AGENDA

SUSTAINABLE REGION INITIATIVE COMMITTEE
Regular Meeting

Friday, March 14, 2008
9:00 a.m.

2nd Floor Boardroom
4330 Kingsway, Burnaby, British Columbia

Please advise Tricia Bowen at (604) 436-6919 if you are unable to attend.

Chair, Director Lois Jackson, Delta
Vice Chair, Director Peter Ladner, Vancouver
Director Kurt Alberts, Langley Township
Director Derek Corrigan, Burnaby
Director Marvin Hunt, Surrey
Director Barbara Steele, Surrey
Director Sam Sullivan, Vancouver
Director Joe Trasolini, Port Moody
Director Maxine Wilson, Coquitlam
Director Wayne Wright, New Westminster
Director Max Wyman, Lions Bay
March 6, 2008

NOTICE TO THE GVRD SUSTAINABLE REGION INITIATIVE COMMITTEE

You are requested to attend a Regular Meeting of the GVRD Sustainable Region Initiative Committee to be held at 9:00 am on Friday, March 14, 2008, in the 2nd Floor Boardroom, 4330 Kingsway, Burnaby, British Columbia.

AGENDA

1. ADOPTION OF THE AGENDA

1.1 March 14, 2008 Regular Meeting Agenda

Staff Recommendation:
That the Sustainable Region Initiative Committee adopt the agenda for its regular meeting scheduled for March 14, 2008 as circulated.

2. ADOPTION OF THE MINUTES

2.1 February 15, 2008 Regular Meeting Minutes

Staff Recommendation:
That the Sustainable Region Initiative Committee adopt the minutes of its regular meeting held February 15, 2008 as circulated.

3. DELEGATIONS

No items presented.

4. INVITED PRESENTATIONS

No items presented.

5. REPORTS FROM COMMITTEE OR STAFF

5.1 2008 Board Goals and Priorities: Committee Input - Presentation

Designated Speaker: Johnny Carline, Commissioner/CAO

5.2 Integrated Metro Vancouver Public Communication and Outreach/Engagement Strategy Report to follow under separate cover

Designated Speaker: Heather Schoemaker, Manager, Corporate Relations

5.3 The Sustainable Region TV show - 2004-2007 - Presentation

Designated Speaker: Heather Schoemaker, Manager, Corporate Relations

Recommendation:
5.4 Future of the Region Sustainable Dialogue: Waste Management
Designated Speaker: Heather Schoemaker, Manager, Corporate Relations
Recommendation:
That the Sustainable Region Initiative Committee receive the report dated March 6, 2008, titled 'Future of the Region Sustainability Dialogues: Waste Management', for information.

5.5 Manager’s Report - Verbal
Designated Speaker: Delia Laglagaron, Deputy, Commissioner/CAO

6. INFORMATION ITEMS
No items presented.

7. OTHER BUSINESS
No items presented.

8. RESOLUTION TO CLOSE MEETING
No items presented.

9. ADJOURNMENT
Staff Recommendation:
That the Sustainable Region Initiative Committee conclude its regular meeting of March 14, 2008.
- This Page Left BLANK Intentionally -
Minutes of the Regular Meeting of the Greater Vancouver Regional District (GVRD) Sustainable Region Initiative Committee held at 9:06 a.m. on Friday, February 15, 2008 in the 2nd Floor Boardroom, 4330 Kingsway, Burnaby, British Columbia.

PRESENT:
Chair, Director Lois Jackson, Delta
Director Kurt Alberts, Langley Township
Director Derek Corrigan, Burnaby
Director Barbara Steele, Surrey (arrived at 9:15 a.m.)
Director Sam Sullivan, Vancouver (departed at 9:31 a.m.)
Director Joe Trasolini, Port Moody
Director Maxine Wilson, Coquitlam
Director Max Wyman, Lions Bay

ABSENT:
Vice Chair, Director Peter Ladner, Vancouver
Director Marvin Hunt, Surrey
Director Wayne Wright, New Westminster

STAFF:
Delia Laglagaron, Deputy Commissioner/Deputy Chief Administrative Officer
Chris Plagnol, Deputy Corporate Secretary

1. ADOPTION OF THE AGENDA
   1.1 February 15, 2008 Regular Meeting Agenda

   It was MOVED and SECONDED
   That the Sustainable Region Initiative Committee adopt the agenda of its regular meeting scheduled for February 15, 2008 as circulated.

   CARRIED

2. ADOPTION OF THE MINUTES
   2.1 October 19, 2007 Regular Meeting Minutes

   It was MOVED and SECONDED
   That the Sustainable Region Initiative Committee adopt the minutes of its regular meeting held October 19, 2007, as circulated.

   CARRIED
2.2  November 16, 2007 Regular Meeting Minutes

It was MOVED and SECONDED
That the Sustainable Region Initiative Committee adopt the minutes of its regular meeting, held jointly with the Mayors Committee on November 16, 2007, as circulated.

CARRIED

3.  DELEGATIONS
No items presented.

4.  INVITED PRESENTATIONS
No items presented.

5.  REPORTS FROM COMMITTEE OR STAFF

5.1  Sustainability Framework
Report dated February 1, 2008 from Johnny Carline, Commissioner/Chief Administrative Officer providing an amended Sustainability Framework for review and adoption.

Delia Laglagaron, Deputy Chief Administrative Officer, provided an overview of the revised Sustainability Framework. Discussion ensued and the following changes were suggested:

- Remove reference to 911 as part of the services, or separate it from core services by moving it to a new category along with other activities where Metro Vancouver plays a coordinating or facilitation role.

9:15 a.m.
Director Steele arrived at the meeting.

- Simplified language of the revised Framework resulted in loss of significant points and a changed tone, where the original language was better, notably:
  - In Sustainability Principle 2(a) include the term “activities” as in the previous version
  - In Sustainability Principle 2(d) change the negative tone to a positive tone as in the previous version
  - In Sustainability Principle 3(d) include the term “appreciation of other suggestions” as in the previous version
  - Include both “multi-cultural” and “multi-ethnic” as terms in the opening paragraph describing Metro Vancouver.
  - Include the notion of “non-partisanship” in the section on What is Metro Vancouver?, as this is a concept that is taken for granted in this region.

9:31 a.m.
Director Sullivan departed the meeting.
• Consider moving the term “entrepreneurship” after the word “values” in the opening section on Metro Vancouver, and complementing it with terms such as “innovation” and/or “individual creativity”.
• Consider replacing the phrase “other inhabitants of our planet” in the Vision section with “the health of our planet”.

Revised chart was distributed on table at the meeting and is retained with the February 15, 2008 Sustainability Region Initiative Committee agenda package.

It was MOVED and SECONDED
That the Sustainable Region Initiative Committee:
a) endorse the amended Sustainability Framework along with the changes suggested at the February 15, 2008 meeting of the Sustainable Region Initiative Committee; and
b) direct staff to draft the Priorities section of the Sustainability Framework for Committee and Board review and approval after the completion of the Board’s 2008 Priorities and Timetable workshop.

CARRIED

5.2 2008 Work Plan for Sustainable Region Initiative Committee
Report dated January 31, 2008 from Delia Laglagaron, Deputy Commissioner/Chief Administrative Officer, providing an overview of priorities planned for the Committee in 2008 and seeking direction on other activities.

Main Motion
It was MOVED and SECONDED
That the Sustainable Region Initiative Committee endorse the work plan for the Committee as outlined in the report dated January 31, 2008, titled ‘2008 Work Plan for Sustainable Region Initiative Committee’.

Discussion ensued with respect to compiling the various sustainability initiatives being undertaken by municipalities. It was suggested to request RAAC to spearhead this initiative.

Amendment to the Main Motion
It was MOVED and SECONDED
That the Sustainable Region Initiative Committee amend the main motion by adding the following section:
“direct staff to compile a report of the various sustainability initiatives that are being undertaken by municipalities in the region.”

CARRIED

Amendment to the Main Motion
It was MOVED and SECONDED
That the Sustainable Region Initiative Committee amend the main motion by adding the following section:
“direct staff to develop a resource publication on sustainability principles and initiatives.”

CARRIED
Question on the Main Motion as Amended
Question was then called on the main motion as amended and it was **CARRIED**

The Main Motion as amended now reads as follows:
That the Sustainable Region Initiative Committee:
- endorse the work plan for the Committee as outlined in the report dated January 31, 2008, titled ‘2008 Work Plan for Sustainable Region Initiative Committee’.
- direct staff to compile a report of the various sustainability initiatives that are being undertaken by municipalities in the region.
- direct staff to develop a resource publication on sustainability principles and initiatives.

Members considered appointments to the Metro Vancouver Sustainability Summits Sub-Committee, with Directors Wyman, Trasolini, Steele and Corrigan being appointed.

In a subsequent discussion, members considered the sustainability academies but felt more information was necessary for the board workshop scheduled for February 22, 2008.

Request of staff
Staff was requested to prepare an explanation of the academies, including the overall concept and the financial impact.

5.3 International Regions Benchmarking Consortium – Joint Metro Vancouver and Greater Seattle Regions
Report dated January 14, 2008 from Hugh Kellas, Manager, Policy and Planning Department, forwarding an invitation to participate in the International Regions Benchmarking Consortium to be held in Seattle, Washington on June 1 to 4, 2008.

As Director Corrigan was appointed to the United Cities and Local Govt (UCLG), it was suggested that he attend this conference, or Director Wyman as his alternate. It was further suggested that staff forward the invitation to UBC President, Stephen Toupe, and SFU President, Michael Stevenson.

**It was MOVED and SECONDED**
That the Board:
(a) Advise the International Regions Benchmarking Consortium that Metro Vancouver is interested in being an observer of the project;
(b) Authorize the attendance of a Board member at “The Innovative Region” conference sponsored by the International Regions Benchmarking Consortium to be held in Seattle, Washington, June 1-4, 2008.

**CARRIED**

5.4 Future of the Region Sustainability Dialogue: Regional Economy: The World is Watching
Report dated January 30, 2008 from Heather Schoemaker, Manager,
Corporate Relations Department, and John MacFarlane, Senior Program Manager, Corporate Relations Department, informing about the November 7th and December 6th and 12th, 2007 Future of the Region Sustainability Dialogues: Regional Economy – The world is watching as well as the original session held on September 25th, 2006 at the SFU Wosk Centre for Dialogue.

**Request of Staff**

Staff was requested to amend the specific reference to natural gas in the report to a broader term such as alternative fuels.

**It was MOVED and SECONDED**

That the Board forward the report titled ‘Future of the Region Sustainability Dialogues: Regional Economy – The world is watching’ to member municipalities, and other related agencies for their information and comment.  

**CARRIED**

**5.5 2008 Sustainable Region Initiative Committee Regular Meeting Dates**

Report dated February 5, 2008 from Paulette Vetleson, Corporate Secretary, Corporate Secretary’s Department, outlining the 2008 Sustainable Region Initiative Committee regular meeting dates.

**It was MOVED and SECONDED**

That the Sustainable Region Initiative Committee establish the day, hour and place for its 2008 regular meetings outlined in the report titled ‘2008 Sustainable Region Initiative Committee Regular Meeting Dates’.

**CARRIED**

Members considered the dates and suggested that the November 14, 2008 committee meeting be cancelled given local government general elections.

**5.6 Manager’s Report**

Report dated February 1, 2008 from Delia Laglagaron, Deputy Commissioner/Chief Administrative Officer, providing an update on the following:

- a synopsis of actions the Committee requested from staff in 2007
- Anmore Renewable Energy Foundation Project

**It was MOVED and SECONDED**

That the Sustainable Region Initiative Committee receive for information the report dated February 1, 2008 titled “Manager’s Report.”

**CARRIED**

**6. INFORMATION ITEMS**

No items presented.

**7. OTHER BUSINESS**

In relation to upcoming Sustainability Dialogue sessions, a copy of the schedule was distributed and is retained with the February 15, 2008 Sustainable Region Initiative Committee agenda package.
8. RESOLUTION TO CLOSE MEETING
   No items presented.

9. ADJOURNMENT

   It was MOVED and SECONDED
   That the Sustainable Region Initiative Committee conclude its regular meeting of
   February 15, 2008.

   CARRIED
   (Time: 10:41 a.m.)

__________________________________________  ____________________________
Chris Plagnol                               Lois E. Jackson, Chair
Deputy Corporate Secretary
To: Sustainable Region Initiative Committee  
From: Johnny Carline, Commissioner/Chief Administrative Officer  
Date: March 4, 2008  
Subject: 2008 Board Goals and Priorities: Committee Input

At the February 22, 2008 Board meeting, the Board considered the staff presentation titled, ‘2008 Goals and Priorities’. The Board discussed and approved in principle the work presented and directed staff to forward feedback received to appropriate standing Committees. The Board further directed staff to present a revised 2008 Board Goals and Priorities incorporating Committees’ input, including financial implications, at the March Board meeting.

The presentation to the Committee will focus on key discussion points as outlined in the attached PowerPoint presentation.

Attachment: Board Priorities Presentation – Sustainable Region Initiative Committee (handout)
Metro Vancouver Board
2008 Goals and Priorities
Sustainable Region Initiative Committee
March 14, 2008

Regional Vision
- Metro Vancouver Role & Mission
- Values
- Sustainability Principles

Sustainability in Action
- Air Quality
- Energy
- Greenhouse gases
- Parks
- Housing
- Drinking Water
- Waste
- Agriculture
- Finance

Suite of Plans
- Involves completion of:
  - Regional Growth Strategy
  - Solid Waste Management Plan (includes Zero Waste Challenge)
  - Liquid Waste Management Plan
  - Ecological Health Plan (new objective)
- Already completed plans/strategies for:
  - Air Quality; Regional Parks and Greenways; Water; Affordable Housing

Collaborative Governance
- Involves goals and actions for:
  - Community engagement
  - Information & education
  - First Nations
  - Culture
  - Intergovernmental relations
  - International relations

Measures & Targets
(Sustainability Report)
Priority Goals

Need
‘Inspirational’ value goals
‘Stretch’ goals
‘Operational’ goals
for
‘Sustainability in Action’
’Suite of Plans’
‘Collaborative Governance’

‘Collaborative Governance’
Community engagement, information and education

1. Effective collaborative governance
2. a) Adopt a collaborative common future agenda by 2009
   b) Develop a series of academies by 2015
3. a) Complete campaigns on housing density, tap water and zero waste by 2009
   b) Hold regional sustainability summit in 2008
   c) Hold dialogues and breakfasts throughout 2008
   d) Develop 3 academies by 2010
   e) Launch ‘Eco-ed’ in 2008
‘Collaborative Governance’
Sustainability Academy

Using Metro Vancouver facilities to establish a network of combined visitor centres/public education facilities and applied research centres

- Sludge Research Centre - Annacis
- Water – Watershed Centre - LSCR
- Sustainable Food Production - Colony Farm
- Cultural Response to Nature - Pacific Spirit Park

2008 Priority Timetables
### SUSTAINABILITY in ACTION

<table>
<thead>
<tr>
<th>General</th>
<th>Air Quality</th>
<th>Energy</th>
<th>Greenhouse Gases</th>
<th>Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Framework</td>
<td>Corporate Energy Plans and Targets</td>
<td>Draft Greenhouse Gas Reduction Strategy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Targets and Measures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Sustainability Report Outline</td>
<td>Air Quality Health Index</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Boiler Bylaw</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Quarter</td>
<td></td>
<td></td>
<td>Adoption of GHG Strategy</td>
<td>Parkland Acquisition Catalogue</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>Sustainability Report</td>
<td></td>
<td></td>
<td>Surrey Bend Management Plan</td>
</tr>
</tbody>
</table>

### SUSTAINABILITY in ACTION

<table>
<thead>
<tr>
<th>Housing</th>
<th>Drinking Water</th>
<th>Waste</th>
<th>Agriculture</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Housing Units Management Policy</td>
<td>Zero Waste Campaign Strategy</td>
<td></td>
<td>Financial Workshop</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Homelessness Count</td>
<td>Seymour / Capilano Water Use Options</td>
<td>Waste to Energy Strategy NS Treatment Plant Options</td>
<td>Agriculture Water Supply</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Approval of Regional Composting Facility</td>
<td>Food Systems Workshop</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td></td>
<td></td>
<td></td>
<td>Agriculture Air Emissions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Asset Management Long Range Financial Plan</td>
</tr>
<tr>
<td>4th Quarter</td>
<td></td>
<td></td>
<td></td>
<td>Colony Farms Sustainability Plan</td>
</tr>
<tr>
<td></td>
<td>Tap Water Campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Seymour / Capilano Filtration Plant Commissioning</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SRI-17
### SUITE of PLANS

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Regional Growth Strategy</th>
<th>Solid Waste Management</th>
<th>Liquid Waste Management</th>
<th>Ecological Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Draft RGS Board Workshop</td>
<td>SWMP Process</td>
<td>LWMP Process</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Start of Public Consultation</td>
<td>Forums re Interim Disposal</td>
<td>Forums</td>
<td></td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Final Draft RGS</td>
<td>Council of Councils</td>
<td>Council of Councils</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Formal Municipal / Regional District consultation</td>
<td>Draft SWMP Public Consultation</td>
<td>Draft LWMP Public Consultation</td>
<td></td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>Council of Councils</td>
<td>Final Draft SWMP</td>
<td>Final Draft LWMP</td>
<td>Ecological Health Strategy</td>
</tr>
<tr>
<td></td>
<td>Municipal Ratification</td>
<td>Municipal Ratification</td>
<td>Municipal Ratification</td>
<td></td>
</tr>
<tr>
<td>4th Quarter</td>
<td>Submit SWMP to Province</td>
<td>Submit LWMP to Province</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### COLLABORATIVE GOVERNANCE

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Engagement / Education</th>
<th>First Nations</th>
<th>Culture</th>
<th>Intergovernmental Relations</th>
<th>International Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Outreach Strategy</td>
<td>Musqueam Indian Band Taxes</td>
<td>Regional Cultural Strategy</td>
<td>Board Intergovernmental Work Plan Draft</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Subcommittee for Sustainability Summits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Academy Strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Campaign Outline</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Academies - Water &amp; WWTP</td>
<td></td>
<td>Regional Emergency Function</td>
<td>International Strategy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sustainability Welcome Centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bateman 'Get to Know' program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pacific Spirit Park Academy</td>
<td>Tk’emlúps te Secwépemc</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Academies in Parks Plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sector Sustainability Summits</td>
<td>Tsleil-Waututh Nation Engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>Eco-Ed Pilot</td>
<td>Tsawwassen First Nation Working Groups Progress Reports</td>
<td></td>
<td>South Fraser / FVRD joint event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hydro Agreement for Coquitlam Source</td>
<td></td>
<td></td>
<td>UBC Governance Report</td>
<td></td>
</tr>
<tr>
<td>4th Quarter</td>
<td>Regional Sustainability Summit</td>
<td></td>
<td></td>
<td>Ports Summit</td>
<td>UBC South Campus OCP</td>
</tr>
</tbody>
</table>
To: Sustainable Region Initiative Committee  
From: Heather Schoemaker, Manager, Corporate Relations  
Marianne Pengelly, Communications Coordinator, Corporate Relations  
Date: March 6, 2008  
Subject: The Sustainable Region TV show - 2004-2007

---

Recommendation:  

---

1. PURPOSE  
To update the committee on The Sustainable Region (TSR) TV show, and its role in Metro Vancouver’s community outreach and education activities.

2. CONTEXT  
Beginning in 1998, the GVRD and the City of Vancouver partnered in the development of programming for a cable-based program titled greater.vancouver, and in 1999, the GVRD began its own show People and Policies Town Hall. People and Policies, which ran for five years, was an hour-long forum between experts and residents focused on regional issues. From 1999-2003, GVRD also funded stories with a regional perspective on greater.vancouver, which later became GVTV.

In 2000, Shaw and Roger’s swapped cable markets. Shaw was less interested in community channel programming but in 2003, after negotiations with Shaw, GVRD gained a consistent timeslot for a half-hour-monthly show which launched in April 2004. First called Our Livable Region, the program was re-branded in 2005 as The Sustainable Region (TSR) (Attachment 1).

TSR programs are designed around a theme with four or five, five-minute stories. Attachment 2 lists 2007 programs. The first story provides a context for the issue, a variety of points of view (from experts, academics, expertise of regional and municipal staff, entrepreneurs, and innovators), explains Metro Vancouver’s role/policy; and includes a local, personal perspective and/or solutions.

Support for Metro Vancouver Strategic Priorities  
Television programming is a key contributor to integrated communications activities that support Metro Vancouver’s strategic priorities and specifically the creation of a liveable and sustainable region. It provides residents and businesses with information on services, policy and plans, and Metro Vancouver’s role in political leadership and advocacy.

As demonstrated in a selection of emails (Attachment 3) to the program, residents consistently comment on their desire to know more about the region and gratitude for a program informs them.
Programming Priorities for 2008
Themes for episodes follow Board priorities for 2008 and include: solid waste management including the Zero Waste Challenge and social marketing programs, water management (including a tap water campaign), First Nations relationships, climate change and energy. The 2008 season began with an episode on the Future of Industry. In February, the show focused on the importance of cultural activities and how they link to economic, environmental and social elements of sustainability.

Extending TSR’s Reach
The Sustainable Region and the taping of the Future of the Region Sustainability Dialogues have been broadcast on Shaw and placement on the web extends the reach.

Placing The Sustainable Region stories on the web increases access to individual story choices and “the Tail” becomes larger than the original market on cable. “The Long Tail” phenomenon is a statistical concept used to describe the increased distribution to niche markets through the Internet.

Programs are also licensed for broadcast on the Knowledge Network and on several local cable networks, and copies are distributed widely through member municipalities, libraries and for use in schools.

Corporate Relations is considering the production of box sets of the program that could be available for broader distribution and potentially for sale.

Cost Effectiveness
The budget for operating the studio and producing two shows (The Sustainable Region for Metro Vancouver and GVTV for the City of Vancouver) as well as other video production is approximately $250,000 annually. Metro Vancouver covers two thirds of the cost ($160,000) for two thirds of the programming and the City of Vancouver one third ($80,000).

Funds from partnerships cover the remaining $10,000 of budgeted expenditures, supplement the studio operating costs and provide the production team of freelancers with steady employment which in turn provides efficiency and continuity in the television productions.

Compared to commercial production costs, TSR production is very cost effective. For example, the cost of producing for 32 half-hour shows like The Sustainable Region is estimated at some $3,000,000 - not including commercial airtime at $1,000/minute.

3. ALTERNATIVES
The Committee may:
   a) Receive the report for information; or
   b) Direct staff to provide additional information.

4. CONCLUSION
The Sustainable Region is an award-winning TV show that has demonstrated its effectiveness as a communication tool for Metro Vancouver.

Attachments:
1. The Sustainable Region - Overview
2. The Sustainable Region - Stories and Shows from 2007 – www.metrovancouver.org/TV
3. A sample of voice and email response that reflect community views on The Sustainable Region.
Attachment 1

*The Sustainable Region* TV Show - Overview

**Between 2004 and 2007 corporate communications:**
- produced 32 *The Sustainable Region/ Our Livable Region* shows and 16 Sustainability Dialogues shows;
- won 6 awards (2 international)
- increased cable viewership of the show by 60,000
- doubled viewer email and voice mail response
- developed a Web newsletter and database of 360 subscribers
- was cited as an example of Best Practices in Communication in the Union of BC Municipalities Regional District Toolkit
- re-purposed *The Sustainable Region* E-waste story for use on YouTube and the NFB’s Citizenshift

**Awards**
- BC Agriculture Council Award for Excellence in Agriculture Journalism
- International Business Communicators Association – BC Chapter – Blue Wave Award of Excellence
- Fraser Basin Council Sustainability Award
- NATOA – (an American association for government programming for the community channel) Award for Promotional Video Campaign for GVRD Parks
- Media Communicators Association International – for *The Sustainable Region* show on “Energy”
- Interpretation Canada – award for Public Service Announcements for Parks
- Finalist for Smart Growth BC Sustainability Award

**Supported Metro and Municipal Presence in the Region**
- featured stories on all of the SRI management plans
- featured expertise of many municipal and GVRD/ Metro staff members
- cultivated two hosts for the show fluent in matters of sustainability
- posted TV stories on the web and linked them to illustrate Metro programs & activities
- compiled each year’s shows and distributed to all public libraries, as well as college and university libraries.

**Co-produced stories with partners:**
- TransLink
- BIEAP-FREMP (Burrard Inlet Environmental Action Program and Fraser River Estuary Management)
- BC Lung and the International Air Shed Communicators
- Township of Langley (twice)
- Agriculture in the Classroom DVD

**In-house Productions**
- Safety training
- Emergency programs
- Storm drain projects
Re-purposed & re-packaged stories used as support materials

- K-12 education curriculum
- Agriculture in the Classroom
- World Urban Forum
- Parks and outreach events
- Council of Councils, Committee meetings, Conferences

Special education campaigns:

- Zero Waste Challenge
- Surfactant Campaign - Use-less-soap education
- Sprinkling Regulations
- Liquid Waste Management

Neilsen Audience Ratings (Ratings between January 1 and December 31, 2007)

- Cumulative total of 383,000 unique viewers
- An average of 71,000 monthly viewers (steady increase over the three years)
- The average number of viewers for any given minute (AMA) is higher than Shaw’s three anchor shows which air five to eight times daily, whereas The Sustainable Region airs three times a week.

<table>
<thead>
<tr>
<th>The average number of viewers for any given minute (AMA)</th>
<th>Urban Rush 1,600</th>
<th>Studio 4 2,000</th>
<th>The Express 1,300</th>
<th>The Sustainable Region 2,200</th>
</tr>
</thead>
</table>

004601980 SRI-22
Attachment 2

The Sustainable Region Stories and Shows from 2007 – www.metrovancouver.org/TV

Industry, Episode 32, Aired December 2007
TSR hosts Dagmar and Vanessa Timmer examine the role of industry in Greater Vancouver.

Future of Industrial Land - The importance of industrial land to our economy is enormous, and demand is rapidly outstripping supply.
Weblink: Future of Industrial Land

New Westminster Front Street - Issues arise when a commercial and retail street is also a goods movement choke point for 2000 trucks a day.
Weblink: New Westminster Front Street

Short-sea Shipping - Could turning the Fraser River into a marine highway help congestion, pollution and wear & tear on our roads?
Weblink: Short-sea Shipping

London Drugs Supply Chain - The high cost of industrial land prompted innovative re-configurations to an existing warehouse.
Weblink: London Drugs Supply Chain

Agribusiness, Episode 31, Aired October 2007
Take a closer look at where our food comes from, how it's grown and harvested.

The PNE's annual Agrifair 4H Festival is like a beauty contest for ungulates. More than 600 participants compete for prizes and trophies.
Weblink: 4H at the PNE
**Inland Fish Farm** An SFU marine microbiology professor grows salmon and trout on dry land, in fresh water tanks; his fish are native to BC, and the operation’s footprint is just one acre.

Weblink: [Inland Fish Farm](#)

**Beekeeping** Honey is the most familiar product from bees. A visit to the Honeybee Centre yields lots of sweet facts about these hardworking busybodies.

Weblink: [Beekeeping](#)

**Cranberry Harvest** The agriculture industry is faced with a challenge - an aging work force. This work does not appeal to younger workers.

Weblink: [Farm Labour](#)

---

**The Fraser River, Episode 30, Aired June 2007**

The Fraser is a working river and industrial uses include tugs and barges, log storage, fishing and shipping. Along side this economic activity, wetland habitat and water quality are critical to the great variety of fish, flora and fauna dependent on the river.

**Fraser River Parks** Island Regional Park is one of eight Metro Vancouver regional parks along the Fraser River.

Weblink: [Fraser River Parks](#)

The **Golden Ears Bridge** will be a 1 km, six-lane Bridge that will connect Maple Ridge and Pitt Meadows to Langley and Surrey.

Weblink: [Golden Ears Bridge](#)

**Fraser River Heli-tour.** Almost 14 hundred kms long with a watershed the size of Great Britain, the Fraser River is the fifth largest river in Canada.

Weblink: [Fraser River Heli-tour](#)
The Fraser River Debris Trap is an example of a governance conundrum. Who is ultimately responsible? 

Weblink: Fraser River Debris Trap

---

**Air Quality and Your Health**  Episode 29, Aired June 2007

Take a deep breath and learn about common air pollutants, their sources and the link between air quality and health. Then breathe easy and discover how individuals, community groups, local governments and politicians can fight for clean air.

The video, "Making a Difference: Air Quality and Your Health" was created to advance public understanding of air pollution, its sources and health effects. A collaborative, multi-agency effort to address shared air quality management concerns between British Columbia and Washington State, the video provides real-life examples of individuals, communities and government affecting positive changes.

Air Quality and Your Health

Weblink: Air Quality

---

**A New Regional Growth Strategy**, Episode 28, Aired June 2007

Greater Vancouver's population is expected to increase by about 800,000 residents to a total of 3 million over the next 25 years. At risk is the social, economic and environmental sustainability of the region.

New growth strategy - Part 1

Weblink: Growth Strategy - Part 1

New growth strategy - Part 2

Weblink: Growth Strategy - Part 2

New growth strategy - Part 3

Weblink: Growth Strategy - Part 3
New growth strategy - Part 4
Weblink: Growth Strategy - Part 4


Explore the Zero Waste concept and discover the challenge may not be that difficult.
Weblink: Zero Waste

What you need to know about the upcoming E-waste ban to GVRD landfills.
Weblink: Electronic Waste Policy

A look at the sustainability challenges of newsprint, a global commodity, in relation to market pressures.
Weblink: Newspaper Recycling

Take a behind-the-scenes look at what really happens to the recyclables in your blue box.
Weblink: Blue Box Recycling

A product stewardship program and a unique business diverts millions of litres of oil from our landfills.
Weblink: Used Oil Recycling
Sustainability South of the Fraser, Episode 26, Aired February 2007

Langley Heritage- A dedicated group of volunteers work with the township to preserve its past.
Weblink: Langley Heritage

Surrey City Centre. Out of eight regional town centres, Surrey City Centre is poised to become the largest.
Weblink: Surrey City Centre

Storm Drains. Rainfall and urban runoff are collected in storm drains on our streets.
Weblink: Stormdrains

Langley Rail Traffic. Five major railway crossings are causing gridlock and safety concerns for Langley’s citizens.
Weblink: Langley Rail Traffic
SUPPORT for THE SUSTAINABLE REGION TV SHOW
A sample of voice and email response that reflect community views on

“...I just was calling to say how much I enjoyed the program on Annacis Island. I found it very interesting. I drive past there often and I just didn’t realize how vast and how much work is entailed there. So I hope that that program will be showing again and keep up the good work. It really is very worthwhile. Ryder, 273-4056

“...I am connected to a senior citizen place in New Westminster. I was very impressed with the one about the garbage and the disposal of it .... I wonder if it would be possible for us to buy a DVD so that we would have it in our possession to show it to our circle at the Centure House, and to lend it out to other people. Marjorie Vick.

“I have caught your programme several times while flipping through channels, but recently found the 2006 season available in DVD at my local library. For me, this is a better way to watch your programme as I find I watch less and less broadcast TV and more video to avoid the constant barrage of commercial messages...your programme is of such high calibre, I think that they deserve to be seen more widely. Have you thought of providing segments to other local newscasters in the area to keep the population of the GVRD better informed of the mechanics of the region?” Darrell Michaud, Vancouver

“I watched The Sustainable Region show for the first time tonight – the one on the agriculture in the Fraser Valley and I thought it was very good… and I’ll probably watch it again. Bob Derd

“It is certainly enlightening to finally watch something on television that shows the developers going for the green. To be able to build buildings with the type of innovations that are going into this type of building as you have in North Vancouver is certainly something to behold. I hope that the city councils throughout all of the areas continue to do this type of work.” Hal Manson, Richmond

“Hi, my name is Loren Pilowski from Marshall Maclan Modihand in the Toronto area. We are working for the region of York here on a transportation master plan...I’ve seen parts of your show actually on satellite. I’m just interested to know more about it...because the region is looking at ways to educate the public more about managing congestion and the benefits of sustainability...” Loren Pilowski, 905-882-1100, extension 395.

“I wasn't aware of your TV show until yesterday. Excellent and very informative. I hope to tape the show about the Delta Landfill that aired yesterday and see if my child's teacher will show it at in class or part of Earth Day Celebrations at the school...” Joanne Morneau

“I am a grade 5 teacher in Surrey. I was watching your program on Annacis Island Waste and Water Treatment Plant last night. I would love to be able to show it to my students. Do you have a lending library that I could borrow this program from? “ Jill Ewart, Don Christain Elementary -

“...I really enjoy the fact that there is a locally produced show that covers all the different aspects concerning sustainability...I'm proud that Vancouver and the GVRD are setting the bar and I would hope that this trend continues to influence others and other places around the world. Keep up the good work.” Phil Dubrulle, phil@treasureislandhk.com

“For the first time I saw this program, it's unbelievable I wish you all the best of luck in future. It was a whole new world opening up on recycling and saving the environment and what we can do ourselves to help the whole system out. It was phenomenal. Just happened to look for something else and I could not leave the program. I wish you all the best. Keep up the good work.” Jiving Singh Ma  604-582-8667

We are very interested in your program on sustainable energy on the Knowledge Network. We found it very, very good and the comments that I have for you in terms of ideas is that we should really promote the idea that everyone takes a shopping bag...“Barbara & Norman White, 604-321-5420
To: Waste Management Committee  
Sustainable Region Initiative Committee  

From: Heather Schoemaker, Manager, Corporate Relations  
John MacFarlane, Senior Program Manager, Corporate Relations  

Date: March 6, 2008  

Subject: **Future of the Region Sustainability Dialogues: Waste Management**

**Recommendation:**

That the Waste Management Committee recommend the Board:  
a) Forward the report dated March 6, 2008 titled “Future of the Region Sustainability Dialogues: Waste Management” to member municipalities, and other related agencies for their information and comment; and  
b) Direct staff to consider the report in the context of updating the Solid Waste Management Plan.  

That the Sustainable Region Initiative Committee receive the report dated March 6, 2008 titled “Future of the Region Sustainability Dialogues: Waste Management”, for information.

---

**1. PURPOSE**

To provide information to the Waste Management Committee and the Sustainable Region Initiative Committee on the four regional Future of the Region Sustainability Dialogues on Waste Management.

**2. CONTEXT**

Focusing on Waste Management in Metro Vancouver and the impacts of a booming economy and a growing population, the dialogues posed a question to all participants: *How do we minimize generation of solid waste in the region, maximize reuse, recycling and energy recovery from solid waste and manage residuals?* What follows is a synthesis of the discussion – details on the individual regional dialogues can be found in *Attachment 1*, with more detailed Summary Notes available on the Metro Vancouver website. *Attachment 2* provides a schedule and details on the 2008 Future of the Region Sustainability Dialogues and *Attachment 3* captures the media coverage.
3. **KEY MESSAGES**

Key themes which emerged as common elements during the series of dialogues included:

**Composting of Food Waste**
- Composting was consistently cited by participants in a positive manner.
- There is much interest in composting in the commercial sector (including restaurants).
- There was a general recognition of the challenges associated with effective composting for multifamily buildings.

**Construction Waste Recycling**
- About one third of current solid waste quantities originate from construction, demolition and land-clearing activities.
- Recycling challenges remain for single family construction and renovation projects.
- Some participants observed that building longevity is a problem and that zoning, land economics, and durability issues need to be addressed to ensure that buildings are not demolished every 40 years.

**Diversion & Recycling**
- Specific (percentage) diversion targets and their achievement was a key theme.
- One can get caught in comparing percentage figures and miss out on other important measures such as per-capital disposal quantities or ecological footprint.
- Some challenges were noted with respect to finding readily available locations to recycle materials such as dry-cell batteries, e-waste, and other unconventional blue-box materials.
- Overall it was indicated that recycling and diversion will need to be more convenient to increase general participation.

**Waste-to-Energy**
- It was stated by some participants that “waste-to-energy” or thermal recovery (also commonly referred to as incineration) is a clean technology that captures significant levels of energy from waste.
- Other participants expressed skepticism as to the claims made on behalf of waste-to-energy and many wanted to learn more about technologies that have demonstrated success in other jurisdictions.
- It was unclear as to how much participants were aware that a waste-to-energy facility has operated successfully in Metro Vancouver since the late 1980s.

**Residuals Management**
- Residuals will have to be minimized but there will always be some material that can only be handled in a landfill or some similar approach.
- There was no clear consensus among participants on dealing with “inevitable” residuals.
- Choosing products with an extended life and those designed for end-of-life recycling have a great effect on the amount of residuals that need to be managed.

**Education**
- It was suggested by many speakers that education is needed to build awareness in the region and that education could be a tool for changing attitudes, values and expectations.
• Contradicting this concept is more recent work from practitioners of social marketing such as Dr. Douglas Mackenzie-Mohr that note it takes much more than education to effect behaviour change.
• Increasing engagement in sectors not currently demonstrating widespread participation, (such as large multi-family buildings, the food industry, and the construction industry) was identified as critical to meeting ambitious future waste reduction targets, although it was not clear if this could be accomplished through education alone.

Role of Local Government
• It was pointed out that recycling provisions are different in every municipality.
• Getting all municipalities to adopt common standards and a ‘single system’ for managing waste and recycling was identified as a necessary goal (trying to remember the rules in each area can be a barrier to engagement).

Attachments:
1. Future of the Region Sustainability Dialogue: Waste Management – Summary of Regional Discussions
2. Future of the Region Sustainability Dialogues 2008 Schedule
3. Future of the Region Sustainability Dialogue – Media Clippings
Future of the Region Sustainability Dialogues
Waste Management

Summary of Regional Discussions

January 17, 2008 – North Shore – Hollyburn Country Club, West Vancouver
January 23, 2008 – Inlet Theatre, Port Moody
January 30, 2008 – South of the Fraser – Eaglequest Coyote Creek Golf Club, Surrey
February 26, 2008 – SFU Wosk Centre For Dialogue, Vancouver

Panel Members:
- Konrad Fichtner - Senior Environmental Consultant, Gartner Lee Limited
- Emmie Leung - CEO, International Paper Industries & Emterra Group
- Kathleen Houston – the Emterra Group of Companies
- Brock Macdonald – Executive Director, Recycling Council of B.C.
- Helen Goodland – Executive Director, Light House Sustainable Building Centre
- Esther Speck – Director of Sustainability, Mountain Equipment Coop
- Clint Mahlman – Vice-President Retail Operations & Distribution, London Drugs

Moderators:
- Rafe Mair
- Peter Holt

Chairs:
- North Shore – Councillor Alan Nixon
- Central/North-east – Councillor Fin Donnelly
- South of Fraser – Councillor Mary Wade Anderson
- Vancouver - Chair Lois Jackson

Participants:
- South of the Fraser: 63
- North Shore: 96
- Central/Northeast: 50
- Vancouver: 120
- Total 314

The discussion included four regional venues – South of the Fraser; Central/Northeast, the North Shore and Vancouver.

SUMMARY OF DISCUSSION BY SUB-REGION

Each of the sessions began with an overview by Director Marvin Hunt, Chair of the Metro Vancouver Waste Management Committee, of the challenges facing Metro Vancouver and the sustainability principles guiding the updating of the Solid Waste Management Plan.
North Shore

Composting was a focus for a number of participants as part of a larger theme of diversion or re-use. The potential diversion of 1 million tonnes of waste was seen as a good start – but some speakers felt that the target might be low. The example of Metro Toronto (61% diversion) was cited as an example of higher targets. The positive perceptions of composting were consistently cited by participants as more favourable than those of waste-to-energy facilities.

Composting for multifamily buildings concerned some participants who wished to see imaginative proposals for implementing successful programs in these structures. Some participants proposed composting on an individual scale – even for apartment dwellers. The cost in emissions and fuel for collection these speakers claimed were justification for localizing the composting effort. These speakers did observe that these approaches require acceptance and engagement by participants and that they assume a reasonable level of “buy-in” by participants.

Construction industry waste was observed to be a major overall component in the waste stream. About one third of current waste comes from construction, demolition and land-clearing. This activity (construction and real estate) also comprises about one-third of the provincial GDP – but the industry is fragmented with more than 75 different industry associations associated with real estate and construction that must be brought on side. But there are some early signs of successful change – with some projects diverting more than 70% of waste generated. But on the other hand some construction waste is being burned at greenhouse operations. The LEED program is perceived to be an early leader in the tracking and diversion of waste streams in these sectors.

Large projects recycle the most waste – and single family construction and renovation projects recycle the least. There will have to be an industry-wide shift in practices to become more sustainable – and the waste management will need to be an integral part of that change. A number of participants observed that even building durability is an issue – and will involve national standards – to ensure that structures will not be demolished every 40 years adding to the waste stream. Zoning to encourage smaller better quality homes would result in better land economics.

Diversion was another focus of speakers: how will it be measured, how can it be operated without consuming too much energy, and, how will manufacturers and retailers become involved? Up to 4.8% of the waste stream is generated within the first six weeks of a product’s life. Some retailers such as Mountain Equipment Coop use product design to minimize waste generation. They also reduce and recycle waste from the manufacturing processes for their own products. Some participants observed that reducing packaging and reducing waste in stores are two more steps that every retailer will eventually have to embrace.

A number of participants pointed out that recycling requirements and processes are different in every municipality making it difficult for people who work and play in other municipalities to embrace. They also observed that even willing recyclers have difficulty in recycling batteries, e-waste, and other materials that cannot be put into the municipal curbside system. Recycling and diversion will need to be more convenient to increase participation. Local concerns about Styrofoam and plastic bags issued to consumers at point of purchase were also raised.
Waste-to-energy is no longer the incineration technology of the past. Thermal recovery utilizes the energy in waste in a clean technology to capture significant levels of energy that can be used for beneficial purposes. Emissions, it was stated, were cleaner than the quality of air generally found at street level. One tonne of waste can produce up to the equivalent of one barrel of oil. If all energy was priced competitively (at world pricing levels) then the economics of waste-to-energy would become more obvious.

Many participants were distrustful of the claims made on behalf of waste-to-energy. Because the Fraser Valley experiences periods of poor air quality the potential air emissions worry residents there. These emissions are also perceived to have a negative global impact on air quality, adding to an already difficult situation.

The issue of residual management arose in various forms throughout the discussions. Materials that cannot be diverted or recycled or require special handling will have to be considered at the end of the process-line. There was no clear consensus among participants on dealing with these “inevitable” residuals. Residuals will have to be minimized but there will always be some material that can only be handled in a landfill or some similar approach. Landfill design and management has advanced dramatically in recent years – but still requires energy to operate, and still pose major concerns for significant numbers of participants in this dialogue.

The farthest “upstream” thinking that some participants expressed was in the consumption and purchasing decision-making process of everyone in the region. Choosing products with an extended lifespan and products designed for recycling were two aspects proposed by participants. A smaller number of speakers suggested that changing our outlook on consumption levels in general was also necessary – that we should consume less “stuff”.

Education to assist the majority of residents of the region to become aware of the dimensions of the waste management issues needs to be stepped up. A number of participants observed that only the early-adopters are enthusiastically participating beyond the ‘blue box’ process in engaging in solving the waste management issues.

**Central/Northeast**

Reducing the amount of ‘stuff’ put in the waste stream by the regional population was raised early in the discussion in this sector. This includes the amount of ‘stuff’ consumed – and the associated waste that accompanies it. The combination of these concepts was described as product stewardship. The main theme expressed by almost all participants was that we should embrace a goal of removing as much as possible from the waste stream so that as little as possible ends up in the landfill.

Managing the frequency of waste curbside pickup, charging households by volume, and managing through the introduction of more regulations are all techniques that might be used to manage the waste stream.

Reuse of appropriate materials will work as long as there is a functioning system to facilitate the exchange. The overall concept of recycling had many supporters in the audience. Participating speakers addressed a number of the issues surrounding diversion and recycling. Encouraging recycling by eliminating weight restrictions at transfer station for recyclers was proposed. Another technique proposed was extending the producer responsibility to make recycling programs “free”.

004602121
Composting is an opportunity to divert about 20% of waste. If more ‘difficult’ ‘compostables’ are included such as textiles and shoes and leather goods then up to 45% can be utilized. Currently Metro Vancouver buries or incinerates the 32% of the waste stream that could be composted. Technologies for composting have advanced in recent years and could be employed on a regional basis. Systems and infrastructure would have to put in place – for example, it was asked whether or not a curbside collection was feasible – and would this include all organic wastes or just domestic wastes?

Some participants stated that getting energy from remaining waste that can’t be diverted or reused (30% of the current total) should also be a goal. Recovery of heat and the generation of electricity were both stated to be suitable uses of the recovered energy. There are a number of proven technologies that can be employed and a panelist stated that the emissions from them would be cleaner than air at street level.

Residuals left over at the end of the waste management process must be suitably stored in a landfill. Participants called for a plan that reflected this requirement. Even some residuals may be recyclable – and reusable. The subject of landfills was sensitive to a number of participants who wanted landfills reduced or even eliminated if possible.

One speaker wondered if the fees they are paying at the time of purchase are really being employed in recycling. Is there a process audit to determine where recycling isn’t working as well as it should – and to recommend system improvements?

Making recycling and diversion easy was stressed by some speakers. Systems need to be consistent and easy to both understand and to implement. Local concerns over the difficulties in recycling Styrofoam and plastic bags were also raised by several speakers. The quantity of packaging received at retail points of purchase was highlighted several times. Participants are looking to governments to regulate packaging as a method of obligating reductions.

Education was highlighted by participants as a means of facilitating change in behaviour and to facilitate participation in existing programs and schemes. When public awareness becomes significant then change in behaviour will likely follow – participants say education is the key.

**South of the Fraser**

Composting was a preferred choice by several of the participants in the discussion. As a means of reducing the volume of waste in the current stream and creating a useful by-product composting may be one of several useful technologies. One speaker suggested that a tonne of organics has a market value equivalent of US$38.78 – particularly if the output could actually be sold to the marketplace at the end of the process. Some participants identified the collection of organics for composting as problematic, wondering if systems could be put in place that effectively and efficiently facilitated the concentration at processing sites.

Construction waste was identified as another large waste sector that requires serious reduction in the levels of waste being produced. About 30-40% of the landfill waste is generated by the construction/demolition industry. The economics of diversion of this waste work best on large and medium sized projects. Residential home construction waste
economics still don’t work in favour of consistent approaches to diversion. The importance of building durability to lengthen the life cycle of homes and structures must be accomplished through standards, regulations and best practices. This is something that can be accomplished now – if the will is there.

Waste-to-energy will work better if organics are diverted and recyclable materials are diverted from the waste stream. The recovery of the energy from what is left in the waste process is a goal – and then to further reduce what ends up in the landfill is another goal. Several speakers expressed doubts about the claims made on behalf of the thermal recovery technologies. A panelist indicated that studies show that emissions from modern facilities are cleaner than the air quality at a typical ground level location. The technology has improved greatly in recent years and is proven in on-the-ground application.

Extended producer responsibility can also be used to divert waste. The Recycling Regulation could be amplified as a technique for encouraging recycling. Some participants expressed a desire to see recycling efforts accelerated – and they would like to see more mechanisms being introduced to accomplish that. Some participants proposed that packaging should be considered part of extended producer responsibility – but in the discussion it was pointed out that only the largest retailers can insist on changes in packaging. Consumers may have the greatest power to demand change – by communicating with retailers. In the same way that we need more durable buildings – some participants pointed out that we also need more durable consumer goods that will have extended product lifespan to slow down the disposal intervals.

Diversion needs to be made easier for both businesses and residential home occupants. Some larger businesses such as London Drugs are unilaterally introducing sustainable waste systems. They are innovating because they believe it is the way to go but need assurances that their efforts will not jeopardize their bottom line – particularly if their competitors are not undertaking similar efforts and costs. They have set their own ambitious targets and are currently among industry leaders in approaching waste reduction. They have committed to addressing future challenges with other stakeholders. Local concerns about Styrofoam and plastic bags issued to consumers at point of purchase were also raised by a number of participants.

Residual management will include materials that cannot be recycled, cannot be composted and cannot be safely incinerated. It is inevitable that some small part of the waste stream will become ‘residuals’ that will have to be concentrated in landfills. The desired goal of participants is to reduce that amount to a quantity as small as possible.

Education was viewed by several speakers as a viable path to change. Education to all sectors was viewed as necessary – and only then will there be conditions suitable to behaviour change.

It was also discussed that waste issues frequently extend beyond administrative boundaries and that widening the discussion to include our neighbours would be useful and productive.
Vancouver
The elimination of waste was highlighted by several speakers. It was observed that we are talking more about the disposal of waste rather than making an effort to reduce or eliminate parts of the waste stream. For example, why are taxpayers paying for the disposal of Styrofoam produced by corporations when there is no recycling stream for this material? Some participants felt that regulating the elimination of some wastes would be a productive undertaking.

Composting was a popular choice of a number of participants in the event. Some concerns were expressed about potential greenhouse gasses that would be released in the composting process. Also concerns about toxic materials that might inadvertently be introduced into the compost at source were expressed – as well about the cost of collection in terms of energy. Some participants expressed concerns about the safety of the end product of composting, especially if it would be used in gardens and agricultural operations.

A number of participants expressed queries about the systems that might be put in place to collect organics to support composting could be effective. Some speakers expressed a desire to keep efforts local – to reduce transportation and energy costs. Concerns about the amount of energy consumed in the waste management process recurred in several parts of the discussion. Also the need to encourage use of the system by bylaws and regulations was raised.

Some discussion was raised about the need to encourage recycling and diversion through laws and regulations. The extension of existing ‘deposit’ systems to put a value on waste to encourage recycling was discussed by some participants.

A number of speakers expressed concerns about the claims of waste-to-energy technologies of being “clean” technologies. Most participants wanted to know more about the technologies – especially claims that have been ‘proven’ in other jurisdictions.

Some speakers were concerned about the storage of the inevitable residuals that will still be produced even when the new waste management process is in place. Some discussion of eliminating the Styrofoam currently used by meat retailers, or fast food producers, or packaging that cannot be recycled was raised – and the possibility of outlawing its use was discussed.

Several speakers raised the need to further engage the owners and managers of apartments and large buildings to increase participation in recycling and diversion projects. The difficulty of this task was acknowledged by panelists but all agreed that the need to find an engagement mechanism was important if we are going to reach ambitious targets.

Getting all municipalities to adopt common standards and a ‘single system’ for managing waste and recycling was identified as a necessary goal. Only under a common approach would increased rates of diversion be achieved – as different systems confuse and frustrate people who live in one municipality, work in another and play in yet other municipalities. Trying to remember the rules in each one tends to become a barrier to engagement.

Some smaller scale developments, such as Quayside Village, have been successful in dramatic changes in behaviour. Through education and information programs people’s behaviour has been modified to divert and recycle. It was suggested that this model might be scaled up to cover larger geographic areas or target market components.
## FUTURE OF THE REGION SUSTAINABILITY DIALOGUES
### 2008 SCHEDULE

Note: Dialogues are hosted from 11:30 to 2 pm (lunch will be served from 11:30-12:00)

#### NORTH SHORE
Hollyburn Country Club – 950 Crosscreek Road, West Vancouver

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 17 January</td>
<td>Waste Management</td>
</tr>
<tr>
<td>Thursday 14 February</td>
<td>Role of the Region - Economy and Transportation</td>
</tr>
<tr>
<td>Thursday 27 March</td>
<td>Regional Growth Strategy</td>
</tr>
<tr>
<td>Thursday 18 September</td>
<td>Energy and Climate Change</td>
</tr>
<tr>
<td>Thursday 2 October</td>
<td>Land Use and Agriculture</td>
</tr>
</tbody>
</table>

#### CENTRAL / NORTHEAST
Inlet Theatre – 100 Newport Drive, Port Moody

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 23 January</td>
<td>Waste Management</td>
</tr>
<tr>
<td>Wednesday 20 February</td>
<td>Role of the Region - Economy and Transportation</td>
</tr>
<tr>
<td>Wednesday 16 April</td>
<td>Regional Growth Strategy</td>
</tr>
<tr>
<td>Wednesday 23 July</td>
<td>Energy and Climate Change</td>
</tr>
<tr>
<td>Wednesday 3 December</td>
<td>Land Use and Agriculture</td>
</tr>
</tbody>
</table>

#### SOUTH OF THE FRASER
Eaglequest Coyote Creek Golf Club – 7778 152nd Street, Surrey

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 30 January</td>
<td>Waste Management</td>
</tr>
<tr>
<td>Wednesday 5 March</td>
<td>Role of the Region - Economy and Transportation</td>
</tr>
<tr>
<td>Wednesday 23 April</td>
<td>Regional Growth Strategy</td>
</tr>
<tr>
<td>Tuesday 9 September</td>
<td>Energy and Climate Change</td>
</tr>
<tr>
<td>Wednesday 26 November</td>
<td>Land Use and Agriculture</td>
</tr>
</tbody>
</table>

#### VANCOUVER
SFU Wosk Centre for Dialogue – 580 West Hastings Street, Vancouver

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday 26 February</td>
<td>Waste Management</td>
</tr>
<tr>
<td>Wednesday 19 March</td>
<td>Role of the Region - Economy and Transportation</td>
</tr>
<tr>
<td>Thursday 1 May</td>
<td>Regional Growth Strategy</td>
</tr>
<tr>
<td>Wednesday 16 July</td>
<td>TBD</td>
</tr>
<tr>
<td>Wednesday 19 November</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Trash for greener disposal

Plans to dump dumpsters in favour of composting across the Vancouver Region were discussed this week by municipal leaders and environmentalists.

The group gathered for Vancouver’s first Future of The Region forum to solve environmental problems from growing garbage production caused by the Lower Mainland’s increasing population. “It’s a closed-loop system that we’re trying to reproduce [like] nature is a closed-loop system,” said executive director of Recycling Council of B.C. Brock Macdonald.

In nature, all organic waste like a fallen tree, is returned to the soil for a 100-per-cent recovery rate.

More than 40 per cent of waste sent to landfills is organic.

Macdonald said one solution to increase diversion of organic waste to landfills relies on architects of multi-family housing to build in chutes for compost beside chutes for garbage.

Helen Goodland, executive director of Light House Sustainable Building Centre, agreed with Macdonald’s idea for an increase in energy efficient design but underlined the need for all residents living in multi-family housing to have a stake in a large green goal.

“[Composting] programs don’t exist, engage with your fellow residents to start this practice independently,” Goodland said. “Where it gets difficult is if you don’t have 100 per cent buy-in from your neighbours.”

— Dharm Makwana, 24 hours

Rogge rolls into town

Two years from tonight, International Olympic Committee president Jacques Rogge will declare the 2010 Winter Olympics closed at B.C. Place Stadium.

Yesterday he predicted Vancouver 2010’s legacy would be “the new perception that through the Games people can do more to protect the environment.”

Rogge told a Vancouver Board of Trade luncheon at Canada Place that VANOC has worked with governments, business, sponsors and “community organizations and concerned citizens to create a set of best practices” including sustainability, social legacies and “the culture of transparency.”

“He can speak for himself,” NDP Olympics critic Harry Rains told 24 hours. “As far as the taxpayers are concerned, they’re less than transparent, less than open.”

An anti-Olympics protest outside Canada Place flared under drizzle as police behind barricades vastly outnumbered 2010 opponents.

The heavy security may have been caused by a poster headlined “Dead IOC Prez.” It bears the signature of signature activitist God Zig Zag Hill. Whether the headline was a serious threat to Rogge remains a mystery. It may have been an obscure reference to militant Florida gangsta rapper Dead Prez whose fans rioted with police after a Feb. 14 concert at Evergreen State College in Olympia, Wash. Hill could not be reached for comment.

Vancouver police had a large security presence at the Vancouver Trade and Convention Centre yesterday as IOC president Jacques Rogge spoke at a Board of Trade luncheon.

Nurses protest cuts to spending

Seniors retiring into poverty will be the norm if the provincial government continues to slash spending allocated for care of the elderly, according to the president of the B.C. Nurses Union.

“Seniors who have worked all their lives and perhaps have just struggled [with] working just to make ends meet will not be able to enter long-term care because they won’t have those savings put away,” said Union boss Deb McPherson.

McPherson and more than 400 nurses from across British Columbia rallied outside Vancouver Art Gallery yesterday, urging B.C. Liberals “to recognize the plight of our seniors in our community.”

“Our government has promised 5,000 long-term care beds,” she said. “Over the past four years they’ve changed that to 5,000 more spaces in assisted living.”

Health ministry officials counter McPherson’s claims saying, since 2001 to 2007, 4,000 seniors’ beds were opened and another 5,000 beds were upgraded.

McPherson also revealed knowledge of a seniors’-care centre so understaffed its residents’ hygiene was compromised.

“Let’s ensure our seniors get more than one bath per week,” she said. “Let’s ask our premier how he would feel about one bath a week for the last 20 years of his life.”

— Dharm Makwana, 24 hours

Two years ago, Trevor Lowe, 31, was acquitted of assault charges stemming from a June 2005 Taser incident at Stone Temple nightclub. The judge found Lowe did not use excessive force when arresting a man.

A provincial court judge gave Darcy Jones, 43, a two-year conditional sentence yesterday for mugging an 81-year-old man inside Holy Rosary Cathedral in Aug. 2007.

Jones, a recovering crack addict who has no history of violence, has been living at a Christian transition house since his arrest.

Abbotsford police are investigating the discovery of an abandoned truck containing suspected waste from a methamphetamine lab found Tuesday morning outside a residence in the 27900-block of Watson Road.

The 31-year-old Maple Ridge man is dead after crashing his motorcycle onto a utility pole in the 11400-block of Maple Crescent. Police suspect the driver couldn’t negotiate the curve.

Tuesday, 24 hours, incorrectly identified Machu Picchu as a Mexican city. Machu Picchu is in Peru.

— 24 hours news service