



Hamilton
Public Works

**Public Works
Operations & Waste Management Division**

**Tackling Multi-Residential Waste
Diversion**

2011 MWA Fall Workshop

October 27, 2011

Jennifer DiDomenico, Manager of Policy & Programs

Providing services that bring our City to life!

OVERVIEW

- Background
- Unique Features at Multi-Residential Buildings
- Multi-Residential Waste Diversion Program
- Results to Date
- Building by Building
- Key Learnings
- Sustaining the Program



- Community
- People
- Processes
- Finance

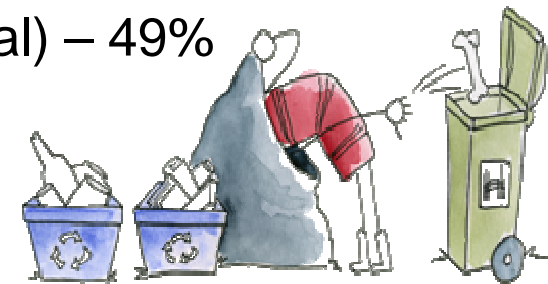


Hamilton
Public Works

BACKGROUND

Demographics

- Mix of Urban, Suburban, and Rural
- Population: 530,000
- Six Waste Collection Zones
 - Public/Private waste collection service providers
- Our Customers
 - Single Family Properties – 159,000
 - Multi-Residential Units – 51,000
 - Commercial properties & Schools - 5800
 - Municipal facilities
- Waste Managed: 247,000 tonnes (2010)
- 2010 Waste Diversion (residential) – 49%



- Community
- People
- Processes
- Finance



Hamilton
Public Works

UNIQUE CHALLENGES AT MULTI-RESIDENTIAL BUILDINGS

- **Layers of communication**
 - Property Owners
 - Property Managers/Superintendents
 - Residents (owners, tenants)
 - Language
- **Accessibility**
 - Absentee landlords
 - Part-time and occasional property managers/superintendents
 - Residents behind doors
- **Tracking Contamination**
 - Needles in haystacks
 - Hidden treasures
 - Anonymity
- **Infrastructure and Safety**
 - Physical access
 - Site and building constraints
 - Fire safety and protection

→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

- Community
- People
- Processes
- Finance



Hamilton
Public Works



MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Planning

- Multi-Residential Diversion Strategy, 2007 (Dillon Consulting Limited)
 - Barriers/Challenges : language, transient nature, lack of ownership/support, physical and infrastructure constraints (inconvenience), monetary incentives/disincentives
 - Technologies for Infrastructure : tri-sorters, chamber system, Molok containers, three chute system, vacuum system, outside bin storage
 - Sustaining the Program : on-going communication, incentives/disincentives, early engagement (public option activities), dedicated staffing

- Community
- People
- Processes
- Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Planning, cont'd

- Multi-Residential Public Opinion Survey, 2008
 - Telephone survey and focus groups
 - Objectives were to:
 - Test awareness and participation in recycling program
 - Identify barriers
 - Effectiveness of existing communication materials
 - Operational factors for improving participation
 - Communication tools that will enhance diversion
 - Test communication concepts

- Community
- People
- Processes
- Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Planning, cont'd

Demographic Findings

- 26% under 41, 36% aged 41-60, 38% over 60
- 51% single occupancy, 33% 2-person, 15% 3 plus
- 93% English dominant, 98% prefer print material in English
- 82% renters

Operational Findings

- Convenience reigns
- Maintenance and cleanliness
- Signage lacking
- Capacity of containers

- Community
- People
- Processes
- Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Planning, cont'd

Communication Findings

- Most residents get information from superintendents/property managers
- Awareness and program knowledge varies significantly
 - about half recalled any detail
- Evidence of a lack of information – posters, bin labels
- Need basic information
- City is higher authority and should enforce property owners to act appropriately

- Community
- People
- Processes
- Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Program Features

- Replicate features of the curbside program
 - Mini-bins – smaller
 - Resident publication – separate version
 - Carts – same size for initial phases
 - Collection – same trucks for initial phases
- Enhancements
 - Sample liners for mini-bins – certified compostable
 - Blue bags – for recycling program
 - Superintendent handbook
 - In-building consultation
 - Set out and participation surveys



- Community
- People
- Processes
- Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Communications

- Property Owners
 - Letters before program launch
 - Program information
 - Superintendents/Property Managers
 - Letters before program launch
 - Superintendents' Handbook
 - In building consultation
 - Personal delivery of green carts
 - Signage
 - Residents
 - In-building consultation
 - Starter kit – user manual, mini-bin, blue recycling bag, sample liners for mini-bins, fridge magnet
 - Door-to-door visits
-

→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Implementation

- Phasing
 - Phase 1 – 264 small buildings
 - Phase 2 – 336 medium buildings
 - Phase 3 – 400 large buildings
- Detailed Considerations
 - Student teams
 - In-building consultation
 - Door-to-door distribution
 - Fire prevention precautions
 - Start up materials (containers, how-to manuals, signage)

→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works

MULTI-RESIDENTIAL WASTE DIVERSION PROGRAM

Implementation, cont'd

- Timing
 - Phasing
 - Take time, repeat calls
 - 2008 to 2010
 - Continuous improvement



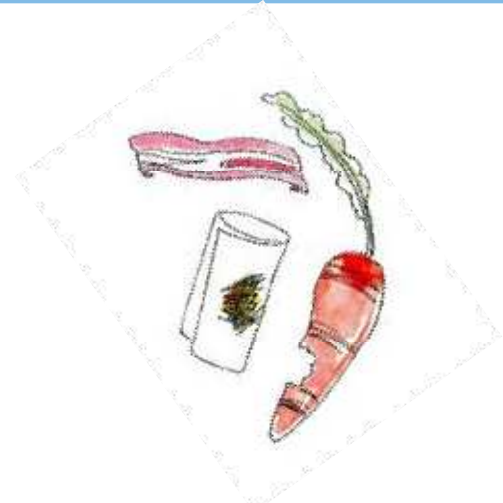
- Community
- People
- Processes
- Finance



Hamilton
Public Works

RESULTS TO DATE

- 1000 buildings serviced
- 45,000 units
- 45,000 mini-bins
- 40,000 blue recycling bags
- 3500 carts
- Diversion rate increased from 15% in 2007 to 21% in 2010
- Participation 91% in 2010, 77% in 2011
- Capture 22.8% in 2010, 21.3% in 2011
- Garbage quantity has increased slightly, due to growth



→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works

BUILDING BY BUILDING

Waste Management Centers

- Community
- People
- Processes
- Finance



KEY LEARNINGS

- Research & plan ahead
- Multi-residential resident needs
- Unique site and building considerations
- Fire safety
- Think like a superintendent/property manager
- Connect with property owners
- One step at a time to test waters
- Face to face communication is effective
- Continuous efforts required

→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works

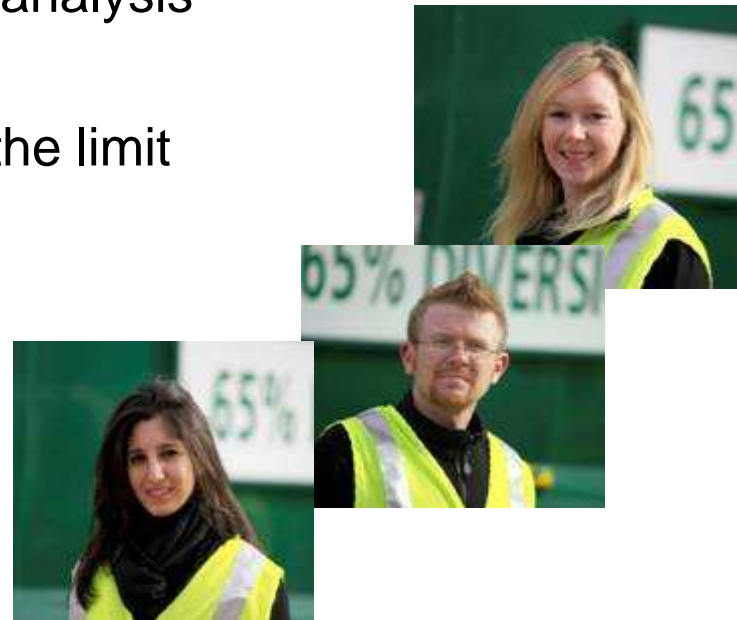
SUSTAINING THE PROGRAM

- Continuous efforts needed
- Customer Service Coordinators and students
 - Direct follow up with superintendents/property managers
 - Further resident consultations
 - Set out and participation
- Tonnage and diversion analysis
- Garbage limits
- Fees for garbage over the limit
- Enforcement

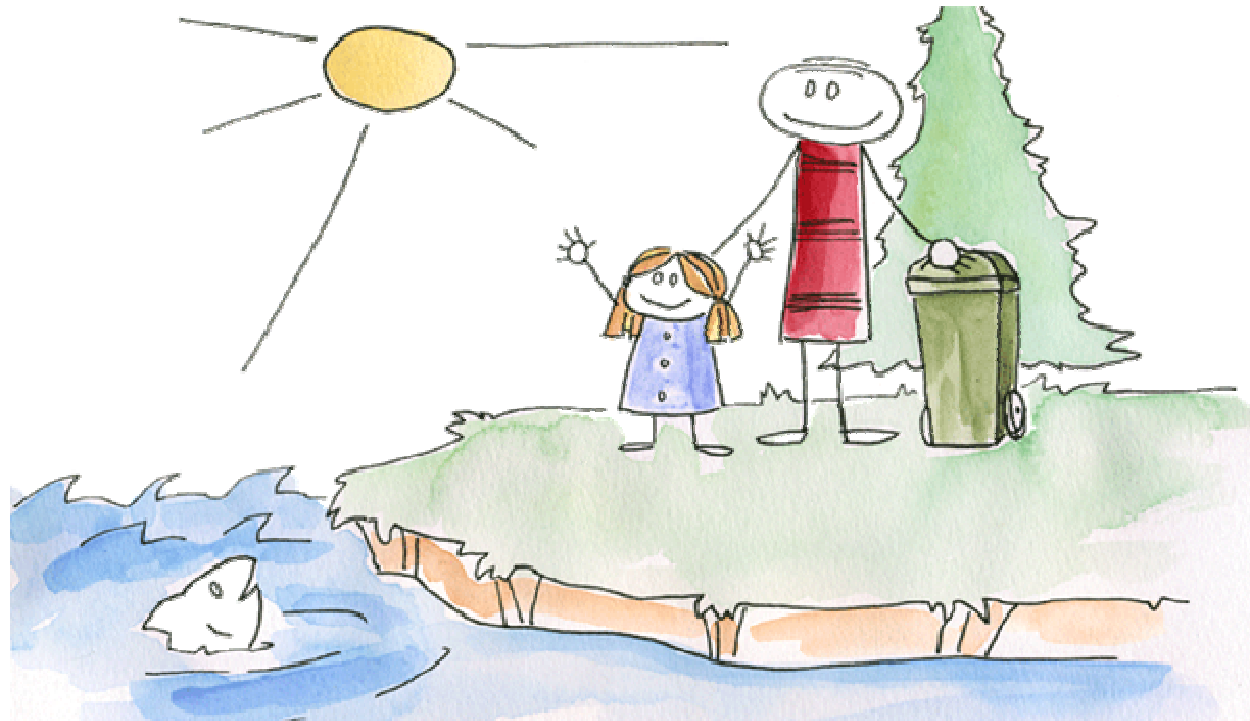
→ Community
→ People
→ Processes
→ Finance



Hamilton
Public Works



THANK YOU



- Community
- People
- Processes
- Finance



Hamilton
Public Works

City of Hamilton
Public Works Department
905-546-CITY (2489)

www.hamilton.ca/waste
wastemanagement@hamilton.ca
