

DATE: February 3, 2021**FILE:** 5360-30/ABC**TO:** Chair and Directors
Electoral Areas Services Committee**FROM:** Russell Dyson
Chief Administrative OfficerSupported by Russell Dyson
Chief Administrative Officer*R. Dyson***RE:** Phase 2 of Roadside Collection Engagement Plan**Purpose**

This report provides a breakdown of the proposed Phase 2 of the Rural Roadside Solid Waste Collection Public Engagement Plan for 2021.

Recommendation from the Chief Administrative Officer:

This report contains no recommendations. It is for information purposes only.

Executive Summary

Roadside collection of garbage and recycling from the Comox Valley Regional District (CVRD) rural areas would provide multiple advantages for the community consistent with the CVRD's strategic priorities, specifically climate crisis and environmental stewardship and protection. The transition to an amalgamated service would:

- Improve customer service through the delivery of solid waste services
- Increase diversion rate with improved convenience
- Reduce greenhouse gas emissions by reducing the number of truck passes required to collect the materials
- Preserve valuable airspace at the Comox Valley Waste Management Centre landfill

Phase 1 of public engagement on roadside collection of garbage and recycling from the CVRD rural areas demonstrated that the majority of residents who participated are interested in the establishment of a new service. However, before moving forward to the formal assent process required for a new service, it is important to engage the community to more fully understand the degree of their support and to learn about possible barriers that remain.

Phase 2 of engagement will include informing residents on the refined service boundary and service level for garbage, recycling and yard waste and consulting with residents on possible exemptions to the service. The attached public engagement plan explains the objectives, tools and timeline identified with the following goals in mind:

- Inform primary audiences about rural roadside collection service boundaries and next steps; maintain or increase support for a new service.
- Consult primary audiences about possible exemptions to the collection service.
- Engage K'ómoks First Nation about participation in a future service.
- Inform secondary audiences about rural roadside collection service boundaries and next steps; hear their feedback.

The engagement period for Phase 2 is planned for spring 2021 and a recommendation on the assent process will be made this summer, following analysis of public feedback. Residents will have the opportunity to participate in the public approval process, which is expected to be complete by fall 2021.

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Attachments: Appendix A - Rural Roadside Collection Phase 2: Public Engagement Plan

Rural Roadside Solid Waste Collection Phase 2: Public Engagement Plan

OVERVIEW

Roadside collection of garbage and recycling from the Comox Valley Regional District rural areas could provide advantages for the community including the diversion of recyclables and yard waste, convenient disposal and removal, reduced emissions and cost savings for residents. Phase 1 of public engagement demonstrated that the majority of residents who participated are interested in the establishment of a new service. However, before moving forward to the formal assent process required for a new service, it's important to engage the community to more fully understand the degree of their support given the proposed service level and refined boundaries, and to learn about possible barriers that remain.

This public engagement plan provides an overview of the second phase of public engagement on rural roadside collection, which will include informing residents on the refined service boundary and service level for garbage, recycling and yard waste and consulting with residents on possible exemptions to the service. A final Phase 3 will provide residents with the opportunity to participate in the public approval process.

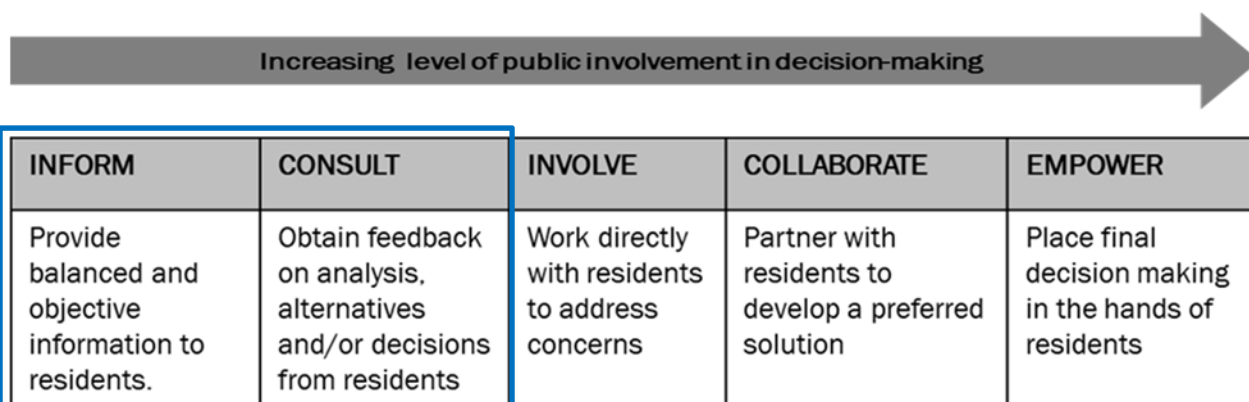
AUDIENCES

Primary	<ul style="list-style-type: none"> • Approximately 8,266 homeowners/occupants in Area A, B and C (excluding Royston, Denman and Hornby Island) • Stratas • Home based business • Properties with farm status • Seasonal property owners • People with disabilities • Properties with secondary suites
Secondary	<ul style="list-style-type: none"> • Waste processors and haulers • Recycle BC • Local environmental groups • Neighbourhood associations • Media
First Nations	<ul style="list-style-type: none"> • K'ómoks First Nation (KFN)
Internal	<ul style="list-style-type: none"> • EA Directors • CVRD Board • CSWM Board

ENGAGEMENT GOALS

Before considering the creation of a new service, it is important to understand the scale of interest within the community. Engagement in Phase 2 of the rural roadside collection program will focus on providing more detailed information about the possible service (bi-weekly two cans of garbage and unlimited recycling, and seasonal yard waste in spring and fall) while also collecting feedback on specific details pertaining to possible exemptions to the service such as stratas, home businesses, and properties with farm status. This will include consulting on proposed methods for proving qualification for an exemption, such as notification of assessment with farm status, invoices from private haulers, as well as a process for identifying assistance needs.

The International Association of Public Participation (IAP2) spectrum of public participation was used to define engagement goals of “inform” and “consult” for this project. These goals are about providing information, listening and acknowledging concerns, and showing a commitment to work with the public to exchange information, ideas and concerns.



Goal 1: Inform primary audiences about rural roadside collection service boundaries and next steps; maintain or increase support for a new service

- Provide an updated detailed boundary for the service to residents, and share next steps for residents if not included within the boundary. A dynamic map created by CVRD GIS will be included in the project portal and survey.
- Provide details of the service including frequency and quantities of the collection, estimated costs, as well as next steps for carrying out a public approval process.
- The methods/tools to be used to support this goal include direct mail, a survey for all primary stakeholders, a project portal with infographics and FAQs, a video on the proposed service, and educational messaging through social media.
- Direct primary audiences to sign up for email updates or visit online engagement portal to stay informed about next steps including consultation results and assent process.

Goal 2: Consult primary audiences about possible exemptions to the collection service

- Collect feedback on challenges or concerns for homeowners/occupants, stratas, home businesses, and farms using a range of tools, accommodating a range of accessibility. Due to COVID-19 protocols, no in-person opportunities will be provided, however CVRD staff are available by phone for any questions or comments.
- Prompted through the survey, residents will be asked if they want to participate in an online discussion about a possible exemption that applies to them. If interest is expressed, online Zoom discussion sessions will be offered for the exemption groups, to be recorded and posted online, including:

- Stratas
- Home based business
- Properties with farm status
- Seasonal property owners
- People with disabilities
- Properties with legal secondary suites

Goal 3: Engage K’ómoks First Nation about participation in a future service

- Continue working with KFN to understand their interest in participating in a future service. Any engagement with KFN occurs in parallel to this plan as per the direction of Chief and Council.

Goal 4: Inform secondary audiences about rural roadside collection service boundaries and next steps; hear their feedback

- Reaching out individually through email, phone and stakeholder letter to inform on current project status and hear their feedback on any potential barriers or challenges and refine anticipated costs for the service delivery.

KEY MESSAGES

- The service will be provided by privately owned waste hauling companies contracted by the CVRD.
- Contracting for pick-up for a large number of residences together provides for more efficient service delivery and will result in a reduced cost compared to an individual subscription service.
- The service level that is proposed is for bi-weekly pick-up of two cans of garbage and unlimited recycling, and the seasonal collection of yard waste once in spring and once in fall.
- Working together as a community we can achieve higher diversion of recycling and increase the lifespan of our local landfill.

OPERATIONAL MILESTONES

Potential delivery of a rural roadside collection program will include three public engagement phases.

- **Phase 1: Introduce and Gauge Support (Inform and Consult) COMPLETED**
Engagement in this phase focused on increasing understanding on the community’s support for a new service, and concerns or issues CVRD staff should be considering.
- **Phase 2: Detailed Service Plan and Exemptions (Inform and Consult)**
Engagement in this phase (outlined in this strategy) is focused on informing residents on the refined service boundary and service level for garbage, recycling and yard waste, and consulting with residents on possible exemptions to the service.
- **Phase 3: Assent Process for Service Creation (Inform and Empower)**
Primary and Secondary audiences will be encouraged to sign up for email updates and to visit the online engagement portal to stay up to date on next steps for assent, and how to participate.

Milestone	Spring/ Summer 2020	Fall 2020	Winter 2020-21	Spring 2021	Summer 2021	Fall/ Winter 2021-22
Phase 1 Complete						
Phase 1 Engagement Plan developed/approved						

Milestone	Spring/ Summer 2020	Fall 2020	Winter 2020-21	Spring 2021	Summer 2021	Fall/ Winter 2021-22
Analysis of existing household density data						
Community Consultation – Area A, B, C						
Waste Hauler Consultation						
Geographical Analysis Incorporating Consultation Results						
‘What We Heard’ consultation results						
Phase 2						
Engagement Plan to EASC						
Phase 2 community consultation						
Data analysis by consultant complete						
Data analysis by CSWM complete						
Recommendation to EASC – service area and assent process						
Phase 3						
Public approval process						
Next steps to EASC						

TOOLS

Connect CVRD Online Engagement portal	A one-step resource for all audiences to stay current on the project, participate in an online survey, ask questions of the project team and to sign up for newsletter updates
Online Survey	The survey will ask residents to determine if they are within the proposed area; walk residents through the decisions made thus far; and ask if they still support the service creation. They will also be asked about their application for exemptions, and if they are interested in participating in future online meetings
Zoom Online Engagement - Virtual meetings	Online public engagement that allows for direct conversations through presenting information, asking questions, and capturing comments. If interest is expressed through the survey, separate online discussions will be offered for each of the exemption groups, to be recorded and posted online
Virtual meetings script and presentation slides	To guide the online engagement content and prepare staff for delivery and follow-up Q&A
Infographic	Illustrating the results of the first phase of consultation and how they led to the decisions on service level proposed. Illustrating complex information such as the life cycle of the project and how information collected will help to refine service boundaries
Maps	A single dynamic map will be created to illustrate refined service boundaries. This will be available on the webpage and portal and used to support the survey
Video	A short educational video for educating audience on the details of the proposed service, and why it will benefit our community
Direct Mail	Information sheet to inform primary audiences about proposed service level, the proposed service area boundary and whether they are included, as

	well as the opportunity to participate in the online survey and provide an option to collect feedback from those who prefer non-digital tools
Stakeholder Letter	Sent to secondary audiences including waste processors and haulers, Recycle BC, neighbourhood associations and local environmental groups
Press Release	Local print, radio and television media can help to share raise awareness for opportunities for input
Social Media	A cost-effective and immediate way to raise awareness
Briefing Note	Consistent messaging for staff and directors ensures effective project communications
Frequently Asked Questions (FAQ)	Can be used on website, in staff and board briefing materials and to prepare staff for responding to residents
Paid Advertising	Will assist in raising awareness about consultation – both digital and print opportunities
Cross-promotion	Utilize the EASC communications strategy as a means to disseminate information to the community where possible

ENGAGEMENT TIMELINE AND ACTIVITIES

Phase 2 activities will focus on informing the community about the detailed service plan and consulting on exemptions for the service. The below timeline outlines how the engagement process will roll out. Timeline for the Phase 3 public assent program will vary depending on staff recommendation and EASC decision on process to be used.

Jan-March 2021

- Draft, submit, review and finalize Phase 2 engagement plan
- Craft key messages and collect all required technical information for material development
- Develop tools outlined in engagement plan, with targeted launch in late March
- Update project-specific webpage as foundational information hub

March-May 2021

- Provide factual and objective information to community via direct mail about the service level and boundary and include opportunity for phone survey submission
- Update online consultation page with information, discussion boards and survey
- Promote the consultation opportunity with both paid and unpaid tools, including print ads, press release, and social media
- Monitor and manage questions via both traditional and online feedback tools.

May-July 2021

- Wrap up engagement period, updating online information to reflect completion of consultation
- Data analysis completed by consultants and CSWM staff
- Collate and summarize results and draft summary report for CVRD staff
- Provide summary report and recommendation to EASC for public assent process
- Report back to survey participants via email and EASC engagement tools

July-Nov 2021 (Phase 3)

- Public assent process (AAP or Referendum)
- Report to EASC on next steps based on results

EVALUATION

A summary of the informational and consultation tools used and feedback collected will be created, reporting what was asked, key themes of the response and metrics of the results. It will provide a comprehensive summary of the Phase 2 Engagement Plan, including copies of all materials.

Measures of the process and success include:

- Distribution numbers
- Respondents to survey – print and online
- Results of the survey, by degrees of feedback and geographic area
- Number of discussions and posts including questions/comments
- Media coverage – volume and accuracy
- Social media engagement