



Municipal District of Rocky View No.44

Mission Statement

“The Municipal District of Rocky View No. 44 is dedicated to efficiently providing the best quality municipal services through a democratic and responsive process that recognizes and balances the diversity of its people, land and economic resources, on behalf of the entire Municipality.”

Statement of Goals

The Municipality shall constantly examine better and more efficient methods of delivering services.

The Municipality may facilitate human settlement patterns, as need for that settlement occurs, but shall take into account the need to preserve agricultural lands by limiting fragmentation and premature conversion of agricultural lands to other uses.

The Municipality shall encourage the planning and development of appropriate economic development initiatives in Rocky View to support sustainable human settlement patterns.

The Municipality shall provide the best level of core and secondary services at a reasonable cost.

The Municipality shall monitor and communicate the levels of core and secondary services that are provided.

The Municipality shall develop and maintain safe communities.

The Municipality shall encourage the protection of resource extraction through the development of appropriate measures to mitigate any safety or nuisance factors associated with the retrieval of the resource.

The Municipality shall promote and maintain an open and accessible form of local government.

The Municipality shall promote the protection and sustainability of its water resources considering conservation practices and quality.

SOLID WASTE MANAGEMENT STRATEGY

PREFACE LETTER

Dear Reader,

The purpose of this Solid Waste Management Strategy is to provide focus and guidance to the MD of Rocky View decision makers, residents and other stakeholders on issues dealing with responsible municipal solid waste management.

The Solid Waste Management Strategy is a general reference document that is created to outline the Municipal District's need for improved, expanded and updated solid waste facilities, handling procedures and bylaws. It also provides a framework in which to work towards meeting these needs. The MD recognizes that it has environmental and social responsibilities to uphold as well as economic and development needs to support. The Solid Waste Management Strategy addresses these often conflicting issues with the best intentions for sustainability in the MD being brought forward.

The Solid Waste Management Strategy will be continually updated as the need requires. This may occur when technologies change, social or environmental pressures dictate, or when the needs of the residents or MD landscape are not being met to the best of our abilities. Yearly reviews will be undertaken to measure achievements, review accomplishments to date, refocus on the direction of the Strategic Plan and to re-evaluate the needs of the MD regarding issues of solid waste management.

Anyone with concerns or comments regarding the Solid Waste Management Strategy is encouraged to contact the Municipal District of Rocky View. We would be more than happy to answer any questions that you may have or address any concerns.

Sincerely,

Jennifer Morlock
Recycling and Solid Waste Coordinator

PURPOSE OF THE STRATEGY**FOCUS ON THE FUTURE**

- To focus and direct Rocky View's staff and financial resources, actions and strategies on achieving specifically stated goals and objectives, as well as on completing clearly identified projects pertaining to solid waste management issues
- To outline Council's service priorities and directives with regards to responsible solid waste management programs in the MD
- To communicate Rocky View's solid waste management plans externally and internally to Council, staff, residents, regional partners, local business, potential new business and industry associates
- To outline the direction the solid waste management program will take in the MD in the future
- To serve as a reference point or benchmark against which the Municipal District of Rocky View can measure achievements attained during a one year, three year and five year timeframe with regards to solid waste management



*"The greatest thing in this world is not so much where we are,
but in what direction we are going."*

O.W. Holmes

STRATEGIC PLANNING**INTRODUCTION**

This Solid Waste Management Strategy will serve as a working document to chart the Municipality's solid waste action plan for the future. In essence, it will be a 'road map' for solid waste management in the MD of Rocky View.

Important Factors that have influenced this Strategic Plan

- Level of service requirements for MD residents
- Existing solid waste infrastructure and resources
- Fiscal responsibility
- Regional leadership and/or cooperation
- Environmental responsibility and sustainability
- Environmental, health and development regulations
- Social marketing strategies
- Regional growth and development strategies

Working with Council and Rocky View staff, the plan will:

- Reflect the intent and purpose of Rocky View's mission statement and the goals that are related to it
- Work within the budget set forth by council for solid waste programs and projects
- Compliment and add to the efficiencies of other sections within the Utility Services and other applicable departments within the Municipal District of Rocky View



"If you don't know where you're going, any road will take you there."

Anonymous

SOLID WASTE AND RECYCLING

OVERALL PURPOSE

The purpose of the Recycling and Solid Waste section of the MD of Rocky View's Utility Service Department is:

- To improve upon and expand current solid waste management practices in the MD in order to provide accessible, reliable, cost effective, environmentally responsible solid waste services to all MD of Rocky View residents.



“Purpose serves as a principle around which to organize our lives.”

Anonymous

SOLID WASTE AND RECYCLING**THE VISION**

It has been said that “Vision without action is merely a dream. Action without vision just passes the time. But vision with action can change the world (Joel A. Baker).” The solid waste management vision for the MD is summarized below and the action components for reaching the dream are outlined in subsequent sections of this document.

The vision of the solid waste and recycling section of the MD is:

- To ensure that every household in the MD has convenient access to easy, environmentally responsible, cost effective, community supported and appealing ways of reducing, reusing, recycling and disposing their household solid waste.



*“The first step toward creating an improved future
is developing the ability to envision it.”*

Author Unknown

STRATEGIC PLANNING**OBJECTIVES**

The objectives of the solid waste and recycling section of the MD are to:

- ✓ Increase efficiencies and expand upon the current solid waste management practices in the MD
- ✓ Provide an increased level of solid waste management services to Rocky View residents
- ✓ Increase the level of awareness in the MD about waste management issues and the need to adopt the 3 R's hierarchy of reducing, reusing and recycling waste
- ✓ Increase the level of participation in waste diversion practices within Rocky View
- ✓ Increase the volume of materials diverted from landfill



*“We did not inherit the Earth from our forefathers;
we are borrowing it from our descendants.”*

Waldo Emerson

STRATEGIC PLANNING**GOALS**

Pursuant to the overall goals of the MD of Rocky View, there are specific goals pertaining to solid waste management. These goals shall support the objectives. Meeting these goals will act as the measuring stick for determining progress and success in putting the Solid Waste Management Strategic Plan into practice. They are as follows:

GOAL 1:

- ✓ To expand services at current transfer sites to include more waste diversion options

Proposed actions to reach goal:

- Introduce milk jug and container recycling program at Bragg Creek and Langdon Transfer Sites
- Introduce organics (leaf and yard waste) collection bins at Bragg Creek and Langdon Transfer Sites
- Expand plastics recycling programs at Bragg Creek and Langdon Transfer Sites
- Introduce used clothing donation bins at Bragg Creek and Langdon Transfer Sites
- Introduce electronics recycling programs or special electronics collection days
- Add other recycling collection programs at Transfer Sites such as rechargeable batteries, toner cartridges etc.
- Continuously investigate reduction, reuse and recycling options to incorporate into the MD's waste management programs

GOAL 2:

- ✓ To determine the areas of the MD with the most need for (improved) service including future development and focus on upgrading or introducing curbside, centralized material collection points (MCP), transfer sites, policies or other services as required in accordance with an MD wide Master Plan for implementing solid waste services.

Proposed actions to reach goal:

- Initiate a steering committee with Council, staff and public representation to guide the Master Plan with respect to its creation, content and implementation strategy
- Create a Master Plan for solid waste services and infrastructure placement within the MD and apply the plan to future developments and existing residential developments as resources allow and/or through policy
- Investigate Public Private Partnerships with waste management, hauling and/or site managing companies

GOAL 3:

✓ To make current transfer sites more user-friendly, efficiently run and cost effective

Proposed actions to reach goal:

- Complete a cost and waste flow analysis of the current methods of solid waste management in the MD to determine where efficiencies can be improved upon and where environmentally unsound practices can be mitigated
- Review the transfer site usage agreement with the City of Airdrie and amend as necessary
- Undertake safety improvements as necessary
- Increase signage at transfer sites directing traffic and giving instructions when necessary
- Investigate obtaining compaction and/or processing equipment for waste, cardboard, other recyclables
- Investigate various methods of hauling waste/recyclables to their respective markets
- Entertain quotes for current hauling situations
- Investigate ways of using transfer sites for a variety of purposes to add multiple benefits or services for the same or similar costs
- Investigate the programs and/or needs of other communities in the region to determine if synergies exist in execution, infrastructure or solutions (North East MD and Cochrane areas specifically to start)
- Investigate the inclusion of other user-pay programs at the sites such as fridge/freezer recycling, selling of compost, woodchips, allowing industrial, commercial, institutional groups or curbside waste collectors groups
- Investigate opportunities to partner with other industries or communities on hauling and/or servicing efficiencies
- Improve the look of the sites with litter control, clean-up of eyesores, better fencing, flag poles, flowers, walkways, signs, recycled content items showcase (ie. Rubber mats, plastic lumber, solar powered telephones)
- Review Transfer Site Caretaker Contracts and investigate sending out at RFP for transfer site management
- Invite other communities (such as Redwood Meadows) to use our transfer sites on a user pay or community fee basis if capacity allows
- Initiate monitoring and reclamation process of the former Irricana landfill

GOAL 4:

✓ To increase accountability for waste and recycling services in the MD

Proposed actions to reach goal:

- Begin a data collection program for keeping track of transfer site patrons, patterns of use, volumes received and transferred, and monies generated
- Start with a low-tech method of collecting data (tally sheets or counters)

- Introduce computer program if necessary or available through scales, controlled entrance or service provider
- Begin an internal spreadsheet program for tracking revenues and expenses related to transfer site services
- Investigate “swipe card” technology to determine if appropriate for unmanned MCP situations
- Initiate, maintain and react to all due diligence monitoring and reclamation programs for landfill post closure programs.

GOAL 5:

- ✓ To address the needs of disposing of household hazardous wastes (HHW) and look into the feasibility of year-round collection services

Proposed actions to reach goal:

- Run semi-annual “special waste days” (Spring and Fall)
- Continue partnerships with other community HHW collection days. Relieve community services of their duties.
- Investigate the possibility of year round HHW collection points (fire halls, transfer sites)

GOAL 6:

- ✓ To increase advertising, promotions, community presence, and web-site information promoting the solid waste services offered in the MD and reducing, reusing and recycling

Proposed actions to reach goal:

- Have a logo, mascot, or theme created for promotional and social marketing purposes
- Include solid waste related articles and information in every issue of “The Communicator”
- Run waste reduction/diversion campaigns at Earth Day (April), Waste Reduction Week (October), and Christmas (December)
- Increase signage at transfer sites indicating the “do’s and don’ts” of waste disposal at the site
- Produce pamphlets to advertise the recycling depots/transfer sites/collection schedules
- Post the hours of operation, location and services provided for each transfer site in the MD on web-site
- Add waste reduction tips and tricks to MD website
- Further improve environmental image in lobby, office spaces and common areas of the MD office
- Introduce a solid waste and recycling Bylaw
- Investigate an illegal dumping hotline program and campaign

GOAL 7:

- ✓ To lend support to recycling and reuse markets and industries which consume recyclables or who are actively minimizing waste
 - Become an active member of, or maintain membership in, Recycling Council of Alberta, SWANA, Calgary and Region Waste Reduction Partnership and attend conferences and meetings
 - Offer incentives to business owners to participate in waste diversion activities
 - Offer incentives to businesses who are actively involved in reducing, reusing and recycling
 - Spot-light businesses who engage in site-reduction practices in local papers or circulations
 - Support waste diversion industries by purchasing their products when feasible (i.e. recycled paint, plastic wood, rubber mats etc)
 - Investigate “Green Procurement” policy
 - Produce a pamphlet or flyer specifically aimed at farmers or agricultural businesses offering tangible ways to reduce, reuse and recycle

GOAL 8:

- ✓ To become a participant in regional solid waste and recycling ventures and solutions to regional solid waste issues and decision making processes
 - Become an active member of, or maintain membership in, Recycling Council of Alberta, SWANA, Calgary and Region Waste Reduction Partnership and attend conferences, workshops, training sessions and meetings
 - Support Calgary and Region Waste Reduction Partnership and Alberta Environment studies and discussions on organics, landfill bans, performance measures etc.
 - Offer support and/or resources to community initiatives aimed at minimizing solid waste generation
 - Initiate (a) local think-tank group(s) to brainstorm about practical regional solid waste and recycling needs and potential solutions or synergies, lend resources and support as necessary to implement programs (Irricana to start)
 - Network with local politicians, solid waste colleagues, industry representatives, equipment sales people and other community representatives to become more aware of needs, choices, ideas and opportunities for efficiencies and programs

5 YEAR PLAN**DELIVERABLES****YEAR 1 Deliverables:**

- Development of Solid Waste Management Strategic Plan
- Expanded waste diversion options at current transfer sites
- Improved efficiencies, cost effectiveness and user-friendliness of current transfer sites
- Re-negotiated transfer site agreement with City of Airdrie
- Determination of solid waste needs of MD residents and recognition of areas of priority within the MD
- Creation of a Steering Committee for advising on and evaluating components in the solid waste management Master Plan
- Increased accountability and data collection for solid waste related services in the MD
- Implementation of ground water monitoring program for post closure landfill site
- Implementation of household hazardous waste management programs
- Increased promotional activities regarding solid waste and recycling issues (residential and industrial/commercial)
- Participation in regional, provincial and national solid waste, recycling and waste minimization forums

YEAR 2 - 5 Deliverables:

- Review and revision of the Solid Waste Management Strategic Plan
- Further expansion of waste diversion options at current transfer sites
- Continued improvements to efficiencies, cost effectiveness and user-friendliness of current transfer sites and service delivery
- Development of a solid waste “Master Plan” for solid waste infrastructure placement and services in the MD
- Implementation of solid waste “Master Plan” with respect to the provision of solid waste and recycling services to priority residential areas within the MD
- Continued accountability and data collection for solid waste related services in the MD
- Expansion of and/or continued household hazardous waste management programs
- Continued and expanded promotional activities regarding solid waste and recycling issues
- Continued participation in regional, provincial and national solid waste, recycling and waste minimization forums

STRATEGIC PLAN**PROGRESS REPORT**

GOAL	ACTIVITY	MET / NOT MET / IN PROGRESS	COMMENTS/DATE
Expanded waste diversion options at current transfer sites	Milk Jug recycling program		
	Organics collection program		
	Plastics recycling program		
	Used Clothing Donation Bins		
	Electronics recycling program		
	Expansion of metal recycling program		
	Other recycling programs		
	Special Round-Ups for hard to dispose of items (plastic twine, chemically treated wood, barbed wire, Electronics)		
	Other		
Determination of areas in MD with highest need for solid waste services	Mapping of area		
	Exploration of options for addressing needs		
	Creation of Master Plan Steering committee		
	Independent study on MD solid waste requirements		
	Definitions of service options or levels		
	Investigation of options for service delivery		
	Introduction of solid waste services		
Making transfer sites more user friendly, efficiently run and cost effective	Rearrangement of recycling bins at Langdon Transfer Site		
	Increased signage		
	Renegotiation of agreement with City of Airdrie		
	Investigation of compaction and processing equipment		
	Investigation of hauling options		
	Investigation of multiple site uses		
	Exploration of community synergies		
	Improved "curb appeal" of		

	sites		
	Relocating and revamping of Springbank recycling depot		
	Review of Caretaker responsibilities and contract		
	Monitoring and reclamation project at Irricana		
Increased Accountability	Data collection program for transfer sites		
	Revenue and cost tracking spreadsheet		
	Groundwater monitoring program		
Household Hazardous Waste Program	Special waste round-up days		
	Investigation of options for year round sites		
Advertising and Promotions	Logo/Mascot created		
	“Communicator” Articles		
	Instructional signage		
	Waste minimization campaigns		
	Web-site pages and updates		
	Internal MD office improvements		
	Solid waste and recycling Bylaw		
	Bylaw enforcement		
Supporting of industries involved in recycling and waste minimization	Illegal dumping hotline investigation		
	Membership in larger organizations who also support recycling industries		
	Joint programs with economic development officer		
	Agricultural sector advertisements and programs		
Regional Collaborations	Programs targeted at manufacturing industry		
	Active member of collaborative organizations		
	Participation in CRWRP studies and projects		
	Support for community initiatives		
	Formation of local think-tank group		
	Networking with community and industry representatives		

