
CITY OF KELOWNA

MEMORANDUM

Date: June 22, 2009
File No.: 5360-01
To: City Manager
From: Director of Civic Operations
Subject: Trash 2 Treasure

RECOMMENDATIONS:

THAT Council receive, for information, the report of the Director of Civic Operations, dated June 22, 2009 regarding Trash 2 Treasure event;

AND THAT Council request that a region wide event be considered for 2010.

BACKGROUND:

Council requested staff investigate the possibility of holding a Trash 2 Treasure event in Kelowna. This event and versions thereof occur in other municipalities in British Columbia. On an announced day residents are invited to place reusable items onto the curb and people are encouraged to pick up those products that they can reuse. At the end of the day, residents would then bring back into their homes those products that were not picked up. The goal is to reduce the amount of products that end up in the landfill.

Waste reduction education and events in the Central Okanagan are normally done on a regional wide basis. The Regional Waste Office was approached to consider this event and has provided the attached report. The report outlines a few concerns with hosting such an event that they believe warrant investigation before proceeding. Their recommendation is that an event be considered for 2010. It is also noted that the Waste Reduction Office is extremely busy at this time with the implementation of the new automated garbage, recycling and yard waste collection system as well as focusing on commercial recycling and garbage. They currently lack the resources to conduct investigation and educational support of a Trash 2 Treasure event if it were to be considered in 2009.

There have been some strong expressions of interest from members of Council to consider a pilot event that could occur in 2009. City staff has identified that through a combination of the Communications and Operations departments they could provide the public information to support a Kelowna only event in the fall if Council wishes to proceed in 2009. Costs are envisioned to be in the order of \$12,500 for the educational and staffing component which could not be supported from existing budgets. There are risks associated with cleanup costs if residents fail to return products to their homes plus the potential impact to non profits. Staff may have to report back for funding if there were significant cleanup costs. A pilot would help identify issues for consideration of the Regional

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Waste Reduction office when considering future similar events. Should Council wish to proceed on this basis the alternate recommendations are provided below.

INTERNAL CIRCULATION TO:

General Manager, Community Services
Communications Director
Utilities Services Manager
Regional Waste Reduction Supervisor

FINANCIAL/BUDGETARY CONSIDERATIONS: as outlined in the report

PERSONNEL IMPLICATIONS: To be carried out by Communications and Operations staff as necessary if the alternative recommendation is approved.

EXTERNAL AGENCY/PUBLIC COMMENTS: as outlined by report of the Regional Waste Reduction Supervisor.

COMMUNICATIONS CONSIDERATIONS: Significant communications through the media and city website will be needed to inform residents of the events and its requirements if Council approves the alternate recommendation.

ALTERNATE RECOMMENDATION:

THAT Council direct staff to implement a pilot Trash 2 Treasure Event in the fall of 2009,

AND THAT \$12,500 be allocated from City Council contingency to fund the pilot event.

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY

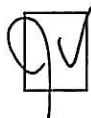
TECHNICAL REQUIREMENTS:

Submitted by:



Joe Creron
Director, Civic Operations

Approved for Inclusion:



John Vos, General Manager, Community Services

Enclosure



REPORT TO CITY OF KELOWNA COUNCIL

From: Peter Rotheisler, M.Sc., P.Ag.
Waste Reduction Supervisor
Regional Waste Reduction Office

Date: June 10, 2009

Re: Trash to Treasure Event

RECOMMENDATION:

THAT the Regional Waste Reduction Office complete a business case in order to evaluate which type of reuse event is most suitable for our region;

AND THAT the Regional Waste Reduction Office presents the results of the business case to the Central Okanagan Regional District Board and interested Member Municipal Councils;

AND FURTHER THAT the most suitable reuse event identified in the business case be launched in 2010.

RATIONAL:

Our research to date has identified several types of reuse event being offered throughout North America including:

Traditional Trash to Treasure: A one-day event where households are encouraged to put out useful items they do not want so others can pick them up free of charge. Currently, the Central Kootenay Regional District offers such an event. Several communities have cancelled this type of reuse event due to the clean-up issue described below.

Centralized Yard Sale: A one-day event where people are encourage to bring useful items they do not want to one or more central locations, such as parks or main street, where the items can be picked up free of charge or sold. Currently, City of Lloydminster, City of Hudson River, District of Summerland, and City of Coquitlam offer such an event.

Targeted Reuse Event: A one-day event where specific items are collected and redistributed at a central location. The list of items targeted for reuse would be based on items requested from community groups, individuals, and local businesses prior to the event. The list of items would likely change from event to event. The items gathered during the event would be distributed to those groups or individuals that established the list. Currently, City of Edmonton offers such an event.

Reuse Centre: A permanent facility where people can drop off and pick up items free of charge or for a fee. Currently, City of Edmonton and Fort Lauderdale offer such a facility.

Two of the more serious issues associated with reuse events, that will be considered in the business case include:

- How will each of the reuse event options impact the revenue and sustainability of local non-profit organizations or business that depend on getting free things that they can sell?
- How will clean-up after the event be done in a timely, low cost manner that does not result in illegal dumping and non-profits left footing the expense for clean-up?

BACKGROUND:

City of Kelowna staff requested that the Regional Waste Reduction Office assess the feasibility of a Trash to Treasure-type reuse event for 2009. A Trash to Treasure-type event was considered by the Waste Reduction Office in the past, however the potential for high clean up costs were thought to outweigh the benefits. In addition, as part of a refocusing our efforts on waste reduction and reuse, the Waste Reduction Office was planning on initiating a reuse event in 2010.



Peter Rotheisler, M.Sc., P.Ag.

Waste Reduction Supervisor

