



THE REGIONAL MUNICIPALITY OF PEEL

WASTE MANAGEMENT STRATEGIC ADVISORY COMMITTEE

MINUTES

WMSAC - 2/2018

The Region of Peel Waste Management Strategic Advisory Committee met on May 17, 2018 at 11:00 a.m., in the Regional Council Chambers, 5th Floor, Regional Administrative Headquarters, 10 Peel Centre Drive, Suite A, Brampton, ON.

Members Present: F. Dale; J. Innis; J. Kovac; M. Mahoney♦; M. Palleschi; C. Parrish; K. Ras; R. Starr

Members Absent: A. Groves, due to other municipal business

Other Regional Councillors Present: C. Fonseca

Also Present: D. Szwarc, Chief Administrative Officer; J. Smith, Commissioner of Public Works; N. Lum, Acting Commissioner of Finance and Chief Financial Officer; N. Lee, Director, Waste Management; K. Lockyer, Regional Clerk and Director of Clerk's; S. Jurrius, Committee Clerk; M. Sodiya, Legislative Assistant

Chaired by Councillor Palleschi.

1. DECLARATIONS OF CONFLICT OF INTEREST – Nil

2. APPROVAL OF AGENDA

RECOMMENDATION WMSAC-6-2018:

That the agenda for the May 17, 2018 Waste Management Strategic Advisory Committee meeting, be approved.

* See text for arrivals

♦ See text for departures

3. DELEGATIONS

- 3.1. **Catherine Leighton, Coordinator, Waste Management, Partners in Project Green, Toronto and Region Conservation Authority (TRCA)**, Providing an Overview of TRCA's Recycling Collection Drive Campaign with the Region of Peel, City of Brampton, City of Mississauga and the Town of Caledon and their Plans for Waste Reduction Week; and Presenting the Partners in Project Green Certificate of Diversion to the Region of Peel

Received

Catherine Leighton, Coordinator, Waste Management, Partners in Project Green, Toronto and Region Conservation Authority (TRCA), highlighted key events of the Partners in Project Green's Recycling Collection Drive Campaign (the Campaign) with the Region of Peel, City of Brampton, City of Mississauga and the Town of Caledon to celebrate Earth Week, Waste Reduction Week and Earth Month. She advised that the Campaign's intent was to divert waste from landfill and promote sustainability. To date, a total of 41,657 kg of waste has been diverted from landfill during the Campaign.

Catherine Leighton thanked the Region of Peel for its leadership and coordination of the Campaign and presented the Partners in Project Green Certificate of Diversion to the Region of Peel, the City of Brampton, the City of Mississauga and the Town of Caledon for the municipalities' contributions and support.

Councillor Mahoney extended his congratulations to TRCA and its partners, Regional and local municipal staff, the participants and organizations that made the Recycling Collection Drive a successful initiative.

In response to a question from Councillor Ras, Catherine Leighton stated that another Campaign is scheduled to take place in the fall during the Waste Reduction Week from October 15 to 21, 2018 and noted that participation from the Region and its local municipalities is welcome.

- 3.2. **Sherry Irwin, Townhouse Owner, Peel Condominium Corporation #180 (PCC 180), City of Mississauga**, In Support of Petitions Opposing Waste and Recycling Carts for PCC 180 and Other Townhouse Complexes

Received

Related to 4.5 and 5.3

Sherry Irwin, Townhouse Owner, Peel Condominium Corporation #180 (PCC 180), City of Mississauga, provided an overview of the issues of the residents of PCC 180 and other townhouse complexes regarding the waste and recycling carts. She stated that the townhouse residents support the Region's efforts to reduce and divert waste but they strongly oppose the conversion to carts for waste/garbage and recycling. Sherry Irwin advised that the townhouse owners are asking for permanent exemption from carts based on Peel's collection restriction criteria regarding limited storage and/or set out space and/or shared access or private (narrowed) roadways. She informed the Committee that the Region chose to communicate

planned conversion through the condominium property managers but no direct communication to residents from the Region occurred. Sherry Irwin requested that future communications on townhouses be also provided to residents in addition to property management and boards.

Councillor Fonseca expressed her support for the residents' concerns around the implementation of the townhouse conversion program. She stated that the Region of Peel should take a pause on the townhouse conversions; review the process of communicating the Region's waste programs and initiatives to townhouse complexes; and review the criteria process for multi-residential properties.

Item 4.5 was dealt with.

4.5. Townhouse Conversion Update

Received

Related to 3.2, and 5.1 to 5.13 inclusive

Councillor Mahoney suggested that staff enhance the Region's communication strategy and work closely with the residents to find solutions for the townhouse conversion program during the one-year hiatus.

Councillor Ras suggested that staff look at the townhouse properties on a case by case basis to determine which townhouse complexes would qualify for townhouse cart conversions.

Councillor Parrish suggested that staff look into the feasibility of reviewing older townhouse complexes that would not qualify for townhouse conversions and that could be permanently grandfathered under the old waste collection system.

Councillor Starr stated that deferral of the implementation of the townhouse conversion for a year would allow staff to review the process and present options and solutions to the Committee in the spring of 2019.

In response to Councillor Innis, Norman Lee, Director, Waste Management, stated that the implementation of the townhouse conversion will be suspended for a year and that staff would take into consideration the suggestions raised at the May 17, 2018 Committee meeting and work with the townhouse residents and property management. Results of the findings will be reported back to the Committee in April 2019.

Councillor Mahoney requested that the future report to the Committee include information regarding the current contractor's contract, an enhanced communication strategy and future implementation plan for the townhouse cart conversion.

Councillor Parrish stated that staff ensure the developers are aware of the Region's plans to divert waste at 100 percent and that the development plans be looked at carefully before these are approved by the Region and its local municipalities.

Councillor Starr requested that staff report back with information to review the building code proper storage requirements and design standards for multi-residential properties in coordination with local municipal planning departments.

Councillor Mahoney departed at 11:49 a.m., due to personal matters.

4. REPORTS

4.1. Let them Loose: Targeted Contamination Campaign (Oral)

Presentation by Erwin Pascual, Manager, Waste Planning; Amie Miles, Manager, Strategic Client Communications; and, Dennis King, Digital Specialist

Received

Erwin Pascual, Manager, Waste Planning; Amie Miles, Manager, Strategic Client Communications; and, Dennis King, Digital Specialist, Marketing and Communications, provided an overview of the Let Them Loose Pilot Project, an innovative approach to inform residents not to put their recyclables in tied grocery bags. For this marketing campaign, Regional staff focused on recyclables in grocery bags, as these materials cannot be sorted at Peel's Material Recovery Facility and end up in landfill. Regional staff implemented this marketing campaign starting in July 2017. Staff measured the business impacts and the shift in behaviour as a result of the campaign. The campaign used concise and simple messaging through the Region's digital channels including email, digital ads, social media, the Region's Waste website, website banners, the Contact Centres' wait/hold time recordings and a short instructional video on YouTube. Results of the digital campaign were immediately positive with 115,991 residents having visited the landing page, increased use of the Waste Sorter search engine on Peel's website, over a million views on the instructional YouTube video, reduced contamination by 800 tonnes and \$16,000 net benefit to date. Regional staff are optimistic that the impacts of the Let Them Loose campaign will continue even after the next marketing campaign is launched. The next campaign will instruct residents to keep foods and liquids out of the blue carts. In 2019, a broad resident awareness campaign will also be rolled out to raise resident awareness on proper set out.

Councillor Ras requested that staff provide short articles and links to the Let Them Loose video for inclusion on the Councillors' newsletters to inform their constituents about this initiative and similar upcoming campaigns. She also requested that proper placement of excess recycling bags be included as part of the communication to residents.

Councillor Parrish suggested that staff could take into consideration working with grocery stores to print a simple messaging on shopping plastic bags such as "do not use this bag for recycling" for the next campaign.

Councillor Starr suggested that staff could include future communication regarding use of blue recyclable bag as acceptable recycling material.

4.2. Resident Awareness Campaign to Reduce Contamination in Recycling and Organics Programs

Received

4.3. **Update on Textile Collection Pilot Projects**

Received

4.4. **Organics Collection Pilot at Multi-Residential Locations**

Received

4.5. **Townhouse Conversion Update**

This item was dealt with earlier in the meeting.

4.6. **Follow up on Delegation by Sean Rana, Bagez Product**

Received

5. COMMUNICATIONS

Councillor Innis requested that Regional staff respond to the townhouse residents and property managements that submitted petitions, listed as Items 5.1 to 5.13 inclusive on the May 17, 2018 Waste Management Strategic Advisory Committee agenda, regarding the Region's plan to suspend the implementation plan for townhouse conversion for a year, staff's intention to report back to Regional Council in April 2019 and copy the ward Councillors.

Councillor Ras requested that all other townhouse units currently on hold for conversion be notified of the subject implementation plan.

5.1. **Andrew Kryvonis and Natalja Oksa, on behalf of the Residents at Peel Condominium Corporation #231, City of Mississauga**, Letter dated March 23, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5 and 5.4

5.2. **James Fieldhouse and Laura Fieldhouse, on behalf of the Residents at Peel Condominium Corporation #203, City of Mississauga**, Letter dated April 2, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.3. **Sherry Irwin, Lynda O-Rourke, Gord MacLean, on behalf of the Residents at Peel Condominium Corporation #180, City of Mississauga,** Letter dated April 3, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 3.2 and 4.5

- 5.4. **Matthew Atkin, Property Manager, GSA Property Management, on behalf of the Board of Directors of Peel Condominium Corporation #231, City of Mississauga,** Letter dated April 5, 2018, Supporting the Petition in Opposition to Cart-Based Collection Program for Townhouses Submitted by the Residents of Peel Condominium Corporation #231

Received

Related to 4.5 and 5.1

- 5.5. **Andrew Szczotka, on behalf of the Residents at Peel Condominium Corporation #185, City of Mississauga,** Letter dated April 10, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.6. **Matthew Atkin, Property Manager, GSA Property, on behalf of the Board of Directors of Peel Condominium Corporation #189, City of Mississauga,** Letter dated April 24, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.7. **Matthew Atkin, Property Manager, GSA Property, on behalf of the Board of Directors of Peel Condominium Corporation #612, City of Mississauga,** Letter dated April 24, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.8. **Matthew Atkin, Property Manager, GSA Property, on behalf of the Board of Directors and Residents at Peel Condominium Corporation #23, City of Mississauga**, Letter dated April 26, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.9. **Joyce Kamel, on behalf of the Residents at Peel Condominium Corporation #175, City of Mississauga**, Letter dated April 26, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.10. **Matthew Atkin, Property Manager, GSA Property, on behalf of the Board of Directors of Peel Condominium Corporation #595, City of Mississauga**, Letter dated May 1, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.11. **Matthew Atkin, Property Manager, GSA Property, on behalf of the Board of Directors of Peel Condominium Corporation #576, City of Mississauga**, Letter dated May 2, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.12. **Paul Rennalls, President; Elizabeth Elysee-Collen, Peter Harris, Janet Parsons, Janet Richardson, Members, Board of Directors of Peel Condominium Corporation #176, City of Mississauga**, Letter dated April 23, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.13. **Matthew Atkin, Property Manager, Dawneen MacKenzie, President, Board of Directors, GSA Property Management, on behalf of the Residents at Peel Condominium Corporation #219, City of Mississauga**, Letter dated May 8, 2018, Providing a Copy of a Petition in Opposition to Cart-Based Collection Program for Townhouses

Received

Related to 4.5

- 5.14. **Chris Ballard, Minister of the Environment and Climate Change**, Letter dated May 7, 2018, Regarding Windup and Transition of the Existing Municipal Hazardous or Special Waste (MHSW) Program

Received

- 5.15. **Ministry of the Environment and Climate Change Brochure** titled "Ontario's Food and Organic Waste Framework", Climate Change Action Plan

Received

6. IN CAMERA MATTERS – Nil

7. OTHER BUSINESS – Nil

8. NEXT MEETING

The next meeting of the Waste Management Strategic Advisory Committee is scheduled for Thursday, July 5, 2018 at 11:00 a.m. or at the call of the Committee Chair.

9. ADJOURNMENT

The meeting adjourned at 12:16 p.m.