

RESIDUAL MATERIALS MANAGEMENT POLICY



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MESSAGE FROM THE MAYOR



A handwritten signature in blue ink, appearing to read 'Beny Masella', written in a cursive style.

Beny Masella
Mayor

We are proud to present our very first waste management policy.

It is the result of our desire to respond to current and future issues on our territory. We started a strategic planning process in 2019 in order to ensure a change of culture aimed at better sorting at the source and reducing waste, both for citizens and for the municipal apparatus.

This policy is part of a modernization of waste management in Quebec. The main orientations adopted aim to contribute to the achievement of the objectives targeted by the federal, provincial and municipal levels of government such as:

- Strive for Zero Waste;
- Increase the rate of residual materials diverted from landfill;
- Promote a collaborative and collective intelligence culture.

We wish to thank the citizens who participated in the workshop held in November 2019 on the theme of the environment, the Environmental Action Committee led by Councillor Maria Torres, the employees who participated in the development of the policy as well as our collaborators: Cycle Environnement, Coop Incita and Concertation Montréal (CMTL) who accompanied us with their expertise and dedication.

Together, let's promote and apply the best practices in the management of our residual materials and let's take part in the great green shift.

MESSAGE FROM THE PUBLIC WORKS, PUBLIC BUILDINGS AND ENVIRONMENT COUNCILLOR



A handwritten signature in black ink, appearing to read 'Maria Torres', with a horizontal line underneath it.

Maria Torres
Councillor, Public
Works, Public
Buildings and
Environment

It is with great pride that I join Mayor Beny Masella and my fellow councillors in presenting Montreal West's first Residual Materials Management Policy.

The management of residual (waste) materials in an environmentally and economically sound manner, is a complex task. However, it is a task that demands our immediate attention. With a growing volume of residual materials to be responsibly disposed of, it is imperative that the Town adopt a Residual Material Management Policy as a first step towards a more sustainable waste strategy. The next step will be the development of an Action Plan which will be finalized in the coming months. Together, these documents will serve as a road map to determine how residual materials will be managed in Montreal West.

We would like to express our deep gratitude to all Montreal West residents and employees who collaborated in this endeavour. Your expertise, opinions, and experiences have been invaluable.

Finally, we would like to invite your continued collaboration in this project and, echoing Mayor Masella's words, to take part in 'the great green shift'.

GLOSSARY

CMM	Communauté métropolitaine de Montréal
CRD	Construction, renovation and demolition
GHG	Greenhouse gas
RMM	Residual Materials Management
IBI	Industries, businesses and institutions
IAE	Information, awareness and education
RM	Recyclable material
OM	Organic matter
PDGMR	Plan directeur de gestion des matières résiduelles de l'agglomération de Montréal
RMMP	Residual Materials Management Plan
PMGMR	Plan métropolitain de gestion des matières résiduelles de la Communauté métropolitaine de Montréal
PQGMR	Politique québécoise de gestion des matières résiduelles et son Plan d'action 2019-2024
3RV-E	Residual materials management hierarchy, prioritizing in this order: reduction at source, reuse ^[1] , recycling, residual material valorization and elimination.

[1] Reuse includes repair..

CONTEXTUAL SETTING

This strategy stems from the Town of Montreal West's will to face the residual materials management (RMM) challenges on its territory. With a dynamic population and municipality, the Town of Montreal West started a strategic planning approach of its RMM in 2019 to initiate a cultural change aimed at better sorting at the source and waste reduction, in residential, industrial and institutional sectors, as well as in the municipal administration sector.

This strategy falls within a context of change and modernization of RMM in Quebec. It is consistent with each of:

- The Plan d'action 2019-2024 of the Politique québécoise de gestion des matières résiduelles (PQGMR)[2];
- The Plan métropolitain de gestion des matières résiduelles (PMGMR)[3] of the Communauté métropolitaine de Montréal (CMM);
- The strategy and action plan of the Plan directeur de gestion des matières résiduelles de l'agglomération de Montréal 2020-2025 (PDGMR)[4]: "Montréal zero déchets".

The adopted guidelines are intended to help attain the objectives set forth by the provincial and municipal levels of government. The table below compares the objectives for the following years with the performance of the Town of Montreal West in 2019.

Category	2023 - PQGMR objectives	2025 - PDGMR objectives	2019 Montreal West performance
Recyclable materials	Recycling of 75% of recyclable materials		65 %
Organic materials	Valorization of 60% of organic materials		42 %
Construction, renovation and demolition (CRD)	RRecovery: 85% Sorting center rejection rate : 30%	Recovery: 95% Improve access to ecocenters	Recovery: 67%
Waste	525 kg/pers.	399 kg/pers.	525 kg/pers.

[2] MELCC. Politique québécoise de gestion des matières résiduelles – plan d'action 2019-2024

[3] CMM. Plan métropolitain de gestion des matières résiduelles

[4] Agglomération de Montréal. Stratégie du PDGMR de l'agglomération de Montréal 2020-2025.

As a municipal organization responsible for the collection and transportation of residual materials, as well as for information, awareness and education (IAE), the Town of Montreal-West has several potential tools to have a positive impact on its territory.






The strategy identifies the Town of Montreal West's residual materials management main guidelines. This document will evolve over a five (5) year period, and complements the Plan d'action en gestion des matières résiduelles 2021-2025. The latter is guided by the vision and guidelines identified in this strategy.

OVERVIEW OF THE SITUATION

Mirroring the structural and societal changes happening in Quebec in regards to RMM, the Town has been working for more than a decade to improve its operations and support its community through these changes.

Residual materials management steps and actions taken

In response to the previous Plan métropolitain de gestion des matières résiduelles (PMGMR) calling for municipalities to increase residual materials diversion rates, Montreal West implemented a number of waste reduction initiatives over the years.

2010		2013	2014	2014-2015-2017-2018
Municipal residual materials collection program	Weekly community composting drop off initiative	Municipal OM collection program	Waste collection offered weekly instead of twice a week	Door-to-door information campaign on the benefits of OM
				

In 2010, the Town decided to put recycling at the heart of its priorities by improving its municipal recyclable materials (RM) collection program. Before the deployment of wheeled bins in three sizes, residents who wanted to recycle were able to sort their recyclable materials into separate boxes and could request the town for 35 L bins to dispose of their RM. The changes made to the curbside pickup program were a significant improvement that increased the quantity of recyclable materials diverted from landfill during the years following the change.

At the same time, in 2010, Montreal West was launching a weekly and voluntary community organic materials (OM) drop off initiative at different collection points. As one of the first municipalities on the island to implement this initiative awakened an interest from the community with close to 200 participants.

Primed from this first experience, the Town moved forward with OM door-to-door collection in 2013. Two sizes of wheeled bins were offered to residents, doubling, from year one, the quantity of OM recovered. Sustained efforts of information, awareness and education (IAE) were deployed during the first years of the program, leading to a constant improvement of the OM valorization rate.

These efforts led to a reduction in waste collection frequency in 2014, from twice-weekly to weekly collection.

In 2017-2018, several IAE actions have been carried out by the Town of Montreal West, including:

- A door-to-door awareness campaign on the benefits of composting;
- Creation of a “Green Team” for public events;
- Residual materials management related articles published in the Informer.

While these initiatives changed the municipality’s RMM image in the early 2010s, RM and OM recovery rates have remained stable in recent years and will benefit from a new IAE action as well as new mobilizing measures.

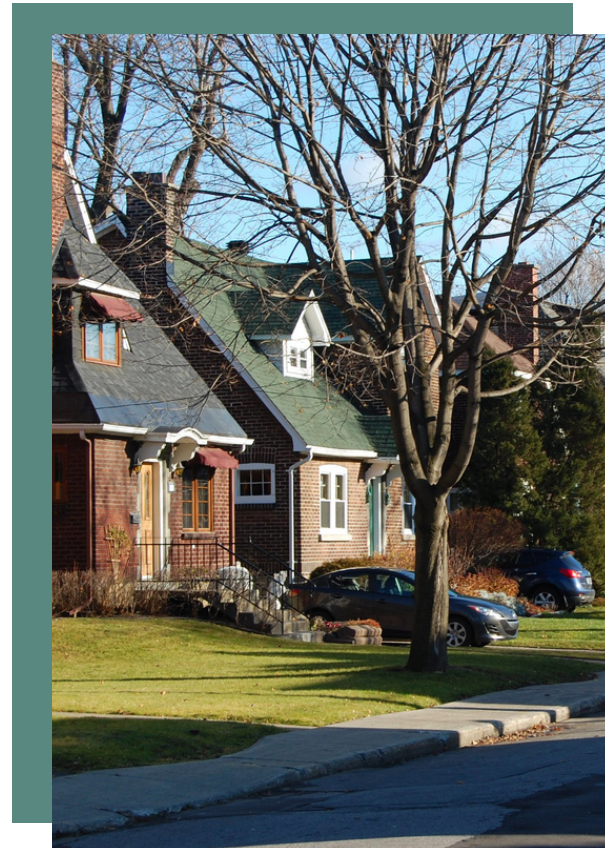
Stakeholders

Several socio-demographic factors create opportunities for the implementation of different actions in RMM.

Firstly, with a territory of 1.4 km² and a population of 5050 inhabitants, Montreal West benefits from a favorable situation allowing customized approaches according to the different socio-economic situations of the various social groups.

Furthermore, the most common type of dwelling is the single-family home (44%), which constitutes a favorable context for monitoring reduction measures at the source.

Finally, 33% of the population is under 25. This is therefore an interesting opportunity to train, as of now, the responsible and committed citizens of tomorrow.



It is in this favorable context that brainstorming sessions, discussions and workshops were held with various stakeholders in the community. The selected guidelines come from these meetings to ensure a faithful representation of all households, businesses, Councillors as well as municipal employees of Montreal West.

Stakeholders

Citizens

Environment committee made up of committed citizens and Councillors

Councillors

RMM committee made up of municipal employees

Entrepreneurs and employees of industries, businesses and institutions (IBI)

School representatives

OUTLOOK

This strategy benefited from the input of various stakeholders during its development. It is this collaborative outlook, of collective intelligence and community leveraging that the Town of Montreal West wishes to put forward in the implementation of solutions adapted to the different realities of the stakeholders involved in RMM.

Behavioral and cultural changes at all levels of the production and consumption chain are required to meet the Town's ambitious targets that the Town aims to achieve for reducing materials generated and improving collection performance. The success of the approach depends above all on a sustained collective effort.

The vision below was the guide for the development of the strategy as well as the RMM Action Plan.



The citizen participation process and accountability increases confidence in RMM.

The Town of Montreal West implements structuring actions, in terms of incentives, regulations and education, that make it possible to achieve a reduction at source and better sorting of residual materials.

RMM is an integral part of the collective culture and activities of all stakeholders.

GUIDELINES AND OBJECTIVES

The guidelines define the directions that will be followed to meet the challenges raised by the various stakeholders. They will each be broken down according to the hierarchy of the 3RV-E – reduction, reuse, recycling, recovery and elimination – in order to promote reduction at source.

At source reduction and reuse are defined below and inspired the formulation of the strategy's guidelines.

Reducing at source : an approach aimed at reducing the generation of residual materials, with the main positive environmental impact of reducing the use of resources.

Reuse : an approach aimed at the repeated use of a product or packaging, with or without modification of its initial properties.

Two cross-cutting strategies are also an integral part of all guidelines, and have been integrated in the resulting objectives.

- Information, awareness and education
- Traceability of residual materials

This cross-cutting ensures consistency between the major guidelines that served as guidelines for defining the action plan.

Guideline 1 : Strive for Zero Waste

Dependent of the Montréal agglomeration's vision of becoming a "Zero Waste" City by 2030, this guideline takes part of a collection of at source reduction and reuse actions.

The table below presents the different objectives that will be put forward in the 2021-2026 Action Plan.

Objective	Description
Reduce the use of single-use products	In 2020, the federal government announced its intention to ban certain specific single-use plastic products as of 2021. The Town of Montreal West wishes to further this reflection by considering these products in a global and not individual way.
Action against food waste	An important source of organic material, food waste has an impact on economic, social and environmental spheres. It is a major challenge where the involvement of each of the stakeholders is decisive. The City of Montreal's public consultations results on this topic will be taken into account for the proposal of concrete actions.
Deploy eco-tax measures	Municipal eco-taxation allows the implementation of the user-pays principle. The resulting financial incentives encourage the adoption of good environmental practices.
Encourage reuse, sharing and repair	Reuse gives everyday objects and packaging a second life, whether by extending their useful life with a repair, by transforming their original use or following a change of ownership. Encouraging this approach reduces the environmental impact of these already existing goods.
Extend CRD's residual materials traceability	It is essential to better understand the path taken by CRD residual materials in order to have an accurate picture of the issues and solutions to address them.
Inform, raise awareness and educate	An awareness campaign offering various tools to enable Montreal West residents to adopt Zero Waste habits.

Guideline 2 : Increase the rate of residual materials diverted from landfill

In 2019, 50% of the waste generated in Montreal West was sent to landfill. This rate has been relatively stable since the deployment of RM and OM collections, as well as the decrease in pick-up frequency. As a result, a large amount of recyclable and recoverable materials could be diverted from disposal by being better sorted at source.

Objective	Description
Focus on sorting at source	Average waste bin in Quebec is contains approximately 50% OM, 20% RM, 10% CRD waste and 5% textile.[1] A better at source sorting would therefore reduce the material sent to landfill by approximately 85%.
Increase service to industries, businesses and institutions (IBI)	A clear identification of IBI needs offers the possibility to develop joint opportunities and optimize various adapted and efficient municipal collection programs.
Restructure municipal collections	There are various solutions to innovate and optimize the municipal collection system. Adjustment of the collection process developed in consultation with all of the municipality's stakeholders offers a new start towards improved performance in terms of the rates of residual materials diverted from disposal.
Develop a material traceability system	Citizens confidence in RMM operations stems in particular from the possible traceability of their efforts. The documentation and communication of these results is therefore an important lever for collective involvement.
Inform, raise awareness and educate	Access to knowledge allowing informed decision making in RMM actions encourages people to be part of the solution. The IAE strategy favors different communication channels specific to each of the stakeholders.

[1] Éco Entreprises Québec et RECYC-QUÉBEC. Caractérisation des matières résiduelles du secteur résidentiel au Québec 2012-2013

Guideline 3 : Leading by example as a Municipality

Leading by example ensures consistency in the measures deployed and demonstrates the importance of the public decision-makers commitments. This mobilization of the public administration and elected councillors also tends to deepen the understanding of the challenges since they are reflected and experienced at the heart of the organization.

Objective	Description
Build a 3RV-E culture within the municipal government	From the three-way collection in municipal buildings (RM, OM and waste) to the disposal of single-use plastic products, to a fountain service with spouts to encourage the use of reusable water bottles, the municipality can count on a myriad of actions to set an example on a daily basis while raising awareness among its employees.
Promote responsible procurement	Responsible procurement is consistent with sustainable development and the prioritization of 3RV-E when acquiring goods and services. This approach guides the members of the organization and provides criteria for making informed decisions when drafting tenders and contracts.
Support Town events to minimize their environmental impact	The eco-responsibility of the events reduces the impact on the environment in addition to aiming to increase positive socio-economic benefits. It is an opportunity to raise awareness by example while involving the community in the process.
Increase CRD waste traceability	The Town is responsible for a number of worksites on its territory. In this sense, the traceability of CRD waste, both internally and through subcontractors, contributes to Municipality exemplarity. By developing mechanisms to track material flows as well as accountability measures among stakeholders, the information gathered will be the starting point for process improvement.
Inform, raise awareness and educate	A healthy workplace RMM culture requires committed employees. This commitment is facilitated by adequate training on the challenges and by using everyone's creativity, knowledge as well as recognition of each and every one.

Guideline 4 : Promote a collaborative and collective intelligence culture

A collaborative culture requires the implementation of communication channels between the various stakeholders in order to work together towards a common goal, to share good practices and to combine ideas allowing solutions for the great challenge that is RMM. The essence of this collective intelligence also involves mechanisms promoting citizen participation by involving the various stakeholders upstream of the process and throughout its implementation.

Objective	Description
Mobilize stakeholders and public participation	Taking into account the various stakeholders upstream not only improves the acceptability of the proposed projects, but also provides access to the available collective intelligence in order to improve overall RMM practices.
Create channels of exchange between municipalities	The bridges to be built with municipalities experiencing similar realities or pursuing similar objectives create a favorable space for sharing ideas and maximizing resources. The development and maintenance of these communication channels makes it possible to find optimal solutions to meet local challenges.
Ensure traceability for meetings, exchanges and work sessions	In order not to lose anything from the exchanges in these different contexts, the development of performance monitoring and reporting indicators for participatory approaches must be put in place.
Inform, raise awareness and educate	IAE measures developed to meet the needs and expectations of the various stakeholders will aim at encouraging this collaborative culture while providing keys to build and consolidate this synergy.