that the percentage of organics in business & commercial service establishments has decreased since the Organics Disposal Ban was implemented in 2015. Single-use items, in particular cups and takeout containers, are highest in the food service & accommodation sector.

The 2019 Commercial/Institutional Waste Composition Study is publicly available on Metro Vancouver’s website and will help inform future programs and policies for the commercial/institutional sector.

### **PURPOSE**

The purpose of this report is to provide an updated estimate of waste composition in the commercial/institutional sector.

### **BACKGROUND**

To help monitor the progress of waste diversion initiatives over time and determine potential materials to target for future programs and policies, Metro Vancouver carries out annual waste composition studies. In 2019, the study focused on the commercial/institutional sector. The last waste composition study of this sector occurred in 2014, prior to the implementation of the Organics Disposal Ban. The 2019 study provides an estimate of how waste composition has changed for representative business subsectors and provides baseline data on single-use items for each subsector.

### **2019 COMMERCIAL/INSTITUTIONAL WASTE COMPOSITION STUDY RESULTS**

The 2019 Commercial/Institutional Waste Composition Study, available as a Reference at the end of this report, included sampling waste from 100 businesses around the region in the following subsectors: retail trade, food services & accommodation, manufacturing, and business & commercial

services. Unlike a typical waste composition study, in which samples are collected and sorted at disposal facilities, samples were collected directly from participating businesses between November 2019 and January 2020.

The total annual tonnage for each business subsector cannot be accurately estimated with available data, therefore percent composition is used as the primary comparison metric in this report. Rather than a single number for composition, a percent range is provided for each material category. As composition can vary widely between individual businesses, the precision of the estimate is less than for other sectors, such as single-family residential waste. Metro Vancouver is intending to increase the frequency of composition analysis for the commercial/institutional sector and expects more precision over time.

<b>Table 1: Waste Composition by Subsector, 90% Confidence Interval<sup>1</sup></b>								
<b>Material Category</b>	<b>Retail Trade</b>		<b>Food Services &amp; Accommodation</b>		<b>Manufacturing</b>		<b>Business &amp; Commercial Services</b>	
<b>Year</b>	<b>2014</b>	<b>2019</b>	<b>2014</b>	<b>2019</b>	<b>2014</b>	<b>2019</b>	<b>2014</b>	<b>2019</b>
Paper	35-42%	13-25%	20-25%	19-26%	18-32%	21-36%	35-40%	17-31%
Plastic	22-31%	14-27%	11-14%	15-20%	14-22%	16-26%	14-17%	15-25%
Compostable Organics	17-25%	18-40%	53-62%	46-57%	35-55%	13-39%	33-40%	6-12%
Non-Compostable Organics	2-6%	5-22%	<1%	0-2%	2-5%	8-29%	0-2%	9-27%
Metals	1-4%	0-2%	1-3%	2-5%	1-2%	1-6%	0-2%	2-17%
Glass	1-3%	0-3%	1-3%	1-2%	<1%	0-3%	1-3%	0-4%
Building Material	0-4%	4-24%	0-1%	0-1%	0-3%	0-10%	0-3%	5-20%
Electronic Waste	0-2%	<1%	<1%	<1%	<1%	<1%	<1%	0-2%
Household Hazardous	0-2%	<1%	<1%	<1%	0-6%	<1%	<1%	0-3%
Household Hygiene	0-2%	0-1%	0-2%	<1%	<1%	<1%	<1%	0-2%
Bulky Objects	<1%	<1%	<1%	0-3%	<1%	<1%	0-2%	<1%
Fines	<1%	0-2%	<1%	<1%	0-5%	0-1%	0-5%	0-2%

<sup>1</sup> A 90% Confidence Interval indicates that the true average is 90% likely to fall within the range indicated

### Organics

The food service & accommodation, manufacturing, and business & commercial services subsectors showed a possible decrease in the relative composition of compostable organics since the last commercial/institutional sector waste composition study in 2014. The Organics Disposal Ban took effect in January 2015. The largest statistically probable decrease in compostable organics was in the business & commercial services subsector (33-40% in 2014 to 6-12% in 2019).

## Single-Use Items

The 2019 Commercial/Institutional Waste Composition Study estimated the percentage of single-use items disposed by each subsector.

Table 2: Per Employee Single-Use Item Disposal Percentage				
Single-Use Item Type	Retail Trade	Food Service & Accommodation	Manufacturing	Business & Commercial Services
Retail Bags	0.3-0.7%	0.4-0.8%	0.2-0.4%	0.2-0.4%
Cups	0.3-1.7%	1.9-4.6%	0.3-1.1%	0.9-2.3%
Takeout Containers	0.6-1.5%	1.2-2.3%	1.0-3.4%	0.5-1.6%
Utensils	0-0.5%	0.1-0.4%	0.1-0.2%	0.1-0.2%
Straws	<0.1%	<0.1%	<0.1%	<0.1%
<b>Total</b>	<b>1.6-2.9%</b>	<b>4.0-7.7%</b>	<b>1.9-4.8%</b>	<b>1.9-4.4%</b>

The food service & accommodation sector disposed of the highest proportion of single-use items (4.0-7.7%), primarily cups and takeout containers. All other sectors showed a similar range in single-use item composition (between 1.6 and 4.8%). Many single-use items are not disposed of at the point of sale and instead end up in streetscape, residential or office building waste. Metro Vancouver's 2018 Single-Use Item Waste Composition Study estimated the percentage of single-use items in the waste stream as a whole at 2.4%.

## ALTERNATIVES

This is an information report. No alternatives are presented.

## FINANCIAL IMPLICATIONS

The waste composition monitoring program is ongoing and is included in the Solid Waste Services annual operating budget.

## CONCLUSION

The 2019 Commercial/Institutional Waste Composition Study focused on commercial/institutional waste as represented by the retail trade, food service & accommodation, manufacturing and business & commercial industries. The percentage of compostable organics in the waste stream has decreased in the business & commercial services sector since the last commercial/institutional waste composition study was completed in 2014, prior to the Organics Disposal Ban implementation. The confidence intervals for the remaining subsectors indicate a possible decrease in the food & accommodation and manufacturing subsectors.

Businesses in Metro Vancouver tend to generate a higher proportion of single-use items compared to the residential sector. The highest percentage of single-use items were disposed of in the food service & accommodation sector (4.0-7.7%). All other business subsectors appeared to contain a similar or higher proportion of single-use items than is found in the overall waste stream (2.4%).

## References

[Metro Vancouver 2019 Commercial/Institutional Waste Composition Study](#)

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To: Zero Waste Committee

From: Brandon Ho, Senior Project Engineer, Solid Waste Operations, Solid Waste Services

Date: June 11, 2020 Meeting Date: June 19, 2020

Subject: **2019 Disposal Ban Program Update**

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### **RECOMMENDATION**

That the Zero Waste Committee receive for information the report dated June 11, 2020, titled “2019 Disposal Ban Program Update.”

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### **EXECUTIVE SUMMARY**

Garbage loads received at Metro Vancouver and City of Vancouver solid waste facilities are visually inspected for banned materials and surcharges are applied if banned materials are observed in loads. In July 2019, Metro Vancouver implemented a new paperless disposal ban inspection and surcharge process. The new process has increased transparency and efficiency of the disposal ban program.

In 2019, a total of 202,521 garbage loads were inspected (28% inspection rate) and 4,294 surcharge notices were issued, representing a surcharge rate of 2.1%. An additional 16,578 loads were found to contain banned materials but were not surcharged, as inspectors were able to give customers the opportunity to safely remove the items and provide alternative recycling options. Electronic waste, corrugated cardboard and mattresses remain the top three banned materials identified in garbage loads. Surcharge revenues totalled \$463,830 and program expenditures totalled \$719,394.

### **PURPOSE**

The purpose of this report is to update the Zero Waste Committee on the 2019 results of the Metro Vancouver Disposal Ban Program.

### **BACKGROUND**

Disposal Ban Program results are reported annually as outlined in the Zero Waste Committee work plan. The program is key in encouraging waste reduction in the region and also helps keep materials that pose operational risk and other hazards out of the waste stream.

### **2019 DISPOSAL BAN PROGRAM RESULTS**

The *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Bylaw No. 306, 2017*, as amended (Tipping Fee Bylaw) specifies over 40 materials banned from disposal (Attachment 1). Loads received at Metro Vancouver and City of Vancouver solid waste facilities are visually inspected for banned materials, and surcharges are applied if banned materials are present in quantities exceeding the thresholds defined in the Tipping Fee Bylaw.

Metro Vancouver reports annually on program results including inspection and surcharge rates, surcharged materials and customer types.

### Paperless eSurcharge Program Results

In July 2019, Metro Vancouver implemented a new paperless disposal ban inspection and surcharge program (eSurcharge). Inspectors use mobile tablets with integrated cameras that link to customer information in the weigh scale software to capture each inspection result. Customers' loads are recorded as inspected with no banned materials, inspected with banned materials but reloaded, or contained banned materials and surcharged. The inspection results are recorded in the weigh scale software before the customer leaves the site. Surcharge notices and photos are emailed directly to the customer as soon as the surcharge is issued. Historically, notices were hand-written and photos were only available by request several days after surcharges were issued.

Table 1 illustrates the differences in the inspection results before and after the eSurcharge implementation.

**Table 1: Inspections Before and After eSurcharge Implementation**

Time Period	Garbage Loads	Loads Inspected	Inspection Rate	Re-Loads <sup>(1)</sup>	Surcharge Notices	Surcharge Rate <sup>(2)</sup>
2019 January - June Before eSurcharge	364,223	105,622	29%	9,061	1,878	1.8%
2019 July - December After eSurcharge	365,256	96,899	27%	7,517	2,416	2.5%

1. Loads with banned materials but not disposed (no surcharge notice issued).

2. Surcharge rate equals the number of surcharge notices divided by the number of inspected loads.

The eSurcharge program has streamlined the disposal ban inspection process by eliminating the use of paper surcharge notices. As a result, inspectors can spend more time on the tipping floor conducting inspections and educating customers about banned materials. The overall inspection rate decreased slightly with the introduction of the new program as inspectors adjusted to the new technology. Historically, inspections without surcharges were only recorded as a stroke on a piece of paper.

An unanticipated benefit of the program has been that licence plates are matched with the scale system for every inspection, resulting in discovery of both periodic errors inputting licence plates by scale attendants as well as outdated licence plate information on some account holders. Digital license plate reading will be implemented as part of a scale software system replacement project.

### Disposal Ban Program Results

Table 2 provides a multi-year comparison of Disposal Ban Program results, which shows consistent surcharge rate over the three-year period. In 2019, 202,521 garbage loads were inspected (28% inspection rate). About 10% or 20,872 inspected loads contained banned materials, but where possible customers were given the opportunity to remove the banned material from the load. Surcharge notices were issued to 4,294 loads, resulting in a surcharge rate of 2.1%. The inspectors' interactions with customers helped prevent banned materials in 16,578 loads from being disposed, as inspectors provided alternative recycling options to customers.



**Table 2: Inspection Statistics for Metro Vancouver and City of Vancouver Solid Waste Facilities**

Year	Garbage Loads	Loads Inspected	Inspection Rate	Re-Loads	Surcharge Notices	Surcharge Rate
2017	748,994	220,624	29%	20,549	4,138	1.9%
2018	741,600	188,135	25%	13,153	3,554	1.9%
2019	729,479	202,521	28%	16,578	4,294	2.1%

### Results by Material Type

Table 3 summarizes the distribution of banned materials among surcharged loads. Over the last 3 years, electronic waste (including vacuums, microwaves, audio systems, televisions, computers, printers and other household electronics) has consistently made up the highest percentage of surcharge notices, with 30% of all notices issued for electronics in 2019, up from 25% in 2018. Corrugated cardboard accounted for 24% of the surcharge notices in 2019, up from 19% in 2018.

Mattresses, gypsum and clean wood have all seen a decrease in surcharge notices issued in 2019 at 14%, 4%, and 2% respectively. Metro Vancouver expanded the residential used gypsum disposal program to all transfer stations at the end of 2018, including a supporting video and educational materials. The new program likely contributed to the decrease in gypsum surcharges from 10% of all surcharges in 2018 to 4% in 2019. Other banned materials listed in Table 3 remained stable and individually accounted for 5% or less of total surcharge notices.

**Table 3: Summary of Materials Contained in Surcharged Loads at Metro Vancouver and City of Vancouver Solid Waste Facilities**

Material	2017	2018	2019
Electronic Waste	28%	25%	30%
Cardboard	16%	19%	24%
Mattresses	17%	16%	14%
Other Banned Materials	4%	4%	6%
Large Objects	2%	4%	5%
Food Waste	3%	2%	4%
Gypsum	9%	10%	4%
Tires	5%	5%	3%
Paint (Includes empty containers)	5%	3%	3%
Clean Wood	7%	6%	2%
Green Waste	2%	2%	1%
Expanded Polystyrene Packaging	N/	1%	1%
Oil (Includes containers and filters)	1%	1%	1%
Recyclable Containers	0.5%	1%	1%
Recyclable Paper	0.5%	1%	1%

### Results by Customer Type

Table 4 summarizes the number of inspections and surcharge notices by customer type. The surcharge rate for commercial loads is higher than other customer types due to the volumes, types of materials and how they are collected. Non-account and residential customers normally unload materials manually and are able to separate and recycle banned materials more easily, while banned items in commercial loads cannot typically be reloaded into garbage trucks for safety and operational reasons.

**Table 4: Summary of Surcharges by Customer Type for 2019**

Customer Type	Inspections	Surcharge Notices	Surcharge Rate
Commercial	52,957	3,663	6.9%
Municipal	8,161	294	3.6%
Cash Customers	141,403	337	0.2%
<b>Totals</b>	<b>202,521</b>	<b>4,294</b>	<b>2.1%</b>

### **Dispute Resolution**

Customers may dispute a surcharge within 30 days of it being issued by completing a dispute form. Metro Vancouver received 17 surcharge disputes in 2019 related to corrugated cardboard, electronics, mattress, and clean wood. Eleven surcharge notices were rescinded as summarized in Table 5.

**Table 5: Surcharge Dispute Summary**

Year	Surcharge Disputes Received	Surcharge Notices Rescinded
2017	49	7
2018	17	9
2019	17	11

### **Hauler Surcharge Information**

The surcharge amount for each hauler with total surcharges exceeding \$500 is shown in Attachment 2 (Metro Vancouver facilities only). The hauler surcharge rate is the number of surcharge notices divided by the estimated number of inspections for each hauler.

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

In 2019, surcharge revenue was \$463,830, with \$445,667 from Metro Vancouver solid waste facilities and \$18,163 from City of Vancouver solid waste facilities. The total program expenditures in 2019 were \$719,394.

### **CONCLUSION**

The Disposal Ban Program helps keep readily recyclable materials, as well as materials that pose operational risk and other hazards, out of the landfill, Waste-to-Energy Facility and transfer stations. The Disposal Ban Program is an important tool to encourage waste reduction and diversion.

### **Attachments**

1. 2019 Banned Materials
2. 2019 Solid Waste Surcharge Information at Metro Vancouver Facilities

**2019 Banned Materials**

<b>Banned Hazardous and Operational Materials</b> (\$65 surcharge on any single item plus the costs of remediation and clean-up)	
• Agricultural Waste	• Hazardous Waste
• Automobile Parts	• Inert Fill Materials
• Barrels or Drums (205 L or greater)	• Liquids or Sludge
• Creosote Treated Wood	• Mattresses
• Dead Animals	• Oversize Objects
• Dusty or Odourous	• Personal Hygiene Products over 10% of the load
• Excrement	• Propane Tanks
• Flammable Materials	• Toxic Plants
• Gypsum	• Wire, Hosing, Rope or Cable longer than 1 m

<b>Banned Recyclable Materials</b> (50% surcharge on Items above the threshold)
5% threshold on any combination of the following: <ul style="list-style-type: none"> <li>• Beverage containers</li> <li>• Other recyclable plastic, glass, metal, and composite material containers</li> <li>• Corrugated cardboard</li> <li>• Recyclable paper</li> <li>• Green waste</li> <li>• Clean Wood</li> </ul>
25% threshold on food waste

<b>Banned Recyclable Materials</b> (100% surcharge on Items above the threshold)
20% threshold on expanded polystyrene packaging

<b>Banned Product Stewardship Materials</b> (\$65 surcharge on any single item)	
• Antifreeze and Containers	• Paint and Paint Containers
• Electronics and Electrical Products	• Pesticides
• Gasoline	• Pharmaceutical Products and Medications
• Lead-Acid Batteries	• Solvents and Flammable Liquids
• Lubricating Oil and Containers	• Tires
• Oil, Oil Filters, Oil Containers	

<b>2019 Solid Waste Surcharge Information Metro Vancouver Facilities</b>		
Hauler (MV facilities)	Surcharge Amount*	Hauler Surcharge Rate**
Canada Minibins Ltd.	\$ 5,290	5%
Cascades Recovery Plus	\$ 3,680	6%
City of Burnaby	\$ 16,423	13%
City of Coquitlam	\$ 1,755	6%
City of New Westminster	\$ 780	5%
City of Port Coquitlam	\$ 1,040	6%
City of Surrey	\$ 4,921	4%
District of North Vancouver	\$ 2,543	4%
Eric's Disposal Inc.	\$ 561	12%
Fleetwood Waste Systems Ltd.	\$ 1,076	22%
Fraser Health Authority	\$ 920	3%
GFL Environmental	\$ 24,805	10%
Halton Recycling Ltd.	\$ 11,646	6%
Maple Leaf Disposal Ltd.	\$ 9,105	6%
Metro Disposal	\$ 2,179	3%
Mini-Load Disposal	\$ 1,730	7%
North Star Waste Management	\$ 1,038	20%
NSD Disposal Ltd.	\$ 3,983	9%
Providence Health Care	\$ 615	2%
Provincial Health Services Authority	\$ 715	3%
Revolution Resource Recovery Inc.	\$ 32,500	8%
RJ Disposal Ltd.	\$ 1,008	8%
Smithrite Disposal Ltd.	\$ 82,508	10%
Super Save Disposal Inc.	\$ 41,356	8%
Total Site Services	\$ 1,637	22%
Tymac Launch Service Ltd.	\$ 1,623	10%
Urban Impact Recycling Ltd.	\$ 2,021	2%
Vancouver Coastal Health	\$ 7,910	17%
Waste Connections of Canada	\$ 60,154	13%
Waste Control Services Inc.	\$ 16,857	7%
Waste Management of Canada Corporation	\$ 68,560	12%
Wescan Disposal	\$ 2,058	7%
Yellow Fence Rentals Inc.	\$ 4,485	27%

\* Does not include haulers with surcharge amounts less than \$500. Mattress fees associated with the mattress disposal ban are not included in this amount, these fees will be included in the surcharge amount for next year's report.

\*\* Hauler surcharge rate is equal to the number of surcharges divided by the estimated number of inspections for each hauler. The estimated inspection rate is assumed to be equal to the overall inspection rate for that category of customer. With the implementation of the e-surcharge program, inspection rates for individual customers will be included in the 2020 report.

<b>2019 Solid Waste Surcharge Summary</b>	<b>Surcharge Amount</b>
Metro Vancouver Facilities (\$ 445,667)	
- Commercial	\$ 398,252
- Municipal	\$ 28,510
- Cash Customers	\$ 18,905
City of Vancouver Facilities	\$ 18,163
<b>Total</b>	<b>\$ 463,830</b>

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To: Zero Waste Committee

From: Larina Lopez, Division Manager, Corporate Communications, External Relations  
Alison Schatz, Communications Specialist, External Relations

Date: June 5, 2020 Meeting Date: June 19, 2020

Subject: **Update on Metro Vancouver's Engagement with the Love Food Hate Waste Canada Campaign**

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### RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 5, 2020, titled "Update on Metro Vancouver's Engagement with the Love Food Hate Waste Canada Campaign."

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### EXECUTIVE SUMMARY

Food waste is an urgent, but solvable, global challenge. One third of all food produced globally is wasted. Love Food Hate Waste Canada, an initiative of the National Zero Waste Council, engages 10 partners across the country, including two provincial agencies, six local governments (including Metro Vancouver), and two major grocery chains (Walmart and Sobeys). The combination of national grocers partnered with local and provincial governments, provides a unique opportunity to amplify the issue of food waste with common messaging to inspire and empower people to make food go further and waste less. A founding partner, Metro Vancouver realizes several benefits, including campaign creatives and messaging, access to influencers and celebrity chefs and national media buys. To date, results of the national campaign include over 7 million impressions and over 281,000 website pageviews. Metro Vancouver amplifies the campaign regionally through outreach events and a targeted media buy.

### PURPOSE

To update the Committee on Metro Vancouver's engagement with the Love Food Hate Waste Canada behaviour change campaign.

### BACKGROUND

Metro Vancouver launched a regional Love Food Hate Waste campaign in May 2015. The objective was to prevent avoidable household food waste. The campaign was licensed from Waste and Resources Action Programme UK.

In July 2018, building on the success of the Metro Vancouver campaign, the National Zero Waste Council (NZWC) launched a national campaign, Love Food Hate Waste Canada (LFHW; Reference 1). The NZWC, a leadership initiative of Metro Vancouver, bringing together government, businesses and non-government organizations to advance waste prevention in Canada and the transition to a circular economy, holds the Canadian license and manages LFHW as a self-sustaining campaign available in English and French. Partnership fees cover the national campaign expenses, and all partners commit additional resources for local activation. Metro Vancouver is a founding partner in the national campaign.

The LFHW campaign aligns with Metro Vancouver's "Food Scraps Aren't Garbage" campaign, which has the related but distinct objective of diverting food waste to the green bin (in support of the Organics Disposal Ban).

This report provides an update on the past year of Metro Vancouver's engagement with the Love Food Hate Waste Canada behaviour change campaign, as identified in the 2020 Zero Waste Committee Work Plan.

### **LOVE FOOD HATE WASTE CANADA (LFHW)**

There are now 10 campaign partners in LFHW Canada: the cities of Toronto, Vancouver, and Victoria; Capital Regional District; Metro Vancouver; Guelph-Wellington; RECYC-QUÉBEC; Province of British Columbia; and grocery retailers Sobeys and Walmart.

LFHW Canada is delivered through a unique cross-sector collaborative model, which means that activities by regional partners help expand the reach of the campaign and, similarly, national marketing and media serve to bolster regional efforts.

### **Campaign Partner Benefits**

Metro Vancouver realizes several benefits from being a LFHW Canada campaign partner. The NZWC provides end-to-end campaign development and implementation, including strategic planning, creative platform development, production of assets, liaising with influencers, social media management, media planning and buying, and performance reporting. The Metro Vancouver region is included in the national media for LFHW Canada campaigns. The NZWC also facilitates quarterly partners' meetings during which time is allocated for information and best practices sharing between partners.

### **Spring 2019 and Fall 2019 National Campaigns**

There were two national LFHW Canada campaign flights over the past year. In late spring 2019, a media tour featuring Bob Blumer, a chef well-known to Canadians as the host of Food Network's The Surreal Gourmet, showcased creative and easy to implement food saving tips in both Vancouver and Toronto as well as high-profile national TV and radio segments in both cities (Attachment 1). His creativity in the kitchen coupled with his commitment to reducing food waste is featured in videos on the LFHW website.

In fall 2019, the focus was food waste facts, generated from initial research on the types of food households in Canada tend to waste, like potatoes, apples, bread. Using iconic Canadian images, the focus on specific foods proved to be one of the most motivating messages for taking action in reducing food waste (Attachment 2).

### **National Campaign Results**

Overall, consumers have responded most to the content that educates on the food waste statistics and that provides tips and tools to reduce their waste. The unique combination of national grocers partnered with local and provincial governments continues to amplify and expand the campaign with consumers embracing the grass roots approach inspiring and empowering people to make their food go further and waste less.

Performance highlights from the past year of the national campaign include:

- Over 3 million impressions delivered via both national and local media, including Global News, CBC Radio, CTV News, Breakfast Television, and The Marilyn Dennis Show.
- Over 4.2 million impressions on social media between May 2019 and May 2020.
- 281,044 website pageviews with high engagement (1:49 average time on site).

## **REGIONAL ACTIVATION AND RESULTS**

Metro Vancouver also activates the campaign regionally through outreach events and a targeted media buy. Metro Vancouver ran a regional campaign in spring / summer 2019 that included digital media and in-person outreach. In 2019, the LFHW outreach team was at 13 event days throughout the region, including farmers' markets, community events (like Port Moody Car Free Day and the Maple Ridge Pitt Meadows Country Fest), and the PNE (Attachment 3). They had over 3,000 direct conversations with residents. Digital media included e-blasts, Google search, YouTube, Spotify, banner ads, and native content in the Georgia Straight. (The YouTube video ads, which featured both Bob Blumer recipe videos and existing tips videos received 227,000 views.) In total, over 1,000,000 impressions were received.

Several Metro Vancouver members use the campaign materials in their own communities, and the City of Vancouver is also a partner in the national Love Food Hate Waste Canada campaign.

## **PLANS FOR 2020 / 2021**

### **National Campaign**

2020 / 2021 will see the launch of a new creative platform called "Rediscover the Value of Food" (Attachment 4). The platform harkens back to an earlier time and leverages the insights that many people learn to avoid wasting food through tips taught by family, neighbours, and friends, and that food has value in connecting us all. Two national media buys are planned— one in early summer and one again in the fall.

The national campaign also includes four influencers to reach new, wider audiences. The influencers create content that aligns with food waste prevention messaging and share it with their followers. They include Bob Blumer (one of Canada's most beloved chefs), Christine Tizzard (focusing on the philosophy that food should be used from root to tip), Jennifer Pallian (better known as Foodess), and Hubert Comier (an active leader and member of the food waste community).

The national campaign approach has been adjusted in response to COVID-19. As it turns out, food waste prevention messaging is even more relevant for people who are taking shelter in their homes during the COVID-19 pandemic. It is a time when many families and individuals are focusing on cooking at home, using food already on hand and making limited visits to the supermarkets.

To further act as a resource to Canadians during COVID-19, LFHW Canada, in step with the global network, introduced the "We're Here to Help" platform. The focus is to point Canadians to useful resources that will make their time at home in the kitchen less stressful, less wasteful and more enjoyable. It is featured prominently on the website, and content is shared via social media (Attachment 5).

The NZWC will be undergoing a strategic planning process involving campaign partners in summer 2020.

### **Metro Vancouver**

Like the NZWC, Metro Vancouver has adapted its campaign plans in light of COVID-19. Metro Vancouver has leveraged the LFHW "We're Here to Help" social media posts, sharing or retweeting them on Facebook, Instagram, and Twitter.

While the regional media buy was originally slated to launch in spring 2020, there are now two campaign flights planned this year: late summer and fall. These will dovetail with and amplify the national campaign in this region. The tactics include digital media (YouTube, Facebook, Instagram, banner ads), bus sides, television PSAs, and grocery store ad bars. Metro Vancouver's regional campaign will leverage the "Rediscover" platform and materials provided by the NZWC.

Metro Vancouver also plans to participate in coordinated media and engagement with all campaign partners across the country on key dates, including Waste Reduction Week (October 19-25) and the Zero Waste Conference (November 13).

### **ALTERNATIVES**

This is an information report. No alternatives are presented.

### **FINANCIAL IMPLICATIONS**

The 2020 budget for Metro Vancouver's participation in the Love Food Hate Waste Canada campaign is \$82,000, supported under the Zero Waste Communications Program of the 2020 General Government budget and managed by the External Relations department.

### **CONCLUSION**

The Love Food Hate Waste Canada campaign continues to grow in terms of partners and influence. Metro Vancouver's three-year experience with the regional Love Food Hate Waste campaign and with behaviour change campaigns has been an invaluable contribution to the national campaign. Likewise, Metro Vancouver benefits from being one of 10 partners in the national campaign. Metro Vancouver will continue to leverage and amplify the Love Food Hate Waste Canada campaign in this region, including the upcoming "Rediscover the Value of Food" promotion.

### **Attachments:**

1. Spring 2019 National Campaign
2. Fall 2019 National Campaign - Sample Creative
3. Activation of Love Food Hate Waste Canada in Metro Vancouver
4. "Rediscover the Value of Food" Creative Platform
5. "We're Here to Help" Sample Social Media Content

### **Reference:**

[Love Food Hate Waste Canada Website](#)

39306268



## Spring 2019 National Campaign

Media Tour featuring Bob Blumer



Outreach in Vancouver at Riley Park Farmers Market



Instagram Post by Vancouver Farmers Market featuring Bob Blumer



Fall 2019 National Campaign –Sample Creative



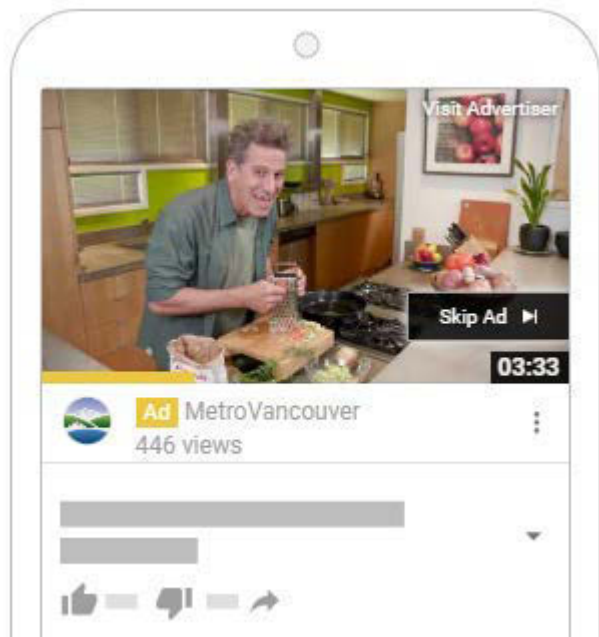


# Activation of Love Food Hate Waste Canada in Metro Vancouver

## In-person outreach at the PNE



## YouTube Video Ad Preview (Bob Blumer Recipe Video)



## “Rediscover the Value of Food” Creative Platform

### Website Material

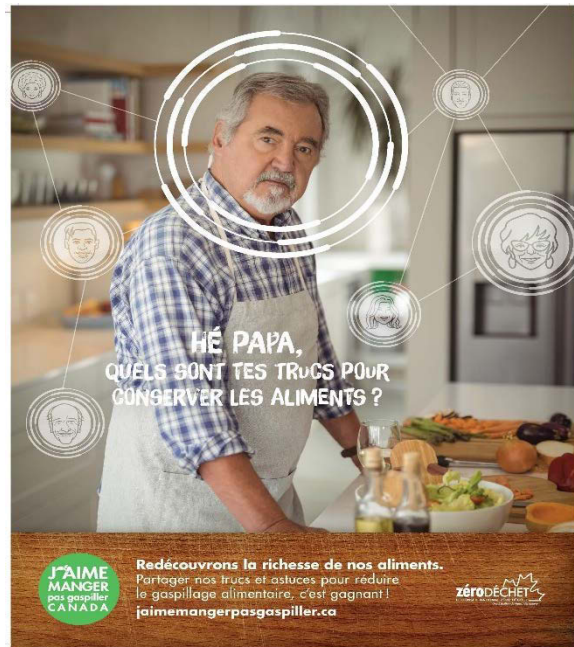
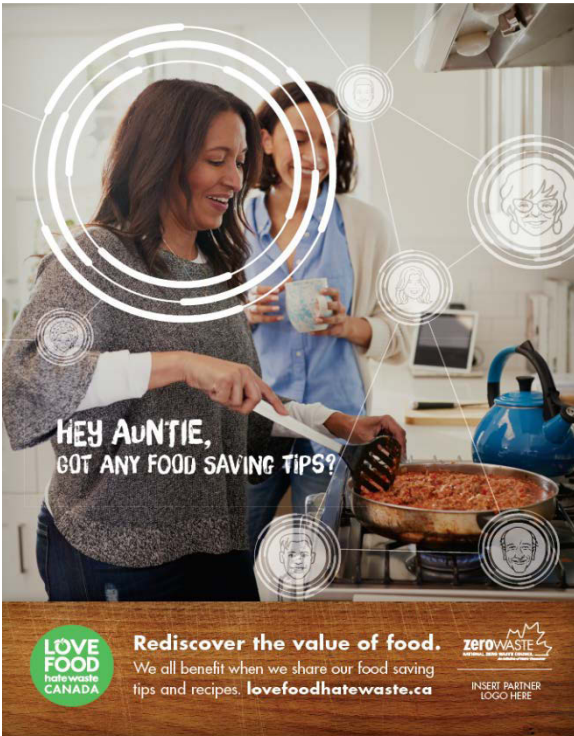
- [Rediscover Theme & Signature Video Page](#)
- [Community Tips Board](#)
- [New Recipes, including search function](#)
- [Influencers and Ambassadors Page](#)
- [Partner Tips](#)

### Sample Creative (Low Resolution)

#### Graphic Approach



## Posters



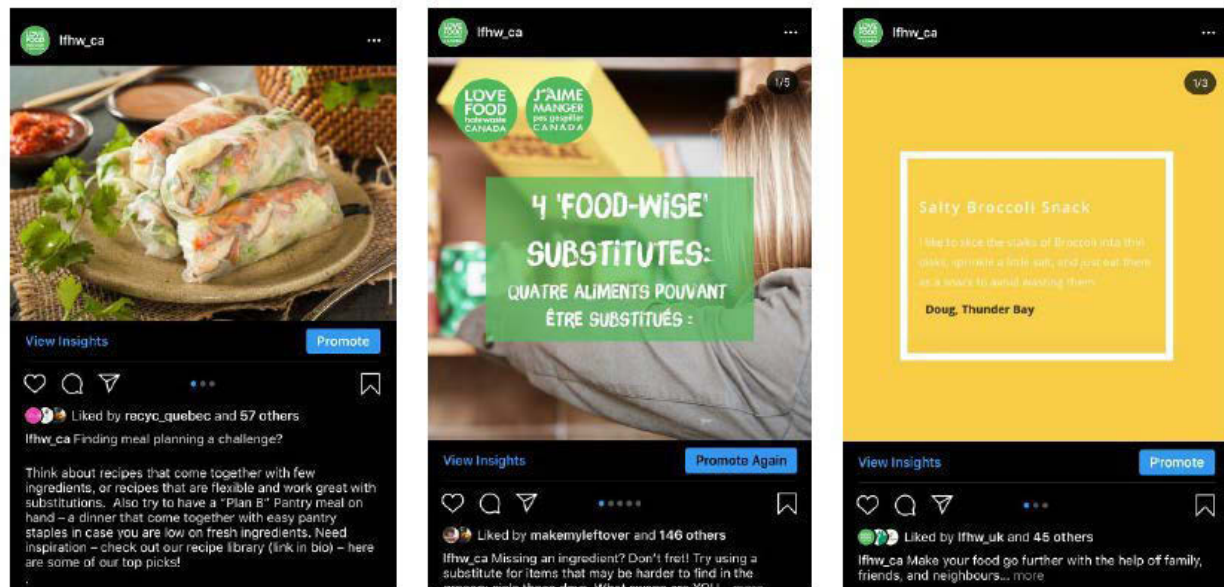
## Grocery Ad Bar and Bus Sides





## “We’re Here to Help” Sample Social Media Content

### Sample Organic Posts



### Sample Paid Posts

