MINUTES

SWMMP Steering Committee Meeting #11-09
Hamilton City Centre, 77 James Street South, Room 320A
Wednesday, November 11, 2009
2:00 p.m. to 4:00 p.m.

Present:
Councillor Maria Pearson
Councillor Russ Powers
Councillor Lloyd Ferguson
Councillor Chad Collins
Beth Goodger, Senior Director, Operations and Waste Management Division
Pat Parker, Acting Director of Support Services, Operations and Waste Management Division
Craig Murdoch, Acting Director of Environmental Services, Operations and Waste Management Division
Blair Smith, Acting Director of Operations, Operations and Waste Management Division
Jennifer DiDomenico, Manager of Policy and Programs, Operations and Waste Management Division
Adrienne Press, Acting Supervisor of Operations Support, Operations and Waste Management Division
Dennis Guy, Project Manager, Community Outreach, Operations and Waste Management Division
Anne Winning, Supervisor of Program Development, Operations and Waste Management Division
Philip Homerski, Information and Business Advisor, Operations and Waste Management Division
Rūta Morkunas, Policy Analyst, Operations and Waste Management Division

Regrets:
Jim Sweetman, Waste Reduction Task Force

1. Adoption of Agenda

The agenda was adopted as written.

Moved by Councillor Ferguson, seconded by Councillor Powers:

That the agenda be approved.

CARRIED

2. Approval of Minutes of Previous Meeting on October 14, 2009

Moved by Councillor Ferguson, seconded by Councillor Powers:

The minutes be approved as presented.

CARRIED

3. Business arising from the minutes

There was no business arising from the minutes.

4. Diversion Program Updates

4.1 Community Outreach: Thinking About 2010 and Beyond

Staff presented an update on the changing world of advertising. Behavioural change is driven by emotion, not reason. People trust the people they know over government agencies. People generally fall into four categories when it comes to behaviours. True believers are motivated and enthusiastic about a behaviour e.g., recycling. Strivers need a little ‘push’ or information and tools.
Doubters aren’t completely convinced that a particular behaviour is the right thing to do. Deadbeats are resistant. Strivers and doubters need carrots to foster behaviour, deadbeats need sticks.

Traditional mass media is typically one way communication. Two way communication involves permission marketing in which residents ask for information that impact on their behaviour. Social marketing is word of mouth advertising but social media is word of mouth on steroids. Examples such as Twitter, Facebook and YouTube are capable of reaching millions of people in a short period of time.

The Gold Box program is an excellent social marketing tool for waste diversion but the program is flawed as it is focused on tonnages. In a recent gold box audit a dedicated recycler was not awarded a Gold Box because the garbage was kitty litter so the material was too heavy, in spite of 6 blue boxes and an uncontaminated green cart. Another flaw is that audits are time consuming so only a few Gold Boxes have been awarded. To make the program effective, we need to award more boxes. As well, City of Hamilton staff is not eligible to participate though they may be very knowledgeable. To address these concerns, changes to the audit process are proposed to streamline the audit process to facilitate the distribution of Gold Boxes. This approach is presently being tested.

In response to discussion, staff responded that residents who receive a Gold Box can keep and use all of their blue boxes as there is no limit on the number that can be set out. Blue boxes break and need to be replaced from time to time. In 2010, staff would like to see the award of 10,000 gold boxes reducing the quantity of blue boxes in the order. The initial blitz will be random. The significance of using the Gold Box will be conveyed in a letter to the resident.

Another aspect of social marketing is that it strives to reach as many people as possible as frequently as possible. The Waste Collection Calendar is a solid social marketing tool but it is only sent once a year. Significant cost savings could be realized if it was sent unaddressed. Collection days are all the same, that is, consistent through out the year except for Leaf and Yard Waste collection, so the calendar is really a Leaf and Yard Waste calendar. The alternating weeks and seasonal collection can be shown on one map on the calendar facilitating a single calendar. The cost savings realized would allow for a second communication piece at another time of the year, appealing to the frequency aspect. This second mail piece could include information on how to win a gold box, how to become a waste leader in your neighbourhood similar to a block parent program.

Concerning the Waste Collection Calendar, staff realizes that the font size is problematic because of the amount of information included. An option would be to send out two calendars as non addressed bulk mail, one in the first half and one in the second half of the year. The unaddressed mailer would also reduce or eliminate delivery to rural properties.

Committee asked if they could see the communication piece with the Leaf and Yard Waste areas when it is in the proofing stage.

Moved by Councillor Ferguson, seconded by Councillor Powers:

That staff move forward with the communications plan for 2010.

CARRIED

4.2 Follow up Discussion from Public Works Committee

Staff reported that the Additional Diversion Options report has not generated feedback from the community. Committee remarked that we still need to lean on the Multi-Residential sector to improve diversion. Staff expects that we will see fuller results from Multi-residential properties in 2010.

4.3 Multi-Residential Diversion Implementation

Staff updated committee on the progress of the Multi-Residential (MR) organics roll out. Currently, 73% of Phase 3 buildings (equal to 70% of all units) are on service. Committee enquired as to why we are not seeing an increased diversion rate. Staff responded that although just over 28,000 Phase 3 units have received green carts since September 2009 we likely won’t see the full impact this year. Staff indicated that discussions are ongoing with Hamilton Housing to assist them in setting up systems at various
locations. Committee suggested that households fronting onto roadways should be given a green cart even if the rest of the complex is unable to participate (at the moment).

5. **Federal/Provincial Legislation and Regulations Update**

Staff presented an overview of “From Waste to Worth: The Role of Waste Diversion in the Green Economy”, the Ministers’ report on the Waste Diversion Act 2002 review. The Ministers’ Report includes an update on the issues around the current framework including producer responsibility and funding for diversion programs such as the Blue Box, additional diversion programs, the 3R regulations, and plans for further development of the Waste Diversion Act 2002. Staff will be commenting on this review in the new year. The deadline is January 11, 2010; however, we have asked for an extension so that staff can report to the Public Works Committee on January 18, 2010 and then receive Council approval on January 27, 2010.

Moved by Councillor Collins, Seconded by Councillor Powers:

> That the information be received.

CARRIED

6. **Waste Reduction Task Force Update**

There was no update from the Waste Reduction Task Force.

7. **Operations Update**

7.1. **Disposal Activities**

Staff reported that Transfer Stations (TSs) and Community Recycling Centres (CRCs) are experiencing increased tonnage / visits typical for the time of year.

Renovations at the three TSs continue. The tipping floors and damaged wall panels have been replaced as required. Currently, the employee amenity sections are being updated to conform to barrier free criteria and female restroom facilities are being constructed.

Concerning contract changes in the New Year, BFI will be the service provider at all three TSs and CRCs as of January 1st while Waste Management of Canada Corporation will continue as the contract provider at the Glanbrook landfill. As per the contract, the new equipment has started to arrive at the landfill. Committee asked if all the equipment was new. Staff responded that it is all new except for the back up equipment which is allowed to be up to three years old.

7.2. **Collections Activities**

Leaf and Yard (L&Y) waste collection is seasonally heavy. Although there have been incidences of clear plastic bags for L&Y, these bags are being stickered and left.

The Collections office relocation to the Material Recycling Facility (MRF) will occur this weekend. Staff will be in temporary accommodations expected until May 2010. The north west area of the existing building will be renovated to create permanent staff offices.

Prices for recycling commodities continue to fluctuate although there have been increases. Newsprint, steel and HDPE plastic (laundry detergent, shampoo bottles, etc.) continue to rise in price. None of the prices have reached the height of the 2008 levels. The revenue budget of $4.5 million for 2010 is potentially risky. Other municipalities are using estimated 2009 year end revenues. The reserve is currently at $2 million and staff is discussing the use of the reserve to mitigate the budget with corporate finance.

Staff mentioned that the tender for litter containers has closed. The proposal from the company with solar containers was late and it did not fulfill the requested criteria.

Moved by Councillor Powers, Seconded by Councillor Collins:

> That the information be received.

CARRIED
8. Outstanding Action Items

There were no outstanding action items.

9. Other Business

It was reported that Councillors Powers and Mitchell along with City staff and Niagara Region staff toured Dongara, a pellitization plant. These pellets are used for fuel. Cement kilns are one of the prime candidates for use of this type of fuel. The facility appears to be a good operation and this type of facility should be reviewed in future by the City.

10. Next Meeting

The next meeting will be on Thursday, December 10 from 10:00 a.m. to 12:00 p.m. in the Hamilton Convention Centre, room 206.

There being no further business, the Committee adjourned at 4:00 p.m.

Motion by Councillor Collins, Seconded by Councillor Powers:

That the meeting be adjourned.

CARRIED
Distribution List:

SWMMP Steering Committee Members
Gerry Davis, General Manager, Public Works
Beth Goodger, Senior Director, Operations and Waste Management Division
Pat Parker, Acting Director of Support Services, Operations and Waste Management Division
Craig Murdoch, Acting Director of Environmental Services, Operations and Waste Management Division
Blair Smith, Acting Director of Operations, Operations and Waste Management Division