

To: Zero Waste Committee

From: Adriana Velázquez, Senior Project Engineer, Solid Waste Services
John Ho, Project Engineer, Solid Waste Services

Date: June 8, 2023

Meeting Date: June 15, 2023

Subject: **Illegal Dumping Update and Gypsum Management in Metro Vancouver**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 8, 2023, titled “Illegal Dumping Update and Gypsum Management in Metro Vancouver”.

EXECUTIVE SUMMARY

Member jurisdictions and Metro Vancouver provide programs and education to help reduce illegal dumping in the region.

Illegal dumping incidents were similar in 2022 compared to 2021 and down from 2020. In 2022, 42,154 illegal dumping incidents were tracked (including 940 incidents of abandoned gypsum), compared to 42,450 incidents in 2021 and 47,050 incidents in 2020. Illegal dumping clean-up costs are generally stable with municipal costs of approximately \$3.4 million in 2022. Municipalities spend an additional \$2.5 million per year on bulky item pick-up programs.

Mattresses continue to be one of the most commonly illegally dumped materials/materials picked up in bulky item pick-up programs. Metro Vancouver has advocated for many years to include mattresses in provincial extended producer responsibility programs. The Province announced in 2021 that mattresses will be integrated into the extended producer responsibility program along with some other materials by 2025.

PURPOSE

This report summarizes illegal dumping trends, initiatives to discourage illegal dumping, and regulatory requirements and management practices for gypsum in Metro Vancouver.

BACKGROUND

Illegal dumping and abandoned gypsum trends in the region are updated based on data provided by member jurisdictions and presented annually to the Zero Waste Committee.

ILLEGAL DUMPING UPDATE

Metro Vancouver provides convenient and accessible recycling and waste drop-off services at its recycling and waste centres, including accepting residential loads of new gypsum for recycling and used gypsum for disposal. Metro Vancouver also:

- Shares messaging on social media channels to educate residents on recycling, donation, and disposal options in their communities for unwanted items.

- Developed a recycling and disposal cost estimator to help customers understand the cost of recycling and disposal at Metro Vancouver recycling and waste centres. The tool was used more than 16,000 times over its first year of operation.
- Supports member jurisdictions by facilitating information sharing and is developing a centralized online portal to collect and monitor regional illegal dumping data.

Member jurisdictions manage the clean-up of illegally dumped items on municipal property and implement a range of prevention initiatives and enforcement actions. Illegal dumping is regulated through municipal bylaws and administrative penalties are typically set in municipal ticketing bylaws. Some members also have monitoring cameras in place and have increased enforcement patrols in areas with many illegal dumping incidents. In addition to enforcement practices, members have implemented initiatives to discourage illegal dumping, such as signage, large item pick-up programs, drop-off events, city-wide garage sales, restricted access to known illegal dumping sites, streetscape recycling bins, education campaigns, and expansion of accepted items at recycling depots.

Illegal Dumping Trends

Illegal dumping incidents were similar in 2022 compared to 2021 and down from 2020. Data tracked for 2022 included 42,154 illegal dumping incidents, including 940 incidents of abandoned gypsum at a collective cost of \$3.43 million to clean up. Illegal dumping clean-up costs are generally stable with municipal costs of approximately \$3.4 million in 2022. Similar to 2021, mattresses, furniture, and household garbage were identified as the most frequently abandoned items in 2022.

Table 1: Annual Incidents of Illegal Dumping and Abandoned Gypsum in Metro Vancouver

Year	Total Number of Illegal Dumping Incidents	Number of Abandoned Gypsum Incidents	Total Cost of Clean-Up	Average Cost Per Incident
2018	43,800	935	\$3.40 million	\$78
2019	43,450	649	\$3.50 million	\$81
2020	47,050	720	\$3.63 million	\$77
2021	42,450	964	\$3.54 million	\$83
2022*	42,154	940	\$3.43 million	\$81

* City of Vancouver data is based on 2021 illegal dumping statistics due to a change in process in 2022.

New Extended Producer Responsibility Programs

Enhanced extended producer responsibility programs for items such as mattresses are expected to help reduce illegal dumping by reducing costs to residents to manage those materials. On September 13, 2021 the Province published its Extended Producer Responsibility Five-year Action Plan. The plan outlines key actions to expand the list of products regulated under the extended producer responsibility program, including mattresses, hybrid and electric vehicle batteries, compressed canisters (e.g. fire extinguishers and single-use camping fuel), medical sharps used by people at home, and additional electric products (e.g. solar panels). In the Action Plan, regulation changes for mattresses and expanded hazardous household waste are expected in 2023 with program implementation by 2025.

Large Item Pick-up Programs

Twelve member jurisdictions provide large item pick-up programs, a residential collection service for unwanted bulky items, at a collective cost of approximately \$2.5 million per year. The majority of programs require residences to be eligible for curbside garbage collection to also be eligible for the large item pick-up program. Multifamily and commercial buildings are eligible in some municipalities. Some of these large item pick-up services are promoted by municipalities but managed by a third-party service provider. Items collected by large item pick-up programs are sent to recycling or disposal.

Gypsum Management in Metro Vancouver

Gypsum is a material used in the manufacture of interior wall and ceiling panels, commonly referred to as drywall. Gypsum board manufactured prior to 1990 may contain asbestos, is expensive to remediate, and can present a health risk to workers and the public.

Different orders of government, as outlined in Attachment 1, enforce regulations and oversee processes to ensure the industrial, commercial/institutional, and residential sectors are properly managing hazardous materials including gypsum containing asbestos.

WorkSafeBC Contractor Licensing and Worker Certification Program

In 2022 the provincial government made amendments to the Workers Compensation Act to require that all asbestos abatement contractors be licensed to operate in British Columbia, and that workers who perform this work complete mandatory safety training and obtain certificates. WorkSafeBC provides asbestos abatement training, through approved training providers, which includes a waste handling core competency. Changes to the Occupational Health and Safety Regulation are expected to occur in 2024 and will require workers to complete approved safety training and obtain a certificate prior to conducting asbestos abatement work.

Recycling and Disposal of Commercial Quantities of Gypsum

Private facilities play a key role in managing large commercial quantities of gypsum from the construction and demolition sector. In 2021 63,533 tonnes of gypsum (including residential and commercial loads) were recycled in the region, compared to 56,782 tonnes in 2020.

A local private recycling facility accepts both commercial and residential gypsum loads and has a material screening and documentation procedure to reject loads of gypsum product that may contain asbestos. The accepted material is separated into its gypsum core and paper backing components, and are recycled into new gypsum or paper products.

Commercial gypsum loads with asbestos-containing materials are typically disposed of by qualified hazardous material abatement companies in out-of-region landfills and tracked via a BC Generator Number as required by the BC Ministry of Environment and Climate Change Strategy.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Metro Vancouver's initiatives related to illegal dumping monitoring, reporting and education are carried out within existing budgets for Solid Waste Services and External Relations. Illegal dumping clean-up costs are borne by municipalities and private land owners.

CONCLUSION

Member jurisdictions and Metro Vancouver continue to work collaboratively to reduce illegal dumping and advocate for expanded producer responsibility programs for commonly dumped materials such as mattresses and furniture. The collection of regional illegal dumping data remains an effective way to identify abandoned materials that pose operational risks and other hazards.

Private facilities collect and process commercial quantities of gypsum from the construction and demolition sector. Regulations are enforced by different orders of governments to ensure proper management of gypsum containing asbestos. Collaboration with member jurisdictions and industry stakeholders is necessary to further address the increases in abandoned gypsum in the region.

Attachments

1. Table A – Summary of Regulatory Agencies Related to Gypsum Recycling and Disposal
2. Presentation re: Illegal Dumping Update and Gypsum Management in Metro Vancouver

References

1. [Asbestos training & certificates - WorkSafeBC](#)

Table A – Summary of Regulatory Agencies Related to Gypsum Recycling and Disposal

Agency (Activity regulated)	Role	Regulations/Enforcement
Environment Canada (Transportation)	<ul style="list-style-type: none"> • Sets requirements and enforces compliance for inter-provincial and international transportation of hazardous materials. 	<ul style="list-style-type: none"> • <i>Canadian Environmental Protection Act</i> • Transport manifest requirements
BC Ministry of Labour - WorkSafeBC (Worksite; processing and transfer; final disposal)	<ul style="list-style-type: none"> • Ensures worker safety at work sites, including cases where workers may come into contact with hazardous materials. 	<ul style="list-style-type: none"> • <i>Occupational Health and Safety Regulation (OHS)</i> • <i>Workers Compensation Act</i> • Fines and stop-work orders
BC Ministry of Environment and Climate Change Strategy (Transportation; processing and transport; final disposal)	<ul style="list-style-type: none"> • Licenses haulers and receiving facilities that take hazardous materials, and restrict accepted materials and material quantities. 	<ul style="list-style-type: none"> • <i>Environmental Management Act</i> • <i>Hazardous Waste Regulation</i> • Hauler licences
Metro Vancouver (Processing and transfer; recycling; and final disposal)	<ul style="list-style-type: none"> • Regulates private facilities that manage municipal solid waste and recyclable materials within the region. • Collaborates with other jurisdictions to ensure proper handling. • Inspects loads at regional disposal facilities. 	<ul style="list-style-type: none"> • <i>Solid Waste & Recyclable Material Regulatory Bylaw</i> • Permits for receiving and processing facilities • Solid waste licences • Disposal ban program • New and used gypsum programs
Municipalities (Worksite)	<ul style="list-style-type: none"> • Issues business licences to operate within a specific municipality. • Sets diversion requirements for building materials and hazardous material abatement. • Collaborates with WorkSafeBC in cases of non-compliance. 	<ul style="list-style-type: none"> • Local bylaws • Business licences • Building permits



Ironworkers Memorial Second Narrows Crossing

2022 Illegal Dumping Update

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Adriana Velázquez, P.Eng M.Eng

Senior Project Engineer, Solid Waste Services

Zero Waste Committee Meeting June 15, 2023

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METRO VANCOUVER INITIATIVES

- Central Surrey Recycling and Waste Centre
- Messaging on social channels on options to manage unwanted items
- Recycling and disposal cost estimator



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Put waste in its place



RECYCLE | DONATE | DISPOSE

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RECYCLING AND DISPOSAL COST ESTIMATOR

Total queries: Over 16,000 uses on its first year

Top three searched material types:

1. Furniture (21%)
2. Garbage (19%)
3. Mattress/box spring (13%)

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SERVICES • BOARDS • MEDIA ROOM • EVEN

Recycling and Disposal Cost Estimator

Search met

Home > Services > Solid Waste > Solid Waste & Recycling Facilities > Recycling and Disposal Cost Estimator

Metro Vancouver's recycling and waste centres, the Vancouver South Transfer Station, and the Vancouver Landfill offer a range of free and paid recycling and waste disposal services. This recycling and disposal cost estimator can help customers estimate the cost to recycle or dispose accepted materials. Actual costs are based on the weight of materials as determined by weighing vehicles entering and exiting the facilities.

Material Type

Gypsum/Drywall, Used ✓

① Disposal of used gypsum is restricted to residents only. Used gypsum installed before 1990 may be contaminated with asbestos in the tape and mud. Used gypsum must be double-bagged in special, clear, heavy-duty used-gypsum program bags. Follow the [used gypsum disposal instructions](#).

* Used gypsum/drywall is not accepted for disposal at Vancouver South Transfer Station.

Estimated Weight

100 ✓

Unit of Measure

☐ Pounds ☒ Kilograms ☐ Tonnes

Estimate Cost

Estimated Cost:

\$25

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Ongoing Work

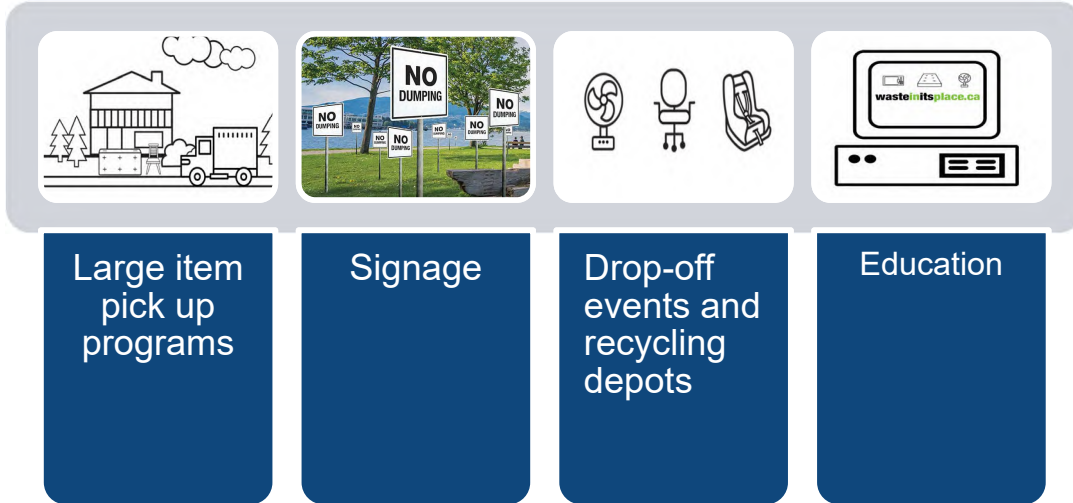
- Enhancement of data collection and analysis
- Illegal dumping dashboard
- Opportunities for reuse of bulky items



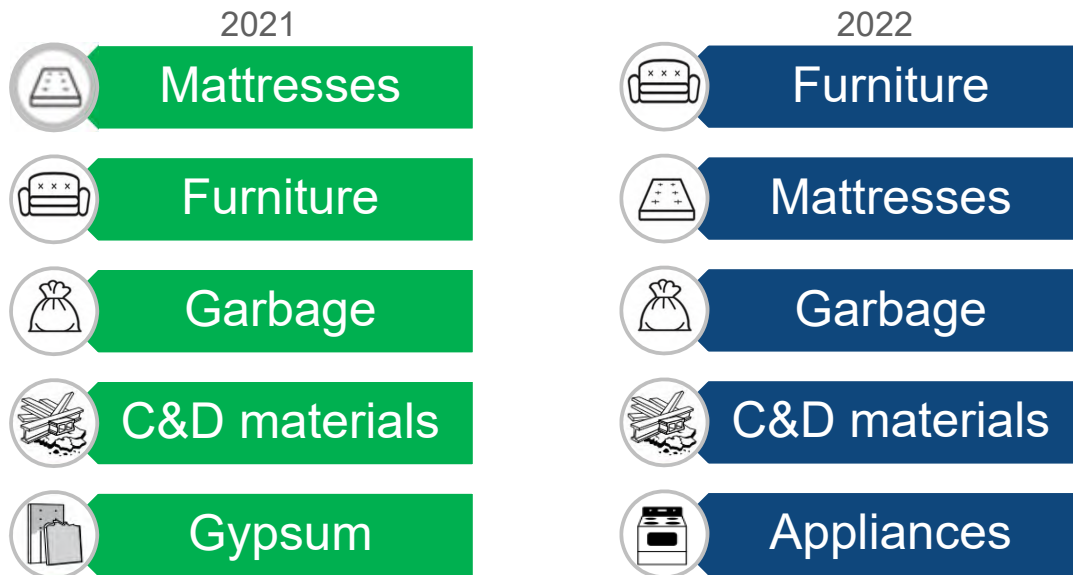
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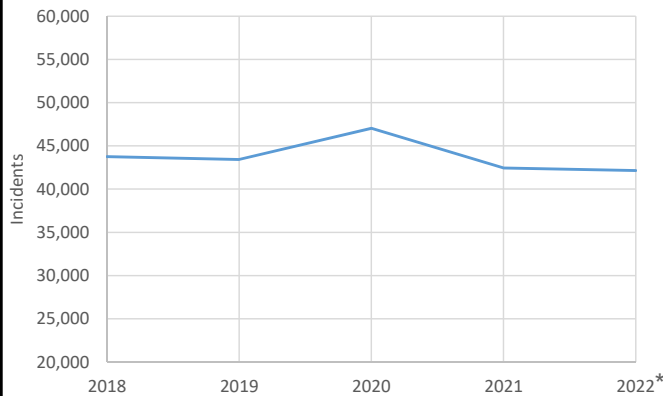
MUNICIPAL PREVENTIVE INITIATIVES



Most Frequently Reported Abandoned Items



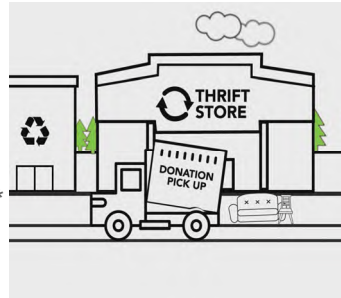
ILLEGAL DUMPING INCIDENTS



42,154
Incidents in
2022



42,450
Incidents in
2021



*City of Vancouver data is based on 2021 illegal dumping statistics due to a change in process in 2022.

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COST OF CLEAN UP

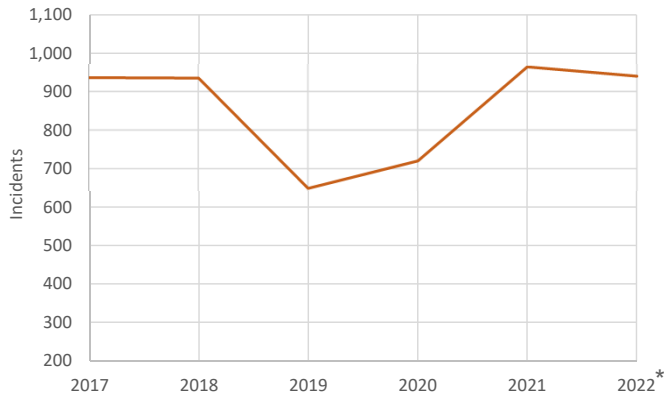
Year	Number of Incidents	Total Clean Up Cost	Average Cost per Incident
2019	43,437	\$3.50 million	\$81
2020	47,038	\$3.65 million	\$78
2021	42,450	\$3.54 million	\$83
2022*	42,154	\$3.43 million	\$81

* City of Vancouver data is based on 2021 illegal dumping statistics due to a change in process in 2022.

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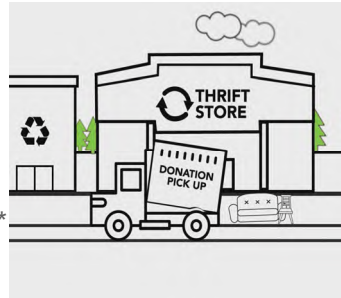
ABANDONED GYPSUM



940
Incidents in
2022



964
Incidents in
2021



*City of Vancouver data is based on 2021 illegal dumping statistics due to a change in process in 2022.

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TOGETHER
WE MAKE OUR REGION
STRONG

Thank you!

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To: Zero Waste Committee

From: Brent Kirkpatrick, Lead Senior Engineer, Solid Waste Services

Date: June 8, 2023

Meeting Date: June 15, 2023

Subject: **Waste-to-Energy Facility 2022 Financial Update**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 8, 2023, titled "Waste-to-Energy Facility 2022 Financial Update."

EXECUTIVE SUMMARY

This report provides the annual financial update for the Metro Vancouver Waste-to-Energy Facility. The facility continues to be an environmentally sound, cost effective disposal option. In 2022 the Waste-to-Energy Facility processed 233,052 tonnes of municipal solid waste at an overall at a net unit cost of \$74.59 per tonne for operation and maintenance. The Waste-to-Energy Facility net cost per tonne of waste processed increased in 2022 as compared to 2021, primarily due to increased consumable costs (e.g., chemicals and natural gas), ash management costs, and lower throughput tonnage. Waste-to-Energy Facility unit costs are comparable to the cost of managing waste at the Vancouver Landfill and roughly half the cost of managing waste through Metro Vancouver's contingency disposal contracts. Waste-to-Energy Facility costs are funded through garbage tipping fees paid by all solid waste system users.

PURPOSE

The purpose of this report is to provide the Zero Waste Committee with the annual financial update for the Metro Vancouver Waste-to-Energy Facility located in Burnaby.

BACKGROUND

Annually, results of the operation of the Waste-to-Energy Facility and contract with Covanta Burnaby Renewable Energy, ULC (Covanta), including tonnages, expenditures, revenues, service level and performance, and unit costs, are provided to the Zero Waste Committee for information.

2022 WASTE-TO-ENERGY FACILITY FINANCIALS

Table 1 provides the past three years of expenditures for the Waste-to-Energy Facility. Total expenditures include operations and maintenance of the Waste-to-Energy Facility and ash management. Ash management costs increased in 2022 due to higher fly ash and bottom ash disposal costs which increased with inflation. A small amount of bottom ash was managed at the Coquitlam Landfill in 2021, reducing costs compared to 2020.

Metro Vancouver has entered into a contract with Birco Environmental Ltd. to conduct a pilot project to process bottom ash for beneficial use as an input material to a local cement plant. If the process is successful it will result in a disposal reduction of approximately 40,000 tonnes per year of bottom ash, or nearly 5% of all of the municipal solid waste requiring disposal in the region. The initiative will also reduce greenhouse gas emissions through reduced mining and transportation of raw materials for the cement plant. The pilot trials are currently underway and scheduled for completion by early 2024.

Table 1: 3-Year Expenditures for the Waste-to-Energy Facility

	2020	2021	2022
Operating Cost	\$19,292,506	\$19,283,850	\$20,226,031
Fly Ash Disposal Costs	\$1,256,519	\$1,465,739	\$1,455,891
Bottom Ash Disposal Costs	\$2,016,633	\$1,560,862	\$1,767,871
Total Expenditure	\$22,565,658	\$22,310,451	\$23,449,793
Tonnage	244,362	241,531	233,052
Unit Cost / Tonne	\$92.35	\$92.37	\$100.62

Table 2 outlines Metro Vancouver's portion of offsetting revenues. Electrical revenue in 2020 was reduced due to scheduled turbine generator maintenance which occurs every six years. In 2021 and 2022 electrical revenues returned back to normal levels. Metal revenue includes revenue from the non-ferrous metals recovery system that was installed in the fall of 2018 and commissioned in 2019. Metals revenue has remained high reflective of high recycled metals prices.

Table 2: Metro Vancouver's Portion of Electrical and Metal Revenues for the Waste-to-Energy Facility

	2020	2021	2022
Electrical Revenue	\$5,308,843	\$5,778,816	\$5,705,028
Metals Revenue	\$191,800	\$436,187	\$360,428
Tonnage	244,362	241,531	233,052
Unit Revenue / Tonne	\$22.51	\$25.73	\$26.03

Table 3 shows net cost per tonne for the Waste-to-Energy Facility from 2020 to 2022. An approximate \$5 per tonne increase in net costs was observed between 2020 and 2022. This increase is primarily due to consumable costs (e.g., chemicals and natural gas), ash management costs, and lower throughput tonnage. The Waste-to-Energy Facility annual tonnage processed is impacted by waste quality, equipment availability, and boiler outages. Over the two past years, approximately 15% of the unscheduled downtime at the facility was due to tube leaks in the primary economizers. This has a direct impact on the waste processing capacity and electricity production of the facility. One boiler was upgraded during the 2023 spring outage and the remaining two boilers will be upgraded during the 2023 fall outages.

Table 3: 3-Year Net Unit Cost for Operation and Maintenance of the Waste-to-Energy Facility

	2020	2021	2022
Unit Cost / Tonne (from Table 1)	\$92.35	\$92.37	\$100.62
Unit Revenue / Tonne (from Table 2)	\$22.51	\$25.73	\$26.03
Net Unit Cost / Tonne	\$69.84	\$66.64	\$74.59

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The Waste-to-Energy Facility net unit cost/tonne increased in 2022 relative to 2021 primarily due to increased consumable costs (e.g., chemicals and natural gas), ash management costs, and lower throughput tonnage. Metro Vancouver continues to work with Covanta to minimize facility costs and, overall, the Waste-to-Energy Facility continues to be a cost-effective regional disposal option. Unit costs are comparable to managing garbage at the Vancouver Landfill and approximately half the cost of managing garbage through contingency disposal contracts where garbage is shipped to remote landfills for disposal. Both Waste-to-Energy and the Vancouver Landfill are operated to their maximum annual capacity. Waste-to-Energy Facility costs are funded through garbage tipping fees paid by all solid waste system users.

CONCLUSION

Expenditures in 2022 for the Waste-to-Energy Facility totaled \$23.5 million, resulting in an expenditure of \$100.62 per tonne. Metro Vancouver's portion of electrical and metals revenues totaled \$6.1 million or \$26.03 per tonne. Based on the plant processing 233,052 tonnes of municipal solid waste in 2022, expenditures of \$100.62 per tonne less revenue of \$26.03 per tonne resulted in a net unit cost of \$74.59 per tonne for operation and maintenance of the Waste-to-Energy Facility. Tipping fee revenues are accounted for separately and are not included in this analysis.

To: Zero Waste Committee

From: Larina Lopez, Division Manager, Corporate Communications, External Relations
Jay Soper, Communications Specialist, External Relations

Date: June 2, 2023 Meeting Date: June 15, 2023

Subject: **2023 Regional Clothing Waste Reduction Campaign Results**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 2, 2023, titled “2023 Regional Clothing Waste Reduction Campaign Results.”

EXECUTIVE SUMMARY

Now in its fifth year, Metro Vancouver’s “Think Thrice About Your Clothes” (“Think Thrice”) behavior change campaign performed strongly in terms of engagement and the number of Metro Vancouver residents reached. The campaign’s goal is to increase diversion of textiles from the waste stream by raising awareness of the textile waste problem and empowering residents to take action. While clothing donation and recycling options were encouraged, the campaign has put additional emphasis on reduction and reuse options. Several new traditional media placements were added this year to expand campaign reach to younger audiences, with the inclusion of on-air host endorsements with Virgin radio, Skytrain platform posters, and digital screens located within 8 post-secondary campuses across Metro Vancouver. The campaign achieved over 43.7 million impressions between digital and traditional media tactics, an increase of over 12 million impressions from the previous year.

PURPOSE

To update the Committee on the results of the 2023 regional clothing waste reduction campaign, “Think Thrice About Your Clothes”, as identified in the 2023 Zero Waste Committee Work Plan.

BACKGROUND

Clothing is one of the fastest growing waste streams due to rapidly changing fashion trend cycles and low prices, leading to increased clothing consumption and disposal. Approximately 20,000 tonnes of clothing waste is disposed annually in Metro Vancouver, despite local options to swap, sell, or donate unwanted clothing. Metro Vancouver residents throw out an average of 8 kg of clothing per person per year, equivalent to the weight of 44 t-shirts per person per year.

2023 was the fifth year of the Think Thrice campaign, which supports Metro Vancouver’s commitment to zero waste. Overcoming barriers and effecting long-lasting behavior change can take several years to achieve and requires a long term commitment. While tangible results can also take several years to identify, they can be measured through campaign engagement, public attitudes research, and clothing disposal metrics identified through Metro Vancouver’s annual waste composition studies.

This report covers results of the Think Thrice campaign from February 27 to April 30, 2023.

2023 REGIONAL “THINK THRICE ABOUT YOUR CLOTHES” CAMPAIGN

Campaign Approach

The campaign was in market from February 27 – April 30, 2023 and aimed to:

- Increase diversion of textiles waste from the waste stream
- Empower residents to take action reduce their textiles waste (reduce, repair, reuse)
- Increase awareness among Metro Vancouver residents about the textiles waste problem
- Connect textiles waste reduction to climate action

While the campaign targeted all Metro Vancouver residents, the primary audience was adults aged 18–64, with secondary segments consisting of younger adults (aged 18–34) and women. Additional emphasis has been put on reduce and reuse options for all audience demographics.

Creative Direction and Messaging

The 2023 campaign focused on hopeful and action-oriented messaging, while addressing associated barriers to adopting desired behaviours. The campaign creative platform celebrates the lives of “caring owners” by focusing exclusively on items of clothing and the stories they collect. The platform builds off the premise that if clothes are to be spared from the landfill, they require “caring owners.” Audiences were directed to the campaign website URL, www.think-thrice.ca, to learn more about different ways they can reduce their clothing waste.

Website

The campaign website focuses on three main areas of messaging:

- Reduce – tips for identifying quality items when purchasing new or second-hand clothing, including rental options
- Repair – tips for better care and repair of clothing, including laundry and stain removal, as well as clothing repair and alteration options and ideas
- Donate/Recycle – what to do with unwanted clothing, including information on reselling, repurposing, recycling, and donating

Promotional Strategy

A combination of digital and out-of-home targeted placements were employed to reach residents throughout Metro Vancouver. Tactics included digital (YouTube, Facebook, Instagram, search ads (year round)), a television PSA, radio host endorsements with Virgin, Rock 101, and JRFM, out-of-home (Skytrain posters, Metrotown LED Spectacular, super bus kings, campus digital screens). In addition to on-air radio endorsements, the popular radio hosts further amplified campaign messaging through their own social media channels, acting as campaign influencers and contributing significant additional ad value.

New to the 2023 campaign was the inclusion of additional on-air radio host endorsements (Virgin radio), the Metrotown LED Spectacular, digital screens located within 8 post-secondary campuses, and the re-introduction of Skytrain platform posters. The new tactics were introduced to increase awareness among all target audiences, particularly women and younger adults, both of whom tend

to shop more frequently and purchase more clothing on average, according to public attitudes research conducted in 2021 and 2022. All tactics drove residents to the campaign website (www.think-thrice.ca).

Engagement of Metro Vancouver Members

Campaign materials were made available to all Metro Vancouver members, including social media content and co-branded assets like posters and digital transit shelters.

Results

Website Traffic

- The campaign website had over 33,000 visits (approx. 535 hits/day) from February 27–April 30, 2023.
- Digital ads, including Google Search and social media (Facebook and Instagram), were the largest source of website traffic.
- Users viewed an average of three website pages per visit, and the majority of web traffic was from new visitors (approximately 80% new vs. returning visitors).
- The majority of users (79%) accessed the campaign website via a mobile device.
- Besides the landing page, the most visited pages were within the donation and recycling section of the website (i.e. ‘Where can I donate or recycle’), indicating there’s still a need to focus campaign messaging on providing information about what clothing can be donated and where.

Media Performance

- The campaign delivered over 43.7 million impressions. This is an increase of over 12 million impressions compared to 2022 campaign results.
- Out of home tactics (Skytrain posters, Super Bus Kings and digital screens) delivered over 28.6 million impressions.
- Digital tactics (Google Search, Facebook & Instagram, YouTube video) offered strong reach and delivered 10.4 million impressions.
- The television PSA aired 1,631 times to Shaw and Telus subscribers in the region.
- There were over 255,000 video views on YouTube.
- Radio received an estimated 4.7 million impressions (296 spots).

Earned Media

A supporting [Media Release](#) was issued on March 7, and stories mentioning the campaign appeared in radio, TV, print, and digital media. Broadcast coverage included CKNW 980 and Global News, while print and digital stories included the Richmond Sentinel, Delta Optimist, Tri-City News, and MSN Canada. In total, print, online, and broadcast media reached over 22.7 million people, with an estimated ad value equivalent of \$210,000.

Plans for 2023 Regional Campaign

The campaign will run again in early 2024, and will continue to use the “caring owners” platform, with continued evolution of messaging and ad creative. The target audience and key messages are to be determined, but will be based on insights from the 2023 campaign and any additional data from Solid Waste Services.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2023 clothing campaign was provided within a budget of \$155,000 supported under the Zero Waste Communications Program of the 2021 General Government budget, managed by the External Relations Department.

CONCLUSION

This is the fifth year of Metro Vancouver's clothing waste reduction behaviour change "Think Thrice" campaign, and the second year using the "caring owners" creative platform. The campaign's objectives were to raise awareness of the clothing waste issue and empower residents to take action to reduce their textiles waste (reduce, repair, donate/recycle).

A range of indicators can be employed to measure campaign efficacy and behavior change over time, including engagement, public attitudes research, and changes in clothing disposal identified through Metro Vancouver's annual solid waste composition studies. The 2023 "Think Thrice About Your Clothes" campaign performed strongly in terms of engagement and the number of Metro Vancouver residents reached. These indicators, along with additional research, will inform future iterations of the Think Thrice campaign and provide the ability to measure behavior change over time.

Attachment

1. Presentation re: 2023 Regional Clothing Waste Reduction Campaign Results

THINK THRICE ABOUT YOUR CLOTHES
Reduce, Repair, Reuse.

Think Thrice About Your Clothes

2023 CAMPAIGN RESULTS

Jay Soper

Communications Specialist, Corporate Communications

Zero Waste Committee, June 15, 2023

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OVERVIEW

Background:

- Fifth year of regional clothing waste reduction campaign
- February 27 – April 30, 2023

Objectives:

- Increase diversion of textiles from the waste stream
- Empower residents to take action to reduce their textile waste (reduce, repair, reuse)
- Increase awareness among Metro Vancouver residents about the textiles waste problem

Audience:

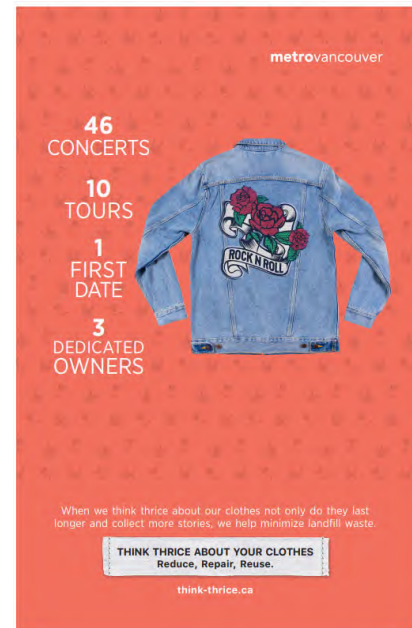
- Metro Vancouver residents
 - Primary: Adults aged 18-64
 - Secondary: Women and young adults (aged 18-34)

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CAMPAIGN CREATIVE

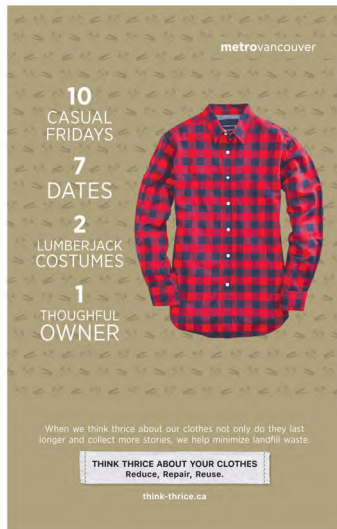
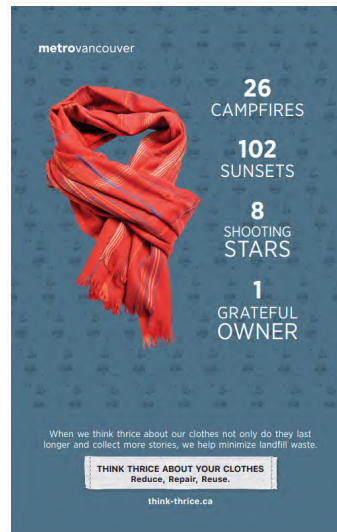
- 2nd year of “caring owners” campaign platform
 - Celebrates the lives of various “owners” by focusing on items of clothing and the stories they collect
 - Builds on premise that if clothes are to be spared from the landfill they require “caring owners”
- Campaign URL: www.think-thrice.ca



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CREATIVE EXECUTIONS



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4

PROMOTIONAL STRATEGY

Digital:

- Facebook & Instagram
- YouTube video
- Google Search (year-round)

Broadcast:

- TV PSA
- Radio (Rock 101, JRFM, Virgin)

Out-of-Home:

- Super Bus Kings
- SkyTrain Platform Posters
- Metrotown LED Spectacular
- Campus LED Screens



LED Spectacular – Metrotown SkyTrain Station

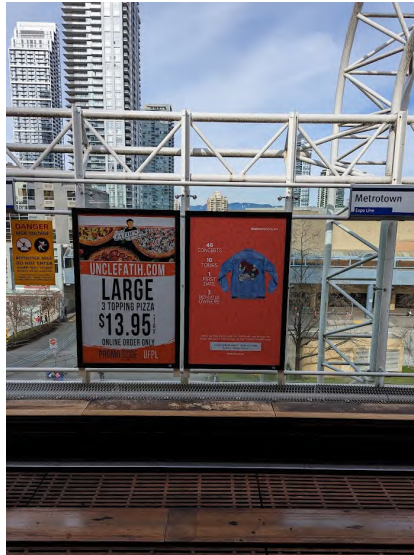
CAMPAIGN HIGHLIGHTS

- **Campaign delivered over 43.7 million impressions**
 - Out-of-home: 28.6 million
 - Digital: 10.4 million
 - Radio: 4.7 million (296 spots)
 - Television PSA aired 1,631 times to Shaw and Telus subscribers in the region
 - 255,000+ video views on YouTube
- **Campaign webpages had over 33,000 page views**
 - ~535 hits/day pages
 - Users viewed an average of three website pages per visit
 - Majority of web traffic from new visitors (80% new vs. returning)
 - Most popular pages within donation and recycling section

CAMPAIGN HIGHLIGHTS

SkyTrain Posters

- 24 platform locations:
 - Vancouver
 - Burnaby
 - Coquitlam
 - New West
 - Surrey
 - Richmond



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CAMPAIGN HIGHLIGHTS

Super Bus Kings

- 12 transit buses:
 - Vancouver, NV, Richmond, Surrey, Delta, PoCo



Downtown Vancouver



North Vancouver

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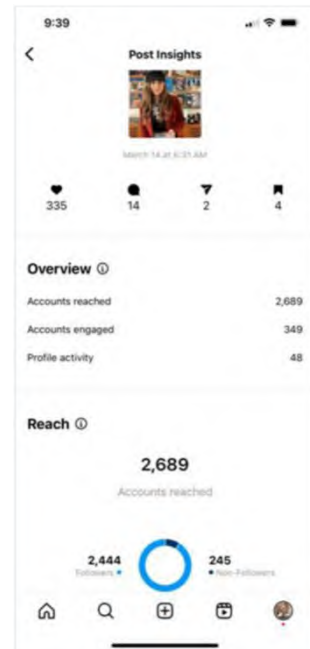
CAMPAIGN HIGHLIGHTS



Radio Host Endorsements – Alece Anderson



March 14, 2023



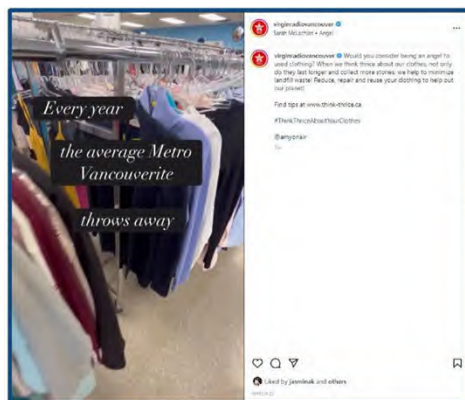
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CAMPAIGN HIGHLIGHTS



Radio Host Endorsements – Amy Spencer



Instagram Post # 3
March 22nd
Reach: 1,777
Engagements: 29



Instagram Post # 4
March 29th
Reach: 2,940
Engagements: 65

Bell Media

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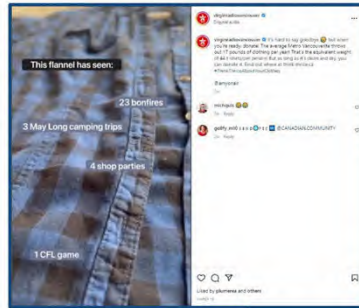
CAMPAIGN HIGHLIGHTS



Radio Host Endorsements – Amy Spencer



Instagram Post # 1
March 8th
Reach: 1,146
Engagements: 22



Instagram Post # 2
March 15th
Reach: 2,061
Engagements: 29

BellMedia



This flannel has seen:

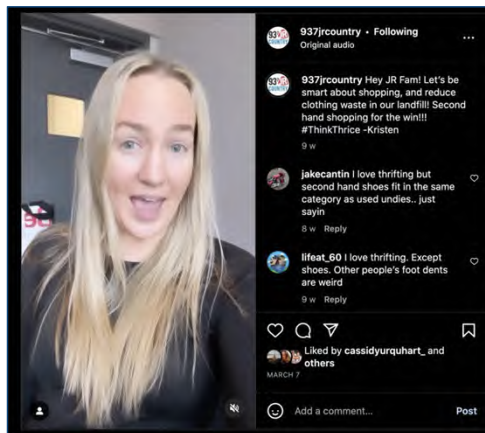
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CAMPAIGN HIGHLIGHTS



Radio Host Endorsements – Kristen Jade



March 7, 2023



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CAMPAIGN HIGHLIGHTS

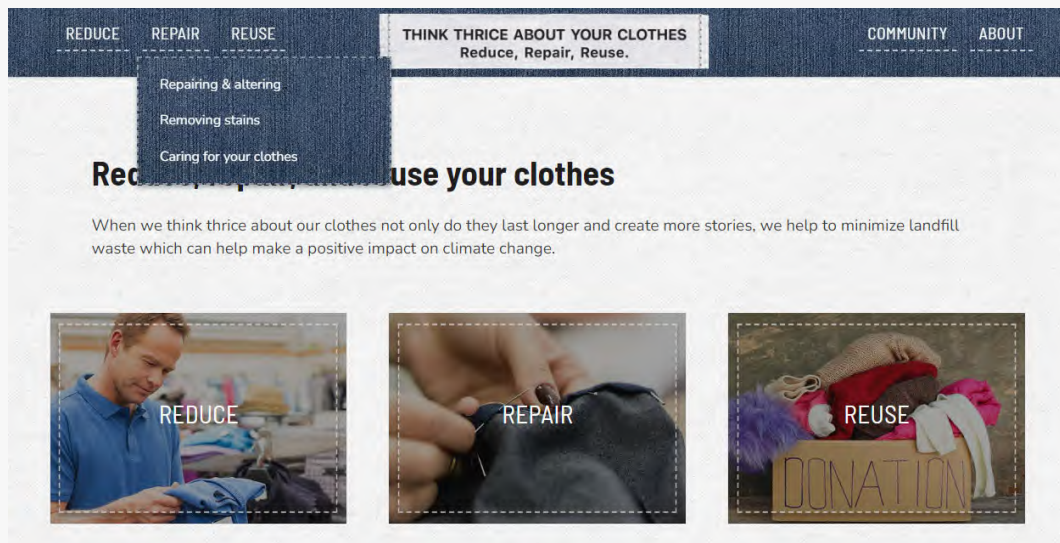
Earned Media

- Media Release March 7
- Stories appeared in radio, TV, print, and digital media
- Print, online, and broadcast media reached over 22.7 million people, providing estimated ad value equivalent of \$210,000



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Think-thrice.ca website landing page

Questions?

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