

Memo



Date: March 5th, 2010
File: 5380-01
To: City Manager
From: Utility Services Manager
Subject: Trash 2 Treasure Event

Recommendations:

THAT Council receives for information the report of the Utility Services Manager, dated March 5th, 2010 regarding a Trash 2 Treasure event,

AND THAT Council considers the recommendation NOT to hold a Trash 2 Treasure event in 2010,

AND FURTHER THAT Council supports the recommendation by the Waste Reduction Office (WRO) to hold multiple reuse events as outlined in the attached report provided by the Regional Waste Reduction Office.

Background:

In June of last year City Council approved a recommendation that staff review the possibility of a region wide Trash 2 Treasure event in 2010. The launch of any reuse event such as Trash 2 Treasure was delayed in 2009 due to the roll out of the automated curbside collection program and to ensure sufficient research was completed on the overall benefits of such an event, recognizing that education and events associated with this type of initiative are best done on a regional wide basis.

The Waste Reduction Office (WRO) has now provided its research to city staff and other members of the regional waste technical advisory committee on the benefits of a Trash 2 Treasure event. This research has determined that Trash 2 Treasure events, where residents are encouraged to place reusable items at the curb so anyone can take them at no charge, represents a high risk to the community and to organizations that accept reusable items due to significant clean up efforts and costs at the end of the event. Examples from other communities suggest that these costs can range from \$80,000 to \$200,000. An additional burden can also be placed on local non profit organizations that are left with unmanageable quantities of useable items and garbage following the event. The research also suggests that this type of community service can best be provided by holding a series of multiple reuse events that address specific gaps in the reuse industry that may not otherwise be addressed through the Trash 2 Treasure approach at lower cost and lower risk to the community. As a result the WRO is proposing a number of reuse events for 2010 outlined in the attached report that includes:

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- 1) A reuse event that targets goods that are not typically considered as reusable.
- 2) A waste reduction week community yard sale.
- 3) Linking reuse groups with specific types of waste that is mutually beneficial.

The WRO has budgeted \$20,000 for these events, pending Regional Board approval.

Staff supports this approach and will work with the WRO through regular discussion at regional technical advisory committee meetings and assist where possible to promote this event within the community.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Communications Considerations:

Alternate Recommendation:

Submitted by:



D. Degen, Utility Services Manager

Approved for inclusion:



Director, Civic Operations

CC: Director, Communications and Media Relations
Regional Waste Reduction Supervisor



REPORT TO CITY OF KELOWNA

From: Peter Rotheisler, M.Sc., P.Ag.
Manager, Waste Reduction
Regional District of Central Okanagan

Date: February 23, 2010

Re: Regional Reuse Events

Kelowna City Council requested staff investigate the possibility of holding a Trash 2 Treasure (reuse) event in Kelowna. Due to the focus on the rollout of the automated curbside collection system in 2009 and to ensure sufficient research could be completed on the costs, benefits, risks and market gaps, the launching of a reuse event was delayed until 2010.

Numerous local reuse outlets already exist including:

- Free drop off and resale locations;
- Free collection of items;
- Free web and newspaper classifieds;
- Local flea markets; and
- Yard and garage sales.

These outlets target items that residents commonly think of as reusable and can be taken advantage of by all groups within the residential and commercial sectors.

Our objective is not to compete with existing services, provide a redundant service or promote the collection or marketing of goods that are not reusable.

Research over the last year has resulted in multiple reuse events planned for 2010. Each event targets a gap in the reuse industry, can be implemented at a low cost and presents a low risk to the community and local government.

Reuse events planned for 2010 are detailed below:

1. **Targeted reuse event.** This event is meant to target goods that are not typically considered as reusable and items that are not accepted by the existing reuse outlets such as keys, trophies, carpet, jars, bubble wrap, styrofoam peanuts, scrap fabric, onion bags, records, wrapping paper, flower pots, leather, and film containers. The Regional Waste Reduction Office will identify groups that seek these unusual or traditionally unmarketable items (i.e. establish a reliable market) and then organize a collection event where these items are dropped off by

residents and businesses. The event will be designed so that the groups that are seeking the items will be used to run the event. This event may be offered multiple times a year depending on the number of items that are identified by community groups. We expect that by offering this event and involving community groups and businesses that they will begin to hold their own events without the direct involvement of the Regional Waste Reduction Office.

2. **Waste Reduction Week community yard sale.** The purpose of this event is to encourage yard and garage sales throughout the Central Okanagan during a time of year when they are less common (October 23rd and 24th). The Regional Waste Reduction Office will encourage local residents to hold a yard/garage sale and request that they provide us with the following information:
 - types of items being sold;
 - times and days of operation; and
 - location.

With this information the Regional Waste Reduction Office will produce a list and map of garage and yard sales organized by location and the types of products for sale. The list and map will be promoted and made available to shoppers at no charge.

3. **Linking Reuse groups.** Not a specific event but a positive spinoff of organizing the targeted reuse event is linking groups with specific types of waste with groups that want the waste. This is something the Waste Reduction Office did passively in the past but by organizing targeted reuse events and regularly communicating with local community groups we will have a much more active role in linking groups with reusable waste with those that can reuse it. This will be done whenever possible and will reduce the items collected at the targeted reuse event to those that need to be collected from a large number of people throughout the region.

The Regional Waste Reduction Office has budgeted \$20,000 for these events, pending budget approval by the Regional Board. These funds will largely be spent on advertising and promotion of the events.

The original Trash 2 Treasure concept discussed by Council in 2009, where residents are encouraged to place reusable items at the curb so that anyone can come by and take them free of charge is not being recommended due to the high risk, to the municipality and organizations that accept reusable items, of incurring significant clean-up costs at the end of the event. The Corporation of Delta and the City of Surrey formerly held this type of an event and were left with clean-up bills as high as \$80,000 and \$200,000, respectively. The Regional District of Central Kootenay presently offers a Trash 2 Treasure event but are seeking ways of reducing the impact on local non-profit organizations that are left with unmanageable quantities of reusable items and garbage after the event.

The concept of offering a centralized location where residents living in multifamily dwellings can bring their household items for sale was also considered. This event would fill the spatial need of a multifamily resident and would be complimentary to the Waste Reduction Week community yard sale event. However, the risk of incurring significant clean-up costs and the issue of preventing professional flea market vendors and non-

multifamily residents has prevented us from offering this type of event at this time. We hope to identify ways of preventing these issues and offering this event during Waste Reduction Week in the future.



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

Manager, Waste Reduction