Results for 2019 Wipe it, Green Bin It Campaign

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LIQUID WASTE SERVICES

Liquid Waste Committee, March 12, 2020

Liquid Waste Committee
Hot spots approach

- Grease problem
- Residential area
- Willing to monitor
- Communications support
Hot spot areas

- Richmond (2)
- Delta (2)
- Coquitlam (1)
- Langley Township (2)
Campaign overview

• Phase 1: Sept 16 – Oct 27
• Phase 2: December 2 – 29
Campaign approach

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Digital tactics

- Social media
- YouTube
- Online banner ads
- Google search
Tailored tactics

- Tailored neighbourhood mailer
- Transit shelter ads
- Grocery store carts & checkout
Outreach & Engagement

- Face to face outreach teams
- Municipal channels
Evaluation

- Outreach survey
- Online metrics
- Media buy results
- Grease monitoring
Results

• 81% more likely to correctly dispose of FOG
• 7,500 social media engagements
• 156,000 video views
• Over 6,000 website visits
• General decrease in FOG levels
## Grease Level Assessment Methodology

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trace amounts of grease at the surface, thin</td>
</tr>
<tr>
<td>2</td>
<td>Trace amounts of grease at surface and minor grease buildup on walls</td>
</tr>
<tr>
<td>3</td>
<td>Grease covering 50% of the surface</td>
</tr>
<tr>
<td>4</td>
<td>Significant amounts of grease (islands) on surface and on the walls, thick and grudge like</td>
</tr>
<tr>
<td>5</td>
<td>Major amounts of grease; thick and covers more than 90% of wet well surface (Vac truck required)</td>
</tr>
</tbody>
</table>

Liquid Waste Committee
2019 Grease Monitoring Results

- Trends towards temporarily reduced overall grease levels at municipal Hot Spots

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Hot Spot</th>
<th>Grease Levels Before and After Thanksgiving Media Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richmond</td>
<td>1</td>
<td>5 → 1</td>
</tr>
<tr>
<td>Delta</td>
<td>2a</td>
<td>3 → 2</td>
</tr>
<tr>
<td></td>
<td>2b</td>
<td>4 → 3</td>
</tr>
<tr>
<td>Coquitlam</td>
<td>3</td>
<td>1 → 1</td>
</tr>
<tr>
<td>Township of Langley</td>
<td>4a</td>
<td>1 → 1</td>
</tr>
<tr>
<td></td>
<td>4b</td>
<td>2 → 1</td>
</tr>
<tr>
<td>Metro Vancouver</td>
<td>5</td>
<td>2 → 1</td>
</tr>
<tr>
<td>Metro Vancouver</td>
<td>6</td>
<td>4 → 3</td>
</tr>
</tbody>
</table>
Technical Workshop on Grease

• Sharing of information and results
• General support for 2019 grease campaign and monitoring
  • Methodology is simple and easy to implement
  • Results are valuable for grease buildup comparisons
• Received continuing interest in participating
• Discussion on various potential control technologies
Grease Monitoring in 2020

- Same rating scale system for data measurement
- New data as metric for campaign impact assessment
- Three confirmed participating municipalities to date
Summary and Next Steps

• Results of campaign indicate improvements that might be sustained for longer periods with further reinforcement

• Assess new 2020 datasets as they become available for improved risk management and cost containment opportunities

• Report back to Liquid Waste Committee in early 2021 with specific recommendations regarding value of additional data collection
Questions?

Liquid Waste Committee
Direct Connections to Regional Liquid Waste Facilities Policy

Peter Navratil
GENERAL MANAGER, LIQUID WASTE SERVICES

Liquid Waste Committee – March 12, 2020
Background

- GVS&DD has a long-standing practice of only allowing members to apply for a connection to a regional sewer
- Private, or single lot connections have been considered on a case-by-case basis in consultation with municipal members
- No standard or policy exists for guidance and consistency

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Challenges with private lot direct connections

- Risk management
  - backwatering leading to basement flooding
  - sewer gas odours
- Repair complexity
  - high flows and pressure
  - difficulty in temporarily re-directing flows
- Best practice is to ensure that private property connections are made to local sewers
- Currently there are about 2000 connections to the GVS&DD
  - we receive between 10 – 15 applications for direct connection per year
Drivers for policy

- Formalizing the current application process and typical conditions for approval
- Confirming that GVS&DD only accepts applications from member jurisdictions unless otherwise directed by the Board
- Limiting approval of new private direct connections to extenuating circumstances (e.g. long distances to nearest municipal sewer)
Consultation

- **July 2019** – REAC endorsed a draft policy with a 75 m connection distance
- **July 2019** – RAAC requested that MV staff investigate member concerns regarding connection distance
- **November 2019** – Liquid Waste Committee directed staff to increase the connection distance from 15 m
- **January/February 2020** – REAC and RAAC endorsed the revised draft policy
Revised Draft Policy

• Would only apply to GVS&DD pipes greater than 450mm nominal diameter
• Applications for connections to pipes 450mm nominal diameter and smaller will continue to be reviewed on a case-by-case basis
• Transfer of ownership of smaller pipes to local jurisdiction to be considered
• Introduces a phased increase to connection distance from 15m to 75m to allow member jurisdictions time to adjust procedures

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