



INFORMATION REPORT

TO: Chair and Members Public Works Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: May 7, 2012	
SUBJECT/REPORT NO: Multi-Residential Waste Diversion Program Update (PW11096a) - (City Wide) (Outstanding Business List Item)	
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Council Direction:

At the December 5, 2011, Public Works Committee meeting staff was directed to report back at the end of the first quarter of 2012 respecting the Multi-Residential Waste Diversion Program.

Further to Report PW12004a on the Solid Waste Management Master Plan Review staff would like to take this opportunity to provide an implementation plan that focuses on the Multi Residential Diversion Strategy identified in the Enhanced Diversion Approach of the 2012 SWMMP.

Information:

Following the Fall/Winter 2011 data collection on the performance of the Multi-Residential Green Cart Program, staff was able to compile and compare building data acquired from the last three years of monitoring.

Monitoring Category	2009	2010	2011
Participation Rate	91%	77%	69%
Estimated Capture	21%	21%	18%
Contamination	53%	63%	46%

The decrease in building participation and organics capture rates indicates that a renewed focus and additional outreach activity is required to maintain and improve the performance of the program. Report PW12004a indicates that an increased focus on the multi-residential sector will be one of the key waste management activities over the next several years. Staff will be assessing the successes and shortcomings observed

at different buildings over the first three years of program operation and developing a new strategy to identify best practices and work to implement them throughout all multi-residential properties.

Multi-residential Implementation Strategy:

Staff has begun the development of a renewed strategy for improving the diversion performance in multi-residential buildings. The initial task is to undertake a data collection exercise aimed at determining the current best practices and barriers to achieving success in recycling and organics diversion. Over the past three years it has been observed that there is a large variation in the performance of buildings in terms of the amount of waste diverted. A significant portion of buildings have achieved waste diversion rates of 40-60%, whereas some properties have been unable to regularly operate the diversion programs and achieve diversion rates of 10%. In between these groups there are many buildings that have achieved modest diversion results, or have done well to capture divertable waste, but have had problems minimizing rates of contamination in both the blue and green carts. Through site visits and interviews with staff and management at high, medium and poor performing buildings, it is anticipated that information on both the source of performance barriers and the keys to program success will be gathered, and a strategy that incorporates on-the-ground, Hamilton-specific information will be prepared and poorer performing buildings will be provided with practical solutions to problems they currently face.

Following this phase, the next step will be to take the findings of the initial phase and review current program promotion and education materials to ensure that they accurately reflect the needs of buildings. Some of the potential adjustments to the current outreach practices may be the use of pictorial and multi-lingual materials to improve communication with non-English speakers, additional information/training sessions for tenants, and the use of awards, incentives or building champion initiatives aimed at achieving a higher level of tenant and superintendent engagement in the waste diversion programs.

Through the review of program performance it has become apparent that some multi-residential properties have not chosen to participate in diversion programs, regardless of the support offered to them by staff. Therefore, concurrent to the outreach work being undertaken at multi-residential properties, staff will also be undertaking a review of the waste management by-law to provide for stricter container limits and greater enforcement powers to deal with non-compliant buildings.

The table below outlines a proposed timeline for the implementation of the renewed waste diversion approach in multi-residential buildings.

Implementation Steps for Waste Diversion in Multi-Residential Buildings

Step	Timeline
Continued consultation with stakeholders (e.g., building managers, residents) on key issues and barriers to waste diversion in multi-residential buildings and their possible solutions.	2012 (ongoing)

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Step	Timeline
Review of Waste Management By-law.	2012
Review and update the 2007/08 multi-residential diversion strategy outreach materials.	2012
Implement the updated strategy.	2013 (ongoing)
Monitor and evaluate results.	2013 (ongoing)

In addition to the tasks outlined above, staff will continue to offer day-to-day support for the existing multi-residential program through customer service staff and collections operations.

It is important to note that 15-20% of buildings surveyed are using the diversion programs as was originally intended in the original launch of the program and are achieving waste diversion rates that would rank as some of the highest in Canada. These properties only require occasional support to keep their programs operating at an optimal level. It is anticipated that many other buildings can improve their performance to this level through additional program enhancements proposed.