



## CORPORATE REPORT

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**

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### 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 1<sup>st</sup>, 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](http://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](http://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](mailto: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