

SM4RT Living Plan

Balanced Scorecard | 2016



YORK REGION
SM4RT LIVING
reduce • reuse • recycle • recover



york.ca/sm4rtliving


York Region



The Regional Municipality of York *SM4RT Living Plan* identifies more than 60 initiatives that set the stage for waste management in your community over the next 25 to 40 years. Starting with 32 of these initiatives in the first five years, we will focus on the 4Rs: reduce, reuse, recycle and recover.



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In 2016 eight new initiatives were launched, with a focus on reuse program development. Work also continued on food waste reduction, composting and multi-residential pilots introduced in 2014 and 2015.

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York Region

What is the Waste Generation Rate?

Waste generation rate (kg/capita) tracks progress towards the *SM4RT Living Plan* waste reduction target. The rate includes all streams of curbside residential waste as well as material from schools, municipal facilities and residential and small business visitors to the Depots/Community Environmental Centres. Differences among municipalities may reflect the influence of housing types, seasonal population, and access to private waste facilities.






Waste Management Performance



2031 target
total waste
289 kg
per capita

2016 York Region Waste Generation Rate (kg/capita)




					*	SUBTOTAL		TOTAL
Town of Aurora	121	83	78	43	6	331	11	342
Town of East Gwillimbury	115	77	75	51	9	327	63	390
Town of Georgina	134	82	74	33	7	330	137	467
Township of King	108	86	83	45	4	326	5	331
City of Markham	64	68	88	28	6	254	8	262
Town of Newmarket	106	77	74	43	8	308	23	331
Town of Richmond Hill	118	71	77	30	10	306	15	321
City of Vaughan	99	65	81	27	7	279	5	284
Town of Whitchurch-Stouffville	113	74	84	32	6	309	12	321


Backyard Composting Program

In 2015, the Town of Aurora partnered with York Region to run a backyard composting pilot where 20 participants were provided with a free composter in exchange for their participation in composting.


The pilot was in support of the SM4RT Living Plan's Food Waste Reduction Strategy, a Region-wide initiative with the goal of reducing food waste by 15 per cent by 2031.

In 2016, the Backyard Composting Program expanded in the Town of Aurora and the Town of Richmond Hill to help residents learn the benefits of composting. Eighteen per cent of participants completed a follow-up survey to share their experiences.

340  composters were distributed to residents in 2016


98%  said they were using the backyard composter regularly and plan to continue composting

86%  of respondents agreed they put out less material in the green bin

33%  were new to composting



In 2017, the Region will continue collaborating with local municipal partners to sell backyard composters at select community events and online through york.ca




Where should I place my composter?

Several factors should be considered when picking a spot to place a composter.



Easy access: pick a location that is easy to get to, even in the winter. You need enough space around the bin to allow for turning the pile and harvesting the finished compost.




Drainage: compost piles can smell if they become too wet, so good drainage is important. If your soil does not drain well, line the bottom of your bin with sticks or gravel to allow the pile to drain after a rainfall.



Sunlight: partial shade is best. A sunny location will thaw out the compost early in the spring but too much sun can also dry out the compost in the heat of the summer.



Wind: avoid a northern exposure to protect your composter from harsh winter winds that will cause heat loss.



Backyard Composting Program participants received tips such as these for support throughout the growing season.

Textile Collection

"I am pleased that our residents were able to divert a significant amount of waste with just one collection. Textile waste collection is an eco-friendly option that allows residents to turn their waste into a valuable resource."

— Geoffrey Dawe
Mayor, Town of Aurora

In 2016, the Town of Aurora collaborated on a pilot that offered quarterly collection of textiles and household goods to 3,000 homes. Four donation bins were also installed in the parking lots of Town of Aurora community buildings. In 2017, the Town of Aurora is expanding the program to provide collection to all single family homes. Expansion to include multi-residential households is also planned.



In 2016, the City of Markham initiated a city-wide textile diversion program accessible through collection bins located at municipal facilities and in multi-residential buildings.

over **1,200 tonnes** of textiles have been collected in less than a year.

More locations will be added in 2017. Markham has also instituted a full ban on textiles in the garbage stream starting in April 2017.



23 total tonnes of material collected during pilot

61%
reused

35%
repurposed

4%
sent to landfill

DOOR-TO-DOOR COLLECTION EVENTS

15 tonnes collected through door-to-door collection

513 households participated

28 KG average textiles and household goods collected from participating households

DONATION BINS

8 tonnes

of materials collected from four donation bins during six month pilot

Curbside Swapping

At curbside swap events, residents place reusable items they no longer need at the curb for pick-up by other residents.

In 2016, 16 swap days were held in Newmarket, King and Georgina. The Region monitored a sampling of neighbourhoods during four of the events to estimate overall participation.

1.6

average number of items set out by participating households

4,000

estimated number of households participating in swap events



Social media is a low cost way to spread the word about curbside swap days. In 2016, the Town of Newmarket used Facebook and Twitter to promote their final curbside swap day of the year. More social media promotion is planned for 2017 events.

186
interested

63
attended

102
shared



Reuse Activity Survey

A phone survey asked 900 York Region residents about potential barriers to buying, selling and swapping. Questions explored what types of items were exchanged and how. The results will help inform development of reuse pilot programs and communications in 2017 and beyond.



What do you do with unwanted reusable items?





Reuse Activity Survey



How have you acquired used or pre-owned items?



Why didn't you acquire used or pre-owned items?

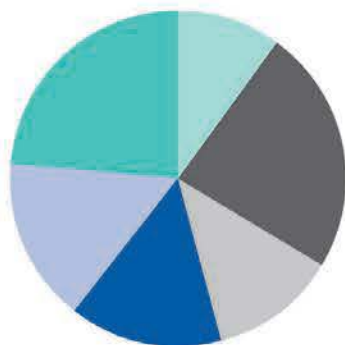


Multi-residential Programs

"Upon moving in, I placed many reusable items on the table provided in the "garbage" room. Swap and Share is a wonderful initiative for all residents."

— Swap Table User

What did you like best about the swap table?



- 24% Environmental benefits
- 23% Convenient
- 16% Helping others
- 15% Finding new things
- 12% Free
- 10% Economic benefits

York Region is forecasted to more than double (169 per cent increase) in the number of multi-residential households over the next 25 years (2016–2041). More programming targeting this sector is needed to drive waste reduction and diversion. The Region and its local municipal partners have been piloting a variety of new programs to promote reuse and increase participation in diversion programs in multi-residential buildings.

Swap Events

The Region piloted swap events ranging from one day to one month at three multi-residential buildings. A table was set up in each building and residents were encouraged to put out reusable items they no longer needed for their neighbours to take home. Participation was monitored

by Region staff and a follow-up survey tracked resident satisfaction.

Over **450 items** were exchanged and over **270 kg** of waste was diverted from landfill.

In a follow-up survey, **97** per cent of respondents were satisfied with the initiative.





Multi-residential Programs

Community clean up days with Housing York

In 2016, Environmental Services partnered with Housing York to host community clean up days at five Housing York properties. Residents were encouraged to clean out garages, basements and closets and divert reusable and recyclable material into bins provided on the cleanup day. Items collected consisted of:

683KG	:	431KG	:	20KG
waste	:	reusable items such as	:	batteries
electronics	:	clothes and housewares	:	

Multi-residential Audits

In 2016, York Region collaborated with local municipalities to audit 20 multi-residential buildings in Aurora (5), Newmarket (5) and Vaughan (10). The buildings represent a variety of sizes, demographics, recycling and garbage collection methods.

The amount of recyclables placed in the recycling stream divided by the total amount of recyclables found in all waste streams.

40%
Average
Recyclable
Capture Rate



19%
Average Recyclable
Contamination Rate

The percentage of non-recyclable material found in the recycling.

Promotion and Education

New educational posters and stickers were developed in partnership with the local towns and cities. York Region and local municipal staff distributed the new material to buildings in participating municipalities.

233

interactions with
multi-residential
building residents

160

site visits completed

1,147

posters and stickers
delivered to

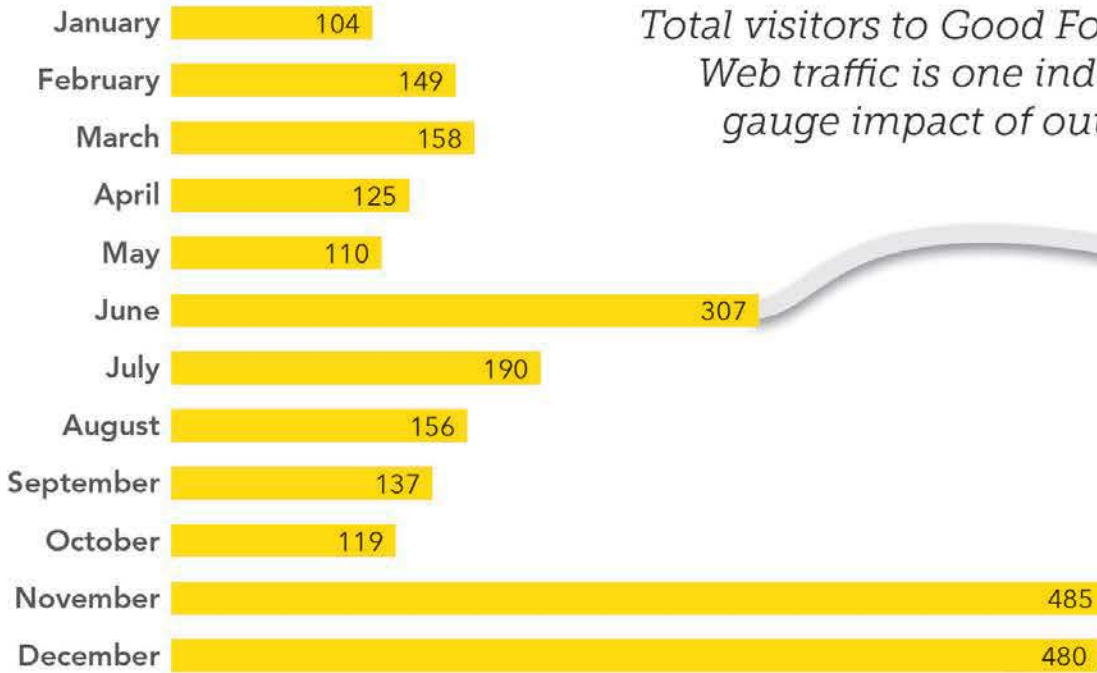
61

buildings,
encompassing

4,607

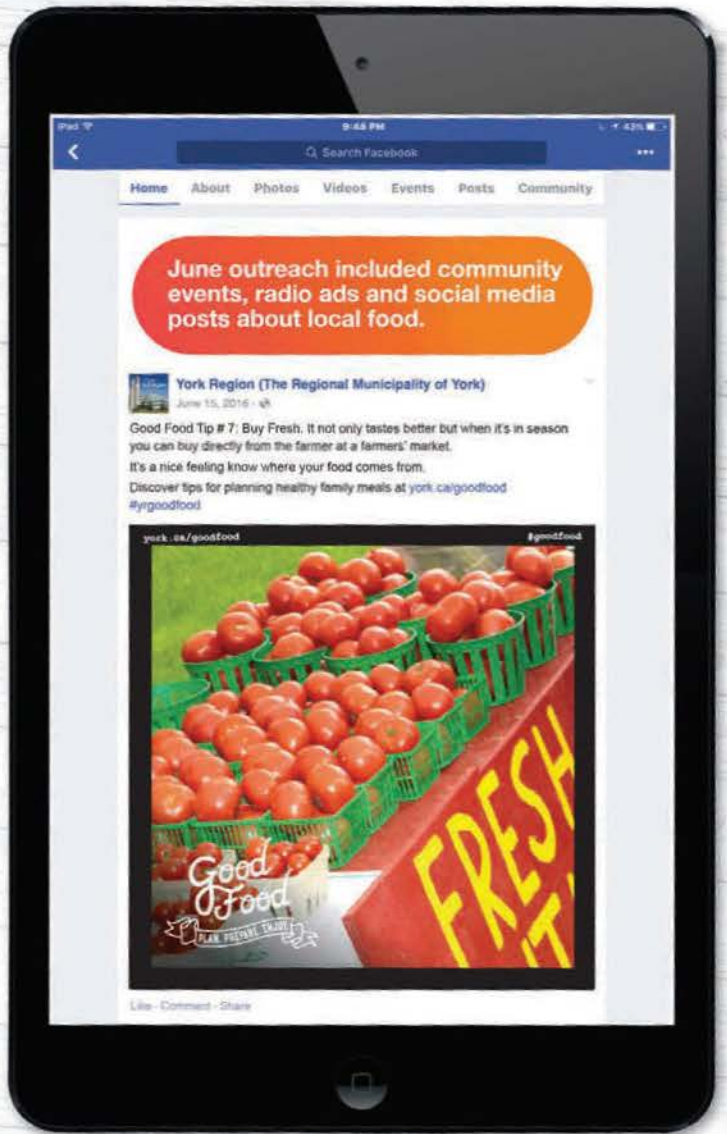
units

Good Food Program



Total visitors to Good Food web page. Web traffic is one indicator used to gauge impact of outreach tactics.









Outreach/Public Engagement
In 2016...

- Attended 30 events with approximately 5,900 engagements
- Hosted eight seminars on food preparation, canning and composting

Community Engagement



Local towns and cities share waste information with residents through a variety of channels. Depending on their available resources and the preferences of the community, some municipalities focus on social media or use an app to share reminders and tips with residents. Others may distribute information at local events and/or provide presentations to schools or other organizations.

Municipality			  
Town of Aurora	7	1	55
Town of East Gwillimbury	1	0	21
Town of Georgina	12	0	45
Township of King	0	0	3
City of Markham	34	54	30
Town of Newmarket	4	1	170
Town of Richmond Hill	11	31	75
City of Vaughan	9	9	317
Town of Whitchurch-Stouffville	6	0	11



Number of outreach/
community
events with waste
information available



Number of presentations
completed in schools/
other settings related to
waste management



Facebook



Twitter













Instagram

Social media posts promoting waste
reduction/reuse

SM4RT Living Pilot Program Expansion

Local municipal partners play a vital role in the success of the SM4RT Living Plan through their support for pilot programs such as textile collection, swapping, backyard composting and other initiatives in their communities.

	On-going Initiatives (2014-2016)					NEW in 2017				
Municipality										
Town of Aurora	●	●	●		●	●	●	●		●
Town of East Gwillimbury	●				●		●	●		
Town of Georgina	●				●	●	●	●		●
Township of King	●				●	●	●	●		●
City of Markham		●		●	●	●	●	●	●	
Town of Newmarket	●		●		●	●	●	●	●	●
Town of Richmond Hill	●		●	●	●	●	●			●
City of Vaughan	●		●	●	●	●	●	●		●
Town of Whitchurch-Stouffville	●				●	●	●	●		●



Backyard Composting program



Development Standards



Textile bins, events and/or door-to-door collection



Batteries/E-waste in multi-residential buildings



Good Food Promotion



School programs



Composting demonstration sites



Multi-residential outreach



Swap events



Public Space Recycling

Where We Are Today

2016 Initiatives

Status

Reduce

NEW! Investigate opportunities to offer educational support for Industrial, Commercial and Institutional waste generators ✓

Continue to implement Good Food program and track food waste generation rates ↻

Reuse

NEW! Baseline data gathering on reuse practices in York Region ➔

NEW! Investigate feasibility of reuse pilots in multi-residential buildings ✓

NEW! Identify partners for reuse pilot projects in the community ↻

Textile collection pilots in Aurora and Markham ↻

Recycle

NEW! Investigate reuse/recycling partners for Community Environmental Centres (CEC) ↻

NEW! Track trends in material changes at the Material Recovery Transfer Facility ↻

NEW! Investigate options to increase construction waste diversion in new developments ✓

Zero Waste Schools pilot in N6 schools ➔

Advocate on municipal position for new waste management programming and legislation ↻

Continue evaluation of long-term Source Separated Organics processing options ➔

Recover

NEW! Characterization of residuals to support planning for long-term processing options ↻

Other

Complete Full Cost Accounting study ➔

✓ Complete ➔ In Progress ↻ Ongoing

What's New for 2017

Planned Initiatives

Reduce

Explore approaches to reducing waste at York Region facilities

Reuse

Promote online swapping platform to increase reuse

Reuse events with community partners

Assess feasibility of tool sharing library in York Region

Recycle

Assess feasibility of model multi-residential bylaw

Diversion pilots in multi-residential buildings

Establish performance indicators for Depots/CECs

Recover

Assess long-term capacity needs for residual waste

Implementation Progress



*Number of initiatives underway



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For more information about this document please contact:
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