

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

REGULAR MEETING

Thursday, June 16, 2022

9:15 a.m.

Meeting conducted in person/electronically pursuant to the Procedure Bylaw

28th Floor Boardroom, 4515 Central Boulevard, Burnaby, British Columbia

Webstream available at <http://www.metrovancouver.org>

A G E N D A¹

1. ADOPTION OF THE AGENDA

1.1 June 16, 2022 Regular Meeting Agenda

That the Zero Waste Committee adopt the agenda for its regular meeting scheduled for June 16, 2022 as circulated.

2. ADOPTION OF THE MINUTES

2.1 May 13, 2022 Regular Meeting Minutes

That the Zero Waste Committee adopt the minutes of its regular meeting held May 13, 2022 as circulated.

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3. DELEGATIONS

4. INVITED PRESENTATIONS

5. REPORTS FROM COMMITTEE OR STAFF

5.1 Waste-to-Energy Facility 2021 Financial Update

That the Zero Waste Committee receive for information the report dated June 8, 2022, titled "Waste-to-Energy Facility 2021 Financial Update."

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5.2 Summer 2022 Zero Waste Programs and Events

That the Zero Waste Committee receive for information the report dated June 9, 2022, titled "Summer 2022 Zero Waste Programs and Events".

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¹ Note: Recommendation is shown under each item, where applicable.

- 5.3 2022 Regional Clothing Waste Reduction Campaign Results** *Pg. 13*
That the Zero Waste Committee receive for information the report dated June 6, 2022, titled “2022 Regional Clothing Waste Reduction Campaign Results”.

- 5.4 Update on Metro Vancouver’s Participation in the Love Food Hate Waste Canada Campaign** *Pg. 23*
That the Zero Waste Committee receive for information the report dated June 9, 2022 titled “Update on Metro Vancouver’s Participation in the Love Food Hate Waste Canada Campaign.”

- 5.5 Manager’s Report** *Pg. 30*
That the Zero Waste Committee receive for information the report dated June 9, 2022, titled “Manager’s Report”.

6. INFORMATION ITEMS

7. OTHER BUSINESS

8. BUSINESS ARISING FROM DELEGATIONS

9. 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.

10. ADJOURNMENT/CONCLUSION

That the Zero Waste Committee adjourn/conclude its regular meeting of June 16, 2022.

Membership:

Froese, Jack (C) – Langley Township
Hodge, Craig (VC) – Coquitlam
Calendino, Pietro – Burnaby
Elford, Doug – Surrey

Fry, Pete – Vancouver
Little, Mike – North Vancouver District
Martin, Gayle – Langley City
McDonald, Bruce – Delta

Morden, Mike – Maple Ridge
Steves, Harold – Richmond
Vagramov, Rob – Port Moody

**METRO VANCOUVER REGIONAL DISTRICT
ZERO WASTE COMMITTEE**

Minutes of the Regular Meeting of the Metro Vancouver Regional District (MVRD) Zero Waste Committee held at 9:15 a.m. on Friday, May 13, 2022 in the 28th Floor Boardroom, 4515 Central Boulevard, Burnaby, British Columbia.

MEMBERS PRESENT:

Chair, Mayor Jack Froese*, Langley Township
 Vice Chair, Councillor Craig Hodge*, Coquitlam
 Councillor Pietro Calendino*, Burnaby
 Councillor Doug Elford*, Surrey
 Councillor Pete Fry*, Vancouver
 Mayor Mike Little*, North Vancouver District
 Councillor Gayle Martin* Langley City
 Councillor Bruce McDonald*, Delta
 Mayor Mike Morden*, Maple Ridge
 Councillor Harold Steves*, Richmond (arrived at 9:17 a.m.)
 Mayor Rob Vagramov*, Port Moody

MEMBERS ABSENT:

None.

STAFF PRESENT:

Paul Henderson, General Manager, Solid Waste Services
 Morgan Mackenzie, Legislative Services Coordinator, Board and Information Services

1. ADOPTION OF THE AGENDA

1.1 May 13, 2022 Regular Meeting Agenda

It was MOVED and SECONDED

That the Zero Waste Committee adopt the agenda for its regular meeting scheduled for May 13, 2022 as circulated.

CARRIED

*denotes electronic meeting participation as authorized by Section 3.6.2 of the *Procedure Bylaw*

2. ADOPTION OF THE MINUTES

2.1 April 8, 2022 Regular Meeting Minutes

It was MOVED and SECONDED

That the Zero Waste Committee adopt the minutes of its regular meeting held April 8, 2022 as circulated.

CARRIED

3. DELEGATIONS

No items presented.

4. INVITED PRESENTATIONS

No items presented.

5. REPORTS FROM COMMITTEE OR STAFF

5.1 2021 Waste Composition Data

Report dated May 5, 2022 from Terry Fulton, Senior Project Engineer, Solid Waste Services, providing the Zero Waste Committee with the results of the two waste composition studies completed in 2021.

9:17 a.m. Councillor Steves arrived at the meeting.

Members were provided with a presentation on the waste composition program plan, highlighting the full scale study results, the multi-family waste composition and the COVID-19 impacts, including the increase in disposal of single use items such as personal protective equipment items and that compostable organics are an opportunity in the multi-family sector.

Discussion ensued regarding the presence of single use items in the waste stream, the challenges with analyzing streetscape data and the methodologies used to conduct the waste audit. Members highlighted the value in capturing reused materials and current trends in the metrics.

Presentation material titled "2021 Waste Composition Data" is retained with the May 13, 2022 Zero Waste Committee agenda.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated May 5, 2022, titled "2021 Waste Composition Data".

CARRIED

5.2 Single-Use Item Reduction Regulatory Update

Report dated May 4, 2022, from Karen Storry, Senior Engineer, Solid Waste Services, providing the Zero Waste Committee with an update on single-use item reduction regulations that are being contemplated by the Government of Canada, the Government of BC, and member jurisdictions.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated May 4, 2022, titled "Single-Use Item Reduction Regulatory Update".

CARRIED

5.3 2022 Food Scraps Recycling "Food Scraps Aren't Garbage" Results

Report dated May 5, 2022, from Larina Lopez, Division Manager, Corporate Communications, External Relations and Alison Schatz, Senior Communications Specialist, Corporate Communications, External Relations, providing the Zero Waste Committee with the results of the 2022 regional food scraps recycling campaign, "Food Scraps Aren't Garbage."

Members were provided with a presentation on the background of the campaign, this year's targeted audiences, the new marketing strategies using social media to connect with target audiences and the metrics on the results of the campaign.

Members discussed the opportunity for outreach in the education system. Presentation material titled "2022 Food Scraps Recycling Campaign" is retained with the May 13, 2022 Zero Waste Committee agenda.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated May 5, 2022, titled "2022 Food Scraps Recycling "Food Scraps Aren't Garbage" Results."

CARRIED

5.4 Manager's Report

Report dated May 5, 2022, from Paul Henderson, General Manager, Solid Waste Services, providing the Zero Waste Committee with updates regarding the 2022 Single-Use Item Reduction Campaign, the Solid Waste and Recycling Industry Advisory Committee, the Procurement Processes, upcoming Conferences and the 2022 Zero Waste Committee Work Plan.

It was MOVED and SECONDED

That the Zero Waste Committee receive for information the report dated May 5, 2022, titled "Manager's Report".

CARRIED

6. INFORMATION ITEMS

No items presented.

7. OTHER BUSINESS

No items presented.

8. BUSINESS ARISING FROM DELEGATIONS

No items presented.

9. RESOLUTION TO CLOSE MEETING

No items presented.

10. ADJOURNMENT/CONCLUSION

It was MOVED and SECONDED

That the Zero Waste Committee conclude its regular meeting of May 13, 2022.

CARRIED

(Time: 10:07 a.m.)

Morgan Mackenzie,
Legislative Services Coordinator

Jack Froese, Chair

52768232 FINAL

To: Zero Waste Committee

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

Date: June 8, 2022 Meeting Date: June 16, 2022

Subject: **Waste-to-Energy Facility 2021 Financial Update**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 8, 2022, titled “Waste-to-Energy Facility 2021 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, low-cost regional disposal option. In 2021, the Waste-to-Energy Facility processed 241,531 tonnes of municipal solid waste, at a net unit cost of \$66.60 per tonne for operation and maintenance. The Waste-to-Energy Facility net unit cost decreased as compared to 2020, primarily due to increased electrical and metals revenues, and reduced bottom ash disposal costs.

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.

2021 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 were reduced in 2019 with the beneficial use of bottom ash in the construction of the United Boulevard Recycling and Waste Centre from October 2017 to August 2019, and increased to historic levels in 2020 and 2021 when bottom ash was again disposed in the landfill. In total, more than 75,000 tonnes of bottom ash were beneficially used as part of the construction of the United Boulevard Recycling and Waste Centre. A small amount of bottom ash was managed at the Coquitlam Landfill in the 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.

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

	2019	2020	2021
Operating Cost	\$18,525,517	\$19,292,506	\$19,283,850
Fly Ash Disposal Costs	\$1,453,703	\$1,256,519	\$1,465,739
Bottom Ash Disposal Costs	\$559,382	\$2,016,633	\$1,560,862
Total Expenditure	\$20,539,052	\$22,565,658	\$22,310,451
Tonnage	253,148	244,362	241,531
Unit Cost / Tonne	\$81.13	\$92.35	\$92.37

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. Metal revenue includes revenue from the non-ferrous metals recovery system that was installed in the fall of 2018 and commissioned in 2019. In 2021, electrical revenue was back to normal levels and metals revenue was significantly increased due to higher metals prices.

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

	2019	2020	2021
Electrical Revenue	\$5,793,404	\$5,308,843	\$5,778,816
Metals Revenue	\$199,889	\$191,800	\$436,187
Tonnage	253,148	244,362	241,531
Unit Revenue / Tonne	\$23.68	\$22.51	\$25.73

Table 3 shows net cost per tonne for the Waste-to-Energy Facility from 2019 to 2021. An approximately \$10 per tonne increase in net costs were observed between 2019 to 2021. This increase is primarily due to the decrease in processed tonnage along with increased bottom ash disposal costs, and was offset by increased metals prices. 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. The Board approved replacement of the primary economizers in November 2021, and installation will start in the fall of 2022.

Table 3: 3-Year Net Unit Cost for Operation and Maintenance of the Waste-to-Energy Facility (including debt servicing)

	2019	2020	2021
Unit Cost / Tonne (from Table 1)	\$81.13	\$92.35	\$92.37
Unit Revenue / Tonne (from Table 2)	\$23.68	\$22.51	\$25.73
Net Unit Cost / Tonne	\$57.45	\$69.84	\$66.64

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The Waste-to-Energy Facility net unit cost/tonne decreased slightly in 2021 relative to 2020 primarily due to increased electrical and metals revenue. 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.

CONCLUSION

Expenditures in 2021 for the Waste-to-Energy Facility totaled \$22.3 million, resulting in an expenditure of \$92.37 per tonne. Metro Vancouver's portion of electrical and metals revenues totaled \$6.2 million or \$25.77 per tonne. Based on the plant processing 241,531 tonnes of municipal solid waste, the net unit cost per tonne for operation and maintenance of the Waste-to-Energy Facility in 2021 was \$66.64 per tonne. Tipping fee revenues are accounted for separately and are not included in this analysis.

49472306

To: Zero Waste Committee

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

Date: June 9, 2022 Meeting Date: June 16, 2022

Subject: **Summer 2022 Zero Waste Programs and Events**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 9, 2022, titled "Summer 2022 Zero Waste Programs and Events".

EXECUTIVE SUMMARY

Metro Vancouver continues working towards its zero waste and circular economy goals and is committed to increasing waste diversion. As part of its efforts to encourage and promote reuse, recycling and responsible disposal of materials, Metro Vancouver is supporting and hosting a variety of zero waste programs and events throughout the summer of 2022. Programs that will be implemented over the summer of 2022 include reuse days at Metro Vancouver recycling and waste centres, community repair events in collaboration with member jurisdictions, food recovery network online events, and the Electoral Area A barge clean-up event. These new and evolving programs focus on moving up the waste hierarchy towards a local circular, low carbon economy through collaboration and strategic partnerships.

PURPOSE

The purpose of this report is to update the Zero Waste Committee on Metro Vancouver's zero waste programs and events planned for the summer of 2022 to encourage waste reduction and recycling in the region.

BACKGROUND

Metro Vancouver continues to advance initiatives to promote reuse, reduction, recycling and responsible disposal. Most in-person community activities were put on pause in 2020/2021 due to COVID-19 restrictions. With in-person events resuming and the broader use of online communication tools, Metro Vancouver has identified various opportunities to reach and motivate residents to do their part to reduce waste and increase reuse and recycling in the region. Collaborating with community organizations and member jurisdictions allows Metro Vancouver to support innovation, and exchange perspectives. The programs were developed to support the Board Strategic Plan goals of advancing initiatives aligned with a transformation to a circular economy, increasing food security, supporting local economies, and reducing greenhouse gas emissions.

SUMMER 2022 ZERO WASTE PROGRAMS AND EVENTS

The following sections summarize the zero waste programs and events planned by Metro Vancouver occurring in the summer of 2022.

Reuse Days at Metro Vancouver Recycling and Waste Centres

Metro Vancouver hosted a trial reuse education day at the North Shore Recycling and Waste Centre in June 2019. The event was well received by residents and staff, now staff are working to expand on the trial with a new pilot program at the North Shore Recycling and Waste Centre, in partnership with Urban Repurpose. The aim is to host a monthly event throughout the summer during which Urban Repurpose collects items from customers that can be reused instead of recycled and disposed, providing not only a learning opportunity for customers but a service which diverts materials from disposal. If the pilot is a success, the long term goal will be to find more reuse partners and build capacity to expand the events to other recycling and waste centres.

Community Repair Café Events

Following a report on reuse and repair initiatives, at the September 10, 2021 Zero Waste Committee meeting, a Zero Waste Committee member suggested Metro Vancouver engage third parties to facilitate local repair events. Metro Vancouver initiated a new funding model to support member jurisdictions to hold repair and reuse events where attendees can bring in items such as clothing, electronic devices, and small appliances for free assistance to repair the items. Metro Vancouver's support will help grow more events throughout the region. The joint funding model consists of two options:

- A municipal funding agreement where member jurisdictions host the event and are reimbursed for 50% of eligible expenses; and
- A regional procurement where Metro Vancouver provides the service through a contractor and the municipality hosts the event at their venue.

Monitoring and reporting back to Metro Vancouver on lessons learned is a requirement of the funding support and will help inform the evolution of the program. Summary results of the reporting will be made available to the committee when they are available.

Electoral Area A Waste and Recycling Barge Clean-up Event

Metro Vancouver solid waste services staff collaborate with Electoral Area A staff to collect hard-to-manage waste for recycling and disposal from remote water access communities in Electoral Area A, for which Metro Vancouver is the local government. Electoral Area A staff seek approval from the MVRD Board every two years to run these clean-up events, which rotate through the three water access areas (Howe Sound, Indian Arm, and Pitt Lake). The most recent event was held on August 22 and 23, 2020 along the west side of Pitt Lake. With this arrangement, residents have access to a clean-up event approximately every 6 years. This year the clean-up event is planned for residents on Bowyer Island and Passage Island, plus a potential stop on Bowen Island. Through collaboration with Electoral Area A staff, Metro Vancouver continues to improve the ability to recycle materials collected.

Metro Vancouver Food Recovery Network Online Events

Following a procurement process, Metro Vancouver contracted FoodMesh to develop a regional food recovery network to help rescue and redistribute surplus food, to feed animals and people. As part of the efforts to promote the network which supports the goal of waste reduction, FoodMesh is currently exploring new engagement opportunities to share information about the Metro Vancouver Food Recovery Network and how to get involved. Planned events for the summer include:

- Food Recovery in Vancouver webinar organized by Vancouver Food Runners and Union Gospel Mission.
- How to Solve Our Food Waste Problem online event organized by the City of Vancouver Food Policy Council - Food Waste Working Group.

As more details become available for all of these events, the Zero Waste Committee will be updated.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Metro Vancouver initiatives described in this report are accommodated within the annual Solid Waste Services budget.

CONCLUSION

Metro Vancouver, in partnership with community organizations and member jurisdictions, is working to encourage and promote reuse, recycling, and responsible disposal of materials through a series of in-person and online events. This report summarizes new and ongoing zero waste programs and events carried out or funded by Metro Vancouver occurring in the summer of 2022 to support the transition towards a local circular economy and lower greenhouse gas emissions through collaboration and strategic partnerships.

52841978

To: Zero Waste Committee

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

Date: June 6, 2022 Meeting Date: June 16, 2022

Subject: **2022 Regional Clothing Waste Reduction Campaign Results**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 6, 2022, titled “2022 Regional Clothing Waste Reduction Campaign Results.”

EXECUTIVE SUMMARY

Now in its fourth year, Metro Vancouver’s “Think Thrice About Your Clothes” (“Think Thrice”) behaviour 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. The campaign creative received significant updates for 2022, introducing a new platform that celebrates the lives of “caring owners”, focusing on clothing items clothing and the stories they collect. The promotional strategy included broad reach and targeted digital tactics and delivered over 33 million impressions. Post campaign research indicates that 55% of residents who saw or heard Metro Vancouver advertising say they are more likely to donate their unwanted clothing, 48% are more likely to buy clothing that lasts longer, 38% are more likely to repair clothing, and 35% are more likely to buy less clothing.

PURPOSE

To update the Committee on the results of the 2022 regional clothing waste reduction campaign, “Think Thrice About Your Clothes”, as identified in the 2022 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.

2022 was the fourth 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.

2022 REGIONAL “THINK THRICE ABOUT YOUR CLOTHES” CAMPAIGN

Campaign Timing

The campaign was in market February 28 to May 8, 2022, with some elements (e.g. Google Search) in-market all year long. This report covers results of the Think Thrice campaign from February 28 to May 8, 2022.

Campaign Approach

The campaign’s objectives are to raise awareness of the clothing waste issue and empower residents to take action to reduce their textile waste (reduce, repair, donate/recycle).

The 2022 campaign focused on hopeful and action-oriented messaging, while addressing associated barriers to adopting desired behaviours. The campaign creative has received significant updates for 2022, introducing a new platform that celebrate the lives of “caring owners” by focusing exclusively on items of clothing and the stories they collect. The new platform builds off the premise that if clothes are to be spared from the landfill, they require “caring owners.” Audiences were directed to a new campaign website URL, www.think-thrice.ca, to learn more about different ways they can reduce their clothing waste.

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

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, interactive Facebook Live segments), a television PSA, radio host endorsements with Rock 101 and JRFM, out-of-home (digital billboards, super bus kings). New for 2022 was the addition of radio host endorsements. This change was done based on previous successes experienced on other Metro Vancouver campaigns, and provided a different approach to help increase awareness around textile waste by tapping into both stations' strong female listenership. Transit shelter ads (TSAs) were replaced with digital billboards and super bus kings with headlines to provide a more impactful presence in the market. All tactics drove residents to the campaign website (www.think-thrice.ca).

Community Outreach

While outreach events have been included as a tactic for this campaign in previous years, in-person events were not pursued this year due to COVID-19 and public health protocols.

Facebook Live Virtual Events

In lieu of outreach events, the Facebook Live events provided an opportunity to feature several guest speakers and subject matter experts to engage residents on clothing campaign related messaging and topics between March and April, 2022. In total, three events were executed virtually, including one broadcast from the Annacis Research Centre multimedia studio:

- March 10 – Tailoring Services. Guest speaker: Kristof, Modernize Tailors.
- March 24 – Brands Tackling Clothing Waste. Guest speaker: Lennard Taylor, Lennard Taylor Design Studio.
- April 7 – Donation Services. Guest speakers: Slav Gudelj, Big Brothers of Greater Vancouver; Tonny Colyn, The Salvation Army.

Each segment covered a different clothing waste reduction-related topic and provided opportunities for residents to engage with subject matter experts to ask questions in real time. The live stream videos were subsequently posted to Metro Vancouver's Facebook page after each segment, where they generated additional engagement.

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 webpages had over 19,000 page views (approx. 300 page views/day) from February 28–May 08, 2022.
- The majority of users (68%) 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 33 million impressions.
- The broad traditional tactics delivered over 22 million impressions across television, digital billboards and super bus kings. The television PSA aired 2,175 times.
- The targeted digital tactics delivered 5.7 million impressions across social media, YouTube, and Google Search, with a reach of 423,292.
- There were 818,600 video views on YouTube.
- The three Facebook livestream events generated over 10,000 video views.
- Radio delivered 5.3 million impressions (292 spots).

Earned Media

Print and online stories mentioning the campaign appeared in community newspapers and a CBC story that appeared on their website, Radio-Canada, Yahoo, and Municipal Info Net. Broadcast coverage included CBC radio and TV and Red FM, with Director Jack Froese, chair of the Zero Waste Committee,

and senior engineer Karen Storry as spokespeople. In total, print, online, and broadcast media reached nearly 17 million people, providing an ad value equivalent to more than \$146,000.

Post-Campaign Survey

A post-campaign survey was conducted in May 2022.

- Residents aged 18-34 were most likely to say they've seen or heard campaign advertisements.
- As a result of viewing Metro Vancouver's advertising, 55% of residents who saw or heard the advertising say they are more likely to donate their unwanted clothing.
- Just under one-half (48%) say they are more likely to buy clothing that lasts longer, while fewer (38%) will repair clothing to prolong its life, or buy less clothing (35%).
- Overall, four-in-ten (40%) residents who saw or heard Metro Vancouver's advertising say they discussed its message with others.
- Residents were most likely to have seen or heard the ads on social media, bus sides, and the public service announcement ad on television.

Plans for 2023 Regional Campaign

The campaign will run again in early 2023, and will continue to use the new "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 2022's campaign, post-campaign research and any additional data from Solid Waste Services.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2022 clothing campaign was provided within a budget of \$150,000 supported under the Zero Waste Communications Program of the 2021 General Government budget, managed by the External Relations Department.

CONCLUSION

This is the fourth year of Metro Vancouver's clothing waste reduction behaviour change campaign using the "Think Thrice" 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 2022 "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.

Attachments:

1. Posters

2. Bus Kings
3. Digital Billboards
4. Social Media Ads
5. Facebook Live

References:

1. [Textiles Waste Reduction Website](#)
2. [Clothing Waste Reduction PSA](#)

53037831

Posters
“THINK THRICE” SAMPLE CREATIVE

metro

vancouver



1

THESIS
DEFENSE

24

BUSINESS
MEETINGS

3

PROMOTIONS

1

ENTERPRISING
OWNER

When we think thrice about our clothes not only do they last longer and collect more stories, we help minimize landfill waste.

THINK THRICE ABOUT YOUR CLOTHES

Reduce, Repair, Reuse.

think-thrice.ca

metro

vancouver



26

CAMPFIRES

102

SUNSETS

8

SHOOTING
STARS

1

GRATEFUL
OWNER

When we think thrice about our clothes not only do they last longer and collect more stories, we help minimize landfill waste.

THINK THRICE ABOUT YOUR CLOTHES

Reduce, Repair, Reuse.

think-thrice.ca

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vancouver

46

CONCERTS

10


TOURS

1

FIRST
DATE

3

DEDICATED
OWNERS



When we think thrice about our clothes not only do they last longer and collect more stories, we help minimize landfill waste.

THINK THRICE ABOUT YOUR CLOTHES

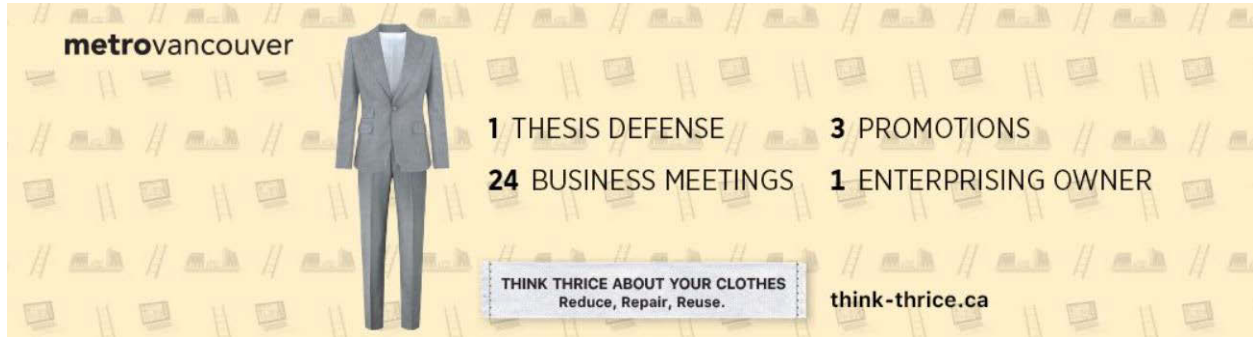
Reduce, Repair, Reuse.

think-thrice.ca

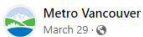
Super Bus Kings



Digital Billboards



Social Media Ads



Metro Vancouver
March 29 · 🌐

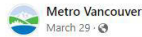
"These boots were made for walking"... a long way! Look for quality items that are made to last.
#ThinkThriceAboutYourClothes



WWW.THINK-THRICE.CA

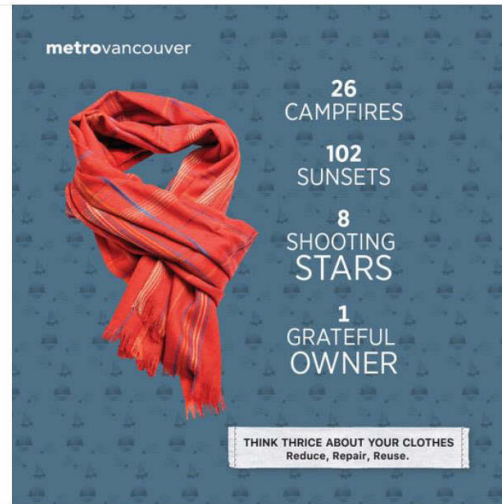
Think Thrice About Your Clothes

Learn more



Metro Vancouver
March 29 · 🌐

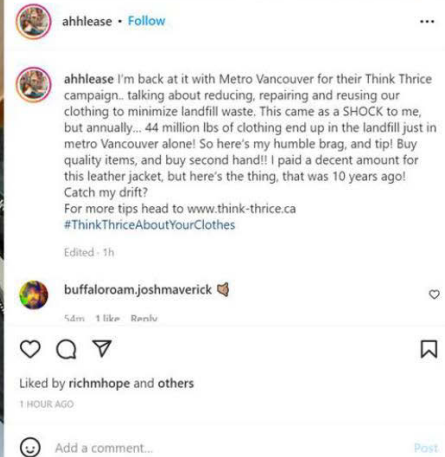
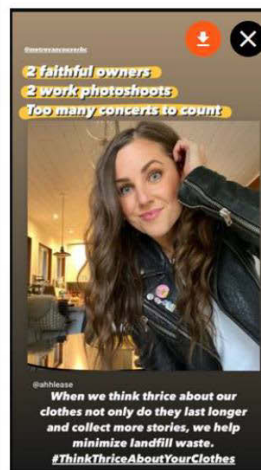
When we think thrice about our clothes not only do they last longer and collect more stories, we help minimize landfill waste.



WWW.THINK-THRICE.CA

Think Thrice About Your Clothes

Learn more



Post details

Reported stats may be delayed from what appears on post

937 JR Country · March 23 · 🌐

Thrifting and repairing your clothes is the BEST way to help reduce clothing waste in our landfills. Follow this map to find the best thrift stores in Vancouver! Find out more at www.think-thrice.ca ~Kristen

DAILYHIVE.COM
This map takes you to East Vancouver's hidden thrift stores | Curated

0 People reached
0 Engagements
26 Comments 11 Shares

Like Comment Share

Performance for your post

Reported stats may be delayed from what appears on post

0 People Reached

77 Reactions, Comments & Shares

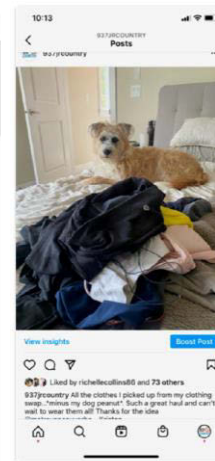
34 Like	27 On Post	7 On Shares
5 Love	3 On Post	2 On Shares
36 Comments	11 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares

0 Post Clicks

0 Photo views	0 Link clicks	0 Other clicks
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NEGATIVE FEEDBACK

0 Hide post
0 Report as spam
0 Hide all posts
0 Unlike Page




Facebook Live

REDUCE REPAIR REUSE

THINK THRICE ABOUT YOUR CLOTHES
Reduce, Repair, Reuse.

COMMUNITY ABOUT

1
THESIS
DEFENSE
24
BUSINESS
MEETINGS
3
PROMOTIONS
1
ENTERPRISING
OWNER



Reduce, repair, and reuse your clothes

When we think thrice about our clothes not only do they last longer and create more stories, we help to minimize landfill waste.

Metro Vancouver was live, March 10

Textiles Live Series: Tailoring Services

In this segment, Metro Vancouver Solid Waste Engineer, Karen Story, is joined by Kristof from Modernize Tailors to share tips to find clothes that last, fit well and make you feel good all while creating less waste.

See more

29 13 Comments 4.3K Views

8.4K People reached 51 Reactions, comments, and shares

4.4K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Comments

Metro Vancouver · 1:45 Here's the Metro Vancouver textiles campaign website that Karen mentioned: www.think-thrice.ca

Metro Vancouver · 3:39 Here's the link to Modernize Tailors: <https://www.modernizetailors.com/>



Metro Vancouver was live, March 10

Textiles Live Series: Tailoring Services

In this segment, Metro Vancouver Solid Waste Engineer, Karen Story, is joined by Kristof from Modernize Tailors to share tips to find clothes that last, fit well and make you feel good all while creating less waste.

See less

29 13 Comments 4.3K Views

8.4K People reached 51 Reactions, comments, and shares

4.4K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Comments

Metro Vancouver · 1:45 Here's the Metro Vancouver textiles campaign website that Karen mentioned: www.think-thrice.ca

Metro Vancouver · 3:39 Here's the link to Modernize Tailors:



Metro Vancouver was live, April 7

Textiles Live Series: Donation Services

Metro Vancouver Solid Waste Engineer, Karen Story is joined by representatives from The Salvation Army and Big Brothers to discuss clothing donation services in the region.

See less

24 10 Comments 3.7K Views

8.9K People reached 48 Reactions, comments, and shares

3.8K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Comments

Metro Vancouver · 1:09 Here's our campaign website that Karen mentioned: <http://www.metrovancouver.org/thinkthrice>

Metro Vancouver · 2:19 Here's the link to where you can donate your items through The Salvation Army:

To: Zero Waste Committee

From: Larina Lopez, Division Manager, Corporate Communications
Alison Schatz, Senior Communications Specialist, Corporate Communications

Date: June 9, 2022 Meeting Date: June 16, 2022

Subject: **Update on Metro Vancouver's Participation in the Love Food Hate Waste Canada Campaign**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 9, 2022 titled "Update on Metro Vancouver's Participation in the Love Food Hate Waste Canada Campaign."

EXECUTIVE SUMMARY

As part of its commitment to waste prevention, Metro Vancouver successfully launched a regional Love Food Hate Waste (LFHW) campaign in 2015. LFHW inspires and empowers people to prevent household food waste. Building on the success of the regional campaign, the National Zero Waste Council (NZWC), an initiative of Metro Vancouver, launched a national campaign engaging audiences across Canada through a partnership arrangement. Metro Vancouver is one of eight partners in this cross-Canada, bilingual campaign to prevent food waste. As a partner, Metro Vancouver receives creative for regional activations, and benefits from national media buys, access to influencers, and press outreach. The campaign performed strongly regionally with close to four million total impressions, a reach of close to three million people, and close to 30,000 social media engagements. The national campaign delivered over 29.8 million impressions.

PURPOSE

To update the Committee on Metro Vancouver's participation in the Love Food Hate Waste Canada behaviour change campaign.

BACKGROUND

Metro Vancouver launched a regional Love Food Hate Waste campaign in May 2015. The objective was to prevent avoidable household food waste. The campaign was licensed from Waste and Resources Action Programme UK.

In July 2018, building on the success of the Metro Vancouver campaign, the National Zero Waste Council (NZWC) launched a national campaign, Love Food Hate Waste Canada (Reference 1). The NZWC holds the Canadian license and manages LFHW as a self-sustaining campaign available in English and French. Partnership fees cover the national expenses, and all partners commit additional resources for local activation. Metro Vancouver is a founding partner in the national campaign.

There are now eight campaign partners with LFW Canada: the cities of Toronto, Vancouver, and Winnipeg; Capital Regional District; Metro Vancouver; RECYC-QUÉBEC; Recycling Council of Alberta; and grocery retailer Walmart.

The LFHW campaign aligns with Metro Vancouver's "Food Scraps Aren't Garbage" campaign, which has the related but distinct objective of diverting food waste to the green bin (in support of the Organics Disposal Ban).

This report provides an update on the past year of Metro Vancouver's engagement with the Love Food Hate Waste Canada behaviour change campaign, as identified in the 2022 Zero Waste Committee Work Plan.

LOVE FOOD HATE WASTE CANADA (LFHW)

Regional Activation and Results

Metro Vancouver ran a regional version of the national campaign in summer and fall 2021 that included digital media (Facebook, Instagram, Pinterest, and Google Search). The campaign leveraged the "5 Ways With" creative platform (Attachment 1). This activation included three Metro Vancouver-based social media influencers, who created and shared content on Instagram. From March 7–13, 2022, the regional campaign participated in a nationwide social media activity during Food Waste Action Week (Reference 2) by sharing content on social media, running a paid promotion on Facebook and Instagram, and working with a social media influencer.

Performance highlights from the past year include close to four million total impressions across social media and Google Search, with a reach of close to three million. There were 5,500 video views, over 22,000 clicks to the "Five Ways With" website, and close to 30,000 likes, comments and shares on social media.

National Campaign Highlights and Results

Over the period of April 1, 2021 to March 31, 2022, the national campaign objectives were to continue to position Love Food Hate Waste Canada as the leading resource to prevent food waste at home, and to help residents take action with easy tips and recipes. Performance highlights include over 29.8 million impressions, 108,000 website visits, and 44 earned media hits.

The national campaign includes tactics that are "always on," which is complemented by several promotions throughout the year. The "always on" tactics act as prompts for residents, and ensures that they can find tips and recipes when they are looking for them. It includes social media, search engine marketing (Google Search ads), search engine optimization, and a monthly newsletter with over 2,500 subscribers (Reference 3). The content includes data, tips and recipes, and draws on the extensive resources created by Love Food Hate Waste Canada, like the A-Z Storage Guide, the Fridge Guide, and recipes to use up leftovers. A key differentiator of Love Food Hate Waste Canada is that all the content is fact-checked by a subject matter expert. The social media and newsletter also feature seasonal themes and holidays, notable days like Earth Day or "National Clean Out Your Fridge Day," and features like #FoodWasteFriday.

The "5 Ways With" promotion (Attachment 1) launched in May 2021. It features tangible and creative tips to use up commonly wasted foods. The promotion included eight social media influencers across Canada, a press release, and outreach. All tactics directed to the promotion landing page (Reference 4). Overall, there were 9.3 million impressions, over 50,000 website visits, and 10 earned media hits.

A second flight of “5 Ways With” ran in October and November 2021. The creative was updated to feature seasonal fall foods (Attachment 1), and Pinterest was piloted during this promotion. The fall promotion delivered over 14 million impressions, 38,000 website visits, and nine pieces of earned media.

The fall 2021 promotion also included a video featuring National Zero Waste Council Chair Jack Froese (Reference 5), which was posted during Thanksgiving weekend and viewed nearly 500 times.

From March 7–13, 2022, Love Food Hate Waste Canada joined WRAP, and the global LFHW community for the second annual Food Waste Action Week (Reference 2). The campaign aimed to drive home the message, “Food Waste Feeds Climate Change.” The promotion included social media, media outreach, and an amplification package sent to campaign partners and the food waste community. There were 6.5 million impressions, 20,000 website visits, and over 25 pieces of press pick up. There were over 100 organic amplifications from campaign partners and the food waste community, further expanding the campaign’s reach.

Finally, the data about household food waste in Canada was updated. The existing data was revisited to present the scope and scale of food waste in a way that is relatable to residents and updated to align with current food costs and changes in population. This updated data is being rolled out on the website, social media, and other touch points. Three new stats were featured in Earth Day 2022 (Attachment 2) promotions, including:

- The average Canadian household wastes 4.5 meals every week.
- We waste 785,000 grocery bags of edible food every day in Canada.
- (Updated) An average household wastes \$1,300 of edible food per year.

PLANS FOR 2022 / 2023

Metro Vancouver plans to continue amplifying the national Love Food Hate Waste Canada campaign with regional activations and participating in coordinated partner activity. Metro Vancouver is launching another regional amplification of the “5 Ways With” campaign in August 2022, which will leverage the national creative.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2022 budget for Metro Vancouver’s participation in the Love Food Hate Waste Canada campaign is \$82,000, supported under the Zero Waste Communications Program of the 2022 General Government budget and managed by the External Relations department.

CONCLUSION

The Love Food Hate Waste Canada campaign aims to prevent household food waste across Canada. As a campaign partner, Metro Vancouver is included in national media buys and campaign activities. We also activate the campaign locally using materials created and provided by the National Zero Waste Council. Highlights from the past year of the campaign include the “5 Ways With” promotion” and Food Waste Action Week. Metro Vancouver plans to continue to participate in national

coordinated activities and activate the campaign regionally, with a regional "5 Ways With" promotion launching in August 2022.

Attachments:

1. "5 Ways With" Creative Samples
2. Earth Day 2022 Creative Samples

References:

1. [Love Food Hate Waste Canada Website](#)
2. [Food Waste Action Week Webpage](#)
3. [Love Food Hate Waste Canada Newsletter](#)
4. [5 Ways With Commonly Waste Foods Webpage](#)
5. [Food Saving Tips from National Zero Waste Council Chair Jack Froese Video](#)

49470807

“5 WAYS WITH” CREATIVE SAMPLES

Spring 2021



Spring 2021 – Social Media Influencer Example



<p>5 WAYS WITH</p>  <ul style="list-style-type: none"> salad soup broth freeze curry <p>LOVE FOOD CANADA</p>	<p>5 WAYS WITH</p>  <ul style="list-style-type: none"> muffins sauces vinegar candy freeze <p>LOVE FOOD CANADA</p>	<p>5 WAYS WITH</p>  <ul style="list-style-type: none"> sauces smoothies crumble jam freeze <p>LOVE FOOD CANADA</p>
<p>EN 5 FAÇONS</p>  <ul style="list-style-type: none"> congeler bouillon soupe salade cari <p>FAHME HANCOCK CANADA</p>	<p>EN 5 FAÇONS</p>  <ul style="list-style-type: none"> confiserie sauce vinaigre infuser cuire <p>FAHME HANCOCK CANADA</p>	<p>EN 5 FAÇONS</p>  <ul style="list-style-type: none"> smoothie conserves pâtisserie congeler compote <p>FAHME HANCOCK CANADA</p>

EARTH DAY 2022 CREATIVE SAMPLES



To: Zero Waste Committee

From: Paul Henderson, General Manager, Solid Waste Services

Date: June 9, 2022

Meeting Date: June 16, 2022

Subject: **Manager's Report**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated June 9, 2022 titled "Manager's Report".

Return-It Reusable Cup Pilot

Downtown Vancouver coffee drinkers have a new way to reduce their single-use coffee cup waste, through a reusable cup-share program (Figure 1). Return-It's six-month pilot - called *Return-It to Reuse It and Recycle it* - launched May 11, 2022 in partnership with Metro Vancouver, City of Vancouver, Merlin's Plastics, Tim Hortons, Starbucks, A&W Canada, and McDonald's Canada. The pilot launched with seven City of Vancouver bins in public spaces and 10 bins inside Tim Horton's stores, and there are plans to add additional locations. Cup-share participants can drop their reusable cup-share cups in the bins to claim their \$4 deposit back. The reusable cups will be sanitized and returned to the participating locations for redistribution to customers. While Tim Horton's is the first brand to participate, other brand partners will add their own reusable cups to the program over the coming weeks. The bins also accept all brands of disposable hot and cold cups and lids for recycling. Results of the pilot will be shared with the Zero Waste Committee when they are available. Depending on the outcomes of the pilot, reusable cup share programs could be implemented across the region in the future.



Figure 1 – Return-It Coffee Cup Pilot

Food Delivery and Take-Out Packaging Update

Following a presentation on 2021 waste composition study results, at the May 13, 2022 Zero Waste Committee meeting, a Zero Waste Committee member asked whether single-use food delivery packaging had increased in recycling streams. Staff contacted Recycle BC, and a representative noted a significant increase in the amount of packaging and paper product recovered from households in 2020, likely due to residents spending more time at home during the pandemic. Although many material streams experienced increased collection during this period, it was not possible to isolate the impacts of food delivery and take-out packaging from other types of packaging within defined material categories. For example, within the rigid plastic category, a plastic clamshell may have contained a prepared meal from a restaurant or bakery goods from a grocery store.

Procurement Update: North Surrey and Langley Recycling Depot Development

Metro Vancouver is developing recycling depots ahead of the scales at the North Surrey and Langley Recycling and Waste Centres. These new depots will mirror depots in place at other recycling and waste centres as part of Metro Vancouver's strategy to have consistent recycling services at all recycling and waste centres. The procurement process for the design and construction supervision of these new facilities is underway starting with a request for qualifications for design services.

2022 Zero Waste Committee Work Plan

The attachment to this report sets out the Committee's work plan for 2022. 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.

Attachment

Zero Waste Committee 2022 Work Plan

52846626

Zero Waste Committee 2022 Work Plan

Report Date: June 9, 2022

Priorities

1st Quarter	Status
2021 Integrated Solid Waste and Resource Management Plan Biennial Report	Complete
Central Surrey Recycling and Waste Centre Operations Contract Award	Complete
Invited Presentation from Ocean Ambassadors on East of Seymour Zero Waste Takeout	Complete
Flood Disaster Response Solid Waste Management System Summary	Complete
National Zero Waste Council 2021 Accomplishments and 2022 Projects	Complete
2021 Zero Waste Conference	Complete
2nd Quarter	
2021 Disposal Ban Inspection Program Results	Pending
2021 Food Scraps Campaign Results	Complete
2022 Single Use Item Campaign	Complete
2021 Waste-to-Energy Facility Financial Summary	In progress
2022 Think Thrice Textiles Campaign Results	In progress
2021 Waste Composition Data	Complete
Alternative Fuel and Recyclables Recovery Procurement Contract Award	Pending
Contingency Disposal Contract Award	Pending
Love Food Hate Waste	In progress
Solid Waste Services Capital Program Expenditures Update as at December 31, 2021	Complete
Waste-to-Energy Facility – Bottom Ash Beneficial Use Pilots	Complete
3rd Quarter	
2021 Waste-to-Energy Facility Environmental Performance Summary	Pending
2022 National Zero Waste Council Projects	Pending
2022 Zero Waste Conference Update	Pending
City of Vancouver and City of Burnaby District Energy Right-of-Way Agreements	Pending
Illegal Dumping Data and Programs	Pending
Innovation and Continuous Improvement	Pending
Repair and Reuse	Pending
Solid Waste Management Plan Engagement	Pending
Solid Waste Residuals Management Options Study	Pending
Solid Waste Services Capital Program Expenditures Update as at April 30, 2022	Pending
4th Quarter	
2021 Solid Waste and Recycling Annual Report	Pending
2022 Abandoned Waste Campaign Results	Pending
2022 Create Memories Not Garbage Update	Pending
2022 Single-Use Item Campaign Results	Pending
2023-2027 Financial Plan – Solid Waste Services	Pending
2023 Tipping Fee Bylaw Revisions	Pending
Solid Waste Services Capital Program Expenditures Update as at August 31, 2022	Pending