

ADMINISTRATIVE REPORT TO THE CIVIC OPERATIONS COMMITTEE

ON

CURBSIDE RESIDENTIAL ORGANIC WASTE COLLECTION PROGRAM

PURPOSE

The purpose of this report is to update the Civic Operations Committee on the results of the pilot Curbside Residential Organic Waste Collection Program and to seek direction on switching to biweekly organic waste collection in the winter months (December, January, and February) when implementing community-wide curbside collection.

COUNCIL STRATEGIC PLAN

This report supports Council's strategic priorities and areas of focus regarding:

- **Governance and Accountability**
 - Asset Management: We proactively plan for the repair and replacement of our infrastructure.
 - Community Engagement: We are committed to engaging and connecting with Kamloops residents and stakeholders.
 - External Relationships: We understand the importance of maintaining and improving key relationships.
 - Fiscal Responsibility: We are fiscally responsible and accountable.
- **Vibrant Economy**
 - Business Health: We cultivate a positive business environment and maintain a framework that facilitates jobs, economic sustainability, and growth.
 - Economic Strength: We support initiatives that increase our competitive advantage, cultivate growth, and support our residents.
 - Partnerships: We continue to nurture partnerships with key agencies and organizations.
- **Environmental Leadership**
 - Climate Action: We enhance the City's resiliency and capacity for mitigating and adapting to the impacts of climate change.
 - Sustainability: We implement strategies that reduce our impact on the environment.

SUMMARY

In August 2022, Council adopted Solid Waste and Recyclables Amendment Bylaw No. 40-68, which included provisions and funding to implement a curbside residential organic waste collection program. Administration is preparing to implement this program in mid to late 2023, incorporating the learnings from a year-long pilot program that tested organic waste collection in five neighbourhoods from September 2021 to September 2022.

The pilot program included a robust engagement strategy with residents on pilot routes and gathered a broad array of feedback on various aspects of the program through surveys, a

website comment form, and emails and calls tracked through the Civic Operations call centre. The pilot program also gathered a significant amount of data through studies and tracking that support environmental outcomes, including waste reduction, waste diversion, and greenhouse gas emission reductions.

Lessons learned through the pilot program have resulted in Administration taking several actions and proposed amendments to Solid Waste and Recyclables Bylaw No. 40-67 to include provisions that reduce organic waste collection from weekly to biweekly during winter months (December–February) as well as provisions to allow commercial premises along curbside collection routes to opt into the organic waste collection service.

RECOMMENDATION:

That the Civic Operations Council Committee recommend that Council authorize Solid Waste and Recyclables Amendment Bylaw 40-69, 2023 (Attachment “A”), to be read a first, second, and third time.

SUPPORTING COUNCIL AND CORPORATE DIRECTION

In December 2020, Council authorized allocating \$43,500 in 2020 and \$220,000 in 2021 from the Solid Waste Reserve for staff to apply for two grants offered by the Green Municipal Fund—one for a feasibility study and one for the completion of a pilot program. Council also authorized allocating \$1,020,000 in 2022 from the Solid Waste Reserve for staff to apply for the CleanBC Organics Infrastructure and Collection Program - Residential Curbside Collection Stream grant.

In August 2022, Council adopted Solid Waste and Recyclables Amendment Bylaw No. 40-68, which included provisions for the collection of organic waste from single-family and duplex dwellings as well as multi-family dwellings on curbside collection. Council also authorized \$1,200,400 from the Solid Waste Reserve for additional capital costs for community-wide implementation and the addition of four full-time equivalents (FTEs) to support administration and operations.

Further supporting plans and corporate direction for organic waste collection include the following:

- **KAMPLAN:** City of Kamloops Official Community Plan’s goal to reduce solid waste disposal by adopting a zero-waste philosophy and implementing diversion programs as follows:
 - support policies and initiatives for management of recyclable and compostable materials and garbage in alignment with the Thompson-Nicola Regional District (TNRD) Solid Waste Management Plan
 - emphasize the “4 Rs” (reduce, reuse, recycle, and rethink) of waste management through education and awareness
 - leadership in recycling, composting, and waste management by implementing the City’s Zero Waste Program
 - extend the life of the Mission Flats Landfill to 2090

- TNRD Solid Waste Management Plan goal to reduce annual per capita waste disposal rate from 614 kg per person to 560 kg per person by 2023 and 500 kg per person by 2028
- Community Climate Action Plan Big Move 5 to reduce waste sent to landfill by 50% by 2028 and by 90% by 2050, including goals to:
 - reduce and capture all kitchen and yard waste for beneficial end use
 - reduce waste and prioritize diversion of methane-generating materials (i.e. cardboard, paper, yard, and wood waste) from entering the landfill
 - reduce the use of non-renewable resources, promote materials reuse, and support regenerative business models

DISCUSSION

Administration began planning for a curbside residential organic waste collection program in March 2020, and presented the plan to Council at the November 24, 2020, Regular Council Meeting. The plan consisted of a three-phased approach: a feasibility study (phase 1), a pilot program (phase 2), and community-wide implementation (phase 3). In December 2020, Council authorized allocating funds for staff to apply for grants for all three phases of the program.

Phase 1 - Feasibility Study

The City was awarded a grant from the Green Municipal Fund for a feasibility study, which was completed in June 2021. Phase 1 (feasibility study) included extensive research into organic waste collection programs, planning, and information gathering in the form of public consultation and audits for garbage collection routes. Public consultation showed that 79% of residents support an organic waste collection program, and audits of garbage collection routes showed that 42% of residential garbage can be diverted from City landfills through organic waste collection.

Phase 2 - Pilot Program

In June 2022, Administration provided an update to the Committee of the Whole about the outcomes of the first eight months of the pilot program and sought direction for moving forward with a community-wide program based on information gathered during the pilot program up to that point. The pilot program tested organic waste collection in each of the City's five collection zones using a model that is common in other jurisdictions—weekly organic waste collection with alternating biweekly garbage and recycling collection. A total of 2,246 households were included in the pilot program.

A significant amount of information was gathered during the pilot program, including three surveys of pilot participants, two waste composition audits, daily tracking of collection weights and excess waste, program participation rates, organic waste capture rates (how much organic waste was diverted from garbage), impacts on landfill life expectancy, greenhouse gas emission reductions, landfill diversion rates, and residential collection diversion rates.

Engagement

An extensive communications and engagement plan was used to consult with pilot program participants over the year-long pilot program to share information and seek feedback on various

program aspects. Engagement tactics used during the pilot program included a dedicated website, three surveys, mailouts, door hangers, newsletters, online information sessions, direct engagement, and displays at community events. A full summary of engagement activities is included in Attachment “B”, and a survey summary is included as Attachment “C”.

Table 1 shows the highlights from all three surveys. Survey 1 was performed at the beginning of the pilot program and was intended to gather a baseline of behaviour and levels of concerns prior to the pilot program. Surveys 2 and 3 were performed at the midpoint and end of the pilot program, respectively, and were intended to measure changes in behaviour and levels of impacts (concerns from Survey 1) from participating in the pilot program.

The response rate for the surveys was highest in Survey 2, with 33% of households on the pilot routes sharing their feedback. The level of support for organic waste collection was fairly consistent across all three surveys, with 78% of households stating that they support organic waste collection.

A series of questions was asked about home composting to understand how the program impacts home composters. There was a reduction in the number of households that stated they composted at home over the course of the pilot program—roughly 40% respondents stated that they were home composters in Surveys 1 and 2, which reduced to 35% in Survey 3. Over 70% of home composters supported organic waste collection in all three surveys. By the end of the pilot program, 93% of home composters were using their organics carts, with 74% using the carts on a regular basis (more than 10 times).

There was an increase in the amount of food waste and soiled paper that participants stated they were diverting during the pilot program. By the end of the pilot program, 79% of participants were diverting most or all of their food scraps (up from 30% before the pilot program) and 65% were diverting most or all of their soiled paper (up from 14% before the pilot program). Interestingly, there was a reduction in the amount of yard waste that participants stated that they were diverting over the course of the pilot program from 76% diverting most or all their yard waste before the pilot program to 63% at the end of the pilot program. This reduction could be due to participants not being able to divert all of their yard waste in the organics program.

Assessing the level of impact of shifting to biweekly collection for garbage and recycling, there was more impact and concern from pilot program participants for biweekly recycling than garbage. For recycling, there was a reduction in the level of impact over the course of the pilot from 27% at the midpoint to 22% of respondents to stated that biweekly recycling had a significant impact at the end of the pilot. Biweekly garbage collection had less of an impact with 79% of respondents stating that biweekly garbage had a moderate to insignificant/ no impact.

Table 1 - Pilot Participant Survey Summary

Survey 1 (September–October 2021)	Survey 2 (February–March 2022)	Survey 3 (September 2022)
535 Responses (24% Response Rate)	733 Responses (33% Response Rate)	603 Responses (28% Response Rate)
79% Support 13% Neutral 8% Do not support	77% Support 12% Neutral 11% Do not support	78% Support 12% Neutral 10% Do not support

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Survey 1 (September–October 2021)	Survey 2 (February–March 2022)	Survey 3 (September 2022)
39% Home/backyard composters 73% of backyard composters support organic waste collection	40% Home/backyard composters 72% of backyard composters support organic waste collection	35% Home/backyard composters 71% of backyard composters support organic waste collection
n/a	88% of home composters used the cart at least once	93% of home composters used the cart at least once 74% used the cart more than 10 times
Food waste diverted (prior to pilot) 36% None 35% Some 24% Most 6% All	Food waste diverted (since pilot) 7% None 19% Some 34% Most 41% All	Food waste diverted (since pilot) 7% None 14% Some 35% Most 44% All
Yard waste diverted (prior to pilot) 7% None 17% Some 32% Most 44% All	Yard waste diverted (since pilot) 14% None 33% Some 24% Most 29% All	Yard waste diverted (since pilot) 9% None 28% Some 26% Most 37% All
Soiled paper diverted (prior to pilot) 61% None 25% Some 9% Most 5% All	Soiled paper diverted (since pilot) 10% None 27% Some 42% Most 21% All	Soiled paper diverted (since pilot) 10% None 25% Some 42% Most 23% All
Level of concern for biweekly garbage collection 21% Very concerned 23% Somewhat concerned 55% Not concerned 2% Not sure	Level of impact of biweekly garbage collection 23% Significant impact 35% Moderate impact 42% Insignificant or no impact	Level of impact of biweekly garbage collection 21% Significant impact 32% Moderate impact 47% Insignificant or no impact
Level of concern for biweekly recycling collection 24% Very concerned 26% Somewhat concerned 49% Not concerned 1% Not sure	Level of impact of biweekly recycling collection 27% Significant impact 34% Moderate impact 38% Insignificant or no impact	Level of impact of biweekly recycling collection 22% Significant impact 34% Moderate impact 44% Insignificant or no impact

Waste Composition Audits

The City engaged a consultant to perform two comprehensive waste composition audits during the pilot program— one in winter 2021 and one in summer 2022—to measure and compare waste management practices on pilot and control routes (homes with no curbside organics collection). The consultant report summarizing the results of both audit studies is included as Attachment “D”. Results are also displayed in Table 2.

The studies measured the amount of waste generated on a weekly basis in kilograms per household per week. The studies showed that pilot routes generated 43% less garbage in winter and 57% less garbage in summer than control routes. Interestingly, pilot routes also generated less total waste (garbage plus organics) than control routes. In winter, pilot routes generated 20% less total waste than control routes; however, in summer, the difference was only 4% less—likely due to more yard waste being collected in the organics stream.

Table 2 - Weekly Waste Generation on Pilot and Control Routes (Garbage and Organics) in Winter and Summer

		Pilot Area			Control Area
		Organics (kg/hh)	Garbage (kg/hh)	Organics + Garbage (kg/hh)	Garbage (kg/hh)
Winter	Organic	3.32	3.04	6.36	7.37
	Non-Organic	0.05	5.51	5.56	7.50
	Total	3.37	8.55	11.92	14.87
Summer	Organic	10.06	3.39	13.45	10.20
	Non-Organic	0.19	4.80	4.99	8.99
	Total	10.25	8.19	18.44	19.19

The studies also looked at the composition of the organics and garbage stream. In both summer and winter, only 2% of the organics stream was non-organic material (contamination). There was significantly more yard waste in summer (55%) than in winter (26%).

The composition of garbage on control and pilot routes was also measured. While there was organic material disposed in pilot route garbage each week (3.04 kg/hh in winter and 3.39 kg/hh in summer), the amount was significantly less than in control route garbage (7.37 kg/hh in winter and 10.20 kg/hh in summer).

The studies also assessed waste diversion and reduction potential by comparing the amount of organics diverted through collection to the amount of organics not diverted or discarded as garbage on pilot routes. In winter, 28% of waste generated on pilot routes was diverted through organic waste collection, while in summer, the diversion rate increased to 56%. The increase was a result of more yard waste collected in summer. Pilot route garbage consisted of 36% organic material in winter and 42% organic material in summer, so there is room to improve and increase the amount of waste diverted through collection. It should be noted that during the pilot program, there was very little communication encouraging participants to use their organics

carts. Communication was focused on gathering information from participants about their experience with the program.

Performance Measures

The pilot program used several metrics to evaluate the performance of the program. Participation rates and capture rates were measured on a periodic basis and shown in Table 3. Estimated diversion rates (landfill and collection), greenhouse gas emission reductions, landfill life expectancy, and deferred capital costs extrapolate pilot program data and apply to community-wide collection.

Table 3 - Pilot Program Performance Metrics

Performance Metric	Description	Results
Participation Rate	The proportion of residents setting out organics cart each week measured by number of organics carts at curb ÷ total number of properties on that collection route.	Feb 2022: 39% May 2022: 53%
Capture Rate	The proportion of organic waste diverted from garbage measured as total weight of organic waste in organics cart ÷ (the total weight of organic waste in garbage + organic waste in organics cart).	December audit: 53% July audit: 75%
Diversion Rate - Landfill	The proportion by mass of all waste diverted from disposal to the total mass of all waste material generated.	2020 rate: 61% 2021 rate: 61% 2022 rate: Pending
Diversion Rate - Residential Collection	The proportion by mass of all waste diverted from residential collection to the total mass of all waste material collected.	2020 rate: 17% 2021 rate: 18% 2022 rate: 20%
Greenhouse Gas Emission Reductions (tCO ₂ e)	The net change in greenhouse gas emissions measured by greenhouse gas avoided from diverting organics from landfill plus greenhouse gas emissions from transportation to a processing facility.	8,954 tCO ₂ e
Landfill Life Expectancy	Number of years of landfill airspace saved because of diverting organic waste from landfill.	3 years
Value of Landfill Airspace Saved Annually	Estimated value of landfill airspace saved minus the operating cost to fill that airspace. This surplus is transferred to the Solid Waste Reserve, which funds landfill capital projects (e.g. expansion, closure and post closure activities, landfill gas management).	\$420,000

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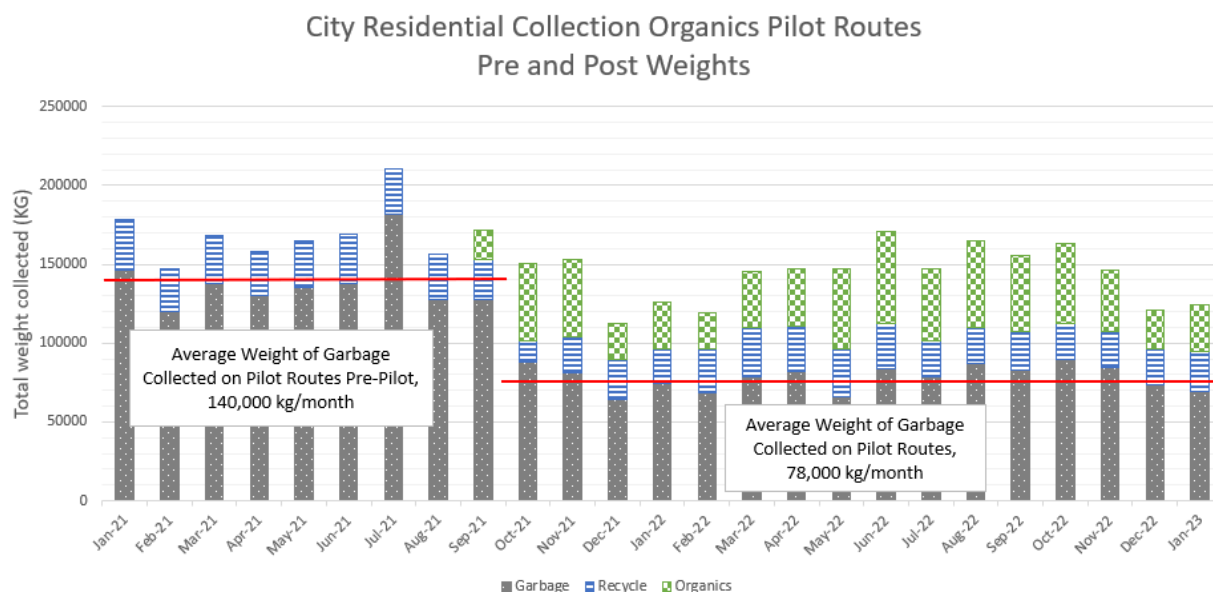
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Collection Tracking

In addition to performance metrics, staff have been tracking weights and participation along pilot routes. Figure 1 shows monthly collected weights for garbage, recycling and organics on the pilot routes from January 2021 through to January 2023. Organics collection began on September 20, 2021.

The average monthly weight of garbage collected on pilot routes prior to the pilot was 140,000 kg per month, which reduced to 78,000 kg/month when the pilot program began. Recycling collection weights reduced from 30,000 kg/month pre-pilot to 25,000 kg/month during the pilot. This reduction may have resulted in more paper, boxboard and cardboard being used to line organics bins to prevent material sticking in carts. Organics collection weights averaged 40,500 kg/month during the pilot.

Figure 1 - Pre- and Post-Pilot Route Collection Weights



Lessons Learned

Continuous engagement with and feedback from pilot program participants and solid waste operators throughout the pilot program highlighted areas of improvement that would help to build a successful community-wide program. A detailed summary of the feedback/concerns and associated actions taken by staff is included in Attachment "B". Table 4 includes examples of key lessons learned during the pilot and how staff have responded.

Table 4 - Pilot Program Issues and Actions Taken

Issue/Concern	Action
Environmental factors, such as freezing or high temperatures, caused material to stick to the inside of the cart during collection	<p>Created a one-page resource with visuals and instructions on how to prevent material sticking to the cart and what to do if material does become stuck.</p> <p>Resource was posted on the website and mailed to residents when operators reported material sticking inside carts.</p> <p>Included as a topic in several newsletters.</p>
Concerns about not allowing compostable plastic kitchen bin liners during the pilot program	<p>Information on why compostable plastic bags were not accepted during the pilot was continuously communicated to participants through newsletters and the website.</p> <p>Pilot participants were encouraged to contact staff to request samples of an accepted style of liner. Staff delivered or mailed the accepted style of liner to residents throughout the pilot.</p> <p>Staff created a one-page instructional sheet and short video on how to make a liner from newspaper.</p> <p>Staff received additional funding from Council to supply kitchen bin liners to residents as part of community rollout.</p>
Concerns about attracting wildlife/bears	<p>Planning to test bear-resistant containers in one of the pilot route areas in summer 2023.</p>
Excess garbage and recycling	<p>Allowed pilot participants to put excess material out for collection during the pilot.</p> <p>Tracked excess garbage and recycling set out for collection to assess the impact on households.</p> <p>Created a short video on managing recycling in carts by cutting down boxes and flattening bulky items.</p> <p>Encouraged participants who needed more recycling capacity to order a second recycling cart (\$12 per year).</p> <p>Waived the fee for garbage container upsize requests and encouraged participants who needed larger garbage carts to upsize.</p>
Impact of holiday collection schedule changes	<p>Researched the feasibility of shifting to a set collection schedule where collection does not shift ahead one day following each statutory and municipal holiday.</p>

Issue/Concern	Action
Home composters wanting to opt out of the program	<p>Researched other communities to understand how opt-out programs work. Opt-out programs are not common practice and administration is very costly.</p> <p>Educated home composters about items that should not be composted at home, but can be composted through curbside collection.</p> <p>Expanded on questions asked of home composters in the pilot surveys to better understand if and how they use the program.</p>
Readability of collection calendars	Redesigned the calendars for clarity and simplicity, adding icons to support accessible viewing.
Low volumes of organics in winter months	Seeking approval to reduce organic waste collection frequency to a biweekly schedule in winter months (December, January, and February).

Community-Wide Implementation

In August 2022, Council approved implementing the curbside organic waste collection program community-wide. Upon approval, staff began to take steps to prepare for implementation, which included securing the resources and services required for the program. Orders have been placed for carts and kitchen bins, and a contract has been secured for the delivery of the carts, bins, and educational material. Staff continue to work through the procurement process for kitchen bin liners, securing support for rerouting collection vehicles and securing an organics processing service agreement. Further details are presented in the implementation section below.

Administration has identified opportunities to improve efficiency and expand the organics program, aspects of which have not yet been presented to Council. These changes include offering organics collection to commercial customers currently serviced through curbside collection and reducing organics collection frequency to biweekly during the coldest months of the year when there is significant reduction in organics. These changes are reflected in the draft Solid Waste and Recyclables Amendment Bylaw No. 40-69, 2023 (Attachment “A”) and described below.

Commercial Customers on Curbside Collection

A number of commercial premises are serviced through the City’s curbside collection program for garbage and/or recycling, including many elementary schools, churches, office buildings, and municipal buildings. Staff had initially developed the community-wide program to exclude these premises due to stipulations with the CleanBC grant that the City received for community-wide organics collection. However, commercial premises can be included in the organics program as long the grant funding is not used to support these locations.

Communications with commercial customers on the City’s curbside program is underway and include offering organic waste collection as an option to those interested in participating in the

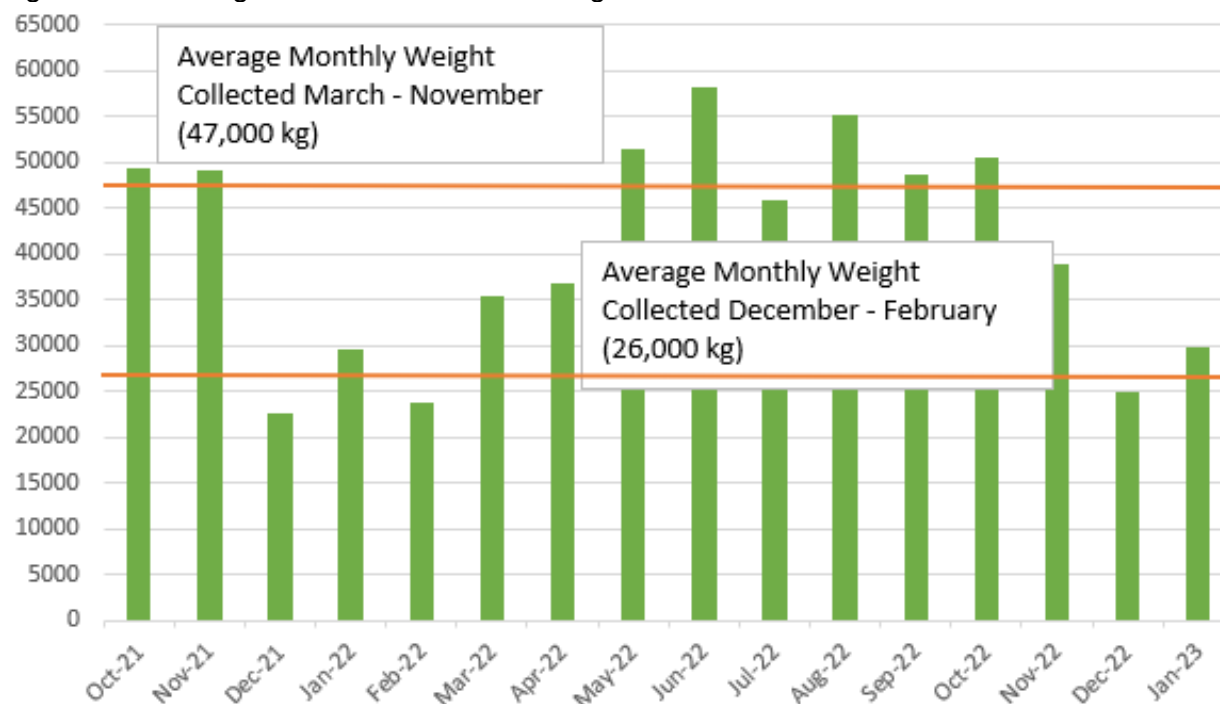
organics program. Staff will also work with each of these customers to adapt to the biweekly collection schedule for garbage and or recycling.

Solid Waste and Recyclables Bylaw No. 40-67, Part 2, Section 2.5, permits commercial premises to use the City's automated collection service for the removal of garbage and recyclables. The proposed amendment would allow commercial premises on the City's curbside collection program to be serviced with organic waste collection.

Biweekly Organic Waste Collection in Winter Months

As shown in Figure 2, organic waste collection volumes significantly decrease in winter months, primarily due to a reduction in the amount of yard waste. Data collected from the pilot routes since September 2021 shows that the average monthly weight collected from March to November (47,000 kg) is nearly 45% higher than the average monthly weight collected from December to February (26,000 kg).

Figure 2 - Pilot Organic Waste Collection Weights



The waste composition studies performed during the pilot also showed lower organic waste generation rates in the winter. The study performed in December showed an average weekly waste generation rate of 3.37 kg/hh of organics, while the study performed in July showed an average weekly waste generation rate of 10.25 kg/hh of organics.

As such, Administration is recommending a proposed amendment to Solid Waste and Recyclables Bylaw 40-67, Part 2, Section 3.4, whereby automated collection services for organics carts change from weekly collection year-round to weekly collection from March 1 to November 30 and one collection every two weeks from December 1 to February 28.

FINANCIAL IMPLICATIONS

Costs and Funding

In December 2020, Council authorized allocating \$43,500 in 2020 and \$220,000 in 2021 from the Solid Waste Reserve for staff to apply for the Green Municipal Fund grants for a feasibility study and a pilot program. Council also authorized allocating \$1,020,000 in 2022 from the Solid Waste Reserve for staff to apply for the CleanBC Organics Infrastructure and Collection Program - Residential Curbside Collection Stream grant. The City was successful in all three grant applications.

In July 2022, Council authorized \$1,200,400 from the Solid Waste Reserve for additional capital costs for community-wide implementation and the addition of four FTEs to support administration and operations. Additional funding and staff were needed to also support the growth of the existing solid waste collection program.

Table 5 summarizes the costs and funding for the three phases of the organics program. Phase 1 and 2 costs include both capital and operational costs. The City received grants through the Green Municipal Fund, which covered up to 50% of eligible project expenses for these phases.

The Phase 3 capital cost of \$4,000,000 includes carts, kitchen bins, kitchen bin liners, cart delivery, three solid waste collection trucks, and some operational expenses related to communications and project planning. The City received a \$1,700,000 grant through CleanBC, which covered 67% of eligible project costs.

Table 5 - Organics Program Costs and Funding

Phase	Cost	Grant	Net Cost
Phase 1 - Feasibility Study	\$85,140	\$32,554	\$52,585
Phase 2 - Pilot Program	\$617,150	\$282,500	\$334,650
Phase 3 - Community-Wide Capital	\$4,008,633	\$1,788,233	\$2,220,400
Phase 3 - Increase in Annual Operating Costs	\$600,000	n/a	\$600,000

Operational costs for all aspects of the City's curbside residential collection program are funded through utility fees. The annual utility for organic waste collection is \$12 per year for a 120 L cart, and the annual utility for recycling collection is \$12 per year for a 245 L cart. The annual utility fee for garbage collection is based on the size of container—\$85 per year for a 120 L cart, \$121 per year for a 180 L cart, \$150 for a 245 L cart, and \$312 per year for 360 L cart.

PERSONNEL IMPLICATIONS

As previously authorized by Council in August 2022, four new FTEs were added to support ongoing operations within the Environmental Services Section and the Sanitation and Sign Shop Section. These FTEs included one Solid Waste Reduction Coordinator, one Solid Waste Services Analyst, and two Solid Waste Operators. These positions were not added to exclusively support organic waste collection. They were to support the growth and expansion of the two operational divisions.

SUSTAINABILITY IMPLICATIONS

The main drivers for this program are related to sustainability. Removing organic waste from a landfill reduces greenhouse gas emissions. According to the Community Climate Action Plan greenhouse gas inventory, 5% of the community's greenhouse gases are related to solid waste, specifically methane gas released from organic material breaking down in landfills.

Diverting organic material to composting can reduce our community's greenhouse gas emissions by an estimated 9,500 tCO₂e per year. Diverting waste from landfill is another priority and benefit of organic waste collection. Estimates based on data collected during the pilot program show that a community-wide organics collection program could potentially divert approximately 6,000 tonnes of organic waste from landfill each year, reducing the amount of waste going to the Mission Flats Landfill by 10% and extending the landfill's life by three years.

Food waste prevention strategies will be included in the community-wide program to encourage residents to reduce waste. The City has participated in the provincial Love Food Hate Waste program. Even though we are no longer using this branding, the City continues to educate residents about food waste reduction strategies. A community-wide organics collection program would include a robust communications campaign, including City-branded information under the theme of "Love Your Food".

SOCIAL IMPLICATIONS

There are several social benefits for a curbside organics program, such as increased civic pride, ownership, and participation as residents can contribute to waste diversion efforts and pride in taking steps to reduce environmental impact. Curbside organic waste collection also improves the efficiency of services by making it easier for residents to participate in waste diversion. This program also supports increased employment opportunities and stimulus for the local economy through private enterprise opportunities with respect to processing organic material. If local processing is developed, there would be further opportunities for private solid waste collection companies to expand their services to include organic waste.

IMPLEMENTATION PLAN

The following activities are scheduled over the next eight months:

Activity	Timing
Modify Collection Routes	April–June 2023
Deliver Organics Carts, Kitchen Bins, Bin Liners, and Educational Material	July–August 2023
Implement Public Education Strategy	April 2023–December 2024
Commence Community-Wide Organics Collection	September 2023

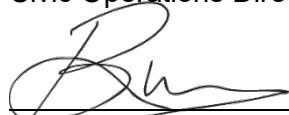
COMMUNICATIONS PLAN

Drawing from the lessons learned during Phase 2 (pilot program), Environmental Services Section staff will collaborate with the Communications and Community Engagement Division to develop a robust communications strategy for the curbside residential organic waste collection

program, including a comprehensive education campaign that will begin well in advance of community-wide collection. The communication strategy will include ongoing education with residents after organics collection has begun and will evolve over time to best suit the needs of the community and operations.



J. Fretz, P.Eng.
Civic Operations Director



Approved for Council

MD/kjm

Attachments

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