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copy*

THE CORPORATION OF THE CITY OF PORT COQUITLAM

ENVIRONMENTAL PROTECTION COMMITTEE

MINUTES

A meeting of the Environmental Protection Committee was held in the Council Chambers on Thursday, February 12, 1987 at 4:30 p.m..

Personnel in Attendance:

Alderman M.D. Gates, Chairman
Alderman M. Wright, P. Eng., Co-Chairman
T.M. Chong, P. Eng., Deputy City Engineer
Mr. D. Murphy of S.H.A.R.E. Society (present for Item 2)

CONFIRMATION OF MINUTES

Recommended:

That the minutes of the meeting of the Environmental Protection Committee held on Thursday, ~~February 12,~~ 1987 be taken as read and adopted.
January 15

Carried

ITEM 1: RECYCLING PROGRAM

The Committee discussed the letter dated February 9, 1987 which was forwarded by Mr. Murphy of S.H.A.R.E. Society to Council on the subject of recycling. Mr. Murphy was present during the discussions. In addition to providing further details on the proposed promotional program for recycling in 1987, Mr. Murphy asked the Committee to consider two items which were contained in the letter as follows:

- a. That the City of Port Coquitlam cost-share in the proposed 1987 promotional program for the recycling of newspaper in an amount of \$3,000.
- b. That the Mayor appoint an Alderman to work with S.H.A.R.E. in exploring the feasibility of multi-material recycling.

In considering item "a" above, the Committee was advised by T. Chong that it may be possible to obtain a grant from the GVRD for promoting recycling. However, one of the conditions of such a grant would be that the City match dollar for dollar the amount of the grant from GVRD. The Committee was also advised that the maximum amount of the grant from GVRD would be about \$2,000. The Committee noted that since the tangible benefits associated with the recycling of newspaper is the reduction in the refuse disposal costs to the City, any cost-share amount to be founded by the City to promote recycling should therefore come out of the City's refuse disposal expenditure account. The Committee finally recommended that \$2,000 be committed from the 1987 refuse disposal budget for the purpose of promoting recycling in the City and that a grant application be forwarded to the GVRD Recycling Committee for an amount of \$2,000 to match the City's funds for the same purpose.

[Signature]
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In considering item "b" above, the Committee decided that in lieu of one designated Alderman to work with S.H.A.R.E. in exploring the feasibility of multi-material recycling, at least one member of the Environmental Protection committee will attend future meetings on this subject. Mr. Murphy was requested to advise the Committee members of future meetings on this subject.

ITEM II: B.C. CONSERVATION FOUNDATION - PUBLIC AWARENESS SYMBOLS

The Committee discussed the letter dated January 27, 1987 which was forwarded by Mr. Robert Moody of the B.C. Conservations Foundation. The Committee supports the proposal made by the Foundation to paint fish symbols beside catch basins that discharge into fish-bearing watercourses. The Committee therefore recommended that Council approve the proposal of the Foundation subject to the City being indemnified from all claims which may arise as a result of their activities. The Committee also wishes to invite Mr. Barnard to make a slide presentation to Council when this item is being considered.

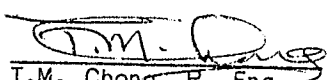
ITEM III: COQUITLAM RIVER CLEAN-UP BACKGROUND REVIEW


The Committee quickly reviewed the background correspondence on this matter. Alderman Wright stated that he will be in Ottawa on other business in two weeks time and that he is prepared to meet with Mr. Gerry St-Germain, M.P. to ascertain whether or not he has made any progress with respect to obtaining funds for an updated Consultant's study on the Coquitlam River.


ITEM IV: USE OF CHEMICALS IN FLOWER BEDS

Alderman Gates introduced this item and stated that the proposal to use chemicals in flower beds will be presented at the next Council meeting. The Committee then reviewed the minutes of the last Environmental Protection Committee Meeting when this subject was discussed. At that time, there was a number of questions raised concerning this proposal. These questions were referred to the Parks and Recreation Director. Alderman Wright asked whether or not the locations where chemicals are proposed to be used have been determined yet. This information was not available. The Committee instructed T. Chong to forward a memo to the City Administrator and the Parks and Recreation Director reiterating the questions which were raised during the earlier Committee meeting on this subject. In addition, the Parks and Recreation Director should be asked to provide a list of locations where chemicals are proposed to be used and to give the reasons as to why there is such an urgency to consider this item now.

The Meeting Adjourned at 5:45 p.m.


T.M. Chong, P. Eng.,
Deputy City Engineer/
Operations Manager


Alderman M.D. Gates,
Committee Chairman


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NOTE: Minutes not read and adopted by the Committee until certified correct by the Committee Chairman's signature.

cc Mayor and Aldermen
City Administrator
City Clerk
City Engineer



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2402 St. John's Street, Port Moody, B.C. V3H 2B1

Tel.: 931-2451

February 9, 1987

TO: MEMBERS OF COUNCIL

RE: PROPOSAL REGARDING NEWSPAPER RECYCLING

In response to the situation described in SHARE Enterprises report on recycling, SHARE Enterprises has drafted a strategy to improve the Newspaper Recycling program in Port Moody and Port Coquitlam. The key components of this strategy are:

- * Approach the Boy Scouts to have them deliver their newspaper to us. This would enable us to better monitor the amount of newspaper actually recycled as well as consolidate recycling in the area.
- * Expand the use of the Blue Bags as a promotional device. This would entail leaving Blue Bags at houses that are not currently participating in the program. IPI uses this technique in Burnaby and will be trying it on a pilot basis in Port Moody and Port Coquitlam. The cost is 20¢ a Blue Bag, with an estimated need for 8,000 bags a year (total cost = \$1,600.).
- * Distribute flyers every 3 months. This entails door-to-door delivery of 12,000 flyers. The estimated cost is 7½ cents a flyer, \$900. per distribution and \$3,600. per year.
- * We have talked to the two local newspapers, and they are willing to improve their coverage of the recycling program, starting in FEBRUARY.
- * We have initiated a School program which will entail class visits to all schools in Port Coquitlam and Port Moody. This began the first week of February.
- * Seriously investigate the possibilities of multi-material recycling (newspaper, glass and metal) in Port Moody and Port Coquitlam. We suggest that a member of Council be assigned to work with SHARE Enterprises in exploring the feasibility of this matter.

.../cont'd. 2

* THRIFT STORE * EMPLOYMENT & LIFESKILL TRAINING * RECYCLING * FOOD BANK *

SHARE ENTERPRISES: a division of Coquitlam SHARE Society

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*Apply for
multi-material
recycling. Look to
be successful.*

1 TGM #2.

TO: MEMBERS OF COUNCIL

- 2 -

February 9, 1987

Through the combination of the above actions, we are confident that a higher level of participation and tonnage can be achieved. However, there is a financial cost to most of the promotional activities. The revenues and costs of running the program make it very difficult for SHARE Enterprises to afford these added costs. This situation is common to most organizations running similar programs.


It is our opinion that it is appropriate that the municipalities play a more active part in the financing of the program. The municipalities and their residents receive the most immediate and tangible benefits from the program. Every ton of newspaper diverted from the waste stream saves the municipalities' residents \$27. Over the last 19 months, SHARE has removed over 1,384 metric tonnes from the waste stream of municipalities in School District #43. This converts into a saving of approximately \$37,368. to the local residents. This does not include other longer term benefits that accrue to society at large, nor does it include the benefits that result from use of the program as part of the employment training program of SHARE Enterprises.

In many parts of North America and B.C., municipalities accept a major role in financing recycling programs. This usually takes the form of a fixed fee for each ton of newspaper recycled (either a set sum - e.g. \$10. - or a percentage of the tipping fee - 33%). While many municipalities in the Lower Mainland are moving in this direction, recycling operators like SHARE must cope in the short run.

To address the immediate issue at hand, we would like to propose that the Municipalities of Port Coquitlam and Port Moody cost-share an expanded promotional program for the Newspaper Recycling program. The budget for the program is \$6,000. for 1987. We request that the two municipalities agree to cover 3/4 of the promotional budget; that is, \$4,500. (Port Moody = \$1,500. and Port Coquitlam \$3,000.). I would like to stress that we are not requesting a subsidy. Rather we request that the municipalities cost-share in a program from which they derive the most tangible financial benefits.

Thank you for your consideration in this matter.

Derek Murphy
Program Director



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DRAFT - FOR DISCUSSION ONLY

SHARE ENTERPRISES
REPORT ON
RECYCLING ACTIVITIES

February 5, 1987




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1. INTRODUCTION

1.1 PURPOSE OF THE REPORT

The purpose of this report is to make a preliminary assessment of the current SHARE Enterprises Recycling Program and to involve interested parties in the discussion over future directions for the Program. As this report will make clear, the Recycling Program is difficult to maintain and finance, though the problems do not appear insurmountable.

1.2 ORGANIZATION OF THE REPORT

This report was written by the staff of SHARE Enterprises, with assistance from 3 summer students who carried out a valuable survey of participation patterns of local residents.

The report includes the following points:


- * a review of the performance of the recycling program in terms of production statistics (tonnes per month, by zone); and participation rates and behaviour patterns of 1000 households in Port Moody and Port Coquitlam.
- * a financial overview of the finances of the current financial year, as well as projections for the coming financial year (April 1987 - March 1988).
- * an overview of how other municipalities organize and finance recycling activities. This section will concentrate on the recycling of ONP (old newspaper), though it will touch on the recycling of other materials (other papers, cardboard, glass and metals).
- * an examination of various options for developing the recycling program.
- * conclusions and actions recommended by staff.

There are two appendices which provide greater detail on the financial situation of SHARE Enterprises' Recycle Program in the current and forthcoming year.

Lastly, SHARE Enterprises invites constructive comments from all interested parties and from the community at large. Comments should be sent to:

SHARE Enterprises
2402 St. John's St.
Port Moody, B.C.
V3H 2B1

OR: Phone Derek Murphy at 931-2451.


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2. ORGANIZATION OF RECYCLING IN PORT MOODY AND PORT COQUITLAM

2.1 HOW THE CURRENT PROGRAM WAS DEVELOPED

SHARE Enterprises has been involved in a variety of recycling endeavours over the last 12 years. These recycling activities have taken place in those municipalities within School District #43 (Port Moody, Port Coquitlam, and Coquitlam, as well as Anmore and Belcarra). While the focus has usually been on recycling old newspaper (ONP), SHARE Enterprises has also recycled old corrugated cardboard and glass. The latter efforts proved less than successful and were abandoned in the spring of 1985.

The current recycling program is a result of efforts of four key players: SHARE Enterprises, International Paper (IPI), and the Municipalities of Port Moody and Port Coquitlam. In the early summer of 1985, the two municipalities contracted with IPI, a major regional recycler of old newspaper, to provide exclusive bi-weekly curbside pick-up of ONP for all single family residences. SHARE Enterprises was designated in the contract as IPI's agent responsible for the actual curb-side pick-up.


The District of Coquitlam declined an offer to participate in the curb-side program. Nonetheless, it should be noted that SHARE Enterprises still has close to 70 bins (mostly 45 gallon drums) in Coquitlam.

The motivations of the key players who initiated the current program are very distinct. Most straight forward is the position of IPI, which seeks to make a financial gain from the recycling program. The concern of IPI lies in access to a sizable and relatively stable source of ONP at a "reasonable" cost.

The municipalities became involved primarily out of a belief that the concept of recycling was of value in itself and should be promoted. In addition, the municipalities would benefit financially by not having to pay a dumping fee (currently \$27.) for ONP which would otherwise be disposed through its garbage removal service.

SHARE Enterprises' motivation for being involved was initially financial, wishing to make a profit which would then be used to support other community services. In addition, SHARE Enterprises also believes in recycling as a community service. More recently, SHARE Enterprises has used the recycling program as a training vehicle for young unemployed men. The training component aims at up-grading skills to the level of a professional truck driver with a class 3 license.

The contractual arrangement between the three parties concerns only the curbside program. There are no contractual arrangements concerning ONP collected by SHARE Enterprises through its bins. The agreement between IPI and the two municipalities


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is for five years. In return for dependable bi-weekly service, the municipalities grant IPI and their agent, SHARE Enterprises, exclusive right to pick up ONP from residential properties. There are no financial transfers or commitments between the municipalities and IPI or SHARE Enterprises. SHARE Enterprises is identified in the contract as IPI's local agent.

IPI has a contract with SHARE Enterprises to provide the actual curbside pick-up of ONP which is then delivered by SHARE Enterprises to IPI's plant in Surrey. The contract specifies a level of payment by IPI to SHARE Enterprises for each metric tonne of ONP delivered. The price is set at the "door rate" paid by IPI, though there is provision for a \$5. increase if SHARE Enterprises delivers more than 1,000 metric tonnes in any one year.


2.2 HOW THE CURRENT PROGRAM IS ORGANIZED

The curbside component of SHARE Enterprises' recycling program began on July 2, 1985 and has run concurrently with the bin component. The curbside program provides each household with a pick-up of ONP every second regular municipal garbage day. Since each municipality is organized into 5 zones for the purposes of garbage removal, this works out perfectly for bi-weekly pick-ups, using one vehicle (a 5 ton truck, with hydraulic lift).

To promote use of the curbside program, a Blue Bag is used as both a container and as a promotional device. The municipal garbage schedules also indicate the appropriate "Blue Bag" day. Lastly, leaflets have been distributed to every household in the two municipalities, in addition to other promotional activities.

The bins are picked up on an "as needed" basis, usually between twice a week and every two weeks. There are a total of 104 bins, mostly recycled 45 gallon drums. Pick-ups are made to co-incide as much as possible with the smaller curbside zones, thereby enabling one truck to carry out both components of the program.

Staff originally consisted of 1 full time driver and volunteers as swamper (mostly incentive - MHR - workers, and CSO's - court ordered community hours). The SHARE Enterprises office provides significant support in terms of telephone reception / PR, promotional activity, accounting, and planning. Since July 1986, a second full time paid staff position has been in existence. This staff person acts as a swamper and relief driver, and is critical in maintaining a reliable service. Lastly, the recycling program has increasingly been used as a job placement / training program, though funding for this aspect is short term and may be discontinued in the future. Trainees provide for a better service and free up some staff time for other promotional or organizational activities.


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It should be noted that there are a number of other organizations (both private and non-profit) collecting ONP in all three municipalities.

3. PERFORMANCE OF THE SHARE RECYCLING PROGRAM

3.1 PRODUCTION STATISTICS


Production levels of the recycling program are measured in terms of metric tonnes recovered per month, or average per day. From July 2, 1985 to Jan. 31, 1987, SHARE Enterprises recovered 1,384 metric tonnes, for an average of 72.8 tonnes per month.

Of the 1,384 tonnes recovered, over half (51.25%) came from Port Coquitlam. Port Moody provided 21.4%, and Bins provided 27.4%.

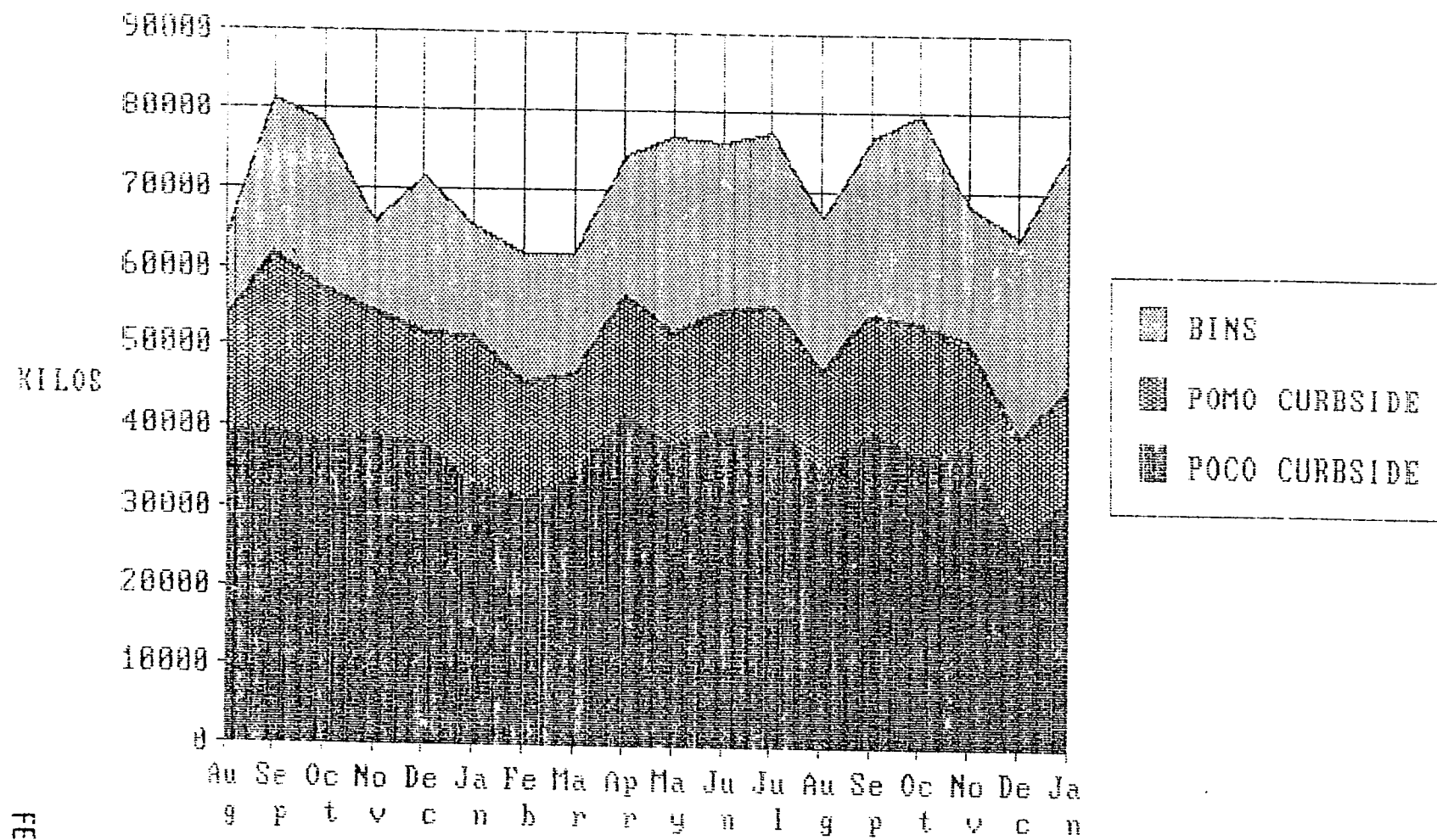
Graph 1 provides a graphic illustration of the total tonnage recovered monthly over the last 18 months. As can be noted, there is no clear trend line, though there are certain seasonal "soft spots". When one examines the breakdown of tonnage by source (Port Moody, Port Coquitlam, and Bins), there is a distinct drop in recoveries (about 20%) from Port Moody, which is offset by an increase in bin recoveries. Port Coquitlam has remained at a constant level.

Recoveries by Zone have varied dramatically, with some zones producing 3 to 4 times the amount of others. In particular, zones B, D, and E in Port Moody are very light. A partial reason for this lies in their size and lower participation rates. The percentage of houses participating every pick-up averages from 22% to 33% in Port Coquitlam. In Port Moody, participation rates have also fluctuated greatly from month to month, ranging from 21% to 32% (though there has been an increase in the latter half of 1986). Participation rates in zones D, E and especially B are far lower than the other two zones. Graph 2 provides an overview of household participation rates over the last 18 months. It is probable that changes in participation rates reflect seasonal factors, as well as promotional activity.

To summarize production statistics, recoveries have been relatively stable, though there has been a drop in actual recoveries from Port Moody (though participation remains constant).


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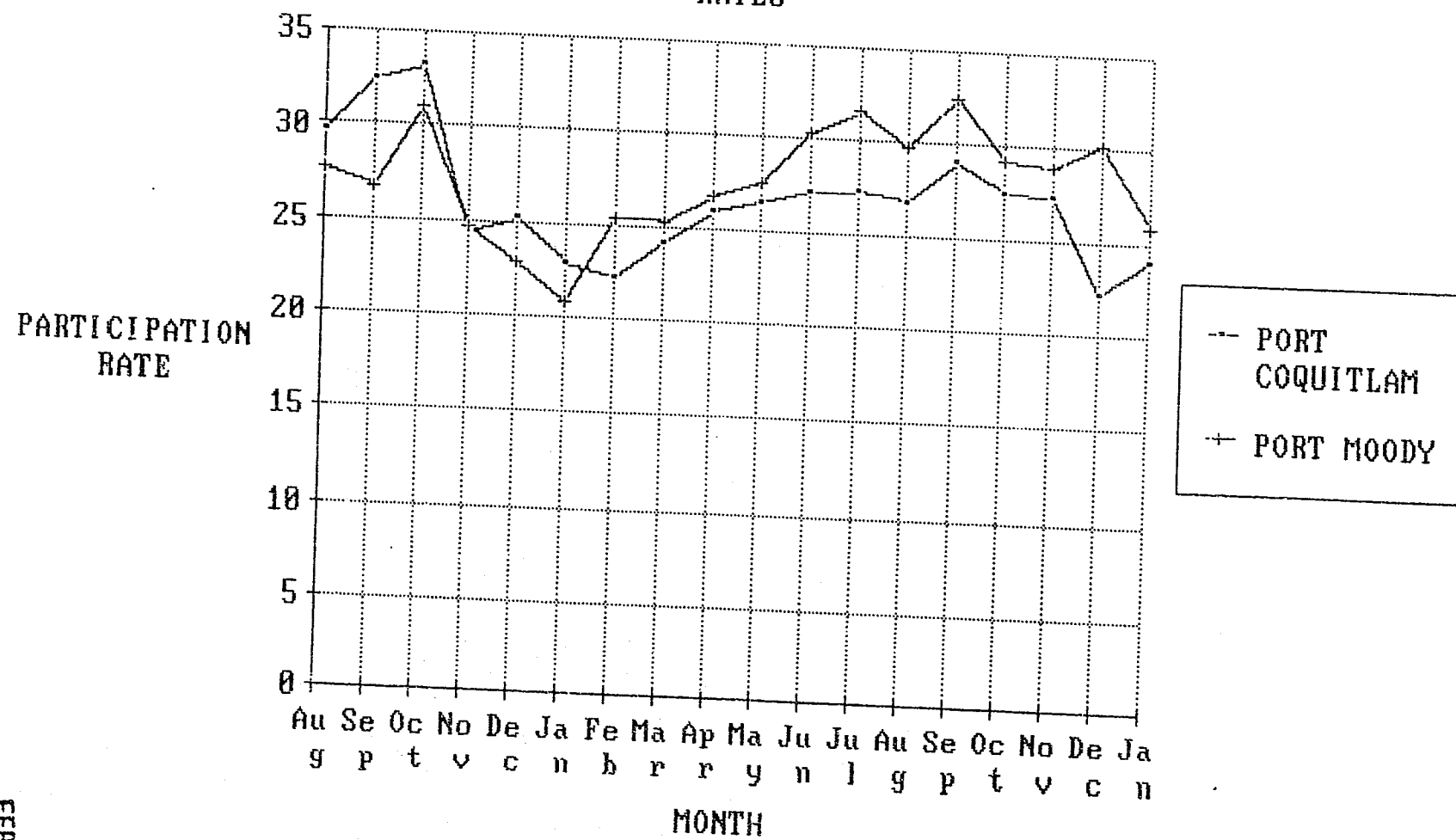
GRAPH 1 TOTAL TONNAGE BY MONTH



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GRAPH 2

MONTHLY PARTICIPATION
RATES



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3.2 RELIABILITY AND QUALITY OF SERVICE

One of the major concerns of all parties has been the reliability of service provided to households and apartments participating in the curbside and bin programs. Reliability of service can be broken down into two areas: number of days where no service was provided; and number of households missed during regular pick-up runs.

The recycle truck has only missed one day of operations, though on 2 occasions mechanical problems have resulted in zones not being completed. Considering the scale of operations, this is a reasonable track record for an 18 month period.

More contentious is the reliability of service during the actual pick-up runs. SHARE Enterprises receives complaints about ONP not being picked up on a regular basis. Most of these complaints result from people placing their paper out after the truck has already passed through their area. Sometimes people also place their Blue Bags in a spot where the swamper cannot see them. In either case, the number of calls on this issue have dropped significantly over the last 6 months. The staff at SHARE Enterprises do not feel that there is a problem in this area, though any staff turn over would probably have a negative effect.

Quality of service is difficult to gauge. The principal concern that has been expressed lies in Blue Bags not being replaced properly, or not at all. Part of the problem here lies in high turnover among swampers, who are mostly trainees and volunteers. Trainees are usually far more reliable. With the addition of a second staff person, control over this aspect has improved.

One problem that SHARE Enterprises has little control over, and which affects the perceived quality of service, is theft of ONP (as well as the Blue Bags). When this occurs, participating households complain that no Blue Bag is left. Theft also discourages future participation. Theft has been a problem primarily in 2 or 3 zones in Port Moody.

3.3 SURVEY RESULTS

As a result of lower than anticipated participation rates, a team of marketing students were hired to design and implement a survey to be used in evaluating the recycling program of SHARE Enterprises. The survey was conducted in the two municipalities where the SHARE curbside program operates (Port Moody and Port Coquitlam). The sample consisted of 1,000 households, 100 from each of the 10 recycling / garbage removal zones.


The students spent six weeks conducting the survey. Each zone took two days to complete, with one round from 9 a.m. to 5 p.m. and a second round from noon to 8:30 p.m.

The survey uncovered the following information:

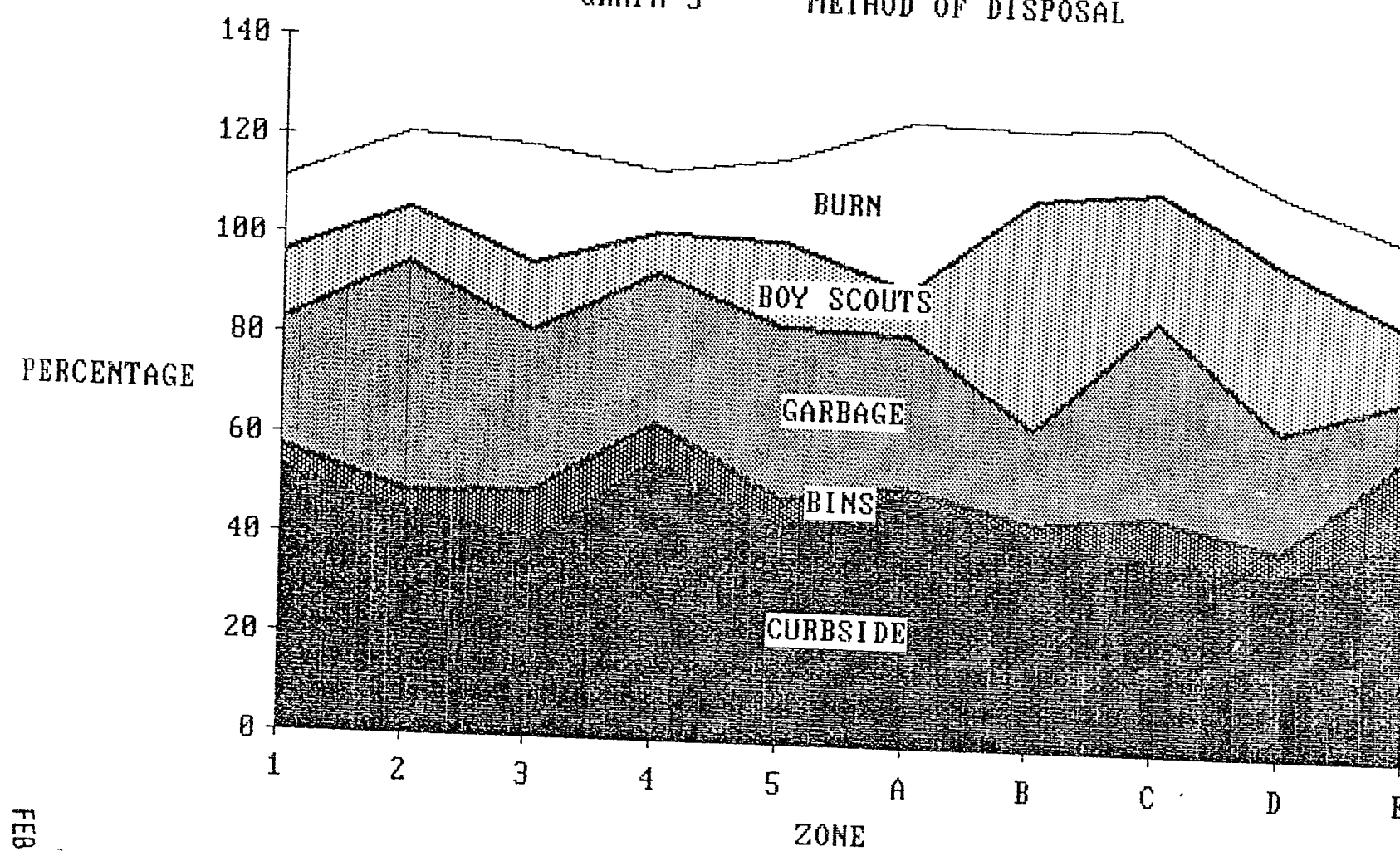
- * 80% of households interviewed had heard of the curbside recycling program.
- * 44.7% of households claimed to be participating in the curbside program, while another 6.9% used the SHARE bins.
- * Other methods of disposal of ONP included: Garbage (31%); Other community groups (18.8); Burn (17.6); (see Graph 3 for disposal methods by Zone).
- * Of those participating in the curbside program, 65.5% claimed to participate on a bi-weekly basis. 15.2% participate once a month, while 19.2% participate less than once a month.
- * Of participating households, 54.5% give all of their newspaper to the curbside program, and 22.8% give 75% or more of their paper. Less than 6% of participating households give less than 25% of their paper.
- * Contrary to our experience, the vast majority of households (83%) claim that adverse weather does not effect their participation.
- * Of those responding, the vast majority (89.5%) were satisfied with the Blue Bag method of pick-up.
- * The Blue Bag has been the most effective means of informing people about the program. Of those households aware of the program, 66.2% learned of the program through the Blue Bag. The next most effective means were the Municipal Garbage schedules (22.9%) and the local newspapers (22%). Door-to-door leaflets were how 11.3% learned of the program. (See Graph 4).

The data generated by the survey is informative in a number of ways. It indicates that participation rates are higher than indicated by the daily count of the truck driver. The reason for the difference between the daily participation rates recorded by the driver (around 28%) and the participation rates uncovered by the survey (44%) lies in the fact that many households do not participate on a bi-weekly basis, but rather put their paper out on an irregular basis. It is probably safe to say that approximately 50% of all households in the two municipalities participate in the SHARE recycling program, either through curbside or the SHARE bins.

The major "problem" identified by the survey is the high percentage of ONP being picked up by other groups, especially the Scouts. While this is not a problem for the community, it is a problem for SHARE Enterprises in so far as it needs to achieve a certain volume of ONP in order to survive financially.

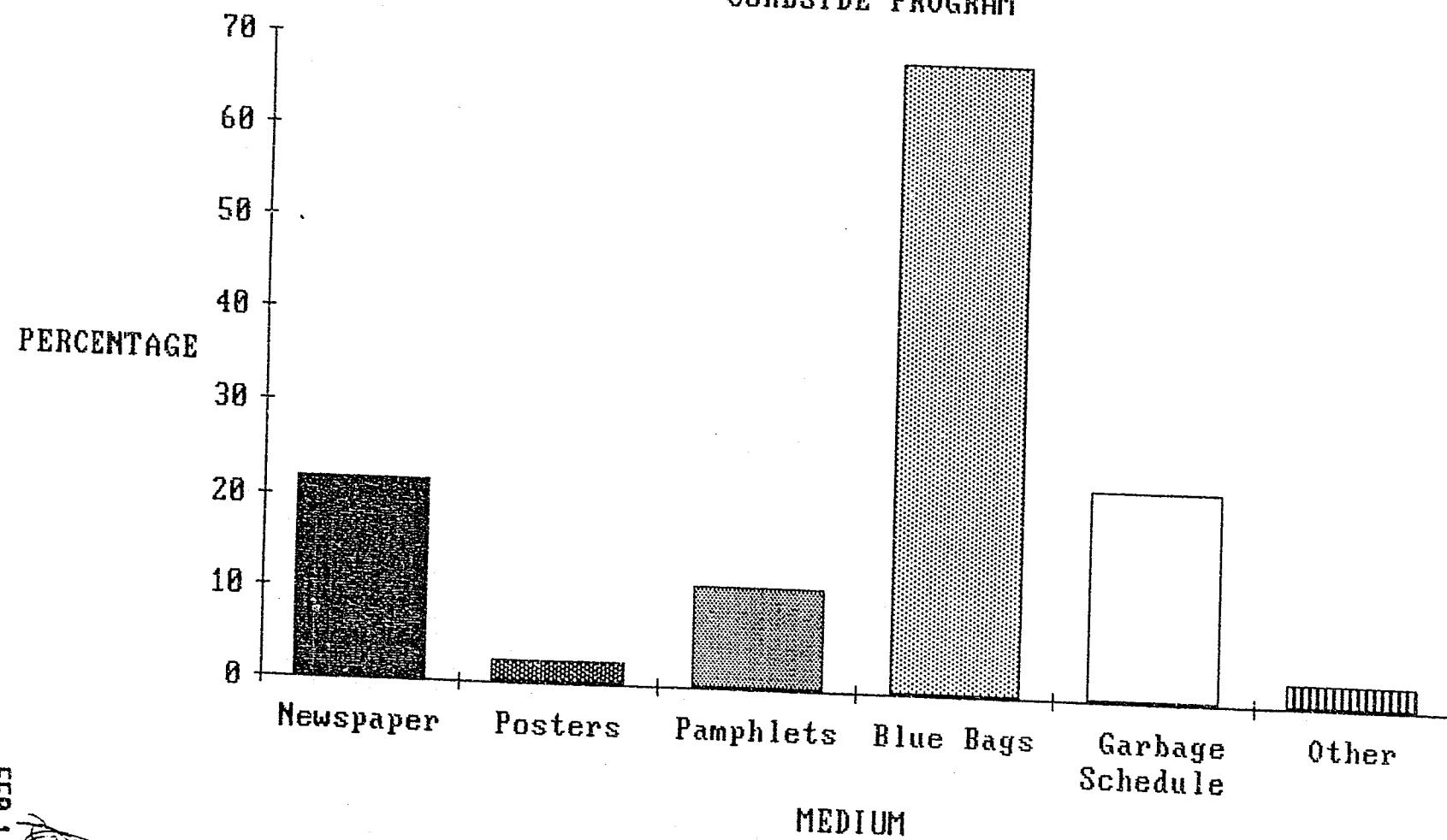

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GRAPH 3 METHOD OF DISPOSAL



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GRAPH 4 HOW PEOPLE LEARNED OF THE CURBSIDE PROGRAM



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One encouraging finding of the survey is that only 30% of households are throwing their ONP into the garbage. The rest are donating all or some of their newspaper. One factor which affects participation is the amount of newspaper that households receive. Households receiving either or both of the large regional papers (the Sun and the Province) tend to have higher participation rates (see Graph 5).

4. FINANCIAL ASSESSMENT OF THE SHARE RECYCLING PROGRAM

4.1 THE PAST YEAR (1986-7)

For financial year 1986-7, approximately 830 metric tonnes of ONP will have been recovered through SHARE Enterprises' recycling program. This recovery has financial implications for both the municipalities and SHARE Enterprises. The three municipalities have benefited from not having to pay tipping / dump fees which would otherwise have to be paid if the newspaper was placed into the solid waste disposal stream.

At the most simplistic level of analysis, it could be argued that over the last 12 months, Port Moody saved \$4,633, and Port Coquitlam saved \$11,629 (tonnes of ONP recovered through the curbside program, multiplied by the tipping fee of \$27.). This does not include ONP removed from the waste stream through the bins component (another \$6,143, divided among the three municipalities). A more realistic assessment of savings would recognize that part of the ONP recovered by the SHARE Enterprises' program would be recycled in other ways. It would not be unrealistic to assume that the SHARE Enterprises' program results in an increased recovery equal to 70% of the total ONP recovered at present. Using this assumption, it can be argued that Port Moody saves in real terms \$3,243, while Port Coquitlam saves \$8,140 per year. Again, this does not include savings from the bins component.

Given the above, it is apparent that the three municipalities (and Port Moody and Port Coquitlam in particular) obtain clear financial benefits from the program. Not included in this analysis are the longer term benefits that will arise out of an increased life of the existing municipal dumps.

The financial impact of the program on SHARE Enterprises is very different. Though recovery of ONP will have provided SHARE Enterprises with revenues of approximately \$48,638 for the financial year 1986-7, direct costs will be close to \$44,000. If administrative costs are allocated to the recycling program (\$4,400), there is a small deficit for the current year (see Appendix A). To summarize, the recycling program has been barely cost effective from SHARE Enterprises' perspective.

4.2 THE FUTURE (1987-88 AND BEYOND)

Assuming levels of recovery similar to the present, the municipalities will continue to reap real financial benefits from the SHARE Enterprises' recycling program. However, from SHARE Enterprises' perspective the prospects are not very promising. With the addition of a second staff person half way through the current year, next year's costs will be significantly higher. A preliminary analysis shows a projected deficit of \$3,313 (based only on direct costs and not including administrative costs - see Appendix B). Direct costs include replacement of Blue Bags and truck maintenance, but little in the way of promotions.

5. EXPERIENCES IN OTHER JURISDICTIONS

5.1 ORGANIZATIONAL

In other jurisdictions, curbside and bin ONP recovery programs are operated in a variety of ways and by different types of organizations. In some municipalities, private enterprises are the lead organizations (Burnaby, Richmond, West Vancouver, and North Vancouver). In many others, non-profit societies (Matsqui/Abbotsford, White Rock, Delta, Surrey) play the lead role. And lastly, a few are run by municipalities themselves (as Vancouver is proposing to do).

Curbside is the common form of recycling, though bins are more popular with those responsible for the actual recovery of solid wastes such as ONP. Bins are also far more cost efficient.

In most B.C. municipalities, curbside pick ups are almost all bi-weekly. Many use the Blue (or Orange) Bag as a promotional device. While most municipalities have some form of recycling for ONP, very few have formal recycling programs for other materials (such as glass and metals), though there is a great deal of informal activity in other forms of recycling and salvage. Multi-material recycling (especially through a curbside program) seems to be the direction that many municipalities hope to go. However, it remains to be seen how to accomplish this.

5.2 FINANCIAL ARRANGEMENTS IN OTHER JURISDICTIONS

The financing of recycling programs differs greatly by province and by municipality. In Ontario, most ONP recyclers receive a variety of financial support. In addition to provincial subsidies, most Ontario recyclers receive waste diversion credits, ranging from 1/3 of the tipping fee (Oshawa & Burlington), to the entire tipping fee (St. Catharines).

In the Lower Mainland, there are no municipalities that provide diversion credits, though grants and free rent are quite common. In Saanich and Kelowna, municipal grants are an important part of financing of local recycling programs. Because of the lack of proper funding (or the sharing of diversion benefits), a number of recyclers have folded over the last couple of years (e.g. Nanaimo). Those that survive have very tight financial situations. The issue of better funding for recycling programs has been brought up at the GVRD Waste Management Committee, but while the need for diversion credits or alternate financing is recognized, local Councils have yet to deal with the issue. The Delta Recycling Society is planning to go to Delta Municipal Council, proposing that it be granted full diversion credits in return for providing multi-material curbside recycling.

The GVRD has recently made a commitment to increasing the level of recycling in its municipalities. However, how this is to be accomplished has yet to be addressed. It is likely that this will be the focus of discussions over the next 2 years. In the meantime, those organizations providing recycling programs will have to struggle to survive.

6. FUTURE DIRECTIONS

6.1 ORGANIZATIONAL

The organization of the present ONP recycling program has proven reasonably reliable and cost effective (though costs and benefits are not equally shared among the key players). The experience of the last year has shown, however, that it is difficult to maintain high levels of participation. A continuous and multi-focused educational and promotional campaign is required.

One of the key problems in recycling ONP in School District #43 is the high level of competition from other groups (both profit and non-profit, as well as some illegal). While some other jurisdictions have the same problem (notably Burnaby), most recyclers in other municipalities do not have this problem. For SHARE Enterprises the problem is worst in Port Moody, where the Scouts and similar groups take over 30% of the ONP. One possibility, already being pursued, is for SHARE Enterprises to link up with these competitive groups, though it remains to be seen if a mutually satisfactory arrangement can be arrived at.

The other key question is that of multi-material recycling. While this seems to be highly desirable from a number of perspectives, its cost effectiveness is very questionable. However, the GVRD is interested in developing a pilot project which could possibly be located in School District #43. In addition, the experience of the Delta Recycling Society in developing such a service over the next year should be monitored.

6.2 EDUCATIONAL AND PROMOTIONAL

While the GVRD has had a school educational program for the last few years, it has been general in nature and not related to increasing participation in local recycling programs. SHARE Enterprises has begun an experimental school program in conjunction with the GVRD program in the local schools. This initiative will be monitored closely and hopefully expanded.

Promotional activities around the SHARE Enterprises recycling program has been erratic and should be expanded and improved. Use of the Blue Bags as a marketing tool with non-participating households is being considered (i.e. leaving Blue Bags at homes that are not presently participating). In addition, regular (every three months?) door-to-door flyers is a desirable option.

6.3 FINANCIAL


If SHARE Enterprises is to continue, improve and perhaps expand its recycling program, a better method of financing the program is necessary. There are three methods of improving the financial situation: higher prices for ONP paid by IPI to SHARE Enterprises; a diversion credit from the municipalities to SHARE Enterprises (equal to all or part of the tipping fees saved); and municipal grants. The latter is the least desirable, insofar as it is not related to performance and it places the recycler (SHARE Enterprises) in position of continually asking for "hand-outs". This is especially difficult given the grant policy of both Councils which strongly discourages grants.

The diversion credit option is the most desirable, because it addresses the issue of how the financial costs and benefits of the program are distributed. Diversion credits are a method of sharing the costs of an on-going program. Diversion credits also encourage greater productivity on the part of the recycler. While diversion credits are widely used in the rest of North America, they are rare in B.C. Therefore, use of diversion credits would require a higher degree of initiative on the part of the two municipalities (Port Moody and Port Coquitlam).

Without some form of cost sharing the costs of the recycling program, most of the new promotional activities will not be affordable. There is the risk that the program will slowly weaken and die.

7. CONCLUSIONS AND RECOMMENDATIONS

- a) Contingent on additional funding, promotional and educational activities in support of the recycling program should be expanded and improved.
- b) The municipal governments of Port Moody and Port Coquitlam should enter into a cost sharing arrangement with SHARE Enterprises and IPI. This arrangement should preferably take the form of a diversion credit. Any financial assistance should not be seen as a grant, but as a distribution of program costs and benefits.
- c) SHARE Enterprises and the municipalities of Port Moody and Port Coquitlam should explore the possibility of expanding into multi-material recycling, though this should be done carefully and in consideration of the cost effectiveness of such a program.



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Appendix A

SHARE ENTERPRISES

BUDGET FORECAST 1986-87: RECYC-ALL

	YEAR TO DATE	REVENUE PROJECTIONS						TOTALS
		OCT	NOV	DEC	JAN	FEB	MARCH	
PAPER	\$25,036	\$4,255	\$3,664	\$3,520	\$4,163	\$3,800	\$4,200	\$48,638
TOTAL	\$25,036	\$4,255	\$3,664	\$3,520	\$4,163	\$3,800	\$4,200	\$48,638
SALARIES	\$10,350	\$2,678	\$2,678	\$2,678	\$2,678	\$2,678	\$2,678	\$26,418
BENEFITS	\$299	\$187	\$187	\$187	\$187	\$187	\$187	\$1,424
RENT	\$300	\$50	\$50	\$50	\$50	\$50	\$50	\$600
TELEPHONE	\$170	\$50	\$50	\$50	\$50	\$50	\$50	\$470
VOL. EXP.	\$97	\$50	\$50	\$50	\$50	\$50	\$50	\$397
PROMOTION	\$297	\$100	\$100	\$100	\$100	\$100	\$100	\$897
TRAVEL	\$32	\$20	\$20	\$20	\$20	\$20	\$20	\$152
TRUCK-GAS	\$3,260	\$500	\$500	\$500	\$500	\$500	\$500	\$6,260
TRUCK-INS.	\$294	\$100	\$100	\$100	\$100	\$100	\$100	\$894
TRUCK-MAIN.	\$1,932	\$200	\$200	\$200	\$200	\$200	\$200	\$3,132
DEPREC.	\$1,200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
BINS	\$37	\$50	\$50	\$50	\$50	\$50	\$50	\$337
MISC. EXP.	\$225	\$60	\$60	\$60	\$60	\$60	\$60	\$585
TOTALS	\$18,493	\$4,245	\$4,245	\$4,245	\$4,245	\$4,245	\$4,245	\$43,966
SURPLUS/ DEFICIT	\$6,543	\$10	(\$581)	(\$725)	(\$82)	(\$445)	(\$45)	\$4,672
ADMIN COSTS	(\$2,400)	(\$400)	(\$400)	(\$400)	(\$400)	(\$400)	(\$400)	(\$4,800)
NET SURPLUS/ DEFICIT	\$4,143	(\$390)	(\$981)	(\$1,125)	(\$482)	(\$845)	(\$445)	(\$128)


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SHARE ENTERPRISES - 1987/8 BUDGET

Appendix B

SHARE ENTERPRISES

BUDGET FORECAST 1986-87: RECYC-ALL

REVENUE PROJECTIONS

	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	TOTALS
PAPER	\$3,800	\$4,200	\$4,400	\$4,200	\$4,200	\$4,400	\$4,400	\$4,200	\$3,800	\$3,800	\$4,000	\$4,200	\$49,600
TOTAL	\$3,800	\$4,200	\$4,400	\$4,200	\$4,200	\$4,400	\$4,400	\$4,200	\$3,800	\$3,800	\$4,000	\$4,200	\$49,600

EXPENDITURE PROJECTIONS

SALARIES	\$2,784	\$2,828	\$2,828	\$2,828	\$2,828	\$2,828	\$2,828	\$2,867	\$2,867	\$2,867	\$2,867	\$2,867	\$34,087
BENEFITS	\$195	\$198	\$198	\$198	\$198	\$198	\$198	\$201	\$201	\$201	\$201	\$201	\$2,386
RENT	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
TELEPHONE	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
VOL. EXP.	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$480
PROMOTION	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
TRAVEL	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$240
TRUCK-GAS	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
TRUCK-INS.	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
TRUCK-MAIN.	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
DEPREC.	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
BINS	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
MISC. EXP.	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$720
TOTALS	\$4,349	\$4,396	\$4,396	\$4,396	\$4,396	\$4,396	\$4,396	\$4,438	\$4,438	\$4,438	\$4,438	\$4,438	\$52,913
SURPLUS/ DEFICIT	(\$549)	(\$196)	\$4	(\$196)	(\$196)	\$4	\$4	(\$238)	(\$638)	(\$638)	(\$438)	(\$238)	(\$3,313)

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ITEM III

BRITISH COLUMBIA CONSERVATION FOUNDATION

(604) 533-2616

21481 - 24TH AVENUE, R.R. #14, LANGLEY, B.C. V3A 7R2

January 27, 1987

Mr. B. Kirk
City Administrator
City of Port Coquitlam
2272 McAllister
Port Coquitlam, B.C.
V3C 2A8


Dear Mr. Kirk:

The British Columbia Conservation Foundation is a non-profit organization dedicated to the preservation and enhancement of fish and wildlife habitats throughout the province. We are currently assisting the Provincial Ministry of Environment and Parks and the Public Involvement Program of the Department of Fisheries and Oceans Canada to establish a storm drain marking program in the Lower Fraser Valley.

This program entails painting a yellow fish symbol beside storm drains that discharge into fish-bearing waters. The attached print illustrates the symbol which is 12" long and is applied using yellow traffic-line paint and a template. A major feature of the program is that the marking will be done by public volunteer groups such as Boy Scouts, Girl Guides, Fish and Game Clubs, other community service groups, and individuals. Local schools, particularly those already involved in the Salmonids in The Classroom curriculum, will also have the opportunity to participate. The marking crews will be equipped with reflective safety vests and all crews involving children will have one or more adult supervisors. This extensive involvement of the public will hopefully increase their awareness of the importance of local streams to salmon and trout and develop a sense of commitment to maintaining the water quality of those streams.

In conjunction with the actual marking volunteers will also distribute brochures to local residences to inform the occupants as to meaning of the fish symbol beside storm drains. Hopefully, this will lead to a reduction in the incidence of materials such as motor oil, antifreeze, pesticides, detergents and other substances toxic to fish being disposed of down storm drains.

The program has already received endorsement by the Municipalities of Surrey and Langley, and we are anxious to expand the program north of the Fraser River. We are therefore requesting approval and endorsement from the City of Port Coquitlam to conduct a storm drain marking program within the city boundaries. We would appreciate if such approval could take the form of a motion of support from the mayor and council, followed by written authorization. We would appreciate your advising us of the procedures to follow to obtain such approval.


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We have prepared a 9 1/2 minute voice dubbed slide show that explains the program and relates it to the important economic and social roles that the fisheries resource plays in British Columbia. We would be pleased to present the show to council and/or other local government officials who may wish further clarification of the purpose of the storm drain marking program.

To get the program rolling we are hoping to obtain approval from local governments on the north side of the Fraser River by the end of February. Your early response would assist us in achieving that goal. If you have any questions concerning the program or suggestions as to how we might speed up the approval process please contact our project biologist, Mr. Tony Barnard, at 594-6752 or 584-8822. Your cooperation is greatly appreciated.

Yours sincerely,

BRITISH COLUMBIA CONSERVATION FOUNDATION

R Moody

Robert Moody
Executive Director

cc: Mr. Gary Taccogna, Community Advisor, DFO
Mr. Peter Caverhill, Fisheries Biologist, MOEP

BP
FEB 12 1987