### 4515 Central Blvd, Burnaby, BC V5H 4J5

# BOARD IN BRIEF

604-432-6200

metrovancouver.org

#### For Metro Vancouver meetings on Friday, June 27, 2025

Please note these are not the official minutes. Board in Brief is an informal summary. Material relating to any of the following items is available on request from Metro Vancouver. For more information, please contact: <u>media@metrovancouver.org</u>.

# **Metro Vancouver Regional District**

# E1.1 Scope of Work – Infrastructure Demand to Support Growth in the Metro ENDORSED Vancouver Region

At its April 3, 2025 meeting, the Regional Planning Committee expressed interest in better understanding the corresponding investments in infrastructure that would be needed as the region grows, particularly as member jurisdictions across Metro Vancouver work to respond to the significant need for new housing supply.

This report proposes a Scope of Work to estimate, at an order of magnitude level, the level of investment in growth-related infrastructure required to support the growth anticipated in the region to the year 2050. To provide a more comprehensive assessment, the project will also include an evaluation of the existing infrastructure gap, aiming to identify unmet infrastructure needs across the region. By examining both future infrastructure demands and current deficiencies, the findings will offer a clearer picture of the region's long-term needs. The results are intended for information purposes for the MVRD Board and member jurisdictions, and to support advocacy to provincial and federal governments who have a strong interest in housing enabling infrastructure. By identifying key infrastructure needs, this analysis will provide a foundational resource to support policy development and advocacy.

The Board endorsed the scope of work for the Infrastructure Demand to Support Growth in the Metro Vancouver Region study.

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

# E1.2 Industrial Lands Bring-to-Market Initiative – Maple Ridge/Kwantlen First Nation RECEIVED Study Results

Industrial land is essential to the region's economy and employment base, yet the availability of developable sites is severely limited. Many remaining industrial lands face significant challenges, including infrastructure servicing constraints, transportation access issues, and environmental considerations. As part of the ongoing implementation of the Regional Industrial Lands Strategy, Metro Vancouver launched the "Bring to Market" initiative to identify barriers preventing underutilized or vacant industrial lands from being developed. This initiative seeks to address these challenges and propose actionable strategies to facilitate industrial development. Following a call for proposals and evaluation in Spring 2024, a submission by the City of Maple Ridge, in collaboration with Kwantlen First Nation, was approved by the Board to move forward. Some of the key findings and recommendations from the report include:

- Sites face geographical, transportation, and infrastructure challenges;
- Limited transportation access and zoning misalignment affects industrial land utilization;
- Viable uses include: aggregate processing, outdoor storage, and small bay spaces;
- Updates to regional land use designations should be explored;
- Kwantlen First Nation could explore changes to their land use plan with members; and
- Explore cost-sharing mechanisms for infrastructure expansion.

If desired, Metro Vancouver could issue future calls for additional partnership studies with interested member jurisdictions, building on the learnings from this study to assist other underdeveloped industrial lands across the region.

The Board received this report for information, and staff will forward a copy to member jurisdictions with an offer to present to Council.

### 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

#### E1.3 2025 Agriculture Awareness Grant Recommendations

APPROVED

**BOARD IN BRIEF** 

This report outlines recommendations to the MVRD Board to award a total of \$55,000 in Agricultural Awareness Grants to 19 non-profit organizations in 2025. Metro Vancouver has awarded annual grants for agriculture awareness since 2008, which supports its objective to strengthen agricultural viability in the region. Applications are reviewed and recommended by staff and the Metro Vancouver Agricultural Advisory Committee. Programs and outreach that support local sustainable food production make important contributions to support public outreach and education to increase awareness across the region.

The funding provided through the Agriculture Awareness Grants is particularly valuable for community organizations to demonstrate the value of producing or buying food close to home and to share knowledge and support hands-on learning about local agriculture and food systems. At its February 21, 2025 meeting, the MVRD Board re-affirmed support for the Agricultural Awareness Grant program.

The Board approved the agricultural awareness grants to 18 organizations.

# E1.4 2025 Update on Regional District Sustainability Innovation Fund Projects – RECEIVED Regional Planning

This report provides an update on the two Regional Planning projects that were approved for funding between 2019 and 2024 under the Regional District Sustainability Innovation Fund. The projects outlined in this report and summarized below advance regional sustainability objectives through innovations in community and urban data analysis.

- Social and Community Data Model: Developed a behavioral model to analyze housing and neighborhood choices in Metro Vancouver. Key findings include relocation patterns, dwelling preferences, and demographic influences on housing decisions, with results applicable at regional and jurisdictional levels (Completed in 2024).
- Extended Reality Modeling Platform: Designed to monitor urban growth and land intensification, using detailed 3D GIS datasets. A second component of this project includes a virtual reality initiative that leverages immersive technology for public engagement. (Expected completion in 2025).

Together, these projects support regional sustainability, protect the environment, advance resilience, and continuously improve service delivery by allowing Metro Vancouver to explore and implement innovative approaches and respond to emerging issues and evolving best practices.

# BOARD IN BRIEF

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

### E2.1 2024 Statement of Financial Information

The Statement of Financial Information Report (SOFI) is produced annually under the *Financial Information Act*. The 2024 consolidated financial statements received a clean audit opinion from KPMG and was approved by the Board on April 25, 2025. SOFI Schedules 1 to 7 report on the remuneration and expenses for staff and elected officials; and information on payments to suppliers for goods and services.

Total 2024 employee remuneration was \$241.1 million, up \$9.4 million from 2023, largely from a 4% Board approved general wage increase. Metro Vancouver Board Compensation was \$1.61 million in 2024, slightly lower than \$1.62 million in 2023, largely due to fewer board meetings being held in 2024. Total payments to suppliers were \$1.87 billion, up 20% from 2023 largely driven by a planned increase in capital expenditures.

The Board approved the Statement of Financial Information.

## E2.2 Metro Vancouver's 2025 Financial Performance Report No. 1

The 2025 Financial Performance Report indicates a forecasted year-end net operating surplus to budget of \$17.6 million (1.2% of the total \$1.5 billion operating budget). Surpluses are forecasted in Water Services (\$1.1 million), Liquid Waste (\$11.5 million), Housing (\$1.6 million), and Regional District (\$3.4 million), primarily a result of forecasted lower than budgeted operational expenditures, largely in the liquid waste utility, and organization-wide staff vacancies.

Year-end capital expenditures are forecasted at approximately 80% of the annual cash flow target of \$1.8B. Work has continued to progress and ramp up on several multi-year projects such as Coquitlam Water Main, Annacis Water Supply Tunnel, and NSWWTP. Borrowing of MFA debt up to \$600M is aligned to the approved budget. Investment returns are currently averaging 3.89% and are expected to remain favorable for the remainder of the year. Year-to-date procurement activity includes three awards approved by the Board representing 98% of the total value of awarded contracts. Across the organization, there are over 130 continuous improvement initiatives underway.

The Board received this report for information.

#### APPROVED

RECEIVED

### 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

## E2.3 TransLink's 2025 Metro Vancouver Regional Fund Application

APPROVED

**BOARD IN BRIEF** 

TransLink is seeking MVRD Board approval of Metro Vancouver Regional Fund (MVRF) funding for five new projects and three amendments to previously approved projects. The funding request totals \$479 million and, if approved, would leave \$30.8 million in available MVRF funds for future use.

The requested funding for eight projects is exclusively for electric infrastructure (depots and bus fleet). In addition to physical infrastructure to support electrification, the projects include replacing standard-sized 40- and 60-foot (i.e. "conventional") buses with conventional battery-electric buses. The most significant projects are battery-electric buses (102 at \$193.2 million) and an additional \$195.2 million for the Marpole Transit Centre project originally approved in 2021.

TransLink's application is the first under the updated MVRF program that was formerly known as the Greater Vancouver Regional Fund (GVRF). Staff have evaluated this application using the new MVRF Policy and MVRF Application Guide, both of which were approved by the MVRD Board in 2024. The evaluation finds that the projects meet program criteria, are consistent with TransLink's 2025 Investment Plan, and support Metro Vancouver's growth management, transportation and climate change objectives.

The Board approved the funding requested by Translink.

## E2.4 2025 Regional Cultural Project Grants

#### RECEIVED

Metro Vancouver's annual regional cultural grants, funded by the Grants Reserve Fund, support arts and culture project delivery throughout the region and are within the approved 2025 Budget. The funds are provided through interest earned on the Grants Reserve Fund, and do not draw from annual tax revenues. This report provides an overview of the grant program, including award criteria and process for adjudication.

The 2025 call for proposals closed April 28th. Staff have screened submissions for eligibility and are reviewing applications against set criteria. This review also includes assessing the regional impact of each project and reviewing the budget and project plan. In addition, staff consider the success of any previous projects and a demonstration of resilience.

In July 2025, the Finance Committee will review a staff recommendation for grant awards (to a cap of \$10,000 per project and a total distribution of \$300,000) and be asked to make a recommendation to the Board. If approved by the MVRD Board on July 25, 2025, grants will be distributed in August to fund programming, some of which begins in September 2025. MVRD Board authorization is required to distribute funds from the Grants Reserve Fund as external contributions.

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

### E2.5 Best Practice Review & Proposed Updates for Development Cost Charge RECEIVED Categories

Metro Vancouver is undertaking a review of its development cost charge (DCC) program through a series of coordinated projects. One of the first projects involves a policy best practice review and analysis of DCC categories and definitions. The intent of this project is to respond to provincial housing legislation and industry feedback, better reflect evolving development trends, and more equitably match the regional infrastructure impact associated with different land uses. This report summarizes preliminary recommendations for Committee and Board review, including:

- Adjusting residential categories and definitions to better accommodate new forms of smallscale multi-unit housing and reflect average household size;
- Introducing sub-categories for non-residential uses (e.g., industrial, commercial, institutional, agricultural development) to ensure rates more accurately reflect the infrastructure demand associated with different forms of development; and
- Not proceeding with a separate category for rental residential or area-specific rates related to regional growth areas (e.g., close proximity to transit) given the lack of a strong connection to regional infrastructure demand.

The next step will involve targeted engagement with industry stakeholders, with final recommendations brought for Committee and Board approval in Fall of 2025. Pending approval, revised DCC categories will be incorporated into the broader 2027 DCC Program Update, along with the latest population projections and capital program updates, to inform new rate structures that will take effect from 2028 onward.

The Board received this report for information.

## E3.1 Governance Committee Update

#### RECEIVED

This report provides the four Boards of Metro Vancouver with the Governance Committee's Terms of Reference, the skills matrix utilized to evaluate submissions for Committee membership, and the Committee members selected.

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

## G1.1 Metro Vancouver Regional District DCC Reserve Fund Bylaw No. 1419, 2025 APPROVED

Section 566(1) of the *Local Government Act* requires that development cost charges (DCC) paid to a local government be held in a separate special DCC reserve fund established for that purpose, and that DCC monies be used only for the purpose for which they were charged. Accordingly, staff recommend adoption of the proposed *Metro Vancouver Regional District Development Cost Charge Reserve Fund Bylaw No. 1419, 2025*, which would create the required statutory DCC reserve fund for park land acquisition DCC monies received.

The Board gave three readings to and adopted *Metro Vancouver Regional District DCC Reserve Fund Bylaw No. 1419, 2025.* 

### G2.1 MVRD Remuneration Bylaw No. 1425, 2025

#### APPROVED

The MVRD Board received recommendations from the Independent Board Governance Review led by Deloitte Canada at its meeting held on May 23, 2025. In response to Deloitte Canada's recommendations, the Board directed staff to draft revisions to the Remuneration Bylaw to eliminate double meeting fees for meetings that last longer than four hours, and to eliminate remuneration for travelling on Metro Vancouver business. As the current Remuneration Bylaw was adopted in 2007 and includes outdated references, a new Remuneration Bylaw for implementing the requested revisions is now presented for consideration. *Metro Vancouver Regional District Remuneration Bylaw No. 1425, 2025* is proposed to repeal and replace *Greater Vancouver Regional District Regional Board and Committee Remuneration Bylaw Number 1057, 2007*. The new bylaw includes the requested revisions, as well as updated legislative references and changes that improve interpretation and application.

The Board gave three readings to and adopted MVRD Remuneration Bylaw No. 1425, 2025.

# BOARD IN BRIEF

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

# G2.2 MVRD Regional Growth Strategy Amendment Bylaw No. 1406, 2025 – City of APPROVED Delta (4800 and 5133 Springs Boulevard)

On February 28, 2025, the MVRD Board initiated a Type 2 amendment to *Metro 2050*, and gave first, second, and third readings to *Metro Vancouver Regional District Regional Growth Strategy Amendment Bylaw No. 1406, 2025 ("MVRD Bylaw No. 1406, 2025")*. The amending bylaw would redesignate portions of 4800 and 5133 Springs Boulevard from Agricultural to General Urban to accommodate 60 townhouses.

As required by the *Local Government Act* and *Metro 2050*, Metro Vancouver notified affected local governments, local First Nations, and regional agencies of the proposed amendment to provide an opportunity for comment. Three responses were received, and a summary of the responses is provided. *MVRD Bylaw No. 1406, 2025* is now before the Board for consideration of adoption.

The Board adopted the *MVRD Regional Growth Strategy Amendment Bylaw No. 1406, 2025 – City of Delta (4800 and 5133 Springs Boulevard)* and accepted the City of Delta's amended and corresponding Regional Context Statement.

### I 1 Committee Information Items and Delegation Summaries

The Board received no delegation summaries from standing committees.

The Board received information items from one standing committee.

## **Regional Planning Committee – June 5, 2025**

#### Information Items:

#### **E5 Regional Planning Modelling Framework Report**

Regional data is essential for designing and planning sustainable communities. Sharing urban and regional data generated through modelling, analysis, and analytics across member jurisdictions, utilities, and external stakeholders supports informed decision-making and strengthens collaboration between regional and municipal planning efforts. Regional Planning has developed several modelling tools and datasets over the past two years. This report outlines how individual models interconnect within the broader modelling framework.

Each model is supported by a detailed technical report outlining its design, assumptions, key outcomes, and relevance to regional policymaking. These reports will be published on the Metro Vancouver website in the coming months, alongside a centralized Regional Planning data repository for broader access and transparency. The technical reports will serve as a valuable resource for specialized technical staff at member jurisdictions, supporting data-driven analysis. Member jurisdictions and external stakeholders rely on these reports to guide policy and planning development.

### 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

#### metrovancouver.org

**BOARD IN BRIEF** 

## **Metro Vancouver Housing Corporation**

#### E1.1 Metro Vancouver Housing 10-Year Plan Update – Preliminary Strategic Directions RECEIVED

With many actions and targets in the *Metro Vancouver Housing 10-Year Plan* accomplished or well underway, Metro Vancouver Housing is undertaking an update to the plan. The update will result in refreshed targets, key performance indicators, and actions under each of the four goal areas to reflect changing contexts and progress made since 2019. To begin engagement with the Housing Committee on the update, initial input was gathered through an online survey that identified areas for further discussion. This report outlines areas of focus to support the Committee's discussion of preliminary strategic directions for the update to the *Metro Vancouver Housing 10-Year Plan* including:

- approaches to the pace and focus of MVH development activities;
- types of development partnerships being pursued;
- approach to unit mix and affordability targets;
- regional distribution of housing, and
- types of tenant programs and services.

At its June 4, 2025 meeting, the Housing Committee considered the attached report titled "Metro Vancouver Housing 10-Year Plan Update – Preliminary Directions" dated May 14, 2025. The Committee subsequently discussed the attached report and provided feedback through live polling. This cover report provides a summary of the discussion. Feedback received will be used to inform a robust analysis of options that will be presented to the Housing Committee and Board in September in advance to preparing the updated *Metro Vancouver Housing 10-Year Plan*. This analysis will consider implementation options, cost considerations, and trade-offs to support decision-making.

The Board received this report for information.

#### E2.1 Governance Committee Update

#### RECEIVED

This report provides the four Boards of Metro Vancouver with the Governance Committee's Terms of Reference, the skills matrix utilized to evaluate submissions for Committee membership, and the Committee members selected.

## 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

**BOARD IN BRIEF** 

# **Greater Vancouver Water District**

#### E1.1 2025 Update on Water Sustainability Innovation Fund Projects

#### RECEIVED

RECEIVED

Last year Metro Vancouver celebrated the 100th anniversary of the Greater Vancouver Water District. It took incredible innovation, collaboration, and foresight to achieve the safe, reliable, worldclass system that we enjoy today. Ongoing innovation supports the reliable supply of high-quality drinking water to the growing region. This report provides an update on 19 projects that were approved for funding between 2018 and 2024 under the Water Sustainability Innovation Fund.

Projects funded by the Sustainability Innovation Fund support regional sustainability, protect the environment, advance resilience, and continuously improve service delivery by allowing Metro Vancouver to explore and implement innovative approaches, and respond to emerging issues and evolving best practices. The projects outlined in this report advance these objectives through assessing contaminants of emerging concern including microplastics, water supply monitoring and information management, greywater reuse, earthquake early warning systems, digitizing and updating existing hydrological and hydraulic analytical processes, and water quality management.

The last update was presented in July 2023. Since then, of the 19 projects in this report, two have been completed, one is on hold, and 16 are in various stages of progress.

The Board received this report for information.

## E2.1 Governance Committee Update

This report provides the four Boards of Metro Vancouver with the Governance Committee's Terms of Reference, the skills matrix utilized to evaluate submissions for Committee membership, and the Committee members selected.

The Board received this report for information.

## G1.1 Greater Vancouver Water District DCC Reserve Fund Bylaw No. 265, 2025 APPROVED

Section 566(1) of the *Local Government Act* requires that development cost charges (DCC) paid to a local government be held in a separate special DCC reserve fund established for that purpose, and that DCC monies be used only for the purpose for which they were charged. Accordingly, staff recommend adoption of the proposed *Greater Vancouver Water District Development Cost Charge Reserve Fund Bylaw No. 265, 2025*, which would create the required statutory DCC reserve fund for water DCC monies received.

The Board gave three readings to and adopted *Greater Vancouver Water District DCC Reserve Fund Bylaw No. 265, 2025.* 

### 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

ROARD IN BRIEF

#### I 1 Committee Information Items and Delegation Summaries

The Board received no delegation summaries from standing committees.

The Board received two information items from one standing committee.

#### Water Committee – June 11, 2025

#### Information Items:

#### E1 Drinking Water Management Plan Update - Proposed Strategies and Actions

Metro Vancouver has drafted strategies and actions for the *Drinking Water Management Plan* to address challenges and advance work in priority areas, including conservation, water quality, infrastructure resilience, and operational workforce development. Staff have developed these strategies and actions in collaboration with member jurisdictions, local First Nations, and interest holders, and will be seeking the public's feedback this summer. The Water Committee will also have an opportunity for meaningful dialogue and to share their feedback on the draft plan at a dedicated workshop this fall.

The goal of the plan is to establish a clear, actionable framework and support informed decision making, long-term planning, and project development. The plan update has been underway since late 2020 and is currently in phase two of a three-phased process. The plan is scheduled for completion and will be presented to the Water Committee and the Board for endorsement in early 2026.

#### E2 2024 GVWD Dam Safety Program Annual Update

The GVWD owns and operates seven dams that are regulated by the Ministry of Water, Land and Resource Stewardship – Dam Safety Section, five of which are regional drinking water supply dams and two of which store water for ecological and recreational purposes. The GVWD Dam Safety Program is compliant with the requirements outlined in the provincial Dam Safety Regulation (BC Regulation 40/2016; amended by Regulation 32/2023) for the water supply dams. There were no unsafe or unacceptable conditions identified from the check and review activities carried out in 2024, including comprehensive third-party Dam Safety Reviews, routine surveillance, monitoring, or formal dam inspections. In 2024, progress continued with the newly established Water Services Dam Safety division in providing centralized dam safety support for all Metro Vancouver dam owner departments. Regulatory compliance and engagement with internal and external partners remained a key focus, with efforts to identify, prioritize and initiate activities and projects associated with the corporate dam portfolio.

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

# **Greater Vancouver Sewerage and Drainage District**

#### E1.1 Solid Waste Management Plan Progress Update

#### RECEIVED

**BOARD IN BRIEF** 

Metro Vancouver is a North American leader in waste reduction and recycling, having achieved a 65% recycling rate – roughly twice the Canadian average – and 11% reduction in waste generation since 2011. Metro Vancouver is updating its solid waste management plan, building on the strengths of the current plan and identifying opportunities to further advance waste reduction and recycling, reduce greenhouse gas emissions, and promote a circular economy. The plan update is supported by robust engagement and technical studies.

Metro Vancouver recently concluded the idea generation phase, where research and engagement contributed to the development of potential strategies and actions for an updated plan. Draft goals and a draft waste hierarchy were also developed and will be provided to the GVS&DD Board for consideration at an upcoming meeting. The draft solid waste management plan is anticipated to be provided to the GVS&DD Board in 2026 for consideration, prior to submission to the Minister of Environment and Parks.

The Board received this report for information.

## E2.1 Liquid Waste Management Plan Update – First Nations Input

#### RECEIVED

ἀ<sup>w</sup>α:ἀÅəἀ (Kwantlen First Nation), k<sup>w</sup>ik<sup>w</sup>əÅəm (Kwikwetlem First Nation), Semiahmoo First Nation, scəẁaθən məsteyəx<sup>w</sup> (Tsawwassen First Nation), and səlilwətaɬ (Tsleil-Waututh Nation) have provided significant input during engagement on the regional *Liquid Waste Management Plan* (LWMP) update, including at a workshop in April 2025. máthxwi (Matsqui First Nation) and Skwxwú7mesh Úxwumixw (Squamish Nation) have also provided input on the plan. Key themes heard from these First Nations include a desire for: an equal, decision-making seat at the Metro Vancouver Board; equal involvement in co-developing and co-managing the LWMP alongside Metro Vancouver and its members, with co-oversight of outcomes; and measurable water quality improvements resulting in a return to shellfish harvesting. The updated plan includes First Nations involvement in forums for watershed management and progress monitoring as well as the development and implementation of the LWMP.

4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

## E2.2 Integrated Liquid Waste and Resource Management Plan 2025 Biennial Report APPROVED

While work to update the *Liquid Waste Management Plan* is ongoing, Metro Vancouver and member jurisdictions remain under the regulatory obligations of the 2011 *Integrated Liquid Waste and Resource Management Plan* (ILWRMP) which requires submission of a biennial report to the Ministry of Environment and Parks (ENV) by July 1, 2025. Unlike previous reports that exceeded 500 pages, Metro Vancouver has collaborated on a substantial streamlining of the 2025 Biennial Report that provides a few pages of colour-coded tables to indicate the status of actions in the 2011 ILWRMP.

The Board approved submitting the *Integrated Liquid Waste and Resource Management Plan 2025 Biennial Report* to the Province *and* arranging to receive public comments on the Biennial Report.

### E3.1 Governance Committee Update

This report provides the four Boards of Metro Vancouver with the Governance Committee's Terms of Reference, the skills matrix utilized to evaluate submissions for Committee membership, and the Committee members selected.

The Board received this report for information.

#### G1.1 North Shore Wastewater Treatment Plant Monthly Update

This verbal update provided the Board with an overview of the North Shore Wastewater Treatment Plant Project web site and the resources available to the public.

The Board received this report for information.

# RECEIVED

RECEIVED

### 4515 Central Blvd, Burnaby, BC V5H 4J5

604-432-6200

metrovancouver.org

DARD IN BRIEF

### I 1 Committee Information Items and Delegation Summaries

The Board received no delegation summaries from standing committees.

The Board received one information item from one standing committee.

#### Zero Waste Committee – June 5, 2025

Information Items:

#### E1 2025 Food Scraps Recycling Campaign "Food Scraps Aren't Garbage" Results

The 2025 "Food Scraps Aren't Garbage" campaign ran from January 13 to March 9, 2025. The campaign's objective is to increase the diversion of organic waste into the green bin.

The target audience is people living in apartments and condos (adults ages 35+), who tend to use their green bins less than people living in houses. Knowing that people tend to conform to the perceived norm in their community, the strategy was to communicate that using the green bin is now the common and accepted behaviour in the region. The campaign performed strongly, with 45.1 million impressions, 2.1 million reach, nearly 5,000 social media engagements, and 12,700 visits to the website. The campaign will run again in early 2026.