

REGIONAL DISTRICT OF NANAIMO

**ENVIRONMENTAL SERVICES COMMITTEE
TUESDAY, NOVEMBER 27, 2001
7:30 PM**

(Nanaimo City Council Chambers)

A G E N D A

PAGES

CALL TO ORDER

DELEGATIONS

MINUTES

- 2-3 Minutes of the Environmental Services Committee meeting held on Tuesday, October 23, 2001.

SOLID WASTE

- 4-8 Solid Waste Management Regulation Amendment Bylaw No. 894.14 - Tipping Fees.
- 9-10 Backyard Composter Distribution - Program Termination.
- 11-18 Zero Waste Workplan and Budget.
- 19-25 Illegal Dumping Prevention Program Workplan and Budget.
- 26-28 Waste Export Contract Renewal.

PRESENTATION

2002 Provisional Budget. (Verbal)

ADDENDUM

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

NEW BUSINESS

IN CAMERA

ADJOURNMENT

REGIONAL DISTRICT OF NANAIMO

**MINUTES OF THE ENVIRONMENTAL SERVICES COMMITTEE MEETING
HELD ON TUESDAY, OCTOBER 23, 2001, AT 7:30 P.M. IN THE
COUNCIL CHAMBERS OF THE CITY OF NANAIMO
455 WALLACE STREET, NANAIMO, B.C.**

Present:

Director L. Sherry	Chairperson
Director L. Elliott	Electoral Area A
Director B. Sperling	Electoral Area B
Director E. Hamilton	Electoral Area C
Director D. Haime	Electoral Area D
Director G. Holme	Electoral Area E
Director J. McLean	Electoral Area F
Director J. Stanhope	Electoral Area G
Director R. Quittenton	Electoral Area H
Director J. Macdonald	City of Parksville
Director T. Westbroek	Town of Qualicum Beach
Director G. Korpan	City of Nanaimo
Director D. Rispin	City of Nanaimo
Director L. McNabb	City of Nanaimo
Director T. Krall	City of Nanaimo
Director B. Holdom	City of Nanaimo

Also in Attendance:

J. Finnie	General Manager of Environmental Services
D. Trudeau	Manager of Liquid Waste
C. McIver	Manager of Solid Waste
N. Tonn	Recording Secretary

MINUTES

MOVED Director Krall, SECONDED Director McLean, that the minutes of the Environmental Services Committee meeting held on Tuesday, August 28, 2001 be adopted.

CARRIED

LIQUID WASTE/UTILITIES

Engineering Services Contract Extension.

MOVED Director Stanhope, SECONDED Director McNabb, that the Board renew its engineering service's agreement with Associated Engineering in the area of wastewater engineering services for a two year term expiring May 2003.

CARRIED

Surfside Sewer Rates and Regulation Bylaw No. 1241.

MOVED Director Stanhope, SECONDED Director Krall,:

1. That "Surfside Sewer Rates and Regulation Bylaw No. 1241, 2001" be introduced for first three readings.

2. That "Surfside Sewer Rates and Regulation Bylaw No. 1241, 2001" having received three readings be adopted.

CARRIED

Municipal Benefitting Area Amendment Bylaw No. 1216.01 – City of Nanaimo.

MOVED Director Holdom, SECONDED Director Macdonald, that "Municipal Benefitting Area Amendment Bylaw No. 1216.01, 2001" be introduced for first three readings and be forwarded to the City of Nanaimo for consent.

CARRIED

SOLID WASTE

Residual Solid Waste Management Plan Update.

MOVED Director Krall, SECONDED Director Westbrook, that the Board receive the update on the status of the Residual Solid Waste Management Plan Amendment Process.

CARRIED

Household Yard and Garden Waste Collection.

MOVED Director Macdonald, SECONDED Director McNabb, that this item be referred back to staff to allow for consultation with the City of Nanaimo.

CARRIED

IN CAMERA

MOVED Director Holme, SECONDED Director McLean, that pursuant to Section 242.2(1)(e) of the *Local Government Act* the Committee proceed to an In Camera Meeting to consider items related to the acquisition of land.

CARRIED

ADJOURNMENT

MOVED Director Holme, SECONDED Director McLean, that this meeting terminate.

CARRIED

TIME: 7:47 PM

CHAIRPERSON

REGIONAL DISTRICT OF NANAIMO	
NOV 20 2001	
CHAIR	GMCrs
CAO	GMDS
GMCms	GMES
DATE: <i>Esc</i>	

MEMORANDUM

TO: John Finnie, P. Eng.
General Manager Environmental Services

FROM: Carey McIver
Manager Solid Waste

SUBJECT: Solid Waste Management
2002 Tipping Fees

November 16, 2001

FILE: 5360-00

PURPOSE

To amend the schedule of charges attached to Bylaw 894 – “A Bylaw to Provide for the Regulation of Solid Waste Management Facilities” to increase the rates for solid waste disposal.

BACKGROUND

The Regional Landfill on Cedar Road is nearing capacity. At that time, in accordance with the Board’s direction of August 1999 and September 2000, the RDN will need to move to a full waste export system and use the remaining capacity for emergency back up and disposal of non-exportable wastes.

Since 1999, when the Board selected waste export as the only viable residual solid waste disposal option for the RDN, waste export fees have increased by roughly 15% due to rising fossil fuel prices. As a result of this and other cost increases, staff projects that the cost of a full waste export system could increase from \$110 to \$140 per tonne or more. This will require a significant increase in tipping fees and property taxes to support this function. Furthermore, once the new transfer station opens, the RDN will incur landfill closure costs of roughly \$4,500,000.

Consequently, the 2002 Provisional Solid Waste Management Budget includes a \$450,000 contribution to reserves to begin funding final closure costs. To fund this reserve the provisional budget has been prepared with a tipping fee increase from \$90.00 to \$95.00 per tonne.

ALTERNATIVES

1. Amend Bylaw 894 to increase the rates for solid waste disposal to \$95.00 per tonne effective January 1, 2002.
2. Do not amend Bylaw 894 to increase the rates for solid waste disposal effective January 1, 2002.

FINANCIAL IMPLICATIONS

As noted above, increasing the tipping fee from \$90.00 to \$95.00 per tonne will begin to generate reserves to fund final landfill closure costs. If the tipping fee is not increased these costs will need to be funded entirely through borrowing and/or significant increases in tipping fees and taxes. Staff are currently re-examining the decision to export RDN solid waste and will be presenting the results of this review to the Board early in 2002.

CITIZENS/PUBLIC RELATIONS IMPLICATIONS


A communications package will be prepared to advise commercial haulers and their customers as well as the general public of this rate increase.

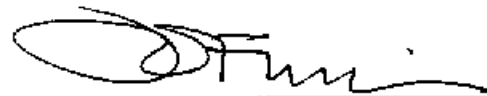
SUMMARY/CONCLUSIONS

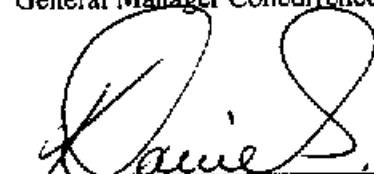
The Regional Landfill on Cedar Road in south Nanaimo is nearing full capacity. At that time, the RDN will need to move to a full waste export system and use remaining landfill capacity for emergency back up and disposal of non-exportable wastes. Once a new transfer station opens, the RDN will incur final landfill closure costs of roughly \$4,500,000. Consequently, the 2002 Provisional Solid Waste Management Budget includes a \$450,000 contribution to reserves to help offset final closure costs. To fund this reserve the provisional budget has been prepared with a tipping fee increase from \$90.00 to \$95.00 per tonne.

RECOMMENDATION

1. That Regional District of Nanaimo Solid Waste Management Regulation Amendment Bylaw 894.14, 2001 be introduced and read three times; and,
2. That Regional District of Nanaimo Solid Waste Management Regulation Amendment Bylaw 894.14, 2001 be adopted.


Report Writer


General Manager Concurrence


CAO Concurrence

COMMENTS:

REGIONAL DISTRICT OF NANAIMO

BYLAW NO. 894.14

**A BYLAW TO AMEND THE
RATES FOR SOLID WASTE DISPOSAL**

WHEREAS Bylaw No. 894 authorized the Board to provide for the regulation of Solid Waste Management Facilities and establish a scale of charges payable for depositing refuse at a disposal site;

NOW THEREFORE the Board of the Regional District of Nanaimo, in open meeting assembled, enacts as follows:

1. Schedule 'A' of Bylaw No. 894.13 is hereby repealed and the attached Schedule 'A' is substituted therefor.
2. This bylaw may be cited as "Regional District of Nanaimo Solid Waste Management Regulation Amendment Bylaw No. 894.14, 2001".

Introduced and read three times this 11th day of December, 2001.

Adopted this 11th day of December, 2001.

CHAIRPERSON

GENERAL MANAGER, CORPORATE SERVICES

Chairperson

General Manager, Corporate Services

REGIONAL DISTRICT OF NANAIMO

BYLAW NO. 894.14

Schedule 'A'

Charges and Procedures for use of Solid Waste Management Facilities effective January 1, 2002

1. Solid Waste, excluding Controlled Waste

a)	0 – 100 kg	\$ 4.00 flat rate
b)	101 kg or greater – <i>first 100 kg</i> <i>charged \$4.00 and remainder charged</i>	\$ 95.00/tonne
c)	101 kg or greater containing gypsum or recyclable cardboard or paper or metal or tires	\$ 190.00/tonne
d)	Compactor bins delivered to Cedar Road Solid Waste Management Facility from School District No. 69	\$ 85.50/tonne
e)	Weighing service	\$ 10.00 each
f)	Inproperly covered or secured load	Double Charge

2. Controlled Waste

a)	Asbestos, dry or slurry	\$ 190.00/tonne
b)	Food processing waste	\$ 190.00/tonne
c)	Large dead animals	\$ 190.00/tonne
d)	Steel cables	\$ 500.00/tonne
e)	Biomedical waste	\$ 190.00/tonne
f)	Construction/Demolition waste	
	(i) 0 – 100 kg	\$ 4.00 flat rate
	(ii) 101 kg or greater – <i>first 100 kg</i> <i>charged \$4.00 and remainder charged</i>	\$ 160.00/tonne
	(iii) 101 kg or greater containing gypsum or recyclable cardboard or paper or metal or tires	\$ 320.00/tonne
g)	Contaminated soil	\$ 95.00/tonne

- | | | |
|----|---|-------------------|
| 3. | Gypsum at Church Road Transfer Station | \$ 140.00/tonne |
| 4. | Recyclable Material | |
| | a) Garden waste: | |
| | (i) 0 – 200 kg | \$ 4.00 flat rate |
| | (ii) 201 kg or greater – <i>first 200 kg</i>
<i>charged \$4.00 and remainder charged</i> | \$ 45.00/tonne |
| | b) Scrap Metal (including appliances): | |
| | (i) 0 - 500 kg
(including maximum of 4 appliances) | \$ 2.00 flat rate |
| | (ii) 501 kg or greater – <i>the first 500 kg</i>
<i>charged \$2.00 and remainder charged</i> | \$ 45.00/tonne |
| | c) Newspaper, glass and metal food and
beverage containers | \$ 2.00 flat rate |
| | d) Tires: | |
| | (i) Up to 25" or 65 cm in diameter | |
| | - Up to 4 tires | \$ 2.00 flat rate |
| | - Greater than 4 tires | \$ 150.00/tonne |
| | (ii) Larger than 25" or 65 cm in diameter | \$ 500.00/tonne |
| | e) Corrugated cardboard | |
| | (i) Less than 50 kg | \$ 2.00 flat rate |

5. Loads containing Prohibited Waste (excluding gypsum or recyclable cardboard or paper or metal or tires) will be charged at the rates above plus all costs associated with any special handling or removal of the Prohibited Waste.
6. In the event that the scales provided are not operational, weight shall be estimated by the Scale Clerk employed by the Regional District of Nanaimo.
7. All charges payable under this bylaw shall be paid prior to leaving the site.
8. Where the charge is based on weight, it shall be based on the difference in weight between loaded weight and the empty weight of the vehicle.
9. Tipping fees may be waived in hardship cases at the discretion of the General Manager of Environmental Services.



REGIONAL DISTRICT OF NANAIMO		
NOV 20 2001		
CHAIR		GMCrS
CAO		GMDS
GMCmS		GMES
ESP 11		

MEMORANDUM

TO: Carey McIver
Manager of Solid Waste

DATE: November 13, 2001

FROM: Alan Stanley
Waste Reduction Coordinator

FILE: 5380-02

SUBJECT: Backyard Composter Distribution – Program Termination

PURPOSE

To provide information regarding the termination of the backyard composter distribution program.

BACKGROUND

Since 1993, the RDN has distributed approximately 16,500 subsidized backyard composters to 40,000 single family households in the RDN. Distribution has been through a combination of one-day sales, sales through non-profit organizations and sales at RDN disposal facilities.

Since its inception the program has offered composters for sale to residents at \$25 per unit. Initially, composters cost the RDN about \$50 each. The most recent purchase of composters cost the RDN \$37.50 per unit, a subsidy of \$12.50 each. The backyard composting program has been an important mechanism to reduce the amount of organic waste requiring disposal and to raise the awareness of the environmental benefits of composting.

In a report to the Environmental Services Committee in May 2001, staff reported on the results of the 2001 one-day sale and concluded that the program should be reviewed prior to the 2002 Provisional Budget preparation to determine whether the program should be continued.

When the composter distribution program was initiated there were few options available to purchase a back yard composter unit. The private sector now offers a multitude of composter designs, available at many price points. The emergence of an abundance of price and design options available for a resident wishing to purchase a back yard composter raises the issue of competing with the private sector with tax dollars.

Staff conducted informal interviews with residents at the last composter distribution event and learned that many were buying their second, third or fourth composter units. This indicates that the subsidy for composters has not been distributed evenly throughout the RDN. The number of composters distributed to date, added to the number of residents that compost with home made composters or simple compost heaps, indicates that market saturation may have been achieved.

Other jurisdictions, such as the Capital Regional District have discontinued their composter distribution programs because of large numbers of composters sold and a disinclination to compete with the private retail sector with tax subsidies.

While the sale of composters by local government is becoming less critical, educational efforts are necessary to build on the waste diversion results that have been attained.

FINANCIAL IMPLICATIONS

The following table describes the 2001 budget for the backyard composter distribution program:

<i>Item</i>	<i>2001 Budget</i>	<i>2001 Actual</i>
Purchase Composters	\$92,500	\$90,938
Revenue From Sale of Composters	\$62,500	\$60,625
Net Cost of Composter Distribution	\$30,000	\$30,313

Terminating the backyard composter distribution program would result in a net reduction of \$30,000 from the 2002 Zero Waste/3R's Budget. Retaining the backyard composter distribution program would increase the budget by \$30,000.

PUBLIC RELATIONS IMPLICATIONS

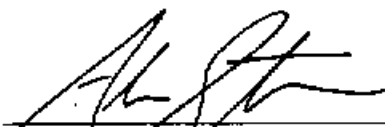
The duration of the composter distribution program and the large numbers of composters sold indicates that many RDN residents have taken advantage of the opportunity to use this program. There may be some minor negative response to the termination of this program, by new residents or residents that have missed the sales for the last several years.

SUMMARY/CONCLUSIONS

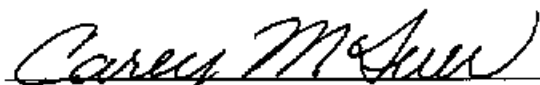
Since 1993, the RDN has subsidized the distribution of approximately 16,500 backyard composters using a combination of one-day sales, sales through non-profit organizations and sales at RDN disposal facilities. In a report to the Environmental Services Committee in May 2001, staff concluded that the program should be reviewed prior to the 2002 Provisional Budget preparation to determine whether the program should be continued. Other jurisdictions, such as the Capital Regional District have discontinued their composter distribution programs because of large numbers of composters sold and a disinclination to compete with the private retail sector with tax subsidies. Terminating the composter distribution program will reduce the 2002 Zero Waste/3R's Program Budget by \$30,000. The range of options currently available to residents who would like to purchase or build a composter unit should be adequate to satisfy everybody's needs. There may be some minor negative response to the termination of this program by new residents or residents that missed the sales for the last several years.

RECOMMENDATION

That the back yard composter distribution program termination report be received for information.



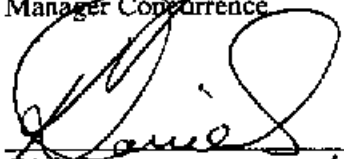
 Report Writer



 Manager Concurrence



 General Manager Concurrence



 CAO Concurrence

COMMENTS:



REGIONAL DISTRICT OF NANAIMO	
NOV 20 2001	
CHAIR	GMCrS
CAO	GMDS
GMCmS	GMES
ESL ✓	
DATE:	

MEMORANDUM

TO: Carey McIver
Manager of Solid Waste

November 13, 2001

FROM: Alan Stanley
Waste Reduction Coordinator

FILE: 5380-02

SUBJECT: 2002 Zero Waste Workplan and Budget

PURPOSE

To present the 2002 Zero Waste Workplan and Budget for information.

BACKGROUND

The promotion of Zero Waste has the potential to significantly reduce solid waste disposal system costs. Consequently in Spring 2001 the Board approved a staff recommendation to adopt Zero Waste as the long term waste reduction goal and public education focus for the RDN.

For the past ten years, the waste reduction public education message has been Reduce, Reuse, Recycle, or the 3R's. While many significant gains were achieved, recent studies have shown that the public is no longer responding with enthusiasm to this message and reduction and diversion gains have slowed down. The public associates 3R's with recycling only and ignores other areas of waste reduction that can have a greater impact than recycling. A new way to deliver the waste reduction message is needed to rejuvenate public interest.

Zero Waste is a sensible way to communicate the benefits of waste reduction to the residents of the RDN. It builds upon the excellent results of the 3R's program that has been in effect for just over ten years, which has resulted in a 54% waste diversion, exceeding the provincially mandated waste reduction goals.

While our waste reduction programs have been successful from a waste diversion perspective, our 3R's plan calls for higher diversion rates. Further, the increasing cost for a waste export system underscores the need to produce less waste. While the elimination of disposal may seem impossible to achieve at this point, we must remember that in 1990, 50% diversion seemed impossible to some.

Zero Waste - The Big Picture

Zero Waste is a multi-component philosophy that addresses the following broad topics:

- Raising the awareness that garbage is a resource and rather than disposal, we must maximize reduction, reuse, recycle, and composting.
- Raising the awareness within the business community of the financial and competitive advantages of redesigning products and packaging to maximize waste reduction and recycling potential and extend their responsibility for the product and its packaging through take-back, reuse and remanufacturing programs

- Supporting senior government programs that shift economic incentives from virgin resource extraction and use to renewable resource streams.

The RDN cannot accomplish the objectives noted above alone, however staff are active within the policy making committees of various national, provincial and regional organizations such as the Solid Waste Association of North America, the Recycling Council of BC and the Coast Waste Management Association, all of which are multi-stakeholder groups that have a good track record of influencing senior government policy. Zero Waste is a very active subject of discussion in all of these groups.

Zero Waste – The Local Situation

One of the problems with the implementation of a concept such as Zero Waste at the local government level is that many things are beyond our control. For example, even though we must handle and pay for product packaging at the end of its life cycle, we do not design product packaging. While we must attempt to influence decisions on products that we ultimately have responsibility for, we also must recognize those areas that we do have control over, and concentrate our efforts wisely. Local government controls disposal, most curbside collection, and public education.

At the RDN level, Zero Waste can generally be divided into two segments. The first is the actual policy and program changes that result from the Zero Waste objective. These will include such things as more restrictive landfill bans, incentive based garbage collection, and perhaps, in the future, local tax incentives for businesses processing recyclables etc. An example of a program change that will decrease material going to disposal is the recent decision to collect all rigid plastic containers in the curbside recycling program.

The second major segment of the Zero Waste initiative is that of marketing and public education. Defining the target audience for the Zero Waste public education campaign is the first step. The target audience is every individual, business, or institution that produces waste, which is everybody in the RDN. Thus, our education campaign must be broad enough to encompass the disparate user groups that exist, while being flexible enough to use a variety of delivery methods and language that different groups and individuals can respond to.

A recent waste composition study performed at the Church Road Transfer Station found that a significant portion of the material that was being thrown into the garbage could have been put in the Blue Box or composted. Acknowledging that the current recycling programs that are in place are adequate to take waste reduction farther than our current situation, the marketing of Zero Waste has good potential to achieve the desired results. The attached Appendix A describes the Zero Waste marketing/education plan.

2002 Zero Waste Workplan

The following workplan describes the initial steps required for further implementation of the Zero Waste campaign.

Graphics

A new look is needed to capture the attention of the public. The existing logos and colour schemes that are used to promote waste reduction are becoming stale and as with any marketing plan, a change in graphics and colour are powerful motivators.

- Create a number of possible Zero Waste RDN logos and colour schemes.
- Test the graphics through the use of focus groups and public displays.

- Using public and focus group feedback, choose a final logo and colour scheme.
- Implement the new graphics in the various places where they will be used (newsletters, brochures etc. (See Appendix B for an example)

Publications

- Re-design and re-focus the RDN Recycles newsletter.
- Create a region-wide bi-annual Zero Waste RDN publication.
- Create a bi-annual recycling directory in a new format that will allow advertising to help defray the costs.
- Create a Zero Waste section of our web site and explore innovative ideas such as the 'Virtual Share Shed'

Other

- Design a Zero Waste vehicle-painting scheme to be used on the garbage and recycling collection trucks to raise the profile of the Zero Waste initiative.
- Create public transit advertising.
- Create strategic partnerships with various stakeholder groups (business, government, rate-payers etc.) to look for creative ways to promote Zero Waste.

FINANCIAL IMPLICATIONS

The 2002 Provisional Budget includes \$30,000 for the Zero Waste Program. This represents less than \$0.50 of each \$95.00 per tonne tipping fee. The following table describes the proposed expenditure breakdown:

<i>Item</i>	<i>Cost</i>
Public process and technical work to create new graphics	\$7,000
Publications	\$20,000
Advertising	\$2,000
Promotions	\$1,000
TOTAL	\$30,000

INTER-GOVERNMENTAL IMPLICATIONS

A coordinated effort amongst the various stakeholders is desirable. To this end, a Zero Waste working group should be formed comprised of representatives from all of the municipalities that may be affected. The purpose of this working group would be to ensure that in terms of waste reduction, a consistent message is being disseminated. Additionally, partnering opportunities in waste reduction initiatives could be identified.

INTER-DEPARTMENTAL IMPLICATIONS

Opportunities exist to further the Zero Waste campaign within existing mechanisms such as the Regional Perspectives newsletter and the letter from the chair that appears in local newspapers. Since adoption of the Zero Waste philosophy can have a positive impact on so many endeavors, Zero Waste educational

material should be included in information given out by other departments, where appropriate. For example, a Zero Waste brochure could be included with every building permit issued with ideas on how to lessen the waste resulting from a construction project. Meetings should be held with representatives from other departments to identify further waste reduction opportunities.

SUMMARY/CONCLUSIONS

The promotion of Zero Waste has the potential to significantly reduce solid waste system costs. Consequently in Spring 2001 the Board approved a staff recommendation to adopt Zero Waste as the long term waste reduction goal and public education focus for the RDN.

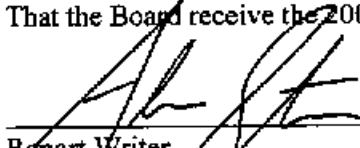
Zero Waste is a sensible and practical way to communicate the benefits of waste reduction to the residents of the RDN. It builds upon the excellent results of the 3R's program that has been in effect for just over ten years, which resulted in a 54% waste diversion, exceeding the provincially mandated waste reduction goals.

At the RDN level, the Zero Waste plan can generally be divided into two broad segments, policy and program changes and public education. The marketing of Zero Waste should be coordinated across a number of different mediums. Opportunities exist to distribute the Zero Waste message through partnerships with municipalities and other departments.

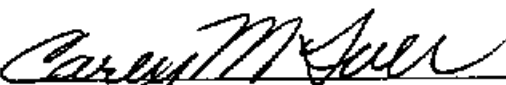
Public education and advertising funding in existing programs can be used to disseminate the Zero Waste message and partnerships with industrial, commercial, institutional and non-governmental organizations can be formed to further the reach of the program.

RECOMMENDATION


That the Board receive the 2002 Zero Waste Workplan and Budget for information.




Report Writer



Manager Concurrence



General Manager Concurrence



CAO Concurrence

COMMENTS:

APPENDIX A
Zero Waste Marketing/Education Plan For Informational Purposes

The marketing of Zero Waste will be coordinated across a number of different mediums. The main message will be consistent and easily understandable. The strength of the plan will lie in the ability of the message to adapt to different mediums while retaining the inherent power that the Zero Waste message contains.

Audience

In the solid waste department our audience is extremely easy to define. It is everybody that lives and works in the RDN, without exceptions.

More difficult to do is to break down our audience into discrete elements that can be reached through a communications campaign. It is clear that an information program that resonates with seniors may have limited appeal to youth and that the commercial sector will respond to different stimuli than the residential sector.

The challenge is to design a modular message delivery program that will use various components in various combinations to reach all sectors, which will be effective but inexpensive to deliver.

Audience sectors include:

- Residential curbside customers.
- Industrial, Commercial and Institutional customers.
- Multi-Family dwellings.
- School age children and youths.
- Senior citizens.

Plan Components

Zero Waste is a simple and powerful message that can be understood by virtually every resident in our district, crossing age, gender, cultural, economic, sectoral (business, personal), and educational barriers. The challenge is to present the message in such a way that the presentation does not get in the way of the message itself. The following points broadly direct the work:

- Clarity
- Consistency
- Coordination

Clarity

The message must be simple and easy to understand. The way the message is presented must be immediately recognizable and have impact. Sensible reasons must be put forward to give residents a reason to engage with the program. Uncomplicated goals must be used to track the effectiveness of the program and keep the public engaged and challenged.

Within this area are the following:

- A strong, clear message.
 - Distill the Zero Waste message down to, at most, a couple of sentences, then distill further to a marketing slogan, for example, "Resources, Not Waste" or "Waste Less, Save More."

- All materials destined for public consumption must stay on message.
- As the program advances the message can be modified to adapt to changing circumstances while keeping the premise that the message must remain consistent across all mediums.
- Graphics and visual presentation.
 - Logos that can be adapted to a number of different mediums including:
 - Newsletters
 - Internet
 - Brochures
 - Large scale graphics for truck and buses
 - Presentations, both hard copy (mall displays) and electronic (Power Point presentations).
 - Embroidered items such as hats, shirts and jackets
- Goal Setting – What are we trying to accomplish
 - Explanations on the financial and environmental consequences of unfettered disposal bringing forth the possibility of personal and community goal setting
 - Simple goals such as a decrease in per capita disposal. One number, one message. This concept is used to good effect in other areas, for example, fund raising (United Way Thermometer). Understandability and ease of regular reporting are keys.

Consistency

- All communications and programs must repeat the same message.
 - No conflicts between programs and message. All programs must reinforce the concept that reduction is good and disposal is bad.
 - Use the same visual presentation and graphics in all mediums.

Coordination

- Engender cooperation amongst all stakeholders including the provincial government, other local jurisdictions, and the ICI and non-government organizations.
 - Provide media-ready graphics to all partners.
 - Provide links to other web sites.
 - Cost-share on items such as publications and advertising.
 - Co-host public outreach and media events with other stakeholders.

ACTION ITEMS

Graphics

A new look is needed to capture the attention of the public. The existing logos and colour schemes that are used to promote waste reduction are becoming stale and as with any marketing plan, a change in graphics and colour are powerful motivators.

- Create a number of possible Zero Waste RDN logos and colour schemes.
- Test the graphics through the use of focus groups and public displays.
- Using public and focus group feedback, choose a final logo and colour scheme.

- Implement the new graphics in the various places where they will be used (newsletters, brochures etc. (See Appendix B for an example)

Publications

- Re-design and re-focus the RDN Recycles newsletter.
- Create a region-wide bi-annual Zero Waste RDN publication.
- Create a bi-annual recycling directory in a new format that will allow advertising to help defray the costs.
- Create a Zero Waste section of our web site and explore innovative ideas such as the 'Virtual Share Shed'

Other

- Design a Zero Waste vehicle painting scheme to be used on the garbage and recycling collection trucks to raise the profile of the Zero Waste initiative.
- Create public transit advertising.
- Create strategic partnerships with various stakeholder groups (business, government, rate-payers etc.) to look for creative ways to promote Zero Waste.

APPENDIX B
Zero Waste Graphic Concept Example

owaste

resources, not waste

A PUBLICATION OF THE REGIONAL DISTRICT OF NANAIMO WINTER 2001 VOLUME 1 NUMBER 1

ITEMS BANNED FROM DISPOSAL AT THE LANDFILL

Spring, summer and fall are the seasons for tidying up yards and gardens and cleaning out basements and garages.

But because of safety, environmental protection, and operational concerns, the Regional District of Nanaimo does not accept many household items and other waste in its garbage collection program. As well, to encourage recycling and conserve landfill space many materials are banned from the Regional Landfill and Transfer Station.

Wastes not accepted in the RDN's residential garbage collection program include oversized items of any kind exceeding two feet in any dimension, grass clippings, tree cuttings or any other garden waste, explosives, highly flammable materials, dangerous or highly offensive wastes, dead animals, demolition or construction waste, rocks, and hot ashes.

Items banned from disposal as garbage at the Regional Landfill and Transfer Station are gypsum (drywall), cardboard, recyclable paper, metal and tires. On-site recycling drop-off (fees apply) for banned materials is provided at both locations except gypsum which is only accepted at the Church Road Transfer Station. In the Nanaimo area, gypsum or drywall recycling drop-off (fees apply) is provided at the Vancouver Island Recycling Centre.

So what do you do with that pile of prunings, the unwanted sofa or chair, the freezer, fridge, or stove that no longer

works, or the collection of nearly empty paint cans you've rounded up? The answer is to use the many free or low cost recycling and disposal options available throughout the region.

The RDN Recycling Directory lists more than 75 places to recycle items ranging from appliances, batteries, drywall, and clothing to furniture, paints, pesticides and yard waste. This edition of RDN Recycles provides a sampling of where you can take oversized items for recycling and reuse and household hazardous wastes for safe disposal.

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REGIONAL DISTRICT OF NANAIMO	
NOV 20 2001	
CHAIR	GMCrs
CAO	GMDS
GMCms	GMES
DATE	

MEMORANDUM

TO: Carey McIver
Manager of Solid Waste

November 14, 2001

FROM: Alan Stanley
Waste Reduction Coordinator

FILE: 5380-10

SUBJECT: 2002 Illegal Dumping Prevention Program Workplan and Budget

PURPOSE

To present the 2002 Illegal Dumping Prevention Program workplan and budget for information.

BACKGROUND

In November 2000, the Board approved the 2001 Illegal Dumping Prevention Program workplan and budget. The workplan consisted of surveillance and evidence gathering, enforcement, inter-agency coordination, advertising and public education. The primary intent of the illegal dumping prevention program was to prevent any increase in illegal dumping activity that may have resulted from changes in the tipping fee structure at RDN disposal facilities.

Surveillance, Evidence Gathering and Enforcement

In November 2000, the RDN entered into a contract with Malaspina University/College (MUC) to carry out surveillance and evidence gathering with the intent to observe and monitor areas where illegal dumping activity occurs, and, where possible, compile evidence that could be used by Ministry of Water Land and Air Protection (MWLAP) Conservation Officers to successfully prosecute illegal dumpers.

MUC has generated a total of 42 files, of which 29 files contained adequate evidence for follow-up by MWLAP staff. Of these, 10 resulted in fines, 10 warnings were issued and 5 files remain unsolved. In addition, 13 files were given to RDN Bylaw Enforcement Officers for follow-up, of which 10 resulted in written warnings. A total of 12 sites were cleaned up by violators as a result of orders issued by MWLAP.

What is more difficult to capture in a statistical analysis is the dumping activity prevented as a result of this program. Surveillance staff kept detailed logs of all activity while carrying out their duties and they indicate that at least 25 dumps did not occur as a result of their presence in the field. These are logged as vehicles entering an area with waste and leaving the area with the waste as a result of being followed by surveillance staff or otherwise observed.

The main factor contributing to the success of this program is the inter-agency teamwork that has been developed. MWLAP staff has been diligent in following up on the files generated by our surveillance staff, as have our RDN Bylaw Enforcement Officers. MUC, as our surveillance and evidence gathering contractor, has proven to be an effective, well-trained, and highly responsible team in carrying out their duties. The quality of files generated by MUC has been consistently high and played a large part in the success of Ministry staff following up on and resolving violations.

Advertising/Public Education

Increasing the effectiveness of the work carried out by our investigative and enforcement team has been a multi-component public relations campaign. The following list describes the public relations work that has been carried out in 2001:

- Anti-illegal dumping television advertisements on the cable TV and real estate listings channels.
- Anti-illegal dumping radio advertisements on local radio stations.
- Informational handouts distributed by the surveillance teams.
- Outreach programs for the local recreational groups.
- Attractive signage with an anti-illegal dumping message at dumping hot spots.

Further to RDN directed campaigns, the local media have carried stories about this program a number of times and have been a valuable ally in letting the public know that illegal dumping is the wrong thing to do and that if you do it you may be caught and fined.

Clean-Ups

Using a combination of volunteer recreational groups, contract work for difficult or dangerous sites and clean-up orders issued to offenders by MWLAP staff, a significant amount of material was removed from the backroads in five major clean-up projects and several other minor clean-ups. In all, a total of 22.8 tonnes of illegally dumped waste was cleaned up.

Illegal Dumping Activity

Illegal dumping activity has not increased and according to some who work in proximity to illegal dumping areas, such as BC Hydro and forest company employees, dumping activity has decreased. The RDN approach to illegal dumping prevention is innovative, cost-effective and is achieving positive results. Continuing the program in 2002 will likely build on the results achieved to date and allow staff to fine tune the program to be more effective.

FINANCIAL IMPLICATIONS

The proposed budget for the 2002 illegal dumping prevention program is as follows:

<i>Item</i>	<i>Cost</i>
Malaspina University/College surveillance contract	\$38,000
Site clean-ups	\$ 5,000
Advertising	\$22,000
Graphics and promotional material	\$10,000
TOTAL	\$75,000

PUBLIC RELATIONS IMPLICATIONS

The public has responded very positively to the illegal dumping prevention program. Public survey work done in August 2000 indicates that illegal dumpers represent a very tiny minority of RDN residents, yet the forestland is used by a great many people for recreational purposes. Comments made to our surveillance contractor and RDN staff has been consistently in support of this program.

INTERGOVERNMENTAL IMPLICATIONS

The illegal dumping program has produced a number of less tangible benefits from providing very valuable work experience for local MUC graduates to fostering an enhanced sense of cooperation between different levels of government. See the attached letters from the Ministry of Water, Land and Air Protection and Malaspina University College for further detail.

ENVIRONMENTAL IMPLICATIONS

The various elements of the illegal dumping prevention program have resulted in less waste being dumped improperly, a greater awareness amongst the public of why waste must be handled properly and a significant amount of waste being transferred from inappropriate sites to proper waste facilities. All of these factors contribute to an improvement in the environment, from both hazard prevention and aesthetic perspectives.

SUMMARY/CONCLUSIONS

In November 2000, the Board approved the 2001 Illegal Dumping Prevention Program workplan and budget. The primary intent of the illegal dumping prevention program was to prevent any increase in illegal dumping activity that may have resulted from changes in the tipping fee structure at RDN disposal facilities. Illegal dumping activity has not increased and according to some, who work in proximity to illegal dumping areas, such as BC Hydro and Forest Company employees, dumping activity has decreased.

The RDN entered into a contract with Malaspina University/College (MUC) to carry out surveillance and evidence gathering with the intent to observe and monitor areas where illegal dumping activity occurs, and, where possible, compile evidence that could be used by Ministry of Water Land and Air Protection (MWLAP) Conservation Officers to successfully prosecute illegal dumpers.

The main factor contributing to the success of this program is the inter-agency teamwork that has been developed. Increasing the effectiveness of the work carried out by our investigative and enforcement team has been a multi-component public relations campaign. The local media have carried stories about this program a number of times and have been a valuable ally in advising the public that illegal dumping is the wrong thing to do and that if you do it you may be caught and fined.

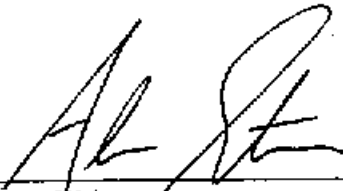
A significant amount of illegally dumped waste has been cleaned up.

The illegal dumping program has produced a number of less tangible benefits from providing very valuable work experience for local MUC graduates to fostering an enhanced sense of cooperation between different levels of government.

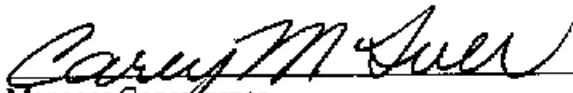
The RDN approach to illegal dumping prevention is innovative, cost-effective and is achieving positive results.

RECOMMENDATION

That the Board receive the 2002 Illegal Dumping Prevention Program workplan and budget for information.



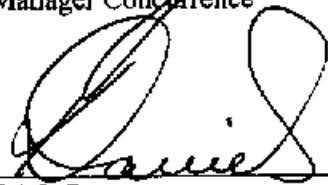
Report Writer



Manager Concurrence

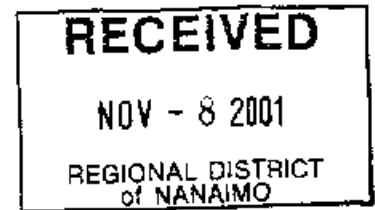


General Manager Concurrence



CAO Concurrence

COMMENTS:



November 2, 2001

File: 31025-30-RDN

Regional District of Nanaimo
PO Box 40
Lantzville BC V0F 2H0

ATTENTION: Alan Stanley
Waste Reduction

Dear Alan Stanley:

Re: Joint Illegal Dumping Project

The illegal dumping project has completed its first year, and I wanted to express the successes our team achieved. This project demonstrated that a combination of education, enforcement, and support by other agencies and the public will help keep the backroads cleaner.

The coordinated team approach to illegal dumping allowed for a more efficient method of achieving our goal. During the infancy stage of this project, there were regular meetings to discuss the operational framework of this project in order to ensure time and effort was efficiently spent. As a result of these meetings, a formulated structure was developed in regards to the documentation of complaints and the assessment as to the appropriate response measures.

From the perspective of the ministry, this organized screening of complaints ensured that files forwarded to the Conservation Officer Service contained the key elements to conduct an investigation pursuant to the *Waste Management Act*. Files that did not contain the components required for a ministry investigation were subsequently forwarded to other team members who were more apt to conduct the follow-up work.

As a result of the NRD project, there was an increase in the number of litter investigations conducted by Nanaimo conservation officers. However, the time commitment per file was reduced for the officers. Due to the high quality of work conducted by the Malaspina contractor during the initial stages, it allowed the officers to focus on the responsible party to ensure enforcement action and/or cleanup was undertaken. For example, officers did not have to attend the dumpsite, as the files given to us provided a detailed description of the dump site, photographs and pieces of identification.

.../2

The project had many successes but, as with any new endeavor, there are areas where the team has recognized that improvements can be made. For example, alternative options for yard waste will assist in our attempts to deal with unauthorized dumping. I look forward to continuing with this undertaking, and foresee the development of a successful project that can be adopted in other regional districts.

If you have any questions, please don't hesitate to contact me at 751-3165.

Yours truly,



Diane Tetarenko
Conservation Officer
i/c Industrial Investigations Unit

cc: John Merriman, Instructor, Malaspina College



RECEIVED
OCT 26 2001
REGIONAL DISTRICT
of NANAIMO

Faculty of Science & Technology
900 Fifth Street, Nanaimo,
British Columbia, Canada V9R 5S5
Tel (250) 741-2300 • Fax (250) 755-8749
<http://www.mala.bc.ca/>

October 24, 2001

Alan Stanley
Waste Reduction Coordinator
Environmental Services
Regional District of Nanaimo
6300 Hammond Bay Road, P.O. Box 40
Lantzville, BC V0R 2H0

Dear Mr. Stanley:

I would like to acknowledge the excellent waste-monitoring program being conducted by the Resource Management Officer Technology (RMOT) Program, the B.C. Conservation Officer Service and the Nanaimo Regional District. This collaborative inter-agency project, which is funded primarily by your agency, provides an excellent educational, training and career-path development opportunity for students at Malaspina University-College. The RMOT students have gained valuable practical experience in public relations, field note-taking, surveillance techniques, evidence gathering, and enforcement report-writing. The students have participated in joint investigations with conservation officers, on files that result in prosecutions, official warnings and/or waste clean-ups, as well as interacting with the public.

Our faculty, in particular, Mr. John Merriman, have also gained valuable experience in a professional development sense. The project has kept faculty in touch with agency policies, laws, enforcement practices, and inter-agency project design and implementation. Contract and employee supervision are also involved in this project. As you know, two RMOT summer students were hired for four months to conduct waste surveillance work. We were also able to hire two recent RMOT graduates as field coordinators. They obtained valuable work experience in the waste monitoring project.

I understand from Mr. Merriman that an extension of the contract between the Nanaimo Regional District and Malaspina University-College may allow this valuable project to continue through 2002. I would like you to know that the Faculty of Science and Technology and Malaspina University-College wholeheartedly supports the continuation of this valuable conservation project, which benefits the environment and communities of central Vancouver Island.

Thank you for your excellent work in conservation.

Sincerely,

David Drakeford, Ph.D.
Dean, Faculty of Science and Technology

Copy: L. Sundquist, Regional Enforcement Manager, C.O. Service, Nanaimo
D. Tetarenko, Supervisor, Industrial Investigations, C.O. Service, Nanaimo
D. Thomas, Vice President of Instruction and Research, Malaspina University-College

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REGIONAL DISTRICT OF NANAIMO			
NOV 22 2001			
CHAIR		GMCrs	
CAO		GMDS	
GMCrs		GMES	

MEMORANDUM

TO: John Finnie, P. Eng.
General Manager Environmental Services

FROM: Carey McIver
Manager Solid Waste

SUBJECT: Solid Waste Management
Waste Export Contract Renewal

5365-02

DATE:

FILE:

November 20, 2001

5365-02

PURPOSE

To request a five-year renewal to the contract with the Greater Vancouver Sewerage & Drainage District to collect, transship and dispose of approximately 17,000 tonnes of RDN municipal solid waste annually.

BACKGROUND

In September 1997, the Board approved the export of 17,000 tonnes of municipal solid waste annually on an interim basis beginning in 1998. At that time the remaining capacity of the Regional Landfill was estimated to be four years, consequently the Board concluded that waste export on a short-term basis would effectively allow for additional time to implement the 3R'S Plan and review alternative disposal options prior to proceeding with the landfill site selection process.

A Request for Proposals for solid waste transportation and disposal services (waste export) was issued in September 1997. In December 1997 the Board moved that staff enter into negotiations with the GVRD to export one-third of RDN waste to the Cache Creek Landfill on an interim basis.

In June 1998 the Board entered into a four and one-half year contract with the Greater Vancouver Sewerage & Drainage District (GVS&DD) to collect, transship and dispose of approximately 17,000 tonnes of RDN municipal solid waste annually. The term of the contract is from June 1, 1998 to December 31, 2002. With a twelve-month notice the RDN can increase the annual tonnage by 33,000 tonnes to 50,000 tonnes per year to handle the entire waste stream. The RDN is also entitled to renew the contract for a further term of five years commencing January 1, 2003 by giving written notice of renewal to the GVS&DD no later than January 1, 2002.

There were two conditions precedent that had to be met prior to executing this contract. One was that the Minister of Environment approve the interim export of RDN waste to the Cache Creek Landfill as an amendment to the RDN Solid Waste Management Plan (SWMP) and the other was that the Thompson Nicola Regional District (TNRD) Plan be amended if required.

These two conditions precedent were met. However the Minister of Environment only provided authorization for waste export to December 31, 2001 at which time it was expected that the RDN would have completed its SWMP amendment process, including the residuals management strategy and landfill siting process.

As discussed in a report to the Environmental Services Committee in October, this process is not yet complete. Staff are currently reviewing the waste export strategy, given changing economic and environmental conditions. Consequently, if the Board wishes to renew the contract with the GVS&DD, the Board will need to request an extension to the ministerial approval. Staff have discussed this matter with the ministry and expect a request to extend the ministerial approval for waste export will be supported.

As projected, waste export has extended the lifespan of the Regional Landfill. Renewing the contract with the (GVS&DD) for another five years will give the Board additional time to complete the residual solid waste management plan amendment process as well as maintain the opportunity to export all RDN waste to the Cache Creek Landfill.

ALTERNATIVES

1. Renew the contract with the GVS&DD for another five years.
2. Do not renew the contract.

FINANCIAL IMPLICATIONS

The current fee to collect, transship and dispose of roughly 13,273 tonnes of RDN waste to the Cache Creek Landfill is \$86.49 per tonne. Given rising fossil fuel prices the 2002 Provisional Budget for this service was based on a 5 percent fee increase to \$90.83, which represents an annual cost of \$1,205,587.

If the Board does not renew the contract with the GVS&DD, the Regional Landfill will be full within two years. At that time, according to current Board direction, the RDN will proceed to full export at a projected cost of \$4,675,000, which will require a significant increase in tipping fees and taxes.

SUMMARY/CONCLUSIONS


In June 1998 the Board entered into a four and one-half year contract with the Greater Vancouver Sewerage & Drainage District (GVS&DD) to collect, transship and dispose of approximately 17,000 tonnes of RDN municipal solid waste annually. The term of the contract is from June 1, 1998 to December 31, 2002. The RDN is entitled to renew the contract for a further term of five years commencing January 1, 2003 by giving written notice of renewal to the GVS&DD no later than January 1, 2002.

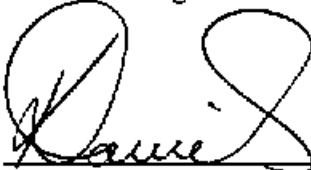
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RECOMMENDATION

1. That the Board request a five-year renewal to the contract with the Greater Vancouver Sewerage & Drainage District to collect, transship and dispose of approximately 17,000 tonnes of RDN municipal solid waste annually.
2. That the Board request a five-year extension to the authorization from the Ministry of Water, Land and Air Protection for interim export of RDN waste.


Report Writer


General Manager Concurrence


CAO Concurrence

COMMENTS: