

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

MEETING

Thursday, November 6, 2025

1:00 pm

28th Floor Committee Room, 4515 Central Boulevard, Burnaby, British Columbia

Webstream available at <https://www.metrovancover.org>

A G E N D A

A. ADOPTION OF THE AGENDA

1. November 6, 2025 Meeting Agenda

That the Zero Waste Committee adopt the agenda for its meeting scheduled for November 6, 2025 as circulated.

B. ADOPTION OF THE MINUTES

1. October 9, 2025 Meeting Minutes

That the Zero Waste Committee adopt the minutes of its meeting held October 9, 2025 as circulated.

pg. 5

C. DELEGATIONS

D. INVITED PRESENTATIONS

E. REPORTS FROM COMMITTEE OR CHIEF ADMINISTRATIVE OFFICER

1. Solid Waste Management Plan - Options Analysis Update

pg. 10

Executive Summary

The regional solid waste management plan is being updated to further reduce waste, reduce greenhouse gas emissions, and advance a circular economy. The options analysis phase assesses ideas from previous research and engagement to determine what will be included in the draft plan to be considered by the Zero Waste Committee and Board in advance of submission to the Minister of Environment. For transparency, all ideas – including those considered unadvisable by staff – have been published.

Engagement with advisory committees showed general support for actions related to waste reduction and recycling. Some advisory committee members advocated for closing the Waste-to-Energy Facility and others advocated for privatizing the regional solid waste system. Closing the Waste-to-Energy Facility and privatizing the regional solid waste system are considered unadvisable by staff. Metro Vancouver’s publicly owned solid waste system, including the Waste-to-Energy Facility, is operated with public oversight and contractor expertise and efficiency. The system is cost-effective, environmentally responsible, and delivers North American leading waste reduction performance.

Recommendation

That the GVS&DD Board receive for information the report dated October 28, 2025, titled “Solid Waste Management Plan - Options Analysis Update”.

2. Waste Reduction and Recycling – Materials Collected and Investments

pg. 22

Executive Summary

At its September and October 2025 meetings, the Zero Waste Committee asked about the type of materials collected at Metro Vancouver solid waste facilities for recycling and reuse, and Metro Vancouver’s investments in waste reduction and recycling activities.

Approximately 88,000 tonnes of recyclable and reusable materials are collected at Metro Vancouver solid waste facilities including, for example, organics, mattresses, and extended producer responsibility materials such as packaging and paper. New recycling depots at North Surrey and Langley recycling and waste centres are being constructed and additional recycling and reuse actions will further increase quantities.

The expected cost of waste reduction and recycling planning and operations in 2026 is approximately \$25 million or approximately 14% of the overall solid waste function budget. Some of these expenditures are recovered through recycling drop-off fees, material revenues, and through contributions from extended producer responsibility programs. Garbage tipping fees fund any deficits for individual recyclable materials, such as mattresses.

Recommendation

That the Zero Waste Committee receive for information the report dated October 28, 2025, titled “Waste Reduction and Recycling – Materials Collected and Investments”.

3. Update on Zero Waste Conference, November 27, 2025

pg. 28

Executive Summary

Since 2010, Metro Vancouver has delivered the Zero Waste Conference, bringing together governments, businesses, and non-profits to advance waste prevention and the circular economy. The 2025 Zero Waste Conference will be held on November 27 at the Vancouver Convention Centre and online. This year’s conference theme is “Innovation and the business case for waste prevention”. There will be keynotes and plenary discussions in the morning and concurrent interactive workshops in the afternoon. The workshops focus on three key economic sectors: hospitality and entertainment, housing and construction, and high-technology. The event will wrap up with a closing keynote conversation on regenerative design to achieve a waste-free future.

Recommendation

That the Zero Waste Committee receive for information the report dated October 27, 2025, titled “Update on Zero Waste Conference, November 27, 2025”.

4. 2025 Single-Use Item Reduction "What’s Your Superhabit?" Campaign Results

pg. 35

Executive Summary

The 2025 “What’s Your Superhabit?” campaign ran from June 16 to August 10, 2025. The objective was to reduce the use and disposal of single-use items among Metro Vancouver residents, particularly those aged 18–44 who are more likely to have received a single-use item. The secondary audience was people who work in offices, who tend to generate a high volume of cups, containers, and utensils. A regional paid media buy was complemented by social media influencers and employee-perspective social media. The paid media performed well with 33.3 million total impressions, 3.1 million video views, and over 5,000 likes, comments, and shares on social media. Post-campaign research showed that 37% of residents recall seeing the campaign, and 57% of those say they’ve reduced their use of single-use items as a result of the ads.

Recommendation

That the Zero Waste Committee receive for information the report dated October 8, 2025, titled “2025 Single-Use Item Reduction ‘What’s Your Superhabit?’ Campaign Results.”

5. Manager's Report

pg. 44

Recommendation

That the Zero Waste Committee receive for information the report dated October 29, 2025, titled “Manager’s Report”.

F. INFORMATION ITEMS

G. OTHER BUSINESS

H. RESOLUTION TO CLOSE MEETING

Note: The Committee must state by resolution the basis under section 90 of the Community Charter on which the meeting is being closed. If a member wishes to add an item, the basis must be included below.

That the Zero Waste Committee close its meeting scheduled for November 6, 2025 pursuant to Section 226 (1) (a) of the *Local Government Act* and the *Community Charter* provision(s) as follows:

- 90 (1) A part of a meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:
- (g) litigation or potential litigation affecting the municipality; and
 - (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public.

I. ADJOURNMENT

That the Zero Waste Committee adjourn its meeting of November 6, 2025.

Membership:

Kirby-Yung, Sarah (C) – Vancouver
Hodge, Craig (VC) – Coquitlam
Calendino, Pietro – Burnaby
Darling, Steve – Port Coquitlam

Ferguson, Steve – Langley Township
Elford, Doug – Surrey
Muri, Lisa – North Vancouver District
Wallace, Rosemary – Langley City

Weverink, Paul – Anmore
Wolfe, Michael – Richmond
Zhou, Lenny - Vancouver

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

Minutes of the Regular Meeting of the Metro Vancouver Regional District (MVRD) Zero Waste Committee held at 1:02 pm on Thursday, October 9, 2025 in the 28th Floor Boardroom, 4515 Central Boulevard, Burnaby, British Columbia.

MEMBERS PRESENT:

Chair, Director Sarah Kirby-Yung, Vancouver* (arrived at 1:03 pm; departed at 2:11 pm)
Vice Chair, Director Craig Hodge, Coquitlam
Director Pietro Calendino, Burnaby
Director Doug Elford, Surrey*
Director Steve Ferguson, Langley Township*
Director Lisa Muri, North Vancouver District
Councillor Rosemary Wallace, Langley City*
Councillor Paul Weverink, Anmore
Councillor Michael Wolfe, Richmond
Director Lenny Zhou, Vancouver*

*denotes electronic meeting participation as authorized by the *Procedure Bylaw*

MEMBERS ABSENT:

Councillor Steve Darling, Port Coquitlam

OTHERS PRESENT:

Sue Maxwell, Chair, Zero Waste BC

STAFF PRESENT:

Jerry W. Dobrovolny, Chief Administrative Officer
Paul Henderson, General Manager, Solid Waste Services
Christine Zhao, Legislative Services Coordinator, Board and Information Services

Vice Chair Hodge chaired in the absence from the room of Chair Kirby-Yung.

A. ADOPTION OF THE AGENDA**1. October 9, 2025 Meeting Revised Agenda****It was MOVED and SECONDED**

That the Zero Waste Committee adopt the revised agenda for its meeting scheduled for October 9, 2025 as circulated.

CARRIED

B. ADOPTION OF THE MINUTES**1. September 11, 2025 Meeting Minutes****It was MOVED and SECONDED**

That the Zero Waste Committee adopt the minutes of its meeting held September 11, 2025 as circulated.

CARRIED

C. DELEGATIONS**1. Sue Maxwell, Chair, Zero Waste BC**

Subject: Residual Options and Costs for Solid Waste Management Planning

1:03 pm Director Sarah Kirby-Yung joined the meeting.

Sue Maxwell gave a presentation titled “Residual Option Financial Analysis”, providing a disposal cost comparison of the Vancouver landfill, waste to energy facility and external landfills, and from this developed a cost analysis of different use scenarios including the possibility of closing the waste to energy facility. They argued that the most cost-effective solution to the region’s waste was to aggressively increase education on waste reduction.

D. INVITED PRESENTATIONS

No items presented.

E. REPORTS FROM COMMITTEE OR CHIEF ADMINISTRATIVE OFFICER**1. 2026 - 2030 Financial Plan Overview**

Jerry W. Dobrovolny, Chief Administrative Officer, and Linda Sabatini, Director, Financial Operations, Financial Services, gave a presentation titled “2026 - 2030 Financial Plan Overview”, which provided the high-level context and details of the 2026-2030 Financial Plan.

Jerry W. Dobrovolny introduced the context of the plan, noting past Boards decisions, the extensive public engagement undertaken, and the major cost drivers of capital projects, including inflation, population fluctuations, climate change challenges, and economic financial risks. Linda Sabatini presented the details of the 2026-2030 Financial Plan, including a breakdown of household impact by legal entity, highlighting \$364 million in operating budget savings and \$1.1 billion in capital expenditure reductions for 2026-2030.

2. 2026 Budget and 2026 – 2030 Financial Plan – Solid Waste Services

Report dated October 1, 2025 from Paul Henderson, General Manager, Solid Waste Services, presenting the 2026 Budget and 2026 – 2030 Financial Plan for Solid Waste Services for consideration by the Committee.

Paul Henderson gave a presentation, providing an overview of solid waste services, its performance metrics, and continuous improvement initiatives. It was highlighted that the solid waste system accounts for 10% of the total Metro Vancouver budget and is cost-effective, having an average garbage tipping fee of \$149 per tonne in 2025, lower than other comparable cities and regions in North America. Members were informed about various capital initiatives for 2026 and that tipping fee charges are consistent with previous forecasts with a 5% increase per year on average for 2026-2030.

2:11 pm Director Sarah Kirby-Yung left the meeting.

It was MOVED and SECONDED

That the Zero Waste Committee endorse the 2026 Budget and 2026 – 2030 Financial Plan for Solid Waste Services as presented in the report dated October 1, 2025, titled “2026 Budget and 2026 – 2030 Financial Plan – Solid Waste Services”, and forward it to the Board Budget Workshop on October 22, 2025, for consideration.

CARRIED

3. GVS&DD Tipping Fee and Solid Waste Disposal Regulation Amendment Bylaw No. 393, 2025 - Amends Bylaw No. 379, 2024

Report dated October 2, 2025 from Allen Jensen, Senior Project Engineer, Solid Waste Services, recommending changes to the *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Bylaw No. 379, 2024* and seeking GVS&DD Board adoption of *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Amendment Bylaw No. 393, 2025*.

It was MOVED and SECONDED

That the GVS&DD Board:

- a) approve the following amendments to the *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Bylaw No. 379, 2024* effective January 1, 2026:
 - i. increase garbage tipping fees by \$7 per tonne for all weight categories;
 - ii. increase the generator levy, included in the garbage tipping fees at Metro Vancouver and the City of Vancouver's solid waste facilities, by \$3 per tonne;
 - iii. increase the recycling fee for mattresses and foundations/box springs by \$5 per unit to \$20; and
 - iv. other rate changes and revisions as described in the report dated October 2, 2025, titled "GVS&DD Tipping Fee and Solid Waste Disposal Regulation Amendment Bylaw No. 393, 2025 – Amends Bylaw No. 379, 2024";
- b) give first, second and third reading to *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Amendment Bylaw No. 393, 2025*; and
- c) adopt *Greater Vancouver Sewerage and Drainage District Tipping Fee and Solid Waste Disposal Regulation Amendment Bylaw No. 393, 2025*.

CARRIED**4. Manager's Report**

Report dated October 1, 2025 from Paul Henderson, General Manager, Solid Waste Services, providing the Committee with an update on the "Create Memories, Not Garbage" campaign and the Solid Waste Management Plan, as well as additional information on the cost comparison between the Vancouver Landfill, the Waste-to-Energy Facility, and Contingency Disposal. He informed members of the UBCM award that Metro Vancouver received for Repair Café Initiative.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated October 1, 2025, titled "Manager's Report".

CARRIED**F. INFORMATION ITEMS**

No items presented.

G. OTHER BUSINESS

No items presented.

H. RESOLUTION TO CLOSE MEETING

It was MOVED and SECONDED

That the Zero Waste Committee close its meeting scheduled for October 9, 2025 pursuant to Section 226 (1) (a) of the *Local Government Act* and the *Community Charter* provision(s) Section 90 (1)(g) as follows:

90 (1) A part of a meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

(g) litigation or potential litigation affecting the municipality.

CARRIED

I. ADJOURNMENT

It was MOVED and SECONDED

That the Zero Waste Committee adjourn its meeting of October 9, 2025.

CARRIED

(Time: 2:28pm)

Christine Zhao,
Legislative Services Coordinator

Sarah Kirby-Yung,
Chair

79676282

To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: October 28, 2025 Meeting Date: November 6, 2025

Subject: **Solid Waste Management Plan - Options Analysis Update**

RECOMMENDATION

That the GVS&DD Board receive for information the report dated October 28, 2025, titled “Solid Waste Management Plan - Options Analysis Update”.

EXECUTIVE SUMMARY

The regional solid waste management plan is being updated to further reduce waste, reduce greenhouse gas emissions, and advance a circular economy. The options analysis phase assesses ideas from previous research and engagement to determine what will be included in the draft plan to be considered by the Zero Waste Committee and Board in advance of submission to the Minister of Environment. For transparency, all ideas – including those considered inadvisable by staff – have been published.

Engagement with advisory committees showed general support for actions related to waste reduction and recycling. Some advisory committee members advocated for closing the Waste-to-Energy Facility and others advocated for privatizing the regional solid waste system. Closing the Waste-to-Energy Facility and privatizing the regional solid waste system are considered inadvisable by staff. Metro Vancouver’s publicly owned solid waste system, including the Waste-to-Energy Facility, is operated with public oversight and contractor expertise and efficiency. The system is cost-effective, environmentally responsible, and delivers North American leading waste reduction performance.

PURPOSE

The purpose of this report is to update the GVS&DD Board on the solid waste management plan update process, including strategies and actions being considered during the current options analysis phase, feedback from advisory committees, and considerations related to feedback on disposal.

BACKGROUND

On June 28, 2024, the GVS&DD Board approved the vision and guiding principles for an updated solid waste management plan. Subsequently, engagement on idea generation was launched to hear ideas from interested parties on potential strategies and actions to build on Metro Vancouver’s progress to accelerate waste prevention and recycling while reducing greenhouse gases and promoting a circular economy. Following the idea generation phase, draft goals and an updated waste hierarchy were developed and were approved by the GVS&DD Board on July 3, 2025. All phases of the solid waste management plan update process are informed by extensive engagement with First Nations, member jurisdictions, adjacent regional district staff, advisory committees, and the public.

The following timeline shows the phases of the solid waste management plan update:



OPTIONS ANALYSIS

The options analysis phase of the solid waste management plan focuses on determining which strategies and actions will become part of a draft updated solid waste management plan. The initial step in the options analysis phase was to consolidate the many ideas heard during the idea generation phase. Similar ideas with shared methods and outcomes were combined into distinct potential action options. Options were then organized by categories reflecting a common theme (draft strategies). Ideas were also assessed using criteria based on Board strategic priorities, provincial guidance, and the vision and guiding principles of the updated solid waste management plan. For transparency, a full list of ideas received, including which draft action option each idea was incorporated into, was published on the Metro Vancouver website.

Draft Strategies and Actions

Metro Vancouver published a list of draft strategies and action options for potential inclusion in the updated solid waste management plan. Strategies are organized by goal and associated level of the waste hierarchy. Each strategy contains multiple action options. The full list of potential strategies and actions is available on the project web page, along with supporting documents including a full list of ideas from idea generation, assessment of potential strategies and actions, and options analysis rubric (Reference 1).

Ideas Staff Consider Unadvisable

Some ideas reviewed by staff were inconsistent with Board strategic direction, the plan's vision and guiding principles, or the goals and hierarchy of the updated plan. These ideas were included in a summary of ideas staff consider inadvisable along with the rationale. They include ideas such as closing the waste-to-energy facility, increasing waste-to-energy capacity, and privatizing the regional solid waste system. The Draft Summary of Ideas Staff Consider Unadvisable is available on the project web page (Reference 1).

Options Analysis Engagement

In Fall 2025, Metro Vancouver engaged with First Nations, member jurisdictions, neighbouring regional districts, advisory committees, non-profits, and residents to help prioritize the potential strategies and actions for inclusion in the draft solid waste management plan. Engagement feedback is being collated and analyzed, and a full engagement report will be provided to the Zero Waste Committee in the coming months.

One key aspect of engagement has been the work done with advisory committees – the Solid Waste Management Plan Public/Technical Advisory Committee (Public/Technical Advisory Committee), the Solid Waste and Recycling Industry Advisory Committee (Industry Advisory Committee), and the Regional Engineers Advisory Committee Solid Waste Subcommittee. Feedback from the Public/Technical Advisory Committee and the Industry Advisory Committee is highlighted below. REAC Solid Waste Subcommittee members and other member jurisdiction staff provided feedback on member jurisdiction actions which will be revised prior to sharing publicly.

Solid Waste and Recycling Industry Advisory Committee

The Industry Advisory Committee provides a forum for industry contribution, discussion, and advice on planning, operations, and policy issues related to solid waste and recycling services in Metro Vancouver, as well as the ongoing solid waste management plan update. In response to previous feedback, the committee continues to emphasize focused discussions, reduced reliance on information-only reports, and increased attention to the solid waste management plan update. The 2025 work plan includes topics such as long-term disposal, residuals management options, and solid waste management plan options analysis.

Feedback summaries on solid waste management plan update topics in 2025 are published on the committee web page (Reference 2).

Highlights from the Industry Advisory Committee October 2025 options analysis workshop include:

- General support for waste reduction and recycling actions, with suggestions to consolidate or clarify actions, or make them more practical and actionable
- Preference for incentive-based approaches over new regulations, considering impact on business viability and affordability
- Emphasis on ensuring markets exist before introducing new disposal bans, and the need for clear criteria and rationale
- Mixed views on hauler incentive programs, with limited tools available to haulers to influence customer behaviour
- Comment that incineration is a pre-treatment method prior to landfilling of residual ash, and other pre-treatment methods may be less toxic
- Some members advocated for closure of the Waste-to-Energy Facility, and concerns that decisions related to the facility including long-term commitments were made without committee consultation
- Advocacy for exploring privatization of solid waste services, noting that with proper regulation, the private sector could match or exceed public sector performance
- Concern that previous input was not adequately considered, and that the engagement process feels predetermined with limited room for meaningful input

Solid Waste Management Plan Public/Technical Advisory Committee

The Public/Technical Advisory Committee provides a forum for contribution from individuals with diverse experiences and expertise to inform the review and update of the solid waste management plan. Discussion topics in 2025 have focused on components of the updated solid waste management plan such as goals, metrics, waste hierarchy, residuals management options, and evaluation criteria for options analysis, included in the committee's work plan. Committee meeting notes, including summaries from other discussions related to the solid waste management plan, are published on the committee web page (Reference 3).

Highlights from the Public/Technical Committee October 2025 options analysis workshop include:

- High support for actions in the top three R's (rethink, reduce, reuse)
- Support for more ambitious actions and targets to move up the waste hierarchy
- Suggestions on how to consolidate similar actions, and make them clearer, more specific, more ambitious, and actionable
- Comment on the importance of regulation, enforcement, and financial incentives/disincentives to accompany advocacy, tools, templates, and education
- Feedback that privatization of the solid waste system would not be advisable, citing risks such as reduced accountability and oversight
- Comment that more funding should focus on rethink, reduce, reuse, and recycle rather than disposal or recovery
- Some members expressed strong opposition to waste-to-energy, citing environmental impacts, costs, and diverting resources away from the first four R's

Transparency

Metro Vancouver strives for transparency with respect to reporting out on meeting proceedings. In July 2025, a member of both the Public/Technical Advisory Committee and Industry Advisory Committee expressed concern about the transparency of the consultation process, specifically that feedback and opinions from advisory committee members were not adequately and fairly emphasized in the meeting notes. In response, Metro Vancouver has committed to enhancing meeting notes, and sharing them with committee members prior to the publication of the following meeting's agenda package to allow more time for review. Meeting materials, including agendas, notes, and recordings of online meetings are available on the committee webpages (References 2 and 3).

To further support transparency and strengthen engagement, Metro Vancouver invited members of the Solid Waste Management Plan Independent Consultation and Engagement Panel to attend Public/Technical Advisory Committee and Industry Advisory Committee meetings as observers beginning in September 2025. The panel, by providing third-party guidance to staff and reporting to the GVS&DD Board, plays a key role in advising on the development and implementation of an inclusive and transparent engagement process for the solid waste management plan update.

Waste-to-Energy Facility Role in the Solid Waste Management System

Metro Vancouver has received feedback advocating for the closure of the Waste-to-Energy Facility, citing concerns related to cost and emissions. Following review, this idea was included in the summary of ideas staff consider unadvisable. The Waste-to-Energy Facility continues to be a safe and cost-effective method for managing residual garbage, alongside other disposal options.

Waste-to-Energy Facility Costs

After all efforts to reduce waste, residual garbage is disposed primarily at the Vancouver Landfill or Waste-to-Energy Facility. For garbage in excess of local disposal capacity, Metro Vancouver relies on contingency disposal contracts to ship waste to remote landfills. After accounting for recycling and waste centre and transportation costs, the Vancouver Landfill and Waste-to-Energy Facility are comparable. In contrast, contingency disposal is nearly double the cost. The Vancouver Landfill is a finite resource in terms of both annual and long-term capacity. For future planning, the only practical alternative to the Waste-to-Energy Facility would be contingency disposal at private remote landfills in central British Columbia or the United States. Therefore, closing the Waste-to-Energy Facility would lead to significant disposal cost increases.

	Vancouver Landfill	Waste-to-Energy Facility	Contingency Disposal
Total Costs / Tonne	\$123.10	\$122.90	\$230.60

Waste-to-Energy Facility Environmental Performance

All air emission related parameters monitored in 2024 were well below regulatory limits specified in the Waste-to-Energy Facility Operational Certificate, issued by the Province. The facility's contributions of nitrogen dioxide, fine particulates, and anthropogenic (human caused) greenhouse gases are less than 1% of regional emissions. Emission data is reported to regulatory agencies and posted on the Metro Vancouver website. Continuous emissions monitoring results are also posted on the website in real-time.

Residuals Management Options

A Residuals Management Options Review concluded landfill and mass burn waste-to-energy are the approaches used around the world, and that other options such as gasification and pyrolysis have not been implemented at a commercial scale anywhere in the world. The study includes a list of criteria communities apply in deciding on the appropriate disposal solution. The draft solid waste management plan will include criteria that could be considered if new disposal capacity is required over the term of the solid waste management plan.

Solid Waste System Cost Effectiveness and Disposal Ban Program

The Metro Vancouver solid waste system is cost effective compared to solid waste systems in other major Canadian cities. In many cities property taxes are used to support the solid waste system whereas in Metro Vancouver the solid waste system is fully funded through tipping fees. A key reason that the regional solid waste system can be funded through tipping fees is that the generator levy ensures that all generators contribute to the cost of the regional solid waste system and encourages use of Metro Vancouver and City of Vancouver solid waste facilities. Commercial haulers account for approximately 60% of all the garbage delivered to regional solid waste facilities, and that garbage accounts for approximately 60% of the solid waste system revenues.

An additional benefit of commercial haulers being encouraged to use the regional solid waste system is that disposal bans are applied at Metro Vancouver and City of Vancouver solid waste facilities to encourage recycling of banned materials.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Technical work and engagement on the solid waste management plan update are included in the approved Solid Waste Services budget.

OTHER IMPLICATIONS

The list of strategies and actions will include specific member jurisdiction actions, which have been presented in draft to member jurisdiction staff for feedback. These actions will be revised to incorporate member feedback and incorporated into the draft solid waste management plan for feedback.

CONCLUSION

The objective of the current solid waste management plan update phase – options analysis – is to evaluate ideas received during the idea generation phase of engagement by applying decision-making criteria grounded in the vision and guiding principles of the updated plan. Feedback received in this phase will help to decide which actions and strategies are included in the draft plan. This is the final phase before the new plan is drafted. Advisory committees generally support actions related to waste reduction and recycling, with some advisory committee members advocating for closure of the Waste-to-Energy Facility and others advocating for privatizing the regional solid waste system. Metro Vancouver’s public solid waste system delivers North American leading waste reduction

Engagement with advisory committees showed general support for actions related to waste reduction and recycling. Some advisory committee members advocated for closing the Waste-to-Energy Facility and others advocated for privatizing the regional solid waste system. These ideas are considered unadvisable by staff as Metro Vancouver’s solid waste system delivers North American leading waste reduction performance while ensuring cost-effectiveness and considering environmental sustainability.

ATTACHMENTS

1. Presentation re: Solid Waste Management Plan – Options Analysis Update.

REFERENCES

1. Metro Vancouver. (2025). Solid Waste Management Plan Update web page.
<https://metrovancover.org/services/solid-waste/solid-waste-management-plan-update>
2. Metro Vancouver. (2025). Solid Waste and Recycling Industry Advisory Committee Web Page (including all meeting agendas, minutes, and recordings).
<https://metrovancover.org/services/solid-waste/solid-waste-and-recycling-industry-advisory-committee>
3. Metro Vancouver. (2025). Solid Waste Management Plan Public/Technical Advisory Committee Web Page (including all meeting agendas, notes, and recordings).
<https://metrovancover.org/services/solid-waste/solid-waste-management-plan-public-technical-advisory-committee>



Solid Waste Management Plan Update

OPTIONS ANALYSIS

Paul Henderson, M.A.Sc., M.B.A., P.Eng.
General Manager, Solid Waste Services
Zero Waste Committee Meeting, November 6 2025

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PLAN TIMELINE



Pre-Engagement Committee Formation Vision and Guiding Principles Idea Generation **Options Analysis** Draft Plan Plan Approval

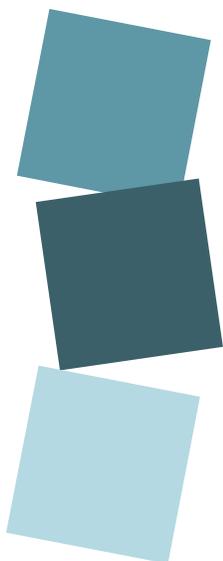
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OPTIONS ANALYSIS



- Determine which strategies and actions to include in the draft plan
- Engaging with First Nations, public, advisory committees, neighbouring regional districts, member jurisdictions, business and industry associations and groups, and non-profits
- Last step before a new plan is drafted in 2026



DRAFT SUMMARY OF IDEAS STAFF CONSIDER UNADVISABLE

- Stop using landfills
- Close the Waste-to-Energy Facility
- Increase Waste-to-Energy capacity
- Privatize regional solid waste system
- Replace source separation programs with mixed-waste collection and sorting programs
- Don't send materials to cement kilns and other industries for recovery

INDUSTRY ADVISORY COMMITTEE

- Support for waste reduction and recycling
- Constructive feedback on improving wording of actions
- Prefer incentives over new regulations
- Some members suggested:
 - Closure of the Waste-to-Energy Facility
 - Privatization of solid waste services



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PUBLIC/TECHNICAL ADVISORY COMMITTEE



- High support for actions under rethink, reduce, and reuse
- Actions should be more specific, actionable, and ambitious
- Regulation, enforcement, and financial incentives are key
- Privatization not advisable due to reduced accountability and oversight
- Some members opposed the Waste-to-Energy Facility, advocating for its closure

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BENCHMARK OF UTILITY COSTS – 2025

Solid Waste (\$ CAD / tonne)

Solid Waste	2025 Rate
Metro Vancouver (weighted average tipping fee)	\$149
Capital Regional District	\$155
Toronto	\$183
Seattle	\$251
San Francisco	\$371

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ENVIRONMENTALLY RESPONSIBLE WASTE DISPOSAL

Vancouver Landfill

Waste-to-Energy Facility

Contingency disposal



Vancouver Landfill

8

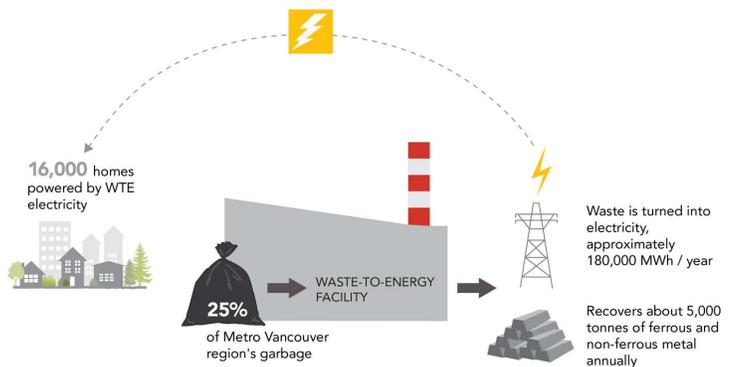
DISPOSAL COSTS

	Vancouver Landfill	Waste-to-Energy Facility	Contingency Disposal
Total Costs / Tonne	\$123.10	\$122.90	\$230.60

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WASTE-TO-ENERGY FACILITY

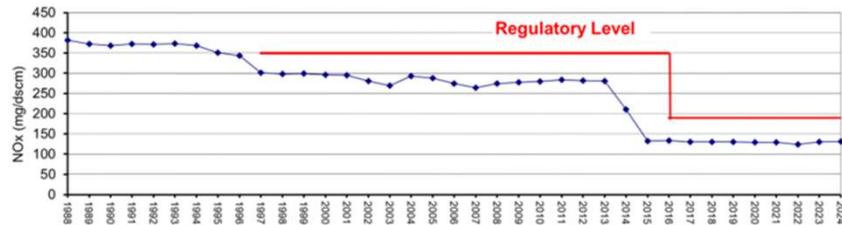
- Handles about a quarter of the region’s residual garbage that is left over after reduction and recycling efforts
- Currently generates approximately 21 MW, enough to power 16,000 homes
- Safe and cost-effective way to manage garbage after waste reduction and recycling efforts



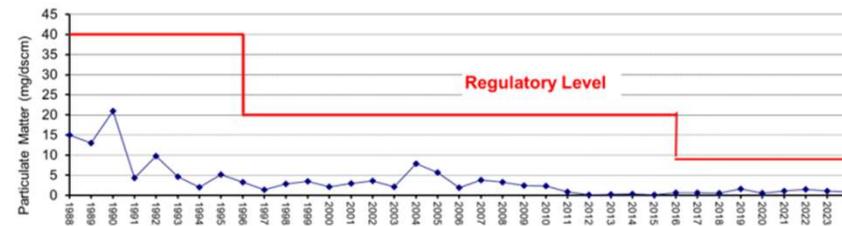
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WASTE-TO-ENERGY FACILITY ENVIRONMENTAL PERFORMANCE

Nitrogen Oxides



Particulate Matter



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Options Analysis Workshop

Thank You

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To: Zero Waste Committee

From: Allen Jensen, Senior Project Engineer, Solid Waste Services

Date: October 28, 2025 Meeting Date: November 6, 2025

Subject: **Waste Reduction and Recycling – Materials Collected and Investments**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated October 28, 2025, titled “Waste Reduction and Recycling – Materials Collected and Investments”.

EXECUTIVE SUMMARY

At its September and October 2025 meetings, the Zero Waste Committee asked about the type of materials collected at Metro Vancouver solid waste facilities for recycling and reuse, and Metro Vancouver’s investments in waste reduction and recycling activities.

Approximately 88,000 tonnes of recyclable and reusable materials are collected at Metro Vancouver solid waste facilities including, for example, organics, mattresses, and extended producer responsibility materials such as packaging and paper. New recycling depots at North Surrey and Langley recycling and waste centres are being constructed and additional recycling and reuse actions will further increase quantities.

The expected cost of waste reduction and recycling planning and operations in 2026 is approximately \$25 million or approximately 14% of the overall solid waste function budget. Some of these expenditures are recovered through recycling drop-off fees, material revenues, and through contributions from extended producer responsibility programs. Garbage tipping fees fund any deficits for individual recyclable materials, such as mattresses.

PURPOSE

To provide the Zero Waste Committee with an overview of the type of materials collected at Metro Vancouver’s solid waste facilities for recycling or reuse as well as Metro Vancouver’s investments in waste reduction and recycling activities.

BACKGROUND

At the September and October Zero Waste Committee meetings, members requested additional information about the types and quantities of materials received for reuse and recycling at Metro Vancouver solid waste facilities, as well as the level of investment by Metro Vancouver in waste reduction and recycling initiatives.

METRO VANCOUVER RECYCLING SERVICES

Recycling depots located before the weigh scales at recycling and waste centres allow customers to drop off recyclable materials for free. Recycling depots are located at the North Shore, United Boulevard, Maple Ridge, and Central Surrey recycling and waste centres. New depots at North Surrey and Langley recycling and waste centre are in the final stages of municipal permitting with construction expected to commence in 2026. In addition to free recyclables, a number of paid recyclables such as yard trimmings and clean wood are accepted at all recycling and waste centres.

With the completion of the two new depots at North Surrey and Langley expected in 2027, a consistent set of materials will be accepted at all recycling and waste centres with the goal of maximizing convenience and enhancing waste reduction and recycling opportunities for all facility users. Work is also underway to increase the amount and extent of materials accepted for reuse at recycling and waste centres.

Recyclable Materials and Tonnages

Attachment 1 includes the list of recyclables accepted at each of the recycling and waste centres. Materials include both products covered under extended producer responsibility programs and other materials. The following table provides total quantity of materials received for recycling at all the recycling and waste centres plus the amount of ferrous and non-ferrous metal recovered at the Waste-to-Energy Facility. In 2024, nearly 90,000 tonnes of material were recovered for recycling at Metro Vancouver solid waste facilities.

Table 1: 2024 Recyclable Materials Received at Recycling and Waste Centres

RECYCLABLE MATERIAL	TOTAL (tonnes)
Organics	59,981
Free Recyclable and Reusable Materials	16,038
Waste-to-Energy Facility Recovered Ferrous and Non-Ferrous Metal	5,506
Mattresses	4,121*
Gypsum	2,196
Total	87,842

*Estimated based on 90,573 units

Waste Reduction and Recycling Expenditures

Expenditures related to waste reduction and recycling initiatives are included in Table 2 and described below.

Solid Waste Planning and Engagement: The solid waste services budget includes funding for solid waste planning and engagement. These activities are almost entirely related to waste reduction and recycling planning and engagement. Expenditures include staffing, behaviour change campaigns, and other zero waste collaboration activities.

Recycling and Waste Centres: Operating costs are based on estimated labour and direct expenses incurred for managing free recyclable materials. The most significant expenditures include costs to manage organics at recycling and waste centres, operations staffing, and mattress recycling. Estimated labour expenses are based on hours of operation, staffing assigned to recycling activities, and labour rates. Direct expenses are based on forecasted material tonnes, material handling rates, and recycling facilities fees, as used to establish the 2026 Operating Budget.

Capital expenditures associated with facility construction, land acquisition, and major maintenance activities such as asset replacement and lifecycle upgrades are not included in the calculations.

Disposal Ban Inspection Program: The primary purpose of the disposal ban inspection program is to encourage customers to put recycling programs in place or enhance recycling programs to increase recycling. The program includes inspections of garbage loads dropped off at solid waste facilities.

Municipal Depot Contributions: Several municipalities operate recycling depots. Metro Vancouver has entered into agreements providing funding to those municipalities, to recognize the contribution of the municipal depots to regional waste reduction and recycling.

Waste-to-Energy Facility Metals: Ferrous and non-ferrous metals are recovered from bottom ash at the Waste-to-Energy Facility. Costs include operations and maintenance costs associated with the metal recovery systems, particularly the non-ferrous metal recovery system that was installed in 2018.

Table 2: Waste Reduction and Recycling Expenditures

ACTIVITIES	2026 EXPECTED Expenditures (\$)
Solid Waste Planning and Engagement	
Zero Waste Implementation	2,797,000
Zero Waste Collaboration Initiatives	745,000
Community Engagement	1,366,000
Recycling and Waste Centres	
Staffing – Free and Paid Recyclables	3,500,000
Organics	10,000,000
Gypsum	150,000
Mattresses	3,600,000
Metals	350,000
Other Recycling	150,000
Disposal Ban Inspection Program	1,100,000
Municipal Recycling Depots Contribution	800,000
Waste-to-Energy Facility Metals	500,000
Total	25,058,000

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Expenditures for waste reduction and recycling planning and operations represent a significant portion of the solid waste services annual budget. In 2026, expenditures for waste reduction and recycling activities are expected to be approximately \$25 million or roughly 14% of the overall solid waste function annual budget. Capital expenditures and broader organizational support are not included in the calculation and represent significant additional expenditures.

Some waste reduction and recycling expenditures are offset by revenues from fees for paid recyclables such as organics as well as material value for items such as metals. In addition, Metro Vancouver receives revenues from extended producer responsibility programs such as Recycle BC. These revenues are reflected in either the tipping fee or other revenues. Any deficits for recyclable materials are funded from garbage tipping fees, for example mattress recycling fees cover less than half of the cost of managing the mattresses.

Broad organizational support costs such as administration, centralized support, environmental regulation and enforcement etc. are not included in the calculations in any of the waste reduction and recycling activities.

CONCLUSION

Waste reduction and recycling services at Metro Vancouver solid waste facilities result in the recycling of approximately 87,000 tonnes of material each year, and annual expenditures for waste reduction and recycling activities are expected to be approximately \$25 million in 2026 or roughly 14% of all solid waste expenditures.

ATTACHMENT

1. Recyclable Materials Accepted at Recycling and Waste Centres.

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Recyclable Materials Accepted at Recycling and Waste Centres

MATERIAL	UNITED BLVD	NORTH SHORE	NORTH SURREY	CENTRAL SURREY	LANGLEY
PAID RECYCLABLE MATERIALS					
Clean wood	<input checked="" type="checkbox"/>				
Mattresses/box springs/foundations	<input checked="" type="checkbox"/>				
Mixed organics	<input checked="" type="checkbox"/>				
New gypsum	<input checked="" type="checkbox"/>				
Tires	<input checked="" type="checkbox"/>				
Yard trimmings	<input checked="" type="checkbox"/>				
FREE RECYCLABLE MATERIALS					
Batteries, automotive	<input checked="" type="checkbox"/>				
Batteries, household	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Books	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Butane canisters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Carbon monoxide and smoke detectors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Clothing	<input checked="" type="checkbox"/>				
Cooking oil	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Electric outdoor power equipment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Electronics (e-waste)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Flammable liquids, solvents, and gasoline	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Foam packaging	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Glass bottles and jars	<input checked="" type="checkbox"/>				
Large appliances	<input checked="" type="checkbox"/>				

MATERIAL	UNITED BLVD	NORTH SHORE	NORTH SURREY	CENTRAL SURREY	LANGLEY
FREE RECYCLABLE MATERIALS					
Light bulbs and light fixtures	✓	✓		✓	
Metals	✓	✓	✓	✓	✓
Mixed containers	✓	✓	✓	✓	✓
Oil and antifreeze	✓	✓		✓	✓
Oil filters	✓	✓	✓	✓	✓
Paint products	✓	✓		✓	✓
Paper and cardboard	✓	✓	✓	✓	✓
Pesticides	✓	✓		✓	✓
Plastics, bulky rigid	✓	✓		✓	
Plastics, flexible	✓	✓		✓	
Propane tanks	✓	✓	✓	✓	✓
Refrigeration appliances	✓	✓	✓	✓	✓
Refundables (beverage containers)	✓	✓		✓	
Small appliances and power tools	✓	✓		✓	
Thermostats	✓	✓		✓	

Note: Free recyclables at North Surrey and Langley recycling and waste centres are accepted after the weigh scale, and consequently unless customers drop off recyclables and loop back to go through the weigh scales again with their garbage, the entire load is subject to garbage rates. Once construction of the new recycling depots at Langley and North Surrey recycling and waste centres are complete, the overall recyclable materials will match those at other recycling and waste centres, and free recyclables will be accepted at the new recycling depots ahead of the weigh scales.

To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: October 27, 2025 Meeting Date: November 6, 2025

Subject: **Update on Zero Waste Conference, November 27, 2025**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated October 27, 2025, titled "Update on Zero Waste Conference, November 27, 2025".

EXECUTIVE SUMMARY

Since 2010, Metro Vancouver has delivered the Zero Waste Conference, bringing together governments, businesses, and non-profits to advance waste prevention and the circular economy. The 2025 Zero Waste Conference will be held on November 27 at the Vancouver Convention Centre and online. This year's conference theme is "Innovation and the business case for waste prevention". There will be keynotes and plenary discussions in the morning and concurrent interactive workshops in the afternoon. The workshops focus on three key economic sectors: hospitality and entertainment, housing and construction, and high-technology. The event will wrap up with a closing keynote conversation on regenerative design to achieve a waste-free future.

PURPOSE

This report provides an update on planning for the 2025 Zero Waste Conference happening November 27, 2025, at the Vancouver Convention Centre and online.

BACKGROUND

The Zero Waste Conference, hosted by Metro Vancouver in collaboration with the National Zero Waste Council, has been held annually since 2010. The most recent Zero Waste Conference was held November 2023 and received positive feedback from participants. Following the 2023 conference, it was decided to move to deliver the conference biennially, with the next one in 2025.

Waste prevention and the circular economy continue to be the core focus of the conference. The conference attracts interest from all levels of government, the business sector, sustainability practitioners, academia, and the public within the region and across Canada. Speakers and discussions at the conference focus on both future-oriented innovations as well as immediately implementable examples of best practices in waste prevention.

2025 Zero Waste Conference

The 2025 conference will enable attendees to connect with, and be inspired by, thought leaders and practitioners that share bold ideas and real-world success stories of waste prevention and circular economy innovations. A review of past conference attendance demographics, themes, attendee feedback, and similar conferences and events happening across North America helped inform 2025 theme, “Innovation and the business case for waste prevention”. This year’s conference is set against the backdrop of a rapidly changing economic landscape where cost and affordability are growing concerns in both the public and private sector. Conference sessions and speakers will tackle how to demonstrate and communicate the business case for change in this rapidly evolving landscape — highlighting the economic and environmental benefits that can be realized through innovative new solutions and approaches over the long-term.

Program

The conference will feature international, national, and local speakers, providing inspiration and practical insights through a mix of session formats, as well as opportunities for participants to network and connect with each other. This one-day event will include dynamic opening and closing keynotes, big-picture plenary sessions in the morning, and concurrent workshops in the afternoon. A detailed program is available on the Zero Waste Conference website (Reference 1).

Plenary Sessions

The opening keynote address from Tom Wujec (author of *The Future of Making*, TED presenter, formally Chief Disruptor at Autodesk) will inspire attendees to tackle complex problems in new ways. The Innovator’s Showcase features business leaders that are transforming the marketplace through their circular solutions, including Muuse, Debrand, and Timber Tiles. The Circular Cities and Regions Armchair Discussion will share the lessons learned from two cities implementing bold circular economy strategies: the City of Richmond and the City of Montreal. The Scaling Faster session brings together circular economy leaders in Canada and globally in a conversation on how we can meet the urgency of this moment and scale new solutions faster. The closing keynote conversation will present two global visionaries — Jo Barnard, the Founder and Creative Director of Morrarna and Eric Corey Freed, an award-winning Architect, and Principal and Director of Sustainability of CannonDesign. They will inspire the audience to look ahead to the next horizon and consider how circular design thinking, science and technology can create a regenerative future by redesigning everything from products to buildings.

Workshops

Following lunch, attendees can choose one of three concurrent workshops. These sessions are interactive and will bring together leading practitioners to discuss innovation pathways that can design out waste and enable industry-wide change. Each of the three workshops are hosted in collaboration with industry leaders.

- **Hospitality and Entertainment:** Co-hosted with the Canada Plastics Pact, Sodexo and Sodexo Live!. This workshop features UBC Food Services, Huntingdon Manor Hotel and the Pendray Inn and Tea House, Toronto Zoo, and BC Place Stadium.
- **High-Tech and Circularity:** Co-hosted with Invest Vancouver and Innovate BC. This workshop features businesses like Intuitive AI and QuantoTech Solutions alongside circular economy leaders.

- **Housing and Construction:** Co-hosted with Circular Economy Leadership Canada. This workshop features Rory Richards, President and CEO of Nuqo Modular, the Building Deconstruction Institute in the US, and the Astra Group.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Funding for the Zero Waste Conference for 2025 includes the net budgeted MVRD contribution of \$212,000, revenue from ticket sales, and funding from GVS&DD to support conference attendance of elected officials, First Nations, staff, advisory committees, and students. The conference is expected to be delivered within budget.

OTHER IMPLICATIONS

The Zero Waste Conference has been designed to bring together a range of decision-makers and leading practitioners from business, government, and the community sector with the goal of nurturing collaboration and expanding the ecosystem of actors committed to zero waste and circularity. The conference is a continuation of Metro Vancouver's efforts through the National Zero Waste Council that have been at the forefront of advancing circularity in Canada for over a decade. Waste prevention and circular economy innovation are also high priorities of the current solid waste management plan and continue to be front and center in the update to the plan which is ongoing. Through these efforts Metro Vancouver has helped to advance the systems change that is needed to prevent waste at the local level, recognizing that stemming the generation of waste in this region requires upstream changes in how we design, produce, and use goods.

CONCLUSION

Metro Vancouver is set to deliver the 2025 Zero Waste Conference on November 27, bringing together governments, businesses, and non-profits to advance waste prevention and the circular economy. This year's conference theme is "Innovation and the business case for waste prevention". It is a one-day event with keynotes and plenary discussions in the morning and concurrent interactive workshops in the afternoon. The workshops focus on three key economic sectors: hospitality and entertainment, housing and construction, and high-technology.

ATTACHMENT

1. Presentation re: Update on Zero Waste Conference, November 27, 2025.

REFERENCES

1. Metro Vancouver. (2025). Zero Waste Conference website. [Zero Waste Conference.](#)



2023 Zero Waste Conference

Update on 2025 Zero Waste Conference

NOVEMBER 27, 2025

Joanne Gauci
 Senior Policy Advisor, Solid Waste Services

Zero Waste Committee, November 6, 2025
 Orbit Link: Add when archiving presentation to Orbit

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CONFERENCE APPROACH

- Theme: Innovation and the Business Case for Waste Prevention
- Advancing waste prevention and the circular economy
- Single day format that delivers range of session formats
- Enable connection to new ways, new people, and inspire action
- Profile local success stories alongside leaders nationally and internationally
- Attendees from all levels of government, the business sector, sustainability practitioners, academia, First Nations, and the public

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PROGRAM OVERVIEW

Opening	No confirmed provincial or federal openers, invitations sent Keynote: Tom Wujec, Designer, Technologist, TED Speaker, Author
Morning Plenary	<ul style="list-style-type: none"> • Innovator's Showcase: Circular Solutions Transforming the Marketplace • Circular Cities and Regions: Armchair Discussion • Panel: How do we scale faster?
Three Afternoon Concurrent Workshops	Hospitality and Entertainment, High-Tech and Circularity, Housing and Construction
Closing Keynote	Keynote: Jo Barnard, Founder and Creative Director, Morrama and Eric Corey Freed, Principal and Sustainability Director, CannonDesign
Networking Reception	

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AFTERNOON INTERACTIVE WORKSHOPS

- **Hospitality and Entertainment** (Co-host: Canada Plastics Pact, Sodexo)
- **High-Tech and Circularity** (Co-host: Innovate BC, Invest Vancouver)
- **Housing and Construction** (Co-host: Circular Economy Leadership Canada - Circular Construction Innovation Hub)

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KEYNOTE SPEAKERS AND MODERATORS



Tom Wujec

World Renowned Expert on Innovation, Former Chief Disruptor at Autodesk, Author of The Future of Making



Kathryn Gretsinger

Award Winning Journalist, Associate Professor at UBC School of Journalism, Writing, and Media



Elizabeth Gamble

Clean Technology Expert, CEO of Profoundry



Cher Mereweather

Managing Director of Canada Plastics Pact



Paul Shorthouse

Managing Director of Circular Economy Leadership Canada, Senior Director of Canada Plastics Pact



Eric Corey Freed

Award-Winning Architect, Principal and Director of Sustainability of CannonDesign



Jo Barnard

Founder and Creative Director of Morrarna

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SPEAKERS



Mark Anson
Founder of Timber Tiles



Marcos Badra
Sustainability Leader, Program Manager, Circular Economy at City of Richmond



Natacha Beauchesne
Economic Development Commissioner, Circular Economy at City of Montreal



Julia Canton
Director of Sales and Marketing, Sustainability Manager of Huntington Manor Hotel and Penderay Inn and Tea House



Amelia Eleiter
Chief Executive Officer and Co-Founder of Debrand



Brittany Gamez
Chief Operating Officer and Co-Founder of Musee



Kyla Greenham
Manager, Environmental Sustainability of Toronto Zoo



Wayne Hubbard
CEO of ReLondon, Member of The UK's Circular Economy Taskforce



David Hughes
President and CEO of Generate Canada



Rory Richards
President and CEO of NUOO MODULAR



Pierre-Emmanuel Saint-Esprit
Circular Economy Director of Manutan Group, Founder and Executive Director of the Global Circular Economy Chair



David Speight
Executive Chef and Culinary Director of UBC Food Services

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Register now!

INNOVATION AND THE BUSINESS CASE FOR WASTE PREVENTION

Thank you

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To: Zero Waste Committee

From: Alison Schatz, Senior Communications Specialist, Corporate Communications

Date: October 8, 2025 Meeting Date: November 6, 2025

Subject: **2025 Single-Use Item Reduction "What's Your Superhabit?" Campaign Results**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated October 8, titled "2025 Single-Use Item Reduction 'What's Your Superhabit?' Campaign Results."

EXECUTIVE SUMMARY

The 2025 "What's Your Superhabit?" campaign ran from June 16 to August 10, 2025. The objective was to reduce the use and disposal of single-use items among Metro Vancouver residents, particularly those aged 18–44 who are more likely to have received a single-use item. The secondary audience was people who work in offices, who tend to generate a high volume of cups, containers, and utensils. A regional paid media buy was complemented by social media influencers and employee-perspective social media. The paid media performed well with 33.3 million total impressions, 3.1 million video views, and over 5,000 likes, comments, and shares on social media. Post-campaign research showed that 37% of residents recall seeing the campaign, and 57% of those say they've reduced their use of single-use items as a result of the ads.

PURPOSE

To update the Committee on the results of the 2025 regional single-use item reduction campaign, "What's Your Superhabit?".

BACKGROUND

The single-use item reduction campaign is part of a suite of education, policy, regulatory, and facility investments by Metro Vancouver to reduce waste in the region. It supports the waste reduction objectives in the current solid waste management plan. 2025 was the fifth year of the campaign. This report provides an update on the results of the 2025 campaign as identified in the 2025 Zero Waste Committee Work Plan.

2025 SINGLE-USE ITEM REDUCTION CAMPAIGN

The 2025 "What's Your Superhabit?" campaign ran from June 16 to August 10, 2025. The objective was to reduce the use and disposal of single-use items among Metro Vancouver residents, particularly those aged 18–44 who are more likely to have received a single-use item. The strategy is to celebrate the everyday actions we all take to reduce single-use items. These small daily routines are "Superhabits."

Single-use items have a lasting impact on our environment long after being used for a short period of time. In 2024, almost two billion single-use items (bags, containers, cups, straws, utensils) were disposed in the Metro Vancouver region — equivalent to 662 items per person per year (Reference 1).

Data from the 2023 waste composition study (Reference 2) informed the 2025 campaign strategy in three ways:

- Like in previous years, cups and containers were the most common items appearing in the waste, so the campaign continued to have the heaviest focus on these items.
- There was a high volume of single-use items from multi-family buildings, likely from ordering delivery. Digital ads were targeted to people searching for food delivery options.
- Single-use items were very common in the garbage from the commercial/institutional sector, including offices. People in offices generate a high volume of cups, containers, and utensils. This same group is also likely to have reusable alternatives available. So, people who work in offices were added as a secondary audience segment.

Local, provincial, and federal governments, as well as businesses and NGOs, are all taking action to reduce single-use items in the Metro Vancouver region. As such, the campaign focuses on voluntary reduction, and does not refer to any regulations.

The creative (Attachment 1) features everyday people in powerful, superhero-like poses holding reusable items (bags, containers, cups, straws, and utensils). The tone is fun and celebratory. The campaign website, Superhabits.ca (Reference 3), features easy tips to start a Superhabit and reduce single-use items.

The most common reason that residents give for using single-use items is that they forget to bring their reusable items with them. So, tips and prompts to reduce this barrier were woven into the campaign. The call to action was "Get tips to remember your reusables at Superhabits.ca."

Paid media placements skewed towards reaching the younger end of the target audience. They included social media (YouTube, Facebook/Instagram, Pinterest, Spotify), radio (Z95 FM, CFOX, Virgin, Move 103.5), and digital out of home (office elevators, SkyTrain). The radio campaign scheduled spots to match listeners' routines. "Cups" aired in the morning when listeners were most likely to be thinking about their morning coffee, and "Bags" ran later in the day when people were doing errands on their way home from work. Office elevators screens were located in 64 buildings in Vancouver, Burnaby, Richmond, New Westminster, and Surrey. Notably, no tactics that require single-use materials were included in the plan.

Complementing the paid media placements, social media influencers developed and shared content about using reusables in their daily lives. @VickiDuong produced a video about reducing single-use as a "girl on the go," and @omgheysam brought reusables to her favourite neighbourhood café. Existing content created by drag performer Synthia Kiss was once again used in 2025. (Social media examples are included in Attachment 1.)

A new initiative tested in 2025 was social media from the perspective of Metro Vancouver employees. Employees were invited to share images showing their reusable items and their worksite, which were posted on Instagram. This connected the secondary audience, people who work in offices, and linked the campaign to the vital work that Metro Vancouver does throughout the region.

RESULTS

Regional Paid Media

- The campaign received 33.3 million total impressions. This is lower than 2024 (37.3 million impressions), likely due to more focused targeting (younger skew, people searching for food delivery, and people in offices) and media cost inflation.
- Digital tactics (YouTube, Facebook/Instagram, Pinterest, Spotify) reached over 1.5 million people and delivered 3.1 million video views.
- Across all paid social media, there were 5,003 reactions, 33 comments, and 117 shares. There were 15,662 link clicks to the campaign website.

Social Media Influencers

- The Instagram reel by @vickyduong reached 26,275 people. The video was viewed 44,062 times and received 178 likes, comments, and shares.
- The Instagram reel by @omgheysam reached 126,702 people. The video was viewed 216,328 times and received 1,111 likes, comments, and shares.

Post-Campaign Survey

- 37% of residents recall at least one of the campaign ads, compared to 31% in 2022. Of residents who saw or heard the campaign, 62% said that they recalled messages about single-use items (up from 43% in 2022). Taken together, this data suggests that the "What's Your Superhabit?" creative platform is capturing attention and delivering a memorable key message over the long term.
- Over two-thirds of all residents (68%) consider the ads to be relevant (down from 78% in 2022). Just over half of those who saw the ads (57%) say they've reduced their use of single-use items as a result of the ads (69% in 2022). These findings indicate that the campaign is effective, but may need an update to reflect the current single-use item landscape.
- Notably, Residents who have seen the campaign are more likely to say they take actions to reduce single-use items. The most common ways residents say they reduce single-use items are bringing a reusable bag to the grocery store, packing lunch or snacks in reusable containers, and using reusable travel mugs for coffee/tea.
- The top reasons cited for using single-use items include forgetting to bring reusables, finding single-use items more convenient, being given single-use items without asking, and reusables not being offered.
- The campaign resonated with the secondary audience. Those who work in an office are more likely to recall at least one campaign ad, are more likely to say that they've reduced their use of single-use items as a result of the ads, and are more likely to take a number of actions to reduce their use of single-use items all or most of the time.

Waste Composition Study

The 2024 waste composition study was published while the 2025 "What's Your Superhabit?" campaign was in market. Findings from this study showed a significant increase in single-use items disposal in 2024 compared to 2023, however the overall trend since 2018 appears to be a more moderate increase. Future studies in 2025 and subsequent years will help to confirm this trend. Findings from this study also suggest a shift from plastic single-use items toward paper or wood, particularly for retail bags and utensils. This 2024 composition results (Reference 1) will help inform future campaign updates.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2025 single-use item reduction campaign has a budget of \$210,100, supported under the Zero Waste Communications Program of the 2025 General Government budget.

CONCLUSION

2025 was the fifth year of the "What's Your Superhabit" campaign, which aims to reduce the use and disposal of single-use items among Metro Vancouver residents. The campaign focused on adults aged 18–44 who are more likely to have received a single-use item. The secondary audience was people in offices. The creative was the same as in 2024, and the regional media buy was complemented by social media showcasing everyday actions to reduce single-use. The campaign performed strongly with 33.3 million total impressions, 3.1 million videos views, and over 5,000 likes, comments, and shares on social media. Post-campaign research showed that 37% of residents recall seeing the campaign, and 57% of those say they've reduced their use of single-use items as a result of the ads, suggesting that the campaign is effective. The campaign will run again in 2026, informed by learnings from 2024 waste composition study and 2025 post-campaign survey.

ATTACHMENT

1. Presentation: 2025 Single-Use Item Reduction "What's Your Superhabit?" Campaign Results.

REFERENCES

1. Du, K. (2025 September 3). *Single-Use Item Waste Composition Results* [Staff report to Metro Vancouver Zero Waste Committee on 2025, September 11].
<https://metrovancover.org/boards/ZeroWaste/ZWA-2025-09-11-AGE.pdf#page=60>
2. Du, K. (2024 June 27). *2023 Waste Composition Data* [Staff report to Metro Vancouver Zero Waste Committee on 2024, July 4].
<https://metrovancover.org/boards/ZeroWaste/ZWA-2024-07-04-AGE.pdf#page=51>
3. Metro Vancouver. (2025). "What's Your Superhabit?" campaign website.
<https://metrovancover.org/superhabits>

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“What’s Your Superhabit?” 2025 Campaign Results

Alison Schatz

Senior Communications Specialist

Zero Waste Committee, November 6, 2025

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BACKGROUND

Regional Single-Use Item Reduction Campaign

In Market	June 16 to August 10, 2025
Objective	Reduce the use and disposal of single-use items in Metro Vancouver through voluntary reduction.
Strategy	<ul style="list-style-type: none"> • Celebrate everyday actions to reduce single-use items • Increase motivation to use reusables by creating sense of accomplishment/reward

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STRATEGY UPDATES

Based on 2023 Waste Composition Study

Research Finding	Strategic Update
Cups and containers most common single-use items in garbage	Continue to have heaviest focus on these items
High-volume of items from multi-family building, likely from takeout/delivery	Digital ads were targeted to people searching for food delivery options
Single-use items were very common in the garbage from offices	Secondary audience: People in offices, who generate a high volume of cups, containers, and utensils

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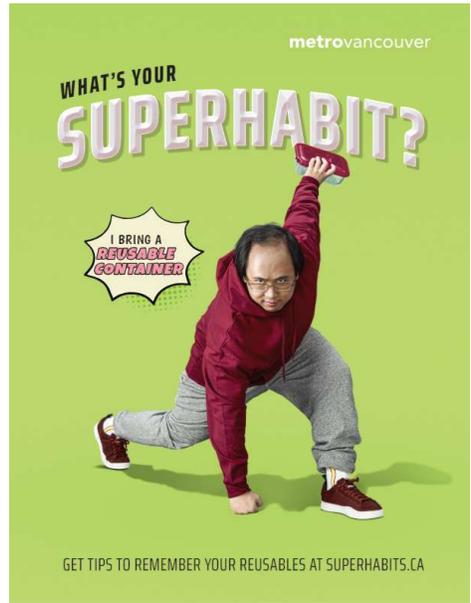
CREATIVE

“What’s Your Superhabit?”



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CREATIVE Reminders

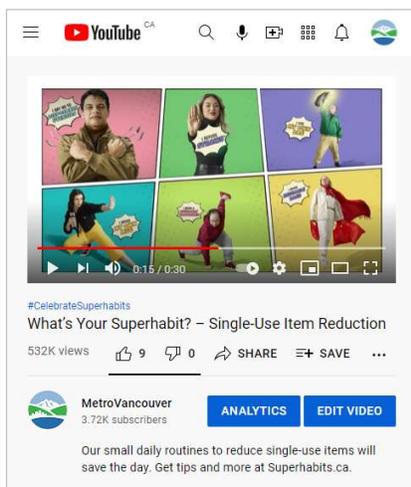


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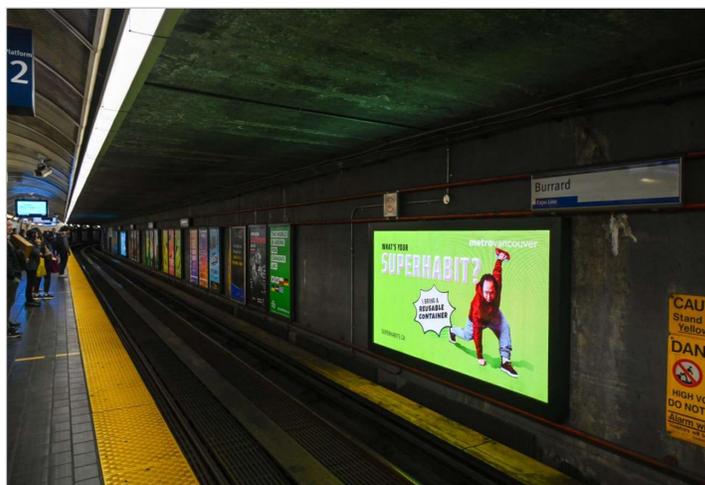
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REGIONAL PAID MEDIA



YouTube Video Ad



SkyTrain Station Ad

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SOCIAL MEDIA

Influencers



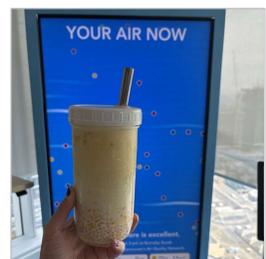
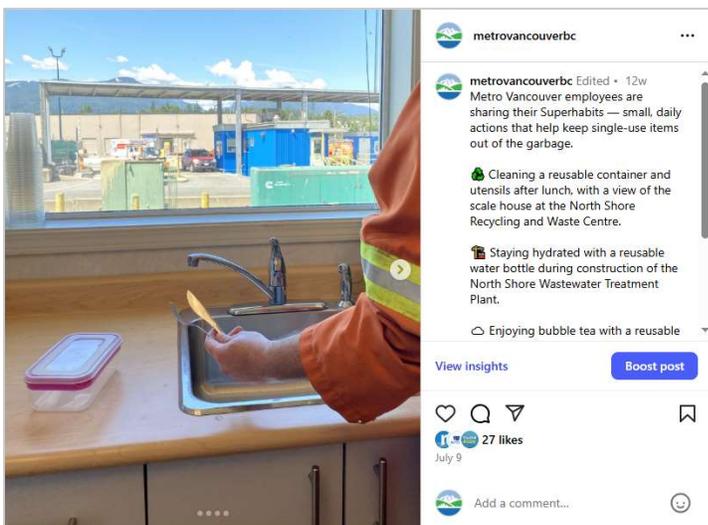
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SOCIAL MEDIA

Employee Perspective

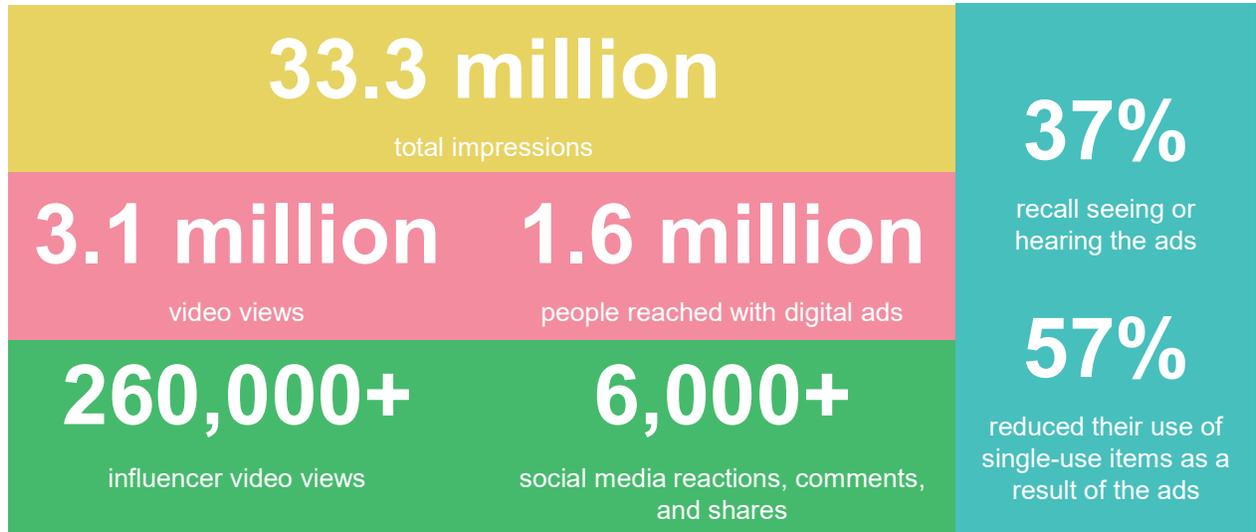


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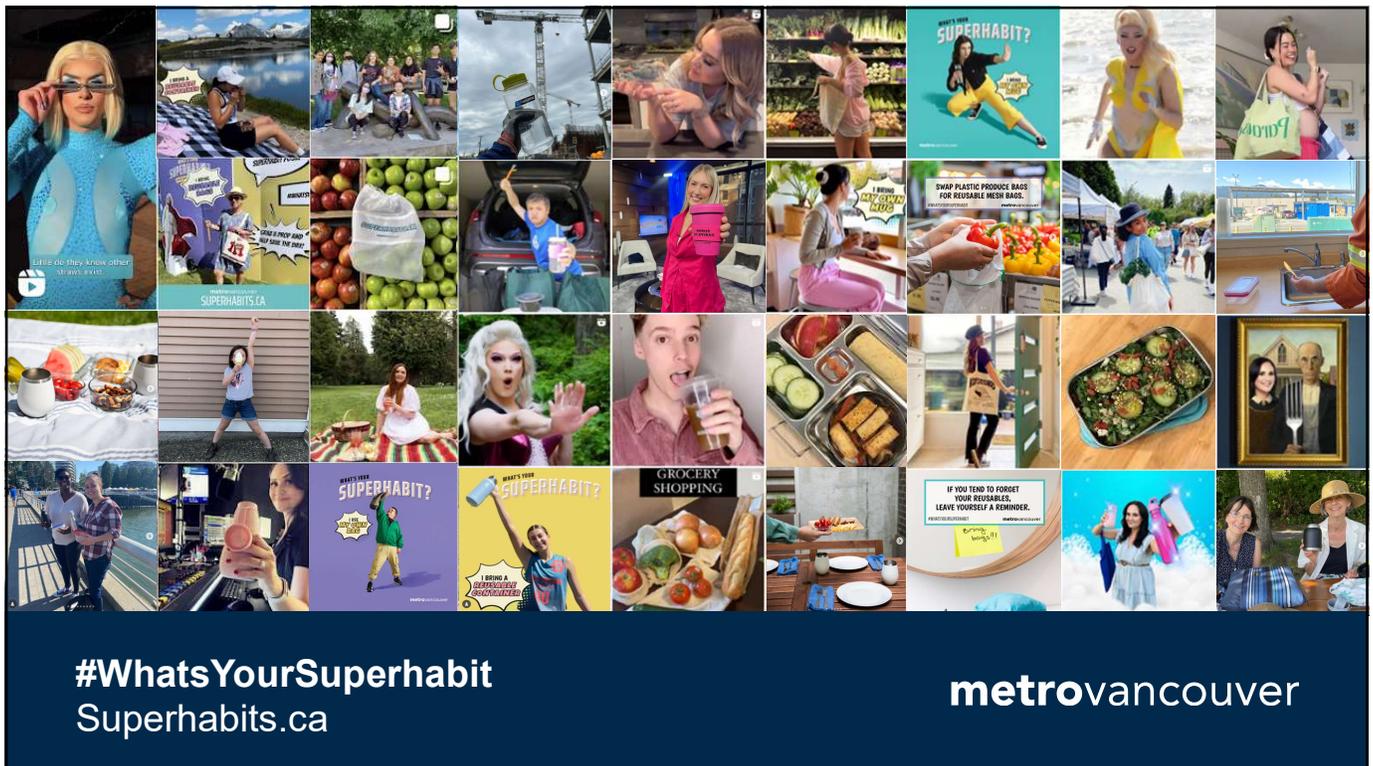
RESULTS



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9To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: October 29, 2025

Meeting Date: November 6, 2025

Subject: **Manager's Report**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated October 29, 2025, titled "Manager's Report".

City of Surrey Waste Drop Off Event

The third annual City of Surrey Waste Drop Off Event was held from May 5 to September 24, 2025, with participation from over 23,000 Surrey residents and more than 3,000 tonnes collected. In collaboration with Metro Vancouver, the City of Surrey provided free drop-off for garbage and paid recyclables (up to 100 kg) for residents at the Central Surrey and North Surrey recycling and waste centres, including up to four mattress or box spring units per household. Standard tipping fees applied to amounts exceeding the 100 kg limit. This popular City of Surrey initiative continues to provide a valuable service to residents, helping to keep the city clean and reduce illegal dumping.

Metro Vancouver has been working with the City of Surrey on these events since the opening of Central Surrey Recycling and Waste Centre in September 2022. The events replace historic pop-up junk days hosted by Surrey, and in comparison 175 times as much material was collected in 2025 at a cost to the City of Surrey of 35% less than the pop-up junk days. In addition to reducing costs and increasing recovery for the City of Surrey, the events profile the Central Surrey Recycling and Waste Centre, helping to increase use of that facility, and reducing the relative number of trips to other recycling and waste centres.

2025 Bidders' Project Coffee Cup Revolution Event

The Bidders' Project, which is part of MakeWay Charitable Society, organizes the annual Coffee Cup Revolution event, which recruits local bidders (a person who collects refundable beverage containers and other items from garbage and recycling bins to sustain their livelihood and divert waste from disposal) to collect discarded coffee cups and redeem them for a cash 'refund'. The Coffee Cup Revolution highlights the importance of reducing single-use coffee cups while raising awareness of marginalized populations and opportunities to grow more sustainable communities. Metro Vancouver has supported the event since 2017.

At the October 16, 2025 annual Coffee Cup Revolution, a record-breaking 213,841 cups were collected, compared to 178,042 in 2024, generating a total revenue of \$21,384 to the bidders who participated. Organizations from the North American Waste Picker Alliance – Coop Les Valoristes (City of Montréal), Sure We Can (New York City), and Ground Score Association (City of Portland) – participated in sharing insights and experiences on the important role that bidders play in supporting waste management systems across North America.

Waste-to-Energy Facility – Response to Zero Waste BC

Zero Waste BC provided a presentation at the October 9, 2025 Zero Waste Committee meeting titled "Residual Option Financial Analysis". Metro Vancouver provided a letter response, included as Attachment 1. Zero Waste BC's presentation contained the following errors and misinformation related to their analysis of the impacts of closing the Waste-to-Energy Facility:

- Assuming there is additional capacity at the Vancouver Landfill that could accommodate garbage currently managed at the Waste-to-Energy Facility based on unrealistic projections of the amount of waste requiring disposal under all scenarios
- Not accounting for the cost of sending additional garbage to contingency disposal landfills
- Not considering the additional costs of a replacement receiving facility or transportation cost impacts if no replacement facility is constructed
- Not considering the impacts to customers who use the Waste-to-Energy Facility for materials not currently suitable for disposal at other solid waste facilities, including health care facility waste, international waste, customs seizures, and more
- Underestimating the cost of reducing waste
- Dramatically underestimating Metro Vancouver's investments in reducing waste

Metro Vancouver's response letter requests that Zero Waste BC stop sharing misinformation regarding the regional solid waste system.

2025 Zero Waste Committee Work Plan

The attachment to this report sets out the Committee's work plan for 2025. The status of work program elements is indicated as pending, in progress, or complete. The listing is updated as needed to include new issues that arise, items requested by the Committee, and changes in the schedule.

ATTACHMENTS

1. Letter from Metro Vancouver to Zero Waste BC Re: Errors and Misinformation in Zero Waste BC's Presentation to the Zero Waste Committee, dated October 29, 2025.
2. Zero Waste Committee 2025 Work Plan.

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Solid Waste Services
Tel. 604-432-6400 or via Email/Fax 604-451-6180

October 29, 2025

File: PE-13-01-SW

Sue Maxwell, Chair
Zero Waste BC
VIA EMAIL: smaxwell@zerowastebc.ca

Dear Sue Maxwell:

Errors and Misinformation in Zero Waste BC's Presentation to the Zero Waste Committee

This letter responds to the claims made in Zero Waste BC's presentation to the Zero Waste Committee on October 9, 2025, titled *Residual Option Financial Analysis*. Zero Waste BC's presentation and analysis contain a range of errors and misinformation, described below.

Disposal Tonnage

Zero Waste BC assumes that there is additional capacity at the Vancouver Landfill that could accommodate garbage currently managed at the Waste-to-Energy Facility based on unrealistic projections of the amount of waste requiring disposal under all scenarios. Metro Vancouver only sends garbage to contingency disposal landfills where quantities received are beyond the annual capacity of the Vancouver Landfill and Waste-to-Energy Facility. In 2024, Metro Vancouver sent approximately 150,000 tonnes of garbage to contingency disposal landfills. Closing the Waste-to-Energy Facility would result in approximately 200,000 additional tonnes of garbage being sent to contingency disposal.

Cost Implications of Additional Contingency Disposal

As reported to the Zero Waste Committee at its October 2025 meeting and as previously communicated to Zero Waste BC, the direct cost of contingency disposal compared to use of the Waste-to-Energy Facility without any allocation of recycling and waste centre costs was an additional approximately \$70 per tonne in 2024.

If the Waste-to-Energy Facility closed, the additional direct annual disposal cost would be approximately \$14 million for the additional waste sent to contingency disposal based on current contract costs. Economies of scale would likely reduce the cost per tonne of contingency disposal, but costs would still increase by millions of dollars per year.

In addition to direct disposal costs, allocating recycling and waste centre costs is appropriate because in the event the Waste-to-Energy Facility closed, either an additional receiving facility

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would be required or alternatively haulers using the Waste-to-Energy Facility would be required to transport garbage farther distances at increased costs to the haulers.

An additional cost not considered in the Zero Waste BC analysis is the cost to customers currently using the Waste-to-Energy Facility for materials not currently suitable for disposal at other solid waste facilities. These materials include health care facility waste, international waste, customs seizures, police seizures, and more. Without the Waste-to-Energy Facility, the approximately 20,000 tonnes per year of this material would require alternative, more expensive disposal. The additional cost to customers to manage these materials is uncertain, but would be in the millions of dollars per year. Used residential pharmaceuticals from the entire province – currently managed at the Waste-to-Energy Facility – were historically shipped to hazardous waste incinerators elsewhere in North America, at costs several times higher than current costs.

Zero Waste BC includes in their analysis cost estimates for both the Vancouver Landfill and contingency disposal that are fabricated. Costs provided by Metro Vancouver are actual costs for each option based on 2024 data. Costs for contingency disposal are direct costs based on competitive procurement processes.

Cost of Waste Reduction

Zero Waste BC's analysis models expected future waste quantities based on additional investments in waste reduction and recycling. Metro Vancouver is committed to waste reduction and recycling and would welcome practical ideas from Zero Waste BC to help reduce waste. Zero Waste BC's modeling is flawed and simplistic. Based on the information provided in the analysis, Zero Waste BC suggests that future waste reduction can be achieved at a cost of approximately half of the current cost to manage garbage in the regional solid waste system. Metro Vancouver is not aware of any waste reduction solutions to further reduce the amount of garbage requiring disposal that would be half the cost of managing garbage. Metro Vancouver would welcome such solutions.

Metro Vancouver's Investments in Waste Reduction and Recycling

In Zero Waste BC's presentation at the Zero Waste Committee, Metro Vancouver's investments in zero waste initiatives were stated to be less than \$4 million per year. In reality, the expenditures for waste reduction and recycling in the solid waste services budget are approximately six times that amount: approximately \$25 million per year. Metro Vancouver acknowledges that this information hasn't been publicly shared historically, but elements of the information have been shared such as recent information noting Metro Vancouver spends \$38 per mattress to recycle the 90,000 mattresses per year received at recycling and waste centres. Mattress recycling alone therefore equates to nearly \$4 million per year. Other information such as the cost of the disposal ban program is communicated publicly on an annual basis. Metro Vancouver's investments in waste reduction and recycling exceed what Zero Waste BC presented at the Zero Waste Committee by a factor of more than six.

Metro Vancouver previously requested that Zero Waste BC cease sharing misleading misinformation about the cost and environmental performance of the Waste-to-Energy Facility. Zero Waste BC's recent analysis of solid waste system costs and alternatives contains erroneous and

misleading misinformation about the regional solid waste system including the Waste-to-Energy Facility. We request that Zero Waste BC cease sharing this erroneous information.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'P. Henderson', with a stylized flourish at the end.

Paul Henderson, M.A.Sc., M.B.A., P.Eng
General Manager, Solid Waste Services

PH/sl

cc: Metro Vancouver Zero Waste Committee

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Zero Waste Committee 2025 Work Plan

Report Date: October 29, 2025

Priorities

1st Quarter	Status
2023 Annual Solid Waste and Recycling Statistics	Complete
2025 Food Scraps Recycling Campaign Update	Complete
2025 Textile Waste Reduction Campaign Update	Complete
2024 Holiday Waste Reduction Campaign Results	Complete
Recycling and Waste Centre Reuse Scale-Up	Complete
Repair Events, Reuse Programs, and Regional Food Recovery Network	Complete
Multi-Family Residential Waste Prevention	Complete
2nd Quarter	Status
2024 Waste Composition Program Results	Complete
2024 Disposal Ban Program Results	Complete
Solid Waste Management Plan Goals and Idea Generation Summary	Complete
2025 Food Scraps Recycling Campaign Results	Complete
2024 Year End Financial Report	Complete
2025 Single-Use Item Reduction Campaign Update	Complete
2025 Zero Waste Conference	Complete
2025 Love Food Hate Waste National Campaign Update	Complete
3rd Quarter	Status
North Surrey and Langley Recycling Depot Development Update	Complete
2025 Solid Waste and Recycling Industry Advisory Committee Report	In progress
Source Reduction Incentive Program	Pending
2024 Waste-to-Energy Facility Financial Summary	Complete
Waste-to-Energy District Energy System Update	Complete
2024 Waste-to-Energy Facility Environmental Performance Summary	Complete
2025 Textile Waste Reduction Campaign Results	Complete
4th Quarter	Status
National Zero Waste Council Progress Update	Pending
2026 Tipping Fee Bylaw Revisions	Complete
Financial Performance Report	Pending
Solid Waste Services Annual Budget and 5-Year Financial Plan	Complete
2025 Holiday Waste Reduction Campaign Update	Complete