Minutes of a meeting of the Regional Niagara Waste Management Planning Steering Committee (WMPSC) held in Committee Room 4, Regional Headquarters, on Tuesday, April 15, 2008, commencing at 11:10 a.m.

ATTENDANCE

Committee: Councillors Goulbourne, Chair, Augustyn, Baty, Casselman, Henderson, Hodgson, Mr. Baigent (representing WMAC Chair).

Staff: Ms. Habermebl, Acting Director, Waste Management Services; Ms. Torbicki, Manager, Waste Policy and Planning; Ms. Ricci, Legislative Assistant.

Other Staff: Ms. Crawley, Waste Management Services Coordinator; Mr. Whitelaw, Program Manager, Waste Management Services; Ms. Khan Cruikshank, Program Manager Waste Management.

Other: Mr. Jack Heath, Deputy Mayor, Town of Markham; Ms. Claudia Marsales, Manager, Waste Management, Town of Markham; Ms. Karen Craig, Sales Manager, Modern Landfill Inc; Mr. Craig Warden, General Manager, Modern Landfill Inc.

Quorum
There being a lack of ordinary quorum at the meeting, the Committee Chair determined that the ordinary quorum for the meeting be reduced to six members, pursuant to Section 22.10 of the Procedural By-law 96-2007.

PRESENTATIONS

30. Making The Change … Achieving High Diversion And Participation

Councillor Goulbourne introduced Mr. Jack Heath, Deputy Mayor, Town of Markham, and Ms. Claudia Marsales, Manager, Waste Management, Town of Markham, to Committee members and invited them to proceed with the PowerPoint presentation entitled, “Making The Change … Achieving High Diversion and Participation”.
Mr. Heath stated facts about the Town of Markham; population, number of homes, local responsibility, disposal/processing at Regional level and that until 2005, the Town of Markham had weekly blue box and garbage collection, with a three bag per week limit. He further stated that in 2004, Markham Council approved ‘Mission Green’, a program designed to achieve 70% waste diversion by 2006. The key facet that increased the diversion rate was implementation of every other week waste collection with a weekly organics collection program.

A summary of additional slides were, as follows:

- **Focus groups told us:**
  - There was general acceptance of organics separation if collected weekly, not much garbage left
  - Residents supported every other week garbage collection – agreed it made sense
- **Moving to Every Other Week Garbage Collection**
  - Forces participation in Green Bin
- **Give Them Time to Adjust**
- **Talk to the Residents**
  - Very, very few complaints were received
- **Address Tool**
- **Program Launched July 2005**
  - 69% diversion attained by 2006
  - no increase in illegal dumping

In closing, Mr. Heath stated the following eight suggestions:

- Make it easy – as few rules as possible
- Invest in a good communication program
- Involve all politicians early – spokespeople
- Talk about ‘leadership’ and ‘pride’
- Give residents the tools they need to succeed
- Hold ward/community meetings
- Be prepared to manage calls quickly
- Show leadership – Speak with single voice

Since 2004 over 4 million Ontario residents have every other week garbage collection.

Moved by Councillor Henderson
Seconded by Councillor Baty

That the presentation entitled, “Making The Change … Achieving High Diversion And Participation”, be received for information.
APPROVAL OF PREVIOUS MINUTES

31. Waste Management Planning Steering Committee 2-2008

Moved by Councillor Baty
Seconded by Councillor Augustyn

That the minutes of the Waste Management Planning Steering Committee (2-2008) meeting of March 4, 2008, be approved.

Carried.

ITEMS FOR CONSIDERATION

32. Waste Management Planning Steering Committee Letter of Resignation from Councillor McMullan WMPSC 2-2008

Moved by Councillor Augustyn
Seconded by Councillor Henderson

That Councillor McMullan’s Letter (March 20, 2008) of resignation as a committee member of the Waste Management Planning Steering Committee, be approved.

Carried.

33. AMO/AMRC Alternative Approach to Blue Box Funding Model

Moved by Councillor Augustyn
Seconded by Councillor Henderson

That Report AMO/AMRC Alternative Approach to Blue Box Funding Model, April 15, 2008 be received for information;

That this Committee recommend to Planning and Public Works Committee:

That Council support the AMO/AMRC’s Discussion Paper for an Alternative Approach to Ontario’s Blue Box Funding Model; and

That Council’s resolution be circulated to the Association of Municipalities of Ontario.

Carried.
34. **Waste Management Advisory Committee (WMAC) 6-2008**

Moved by Councillor Augustyn
Seconded by Councillor Baty

That the minutes of the Waste Management Advisory Committee (WMAC) (6-2008) meeting of February 12, 2008, be received and referred to the **May 27, 2008** meeting of the Waste Management Planning Steering Committee meeting focusing on Level of Service.

Carried.

**ITEMS FOR INFORMATION**

35. Moved by Councillor Henderson
Seconded by Councillor Baty

That the following items be received for information:

- **Report**  Curbside Collection Efficiencies and System Costs
- **Report**  Projects/Studies Activity Report
- **Waste Management Services Division**
- **Minutes**  Niagara Road 12 Landfill CLC
  December 5, 2007
- **Minutes**  Elm St Landfill Public Liaison Committee
  February 13, 2008
- **Correspondence**  Response letter to Niagara Falls Council (March 20, 2008) regarding User Pay and Collection Alternatives
- **Correspondence**  2006 Waste Diversion Ontario (WDO) Data Released – Article, 
  Solid Waste Magazine (March 24, 2008)
- **Correspondence**  Burning Question – Should Canada Incinerate Its Waste?
  Article, ReNew Canada (March/April 2008)
- **Correspondence**  Brochure entitled, Municipal Waste Integration Network (MWIN) 
  Conference

Carried.
STAFF DIRECTIONS UPDATE

36. Memo from Catherine Habermebl

Ms. Habermebl advised Committee members that a briefing on Compostable Bags was provided today in hard copy via a memo from Mr. Mucciarelli, Associate Director, Waste Disposal Operations.

Moved by Councillor Hodgson
Seconded by Councillor Henderson

That the Staff Directions Update of April 15, 2008 be received for information.

Carried.

OTHER BUSINESS

37. Dedicated meeting to Consensus Position on Level of Service and Rate Study

Councillor Goulbourne provided Committee members with the rationale surrounding holding a meeting specific to Level of Service. He stated that, initially, Committee members had decided that, due to timing and the need to reflect upon the report, a meeting held exclusively to cover Level of Service would be beneficial.

However, due to Mr. Friesen resigning, staff now feels that in order to provide the information in its entirety, it would be best to postpone the subject of “Level of Service” to the May 27, 2008 meeting of Waste Management Planning Steering Committee.

Committee members agreed and asked that a friendly amendment (from April 29th to May 27th) be made to the Waste Management Advisory Committee (WMAC) (6-2008) portion of the minutes.

37. Working Group for Green Bin Relaunch Communication Strategy

Ms. Habermebl advised Committee members that a communications strategist had been selected, Fingerprint from Toronto, and asked if Committee members were interested in volunteering (approx. 5-6 hrs. over the next month) by sitting on the Working Group for the Green Bin Relaunch.

Councillors Casselman and Baty volunteered.

38. Congratulations – Green Meeting

Councillor Henderson congratulated staff and Committee members for the green meeting and conservation efforts (mugs, cups, water jugs, china plates etc.), with respect to the presentation of the Waste Management Planning Steering
Committee lunches. She then requested that staff look into the possibility of making all corporate meetings held within the building adhere to the same such conservation efforts.

Ms. Habermebl informed Committee members that staff was currently attempting to create policies that would impose “Green” guidelines upon any and all meetings catered through the Region’s cafeteria. She stated that she would keep Committee members apprised of the outcome.

38. Agricultural Task Force Meeting

Councillor Baty, in conjunction with the aforementioned piece of Other Business, advised staff that, at a recent Regional Chair’s Agricultural Task Force meeting, they had served bananas but had not supplied a Green Bin. He further stated that this should be considered when creating policies surrounding “Green”.

39. Collection Re: Diapers in Organics

Councillor Baty inquired as to the possibility of investigating procedures of other communities to find possible alternatives to collecting diapers with organics.

Ms. Habermebl advised that this has been addressed in the Collection Efficiencies and System Cost Report (page vi of the executive summary and page 6-1 in the main part of the report). Staff is in the process of negotiating a contract with Walker’s, where the GORE Cover System compost processing technology would be utilized, which did not include diapers in the Green Bin program.

40. Town of Pelham

Councillor Augustyn advised Committee members that the Town of Pelham, at a recent Committee meeting, had endorsed the Level of Service/Rate Study and that a letter confirming this would be forthcoming.

41. Zero Waste … achieving the possible

Ms. Habermebl provided information surrounding the mWin annual general meeting and conference entitled, “zero waste … achieving the possible” to be held June 10 - 12, 2008. She stated that Committee members interested in attending should contact either Cheryl Crawley or Peter Kryger.

Councillor Baty advised staff that the issue of conference attendance, and the cost involved, was currently being addressed at the Council Organization Review Committee (CORC). He further stated that the Committee was suggesting that divisions set aside places for Councillors when it applies to local conferences.
Ms. Habermebl stated that the Waste Management Division had already budgeted for Councillor attendance at Waste Management conferences. Interested Councillors / WMPSC members can also select a preferred day to attend mWin, if they are not available for the full conference.

42. Social Marketing and Outreach Initiatives

Ms. Habermebl informed Committee members of the following Social Marketing and Outreach Initiatives:

- Elimination of Plastic Bag Mailer
- Smart Gardening Home Advisor Pilot Program (memo)
- Recycling Battery Program Launch; invitation e-mailed out to WMPSC members April 15, 2008 by Lisa Ricci

43. Cost to Large Lot owners re: Switch to Compostable Bags

Councillor Baty suggested to staff that he had heard concerns from residents with large lots, therefore larger quantity of leaves, about the significant increase in cost that compostable bags would present.

Ms. Habermebl stated that she had been watching the price of Kraft Bags and agreed that currently it would present a slight increase in cost however, the price may drop once the demand increased.

Further to this, she suggested the idea of reusable containers and, as part of the Region’s Smart Gardening Program, the promotion of leaf mulching.

(Refer to Councillor Information Requests)

44. Level of Service

Mr. Baigent encouraged Committee members, in preparation of the May 27, 2008 Level of Service/Rate Study agenda item, to review the WMPSC 01-2008 Level of Service and Rate Study – Consensus Position and the clear bag resolution that was previously discussed at the March 4, 2008 meeting of the Waste Management Planning Steering Committee (WMPSC).

COUNCILLOR INFORMATION REQUESTS

That staff be directed to:

- Issue a press release stating alternatives to compostable bags (e.g. with respect to large lot owners) (Refer to Minute Item #43) (Councillor Baty)
- Research the cost of large vacuums/mulching units (Refer to Minute Item #43) (Councillor Casselman)
ADJOURNMENT

The Committee adjourned at 12:30 p.m. to meet again at 11:00 a.m. Tuesday, May 27, 2008, in Committee Room 4.

Damian Goulbourne  Lisa Ricci
Chair  Legislative Assistant