

To: Regional and Corporate Services Committee
From: Jamie Benton, Environmental Services Coordinator

Date: 2020-03-10
File No: 5365-28

Subject: FVRD Waste Wise Outreach Update

INTENT

This report is intended to advise the Regional and Corporate Services Committee of information pertaining to the Waste Wise outreach to support the implementation of new waste sorting requirements within the region. Staff is not looking for a recommendation and has forwarded this information should members want more clarification or to discuss the item further.

STRATEGIC AREA(S) OF FOCUS

Support Environmental Stewardship
Support Healthy & Sustainable Community

PRIORITIES

Priority #1 Waste Management
Priority #2 Air & Water Quality

BACKGROUND

In 2016/17, staff undertook a consultation process that gathered feedback on how the Fraser Valley Regional District (FVRD) should introduce a new bylaw requiring source separation of their waste materials into three distinct streams: recycling, organics, and garbage. Feedback about the timing and intent of the bylaw was used to formulate Bylaw 1495, 2018 (the "Source Separation" Bylaw).

This bylaw was adopted by the FVRD Board in September 2018 and comes into effect on April 1st, 2020. To help inform and prepare residents, businesses, institutions and stratas about the new sorting requirements, staff have been undertaking extensive outreach and education efforts throughout the region over the past year.

DISCUSSION

An outreach plan was developed consisting of a multi-channel campaign aimed at reaching specific audience groups and delivering tailored messaging for specific communities. The program/plan engaged with all previous contacts from the consultation process and followed the advice obtained through this process of how to engage with each sector.

The Waste Wise brand, including a new website (www.bewastewise.com) was launched and populated with a suite of informative videos and resources such as posters, guides, and brochures for various different sectors to inform and guide those that work and live in the FVRD. These sectors include businesses and institutions, townhouses and apartment buildings, single-family homes and waste haulers. In addition to the resources, staff developed and continually added to a list of frequently asked questions (FAQs) and answers. Materials prepared were done in consultation with the Industry Working Group, made up of the Waste Management Association of BC and other waste companies, including haulers that service the FVRD region. This group was able to provide feedback on the materials produced and have been helping to disseminate information on the new bylaw to their clients.

Over the past year, staff have met with each municipality to collaborate and discuss how best to communicate with their residents and businesses. Some municipalities, such as the City of Abbotsford and the District of Hope, were developing their own parallel bylaws and took the lead on their own outreach in collaboration with the FVRD. Staff from other municipalities have continued to work with the FVRD in co-hosting workshops and collaborating on messaging and outreach to residents and haulers within their communities. A list of community events and Waste Wise workshops hosted by the FVRD or by both the FVRD and the host community is provided in Appendix A.

Staff have been meeting with Electoral Area Directors and local community groups to discuss how best to reach their communities. This work will continue in the coming weeks and months as we try to reach as many communities as possible. Staff at Electoral Area transfer stations have been distributing information to users and FVRD staff will continue to work with any user groups to help educate and improve services for the public.

In addition to collaborating with the municipalities, staff have been implementing a top-down outreach approach to reach out to the business and multi-family sectors through their representative associations. Staff worked with each Chamber of Commerce, including presenting to their membership and their board of directors. Staff have been working with the Building Owners Management Association, the Education Facilities Managers Association of BC, and the BC Restaurants and Food Services Association. Letters have been distributed to all waste haulers for them to communicate with their customers about the upcoming changes and requirements for sorting. And information on the bewastewise.com website has been updated and shared.

In the coming weeks, a communications initiative will be implemented that is centred on a broad media message roll out using traditional communication outlets such as local newspaper ads and a social media targeted campaign utilizing a range of local and regional groups to inform and generate more discourse. Press releases are currently being written for lead up and implementation of the bylaw. Once the bylaw comes into effect, the communications will adjust to raise further general awareness and promote tips for keeping your bin clean and what happens to your waste afterwards.

To assist staff with an expected increase in calls about the new requirements, the FVRD has contracted the Recycling Council of BC (RCBC). Through the RCBC hotline, available at 1-800-667-4321 or by emailing hotline@rcbc.ca, residents are able to have questions answered regarding the FVRD's bylaw,

and they can access a searchable database and find out how best to recycle materials in the region or where various depots are located.

FVRD staff are available to help answer any difficult questions and deal with complaints. There has been an increase in calls about the new requirements since the beginning of February, indicating that our awareness program is working. Finally, staff have re-contacted all the haulers and waste companies servicing the FVRD to remind them of the bylaw requirements and to see if they need any resources to help circulate the messages.

Staff will continue to reach out to communities to inform and update them on the new requirements even after the implementation date passes. Continued education will be used to help instill behavioural changes and to drive further source separation of waste materials and reduce contamination over the long term, which is the purpose of the bylaw.

COST

Costs associated with outreach activities, including staff time, materials, and consultant input, have been within budget.

CONCLUSION

In order to prepare for the implementation of the FVRD's new solid waste sorting requirements that come into effect April 2020, staff have been busy working on devising an outreach plan, producing materials, and then implementing this plan to reach as many as possible. This has been achievable by working in collaboration with our member municipalities, an industry working group, waste haulers and companies and using the connections made in the consultation process. Staff will continue to work on outreach in 2020 and after the implementation of the new bylaw in April 2020.

COMMENTS BY:

Stacey Barker, Director of Regional Services: Reviewed and supported.

Mike Veenbaas, Director of Financial Services: Reviewed and supported.

Jennifer Kinneman, Acting Chief Administrative Officer: Reviewed and supported.

Appendix A: FVRD Waste Wise Events and Outreach Activities

| Date | Event | Target Audience | Community | Est. # of People |
|---------------------|--|----------------------------------|------------|------------------|
| May 3, 2019 | Presentation to Abbotsford Chamber of Commerce | Business Sector | Abbotsford | 8 |
| July 16, 2019 | Abbotsford Information Sessions | Multi-Family and Business Sector | Abbotsford | 23 |
| July 18, 2019 | Abbotsford Information Sessions | Multi-Family and Business Sector | Abbotsford | 15 |
| July 30, 2019 | Abbotsford Information Sessions | Multi-Family and Business Sector | Abbotsford | 18 |
| Aug 1, 2019 | Abbotsford Information Sessions | Multi-Family and Business Sector | Abbotsford | 11 |
| Aug 9-11, 2019 | Abbotsford Air Show | Public | Abbotsford | 650 |
| June 2019 | Presentation to District of Kent Council | Municipal Council and public | Agassiz | 20 |
| Sept 14, 2019 | Agassiz Fall Fair | Public | Agassiz | 100 |
| Nov 2, 2019 | Brochures given out at Fall Cleanup - Kent | Residents | Agassiz | 100 |
| Nov 23, 2019 | Agassiz Open House | Residents and Businesses | Agassiz | 100 |
| Nov, 2019 | Mail out with business license renewals - Kent | Businesses | Agassiz | 300 |
| Dec 2019 - Jan 2020 | Mail out with Utility Bills - Kent | Residents | Agassiz | 1850 |
| March 2020 | Lions Club | Residents | Agassiz | TBD |
| Sept 26, 2019 | Chilliwack Strata managers Info Sessions | Multi Family Property Managers | Chilliwack | 25 |
| Sept, 2019 | Mail out to Multi-Family Utility Account Managers | Multi Family Property Managers | Chilliwack | 240 |
| Oct 1, 2019 | Chilliwack Strata managers Info Sessions | Multi Family Property Managers | Chilliwack | 25 |
| Nov 21, 2019 | Chilliwack Chamber of Commerce Board Meeting | Businesses | Chilliwack | 16 |
| Nov, 2019 | Mail out with business license renewals - Chilliwack | Businesses | Chilliwack | 4737 |
| Nov 28, 2019 | Chilliwack Business Information Session | Businesses | Chilliwack | 4 |

| | | | | |
|----------------|---|---|-------------------------------------|---------|
| Dec 3, 2019 | Chilliwack Business Information Session | Businesses | Chilliwack | 5 |
| March 2020 | Rotary | Residents and businesses | Chilliwack | TBD |
| Oct, 2019 | Mail out with Utility Bills - EA D and E | Residents and businesses | Electoral Areas | 470 |
| Jan, 2020 | Mail out with Utility Bills - EA A, B, C, G | Residents and businesses | Electoral Areas | 640 |
| Apr 4, 2019 | Industry working group | Waste Industry Reps | Fraser Valley Region | 10 |
| June 13, 2019 | Industry working group | Waste Industry Reps | Fraser Valley Region | 11 |
| Aug, 2019 | Email update to consultation participants | Residents and Businesses | Fraser Valley Region | 245 |
| Sept, 2019 | Email to Property Management Companies | Multi Family and business Property Managers | Fraser Valley Region/Lower Mainland | 84 |
| Nov 28, 2019 | Industry working group | Waste Industry Reps | Fraser Valley Region | 12 |
| Feb-April 2020 | Strata AGMs (various) | Multi-Family | Fraser Valley Region | ongoing |
| Nov 6, 2019 | Harrison Chamber of Commerce Meeting | Businesses | HHS | 30 |
| Dec 4, 2019 | Information session in Harrison | Multi-family Residents and Businesses | HHS | 11 |
| Nov 21, 2019 | Community Meeting in Hope | Residents and Businesses | Hope | 80 |
| March, 2020 | Community Meeting (date TBD) | Residents and Businesses | Hope | TBD |
| Nov 21, 2019 | Booth Mission Chamber of Commerce Luncheon | Businesses | Mission | 45 |
| March 12, 2020 | Mission Chamber of Commerce Meeting | Business | Mission | TBD |
| March, 2020 | Mail out to Mission businesses | Business | Mission | ~700 |
| Feb 21, 2019 | WMABC Conference | Waste Industry Reps | Province Wide | 100 |
| Feb 27, 2020 | WMABC Conference | Waste Industry Reps | Province Wide | 100 |