
MEMORANDUM

PW 15-2023

Subject: Recommendations for Consideration from the Waste Management Planning Steering Committee meeting held February 27, 2023

Date: March 7, 2023

To: Public Works Committee

From: Ann-Marie Norio, Regional Clerk

At its meeting held February 27, 2023, the Waste Management Planning Steering Committee passed the following motion for consideration by the Public Works Committee:

Minute Item 6.1

WMPSC-C 5-2023

Illegal Dumping 2022 Year End Summary and Updates

That Report WMPSC-C 5-2023, dated February 27, 2023, respecting Illegal Dumping 2022 Year End Summary and Updates, **BE RECEIVED** and the following recommendations **BE APPROVED**:

1. That the Illegal Dumping Working Group Terms of Reference **BE REVISED** and **REPLACED** with the amended Illegal Dumping Working Group Terms of Reference provided in Appendix 1 of Report WMPSC-C 5-2023; and
2. That a copy of this report **BE CIRCULATED** to the Local Area Municipalities for information.

The minutes and agenda items from the Waste Management Planning Steering Committee meeting held February 27, 2023, are attached to this memorandum.

Respectfully submitted and signed by

Ann-Marie Norio
Regional Clerk

**THE REGIONAL MUNICIPALITY OF NIAGARA
WASTE MANAGEMENT PLANNING STEERING COMMITTEE
MINUTES**

**WMPSC 1-2023
Monday, February 27, 2023
Committee Room 4 / Video Conference
Niagara Region Headquarters
1815 Sir Isaac Brock Way, Thorold ON**

Committee: Diodati (via Video Conference), Foster (Committee Vice-Chair),
Morocco (via Video Conference), Ugolini (Committee Chair)

Absent/Regrets: Bradley (Regional Chair), Rigby, Witteveen

Staff: K. Ashbridge, Supervisor, Waste Management Services (via
Video Conference), C. Habermehl, Director, Waste Management
Services, H. Levitzky, Waste Management Services Advisor (via
Video Conference), K. Lotimer, Legislative Coordinator, J.
Mazurek, Policy & Planning Program Manager, Waste
Management Services (via Video Conference), L. McGovern,
Program Manager, Waste Management Services (via Video
Conference), E. Prpic, Associate Director, Waste Disposal
Operations & Engineering, A. Schmuck, Waste Management
Engagement & Education Coordinator (via Video Conference),
S. Tait, Manager, Policy and Planning, Waste Management
Services (via Video Conference), A. Winters, Waste Disposal
Operations Program Manager (via Video Conference), B.
Zvaniga, Commissioner, Public Works

1. CALL TO ORDER

Kelly Lotimer, Legislative Coordinator, called the meeting to order at 9:11 a.m.

2. DISCLOSURES OF PECUNIARY INTEREST

There were no disclosures of pecuniary interest.

3. SELECTION OF COMMITTEE CHAIR AND VICE CHAIR

3.1 Call for Nominations for Committee Chair

Kelly Lotimer, Legislative Coordinator, called for nominations for the
position of Chair of the Waste Management Planning Steering Committee
for a two-year term (2023-2024).

Moved by Councillor Diodati
Seconded by Councillor Foster

That Councillor Ugulini **BE NOMINATED** as Chair of the Waste Management Planning Steering Committee for a two-year term (2023-2024).

3.2 Motion to Close Nominations for Committee Chair

Ms. Lotimer called a second and third time for nominations for the position of Waste Management Planning Steering Committee Chair. There being no further nominations it was:

Moved by Councillor Foster
Seconded by Councillor Diodati

That nominations for the position of Chair of the Waste Management Planning Steering Committee for a two-year term (2023-2024), **BE CLOSED**.

Carried

3.3 Voting for the Position of Committee Chair

There being only one nominee for the position of Committee Chair, Ms. Lotimer announced that Councillor Ugulini would be the Waste Management Planning Steering Committee Chair for a two-year term (2023-2024).

3.4 Call for Nominations for Committee Vice Chair

Kelly Lotimer, Legislative Coordinator, called for nominations for the position of Vice-Chair of the Waste Management Planning Steering Committee for a two-year term (2023-2024).

Moved by Councillor Ugulini
Seconded by Councillor Diodati

That Councillor Foster **BE NOMINATED** as Vice-Chair of the Waste Management Planning Steering Committee for the 2023-2024 term.

3.5 Motion to Close Nominations for Committee Vice Chair

Ms. Lotimer called a second and third time for nominations for the position of Waste Management Planning Steering Committee Vice-Chair. There being no further nominations, it was:

Moved by Councillor Ugulini
Seconded by Councillor Diodati

That nominations for the position of Vice-Chair of the Waste Management Planning Steering Committee for a two-year term (2023-2024), **BE CLOSED.**

Carried

3.6 Voting for the Position of Committee Vice Chair

There being only one nominee for the position of Committee Vice-Chair, Ms. Lotimer announced that Councillor Foster would be the Waste Management Planning Steering Committee Vice-Chair for a two-year term (2023-2024).

At this point in the meeting, Councillor Ugulini assumed the Chair.

There being no objections, Items for Consideration were dealt with at this time.

6. ITEMS FOR CONSIDERATION

6.1 WMPSC-C 5-2023

Illegal Dumping 2022 Year End Summary and Updates

Moved by Councillor Foster
Seconded by Councillor Morocco

That Report WMPSC-C 5-2023, dated February 27, 2023, respecting Illegal Dumping 2022 Year End Summary and Updates, **BE RECEIVED** and the following recommendations **BE APPROVED**:

1. That the Illegal Dumping Working Group Terms of Reference **BE REVISED** and **REPLACED** with the amended Illegal Dumping Working Group Terms of Reference provided in Appendix 1 of Report WMPSC-C 5-2023; and
2. That a copy of this report **BE CIRCULATED** to the Local Area Municipalities for information.

Carried

6.2 WMPSC-C 8-2023
2023 Waste Management Planning Steering Committee Meeting Dates

Moved by Councillor Foster
Seconded by Councillor Morocco

That Correspondence Item WMPSC-C 8-2022, being a memorandum from A.-M. Norio, Regional Clerk, dated February 27, 2023, respecting 2023 Waste Management Planning Steering Committee Meeting Dates, **BE RECEIVED**; and

That the Waste Management Planning Steering Committee meetings **BE HELD** on Mondays at 9:00 a.m. on the following dates in 2023:

April 24, June 26, August 28, October 23, December 11.

Carried

4. **PRESENTATIONS**

4.1 Hazardous Waste Program

Emil Prpic, Associate Director Waste Disposal Operations & Engineering, provided information respecting Hazardous Waste Program. Topics of the presentation included:

- MECP HSP Regulation Timelines
- Funding Organization for HSP Program
- HSP Regulation Material Categories
- Current Funding vs. Proposed Funding - Product Care Association
- HSP Regulation - Other Financial Impacts
- Niagara Region 2022 Cost vs. Product Care Proposed New Funding Model
- Producer Requirements for Number of Collection Sites
- HSP Regulation - Collection Site Requirements for each Local Area Municipality
- RPRA - Administrative Penalty Regulation
- Feasibility of a Full Time Permanent HHW Depot at Bridge Street

4.2 Garbage Tag Fee Communication & Outreach

Lucy McGovern, Collection & Diversion Program Manager, provided information respecting Garbage Tag Fee Communication & Outreach. Topics of the presentation included:

- Garbage Tag Fee - Background
- Garbage Tag Fee Review
- Implementation Plan
- Retailer Letter of Understanding

Councillor Information Request(s):

Provide information respecting the possibility of selling booklets of garbage tags. Councillor Diodati.

5. **DELEGATIONS**

There were no delegations.

7. **CONSENT ITEMS FOR INFORMATION**

Moved by Councillor Foster
Seconded by Councillor Diodati

That the following items **BE RECEIVED** for information:

WMPSC-C 1-2023
Councillor Information Request

WMPSC-C 2-2023
2022 Curbside Recycling Recognition Audits

WMPSC-C 3-2023
Updates to Ontario's Producer Responsibility Framework

WMPSC-C 4-2023
Collection Contractor Performance October 18, 2021 to October 19, 2022
Summary

WMPSC-C 6-2023
2023 Social Marketing and Education Plan and Overview of 2022 Initiatives

WMPSC-C 7-2023
Residential Blue Box Transition -Decision Points

Carried

8. **OTHER BUSINESS**

There were no items of other business.

9. **NEXT MEETING**

The next meeting will be held on Monday, April 24, 2023, at 9:00 a.m.

10. **ADJOURNMENT**

There being no further business, the meeting adjourned at 10:05 a.m.

Councillor Ugulini
Committee Chair

Kelly Lotimer
Legislative Coordinator

Ann-Marie Norio
Regional Clerk

Subject: Illegal Dumping 2022 Year End Summary and Updates

Report to: Waste Management Planning Steering Committee

Report date: Monday, February 27, 2023

Recommendations

1. That the Illegal Dumping Working Group Terms of Reference **BE REVISED** and **REPLACED** with the amended Illegal Dumping Working Group Terms of Reference provided in Appendix 1 of Report WMPSC-C 5-2023; and
2. That a copy of this report **BE CIRCULATED** to the Local Area Municipalities for information.

Key Facts

- The purpose of the report is to provide an update regarding the issue of illegal dumping, information on updates to the Illegal Dumping Rewards Procedure and seek approval for the repeal and replacement of Illegal Dumping Working Group (IDWG) Terms of Reference.
- The IDWG Terms of Reference was last updated in 2016. The proposed updates are required to improve the effectiveness of the IDWG.
- The Illegal Dumping Rewards Procedure was implemented in 2014 to provide a financial reward to residents who report incidents of illegal dumping that lead to a conviction or a confirmed act of compliance. The proposed updated procedure will better align the rewards with the current illegal dumping set fines and fairly compensate those who assist with illegal dumping investigations.
- A total of 675 illegal dumping events were recorded in 2022. A high-level summary of these events is provided as part of this report, with further details in Appendix 3.

Financial Considerations

There are no significant financial implications anticipated with the proposed update to the IDWG Terms of Reference or Rewards Procedure.

Analysis

Staff are recommending updates to the IDWG Terms of Reference and Rewards Procedure as outlined in the sections below. Also included in this report is a summary of various illegal dumping related activities and statistics for information.

Updates to Illegal Dumping Working Group Terms of Reference

The IDWG is a Niagara Region-lead committee, which was formed in 2012 to ensure a consistent and collaborative approach to dealing with the issue of illegal dumping. The committee members include representatives from each local area municipality and any additional representatives from local partners who share an interest in mitigating illegal dumping across the region, including Ontario Power Generation (OPG), Crimestoppers and Great Lakes St. Lawrence Seaway.

Key priorities include:

- Ensure a consistent enforcement approach across the region
- Coordinate clean-up efforts between Niagara Region and local area municipalities (LAMs)
- Educate the public on the issue of illegal dumping, through awareness campaigns

Member participation in the IDWG has reduced over the past two (2) years, primarily due to member engagement in pandemic-related activities. To increase the effectiveness of the IDWG going forward, staff are requesting the approval of the updated IDWG Terms of Reference that are included in Appendix 1. The IDWG Terms of Reference were last updated in 2016.

Key changes to the Terms of Reference include clarification of Regional jurisdiction to investigate and enforce events of illegal dumping on public property and municipal responsibility to address dumping on private property and assist with clean up on municipal lands/roads.

Changes are being recommended to the IDWG composition and memberships; such as term of membership, chair, co-chair and sponsor requirements and minimum membership requirements are now clearly defined in the updated Terms of Reference. Meeting participation is expected to improve with the new addition of a quorum requirement. The minimum quorum has been set at 50% of municipal members plus one. IDWG meetings will not be scheduled without minimum quorum requirements being met. After three consecutive meetings missed an alternative member will be requested from the municipalities or organizations. The purposes of these changes to membership is to ensure the IDWG is receiving proper attendance and meetings are of value to the attending members and the IDWG can continue to advance it's mandate.

Member responsibilities is a new section added to the Terms of Reference.

Responsibilities include:

- Attend meetings or arrange for the alternate to attend
- Participate and support activities of the working group
- Bring forth new ideas to address illegal dumping
- Review meeting minutes and advise of concerns before finalizing minutes

In February 2022, the revised Terms of Reference were shared with the Public Works Officials and no comments were received regarding the proposed changes. The revised Terms of Reference were shared with the IDWG and reviewed in detail during the December 2022 hybrid meeting. During the meeting, changes related to the recommended member composition were discussed and were subsequently incorporated into the Terms of Reference as a result of the feedback from IDWG members.

Updates to Rewards Procedure

Rewards are currently available to residents whose report of illegal dumping results in a conviction or a confirmed act of compliance. The current rewards for a successful conviction is \$200 and \$50 for an act of compliance. Since the rewards procedure was implemented, the illegal dumping section of the By-law has evolved to include three (3) sections related to illegal dumping.

- 37.1 General Prohibition, set fine \$500.
- 37.2 Prohibition re: Public Space Litter/Recycling Bin, set fine \$150
- 37.3 Prohibition re: Care and Control, set fine \$250

Resident involvement in an illegal dumping investigation can vary from reporting the presence of dumped material to acting as an eyewitness, which would include completing a will-say statement and potentially appearing in court if the charge is taken to trial. The awards procedure is being updated to ensure residents that have the most involvement in a report are compensated at the higher level and residents who report the presence of dumped material are fairly compensated. The updated rewards process, will provide a \$200 reward for individuals reporting an illegal dump, which they witnessed that leads to a conviction under section 37.1 and a \$50 reward for the reporting of dumping that leads to a conviction under By-law section 37.2 (dumping in a litter bin), 37.3 dumping care and control, or compliance. The update rewards procedure

was presented to the Public Works Officials group and to the IDWG, no concerns were raised by either group.

In 2022, three (3) rewards for illegal dumping were provided to residents. Additional rewards resulting from charges laid in 2022 are likely to occur in 2023 as the associated charges are processed by the court system.

Summary of 2022 Illegal Dumping Activities and Statistics

2022 Illegal Dumping Statistics

Since the establishment of the IDWG in 2012, staff has tracked the number of reports of illegal dumping across the region.

Residents may report incidents of illegal dumping through the following tools:

- Niagara Waste App
- Niagara Online reporting tool
- Niagara Waste Info Line
- Crime Stoppers of Niagara

In 2022, 675 illegal dumps were reported, a 10% percent decrease in illegal dumping reports compared to 2021 when 748 dumps were reported. In 2020, 678 illegal dumps were reported. Although 2022 experienced a decrease in the number of reported illegal dumps compared to 2021, the number of reports is influenced annually by staffing resources for proactive monitoring work and promotional campaigns. A further breakdown of the illegal dumps by area municipality can be found in Appendix 3.

Illegal Dumping In Public Space Litter Bins

In 2022, Waste Management staff continued to proactively monitor public space litter bins and respond to reports of illegal dumping in, and around bins. In 2022, 24% of illegal dumps were found to be in or around a public space litter bins. This was similar to 2021 when 19% of all illegal dumps were found in, and around, public space litter bins. In response to this issue, staff recommended an update to the Waste Management By-law to strengthen the section pertaining to the prohibition of dumping of household and privately generated waste in and around public space litter bins. When public space litter bins are used for dumping, access for collection of litter bins for litter disposal can be reduced, which often leads to overflowing bins. Additionally, the presence of

unacceptable material – i.e. black bags of household garbage can attract additional dumping. Residents may see dumped material and believe this behaviour is acceptable. In the spring of 2022, staff installed warning stickers on public litter bins, primarily in St. Catharines, where the majority of litter bin dumping occurs. See Appendix 4 for signage image. The stickers warned potential dumpers that the bins are not for household waste and dumping would result in a \$175 fine (\$150 set fine, plus fees). Following the approval of set fines of the Waste Management By-Law 2022-32, in August 2022, staff began issuing Part I offence notices (ticket) to those who fail to adhere to the By-law and illegal dump in public litter bins. Over a four (4) month period, August to December 2022, staff charged 12 residents under section 37.2 of the By-law.

Litter Bin Blitz

In previous years staff have conducted an annual Litter Bin Inspection Blitz to audit public space litter bins for the presence of illegal dumping. Following the Blitz, warning letter were mailed to residents whose household garbage was found during the inspection. In 2021, approximately 10% of audited bins were found to contain illegal dumping. In March 2022 staff randomly audited 333 litter bins and found 9% of bins contained illegal dumping. In October and November 2022 staff inspected 384 litter bins located in hot spots for illegal dumping and found dumping in 16% of inspected bins. As a result of the fall litter bin inspections two (2) individuals were ticketed. Anti-illegal dumping signage was intended to reduce illegal dumping; however, the fall inspection of bins showed that signage was not reducing the incidents of illegal dumping at specific bins. In 2023 staff will continue to use this tool to inform residents that placing privately generated material, or household waste into a litter bin is a fineable offence. Additionally, the presence of signage on the litter bins could prove beneficial if a defendant, to an illegal dumping charge, opted to dispute the charge via an early resolution meeting or a trial.

2022 By-law Updates and Impacts on Part I Offence Notices (Tickets)

In the summer of 2022 By-law No. 2017-56 was repealed and replaced with By-Law No. 2022-32: A By-Law To Regulate The Use Of The Waste Management System For The Regional Municipality Of Niagara. With this By-law update, staff expanded Section 37.2: Illegal Dumping, Prohibition re: Public Space Litter/Recycling Bin to include a Care and Control provision. With the update to section 37.2, staff can now identify material deemed to have been in the Care and Control of a person (i.e. mail) which is contained within illegally dumped material, and issue a ticket based on the presence of this evidence. Prior to the inclusion of this provision, staff could not charge based

exclusively on evidence found within illegal dumping at litter bins and warning letters were used to advise residents of the By-law infraction. Prior to this By-law update, staff required an eyewitness to attest to the offence. The presences of an eyewitness occurs in very limited number of illegal dumping incidents.

As part of the 2022 By-law updates, staff were required to resubmit short form wording and set fines for approval to the Chief Justice of the Ontario Court. Staff did not request changes to set fines that had been approved in By-law 2017-56, including the fine associated with illegal dumping in the amount of \$750. However, in August 2022 the Chief Justice reduced the fine amount for Illegal Dumping to \$500. Various other set fines also were reduced by the Chief Justice during the approval process. Set fines are requested by Niagara Region but ultimately determined by the Chief Justice. The amount of the approved set fine is related to a number of factors including – similar set fines established in provincial legislation, the frequency of charges laid, and the likelihood and probability of payment. In light of the reduced set fine amount, the enforcement staff will use Part III Summons for incidents where higher set fines are required. These incidents may include, large-scale illegal dumping, repeat offenders, or dumping that has an elevated level of risk to human or environmental health. The use of the Part III Summons will allow staff to pursue fines that are greater than the set fine amount of \$500.

2022 Enforcement Activity

Waste management staff will investigate any incident of illegal dumping on public property. If evidence is found, staff will attempt to issue a Part I offence notice for the contravention of the By-Law. By-law enforcement officers may also request compliance, which requires a generator to remove dumped material. If the officer is unable to make contact with the generator i.e. the individual has moved, staff are unable to issue charges and the dumper information is kept on file. In cases where evidence is limited or insufficient, staff will issue a warning letter. In 2022, 104 dumps (15% of dumped material) was found to contain evidence, which resulted in 27 Part I offence notices. This represented an increase from 2021 and 2020 when 12 and seven (7) Part I offence notices were issued, respectively.

Promotion and Education

In spring 2022, the Illegal Dumping Communication campaign was used to address the issue of illegal dumping in the Niagara region. Campaign objectives included:

- Discourage acts illegal dumping in Niagara region
- Encourage residents to report illegal dumping when observed
- Raise awareness on the correct disposal options for commonly dumped materials

Additional details regarding the 2022 Illegal Dumping Communications campaign are included in WMPSC C-6-2023.

Next Steps

Illegal dumping is a concern for Niagara Region and LAMs. The act of illegal dumping creates eyesores, has environmental implications, and costs communities. In 2023, staff will continue to investigate reports of illegal dumping in order to identify generators and issue fines where appropriate. Staff, primarily interns, will proactively monitor public space litterbins and conduct the annual Litter Blitz. Staff will also continue to utilize an app based Geographical Information System (GIS) tool, which allows for real time data collection and accurate hot spots tracking. In 2023, staff are investigating expanding the use of the tracking tool to allow municipal partners to collect illegal dumping data in the field using the same tool as Regional staff.

Illegal Dumping Communications are planned for 2023. Communications will reinforce alternative disposal options for frequently dumped materials and encourage reporting through the various reporting tools.

Alternatives Reviewed

The option to maintain the existing Terms of Reference for the IDWG is not recommended as the changes to Terms of Reference are important to support the core function of the IDWG and improve the group's effectiveness. The IDWG may continue to function with the current Terms of Reference; however, the updated Terms of Reference will allow the members to ensure the IDWG's meetings are valuable and productive, by ensuring all municipal partners are involved.

The Rewards Procedure could remain in its original form; however, as the By-law has been updated to include varying charges for illegal dumping, there is the potential to issue rewards that are greater in value than the set fine amount. Additionally, the current rewards structure does not fairly compensate those who act as a witness and provide additional support to the investigation.

Relationship to Council Strategic Priorities

The recommended changes to the IDWG Terms of Reference and the Illegal Dumping rewards procedure meet Council's Strategic priority of Responsible Growth and Infrastructure Planning by protecting Niagara's environmental features through the reduction of illegal dumping. This report is being brought to Committee to enhance the tools currently used for the mitigation of illegal dumping in the region.

Other Pertinent Reports

- PW: 61-204 Approval of Illegal Dumping Working Group Initiatives
- PW 48-2013: Update on Illegal Dumping Initiatives

Prepared by:

Kate Ashbridge
Supervisor
Waste Management Services

Recommended by:

Bruce Zvaniga, P.Eng.
Commissioner of Public Works
Public Works Department

Submitted by:

Ron Tripp, P.Eng.
Chief Administrative Officer

Appendices

Appendix 1 - Illegal Dumping Working Group Terms of Reference

Appendix 2 - Region Wide Reward System Procedure

Appendix 3 - Illegal Dumping Investigations by Municipality Total Summary

Appendix 4 – Anti Illegal Dumping Litter Receptacle Sticker

Illegal Dumping Working Group Terms of Reference

1.0 Purpose of the Working Group

- 1.1. Ensure Local Area Municipalities and Niagara Region utilize a consistent and collaborative approach when dealing with illegal dumping.
 - 1.1.1. Coordinate clean-up efforts between Niagara Region and Local Area Municipalities collaboratively.
 - 1.1.2. Niagara Region jurisdiction to investigate and enforce events of illegal dumping on public property or roadside or in public space litter bins within Niagara Region.
 - 1.1.3. Municipal jurisdiction to address events of illegal dumping on private property and assist the Region with cleaning up events of illegal dumping on municipal roads and municipal properties.
 - 1.1.4. Ensure consistent enforcement approach through the use of the Niagara Region Waste Management By-Law, as well as other Local Area Municipal anti-dumping By-Laws.
- 1.2. Educate the public on illegal dumping through awareness campaigns.
- 1.3. Maintain reporting tool and tracking dashboard to analyze illegal dumping statistics and activity.
- 1.4. Map and monitor Hot Spots.
- 1.5. Develop and apply techniques to discourage illegal dumping.
- 1.6. Create future initiatives to mitigate illegal dumping.

2.0 Working Group Composition and Memberships

- 2.1 The Working Group seeks representation from Niagara Region, all Local Area Municipalities, Crime Stoppers and any additional representative(s) from local partnerships who share an interest in mitigating illegal dumping across the region.
- 2.2 Working Group Chair and Co-Chair term is a minimum of one (1) year.
- 2.3 There shall be one Chair, one Co-Chair on the Working Group. The Co-Chair may step in to serve as the Chair at the meetings of the Working Group.
- 2.4 There shall be one Sponsor on the Working Group at the Director level from Niagara Region. Working Group Sponsor to provide overall guidance and oversight to the Working Group, and liaise with Public Works Officials on behalf of the Working Group as required.

- 2.5 There shall be a minimum membership of one (1) individual representing each of the twelve (12) Local Area Municipalities and one (1) individual representing Crime Stoppers. The recommended municipal membership is two (2) members to represent both public works and by-law department for Local Area Municipality, where possible.
- 2.6 The quorum of the Working Group is 50 percent of Local Area Municipal membership, plus one. Therefore, at least seven (7) Local Area Municipal representatives are required for quorum. Working Group members shall respond to the meeting invitation with within two business days of the meeting date (i.e. respond by end of day Monday for a Wednesday meeting). If for whatever reason a quorum is not met, the meeting will be rescheduled to the earliest reasonable date.
- 2.7 Each participating member may register an alternate Working Group member for the purpose of attending meetings and for conducting business of the Working Group in the event that a regular member of the Working Group is unavailable. An alternate Working Group member may attend any meeting of the Working Group, however, will be considered to be a non-participating observer and will not be counted in establishing a quorum unless the regular Working Group member is absent.
- 2.8 If a Working Group member or their alternate misses three consecutive meetings, the Working Group may choose to seek a replacement for that member within the same organization.
- 2.9 Members must agree to work within the Working Group's Terms of Reference.

3.0 Meetings

- 3.1 Meeting Frequency
 - 3.1.1 The members shall meet a minimum semi-annually.
- 3.2 Minutes
 - 3.2.1 Minutes of the Working Group shall be recorded by the Co-Chair.
 - 3.2.2 Minutes will be submitted to the Niagara Region Director of Waste Management within two (2) weeks of the meeting, for approval.
 - 3.2.3 Minutes will then be circulated to Working Group Members via email and SharePoint.

4.0 Responsibilities

4.1 Working Group Members

- 4.1.1 Attend all Working Group meetings. If members are unable to attend a meeting, and they have a designated alternate, the member shall arrange with their designated alternate to attend in their absence.
- 4.1.2 Participate in and support the execution of activities and projects of the Working Group.
- 4.1.3 Have an interest in reducing illegal dumping and spreading awareness to properly dispose or divert waste throughout available waste management programs.
- 4.1.4 Review meeting minutes and advise of concerns before finalizing minutes as a group at the following meeting.

4.2 Co-Chairs

- 4.2.1 Record Meeting Minutes
- 4.2.2 Act as Chair when Chair is unable to attend.
- 4.2.3 Distribute meeting agenda at least two (2) weeks in advance of meeting.

4.3 Chair

- 4.3.1 Schedule semi-annual meetings and prepare materials to present and discuss.
- 4.3.2 Take a leadership role in guiding the discussions.
- 4.3.3 Review and provisionally approve minutes from previous meeting.
- 4.3.4 Distribute approved meeting minutes and presentation materials via SharePoint.

4.4 Working Group Sponsor

- 4.4.1 Review and officially approve minutes from previous meeting.
- 4.4.2 Provide guidance and support to Working Group as required.

5.0 Reporting

- 5.1 Niagara Region and Local Area Municipal members will provide the Working Group with semi-annual illegal dumping statistics due before June 30th and December 31st of each year.
- 5.2 Members of this Working Group shall provide updates to the Working Group Members during semi-annual meetings.
- 5.3 The Chair shall report to Niagara Region's Council by means of an annual

summary report to the Waste Management Planning Steering Committee which then is approved by the Public Works Committee. The annual summary report will also be presented to Public Works Officials.

6.0 Budget

- 6.1 The Working Group shall discuss budgets (Region and Municipal) to be allocated to illegal dumping concerns (rewards, clean ups, remedial action etc.)

7.0 Communications

- 7.1 Niagara Region communications staff to share illegal dumping promotion and education with Local Area Municipalities to create awareness and help prevent acts of illegal dumping.
- 7.2 An illegal dumping communication summary of the previous year will be provided to Working Group Members at the first semiannual meeting.
- 7.3 New artwork will be approved by a representative at Crime Stoppers of Niagara for use in the illegal dumping campaign.
- 7.4 Municipalities can purchase Illegal dumping signage from Niagara Region to be installed in Hot Spot areas on municipal property.
- 7.5 Niagara Region to install illegal dumping signage in approved Hot Spot areas on Regional roads.
- 7.6 If evidence is discovered, but the evidence is not sufficient to issue a certificate of offence, Niagara Region staff shall issue a warning letter to the suspect and the Region shall retain evidence for one year.

8.0 Definitions

Hot Spots: Process used to visualize geographical data in order to show areas with a high density or cluster of events.

Illegal Dumping Reward System Procedure

1. Reward Amount

- a. \$200 reward for a person reporting eyewitness information about illegal dumping in Niagara region that leads to a By-law conviction under section 37.1 of the Region's Waste By-law as amended. Residents must be willing to complete a will-say statement and understand that they may be required to act as a witness in the event that a trial date is set.

Or

\$50 reward for a person reporting information about illegal dumping that leads to a By-law conviction under section 37.2 or 37.3 of the Region's Waste By-law as amended, or compliance is achieved.

- b. Conviction is when either:
 - i. The fine paid by the offender.
 - ii. The offender challenges the Notice and is found guilty in court.
- c. Compliance occurs when the generator removes the dumped material.

2. Eligibility

- a. Illegal dumping reports can be received by the Niagara Region or Local Area Municipality.
- b. The person reporting an illegal dump must provide sufficient information about the illegal dump and may be required to provide evidence to the court as an eye witness.
- c. Illegal dumping reward applies to occurrences on public land or public rights of way in accordance with the related By-laws.
- d. Niagara Region or Local Area Municipality can initiate and issue the Offence Notice.
- e. Reward is only available for an illegal dumping location within a participating Local Area Municipality or on Regional roads/property.
- f. Rewards are only to be paid with successful conviction or compliance. The process may take several months.
- g. In the case of multiple reports for the same illegal dumping incident, only one reward would be available. The person who reports the incident first will be eligible for the reward.

3. Process for Reward

- a. An illegal dumping report is received by Niagara Region through online tools, e-mail or a phone call. The report may also be received by the Local Area Municipality.
- b. Investigation leads to issue of Offence Notice or cleanup of dumped material by the generator.
- c. Offence Notice is issued or generator cleanup is confirmed by staff. Occurrence is recorded in Illegal Dumping tracking database by appropriate staff at the Region or Local Area Municipality. Once generator cleanup is confirmed proceed to step (g).
- d. The By-law Officer issuing the Offence Notice will follow up with POA Office as to the outcome of the Notice to confirm if it was paid, charges dropped or proceeding to court.
- e. The By-law Officer or designate from the authority issuing the Offence Notice will record the outcome in the Illegal Dumping tracking database.
- f. The Area Municipality will inform the Region of any successful convictions issued at their level.
- g. Upon confirmation of successful conviction/compliance, Niagara Region will contact the reward recipients to inform them their illegal dumping report lead to a successful conviction/compliance.
- h. Only reward recipients will be contacted.
- i. The Region By-Law Officer will complete the Region's cheque requisition form to request the reward be paid to the reward winner. A joint letter from the Region and participating Local Area Municipality will accompany the reward payment, co-signed by the Regional Chair, and the Mayor of the Municipality
- j. Niagara Region will charge back the Local Area Municipality for their share of the reward at 50%.

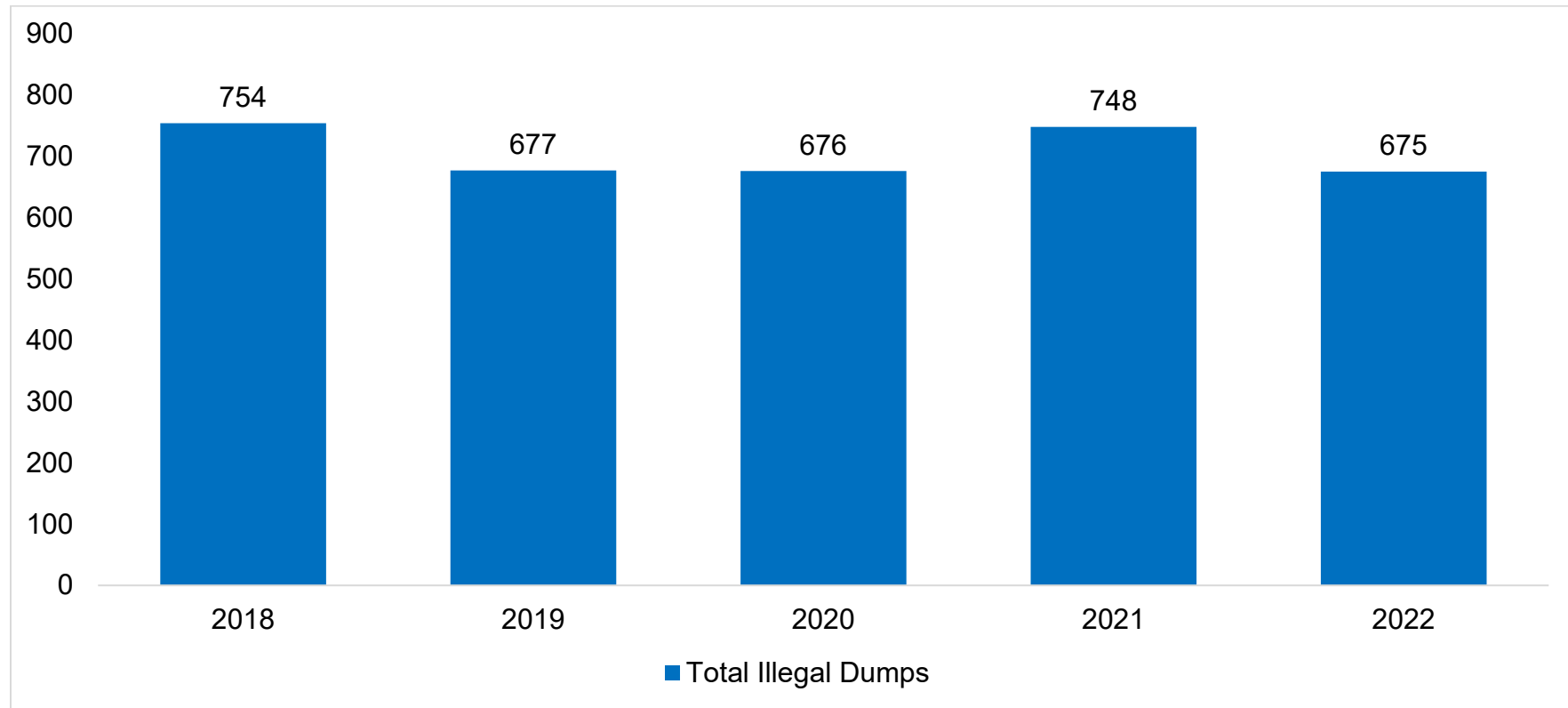
Appendix 3 – Illegal Dumping Statistics

Figure 1: 2022 Illegal Dumping Reports by month and municipality

2022 Illegal Dumping Reports													
Municipality	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Fort Erie	3	1	1	6	1	4	1	5	5	1	2	4	34
Grimsby	2	1	1	1	0	0	1	1	2	1	1	1	12
Lincoln	0	1	2	2	0	1	3	0	2	2	3	2	18
Niagara-on-the-lake	2	0	1	3	9	2	3	4	8	1	4	5	42
Niagara Falls	8	6	11	17	16	20	14	11	10	10	19	14	156
Pelham	2	2	1	4	0	2	1	2	3	3	2	2	24
Port Colborne	1	1	1	2	1	3	1	0	1	3	2	2	18
St. Catharines *	4	6	37	16	14	10	13	13	10	13	77	11	224
Thorold	2	5	1	5	5	5	5	5	6	4	4	11	58
Wainfleet	0	1	0	0	0	0	1	0	2	1	0	1	6
Welland	3	1	3	3	3	4	5	4	8	5	10	5	54
West Lincoln	4	1	5	1	1	4	7	1	2	1	2	0	29
TOTAL	31	26	64	60	50	55	55	46	59	45	126	58	675

* St. Catharines illegal dumping records show a high percentage of illegal dumping compared to other Local Area Municipalities primarily due to the number of illegal dumps that occur in and around public litter bins.

Figure 2: Graph depicting the number of illegal dumps per year for the last five (5) years in all municipalities.



Over the past five (5) years the number of reported illegal dumps has ranged from a high of 754 illegal dumps in 2018 to a low of 675 in 2022. The average over the five (5) years was 706 dumps per year. The total number of dumps has been relatively stable, with only a 12% change from min and max values. The 2022 data shows an 11% decrease in dumping over the previous year. While illegal dumping data is highly valuable for staff to identify trends, hot spots and focus proactive monitoring, it is impacted by staffing resources. When proactive monitoring occurs, specifically for litter bins there is increased the number of illegal dumping events in the recorded data. The effects of monitoring can be seen in the November 2022 column of Table 1, the total dumps recorded in November was 180% higher than October. This change in recorded dumping is a result of the fall litter bin blitz, where Intern staff were proactively inspecting bins for illegal dumping.

Appendix 4 Illegal Dumping Litter Bin Stickers



NO HOUSEHOLD GARBAGE

Illegal dumping is a crime. Minimum fine is \$175

SEE IT. **REPORT IT.** STOP IT.

MEMORANDUM

WMPSC-C 8-2023

Subject: 2023 Waste Management Planning Steering Committee Meeting Dates

Date: February 27, 2023

To: Waste Management Planning Steering Committee

From: Ann-Marie Norio, Regional Clerk

The following is a list of proposed dates in 2023 that have been identified to hold meetings of the Waste Management Planning Steering Committee:

April 24, 2023

June 26, 2023

August 28, 2023

October 23, 2023

December 11, 2023

A resolution of Committee is required to approve the meeting dates. Suggested wording is as follows:

That the Waste Management Planning Steering Committee meetings **BE HELD** on Mondays at 9:00 a.m. on the following dates in 2023:

April 24, June 26, August 28, October 23, December 11.

Respectfully submitted and signed by

Ann-Marie Norio
Regional Clerk

Hazardous Waste Program

Waste Management Services

Waste Management Planning Steering Committee
February 27, 2023

Emil Prpic, Associate Director Waste Disposal Operations & Engineering

Terminology

- HHW – Household Hazardous Waste
- MHSW – Municipal Hazardous and Special Waste
- HSP – Hazardous Special Products

History of Steward Program

In 2006, the Ontario Minister of the Environment directed Waste Diversion Ontario to develop a waste diversion program for MHSW, with Stewardship Ontario overseeing the program.

The MHSW program began July 1, 2008 with the directive that MHSW material be collected and recycled/disposed in an environmentally sound and safe manner. At this time Producers were first required to fund a portion of municipal costs for the collection and handling of these materials.

The HSP Regulation took effect October 1, 2021, with a 15 month transition to Producers being responsible for end of life cost for the materials as designated by the HSP Regulation.

MECP HSP Regulation Timelines

2020

- Ministry of Environment, Conservation and Parks (MECP) consultations begin

February 11, 2021

- Draft Regulation was issued, which identified the new Regulation would take effect July 1, 2021

April 29, 2021

- MECP delayed the implementation of the new Regulation until October 1, 2021

June 8, 2021

- MECP issued the new Regulation for the HSP program

October 1, 2021

- 15 month transition to fully be compliant by **January 1, 2023**

Funding Organization for HSP Program

- 2021 - PCA and AMS register as Producer Responsibility Organizations (PRO) with Resource Productivity and Recovery Authority (RPRA) to represent Producers. Both maintained their current Municipal agreements to January 1, 2023.
- Stewardship Ontario funding for the MHSW program ended on September 30, 2021, with the start of the new Regulation.

Since 2017, PCA & AMS have provided over 85% of the funding Niagara Region has received for the operation of HHW depots, with Stewardship Ontario funding the remaining 15%.

HSP Regulation Material Categories

Category "A" Products	Category "B" Products	Category "C" Products	Category "D" Products	Category "E" Products	Light Bulbs
<ul style="list-style-type: none">• Non-refillable pressurized containers• Oil filters	<ul style="list-style-type: none">• Antifreeze• Oil containers• Paints and coatings• Pesticides• Refillable pressurized containers• Solvents	<ul style="list-style-type: none">• Barometers• Thermometers• Thermostats	<ul style="list-style-type: none">• Fertilizers	<ul style="list-style-type: none">• Propane Cylinders	<p><i>(moved to the Electronic Regulations and took effect Jan 1, 2023)</i></p> <ul style="list-style-type: none">• Fluorescent Tubes• Compact Fluorescent• Halide Bulbs

Items Niagara Region Pays

- | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <ul style="list-style-type: none">• Acids• Bases (Caustic)• Cooking Oil• Expanding Foams• Fire Extinguishers | <ul style="list-style-type: none">• Fertilizers• Organic Peroxide• Pharmaceuticals• Sharps• Used Oil | <ul style="list-style-type: none">• Vehicle Batteries |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|

Current Funding vs. Proposed Funding - Product Care Association

- Current funding agreement with PCA is based on the hours of HHW depot operation.
- PCA indicated a change in the compensation model from an hourly rate to quantity (weight) basis.
- PCA met with Niagara Region staff in December to describe the proposed quantity-based funding model.
- Niagara Region is negotiating a new agreement with PCA.
- Risk to Niagara Region - Volume Fluctuation
 - For PCA to meet the requirements for the HSP regulations, additional collections sites/events will be required, potentially reducing the collection volume at Niagara Region HHW depot sites, which may impact funding.

HSP Regulation – Other Financial Impacts

Cost Savings

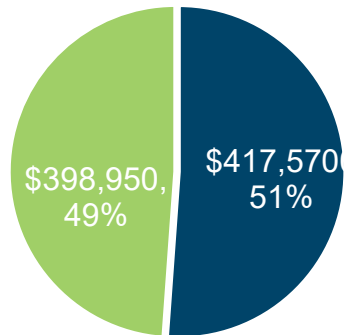
- Beginning in 2023, fluorescent lights and aerosol cans will be funded by Producers
 - 2022 Cost to Niagara Region: \$8,500 in savings + potential funding of \$5,000 - \$6,000
 - Potential funding for aerosol cans may add approximately \$6,000 in funding

Increased Costs

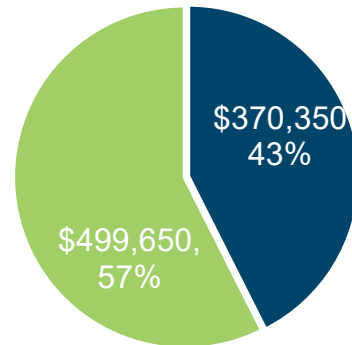
- Expanding Foam – no longer funded under the new HSP regulation – estimated annual cost to Niagara Region \$28,500
- Used Oil - not part of HSP Regulation and no longer generates revenue since COVID
 - Niagara Region is paying to recycle it - estimated cost of \$45,000 per year
- New contract took effect on January 1, 2023 for HHW depot operations, haulage and processing of MHSW material collected
 - 44% unit price increase for haulage and processing

Niagara Region 2022 Cost vs Product Care Proposed New Funding Model

2022 Actuals - \$816,520
Cost vs. Funding



Estimated Cost based on
PCA Proposed Funding vs
2023 Budget - \$870,000



- Producer Responsibility Funding Programs
- MHSW Depot Operations

- PCA is proposing funding based on the average volume collected from 2019 to 2022. Niagara Region may receive approximately \$47,000 less funding than actual 2022 cost.
- It is anticipated that 2023 will be first year that funding covers less than 50% of the total cost of the MHSW budget.
- Overall funding shortfall is estimated to be \$129,000 vs. 2023 budget.

Producer Requirements for Number of Collection Sites

- Producers are categorized as small or large based on the number of tonnes put into the marketplace.
- Minimum number of collection sites varies for small and large Producers.
- The number of sites required in Niagara Region for large Producers is based on LAM populations:
 - Collection of Oil Filters/Oil Containers and Antifreeze require approximately **485 sites**
 - Collection Sites for Non-Refillable Pressurized Containers/ Solvents and Pesticides require approximately **11 sites**
 - Collection of Paints and Coatings require approximately **17 sites**

HSP Regulation - Collection Site Requirements for each Local Area Municipality in Niagara

Municipality	Paint Regulation Requirements vs. Actual (* denotes Niagara Region HHW depot)	Non-refillable/ refillable containers. Pesticides, Solvents. Regulation Requirement vs. Actual (* denotes Niagara Region HHW depot)
Fort Erie	1 / 1*	1 / 0
Grimsby	1 / 2	1 / 0
Lincoln	1 / 0	1 / 0
Niagara Falls	2 / 4	1 / 0
Niagara-on-the-Lake	1 / 0	1 / 0
Pelham	1 / 1	1 / 0
Port Colborne	1 / 0	1 / 0
St. Catharines	4 / 5	1 / 0
Thorold	1 / 1*	1 / 1*
Wainfleet	1 / 0	0 / 0
Welland	2 / 3*	2 / 2*
West Lincoln	1 / 2*	1 / 1*

RPRA - Administrative Penalty Regulation

- Initial HSP Regulation did not provide RPRA with ability to enforce Regulation
- O. Reg. 558/22 gives RPRA the ability to enforce the HSP Regulation with Producers as of January 1, 2023.
- Allows RPRA to lay fines against corporations, as well as individuals.
- There are three fines if Producers are in contravention of the Regulation:
 - Failure to establish and operate a system for managing a type of HSP
 - Corporation \$200,000 – Individuals - \$40,000
 - Failure to satisfy requirements set out in section 30
 - Corporation \$200,000 – Individuals - \$40,000
 - Failure to keep records
 - Corporation \$75,000 – Individuals - \$15,000

Feasibility of a Full Permanent HHW Depot at Bridge Street

- Bridge Street only accepts a subset of the materials collected at the other 3 HHW depots – batteries, oil, paint and propane tanks.
- It is estimated that Bridge Street would only have 38% of the traffic volume compared to the NR12 HHW Depot equating to an average of 17 cars per day.
- Despite the limited number of items collected at the Bridge Street HHW depot, the collection volumes are only 25% less in comparison to other depots.
- If PCA moves to a quantity-based funding model, the cost to Niagara Region would be an additional \$100,000 to operate the depot.
 - Currently, Bridge Street only collects two of the six items listed in Category “B” (paints and oil containers), of the HSP Regulation making it ineligible for funding.
- Even under the current funding model (hourly), it would still cost Niagara Region additional funds to operate a full permanent depot.

Niagara Region- Moving Forward

Short Term Planning

- Finalize negotiations with PCA
- Bring forward a report with recommendations to PWC on the future of the HSP program in Niagara.
- Create a P&E campaign to promote external drop-off locations for items Niagara Region covers the cost of.

Longer Term Planning

- Evaluate if Niagara Region wants to partner with Product Care Association on Event Days.

Questions?

Garbage Tag Fee Communication & Outreach

Waste Management Services

Waste Management Planning & Steering Committee

February 27, 2023

Lucy McGovern, Collection & Diversion Program Manager

Garbage Tag Fee - Background

- Niagara Region currently sells garbage tags for \$2.50 each
- This fee was introduced on February 1, 2020
- Participating retailers are paid a \$0.20 commission per tag
- Commission has not increased in over 10 years
- Only single family homes and apartments with up to six units can use garbage tags
- In 2022, approximately 351,000 garbage tags were sold

Garbage Tag Fee Review

- A full cost recovery review of the garbage tag fee was completed in 2022
- An increase from \$2.50 to \$2.85 per garbage tag was recommended
- The 2023 Fees and Charges By-Law approved on Feb. 23
- The new garbage tag fee will be effective on May 1, 2023

Implementation Plan

- In order to advertise this price change to residents, the following tactics will be utilized:
 - 1) **Point of Purchase Locations** – Window and counter-top signs will be provided advertising the new price. Retailers will be provided with the signs two weeks prior to date of price change.
 - 2) **Newspaper Advertisements** – To be placed in all local newspapers, up to two weeks prior to date of the price change.
 - 3) **Media Release** – To be distributed to all local media, up to two weeks prior to date of the price change.
 - 4) **Niagara Region** – Website, Twitter, Waste App, GreenScene Newsletter, and Vine Weekly (internal publication) will advertise the coming price change. Social media will be used as a tool to promote the price change.
 - 5) **Municipalities** – Letter to Municipalities notifying of the price change and a request to update their website as appropriate will be sent

Retailer Letter of Understanding

- Letters of Understanding will be sent to all participating retailers to advise of the garbage tags price change, and the commission increase, for their signature on March 1
- \$2.50 garbage tags can be sold to residents until retailers deplete supply, but letter will advise of a purchase limit of 100 tags in the four weeks prior to the May 1 price change date; and a final use date of Sept. 1
- Tags will be sold to retailers online at the \$2.85 price point beginning on May 1. Tags sent via courier and received within 10 days of order.
- Once signed letters have been received, in-store advertising materials will be delivered to these retail outlets beginning on Apr. 17

Questions?

MEMORANDUM

WMPSC-C 1-2023

Subject: Councillor Information Request

Date: February 27, 2023

To: Waste Management Planning Steering Committee

From: Catherine Habermebl, Director, Waste Management Services

This memorandum is intended to provide Committee members with an update on the outstanding Councillor Requests from previous meetings.

Waste Management Planning Steering Committee

No outstanding waste management related items at this time.

Public Works Committee

Meeting Date: December 13, 2021

Minute Item #5.2: Councillor Heit requested information respecting the Regional Public Works Commissioners of Ontario Committee strategic plan regarding waste management information sharing between municipalities.

Follow-up Action: The Regional Public Works Commissioner of Ontario Committee strategic plan will be presented to Niagara Region's Public Works Committee once finalized.

Status: In Progress

Meeting Date: July 13, 2021

Minute Item #5.3: Councillor Foster requested staff follow up with the Town of Lincoln respecting the pilot project that was undertaken for recycling box covers.

Follow-up Action: Regional staff have reached out to the Town of Lincoln to discuss a possible pilot. Staff are waiting for a response from the Town regarding next steps.

Status: In progress

Meeting Date: March 10, 2020

Minute Item #3.2: MOTION

That the engagement of an outside independent waste management consultant BE
APPROVED To:

- Review the current practices related to garbage collection and recycling/recycling materials recovery facility; and
- To make recommendations on how the system can be made more cost effective and efficient for the taxpayer.

Follow-up Action: Work was initiated in 2020; however, due to the implementation of the new collection contracts, as well as the COVID-19 pandemic and related redeployment of staff, this project was paused.

Under the Blue Box Regulation, Niagara Region will transition out of the collection and processing of residential Blue Box materials on January 1, 2024. Staff could engage in negotiations with Producer Responsibility Organizations to potentially deliver residential Blue Box collection services on their behalf. Therefore, staff recommend that a review of the collection system occur in 2023 following these negotiations, and as part of the consulting engagement for the Long Term Strategic Plan RFP.

Status: In progress

That staff **BE DIRECTED** to take the results of the review and work with the newly awarded companies and the operators of the material recovery facility to implement the suggestions over the term of the contract subject to Regional Council approval.

Follow-up Action: Staff engaged with Miller to discuss possible changes to yard waste collection; however, it was determined that there were no cost savings at this time. As noted above, a review will take place will occur in 2023. Recommendations will be submitted to Public Works Committee for approval.

Status: In progress

Budget Review Committee of the Whole

No outstanding waste management related items at this time.

Committee of the Whole

No outstanding waste management related items at this time.

Council

No outstanding waste management related items at this time.

COMPLETED ITEMS

Waste Management Planning Steering Committee

Meeting Date: August 22, 2022

Minute Item #3.1: Councillor Gibson requested information respecting the annual number of garbage tags purchased.

Follow-up Action: The number of tags sold in 2022 is listed below:

Means of Purchase	Tags Sold
Residents via online purchases	7,796
Retail purchases for resale	343,200

Status: Complete

Minute Item #3.2: Councillor Edgar requested information respecting types of acceptable contaminants present in contaminated soil dumped at Region landfills

Status: Complete

From the chemical contaminant perspective, soil is accepted at Niagara Region landfills based on a comparison of the soil chemical analysis results with the regulatory criteria of the Ministry of the Environment, Conservation and Parks (MECP) Ontario Regulation 406/19. The most common contaminants observed in soils and the general projects where they are found is provided below.

Soil accepted has been predominantly from municipal linear infrastructure projects such as road reconstruction, sanitary sewer trenching, and watermain trenching, and as such

the principal contaminant is salt (sodium chloride) from the application of winter de-icing salt, as these projects are generally along roadways.

Soils accepted from new residential subdivision projects commonly contains low levels of pesticides and herbicides such as DDT, since the historic land use where new subdivisions are being built was usually agricultural. DDT was banned in Canada in 1985 and so this shows the continued persistence of DDT in the environment.

Soils accepted from lands re-developed within cities or towns can contain low levels of a number of contaminants depending upon the historic land use. Petroleum products found at or near old service stations include gasoline and motor oil. The chemicals include benzene, ethylbenzene, toluene and xylene, which are components of gasoline; and heavy oil from motor oil. Fill from old railway or industrial areas can contain slag or partially burned coal, which contains polycyclic aromatic compounds (PAHs); and metals such as boron, copper, lead, nickel and zinc.

Status: Complete

Meeting Date: June 20, 2022

Minute Item #7.1: Councillor Witteveen requested information respecting the blue box program transition.

Status: Complete

Minute Item #7.2: Councillor Ugolini requested that Waste Management staff attend the City of Thorold Town and Gown meeting being held on Monday August 22, 2022 at 10:00 a.m.

Status: Complete

Meeting Date: June 20, 2022

Meeting Date: February 14, 2022

Minute Item #6.1: Provide information respecting opportunities for proactive distribution of recycling and green bin containers in areas with a high concentration of university and/or college students. Councillor Ugolini

Status: Complete

Minute Item #6.1:

J. Bacher requested information respecting illegal dumping trends at sites monitored by the Region.

Status: Complete

Minute Item #6.3:

Councillor Ugulini requested information respecting the tracking and collection of illegally dumped materials at local area municipality facilities by local Public Works departments.

Status: Complete

Public Works Committee

Meeting Date: August 09, 2022

Minute Item #6.1: Councillor Zalepa requested information respecting the percentage of recyclable plastics being recycled in Niagara Region.

Status: Complete

Meeting Date: March 08, 2022

Minute Item #6

Councillor Insinna requested information respecting the cost of the 2022 “Gold Star” recycling awards program.

Status: Complete

Respectfully submitted and signed by

Catherine Habermebl,
Director, Waste Management Services

MEMORANDUM

WMPSC-C 2-2023

Subject: 2022 Curbside Recycling Recognition Audits

Date: February 27, 2023

To: Waste Management Public Steering Committee

From: Lucy McGovern, Program Manager, Waste Management Services

In 2012, Niagara Region initiated a Gold Star recycling rewards program with a goal to improve the quantity and quality of the recyclable materials collected through the Region's curbside collection program. The Gold Star recycling rewards program is carried out when staffing resources are available. As such, the program did not take place in 2015, 2016 and 2020. Since the program began in 2012, over 5,350 Niagara households have had curbside visual recycling audits (2022 inclusive). Of these, 1,479 households (28%) have been rewarded with a Gold Star recycling box. In 2019, Niagara Region initiated a new education and awareness campaign called *Recycling Matters* that aimed to educate residents on the proper sorting and preparation of select recyclable materials known to cause problems at the Region's Recycling Centre. In the fall of 2022, the Gold Star recycling rewards program was again rolled out as part of the *Recycling Matters* campaign.

Background

The material placed in recycling boxes across Niagara can be contaminated with materials that are either not recyclable, or not properly prepared for recycling collection and processing. Although these items may be set out for collection with the best of intentions, contaminated or improperly prepared recyclables cause a number of processing challenges at the Region's Recycling Centre, which can reduce the effectiveness and efficiency of the recycling process. This ultimately decreases the quality of the sorted recyclables; can increase costs to manage the material; and can result in more waste destined for landfill.

The *Recycling Matters* campaign and Gold Star recycling rewards program supports improved education and awareness regarding recycling preparation practices and the reduction of contamination. Additionally, the visual curbside audits encourages continued participation in the Region's recycling program and acknowledge residents

who have successfully sorted their recyclables with a new Blue Box decaled with a Gold Star identifying them as Gold Star Recyclers.

Key Messages of the Campaign Include:

- Sorting and preparing your recyclable materials properly matters
- The improper sorting and preparation of recyclables increases costs to the taxpayer
- Revenue from the sale of successfully sorted recyclables can help offset taxpayer costs of Niagara's waste management programs
- Sorting and preparing recyclables properly ensures materials can be recycled and extends the life of our landfills

Curbside Visual Audits and Gold Star Recycler Rewards

In the fall of 2022, visual curbside audits of recyclables took place at 600 low-density residential properties (single-unit to six units) across Niagara to look at recycling set out at the curb. Staff returned to these households weekly, over three (3) consecutive weeks, looking for improvements in the sorting of recyclables. Any minor amount of unacceptable material (one or two items) observed during the curbside visual audits were tagged as unacceptable and left behind, allowing the rest of the material to be successfully collected. Any highly contaminated recycling boxes observed during the visual curbside audits were tagged as uncollectable. Educational *Recycling Matters* door hangers were left at households with mediocre or poor recycling results to support improved sorting and preparation practices. When curbside recycling was observed to be completed successfully, residents were provided with an informative door hanger thanking them for their cooperation and were rewarded with a new Gold Star Blue Box.

Auditors looked for the following proper recycling practices while conducting the curbside visual audits:

- Use of the Blue Box and the Grey Box
- No mixing of Blue and Grey recyclable materials together
- Plastic bags and stretchy plastic outer-wrap stuffed into one plastic bag and placed in the Grey Box
- Only empty containers and rigid plastic packaging placed in the Blue Box
- Juice/milk cartons and juice boxes placed in the Blue Box
- Only the plastic lids from take-out coffee and soft drink cups placed in the Blue Box and the take-out cups themselves not in either recycling box
- Empty aerosol and paint cans placed in the Blue Box with lids removed; and

- No garbage observed in either the Blue or Grey Box

Results

Educational door hangers were issued at 155 households (26%) with preparation or sorting challenges observed in the recycling in the first audit week. Of these, a total of 72 households (46%) were observed to have improved their recycling practices in weeks two or three and received a Gold Star Recycler blue box. Overall, at the end of the three audit weeks, a total of 429 households (72%) were rewarded with a 'Gold Star Recycler' box for their successful recycling practices. This is a marked improvement over 2021 results where 52% of the total households were successfully rewarded.

Households that were observed to have poor recycling practices in each of the three consecutive audit weeks were issued a letter. A total of 27 households (5%) received a letter notifying the occupants that their recycling was not compliant with the Niagara Region Waste By-Law in three consecutive weeks. The letters asked occupants to refer to the Niagara Region's Collection Guide or the Item Disposal Tool found on the Region's website for more information regarding the proper sorting and preparation of their recyclable materials.

The dominant problems observed in the non-compliant household recycling included the improper placement of stretchy plastic film in the blue box rather than in the grey box; or ineligible materials such as non-stretch film or multi-laminate packaging, including dog food bags, placed in either recycling box. Additional problems observed included juice and milk cartons that were placed in the grey box instead of the blue box, and disposable beverage cups placed in recycling boxes instead of in the garbage.

Promotional door hangers recognized and thanked successful sorters for their efforts and directed residents to learn more about recycling on the [Region's website](http://www.niagararegion.ca/waste) (www.niagararegion.ca/waste). The door hangers issued to successful sorters included the option for residents to be profiled on Niagara Region's social media accounts with their new 'Gold Star Recycler' box, however only three entries of 429 awardees was received.

Next Steps

A *Recycling Matters* campaign including the Gold Star Recycler component will again be held in the fall of 2023. The campaign will include curbside visual audits to look for and address non-compliant recycling practices, with an emphasis on the proper

preparation and sorting of plastic bags and film materials, as well acknowledge residents who have successfully sorted and prepared recyclables for collection.

Respectfully submitted and signed by

Lucy McGovern

Collection & Diversion, Program Manager

MEMORANDUM

WMPSC-C 3-2023

Subject: Updates to Ontario's Producer Responsibility Framework

Date: February 27, 2023

To: Waste Management Planning Steering Committee

From: Heidi Levitzky, Advisor, Waste Management Services

The purpose of this memorandum is to provide the Committee with updates to Ontario's Producer Responsibility Framework made under the Resource Recovery and Circular Economy Act (RRCEA), 2016.

The RRCEA provides a 'Producer Responsibility Regulatory Framework' for waste diversion and resource recovery in Ontario. It assigns financial and operational responsibility for collection and end-of-life management of the products and packaging producers sell in Ontario. Requiring producers to be accountable is a key driver for a circular economy.

On December 16, 2022, the Province announced the following updates:

1. Approval of the new O. Reg. 558/22 Administrative Penalties (<https://www.ontario.ca/laws/regulation/220558>)
2. Approval of Amendments to producer responsibility regulations for:
 - i. O. Reg. 225/18: Tires (<https://www.ontario.ca/laws/regulation/180225>)
 - ii. O. Reg. 30/20: Batteries (<https://www.ontario.ca/laws/regulation/200030>)
 - iii. O. Reg. 522/20: Electrical and Electronic Equipment (<https://www.ontario.ca/laws/regulation/200522>)

1. Administrative Penalties Regulation

The Resource Productivity and Recovery Authority (the Authority) was established in 2016 by the RRCEA and is the regulator mandated by the Province to enforce their circular economy laws. The Authority administers the RRCEA and the Waste Diversion Transition Act, 2016 (WDTA), and their associated regulations, as noted below.

Another significant role of the Authority is to assist businesses to comply with the Individual Producer Responsibility regulations under the RRCEA. The new Administrative Penalties (AP) Regulation gives enforcement powers to the Authority to issue monetary penalties to obligated parties non-compliant with the RRCEA and its associated regulations. Supporting compliance through education and enforcement to foster Ontario's circular economy, spur innovation, and protect the environment is the over-arching goal of the Authority.

The AP regulation establishes:

- a procedure for the Authority to issue an order to pay an administrative penalty for non-compliance with specified provisions of the:
 - Resource Recovery and Circular Economy Act, 2016
 - Tires Regulation (O. Reg. 225/18)
 - Batteries Regulation (O. Reg. 30/20)
 - Electrical and Electronic Equipment (EEE) Regulation (O. Reg. 522/20)
 - Blue Box (BB) Regulation (O. Reg. 391/21)
 - Hazardous and Special Products (HSP) Regulation (O. Reg. 449/21)
 - a method for determining the amount of the administrative penalty

Effective January 1, 2023, this Regulation will help ensure that producers, manufacturers and importers of tires, batteries, EEE, BB materials, and HSP comply with requirements for the collection and end-of-life management of the materials they supply.

2. Amendments to the Tires, Batteries and Electrical and Electronic Equipment Regulations

There are currently five producer responsibility regulations under the RRCEA, 2016 which promote the reduction, reuse, and recycling of waste. These Regulations outline producer responsibilities for managing waste generated from their products and packaging to promote innovation, conserve resources, and lower costs for taxpayers.

Ontario finalized amendments to three of the five producer responsibility regulations made under the RRCEA, 2016. These changes reduce or remove burden, correct market issues, increase transparency, align administrative and technical provisions between the regulations, and remove old provisions.

Final Changes

O. Reg. 225/18: Tires

The government made the following changes intended to reduce unnecessary administrative requirements while ensuring the environment and consumers are protected:

- Amend the small producer exemption to require only record-keeping for all small producers.
- Update producer hierarchy to replace Ontario brand holders with Canadian brand holders.
- Add a provision to clarify what producer responsibility organizations can do for producers and how they share liability.
- Allow repair of tires to count toward management targets.

O. Reg. 30/20: Batteries

The government made the following changes intended to streamline enforcement efforts and increase transparency related to visible fees:

- Amend the small producer exemption to require just record keeping for all small producers.
- Add a promotion and education requirement related to visible fees. Businesses have the choice to recover the cost of recycling their products by incorporating it into the overall cost, or by charging a visible fee to the consumer, sometimes referred to as an environmental fee, eco-fee, or something similar. These fees may be applied at the discretion of businesses and there is no set environmental fee for any product. For the purpose of transparency, every producer or person who markets batteries and distinguishes an additional charge that relates to resource recovery, must implement a promotion and education program to provide the following information at the time the charge is identified:

(1) The person responsible for imposing the charge

(2) How the charge will be used to collect, reduce, reuse, recycle and recover batteries.

Non-compliance to the above would result in an administrative penalty of \$2,500 per day as of January 1, 2023.

O. Reg. 522/20 Electrical and Electronic Equipment

The government made the following changes intended to streamline enforcement efforts and increase transparency related to visible fees:

- Add a promotion and education requirement related to visible fees.
- Update “producer agreement” provision to clarify how producer responsibility organizations and producers share liability.

Respectfully submitted and signed by

Heidi Levitzky
Advisor, Waste Management Services

MEMORANDUM

WMPSC-C 4-2023

Subject: Collection Contractor Performance October 18, 2021 to October 19, 2022 Summary

Date: February 27, 2023

To: Waste Management Planning Steering Committee

From: Kate Ashbridge, Supervisor Waste Management Services
Jennifer Wilson, Supervisor, Waste Management Services

This memorandum is intended to provide an update following the conclusion of year two (2), October 19, 2021 to October 18, 2022 of the curbside collection contracts with Green For Life Environmental Inc. (GFL) and Miller Waste Systems Inc. (Miller). These contracts commenced on October 19, 2020 and will continue until March 6, 2028.

Background

In October 2020, Green For Life Environmental Inc. (GFL) and Miller Waste Systems Inc. (Miller) began providing waste collection services for Niagara Region. Niagara region is divided into two collection areas. Collection Area One includes Town of Grimsby, Town of Lincoln, Town of Pelham, City of Thorold, Township of Wainfleet and Township of West Lincoln. As part of the 2019-RFP-156 procurement process GFL was awarded the contract for Area One. Area Two is comprised of Town of Fort Erie, City of Niagara Falls, Town of Niagara-on-the-Lake, City of Port Colborne, City of St. Catharines and the City of Welland, through the same RFP. Miller was awarded the contract for Area Two.

At the end of 2021 staff provided a memo to Waste Management Planning Steering Committee, following the one (1) year anniversary of the contracts (WMPSC-C 42-2021).

Completion Times

In year two (2) GFL and Miller have successfully completed collection on all days with the exception of one inclement weather day (January 17, 2022), which resulted in waste collection services being postponed by one day for the entire Niagara region. Additionally, due to unplowed roads in St. Catharines, Miller did not complete collection

on a small number of streets in St. Catharines on February 3, 2022, when some streets were impassable due to snow. Staff worked closely with the Local Area Municipality during the snow events to communicate which streets required snow plow resources in order to facilitate the collection, which was completed the following day. During the region-wide collection cancelation, which occurred on January 17, 2022, the Region communicated the cancelation with residents via the website, a public service announcement, and the Niagara Waste app. This app was also used to send out address-specific updates to residents impacted by the collection delay on February 3rd.

Throughout 2022, GFL consistently completed collection in Area 1 before 5:30 p.m. Miller has finished collection prior to 5:30 p.m. on 95% of collection days. Where collection times exceeded 5:30 p.m., the later completion time was related to weather events or high leaf and yard waste volumes. Collection on days where completion times ran late in Miller's area resulted in finish times between 5:45 and 7 p.m.

Contractor and Non-Compliance Issues:

Issues typically fall into one of two categories:

- Contractor issues/complaints such as missed collection, litter or incomplete collection.
- Non-compliance (By-law) issues including reports of illegal dumping, non-complaint material (i.e. non-acceptable items, above 50 lbs, unacceptable containers, etc.) at the curb or late set-outs.

During the first year of the collection contracts complaints regarding contractor issues increased then began to level off as contractors became accustomed to the routes. A lower volume of contractor-related complaints were received in 2022.

Table 1 summarizes the contractor and non-compliance (by resident or business) issues received prior to the contract with GFL and Miller and in year one (1) and year two (2) of the current contracts.

Table 1: Contractor and Non-Compliance Summary

Category	Oct. 19, 2019 to Oct 18, 2020	Year 1 Oct. 19, 2020 to Oct. 18, 2021	Year 2 Oct. 19, 2021 to Oct. 18, 2022	Percent Change for 2019/2020 to Year 2
Contractor issues (missed collections etc.)	14,284	10,280	5,740	-60%
Non-compliance issues (late set-out, mixed materials, over the limit garbage etc.)	3,400	5,425	4,068	20%

Contractor issues dropped in year two (2) when compared to year one (1). This could be related to better reporting and tagging of non-compliant set outs (see section below for more information) by the collection contractors. Prior to the commencement of the current collection contracts, by-law non-compliances, such as late set-outs or non-compliant set-outs were not regularly reported by the contractor. GFL and Miller report with the use of run sheets and Global Positioning System (GPS). The improvement in reporting appear to have reduced the number of issues dispatched as missed collections and increased non-compliant set outs as they are now recorded properly. Previously, if an item was not recorded on run-sheets or not tagged as non-compliant, the contractor was sent back to collect and it was noted as a contractor issue.

In the event a resident disputes the report of no set-out or other issues, video footage and GPS can be used to verify actions taken by the contractor. Video footage was not available in the previous contract. Waste management staff will provide courtesy pick-ups as required to resolve issues and educate residents on proper set-out times and procedures.

Non-Compliance Tagging

Blue/Grey boxes or Green Bins can be contaminated by non-recyclable/compostable materials or not properly packaged for collection. In an effort to limit the amount of contamination that is received by the processing facilities and ensure material received is properly recycled, each collection contractor is required to leave non-compliance stickers on the material that is not collectable. Non-compliance stickers are also used when additional garbage is set out above a property's collection limits or when garbage

is otherwise non-compliant, for example when the garbage receptacle is over 50 lbs. These non-compliance stickers help to educate residents by effectively communicating why the material was not collected. Tagged non-compliant material is also documented by collection staff on a run sheet or through in-cab GPS reporting. To ensure compliance with this contract requirement, staff routinely perform curbside audits, which allows staff to identify any non-compliant material prior to collection, observe the contractors' tagging process and resolve the issue with the resident by individual follow-ups to discuss why their material was not acceptable for collection. Audit reports are prepared by staff and shared with the collection contractor for training and continuous improvement. Audits have shown that contractors are using the non-compliance stickers; however, areas of improvement are identified with every audit.

Accidents/Incidents

The collection contractors are required to report any incidents, including vehicle collisions, spills and property damage. While both contractors have experienced a few vehicle incidents, vehicle collisions have been minor and the contractors have resolved these issues directly with the insurance providers. Both contractors have maintained a Commercial Vehicle Operator Registration (CVOR), carrier safety rating of satisfactory. In 2022, some spills have occurred for each contractor; however, spills have been small events, including the spillage of hydraulic fluid and leachate from waste collection vehicles. Spills were appropriately cleaned up by the contractors and in accordance with the contract terms. Property damage includes damage to personal property, landscaping features or structures. Both contractors have caused some damage to property. Property damage issues have been resolved with property owners at the contractors' expense, as required by the contract.

Liquidated Damages

Liquidated damages can be used by staff to address breaches of the performance standards, as outlined in the contract. In year two (2) no liquidated damages were issued to the collection contractors.

Curbside Tonnage

To determine the impact of Every-Other-Week (EOW) garbage collection has had on the amount of curbside waste collected in Niagara, a detailed one (1) year review of tonnage data was completed and shared in WMPSC-C 41-2021. Results showed that

following the implementation of the change to frequency of garbage collection, waste diversion was improved and curbside garbage tonnage was reduced.

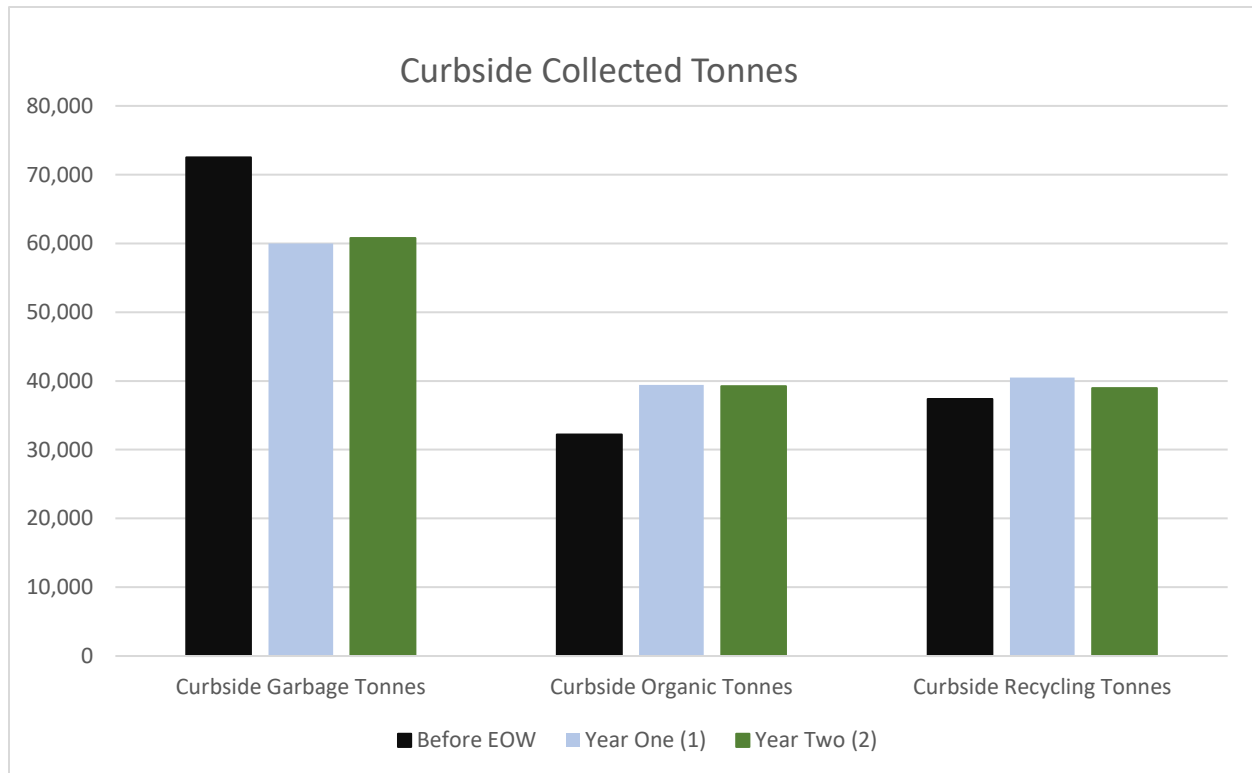
For the purpose of this memorandum a general review of incoming tonnes was completed. In order to establish a base line, the time period October 1, 2019 through September 30, 2020 is identified as 'Before EOW'. 'year one (1)' is identified as October 1, 2020 through September 30, 2021 and 'year two (2)' includes October 1, 2021 through September 30, 2022. The tonnages and percent changes by year are shown in Table 2 and displayed graphically in Chart 1.

It is important to note that the data pertains to all curbside collected waste from residential properties, multi-residential (MR) properties (not including those with front-end garbage collection as an enhanced service), Industrial, Commercial & Institutional (IC&I), and Mixed Use (MU) properties throughout Niagara region, including those IC&I and MU with weekly collection inside DBAs. However, the majority of the waste is generated by the residential sector through the EOW curbside collection service.

Table 2: Curbside collected garbage, organics and recycling tonnages by year, from before every-other-week garbage collection until year two of the collection contract.

Time Period	Curbside Garbage Tonnes	Curbside Organic Tonnes	Curbside Recycling Tonnes
October 2019 to September 2020 (Before EOW)	72,500	32,226	37,369
October 2020 to September 2021 (Year One)	60,007	39,430	40,509
October 2021 to September 2022 (Year Two)	60,787	39,264	38,939
Year Two Percent Change from Year One	1.3%	-0.4%	-3.9%
Year Two Percent Change from Before EOW	-16.2%	21.8%	4.2%

Chart 1: Graph showing curbside collected tonnes of garbage, organics and recycling by year, from before evert-otter-week garbage collection until year two of the collection



Next Steps

The change to EOW collection resulted in positive gains in recycling and organic curbside collected tonnages and these positive impacts continued in year two (2) of the collection contracts.

The performance of both GFL and Miller during the second year of their contracts has been positive. Staff will continue to monitor contractor performance through the use of daily reports, curbside audits, GPS checks, on-road supervision, and issues reported by residents to the Waste Info Line. Contract deficiencies are identified through the use of these tools and are communicated directly to the contract Operations Managers, resulting in prompt attention as they arise. Quarterly contractor performance meetings allow for the tracking of deliverables, two-way communication between the Region and the contractors and to ensure the contracts terms and conditions are being met with the goal of providing excellent service to Niagara residents and businesses.

Respectfully submitted and signed by

Kate Ashbridge
Supervisor Waste Management

Jennifer Wilson
Supervisor Waste Management

MEMORANDUM

WMPSC-C 6-2023

Subject: 2023 Social Marketing and Education Plan and Overview of 2022 Initiatives

Date: Monday, February 27, 2023

To: Waste Management Planning Steering Committee

From: Zackary Fryer, Waste Management Engagement & Education Coordinator

Background

The purpose of this memorandum is twofold: to provide an overview of Waste Management Services' 2023 Social Marketing and Education Plan and to provide an update on the social marketing and education initiatives that took place in 2022. The effectiveness of the 2022 initiatives and their contribution to the Waste Management goals, objectives and targets are detailed below.

Overview

The Social Marketing and Education Plan includes a multi-tiered approach to promotion and education, (e.g. print material, website offerings). Wherever possible, existing communication tools were utilized to minimize costs. Measurements of the effectiveness of the plan and assessments of the messages and communications mechanisms also occur. On an annual basis, the plan is reviewed and revised based on program changes and results of intermittent communication monitoring/assessments.

The objectives of the Social Marketing and Education Plan are to:

- Divert waste from landfill through increasing use of the Blue Box, Grey Box, and Green Bin to capture recyclables and organics;
- Educate residents on the proper preparation of Blue/Grey Box and Green Bin material to reduce/eliminate any contamination of these waste streams;
- Build commitment to ongoing preparation of Blue/Grey Box and Green Bin material;
- Improve quality of materials received at the Recycling Centre and composting facility;
- Reduce the processing residue rate;
- Improve collection and processing efficiencies; and

- Decrease incidences of maintenance issues at the Recycling Centre, which are related to incorrect set-out of inappropriate materials in the Blue/Grey Box.

2022 Summary

Waste Management Services uses social marketing initiatives, including public outreach and communication activities, as a strategy to educate and inform the public. The 2022 initiatives were developed as part of a social marketing strategy to inform, persuade, influence, motivate, reinforce, or change behaviours toward improved waste reduction and recycling.

The social marketing and education initiatives were financially managed within the 2022 approved operating budget. In 2022, promotion and education (P&E) costs accounted for 0.32% of the overall gross waste management budget as follows:

- \$204,420.97 - P&E costs (including Net HST) for all waste management programs;
- \$82,872.81– Estimated 2022 P&E costs (including Net HST) for residential Blue Box programs, of which approximately 50% (or \$41,436.41) in funding is expected to be received from the Resource Productivity and Recover Authority (RPRA).

A highlight of key initiatives is provided below, with further detail included in Appendix A.

Return of In-Person Community Outreach

Since 2020, in-person outreach has been limited due to the ongoing COVID-19 pandemic. In 2021, waste management staff attended a total of four (4) community events and one (1) in-person presentation. Although staff were able to adapt and attend virtual presentations, in-person interaction allows staff to get much more engagement out of participants. In 2022, staff were able to revamp their outreach initiatives and return closer to pre-pandemic levels. In total in 2022, Waste Management attended 37 community events with an outreach booth, and over 35 in-person presentations to schools, daycares, and community groups.

Waste Management's waste diversion mascots were also able to make a return due to in-person presentations resuming, and the outreach staffing returning to near pre-pandemic levels. Mascots were able to attend 12 school presentations during the Fall semester of school. 2022 also marked the first year that summer camp programming resumed since 2019. Staff attended a total of 11 summer camp programs, delivering

hands on activities that teach children ages 4-12 about proper waste diversion and sustainability.

Green Bin Messaging

Waste Management promoted a series of Green Bin messaging during the summer of 2022 in an effort to educate residents on proper Green Bin sorting, promote the importance of the Green Bin program, and its ease of use. The messaging included multiple themes that ranged from informing residents how to get started and purchasing Green Bins, to educating on common sorting errors, to addressing barriers affecting resident participation (i.e. the “yuck” factor”).

Multiple media channels were used throughout the campaign including social media, campaign messaging through the Niagara Region Waste app, and a TV interview aired on YourTV. These tactics typically directed residents back to Niagara Region Green Bin webpages for more info.

Waste Reduction Week

Every year, Niagara Region participates in Waste Reduction Week (WRW) in order to promote waste reduction with our Blue/Grey Box and Green Bin programs, and overall environmental stewardship.

Residents participated in a Recycling Drop-Off Depot contest at Niagara Region’s landfills to encourage the donation of reusable items. Other events offered to residents included bus tours of the Walker’s organics facility, and a webinar with Southbrook Winery about sustainable practices and waste diversion in the wine industry. Some events were also held internally for Niagara Region staff including a food waste reduction lunch and learn session, a clothing drive and swap, and drop off carts for electronics recycling.

WRW activities and celebrations, and general sustainability messaging were communicated internally and externally using a variety of social media platforms including Twitter, the Niagara Region Waste App, and the Vine Homepage, Vine events pages, and Vine Weekly.

Illegal Dumping Campaign

An illegal dumping communications campaign was developed to reduce future incidents of illegal dumping. The main objective of the campaign was to reduce illegal dumping activity in Niagara by educating residents on the financial, environmental, and community consequences of engaging in illegal dumping. Tied into this messaging was education for residents on the proper methods of disposal for commonly dumped items (eg. tires, furniture), and raising awareness on how residents can report incidents of illegal dumping, including potential monetary awards when reports lead to convictions or acts of compliance.

The 2022 illegal dumping campaign utilized various approaches in partnership with the Illegal Dumping Working Group (IDWG) to reach different audiences with illegal dumping messaging. This included radio advertisements, digital web advertisements, print advertisements, advertising on public litter and recycling bins, social media videos and posts, and Niagara Region website updates.

This campaign ran from March to May of 2022 and saw an increase in illegal dumping website traffic by over 500%, and a 27% decrease increase in the volume of illegal dumping reports received, compared to the same timeframes in 2021.

Recognition and Awards

In 2022, Niagara Region was the recipient of a gold Promotion and Education award by the [Municipal Waste Association](http://www.municipalwaste.ca/) (MWA) (<http://www.municipalwaste.ca/>) in the large municipality campaign category. The award was presented in recognition of the hard work on the “See It. Report It. Stop It.” Campaign. This campaign was rolled out in 2021 and was used to educate residents on the financial, environmental, and community consequences of illegal dumping, the free and accessible routes they have available to properly dispose of these items, and raise awareness on how to report acts of illegal dumping, including possible rewards if a resident’s reports results in a conviction or act of compliance.

This was a campaign incorporating multiple traditional and digital campaign tactics including print, radio, social media, and litter bin ads. This was the first illegal dumping campaign done under the Region’s new every-other-week garbage collection contract and the first to make use of the Niagara Region Waste app.

Appendix A provides more details of each initiative described above and other major social marketing initiatives undertaken in 2022. Appendix B contains samples of promotion and educational materials.

2023 Outlook

Staff will continue to promote programs through a variety of communication methods. The main 2023 initiatives currently being considered include:

- Continuation of the Illegal Dumping awareness campaign and development of an Anti-litter awareness campaign
- Additional Green Bin promotions to encourage greater diversion of organic waste through increased participation in Niagara Region's Green Bin program
- Additional expansion of community outreach initiatives to continue closing the gap towards pre-pandemic levels of engagement
- Roll out of a media plan to promote the public consultation windows and development of the upcoming Waste Management Strategic Plan
- Education and promotion of the transfer of the residential recycling program to Extended Producer Responsibility framework.

Appendix C provides further details of the major marketing initiatives planned for 2023.

Respectfully submitted and signed by

Zackary Fryer
Engagement and Education Coordinator
Waste Management Services

APPENDICES

Appendix A – Details of 2022 Promotion and Education Outreach

Appendix B – Examples of Promotion and Education Materials

Appendix C – Details of Social Marketing and Education Planned for 2023

Details of 2022 Promotion and Education Outreach

Green Bin Messaging

Over the summer of 2022, Green Bin messaging was rolled out with the objectives of increasing Green Bin use, educating residents on the proper sorting of Green Bin materials, and dispelling common Green Bin myths that have made some residents hesitant to get started in the program.

The key audiences of this campaign included existing, new, and non-users of the Green Bin program, primarily those living in single family homes or apartments with six units or less, known as low-density residential properties (LDR).

Messaging was designed to target some of the common responses given for not participating in the Green Bin program including:

- Too much work sorting organic material from garbage and recycling
- Too messy sorting organic material from garbage and recycling
- Smell of sorting/storing organic material
- Cost of purchasing Green Bin compostable liners
- Cost of purchasing Green Bins/Kitchen Catchers
- Inconvenience of purchasing compostable liners
- Concern about animals opening/damaging GB and making a mess
- Organics in the garbage will break down in the landfill

Print Advertising

Quarter page, full colour advertising was deployed in several Niagara weekly and daily papers including News Now West Niagara, the Niagara Falls Review, Niagara This Week, the St. Catharines Standard, and the Welland Tribune. Advertisements ran from August 15 to August 29, rotating between different sets of papers each week. Print ads were free space that was booked through the Resource Protection Recovery Association (RPRA).

Social Media

From August 4 to September 15, Niagara Region published free social media content to its social media accounts (Facebook, Twitter). These posts consisted of Green Bin information and provided links back to Region webpage content on topics including how to get started with your Green Bin, and proper sorting practices. These free social media posts generated a total of 102 comments, 276 likes, and 71 shares/retweets.

TV Interview

On June 15, Waste Management staff participated in an interview on YourTV about the Green Bin program. This interview included topics such as:

- Where to obtain Green Bins and compostable bags
- Options for alternative containers and bags if cost/accessibility a concern
- Tips for reducing pests and/or odours
- Why the Green Bin program is important/how it saves landfill space and reduces emissions

The interview was broadcast on YourTV and later published to their public website and [Youtube channel](#), which was later promoted on Niagara Region's social media channels.

Illegal Dumping Campaign

In an effort to reduce the future incidents of illegal dumping, an illegal dumping communications campaign was developed.

The illegal dumping campaign was kicked-off in March of 2022 and ran until May 2022.

The main objectives of this campaign were to:

- Discourage acts of illegal dumping in Niagara region
- Encourage residents to report illegal dumping when noticed
- Raise awareness on the correct disposal options for commonly dumped items

Through the campaign, promotional materials focused on the following key messages:

1. See it. Report it. Stop it: Disposing of waste in non-designated areas is a crime, and residents have tools to report incidents of illegal dumping.
2. Box It. Bin It. Sort It. Participate in recycling and Green Bin programs to divert materials away from the garbage stream (and out of public litter bins).
3. Proper disposal methods for commonly dumped items (eg. large items, HHW, construction waste)
4. It costs us all: Illegal dumping has harmful impacts on land, water, and wildlife, and comes with hefty fines

This messaging targeted residents, contractors (for construction and demolition generated waste), and citizens who witness illegal dumping activity.

Radio Advertisement

10 second traffic spots were placed on multiple Niagara radio stations including The River, 101.1 More, Giant, Country 89, Newstalk 610, Move 105.7, and 97.7 HTZ. These ads ran from March 24 to May 6 with a total of 560 ads across all radio stations.

Social Media

A total of eight (8) posts were made to Niagara Region Facebook and Twitter accounts from March 14 to May 6. In addition, a paid social media post was made on Facebook at the beginning of the campaign. On Facebook, these posts had a total reach of 43,855 (number of individuals who saw a post at least once) and 2,986 engagements (Like, Comment, Share etc.). On Twitter, these posts had a reach of 25,430 and 293 engagements. This resulted in a combined total of 3,279 engagements, and a reach of 69,285.

The posts with the highest engagement rates focused on awareness around the environmental and community impacts that illegal dumping can have, and the fines associated with dumping.

Public Litter Bin Advertising

As part of a 12 month agreement, seven (7) public litter bins located in Niagara Falls and St. Catharines had illegal dumping advertisements placed on them. These advertisements focused on messaging to raise awareness with potential illegal dumpers that placing household garbage in public litter bins is still considered an act of illegal dumping.

Digital Advertising

As part of our radio agreement, Bell Media also agreed to put digital webpage ads on all of their local webpages for the duration of the campaign. These ads ran for 8 weeks and would show up on any webpage visitor who was located in Niagara. Clicking on the digital ads would link visitors back to the illegal dumping webpage on the Niagara Region website. Over the course of the campaign, the digital ads had a total of 666,399 impressions, and resulted in a click through rate of 0.14% or just under 1,000 clicks. This does not take into account any indirect traffic to the Niagara Region webpage that may have also resulted from residents viewing these ads.

Webpage Updates

During this campaign, the illegal dumping [webpage](#) on the Niagara Region website was updated to reflect reporting figures and rebrand with the new messaging being communicated during the campaign. The webpage provided residents with information

on how to report illegal dumping instances, what to look for, and provided education on the proper disposal methods.

At the end of the campaign, it was noted that the number of illegal dumping reports made had decreased by 27% compared to the same time in 2021. This decrease followed similar trends observed in Q1 of 2022. The campaign also led to a 588% increase in website traffic on illegal dumping related pages.

Earth Week

In support of Earth Week 2022 (April 18-23), Niagara Region held public and corporate events. Although COVID-19 restrictions on in-person events were reduced this year, efforts were still made to follow health and safety protocols and maintain social distancing. In-person events were limited to outdoor interactions only.

Niagara Region held unstaffed and in-person community booths during Earth Week to provide education about waste management programs as well as general waste reduction and diversion information. An unstaffed booth was set up at the Grimsby Public Library and the St. Catharines GM Plant from April 19 to April 22. A staffed booth was also provided at the Earth Day Extravaganza at the Welland Farmer's Market on April 23.

Refrigerant Drop-Off Contest

Niagara Region ran a drop-off contest for items containing refrigerants during Earth Week. Residents were offered the chance to win a \$50 Visa gift card when they brought an item containing refrigerant to a Regional landfill or drop-off site. In the past, residents have been provided paper ballots to complete. To reduce contact, a QR code and webpage URL were posted at the sites for participants to scan or visit to submit their entries. A total of 13 entries were received. It is recommended to continue providing a contest for members of the public that promotes Regional programs and services.

Shred Day

In partnership with Niagara Recycling, Niagara Region offered a free Shred Day on Saturday, April 23 from 9 a.m. to 2 p.m. for residents to confidentially dispose of their documents. Residents were able to bring up to three banker's boxes for free shredding (\$4 per box after three boxes) with a food or cash donation for charity. All proceeds went towards Project Share. In summary, a total of 2,860 kg of shredded paper was recycled and \$661.85 was raised for Project Share.

Staff Events

Since many Regional employees were still working from home during in April, an online Earth Week contest was conducted. Staff were invited to create a caption for one of five photos provided on the Vine. The captions were posted on the Vine and staff were able to vote for their favourite caption. A total of 15 entries were submitted and six (6) votes were received. The winner received a new Green Bin with a collection of promotional materials and giveaways. It was a lighthearted way to engage staff throughout the corporation during Earth Week.

Earth Week activities were communicated both internally and externally using platforms such as the Vine, a public service announcement, the Niagara Region Waste app, and social media (Facebook, Twitter).

Waste Reduction Week

The week of October 17 – 21, 2022 marked Waste Reduction Week (WRW) in Canada. To celebrate this occasion, Niagara Region offered corporate and public events. For the first time since 2019, in-person events did return in limited capacities for both staff and residents. These events still followed all recommended Public Health protocols (eg. social distancing, masks). Two unstaffed booths were set up at the Grimsby Library and the MacBain Centre in Niagara Falls.

Reusable Goods Contest

During WRW, residents that donated a reusable item at one of Niagara's Region's Waste and Recycling Drop-off Depots were eligible to enter into a contest to win a \$50 Visa gift card. A total of 42 entries were received as a part of the contest. To help maintain social distancing, a QR code was provided that linked to an online entry form. Paper ballots were also available if needed.

Organics Facility Tour

A bus tour of the Walkers organics facility was offered to staff and residents as part of WRW celebrations. This marked the first time these tours were held since 2019. Participants rode a bus from Region HQ to the Walkers site, where the bus then drove them around the facility with a Walkers staff member who led a guided tour of the site. This event received a total of ten (10) registrations. Participants remained distanced and wore masks at all times while inside the bus.

Sustainable Wine Webinar

In partnership with Southbrook Vineyards in Niagara-on-the-Lake, Niagara Region hosted an online webinar that discussed the sustainable practices being implemented

by the wine industry in Niagara. Southbrook is a local leader in sustainable business practices, and their founder Bill Redelmeier was present to have a discussion on the actions Southbrook has taken, and how the wine industry in Niagara is changing. A total of nine (9) people registered for this event.

Staff Events

With staff returning to the office in hybrid format, a number of in-person WRW events were held for staff at Region HQ this year. These events included a clothing swap, where staff could drop off gently used clothes and then swap for something else that had been donated, an electronics drive with electronics recycling carts stationed outside the main entrances to HQ, and a lunch and learn session focused on food waste reduction. Leftover clothes were donated to Goodwill Canada, and the electronics were sent to the EPRA for proper recycling. The lunch and learn session was led by Chef Jan Stulp from the Grand Oak Culinary Market in Vineland and had two (2) attendees.

Compost Awareness Week

Niagara Region held its annual spring compost giveaway to promote Compost Awareness Week. Beginning May 2 and running until May 6, Niagara residents could collect up to three (3) bags of compost per household in exchange for a cash or non-perishable food donation to support Fort Erie COPE (Community Outreach Program – Erie), Grimsby Benevolent Fund, and Goodwill Niagara. Over \$1,184.35 in cash donations were received 398 kg of food were collected for these organizations, and 1,004 bags of compost given away. Promotion and communication of the giveaway included information posted on the waste management webpage, a public service announcement, web communication, and social media.

Compost Giveaway

From October 3-15, residents were invited to participate in a Compost Event and Food Drive. During this time, residents were able to drop off food or cash donations at Bridge St., Humberstone, and Niagara Road 12 landfill sites and the Niagara Falls Recycling Centre in exchange for 1-3 bags of compost. The event was advertised on social media, the external website, and through the release of a Public Service Announcement (PSA). A total of 977 bags of compost were given out and approximately 355 Kg of non-perishable food items and \$697 in donations were collected.

Information Booth and Presentations

This year, 35 presentations were delivered to a variety of schools to promote Niagara Region's Waste Management programs and the importance of waste diversion. Presentations allow staff to directly engage with and further educate residents on the waste diversion programs and their associated benefits. This year marked the first since 2019 where in-person presentations returned due to schools primarily resuming in-person classes in 2022. Waste Management still offers virtual presentations as an option to educators and community groups if preferred, however a majority were done in-person. These presentations can be requested through the Niagara Region website. It is estimated that staff reached over 3,296 people through our presentation outreach efforts. Additional outreach extended to 37 information booths at community events that were staffed by interns throughout the year at largely outdoor events. This included community clean up days, farmers markets, and zoo events.

2022 was also the first year since 2019 that Niagara Region opened up for summer camp programming. Staff led hands on activities/games that engaged children ages 4-12 on a variety of waste diversion/sustainability topics. Staff attended a total of 11 summer camps from July-August. Camp programming could also be requested through the Niagara Region website.

Overall, Waste Management attended events, presentations, and summer camps that had approximate attendances of over 23,717 people. Face to face interactions is estimated to be around 7,461 people.

Annual Collection Guide Distribution

The Collection Guide detailing the Niagara Region's Waste Management programs and services is mailed annually to all single-family homes, farms, and apartment buildings up to six (6) units in Niagara. The 2022 Waste Collection Guide was distributed in February of 2022 after a brief delay due to a withdrawal by the initially successful printing vendor during the RFQ process. The 2023 collection guide has already been distributed as of January 2023.

Multi-Residential Collection Guide

Volume nine (9) of the multi-residential waste and recycling Collection Guide was distributed to specifically educate residents in buildings with seven (7) or more units on the Niagara Region's recycling and organics programs. In 2022, the Collection Guide was mailed directly to 26,882 residents.

Green Scene Newsletter

This newsletter is distributed annually to all homes, farms, and apartments with six (6) units or less throughout Niagara and continues to include content from Public Works, but maintains a Waste Management component comprising of seventy-five per cent of the overall content. Over 167,000 copies of the newsletter were distributed.

Social Media

With over 30,000 accounts following Niagara Region's Facebook page and over 29,000 accounts following Niagara Region's twitter account, Waste Management Services continues to use this platform to inform and educate residents on our programs and services. Social media posts for this year have included illegal dumping, Green Bin campaign, holiday collection changes, branch collection, Earth Week and Waste Reduction Week promotion, etc.

Niagara Region's Website

The Niagara Region website is a crucial tool used to educate and inform Niagara residents about the Region's Waste Management programs. The Waste Management webpage remains one of the most viewed pages on the Region's website with over 60,000 page views annually.

Niagara Region Waste App

In 2020, Niagara Region launched the Niagara Region Waste app in partnership with ReCollect. This app offers residents the ability to look up their address specific collection calendar, set reminders on their collection days, use the item disposal tool to search how to dispose of an item, report illegal dumping, and receive notifications on waste collection services. In 2022 over 20,398 new addresses accessed their collection calendar for the first time, resulting in over 1.55 million schedule views over the course of the year. This app is also used by Waste Management to communicate service alerts and provide campaign messaging (eg. branch collection, holiday collection) that will be viewed by users every time they open the app for a designated range of dates. This provides an additional tool that can be used year-round during other educational campaigns. A total of 22 sets of campaign messaging and service alerts were issued throughout the year on a variety of collection programs.

Green Bin Sample Promotion and Education Material

1. Print Advertising
 - a. Weekly Collection messaging



b. Getting Started messaging



2. Social Media


a. Green Bins are good for more than just food


**Niagara Region**
September 1, 2022 · 🌐

Green Bins are good for more than just food scraps! Did you know that you can put paper towels, tissues, construction paper and kitty litter in too?

Use our item disposal tool to check before throwing items out:
<https://niagararegion.ca/waste/disposal/default.aspx>


It's easy being green!



 20


2 comments 3 shares

 Like

 Comment

 Share


b. Green Bins are pest proof

 **Niagara Region**
August 25, 2022 · 🌐

Our new and improved Green Bin design is made to be resistant to rodents and raccoons. All Green Bins are also equipped with a hatched lid which makes it safer for organics than a lidless garbage can.

It's worth the effort to use your Green Bin! ❤️

Visit <https://www.niagararegion.ca/.../col.../items/green-bin.aspx> to get started.



160 72 comments 30 shares

Like Comment Share

c. Purchasing containers

 **Niagara Region**
August 4, 2022 · 🌐

Don't have a Green Bin? No problem! Bins and containers can be purchased online at <https://niagararegion.ca/.../buy-recycling-organics...>

Did you know that new residents to Niagara are eligible to pick-up a free set of recycling containers? That includes a Grey Box, Blue Box, Green Bin and a Kitchen Catcher!



5 9 comments 5 shares

Like Comment Share

Illegal Dumping Sample Promotion and Education Material

1. In-Kind Print Artwork

Illegal dumping costs us all. If you witness illegal dumping...

SEE IT. REPORT IT. STOP IT.



Call Crime Stoppers
at 1-800-222 TIPS, visit
niagararegion.ca/waste,
or use the Niagara Region
Waste App and you could be
eligible for a \$200 reward.



Niagara Region

CRIME STOPPERS

Space provided through a partnership between industry and Ontario municipalities to support waste diversion programs.

2. Digital Ads



3. Social Media

a. Rewards for reports that lead to convictions



Niagara Region

May 5, 2022 · 🌐

Niagara Region offers rewards of up to \$200 for reports of illegal dumping that result in a conviction.

If you see something, report it online at <https://bit.ly/3y6yY1C> or on the Niagara Region Waste app.



👍❤️ 27

71 comments 16 shares

👍 Like

💬 Comment

➦ Share

b. Environmental consequences



Niagara Region

April 19, 2022 · 🌐



Happy Earth Week Niagara! As we celebrate the Earth and our role in keeping it clean, please don't dump waste on roadsides. It can contaminate soil and water in the area, and cause harm to local wildlife. Be part of the solution, not the pollution!

To learn more about illegal dumping and properly disposing of your waste, visit <https://www.niagararegion.ca/.../con.../dumping/default.aspx> or download the Niagara Region Waste app.



👍❤️ 5

3 shares

👍 Like

💬 Comment

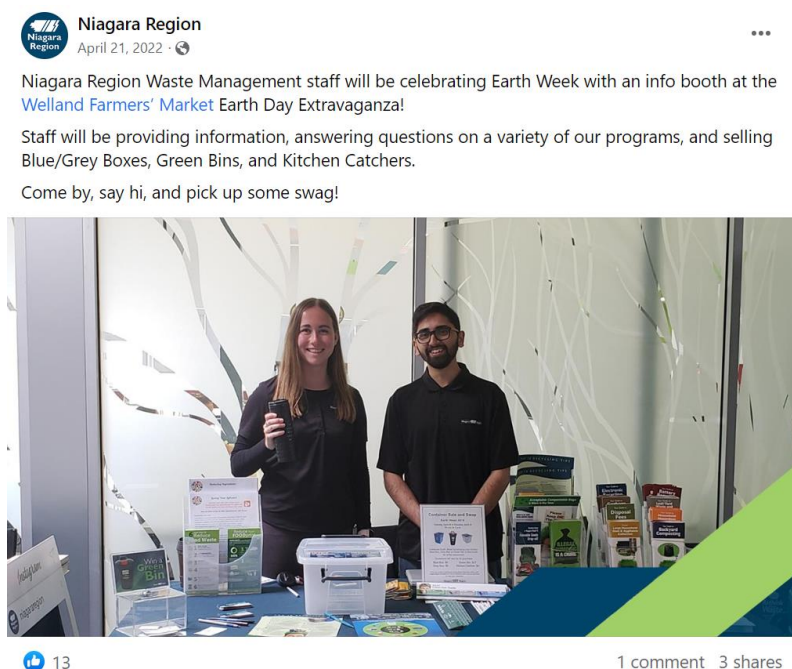
➦ Share

4. Litter Bin Ads



Earth Week Sample Communications

1. Social Media
 - a. Community booth promotion



b. Shred Day promotion



Niagara Region

April 18, 2022 · 🌐

...

UPDATED (April 19): As part of Earth Week, we will be offering confidential shredding services on April 23 from 9 a.m. to 2 p.m. at Niagara Region's Recycling Centre (5030 Montrose Rd., Niagara Falls).

Residents and businesses are encouraged to bring up to three boxes for free shredding with a food or cash donation for Project Share (\$4 per box after the first three).

Boxes should be no larger than a banker's box (15 inches long, 10 inches deep and 12 inches across) and only paper will be accepted for shredding (staples and smaller paperclips are acceptable).

The office will remain closed and recycling containers will not be available for purchase.

For more information about Earth Week activities, visit niagararegion.ca/news/article.aspx?news=1361



👍 43

8 comments 61 shares

c. Refrigerant drop off contest promotion



Niagara Region

April 13, 2022 · 🌐



Making a trip to the landfill with a fridge/freezer, air conditioner, or another item that uses refrigerant chlorofluorocarbon (CFC)?

Help keep the air, water, and soil clean by disposing of these items properly. To celebrate Earth Week, drop your items off between April 18 and 23 to be entered for the chance to win a \$50 Visa gift card!

For a list of items containing CFC, and locations/hours, visit niagararegion.ca/waste and use the item disposal tool.



11

2 comments 9 shares

2. Unstaffed GM Booth



3. Refrigerant Drop-Off Depot Contest Poster

REFRIGERANT ITEM DROP-OFF CONTEST

April 18 – 23, 2022

Drop off your items containing refrigerant and scan the QR code or visit the website below by 11:59 p.m. April 23, 2022 to enter to win a \$50 Visa gift card



niagararegion.ca/waste/earth-week.aspx



Waste Reduction Week Sample Communications

1. Social Media

a. Reusable good drop off contest promotion



Niagara Region @NiagaraRegion · Oct 14, 2022

In partnership with @salvationarmy & @NiagaraGoodwill, we encourage you to reduce your waste by donating reusable goods.

From Oct. 17-22, donate a reusable item at one of our drop-off depots for a chance to win a \$50 Visa gift card.



b. Sustainable Wine Webinar Promotion



Niagara Region @NiagaraRegion · Oct 13, 2022

Want to learn how winemakers help keep #Niagara a sustainable region & reduce their waste?

Join us for a webinar on Oct. 20 with Bill Redelmeier of @SouthbrookWine to hear how he makes his facility one of the most sustainable in the region!

Register at bit.ly/3RV8NkP.



c. Organics Facility Tour promotion



Municipal Waste Association P&E Award



Details of Social Marketing and Education Plan for 2023

Illegal Dumping Awareness Campaign

The Illegal Dumping campaign will continue in 2023, implementing marketing strategies used to date such as radio and print advertisements, social media communication, and updated promotional materials. An increased focus on short, engaging, video style material (eg. TikTok style videos), is likely to be something focused on during campaign planning as previous uses of this tactic for other topics showed significantly higher engagement rates. Additional strategies will be discussed and developed with the Illegal Dumping Working Group where appropriate.

Green Bin Campaign

The Green Bin campaign will continue in 2023 to further increase participation in the Region's Green Bin program and educate residents on proper sorting of Green Bin materials. The campaign will utilize previous tactics including social media communications, and the creation of novel "trend" videos to the Region Instagram account, print advertising, and digital advertising. New tactics being explored will possibly include an interactive game/quiz on the Region webpage. Key messaging will focus on common sorting errors, and addressing the most frequent reasons why residents may be hesitant to participate in the program (eg. bin/bag cost, convenience, odour)

Anti-litter Campaign

An educational anti-litter campaign is planned to align with the Provincial Day of Action on Litter in May to continue discouraging littering in outdoor public spaces. As part of the campaign, key messages will include residents taking control of their litter, keeping our public spaces clean, and promoting putting litter in waste and recycling containers. To support the key messages, there may also be some supporting messaging around helpful proactive measures, such as proper preparation of recyclables placed at the curb for collection to avoid wind-blown litter. Promotion will include social media communications, campaign messaging utilizing the Niagara Region Waste app, possibly radio and/or transit ads, and a potential partnership with Walker Industries to promote the campaign and their community clean up event, similar to ones hosted in 2021 and 2022.

Waste Management Strategic Plan

In 2023, the promotion of Niagara Region's Waste Management Strategic Plan (WMSP) will begin. Public consultation periods will be taking place throughout the year for residents, businesses, and other stakeholders to provide input on the direction our division takes moving forward. In order to promote this process, staff will be developing a media communications plan utilizing print, social media, the Niagara Region Waste app, a new mailing list, and more. This process was started in January 2023 with the creation of a mailing list that residents can sign up for to stay informed on the progress of this project and when public consultation opportunities are coming up. This list was advertised on the front page of the 2023 waste collection guide that was distributed in January 2023.

Blue Box Transition

On January 1, 2024, Niagara Region will transition to full extended producer responsibility for its blue box programs. This will mean that the cost of the blue box program moves from its current funding model (50% municipalities, 50% producers) to one where producers are responsible for 100% of the costs. In efforts to create a unified blue box program across the entire Province, some aspects of Niagara's current program may end up changing. This includes things such as what items are considered recyclable for curbside collection, and what property types will be eligible for collection through this producer funded model. Depending on the direction the Producers take, and which services Regional Council decides to continue funding at our own cost, there will be some changes to the blue box program on a resident level. Campaign messaging via social media, the Niagara Region Waste app, and other tactics will be present throughout the second half of 2023 to ensure residents are prepared for these changes and this transition occurs as smoothly as possible.

Promotion of new and continuing programs

New and continuing programs will be promoted to inform residents regarding on-going and new initiatives. Promotional tactics will be considered and implemented for large item collection, student move-in/out initiatives, branch collection, holiday collection, common questions arising through resident inquiries, and other messaging as they arise.

MEMORANDUM

WMPSC-C 7-2023

Subject: Residential Blue Box Transition - Decision Points

Date: February 27, 2023

To: Waste Management Planning Steering Committee

From: Kate Ashbridge, Supervisor, Waste Management Services

This memorandum is a follow-up to staff's presentation provided to the Public Works Committee on February 14, 2023, regarding the transition of the residential Blue Box program to the producer responsibility framework.

During the transition period, most residential property types should not be impacted. However, other property types such as industrial, commercial and institutional could see a change in service levels. Appendix A of this memorandum provides a high-level summary of the current collection services by property type and compares the current services to potential service levels under two time periods: Niagara Region's Transition period (January 1, 2024, to December 31, 2025) and in the Post Transition period (January 1, 2026 & thereafter). For each property type, where applicable, staff has noted where a Council decision will be required.

As described during the Public Works Committee meeting, more detailed information is still required from Circular Materials Ontario (CMO), the lead Producer Responsibility Organization. Once staff has received this information they will undertake an analysis and present recommendations to Committee/Council related to these decision points and those presented to Public Works Committee on February 14, 2023 such as the collection of non-designated materials. A meeting has been scheduled with CMO for March 1, 2023.

Staff will continue to keep this Committee informed on the transition of the residential blue box program.

Respectfully submitted and signed by

Kate Ashbridge
Supervisor, Waste Management Services