



October 25, 2013

Gary MacIsaac
Executive Director
Union of BC Municipalities
Suite 60-10551 Shellbridge Way
Richmond BC V6X 2W9

Dear Mr. MacIsaac:

Thank you for your phone call of October 10, 2013, regarding the new Union of BC Municipalities (UBCM) resolution and committee on packaging and printed paper (PPP) product stewardship. I appreciate the work that UBCM and its staff have done to assist local governments with the transition to industry responsibility for PPP product stewardship. I am writing to respond to UBCM's resolution (SR1), provide our support for the new committee and to let you know about some upcoming regional workshops for local governments.

As you know, under the Recycling Regulation (the Regulation) producers are responsible for collecting and recycling the products that they make and sell. On May 19, 2011, the PPP product category was added to the Regulation, providing producers with three years to consult with stakeholders, develop a plan and implement a stewardship program. Multi-Material BC (MMBC) has an approved product stewardship plan and is in the final stages of preparing to launch its program on May 19, 2014. MMBC represents a broad range of producers including businesses in the retail, grocery and food service sectors.

MMBC's product stewardship plan outlines how it will comply with the Regulation and meet the required performance standards. MMBC's plan commits to increasing the provincial recycling rate for PPP from approximately 52 percent to over 75 percent. To achieve this new recycling rate, MMBC has also committed to expand PPP collection services province wide through enhanced curbside blue box and depot options. MMBC has chosen to provide local governments with first right of refusal to receive financial incentives to deliver these enhanced collection services. Should local governments refuse the incentives, then MMBC will develop its own PPP collection system. MMBC's plan can be found on the Ministry of Environment (MoE) Product Stewardship website at <http://www.env.gov.bc.ca/epd/recycling/pack/index.htm>. More information on MMBC, including information for local governments who choose to receive the incentives and be service providers, can be found on the MMBC website at <http://multimaterialbc.ca/>.

...2

With respect to the request in the resolution that the provincial government and MMBC provide local governments an additional 90 days to consider MMBC's incentive offer, the incentive offer and deadline are not set by the Province and, therefore, local governments need to negotiate this extension directly with MMBC. That said, ministry officials have discussed this with MMBC and it's my understanding that, at the request of local governments for more flexibility, MMBC has provided local governments with four options to consider:

1. Local governments can choose to accept MMBC's offer.
2. Local governments can choose to decline the offer. MMBC will be responsible to meet the performance requirements set out in the PPP stewardship plan.
3. Local governments currently providing PPP curbside collection services may decline the offer and notify MMBC and MoE that they wish to continue to provide the PPP curbside collection service at their own cost.
4. Local governments that do not accept the incentives and do not execute an agreement with MMBC by November 30, 2013, should notify MMBC that they need more time to consider MMBC's offer. Local governments are also asked to notify MoE and confirm continuity of service to the public until such time as the local government and MMBC execute an agreement. Should the local government subsequently decline to execute an agreement and indicate that MMBC should provide the service, the local government will agree to provide continuity of service to the public until MMBC can provide the service.

With respect to the request in the resolution for the Province to review and revise MMBC's stewardship plan to address performance measures, I respectfully note the extent to which MoE has facilitated the incorporation of greater performance measures into the existing plan prior to approval. I note your concerns regarding service levels and resident awareness, and encourage you to review the performance measures committed to within MMBC's approved stewardship plan. It is MoE's expectation that service to British Columbia residents is maintained and, in some instances, improved given the expansion of materials to the blue box as well as additional service to geographical regions of BC. Appendix C of MMBC's plan itemizes commitments in accordance with provincial regulatory requirements. In addition, MoE is constantly monitoring plan performance and would appreciate any details including rationale, that local governments can provide on plan/program performance or areas needing improvement.

We all have a vested interest to ensure that all stewardship programs operate effectively and efficiently. As such, ensuring compliance with provincial regulatory requirements is one of MoE's principal objectives. MoE holds producers to the commitments outlined in their approved stewardship plans and works within its regulatory scope to ensure Extended Producer Responsibility programs in BC are meeting environmental and service level objectives.

In this light and to follow up on questions raised at the 2013 UBCM Convention, MoE staff will be holding regional workshops in early November 2013 with local government staff to continue

our work to engage and assist local governments in the transition to producer responsibility for PPP collection and recycling. Ministry staff are working with UBCM and local government staff across the province in arranging seven regional workshops across BC. More information on these workshops can be found on the MoE Product Stewardship website at <http://www.env.gov.bc.ca/epd/recycling/pack/index.htm>. Questions regarding the workshops should be directed to Ms. Julia Bates, Senior Policy Advisor at the Ministry of Environment. Ms. Bates can be reached by email at Julia.Bates@gov.bc.ca.

In closing, I would like to take this opportunity to offer any support we can provide to the new UBCM PPP committee initiated by the resolution. Ministry staff can provide a background presentation on our policy to make producers responsible, the Regulation and our compliance and enforcement strategy. I understand from ministry staff that the committee may want the Honourable Mary Polak, Minister of Environment, and/or myself to attend one of the committee meetings. To arrange a meeting, please contact Ms. Bonnie Lee, Senior Executive Assistant in my office, by email at Bonnie.Lee@gov.bc.ca.

Sincerely,

A handwritten signature in blue ink, appearing to read "W. Shoemaker", with a long horizontal flourish extending to the right.

W.H. (Wes) SHOEMAKER
Deputy Minister

cc: Regional District Chairs and Chief Administrative Officer's, Union of BC Municipalities
John Coyne, Chair, Multi-Material BC
Jared Wright, Director of Advocacy & Government Relations, Union of BC
Municipalities