

SOLID WASTE AND RECYCLING

2022 ANNUAL REPORT





Burnaby is located on the ancestral and unceded homelands of the hə́h̓qəmi̓nə́m and Skwxwú7mesh speaking peoples.



CITY OF BURNABY

OUR PURPOSE

To create the city that we all want to live in and be in.

OUR CORE VALUES

We embrace **community, integrity, respect, innovation** and **passion** as our core values and principles that guide our actions and decisions.

OUR LONG TERM GOALS

PEOPLE

Empower happy, engaged and committed staff

We hire, develop and support staff to connect to our purpose and values. Our people have the tools and skills to do high-quality work, and the confidence and trust to work together, take risks, and dream big.

CUSTOMERS

Provide industry-leading and innovative customer experience

We find new ways to make it easier for residents and businesses to get things done. We remove barriers, listen to internal and external customers and make each interaction a positive experience.

COMMUNITY

Create vibrant communities

We build communities that inspire people to live their best lives. We build a city that is sustainable, inclusive and livable.



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1.0 INTRODUCTION AND HIGHLIGHTS

The Solid Waste and Recycling division of Burnaby's Engineering Department is responsible for planning, implementing and operating a wide range of waste management services across the city including:

- » solid waste collection
- » green waste collection
- » recycling collection
- » Eco-Centre operation
- » litter pickup
- » large item pickup program
- » abandoned material removal
- » waste diversion education
- » related bylaw enforcement
- » community outreach services

Burnaby's solid waste management and recycling program integrates the principles of waste reduction, environmental preservation, public participation and worker safety. The City provides service to several sectors, including single and two-family households, multifamily buildings, and industrial/commercial/institutional/civic facilities.

2022 marked the first full year of eased COVID-19 pandemic restrictions, and a return to pre-pandemic garbage and recycling behaviour from the public. The increased amounts of garbage and recycling material we processed through the residential collection system at the height of the pandemic have since subsided. Throughout this "return to normal", we've maintained strong waste diversion results, expanded services at the Eco-Centre, and continued to seek opportunities to improve waste management performance.

This annual report provides an overview of the City's waste management system, including an outline of the programs and services we'll be implementing in 2023 and beyond to achieve our future waste diversion goals. Single-family, multifamily and commercial/institutional waste diversion (recycling/green waste collection) and disposal (garbage) volumes are shown from program inception year to 2022 to illustrate waste trends.



Highlights from our 2022 work plan included:

- » launching the City's new Kitchen Catchers Program which provided each household serviced by the City with a conveniently-sized plastic receptacle for in-home collection of food scraps. (Note: this program will further encourage food scraps diversion into the Green Bin for all customers, especially our multifamily clients who are often located further from a larger communal Green Bin.)
- » receiving the 2022 Leader in Sustainability Award from Call2Recycle for diverting 22,329 kg of batteries to the recycling program
- » installing 20 additional SilverBox™ recycling stations in outdoor park facilities to provide users with increased recycling options
- » expanding the number of categories accepted for recycling at the Eco-Centre to include light bulbs, thermostats and electronics
- » enhancing the Eco-Centre's exposure in the greater community through participation in the Metro Vancouver regional recycling network
- » hosting neighbourhood cleanup events in each of Burnaby's four quadrants
- » building on past successes in our Neighborhood Cleanup Program to support volunteers interested in helping clean up litter along City boulevards and streets
- » adding a new regular full-time Environmental Services staff position to support our growing environmental education and outreach programs
- » continuing to work on bear-resistant steel container bin toppers and cart latches for both multifamily and single-family properties in the designated Bear Area
- » receiving another \$128,000 in program incentive bonuses from Recycle BC for demonstrating high diversion rates in the residential curbside collection program
- » achieving recognition for our Eco-Centre reaching BC's highest levels of drop-off volumes for materials like donated clothing, used oil, and household batteries
- » developing a recycling education presentation specifically for new Canadians and residents to Burnaby. (Note: the presentation was delivered to participants through collaboration with immigration services programs such as LINC and SUCCESS.)
- » revising Greentree Village collection to follow the existing Wednesday schedule for the surrounding area. (Note: this adjustment provided better opportunities to observe public holidays and to reduce the number of collection trucks required.)



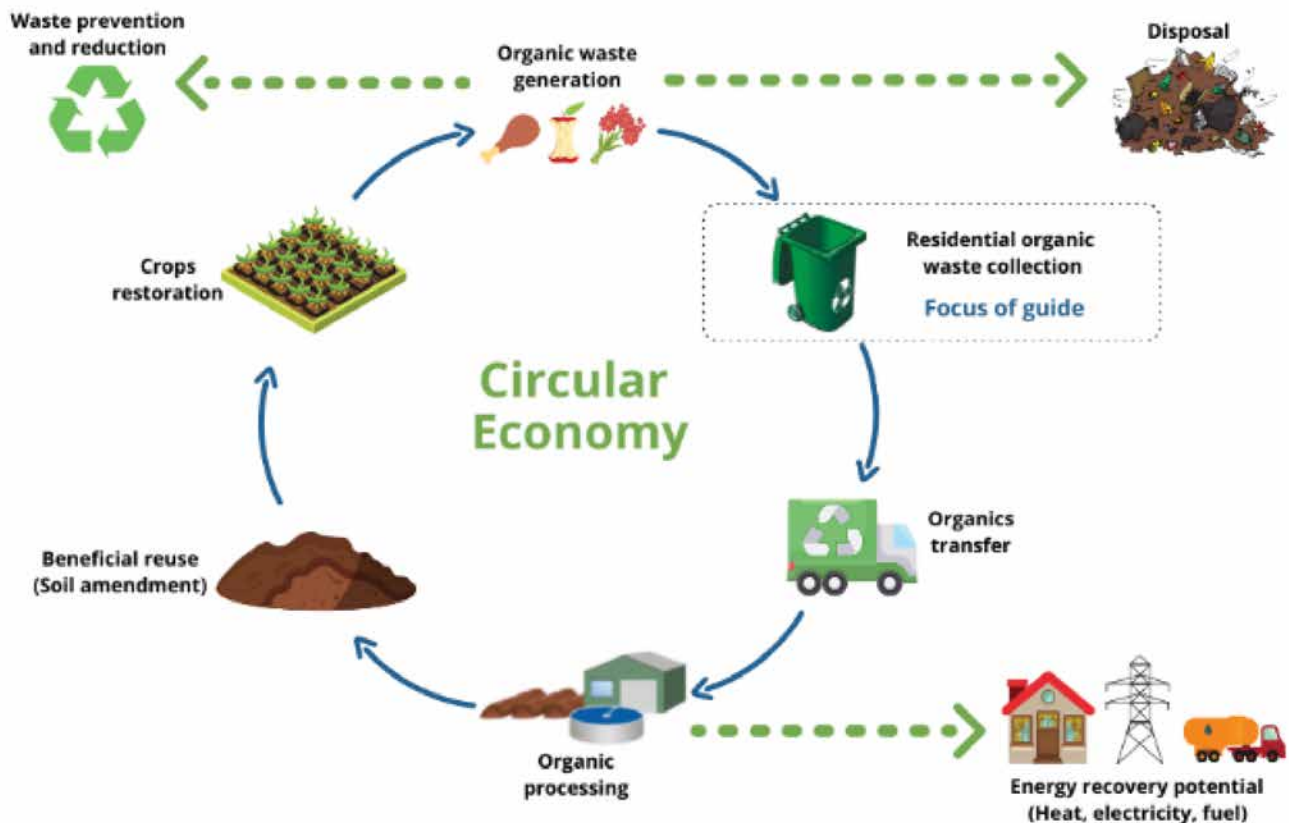


2.0 POLICY

Regional Waste Management System

Burnaby is one of 21 member municipalities that coordinate with Metro Vancouver on the solid waste initiatives shaping our regional waste management system. Metro Vancouver, with the participation of its member municipalities, developed the regional [Integrated Solid Waste and Resource Management Plan \(ISWRMP\)](#) which was approved by the provincial Ministry of Environment in 2011.

Metro Vancouver has since initiated the process of updating the ISWRMP to ensure the plan remains current in guiding the needs of the region. The updated plan is anticipated to build off the success of the current ISWRMP while accelerating waste diversion, reducing GHG emissions, and promoting a circular economy. A circular economy is a model where materials and products are produced and consumed and then, instead of becoming waste or pollution, are recycled, repaired and reused for as long as possible.



Ministry of Environment and Climate Change Strategy, Government of British Columbia
Best Management Practices for Curbside Collection of Residential Organic Waste, page 7

Federal and Provincial Initiatives

The Canadian Council of Ministers of the Environment (CCME), which includes participation from Canada's federal, provincial and territorial governments, have adopted a Canada-wide Action Plan on Zero Plastic Waste. This plan will help reduce plastic pollution, create economic opportunities to recover the value of used plastics and achieve the goal of zero plastic waste by 2030.

The Canada-wide Action Plan on Zero Plastic Waste was announced in two phases with six priority action areas for each phase.

[Canada-wide Action Plan on Zero Plastic Waste Phase 1](#)

[Canada-wide Action Plan on Zero Plastic Waste Phase 2](#)

Phase 1

1. extended producer responsibility
2. single-use and disposable products
3. national performance requirements and standards
4. incentives for a circular economy
5. infrastructure and innovation investments
6. public procurement and green operations

Phase 2

7. information exchange and awareness
8. management of waste from aquatic activities
9. fishing and aquaculture
10. capture and clean-up
11. research
12. global leadership

Canada continues to work through both phases of the Zero Plastic Waste Agenda, working with all levels of government, industry and other stakeholders. On June 20, 2022, the Government of Canada announced single-use plastics prohibition regulations. These new rules will prohibit the manufacture, import and sale of six categories of single-use plastics: checkout bags, cutlery, plastic foodservice containers, stir sticks, ring carriers and straws.*

To provide businesses in Canada with enough time to transition and to deplete their existing stocks, the regulations will enter into force through a phased approach between December 20, 2022 and Dec 20, 2025:

- » Starting on December 20, 2022, a prohibition on the import and manufacture of single-use plastic checkout bags, cutlery, foodservice containers, stir sticks and straws came into force. The prohibition on the sale of these items will come into force in December 2023.
- » Beginning in June 2023, the manufacture and import of ring carriers for beverage cans in Canada will be prohibited, and the sale of these items will be prohibited in June 2024.
- » As of June 2024, the sale of flexible straws packaged with beverage containers will be prohibited.
- » By the end of 2025, Canada will also prohibit the manufacture and import, for the purposes of export, of all six categories of single-use plastics, making Canada the first among peer jurisdictions to do so internationally. These phased timelines recognize the complexity associated with retooling manufacturing lines for these products.

*(some exclusions under certain conditions).

To meet Canada's per-capita waste reduction goals of 30% by 2030 and 50% by 2040, the CCME updated the criteria used to assess and prioritize specific types of waste. This process identified priorities based on:

- » prevalence: the volume of these categories entering the waste stream
- » harm: the consequences of these products entering the waste stream to wildlife and their habitats
- » recyclability/damage to infrastructure: the relative ease with which items in a category can be processed by existing recycling capabilities

Not included on the assessment were those single-use disposable plastics (SUDP) already included in the federal ban. Products and materials which are more prevalent, cause more harm, and are more difficult to recycle were deemed higher priorities that might require new policies and actions to properly address.

Provincially, the Ministry of Environment and Climate Change Strategy continues to work on the [CleanBC Roadmap to 2030](#). CleanBC aims to reduce greenhouse gas emissions by keeping recyclable materials, food and organic waste out of landfills, and by supporting the capture of landfill gases. Public consultation on the [CleanBC Plastics Action Plan](#) concluded in 2022. The province is expecting to publish a *What We Heard* summary report in early 2023.

The current Plastics Action Plan is proposing action in four connected areas:

1. enacting bans on single-use packaging
2. dramatically reducing single-use plastic in landfills and waterways
3. increasing recycling return of plastic bottles and beverage containers
4. reducing overall plastics waste

Recycle BC continues to work with the Province to expand the list of materials eligible for Blue Box recycling, which will keep more plastics out of the waste stream and in line with CleanBC Plastics Action Plan.

New Blue Box (curbside collection) items

- » plastic plates, bowls and cups
- » plastic cutlery and straws
- » plastic food storage containers
- » plastic hangers
- » plastic-lined paper plates, bowls and cups
- » aluminum foil
- » aluminum-foil baking dishes and pie plates
- » metal storage tins

New depot-only (drop-off) items - flexible plastics

- » plastic sandwich and freezer bags
- » plastic shrink wrap
- » flexible plastic drop sheets and covering
- » flexible plastic bubble wrap
- » plastic shopping bags

Accepting more items will continue to make it easier for people to divert plastics out of the garbage, and into the proper recycling facilities. As technology improves and collection systems and facilities become more capable, our recyclable items list will continue to expand. The CleanBC Roadmap to 2030 will continue to lay the groundwork for funding, innovation and capability for the future.



3.0 PROGRAMS AND SERVICES

Burnaby's in-house collection services have been integral to the City's Solid Waste and Recycling Program for over 30 years. The programs and services we provide are made possible by a team of approximately 140 staff members and a fleet of 78 vehicles, with our office team and field crews working together to meet the changing needs of the community.

3.1 Curbside Collection Program

The curbside collection program collects waste and recycling materials from three sectors: single-family, multifamily, and industrial/commercial/institutional. Our multi-stream recycling collection program (blue for mixed containers, yellow for mixed paper, and grey for glass jars and bottles) supports some of the lowest contamination rates in Metro Vancouver

through Recycle BC's residential printed paper and packaging recycling program. Our Green Bin Program accepts food scraps, yard trimmings and leaf debris to be processed into valuable compost at a City-contracted facility. Garbage is collected and transported to a Metro Vancouver facility for disposal or incineration.

	Single-family	Multifamily	Industrial, commercial and institutional
Property type	Houses, duplexes and row-houses	Condos, apartments and townhomes	Businesses, religious buildings and educational establishments
Customers	33,964 households	40,511 households	564 contracts
Equipment	15 automated trucks 16 recycling trucks 1 rear-loading truck 1 container delivery van	7 front-loading trucks 5 recycling trucks 2 rear-loading trucks 8 jitney trucks	
Receptacles provided	Garbage bin (120L, 180L, 240L, 360L) Recycling - blue boxes, grey boxes, yellow bags Green bin (180L, 240L, 360L)	Garbage containers (1, 3, 4 and 6 yards) Recycling Blue, yellow and grey (240L, 360L) Cardboard containers (3, 4 and 6 yards) Green bins (240L, 360L)	
Collection frequency	Recycling and green bins collected weekly Garbage collected every other week	Recycling and green bins collected weekly Garbage collected 1-2 times per week	

3.2 General Services Program

The General Services Program is responsible for the City’s Large Item Pickup Program, litter and public space collection and abandoned waste collection. The General Services Program utilizes two rear-loaders for large item collection and abandoned waste collection, four 2-tonne flat deck trucks for curbside mattress and appliance collection, three split-body trucks for public space recycling and waste collection, and two small-size and two full-size pickup trucks for litter collection.

Large Item Pickup

In addition to weekly recycling and waste collection services, residents can request special pickups for large items like mattresses, appliances and couches.

The Large Item Pickup Program continues to be one of our most popular programs, which is much appreciated by residents for being provided at no charge and accommodating up to three items per pickup. Residents can request this service by phone or through a new online form. In 2022, over 11,220 online requests were submitted, making the Large Item Pickup form the most popular form on the City’s website. To support the regional disposal ban on mattresses, the City collects and diverts all mattresses to two recycling facilities contracted by the City. Two separate facilities were selected to ensure both clean and soiled mattresses can be properly recycled.

	2022	Change from 2021
Mattresses and boxsprings	16,565	45% increase
Large items	12,538	1% increase
Appliances	6,494	9% increase

Streetscape Recycling and Waste Collection

Littering, a common issue in dense, urban areas like Burnaby, detracts from the beauty of our natural environment and streetscape. To prevent littering, the City has made it easier to properly dispose of garbage and recycling in public by installing 474 waste receptacles on major arterial roads, at bus stops and in heavy pedestrian traffic areas. The litter collection fleet empties these receptacles on a regular basis and picks up litter on the streets and boulevards.

To encourage recycling in public places, the City entered into an agreement with Creative Outdoor Advertising in 2010 to supply the City with three-stream SilverBox™ receptacles — one for waste, one for paper recycling and one for container recycling. The project came at no additional cost to the City, with Creative Outdoor supplying and maintaining the bins. In return, Creative Outdoor Advertising has rights to the advertising space on the front and back sides of the rectangular bins, with a percentage of revenue payable to the City. A percentage of the total units is also allocated for City advertising. Several SilverBox™ receptacles currently have City-branded posters to support our Climate Action Framework by emphasizing the “Reduce, Reuse, Recycle” message. In 2022, there were a total of 364 SilverBox™ receptacles throughout the City. Streetscapes diversion rate in 2022 increased to 29%, with 176 tons of garbage (15% increase) and 72 tons of recycling (44% increase) collected.

Abandoned Material Service

Large items like old mattresses, couches and appliances are commonly abandoned and found on roadsides in Burnaby. Abandoned items collection crews are dispatched when these items are found by staff, or in response to complaints from residents. In 2022, the City received 4,700 (a 2% increase from 2021) service requests for abandoned items, general litter and illegal dumping.

Crews responded to six special clean-up events for large encampments before work was put on hold after the tragic attack of a Burnaby RCMP officer. Development of new clean-up procedures is well underway to ensure this work continues to be performed in the safest and most respectful way.

In an effort to combat illegal dumping in Burnaby streets and lanes, residents in neighborhoods that historically experience a high frequency of dumping activity received a letter about the Large Item Pickup Program that encouraged them to report abandoned materials in their area. In 2022, the City proactively sent 898 letters to residents in such areas, which may have contributed to the increase of requests for large item pickup. Towards the end of 2021, we acquired a mobile camera unit to place near illegal dumping hotspots on city streets and lanes. Our 2022 data confirms that this camera is a useful tool in deterring illegal dumping near the unit location.



3.3 Burnaby Eco-Centre

The Burnaby Eco-Centre is the foundation of the City's Waste Diversion Program. It functions as both a true one-stop drop-off spot for residents, and as a central transfer facility for green waste collected by the City.

Operated by City staff, the Eco-Centre has always been on the frontline of new recycling initiatives. It was the first place in Burnaby to offer collection of household batteries and electronics prior to the introduction of provincial Extended Producer Responsibility (EPR) programs, and initiated pilot programs for the collection of used cooking oil and Styrofoam™, both of which are now permanently accepted.

The City continues to partner with several recycling stewardship agencies and local charities to offer free recycling and donation drop-off, including:

- » Recycle BC
- » Product Care
- » Call2Recycle
- » BC Used Oil
- » Major Appliance Recycling Roundtable
- » Encorp Pacific (Canada)
- » BC Children's Hospital
- » Diabetes Canada
- » Salvation Army



Accepted Materials at the Eco-Centre

Extended Producer Responsibility (EPR)

- » newspaper, magazines, mixed paper (including phone books)
- » cardboard
- » large appliances
- » glass jars and bottles
- » tin and aluminium cans
- » plastic film
- » flexible plastic packaging
- » household and automotive batteries
- » household paints, solvents, gasoline and pesticides
- » used motor oil, oil containers and filters and antifreeze
- » Styrofoam™ (white and coloured)
- » small appliances
- » power tools
- » smoke detectors
- » light bulbs
- » thermostats
- » electronic devices and electronic toys
- » batteries

Donations

- » clothing
- » books
- » cell phones

Miscellaneous

- » scrap metal
- » newspaper, magazines, mixed paper (including phone books) (commercial non-Recycle BC)
- » cardboard (commercial non-Recycle BC)
- » used cooking oil
- » propane and butane tanks
- » hard plastics

Green Waste

Burnaby residents may drop off one load of green waste (100 kg or less) per day at no cost. Larger loads of green waste (yard trimmings) can be dropped off at the facility for \$107/tonne. In addition to dropping off recyclables and green waste material, residents can purchase backyard composters and rain barrels through the Eco-Centre. In 2022, Burnaby residents purchased 83 composters and 27 rain barrels.

EPR is an approach to recycling that puts the responsibility of the life cycle of the products sold back on the producers, i.e. manufacturers, distributors and retailers. This includes the collection by curbside or depot and usually forming an agency who will operate that recycling program.

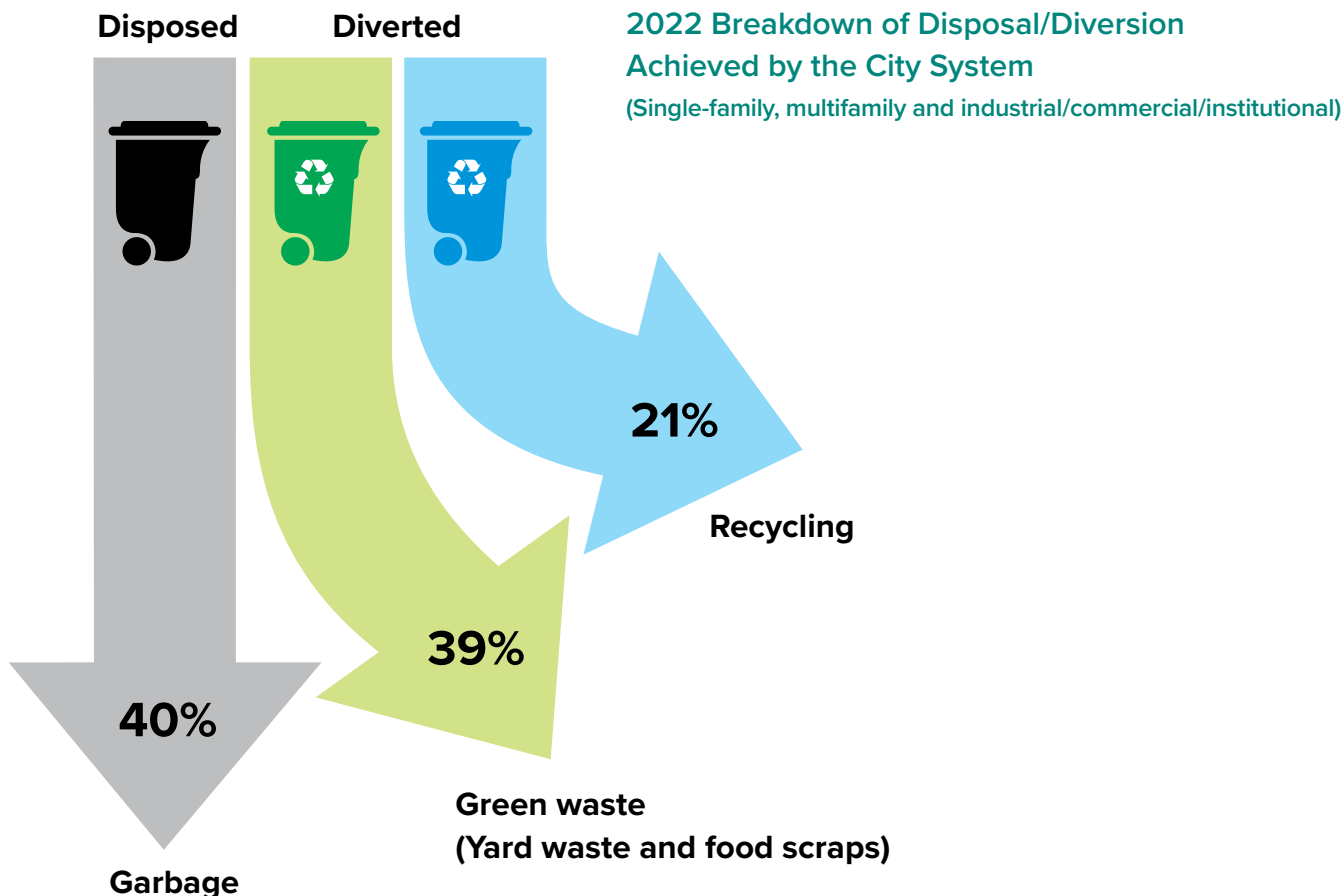




4.0 PERFORMANCE

Performance in 2022 returned to pre-pandemic levels. The City collected approximately 69,471 tonnes of garbage, green waste and recyclables generated by Burnaby residents and businesses. This total represents a 3% (1,821 tonne) reduction in the total waste produced from the previous year! As most of the pandemic restrictions were relaxed in 2022, waste and recycling generation rates appear to be returning to more predictable levels.

The diagram below illustrates our 2022 disposal versus diversion rates. The volume of garbage collected continues to reduce year-over-year. However, this positive note is offset by the fact that the volume of both green waste and recycling also decreased last year. The City's overall diversion rate fell from 61% in 2021 to 60% in 2022. This diversion reduction was also noted at the Eco-Centre, where the volume of scrap metal, commercial cardboard, mixed paper and green waste drop-off was also below 2021 levels.



4.1 Single-family Diversion

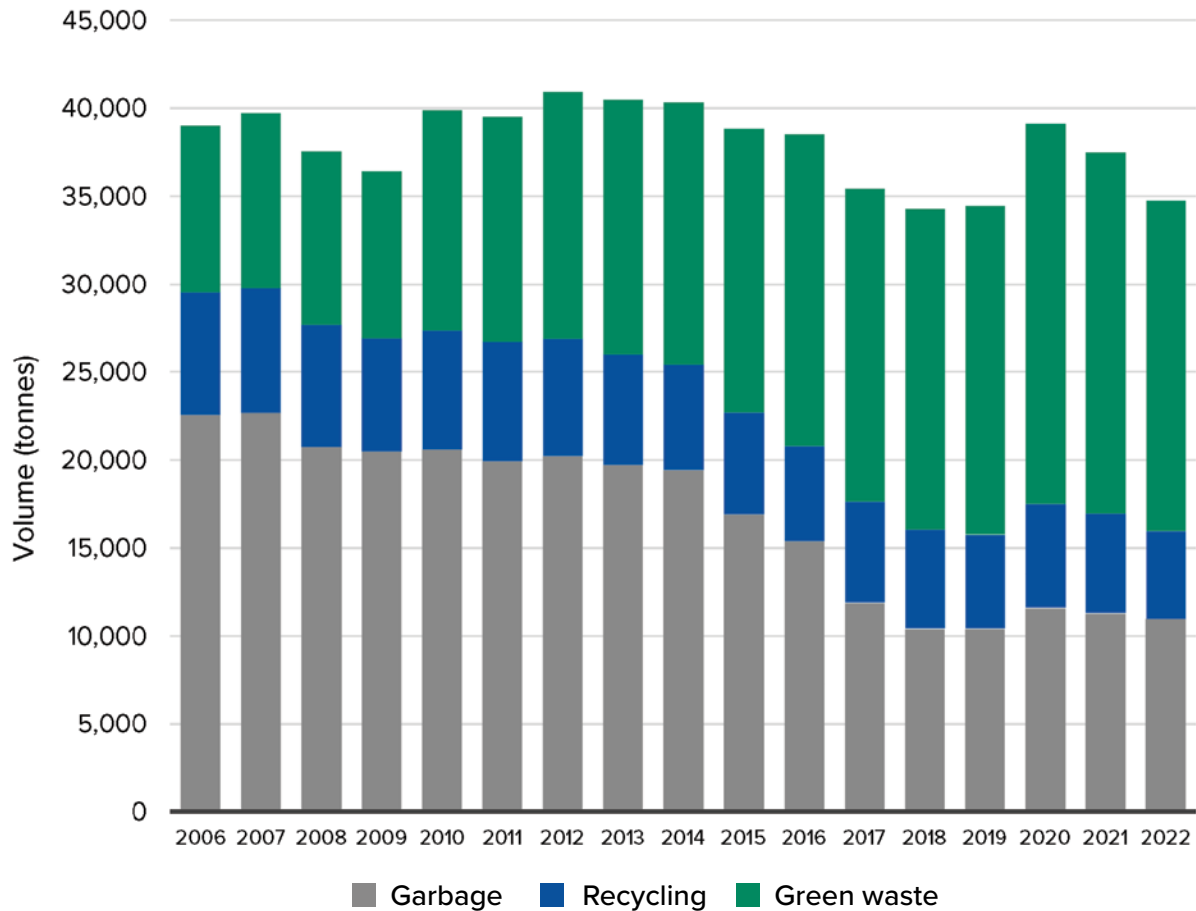
In 2022, the volume of garbage we collected decreased for a third straight year to 10,958 tonnes (down 3% from 2021). Green waste collection also decreased 8% from 2021 to 18,784 tonnes. Diversion of recyclable materials decreased 12% to 5,016 tonnes collected. Burnaby's single-family total diversion rate was 68%.



Figure 1 – Single-family curbside garbage, recycling and green waste weights, 2006-2022

As of June 2010, green waste = yard waste + food scraps.

As of April 2017, garbage collection moved to bi-weekly; green waste and recycling remained weekly.

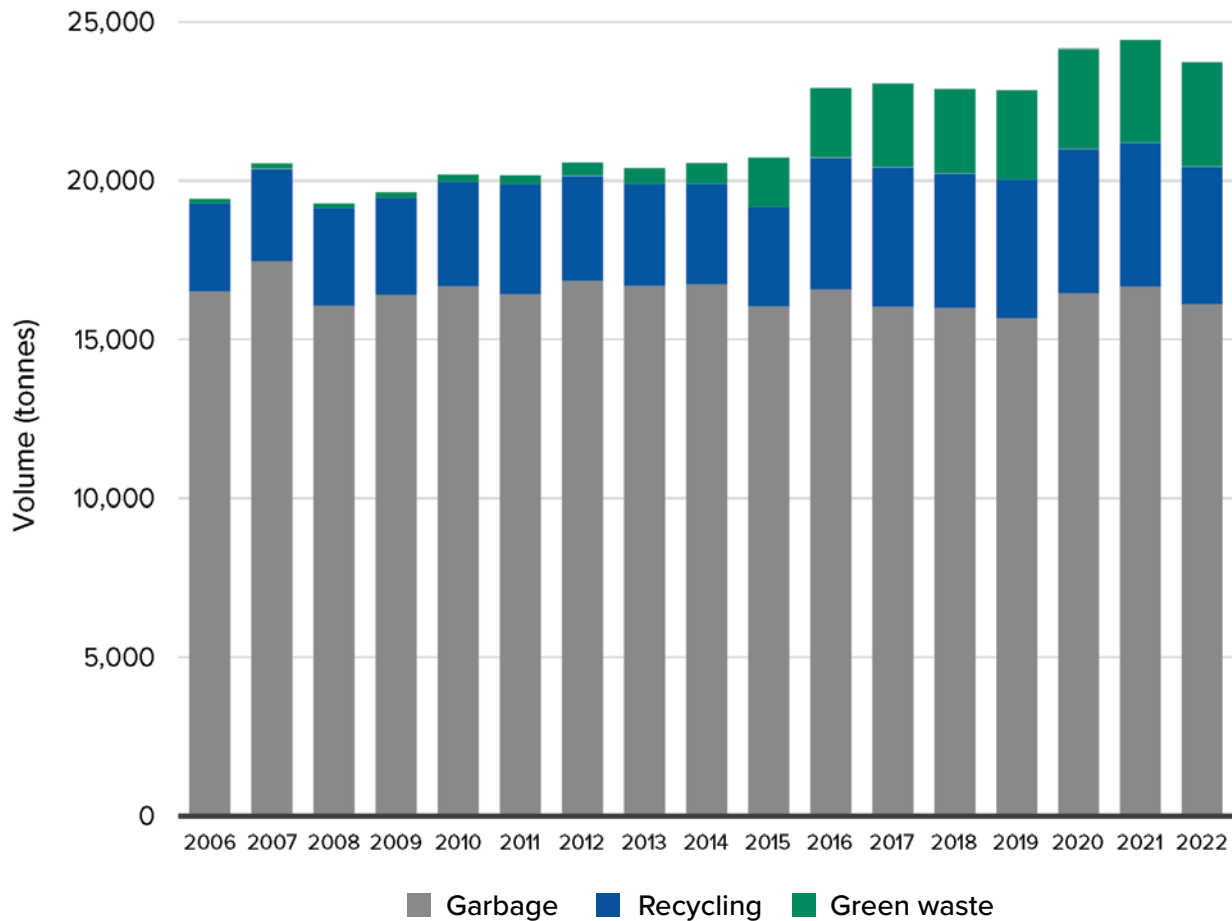


4.2 Multifamily and Industrial/Commercial/Institutional (ICI) Diversion

In 2022, we collected 16,118 tonnes of garbage from multifamily and ICI clients, a decrease of 3% from 2021. Diversion of recyclables decreased by 4% over 2021, with 4,986 tonnes collected. Green waste diversion continues to increase each year, growing 1% over 2021 with 3,281 total tonnes collected. Figure 2 reflects the total amount of garbage, recycling and green waste collected for both the multifamily and ICI sectors. The multifamily and ICI total diversion rate is 32%. While the overall trend on diversion rate for multifamily and ICI sectors is slowly improving each year, additional work is required to expedite this positive trend.



Figure 2 – Multifamily, industrial, commercial and institutional garbage, recycling and green waste weights, 2006-2022
As of June 2010, green waste = yard waste + food scraps.



4.3 Municipal Eco-Centre Diversion

In 2022, 37 different types of recyclable materials were processed through the City’s Eco-Centre. Figure 3 shows a detailed breakdown of printed paper and packaging collected through the residential drop-off Recycle BC Program, and the materials collected through the City’s commercial and scrap metal recycling program. In 2022, the Eco-Centre diverted 5,006 tonnes of recyclables (Recycle BC, commercial, scrap metal and select EPR programs), a 31% increase from 2021.

In addition to residential printed paper and packaging, the City’s Eco-Centre accepts other material for recycling not collected through curbside programs. Table 1 illustrates the amount of EPR and other material accepted for recycling. In 2022, the City saw consistent amounts of household hazardous waste, such as household/vehicle batteries, paint, solvents, used oil and antifreeze, diverted from the garbage through the Eco-Centre.

In 2022, the Eco-Centre received approximately 5,032 tonnes of green waste (a 10% decrease from 2021) as illustrated in Figure 4.

Figure 3 – Tonnage of recycling materials collected at the Eco-Centre for Recycle BC, commercial and scrap metal in 2022

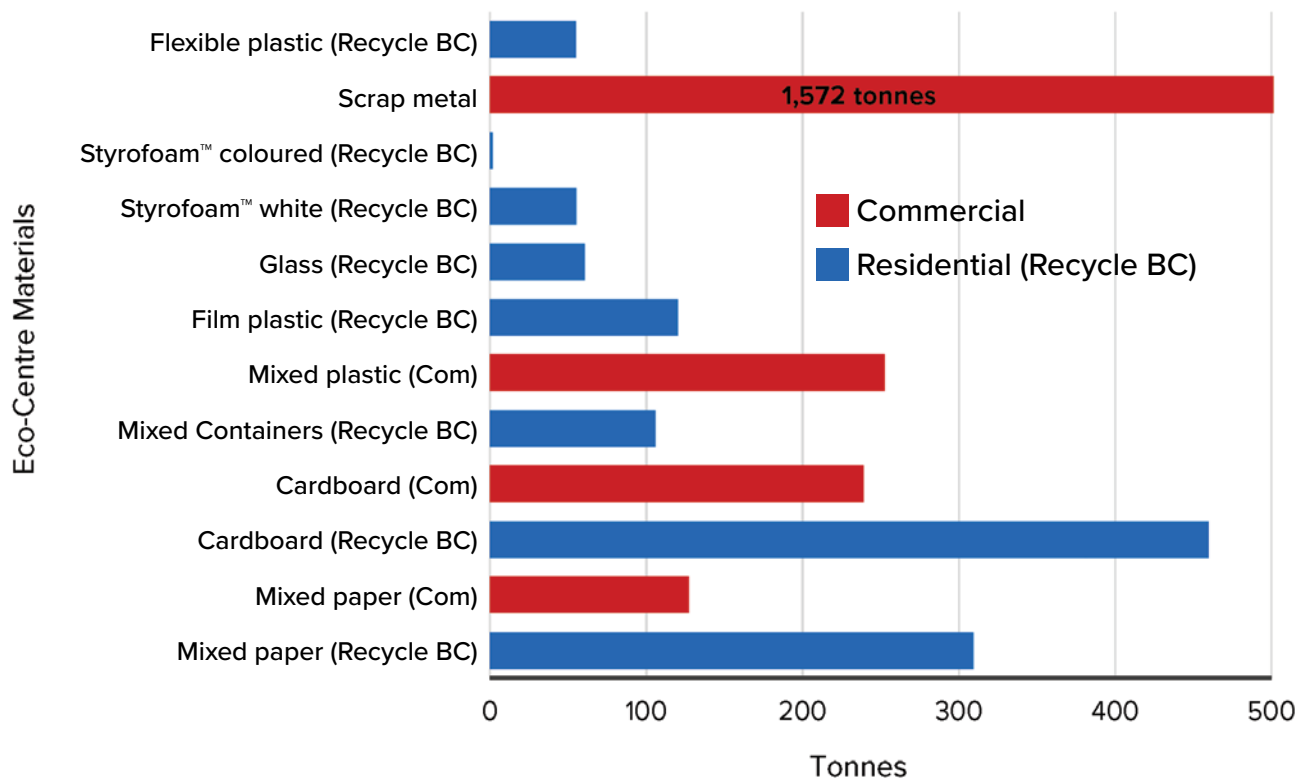
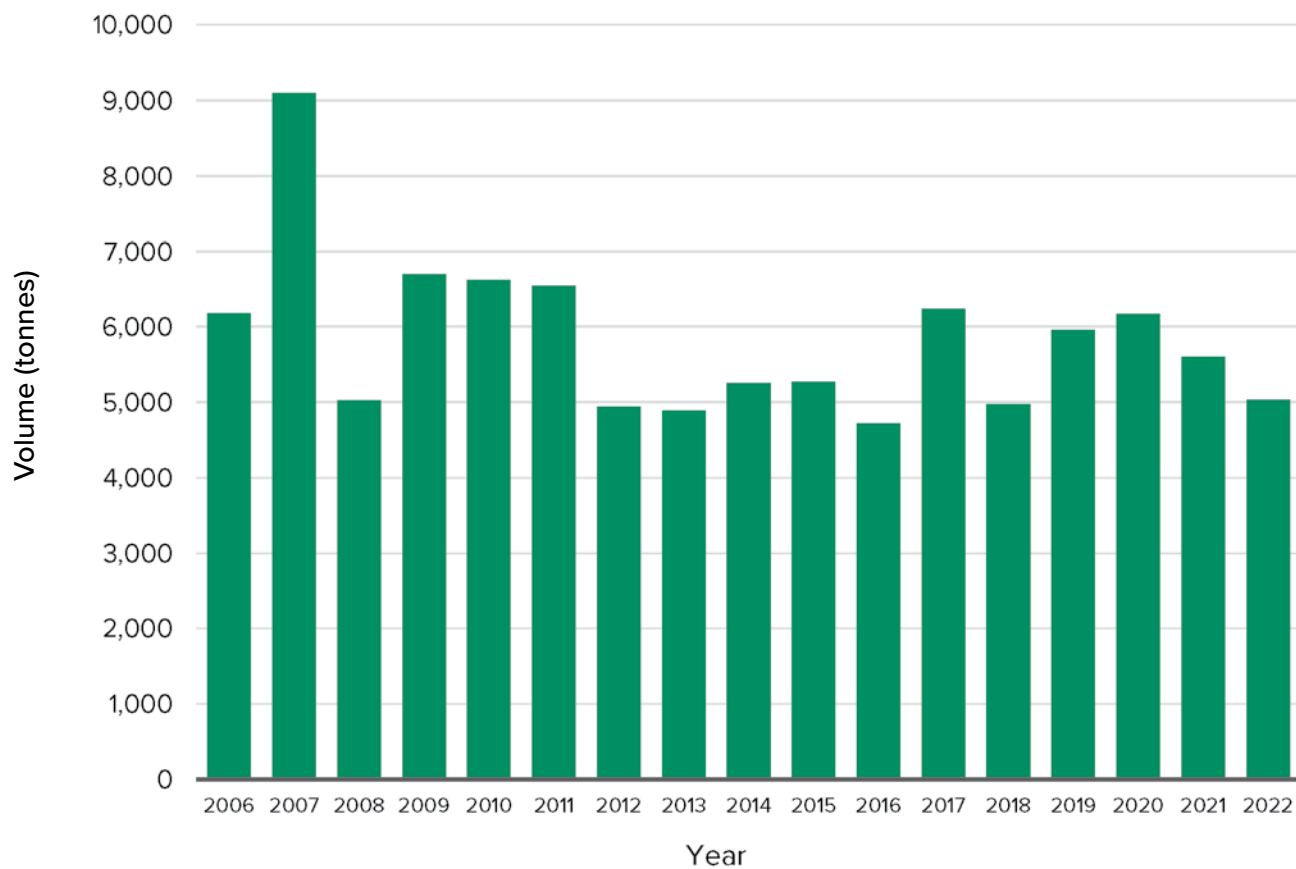


Table 1 – Amount of EPR and other materials collected at the Eco-Centre in 2020, 2021 and 2022

EPR/other materials	2020	2021	2022	
Propane tanks	1,546	1,733	1,332	units
Used oil/antifreeze	189,262	190,745	189,465	litres
Car batteries	1,585	1,540	1,506	units
Household batteries	13.8	12.4	15.7	tonnes
Solvents	51	42	40	skids
Pesticide	17	19	11	skids
Paint/aerosol	627	621	750	skids
Oil filters/containers	236	279	111	drums
Freon-containing appliances	3,535	3,449	3,097	units

Figure 4 – Green waste collected at the Eco-Centre, 2006-2022





IMPORTANT NOTICE

DESIGNATED BEAR AREA

What does this mean for you?

Set out garbage, green bin(s) and recycling no earlier than 5:30am on collection day.

Remove garbage, green bin(s) and recycling, and any unloading materials by 8am on collection day, and securely store garbage, green bin(s) and recycling materials within your property outside of collection days.

For more information:
 Burnaby Waste and Recycling
 491-2944 / 2972
burnaby.wasteandrecycling@burnaby.ca
burnaby.ca/garbageandrecycling

中文翻譯
 為了您和社區的安全，市政府已設立黑熊區。不幸的是，黑熊會尋找食物。為了減少黑熊與人類活動的接觸，請在收集日當天早上 5:30 前將垃圾、綠桶和回收物擺出，並在收集日當天早上 8 點前將垃圾、綠桶和回收物搬回您的物業內。

BEAR AREA REQUIREMENTS

By following some simple rules, you can reduce the potential for your waste bins (garbage, recycling) to minimize bear attractants.

Single or two-family properties must:

- Set out waste bins between 5:30am and 8am on collection day and remove them by 8am on non-collection days.
- Securely store waste bins and recycling in a bear-resistant enclosure on non-collection days.

Multi-family properties must:

- Set out waste bins between 5:30am and 8am on collection day and remove them by 8am on non-collection days.
- Store garbage, yard waste, recycling in bear-resistant bins or in a bear-resistant enclosure on non-collection days.

Industrial, commercial and other properties must:

- Store all garbage, yard waste, recycling in bear-resistant bins or in a bear-resistant enclosure on non-collection days.

1,853 bear awareness packages distributed in 2022

364 follow-up letters issued

5.0 BEAR AREA

Bear Area Education and Enforcement

In 2019, City Council approved the addition of a designated Bear Area to the Solid Waste and Recycling Bylaw. Within the Bear Area, single and two-family properties are required to follow specific set-out times on collection morning, while multifamily and industrial/commercial/institutional properties are also required to secure their receptacles or store them in a bear-resistant enclosure.

The Bear Area's boundaries are based on bear activity data as reported to the BC Conservation Officer service line and to the City directly, and are adjusted annually based on changes in patterns of reported bear activity. Bear activity throughout pockets of the northeast quadrant of Burnaby prompted an expansion of the Bear Area as per Figures 5 and 6 below. The zones are identified by the red border around each zone.

2022 was the third full year Bear Area regulations have been in effect. To prepare residents for the upcoming bear season (May to November) when increased bear sightings are generally noted, bear awareness packages were mailed out to all residents living in areas newly added to the expanded Bear Area. Following the general awareness packages, environmental staff conducted some monitoring of neighborhoods with increased bear activity, collaborating with BC Conservation Officers and communicating non-compliance issues with property owners.



Figure 5 - Bear Area - 2021

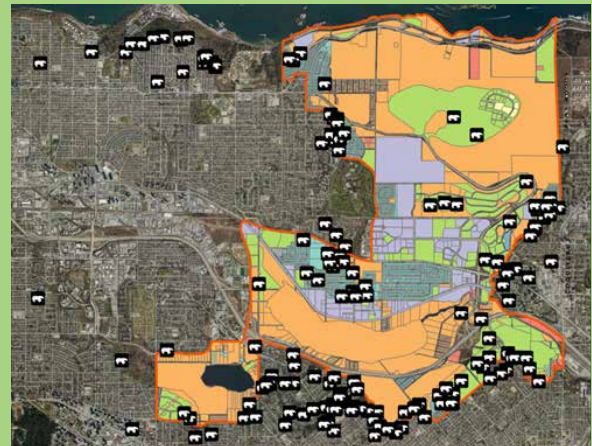


Figure 6 - Bear Area - 2022





6.0 PUBLIC OUTREACH AND EDUCATION PROGRAMS

Waste Collection App

Single-family residents can avoid missing a collection day by downloading Burnaby’s free waste collection app, Recycle Coach. With the app, residents can set up reminders and get instant access to the most up-to-date garbage, recycling and green bin information. The app also provides the user with:

- » collection-day reminders for residential curbside collection schedules, including alerts for holiday schedule changes and weather disruptions
- » collection details, including accepted items and preparation requirements for the recycling, green bin or garbage programs
- » notifications on changes in service and accepted materials (i.e. Recycle BC updates)
- » drop-off depot information through the “What goes where?” searchable database
- » “Report a Problem” feature to notify the City about missed collection, illegal dumping and other waste or recycling concerns

The app is currently available for Apple and Android operating systems as well as through the recycling and garbage pages on the City’s website. In 2022, the total number of users on the app was 138,203 (55% increase from 2021) with a total of 4,471,104 interactions (20% increase from 2021).

In addition to the app features mentioned above, the app allows the City to direct message users on collection schedule changes (statutory holidays, weather disruptions) and special events (e.g. Christmas tree collection). Table 2 outlines the types of app users that were observed in 2022.

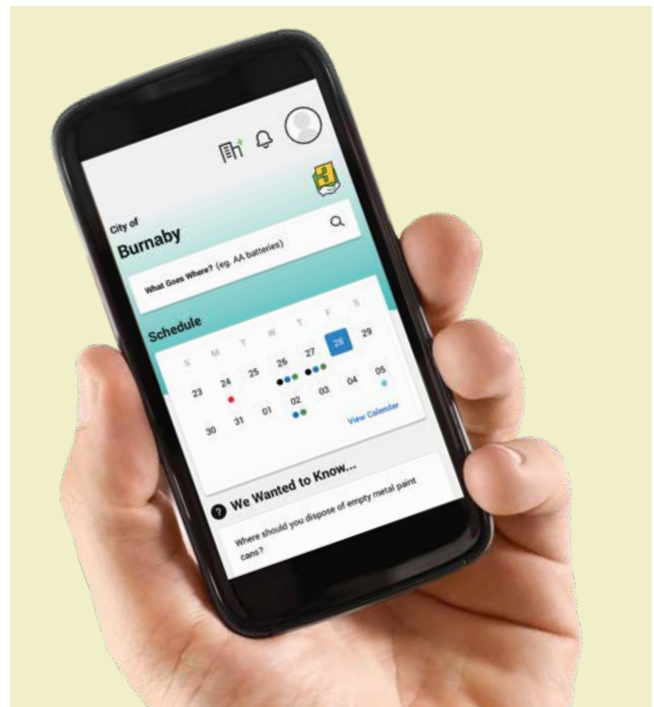


Table 2 – Number of Recycle Coach users in 2022

Mobile users 19% increase over 2021	23,911
Web app users 90% increase over 2021	99,389
Communication users No change over 2021	6,032
Calendar users 10% increase over 2021	8,871

Social Media, Web and Print Campaigns

Recycling and garbage continue to be among the top-searched topics on the City’s website. As such, when the City’s website was updated in August 2021, Solid Waste and Recycling content was selected to be the first category listed in the Services and Payments menu and continues through 2022. In the past year, we also expanded our digital and print presence through consistent social media posts and vibrant posters on our collection vehicles. Highlights from this year’s social media, web and print campaigns include:

- » The format of the 2023 Curbside Collection Calendar was updated. The double-sided, single-sheet calendar and recycling guide was distributed to all houses, duplexes and row-houses in December 2022. The calendar was translated into six other languages, which are available online.
- » Educational posters were installed on our collection trucks. In addition to our “Wrap Your Food Scraps in Paper, Please” and “Put Waste in its Place” campaigns, 2022 saw the addition of specialized educational posters on trucks servicing the Japanese Beetle Regulated Area with information on the special precautions residents must take in handling yard waste.
- » A new “Oops” sticker to inform and educate residents when common waste and recycling issues are noted on collection day was launched.
- » Video content continued to play an increasingly larger role in our communications, as we developed a new “What goes where?” sorting video on our social media platforms and a video guide to folding paper liners for the debuting Kitchen Catchers Program. In 2022, the video was viewed 2,361 times on Facebook and made 36,533 impressions on Twitter, a significant increase over 2021.



Community Events and Seasonal Outreach Campaigns

The City hosted four litter cleanup events in 2022, and supported an additional four resident-lead cleanup events by providing tools, equipment, pickup and disposal.

Throughout the year, the City actively promotes seasonal waste diversion campaigns. Our “What to do about Jack” Halloween campaign promoted the composting of pumpkins in the City’s green bins and partnered with the Pumpkin Parade event held at Confederation Park, where residents could drop off carved pumpkins. During November and December, a dedicated holiday waste reduction webpage showcased ideas for diverting holiday related packaging and food waste. The page also provided information about the City’s special Christmas tree collection service to encourage proper tree recycling. This information was also visible on the calendar on the mobile app, and a notification was sent out to draw attention to this service.





7.0 LOOKING AHEAD TO 2023

The City has successfully met environmental challenges over the years by developing innovative solutions while maintaining our commitment to environmental protection. Looking ahead to 2023 brings forward enhancements to Burnaby's waste reduction programs that will further strengthen our waste reduction goals. In 2023, we're planning to:

- » analyze the success of the Kitchen Catcher Program through a household audit program
- » investigate additional methods to increase diversion in the multifamily sector
- » pilot deployment of CNG-fueled collection vehicles to reduce fleet emissions
- » begin procurement for an electric curbside collection vehicle
- » continue to test and pilot various streetscape bin enclosure designs that will allow for flexibility in the number of recycling streams as well as compatibility with our automated collection trucks
- » further enhance the Bear Area Program and continue research on bear-resistant equipment to further reduce waste-associated wildlife encounters
- » continue to conduct waste composition audits and use our findings to set priorities for contamination and diversion programs
- » expand our Adopt-a-Street volunteer litter pickup program



REDUCE
REUSE
RECYCLE

