



WIPE IT  GREEN BIN IT

Results for 2019 *Wipe it, Green Bin It* Campaign

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Liquid Waste Committee, March 12, 2020

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SERVICES AND SOLUTIONS FOR A LIVABLE REGION

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



[VIDEO WILL PLAY AUTOMATICALLY]

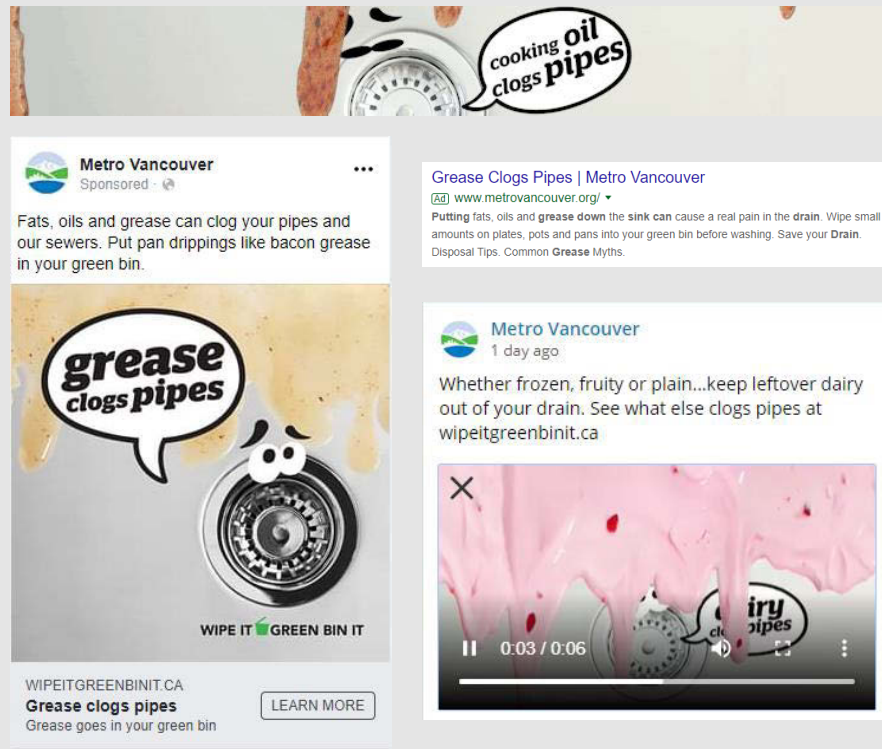
Campaign approach



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Digital tactics

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



cooking oil clogs pipes

grease clogs pipes

dairy clogs pipes

WIPE IT GREEN BIN IT

WIPEITGREENBIN.IT.CA

Grease clogs pipes

Grease goes in your green bin

LEARN MORE

Grease Clogs Pipes | Metro Vancouver

www.metrovancouver.org/

Putting fats, oils and grease down the sink can cause a real pain in the drain. Wipe small amounts on plates, pots and pans into your green bin before washing. Save your Drain. Disposal Tips. Common Grease Myths.

Metro Vancouver

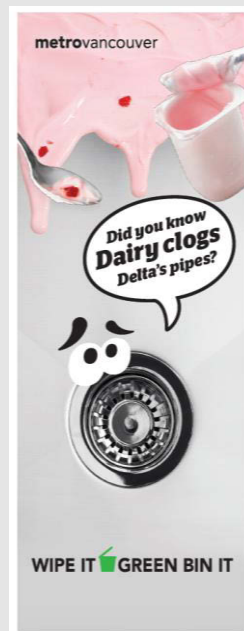
1 day ago

Whether frozen, fruity or plain...keep leftover dairy out of your drain. See what else clogs pipes at wipeitgreenbin.ca

0:03 / 0:06

Tailored tactics

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



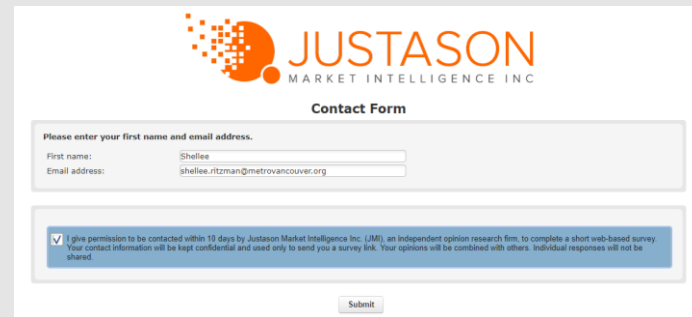
Outreach & Engagement

- Face to face outreach teams
- Municipal channels



Evaluation

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



The image shows a web form for Justason Market Intelligence Inc. The header features the company logo, which consists of an orange circle with a pixelated pattern to its left, followed by the text "JUSTASON" in orange and "MARKET INTELLIGENCE INC" in grey. Below the header is the title "Contact Form". The form itself is a light grey box with the instruction "Please enter your first name and email address." It contains two input fields: "First name:" with the value "Shellee" and "Email address:" with the value "shellee.rtzman@metrovancouver.org". Below these fields is a blue box containing a checked checkbox and the text: "I give permission to be contacted within 10 days by Justason Market Intelligence Inc. (JMI), an independent opinion research firm, to complete a short web-based survey. Your contact information will be kept confidential and used only to send you a survey link. Your opinions will be combined with others. Individual responses will not be shared." At the bottom right of the form is a "Submit" button.



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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

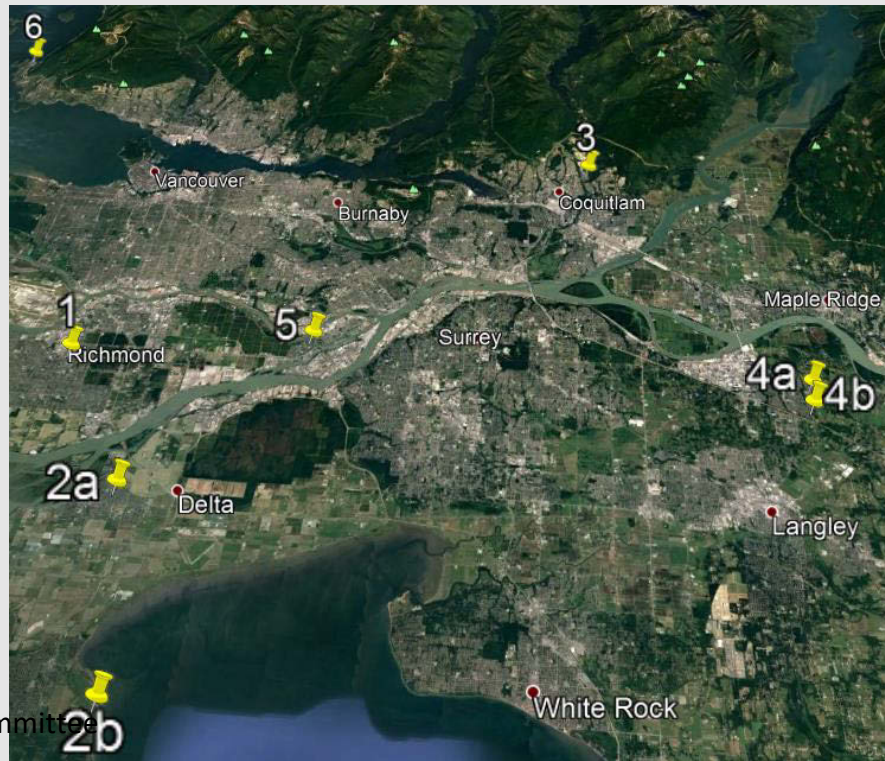


Rating	Description
1	Trace amounts of grease at the surface, thin
2	Trace amounts of grease at surface and minor grease buildup on walls
3	Grease covering 50% of the surface
4	Significant amounts of grease (islands) on surface and on the walls, thick and grudge like
5	Major amounts of grease; thick and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

2019 Grease Monitoring Results

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

Jurisdiction	Hot Spot	Grease Levels Before and After Thanksgiving Media Buy
Richmond	1	5→1
Delta	2a	3→2
	2b	4→3
Coquitlam	3	1→1
Township of Langley	4a	1 → 1
	4b	2 → 1
Metro Vancouver	5	2 → 1
Metro Vancouver	6	4 → 3

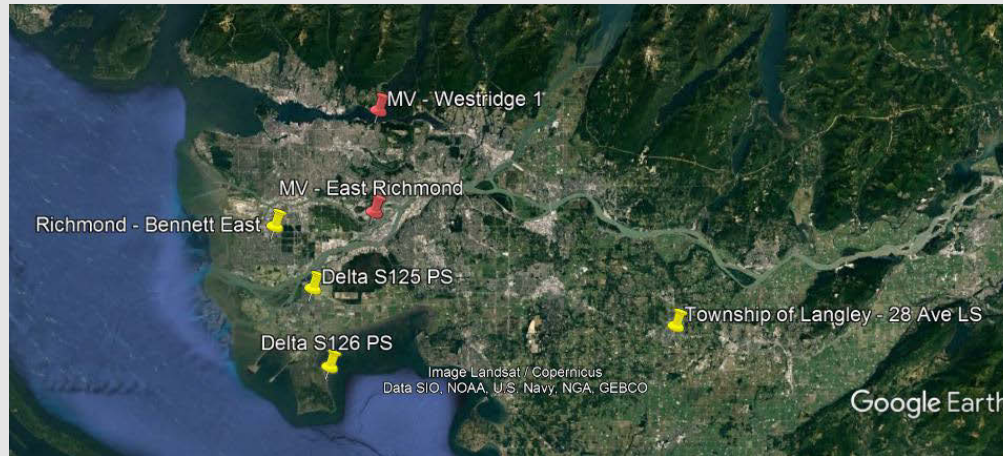


Technical Workshop on Grease

- 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



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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?

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Direct Connections to Regional Liquid Waste Facilities Policy

Peter Navratil

GENERAL MANAGER, LIQUID WASTE SERVICES

Liquid Waste Committee – March 12, 2020

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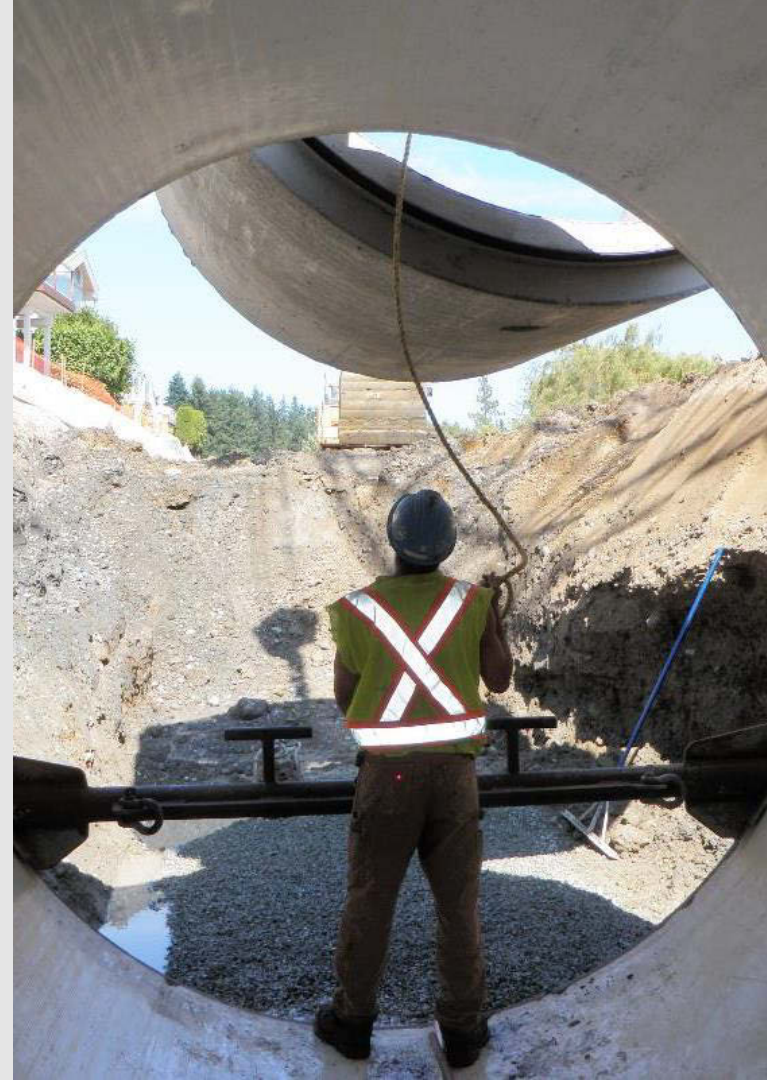
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Background

- 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



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

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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

Member jurisdiction
responsible for private
direct connection

Private
direct connection

Member jurisdiction
direct connection

Metro Vancouver sanitary sewer

Temporary private
direct connection

Member jurisdiction
responsible for temporary
private direct connection

Property requesting or
renewing sanitary sewer
connection

Can apply for connection to
Metro Vancouver sanitary sewer
if greater than:
15m (2020)
45m (2021)
75m (2022)

Member jurisdiction sanitary sewer

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Questions?