

Supported by Russell Dyson

Chief Administrative Officer

R. DYSON

FILE: 5360-04



DATE: October 31, 2017

TO: Chair and Directors

Comox Valley Regional District (Comox Strathcona

Waste Management) Board

FROM: Russell Dyson

Chief Administrative Officer

RE: Summary of the Comox Strathcona Waste Management Illegal Dumping

Prevention Program

Purpose

To provide an update to the Comox Strathcona Waste Management (CSWM) Board on progress, data collected and proposals for the CSWM Illegal Dumping Prevention Program.

Recommendation from the Chief Administrative Officer

None. This report is presented for information only.

Executive Summary

The CSWM Illegal Dumping Prevention Program is founded on education and enforcement and in order for it to continue to be effective, focus must be on increasing our efforts towards being more proactive, increasing the risk to offenders that they will be caught and reducing the reasons for illegal dumping. Although the program is new with little comparable data; the program is making improvements and the community is aware of the program, we are receiving better cooperation and improved reporting of incidents and there has also been successes in identifying illegal dumpers.

The following items build upon the successes achieved during the first year of the program, as well as respond to some of the learnings experienced as the program moves forward:

- continue as approved with additional focus on data collected for yearly statistics to provide accurate picture;
- begin discussions regarding free dump day proposals for large items or expand free yard waste dumping to include larger branches and stumps. The Ministry of Transportation and Infrastructure have agreed to work with CSWM on free dumping of abandoned boats;
- directly promote community clean ups by advertising on our CSWM webpage and other online sites and publishing write ups on their successes;
- continue regular visits to smaller communities in conjunction with operational visits to recycling and landfill operations. Continue to provide enforcement training and assistance as required;
- discuss and set up local agreements with partners such as timber companies, BC
 Hydro, the Ministry of Transportation and Infrastructure (MOTI) and other large
 landowners to possibly set up cameras in hot spots currently noted on their
 properties. Work with MOTI to eliminate illegal dumping issues observed at roadway
 turn outs and road right of way with significant illegal dumping concern;

- continue discussions with timber companies, MOTI, BC Hydro and other large landowners to limit access where possible to sites to reduce problems;
- given the high proportion of calls originating in the Comox Valley Regional District (CVRD); promote stronger advertising/communications dedicated to the Tahsis, Zeballos, Sayward and Gold River communities and Strathcona Regional District (SRD) Areas A, B, C and D in 2018; and
- continue spring and fall media campaign to better educate the public.

This report covers the period April 24, 2017 to September 26, 2017.

The program has garnered positive feedback through an increase in reporting of illegal dump sites, a more proactive approach to the problem and acknowledgment within the community that the issue is being taken seriously by local government. Some successes noted include:

- High profile community clean ups
 - o Forbidden Plateau/Medicine Bowls 2000 kg of waste removed
 - o Strathcona Pkwy Timber West site 20,000 kg of waste removed
 - o Cook Creek 3400 kg of waste removed
 - o SRD/Elk Falls area 3400 kg of waste removed
 - o Campbell River 1900 kg of waste removed including abandoned boat
 - o Hamm Road/MOTI 1200 kg of waste removed including abandoned boat;
- Increased cooperation with partners like Timber West, MOTI, RCMP, and Salvation Army which were lacking previously. Timber West property off Strathcona Parkway had seen significant illegal dumping over the previous two years with a lack of action prior to the program launch;
- Agreements with partners to post better signage within each other's jurisdiction.
 MOTI no dumping signs were installed on Forbidden Plateau, CSWM temporary no dumping signs have been installed on MOTI and timber company property to deter activities;
- Face to face meetings with smaller community Chief Administrative Officers to promote new program and assist with local issues has been positive;
- New signage was designed noting areas are being monitored and may be under video surveillance as an increased deterrent. Signs marking areas as illegal dump sites have also been put in place and the area not cleaned immediately to notify the community that we are investigating (Appendix A);
- Open discussion with K'ómoks First Nation (KFN) after seeing our program and enquiring about organizing future community cleanup of their territory utilizing our volunteer groups;
- Volunteer group heavily promoting the program on Facebook and through other organizations such as ATV clubs;
- Pamphlets designed and issued to RCMP, bylaw staff, waste educators and smaller communities to further promote the program as online resources not always most effective or available (Appendix B);
- A most commonly dumped items pamphlet was developed and placed in newspaper ads, CSWM website, and online sources and provided in hard copies as required.
 This was well received as it cleared up some misconceptions related to waste management costs (Appendix C);

- Program has been well promoted on SRD, City of Courtenay, Village of Cumberland, Crime Stoppers, Village of Gold River and Village of Sayward websites:
- Bylaw staff have organized regular meetings with staff from Town of Comox, Village
 of Cumberland, City of Courtenay, SRD and RCMP where the agenda included areas
 of concern, education and enforcement related to the new program; and
- We now have an established data collection system that can gather information from across the entire service area.

The launch of the program has also identified some issues:

- There was some hesitation and lack of promotion from some CSWM jurisdictions where we have seen little to no promotion or feedback for the program;
- Large percentage of illegal dumping sites continue to be on timber company
 properties. Communications with those companies has been significantly improved
 and areas are identified and cleaned in much improved way by the companies and/or
 our volunteer groups. Any material found at the sites is shared with the companies to
 possibly identify illegal dumpers however there is little to no feedback at this point as
 to actions taken;
- We began discussions with MOTI to set up a free dump day initiative for abandoned boats as a community incentive and show the public we understand landfill cost concerns. Unfortunately the plan was put on hold due to what material could go in to the new cell at the Comox Valley Waste Management Centre;
- Bylaw staffing shortages since commencement of program have drawn staff to investigate other bylaw files; and
- Challenges of getting the message out to the community that illegal dumping is not
 just an issue related to a lack of curbside garbage pick-up in rural areas and access
 and tipping fees.

Prepared by:	Concurrence:	Concurrence:
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Stakeholder Distribution (Upo	on Agenda Publication)	
Member municipalities and Stra	thcona Regional District (via CS	WM advisory ✓
committee)		

Background/Current Situation

The CVRD strategic priorities list, as well as the 2012 Comox Strathcona Solid Waste Management Plan, included direction to implement an Illegal Dumping Prevention Program.

The CSWM Illegal Dumping Prevention Program was launched on April 24, 2017 to coincide with Earth Week. The program began with a media blitz to announce the program and included a news release, updated web page with 1-800 reporting information, and links to graphic videos related to our main themes of education and enforcement. Radio interviews were conducted by bylaw staff, as

well as live on air radio interviews with the Eagle and Goat stations. CTV news also conducted an interview with bylaw staff and aired a story on Vancouver Island News.

Policy Analysis

At the January 9, 2017 meeting, the CVRD CSWM Board approved the CSWM Illegal Dumping Prevention Program and on June 8, 2017, Bylaw No. 470 being "Comox Strathcona Waste Management Illegal Dumping Regulation Bylaw No. 470, 2017" a bylaw to regulate illegal dumping of waste throughout the CSWM service area was adopted.

Financial Factors

The illegal dumping program is a component of the CSWM financial plan and operations. Highlights associated with the program for 2017 included a communications plan promoting awareness of illegal dumping and opportunities for the public. Two videos that provide information about illegal dumping and ways to stop illegal dumping were created and significant cost savings were realized due the partnership between CSWM and the Association of Vancouver Island and Coastal Communities.

The proposed 2018 budget for the CSWM service will continue to include the illegal dumping program (at no increase from the 2017 level) and efforts will focus around refining the program in response to successes and learning opportunities experienced during 2017. The proposed 2018 budget, including expenses for tipping fee waivers, education/communication, materials development, and legal and office expenses is \$59,000.

Legal Factors

No legal changes are proposed for the illegal dumping program in 2018.

Regional Growth Strategy Implications

The illegal dumping program works towards achieving many of the goals set out in the regional growth strategy, including those associated with the environment and ecosystems, public infrastructure and public health.

Intergovernmental Factors

Regular discussions are held with municipal partners under the illegal dumping program. The CSWM service continues to offer support and guidance for implementing the program and administering the regulations and ticketing bylaws.

Interdepartmental Involvement

CSWM works closely with bylaw compliance to administer the illegal dumping program.

Citizen/Public Relations

An illegal dumping social media metrics summary was compiled to measure the effectiveness of the social media strategy (Appendix D). Two videos were launched to highlight what is illegal dumping and how can we stop it. The majority of traffic to the videos came from Facebook and garnered significant discussion and feedback. Many comments received suggested that lower tipping and access fees at the waste management centres would solve illegal dumping. Several comments related to free dump days or free curbside pickup for furniture or larger items.

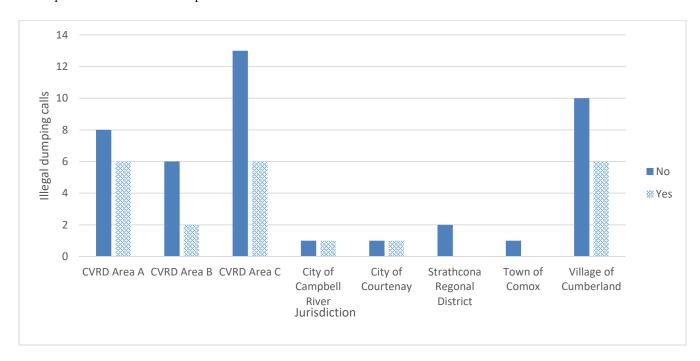
Amount of waste removed and jurisdictions affected

The areas most identified by illegal dumping based on complaints are CVRD Area C and the Village of Cumberland, accounting for 54 per cent of the reports. Access to remote timber company properties and location of landfills are identified reasons.

The amount of illegally dumped waste removed from the service area during this period was 77,600 kg.

Reports received and actions taken

Since the program launch, we have received 64 reports of illegal dump sites throughout the region. The graph depicts number of reports, jurisdiction and red denotes that dumped material related to the report contained free disposal items.



Illegal dump sites often provide some information to identify or follow up with people. Of the 64 reports, 10 sites had some traceable information allowing for additional follow up.

Sites with possible material to trace	10
Warning letters issued (pre-bylaw adoption or lacking some evidence)	6
MTI issued	1
Dumpers caught onsite and voluntarily cleaned area	3

Attachments: Appendix A – "Signage"

Appendix B – "Educational Pamphlets"

Appendix C – "Most Commonly Dumped Items Pamphlet"

Appendix D – "Social Media Metrics Summary"

NO DUMPING THIS AREA IS BEING MONITORED

Dispose of your waste properly or risk a fine of \$500 plus the cost of cleanup.

For information on actual disposal costs and options call

250-334-6016 or visit www.cswm.ca/illegaldumping.html





THIS MATERIAL HAS BEEN ILLEGALLY DUMPED

Did you dump this material?

Dispose of it properly or risk a fine of \$500 plus the cost of cleanup. For information on disposal options, call 250-334-6016 or visit www.cswm.ca/illegaldumping.html

Did you witness this material being dumped?

Call the reporting hotline at 1-800-331-6007 or visit

www.cswm.ca/illegaldumping.html



You are responsible for making sure waste is properly disposed.

The new illegal dumping bylaw means you could be charged if someone else illegally dumps items that belong to you.

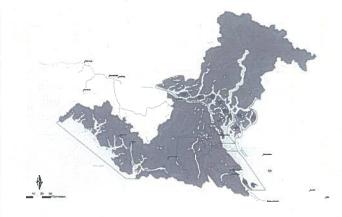


Report Illegal Dump sites

A hotline has been set up to report illegal dump sites in the CSWM region.

Call: 1-800-331-6007 to report a site.

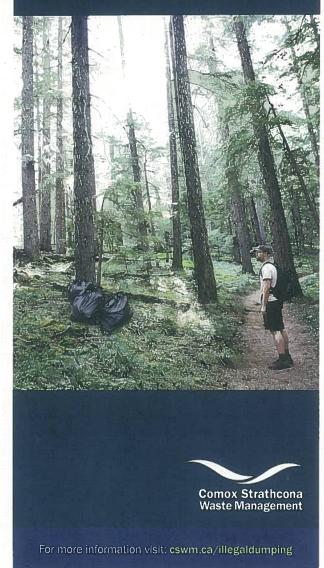
CSWM service area



Province wide:

BC Conservation Officer Service Report All Poachers and Polluters: 1-877-952-7277 or #7277 on your mobile phone

Help Stop Illegal Dumping



What is Illegal Dumping?

Illegal dumping is the improper disposal of waste in public or private areas, such as parks, rural properties and logging roads. Illegal dumping impacts the environment and our communities and is a growing problem.

Since 2012, over 500 sites with illegally dumped materials have been documented in the Comox Strathcona Waste Management region.

What's Being Done?

Comox Strathcona Waste Management (CSWM) is launching a new education strategy and enforcement campaign to reduce the amount of illegal dumping in our region.

The education strategy includes outreach and advertising initiatives to raise awareness.

It also includes increased and consistent enforcement and fines across all communities in the CSWM region.

Proper Disposing of Materials

The easiest way to prevent illegal dumping is to ensure your waste is disposed of properly at a regional waste management centre.

The most common items found at illegal dump sites could have been recycled or disposed of for little to no cost at waste facilities:

Yard Waste

- \$0 for grass and leaves

Appliances

- \$0 for large appliances; \$15 for appliances with Freon
- \$0 for small appliances

Tires

- \$0 for old tires without rims

Metal

- \$0 for items containing 50 per cent or more metal

Household Garbage

- \$10 for six bags of garbage (approx. 100 kg)

Household Hazardous Waste

 \$0 for items like motor oil, filters, paint, solvents and chemicals

Furniture

 \$10 for any furniture weighing less than 100kg

Where to Dispose of Materials

Before considering dumping something, try using other free disposal methods:

Sell or give away the item through online groups, second hand stores, churches or non-profit groups.

Recycle at a regional recycling depot. Visit www.recyclebc.ca for a full list of depots throughout the region.

Dispose of it at a Regional Waste Management Centre:

Comox Valley
3699 Bevan Road, Cumberland
Campbell River
6700 Argonaut Road, Campbell River

Or at a CSWM facility:

Cortes Island Hornby Island Village of Gold River Village of Tahsis Village of Zeballos

Or contact the CSWM service for more disposal options: 1-800-331-6007 cswm@comoxvalleyrd.ca

The most common illegally dumped items

One of the most common excuses for illegal dumping is that tipping fees are too high. The list below details the most commonly dumped items and the actual cost of disposal at the Campbell River Waste Management Centre or the Comox Valley Waste Management Centre.

Hem	Landfill disposat foo	Additional disposable options
Yard waste	\$0 for grass and leaves. \$32 for a pickerp truck sized lead of stumps and brunches.	Curbside yard waste pickup in Courteney, Cumberland and Comox is free. City of Campbell River residents can drop off yard waste for FREE at the Willis Road yard waste drop off centre.
Appliances	\$0 for stoves, washers, drysm, microwaves and dishwashers which are recycled into scrap metal. \$15 for Feon (toxic gas/Nquid) containing items. These are recycled once the Feon is removed.	N/A
Electronics	\$0 for small appliances.	Free to recycle electronics and audio visual equipment at Courteney Return it Depot or Island Return it in Campbell River.
Construction and demolition material (C&D)	\$10 for shingles (106 square feet or 3.5 bundles). \$10 for fence panels (4.4 wooden fence panels).	Gently used or unused building materials can be disposed of for FREE at Habitat for Humanity.
Tires	\$0 for old tires without rims,	Old tires can be left with your tire supplier ' for FREE and can be recycled as part of Tire Stewardship BC's tire recycling program at any facility that sells or replaces tires.
Metal	\$0 for disposal of items containing 50% or more of metal, like office furniture.	There are several free local disposal options in Courtenay including the Courtenay Return-R Depot and Habitat for Humanity.
Household garbago	\$10 for 6 bags of garbage (approximately 100 kg).	Municipal residents can purchase tags for extra garbage bags at a reduced rate for curbside pick-up.
Household hazardeus waste	\$0 for household hazardous waste items like oil, filters, paint, solvents and chemicals.	SA is the maximum you will ever pay to dispose of HHM (per trip). HHW can be dropped off at the Campbell River waste management center on Tuesdays and Wednesdays or at the Cornox Valley waste management center on Thursday and fridays. For the complete schedule and list of stema please visit http://cowm.co/hhw.html.
Furniture	\$10 for this 159 pound sofe bod. \$10 for any furniture item weighing loss than 100 kg.	FREE for disposal at second tand stores of can be given away on craigslist.

^{*} All weights are approximate and are based on average weight of dry products at point of sale.

Subject. Thegat Dumping social media metrics The. 1470-00	Subject: Illegal Dumping social media metrics	File: 1470-06
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Purpose

To measure the effectiveness of the social media strategy for the Illegal Dumping by gauging engagement of Twitter, Facebook and Utube.

Channels

- YouTube
- Facebook
- Twitter

Social media objectives

Public engagement goal of informing residents about the illegal dumping prevention program and educating about the harmful impacts of the activity.

Main URL for campaign: www.cswm.ca/illegaldumping

Purpose

This report measures the effectiveness of the social media strategy for the duration of the campaign period (2017/04/24- 2017-05-26).

Breakdown

YouTube

The "What is Illegal Dumping?" video was promoted on social media during the period of April 24 to May 26. During the campaign the majority of traffic to our video came from Facebook.

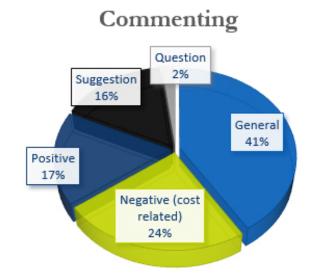
Over the course of the campaign there were 506 views to the video on YouTube. Incremental traffic continues and as of September 26, 2017 there were 618 views of the video. The "How Can We Stop Illegal Dumping" video has 346 views.

Seventy-two per cent of the videos were watched by most viewers, with tablet users staying tuned in the longest.

Facebook

Facebook community engagement

- Click-throughs: 732
- Shares: 141
- All comments: 238
 - o General = 99 comments or 41%
 - o Negative = 57 comments or 24%
 - o Positive = 40 comments or 17%
 - o Suggestion = 38 comments or 16%
 - o Question = 4 comments or 2%



Themes

Negative comments were predominantly related to cost. Many posts were adamant that lower tipping fees would solve illegal dumping and that site access fees should be covered through taxes. The majority of suggestions were also related to tipping fees with several posts suggesting an annual free dump day or free curbside pickup for furniture and other large items once or twice a year.

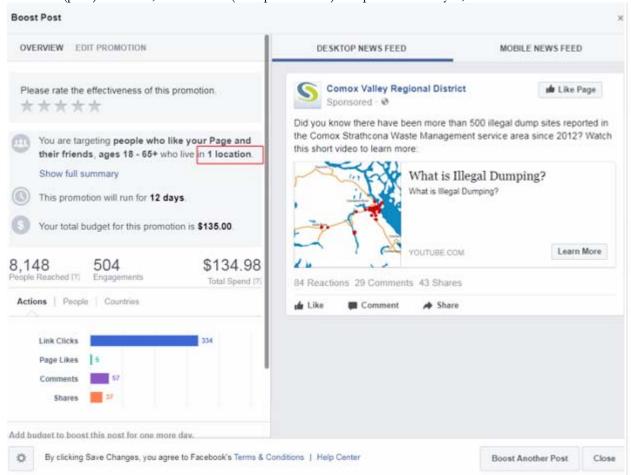
Twitter

Five tweets were used in this campaign throughout April 24 to May 26, 2017. All traffic was organic (there were no paid tweets).

Date	Tweet	Engagements
April 24, 2017	RD News: CSWM Launches Illegal Dumping	Impressions: 920
	Prevention Program. http://bit.ly/2pdxSNZ	Click-throughs: 22
		Favourites: 0
		Retweets: 5
May 11, 2017	Did you know the most common items found at	Impressions: 526
	illegal dump sites can be disposed of at the landfill	Click-throughs: 13
	for free?	Favourites: 0
	http://www.cswm.ca/mostcommon.html	Retweets: 1
May 15, 2017	Illegal dumping affects everyone in our region. It's	Impressions: 674
	bad for the environment & it's against the law.	Click-throughs: 10
	https://youtu.be/aSNQVRNgtTk	Favourites: 0
		Retweets: 1
May 23, 2017	Illegal dumping is a growing problem. What can	Impressions: 738
	you do if you see someone illegally disposing of	Click-throughs: 6
	trash? https://youtu.be/aSNQVRNgtTk	Favourites: 0
		Retweets: 2
May 26, 2017	Illegal dumping in our region is growing. See	Impressions: 354
	someone inappropriately disposing of trash in our	Click-throughs: 2
	environment call 1-800-361-3007	Favourites: 0
	www.cswm.ca/illegaldumping	Retweets: 0

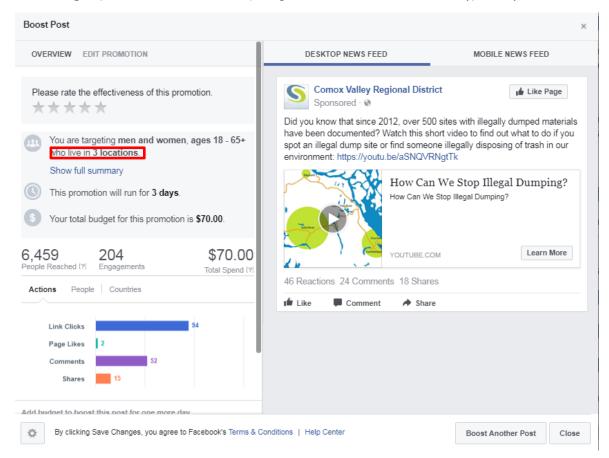
Appendix: Facebook Posts

Boosted (paid) Post #2, Location 1 (Campbell River) – April 27 to May 9, 2017



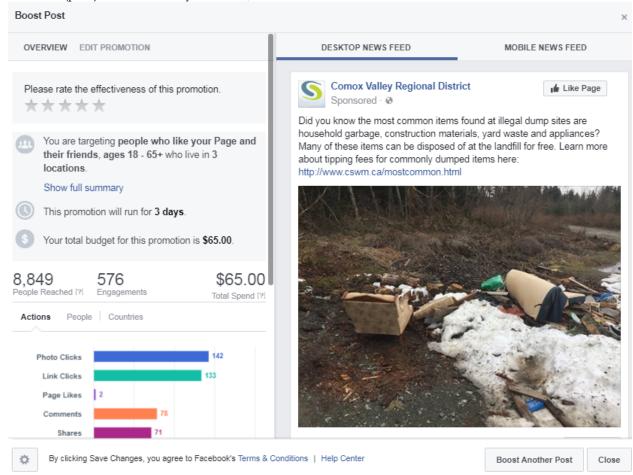
- Negative (Cost) = 17 or 32%
- Positive = 16 or 30%
- General = 11 or 20%
- Question = 5 or 9%
- Suggestion = 5 or 9%

Boosted (paid) Post #3 - Location 2 (Campbell River, Comox, Courtenay) - May 23-26, 2017

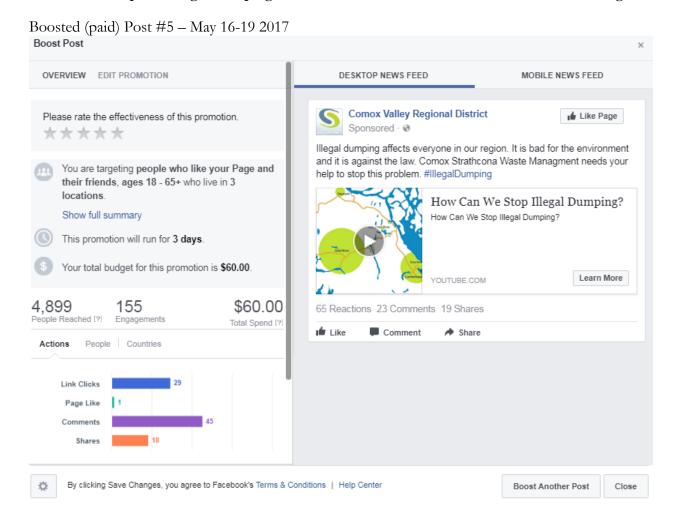


- General = 17 or 32% Negative (Cost) = 14 or 26%
- Suggestion = 13 or 25%
- Positive = 9 or 17%

Boosted (paid) Post #4 - May 11 to 14, 2017

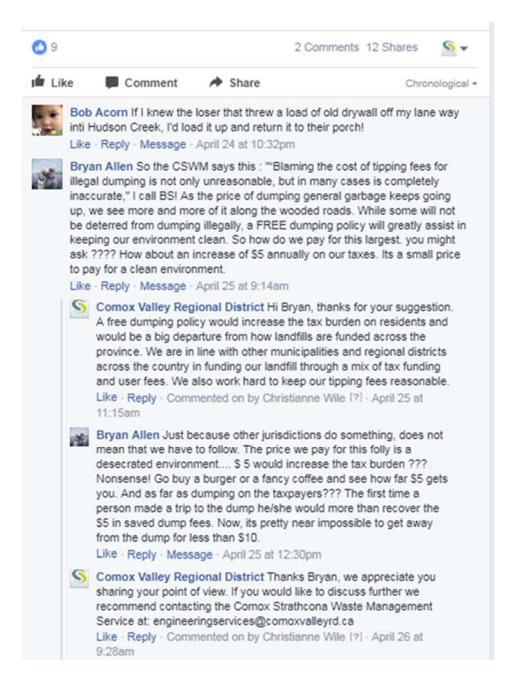


- General 46 or 55%
- Cost 15 or 18%
- Suggestion 12 or 14%
- Positive 11 or 13%



- General 24 or 53%
- Cost 9 or 20%
- Suggestion 8 or 18%
- Positive 4 or 9%

Appendix - Examples of Facebook Comments









Approval History

Created by: C. Wile	September 26, 2017
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