1) INTRODUCTION

1.1 WE WANT YOUR INPUT – HERE’S HOW YOU CAN GET INVOLVED

What can we do? How do we do it? We need to hear from Londoners what their priorities are and how quickly do they want to move with respect to increased recovery and zero waste initiatives. The proposed four-month public engagement period with Londoners includes:

- Information through traditional media, including a summary of the report in the London Free Press
- Social media outreach
- Outreach at community events (e.g., London Home Builder’s Association Home Show)
- Feedback opportunities through a variety of means including the City’s website

Step 1: Read this Road Map... You are already well on your way by reading this document which provides information on many options being considered by the City to increase waste diversion and resource recovery. Thank you for your interest and for your time.

More information about London’s existing programs can be found at london.ca. Looking at other municipal websites is also a good way to learn about programs and service options in other municipalities. To compare how London is doing relative to other Ontario municipalities you can go to the Waste Diversion Organization (WDO) website at wdo.ca where they compile information on materials being recycled and composted by municipalities. Stewardship Ontario’s website stewardshipontario.ca has information specific to Ontario Blue Box programs as well as reports on new programs, demonstration projects and waste audits submitted by municipalities, including London.

Step 2: Understand the Options and Tell Us Your Preferences... Once you understand the options for London, the next step is to tell us what you prefer and why. This document will provide the information you need to make informed decisions about the cost of new programs, how much more material can be recycled or composted, as well as the environmental benefits.

Some of the information to help you evaluate the options will come from your own willingness and the willingness of your friends and neighbours to participate and support both current and new programs. Consider for example, if you are willing to support a reduction in the garbage container limit? Or, if you would be willing to spend more time separating recyclables if the City was to add new materials to the program? It is important to consider the impact of these new programs on your daily routine and ask if it is feasible for you to participate.

Step 3: Provide Feedback... We need to hear back from Londoners, especially if you have reviewed this document and considered the options. Opportunities to provide feedback can be found at london.ca/roadmap or by calling 519-661-2500 ext. 5419.
### 1.2 Continuous Improvement Strategy – Delivered Since 1997

The City of London’s Waste Management System is based on a Continuous Improvement Strategy (management philosophy) and Sustainable Waste Management. This strategy, which was approved by Municipal Council in 1997, has been the foundation for going forward. It uses an active framework that recognizes integrated waste management as an important environmental service in the community. By effectively allocating financial and human resources, this environmental service contributes to the protection of human health and the environment. By supporting an integrated system of waste reduction (i.e., not producing waste in the first place), recovery of materials that can be recycled and composted, and ensuring that what remains is handled in an environmentally responsible manner, this strategy provides the mechanism for continuous improvement of the waste management system.

Since this strategy was approved over fifteen years ago, the City of London has steadily increased its performance to the current level of 44% waste diversion while having one of the lowest total waste management costs in Ontario for urban centres (based on statistics compiled by the Ontario Municipal Benchmarking Initiative – OMBI).

The nature of continuous improvement is to improve using logical, incremental and measurable steps. It applies to all elements of the waste management system, from administrators and designers, to service providers and system users. Continuous improvement is constantly adapting, by obtaining and using information, and by evaluating changes to make sure that they are effective. It requires:

a) The ability to pull people and resources together from different levels and areas of the Corporation of the City of London; other levels of government; citizens and community groups; employees and employers; waste management service providers; academia; and industry specialists to freely discuss the information and issues involved, come up with ideas, evaluate them, choose some, and carry them out.

b) Key information about our programs, projects and policies, from a variety of sources. This is used to evaluate our outcomes (what has been achieved) and our processes (how we go about doing it).

c) Systematic and transparent ways to measure the outcomes of our changes and progress.

d) A real desire to improve, even if it means adjusting or changing relationships and doing some things you do not completely agree with.

The current report – Road Map 2.0 – The Road to Increased Resource Recovery and Zero Waste – continues from the earlier report - A Road Map to Maximize Waste Diversion (2007) - which guided the path to bring us to where we are today. In the next sections we will reflect on our progress since the first Road Map report as we engage on setting a route for the future.
1.3 **GUIDING PRINCIPLES SINCE 2007**

When A Road Map to Waste Diversion in London was released in 2007 London had reached a significant milestone on the waste diversion road. A 40% waste diversion rate was achieved in 2006 and sustained through 2007. We had come a long way since 1987 when only 4% of residential waste was diverted from landfill. What made the difference? At the provincial level waste diversion became a priority. Ontario’s Waste Reduction Action Plan, announced in February 1991, set a goal to divert 50% of waste by 2000 using 1987 as the base year. In London, the introduction of the Blue Box Program in 1990 allowed us to make significant inroads. Moreover it has been the commitment of Londoners to continuously increase the amount of waste that is recycled through the expansion of this program and composted through newer City initiatives.

In 2007, the document *A Road Map to Maximize Waste Diversion in London* was released for public comment and input. This document set the direction for waste management decisions in the coming years. A number of guiding principles were established as a result of this document and the subsequent Business Plan was approved by Council. These guiding principles included:

- Continuous improvement to maximize waste diversion
- Reduce or maintain current costs of City programs
- Support local job creation efforts
- Minimize the negative impact to Londoners
- Align with Provincial direction and the revised Waste Diversion Act

Today, waste diversion programs contribute to the overall diversion rate of 44%, as shown in Figure 1 on the following page. As we go forward towards 60% diversion and beyond, we need to identify the most cost effective programs to divert additional materials that are currently placed in the garbage.
Key Program Changes

1990 - Curbside Blue Box pickup introduced City wide
1994 - Appliances banned from garbage collection
1995 - Added new items to Blue Box
       - Grass clippings banned from garbage collection
1996 - Curbside pickup of yard materials
2000 - Multi-Residential Building Recycling Program started
2002 - Electronics Recycling introduced at EnviroDepots
2003 - Public Space Recycling started
2005 - Renovation Material accepted for recycling at the EnviroDepots
2006 - 4 Container Limit for Garbage introduced for curbside collection
2007 - Container limit fully implemented and enforced
2009 - Added more items to Blue Box Program
2011 - Further expansion of Blue Box Program