

COMOX VALLEY REGIONAL DISTRICT RURAL ROADSIDE GARBAGE AND RECYCLING COLLECTION

Phase 2 Engagement Summary

JULY 2021



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1.0 Executive Summary

In summer 2020, the Comox Valley Regional District (CVRD) initiated engagement with the public about rural roadside garbage and recycling collection. Phase 1 of the engagement included a survey aimed at determining community interest in establishment of a service. This initial phase of engagement generated a strong response from residents who were interested in further exploring a service.

Through winter 2020/spring 2021, staff analyzed the survey results and developed a proposed service plan. Directors at the Electoral Area Services Committee approved moving the proposed service forward for 11 of the 13 neighbourhoods surveyed – removing Forbidden Plateau Road and Minto Road from the proposal, due to low density, low response rate to the survey and reduced interest in the service. An alternative approval process was selected for the elector approval tool.

In April/May 2021, at the direction of Electoral Area Directors, the Rural Roadside Collection AAP was advanced from Fall 2021 to Spring 2021 under the CVRD's newly established unified AAP. This started Phase 2 of the public engagement strategy – focused on the need to INFORM the community about details of the proposed service and the AAP scheduled for June 3-July 5. The purpose of this stage of engagement was to provide the information required for residents to make a decision about the proposed service.

The CVRD team used a range of tools during this outreach, including:

- **Direct Mail:** Letters and a graphic-based information sheet were mailed to 8,266 properties, providing an introduction to the proposed service and info about how they can learn more.
- **ConnectCVRD Page:** Extensive information shared using FAQ, video and questions functions and accessed by 1,457 aware visitors during engagement period.
- **Online Information Sessions:** Three facilitated information sessions were held, with project staff addressing questions after a presentation. Recording, and follow up answers were posted online.
- **Active Response:** The project team actively responded to more than 250 questions raised via phone, email, ConnectCVRD, letters or in-person.

Some common themes in the feedback included general support and enthusiasm for the proposed service. There was also opposition that focused primarily on:

- Requests to 'opt-out': A desire by residents to have this as an optional service and feeling forced to participate.
- General distrust of CVRD participation: Opposition for expansion of CVRD services, criticism of other CVRD initiatives, and distrust about the stated price (with suggestion that it will increase quickly) were all raised.
- Displeasure at the choice of an AAP as an approval mechanism: A lack of understanding about alternate approval processes made some feel the initiative is being "forced through".

Overall, the CVRD heard from over 300 people, responding to questions via online Q&A, online information sessions, email, phone and in-person counter visits. This degree of participation indicates a successful engagement effort.

2.0 Introduction

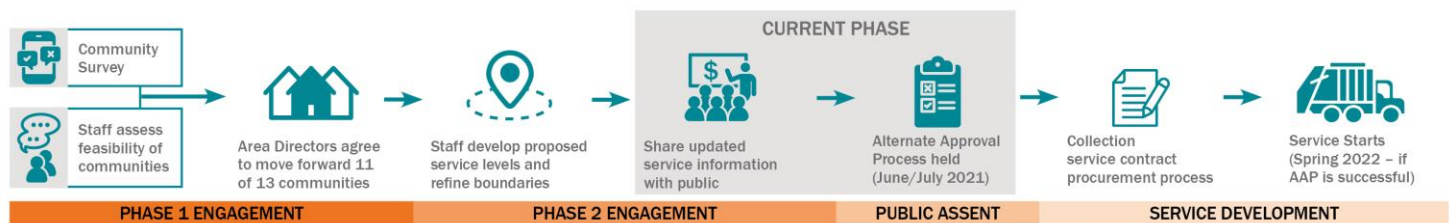
2.1 PROJECT BRIEF & CONSULTATION OVERVIEW

To increase the diversion of recyclables, reduce greenhouse gas emissions, improve convenience and costs for residents, the CVRD considered the creation of a rural roadside garbage and recycling collection service in the electoral areas.

Along with the operational benefits, electoral area directors heard regularly from residents interested in the creation of this service – and in 2020 asked staff to start the process of review, assessment and planning.

Public engagement has been key to the development process, with the CVRD recognizing that this is an important topic likely to generate strong opinions. In the fall of summer/fall of 2020, Phase 1 of the Public Engagement Plan was delivered, including a survey asking about communities’ interest in participation. Results of that outreach indicated – on average – 75 per cent support for the service. Upon review of service planning, 11 of 13 neighbourhoods were moved forward to the next phase.

With proposed service details established, the CVRD moved to Phase 2 of the Public Engagement Strategy in the spring of 2021 to update the community on proposed service, and advise them of the AAP, and answer questions so they could participate thoughtfully.



Phase 2 used a range of tools in order to reach the community, including direct mail, video, online information sessions, online FAQ, Q&A forum on ConnectCVRD, email/phone contact and more.

This report provides a summary of that engagement, from mid-April to mid-June 2021.

2.2 ENGAGEMENT GOALS

The following goals for this stage of public engagement fall under the levels of INFORM and CONSULT on the International Association of Public Participation (IAP2) spectrum for public engagement. These goals focused on relaying information about the potential new service so that residents could thoughtfully consider their position in advance of the AAP.

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

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

Goal 3: Inform secondary audiences about rural roadside collection service boundaries and next steps; hear their feedback.

2.3 ENGAGEMENT STRATEGY AND TOOLS

To achieve these goals, a range of tools and materials were used which were suitable for delivery given COVID-19 guidelines. Below is a summary of the primary tools used:

- **Promotional Material:** A direct mailer, which included a letter and an infographic summarizing the proposed service was sent to 8,266 homes in the services areas. A significant amount of the activity – both calls/emails/ConnectCVRD questions as well as participation in the online information sessions was generated through this mailout.
- **Online Information Sessions:** Three sessions were held in May, offered on different days and time slots to accommodate as many people as possible. Each session included a presentation by the project team, as well as a facilitated question-and-answer period, where up to 20 questions could be responded to using the Zoom chat function, and previously-submitted email questions. Roughly 72 people attended these sessions and there have been over 170 views of the video recordings. Questions that could not be answered in during sessions were posted to the ConnectCVRD page with responses.
- **Supporting Material:** Significant effort was put into materials that would proactively address as many questions as possible, including detailed, interactive service area maps that allowed residents to learn about their specific property and potential inclusion in the service, as well as an extensive online Frequently Asked Questions section that covered about 35 questions.



3.0 Consultation Results

The key goal of Phase 2 of engagement was to inform the community about the proposed service and address their questions so that they could make an informed decision for the AAP running from June 3-July 5, 2021. Following the mailout, about 300 people interacted with the CVRD by joining an online session or contacting with a question or concern, between April 28 and June 18, 2021.

The information below outlines some of the participation metrics that were generated.

3.1 BY THE NUMBERS



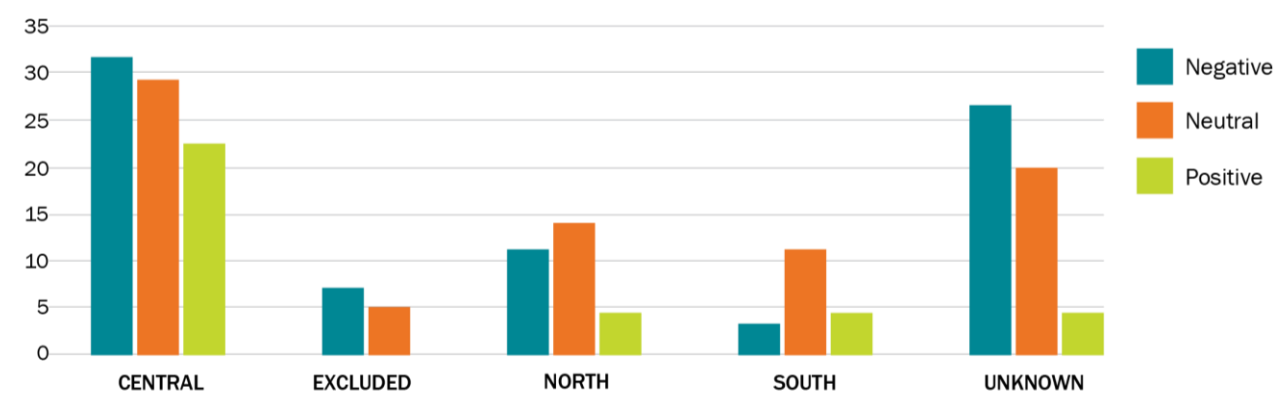
3.2 ANALYSIS OF DIRECT-TO-CVRD QUESTIONS

In addition to questions posted to ConnectCVRD or raised during online information sessions, the CVRD project team fielded more than 190 questions directly (one-on-one) that were submitted by email, telephone, in person or letter.

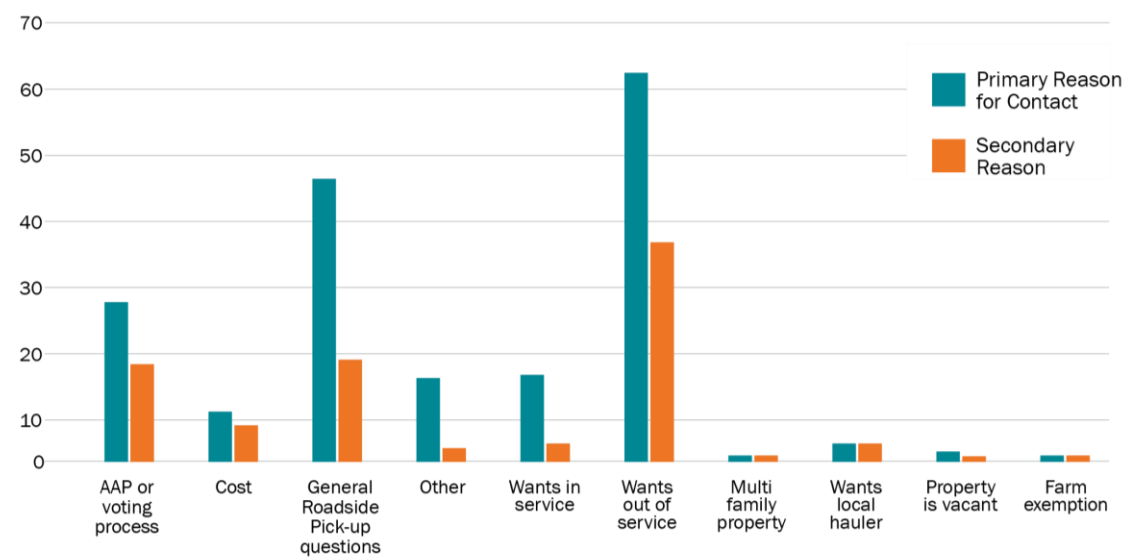
Here is a summary of those contacts with the general tone of the comment/questions. A note: This does not include questions/discussions fielded by front line staff.

| Sentiment | Email | Telephone | Web | In-person | Letter | Grand Total |
|--------------------|-----------|------------|-----------|-----------|----------|-------------|
| Negative | 12 | 48 | 10 | 1 | 0 | 71 |
| Neutral | 16 | 56 | 7 | 1 | 1 | 81 |
| Positive | 8 | 27 | 2 | 2 | 0 | 39 |
| Grand Total | 36 | 131 | 19 | 4 | 1 | 191 |

CVRD staff collected, where possible, the location of those posing these questions/comments. Here is a summary of the sentiment from the 191 contacts about the proposed service, segregated by service area.



While questions were often multi-faceted, staff – where possible – categorized by the key topic raised the resident.



3.3 THEMES OF FEEDBACK



DESIRE TO MAKE THIS SERVICE OPTIONAL

A number of residents wanted to know if this service allowed for opting out – either because they themselves did not want to participate, or it influenced their decision to know whether others were given this opportunity. A number of people felt their own waste generation was too low for the degree of service and did not want to have to contribute for others’ to manage responsibly.

CVRD RESPONSE: The service cannot be offered at the price point provided as an opt-in/opt-out service. Those not in favour were invited to register their opposition through the AAP process. Some exemptions/exclusions apply, details shared at the webpage and ConnectCVRD.



DISAPPROVAL OF CVRD MANAGEMENT

Some residents opposed the service because it would mean increased level of government participation in service delivery. The concerns included:

- Distrust that the price will remain in the published \$200-250 range, suggesting that increases would come soon after a commitment by residents is made.
- Removal of the individuals' choice about waste management – for residents who don't feel management is onerous or that they wouldn't use it to the degree that is being presented.
- Frustration about other personal experiences with CVRD management that has a negative impact on perception of this service.

CVRD RESPONSE: The CVRD already provides waste management services for all residents in the Comox Valley, through operation of landfill and recycling centres. A three-year contract is proposed for the rural roadside collection service, offering some security in the estimated cost moving forward. Additional clarity about the cost estimate was made available on the project webpage. Those not in favour were invited to register opposition through the AAP.



QUESTIONS/OPPOSITION TO AAP

There was a degree of distrust and misunderstanding about the AAP process, with criticism that this was the electoral assent tool selected for this issue. Comments included:

- A feeling that it does not provide sufficient opportunity for feedback and feels like the initiative is being 'forced through'. Perceived barriers were suggested to be intentional.
- Viewed as not legitimate or democratic. Concern about Electoral Areas divided between collection areas.
- Frustration with effort it takes to formally submit opposition to this service.

CVRD RESPONSE: An AAP is an approved method for collecting elector response on a new service or borrowing, and is significantly more cost efficient than a full referendum. It was used in this case because of the high level of support received during the survey period (fall 2020) – and still offers the opportunity for service areas to oppose the initiative.



GENERAL QUESTIONS ABOUT SERVICE

A number of questions were presented to the CVRD seeking clarification or information about the service. Included in these questions were:

- Details about the recycling service and what materials would be collected roadside
- How local service providers would be affected
- Wildlife interactions with roadside collection in rural areas

- Questions about weekly vs. bi-weekly garbage collection.

CVRD RESPONSE: Questions were responded to by email, phone, in-person, and on ConnectCVRD. Online, the responses were shared publicly for review by others.



SUPPORT FOR A COLLECTION SERVICE

The project team heard support from those who were in contact as well – both online and in person. Among the benefits highlighted by those who support the proposed service was:

- Reduced cost for waste collection, in particular compared to those subscribing to a private service.
- Enthusiasm about opportunity to increase recycling and waste diversion, making it easier and more accessible for households to participate.
- Reduced garbage truck activity on roads who currently have multiple private services suppliers collecting in the area.

4.0 Conclusion

To ensure electoral area residents had the information they needed to thoughtfully consider the proposed rural roadside collection service, the CVRD offered detailed communications about the proposed service, using a number of delivery methods. By reaching out to residents using direct mail and online engagement tools, the CVRD was able to offer opportunities to inform all residents who were interested in engaging.

The communications activity by the CVRD was successful in reaching the community and in generating dialogue. There was a significant amount of discussion within the community about this proposal – via social media, letters to the editor and other interactions – generated in response to the efforts made by the CVRD to inform the public.

While it was a significant undertaking to address the roughly 225 questions/comments that were submitted in total via these tools, it should be noted that this represents a small percentage of the results of the original survey that indicated strong support for the service. This result could be seen as reflecting a high degree of interest in whether or not to introduce the service, but less concern over the details of delivery or participation in an AAP.

While this stage of participation had more opposition voices, it also offered the opportunity to inform supportive/neutral parties about the program – and to actively advise all about how they’ve been empowered to determine whether the service proceeds.

APPENDICES

APPENDIX 1 – Informational Materials

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TALKING TRASH

A new way to manage garbage and recycling for rural residents

ABOUT THE PROPOSED SERVICE



NEW ESTIMATED COST OF CVRD SERVICE – \$200-275/YR
Roadside pick-up of garbage, recycling and seasonal yard waste



BI-WEEKLY
Unlimited recycling collection



BI-WEEKLY
Two can limit garbage collection



SEASONAL
Six bags/month limit yard waste collection



FIND OUT IF YOUR HOME IS INCLUDED VISIT:
www.connectcvrd.ca/ruralroadsidecollection

*NOTE: Exclusions/Exemptions are listed on the website

HOW WASTE IS CURRENTLY MANAGED

GARBAGE



Subscription Service **64%** Landfill **28%** Other **6%**
Community Collection **2%**

RECYCLING



Unstaffed Depot **39%** Return-it Depot **37%**
Landfill **12%** Other **9%** Subscription Service **5%**

YARD WASTE



Personal Compost **49%** Burn When Allowed **28%**
Landfill **11%** Private Facility **5%**

CURRENT GARBAGE COLLECTION COSTS

The below costs are for garbage collection ONLY



\$260/yr
Self haul to landfill – based on 26 annual trips at \$10 per trip.



\$487-\$550/yr
Private hauler – based on current annual contract rates of local haulers

COMING UP NEXT

MAY 2021

11

13

19

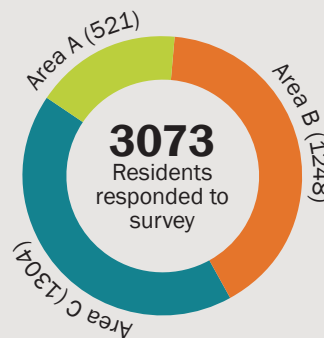
Online Open House Dates

JUNE 3–JULY 5, 2021

If you oppose this service find out how to submit a form at:
comoxvalleyrd.ca/aap

Alternate Approval Process

SURVEY RESULTS – SUMMER 2020



74% of respondents support a new service



Based on survey results, 11 (of 13) communities were moved forward for technical review

WHY ROADSIDE PICKUP?



Improve convenience



Reduce costs compared to individual subscription service



Increase diversion and recycling



Reduce environmental footprint



Ease pressure on landfill

Learn more at www.connectcvrd.ca/ruralroadsidecollection

April XX, 2021

**Want to learn more about roadside waste collection?
Join us for an online open house.**

Dear Resident

Re: Update on Electoral Area Roadside Waste Collection Service

New information on the proposed Rural Roadside Garbage, Recycling and Yard Waste Collection Service is now available – and the Comox Valley Regional District (CVRD) is moving to next steps with the goal of starting pick-up in Spring 2022.

Since November 2020, the CVRD team has been reviewing the results of a survey completed last fall, and fine-tuning a proposed plan to bring roadside waste pick-up to those communities that expressed interest.

Updates on Service Plans

Based on feedback from the community, the CVRD is proposing a service that includes: Collection of two cans of garbage every two weeks (additional tags available for purchase), recycling (unlimited) every two weeks and monthly yard waste pick up from March to November. See reverse for more info.

Wondering if your property is included in the proposed service area? An interactive map is available online at connectcvrld.ca/ruralroadsidecollection, along with more information about exemptions/exceptions.

What Happens Next

Public assent will be sought through an Alternative Approval Process (AAP) held from June 3 – July 5, 2021. Learn more about the AAP, at comoxvalleyrd.ca/aap. If you SUPPORT this new service, no action is required. If you OPPOSE this new service, submit an elector response form at comoxvalleyrd.ca/aap.

Follow the project on ConnectCVRD for updates – advertised public notices will also be published in local newspapers and online when the elector response forms are available.

Learn More

If you are interested in learning more about the new service boundaries, costs, service details or next steps, please attend one of three Zoom open house sessions (all sessions will have the same content):

- May 11 – 12:00 pm to 1:00 pm
- May 13 – 4:30 pm to 5:30 pm
- May 19 – 12:00 pm to 1:00 pm

For more information, or to register to attend an open house, visit connectcvrld.ca/ruralroadsidecollection. If you have any questions, please phone 250-334-6016 or email cswm@comoxvalleyrd.ca.

Sincerely,

Vivian Schau
Senior Manager of CSWM Services
Comox Valley Regional District

Rural Roadside Garbage and Recycling Collection



The Comox Valley Regional District is proposing a rural roadside garbage and recycling collection services in 11 neighbourhoods throughout Electoral Areas A, B and C. Responses to 2020 survey showed that 74 per cent of respondents showed interest in a new service. Informed by extensive community input via Phase 1 Engagement, Comox Valley Regional District staff have developed details of the proposed service based on residents' current waste management practices and service considerations. Service boundaries, service levels and estimated costs are detailed below.

Details about proposed collection service now available



Click the image to watch this overview video

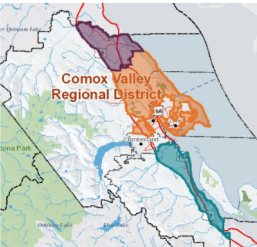
Proposed Service Boundaries

IMPORTANT UPDATES

QUESTIONS

Confirmed Service Area Boundaries Now Available

15 Apr 2021



We heard strong support for a new roadside garbage and recycling service in the electoral areas during a survey conducted last year. The project team looked for areas that would be best served by a participation in a consolidated service, operationally feasible, and that had strong support from the residents. That analysis resulted in the following neighbourhoods moving forward.

| | |
|---|---|
| Area A: Fanny Bay Area Union Bay Area | Area B: Lazo Road Area Little River Area Bates Beach Area |
| Area C: Lake Trail Road Area Dove Creek Area Merville and Williams Beach Area | Area D: Black Creek Area Saratoga and Miracle Beach Area MacAulay Road Area |

There are some properties within the boundaries that will not receive this service because they do not meet the principle property use of a residential dwelling, or the property use is better suited to a centralized garbage collection system rather than individual collection. Wondering if your address is included in the proposed service area? Click on the interactive map highlighting all properties that are proposed to be included in the new service area.

Should the service be approved by residents through the AAP, residents will not be able to opt out after the service is created. In order for the proposed waste collection service to be cost effective and delivered efficiently, it needs to have participation from the majority of residents. Delivering recycling and yard waste collection to residents, alongside garbage collection, will improve diversion from our landfill and that impact will be most significant with the highest number of participating community members. Some exceptions/exemptions apply.

Have questions about why your property is included or excluded from the service? Visit www.comoxvalleyrd.ca/ruralroadsideboundary to learn more about qualifications, exemptions and exclusions or to download a PDF version of these maps.



STAY INFORMED

Subscribe for project updates

Your email address...

Subscribe

385 members of your community are following this project

FAQs

- Why is the CVRD pursuing this service?
- Service Details - Why, What, When, How?
- Cost to Residents
- Service Area - Who's Included?
- Approvals and Next Steps
- Opting Out
- Exemptions and Exclusions
- Webinar follow up questions

Videos



Project Team

Sarah Willie
Solid Waste Analyst
Comox Strathcona Waste
Management



CREATE LOGIN

Stay engaged on
other projects

ConnectCVRD Project Page

Online Open House - Recording

Thank you to those who attended one of the three online Open Houses held on ZOOM May 11, 13, and 19, 2021. If you were unable to attend, we have posted a video recording below.

Recording of the May 13, 2021 Online Open House



Additional questions posed by participants during these sessions that were not answered live due to time constraints have been answered in the **FAQs** section located on the right hand side of the screen.

Approval of Proposed New Service to be confirmed by Alternative Approval Process (AAP)

15 Apr 2021



As part of the COVID-19 Finance and Administration Response and Renewal Plan, the CVRD will be streamlining most of its Alternative Approval Processes to once a year, in the spring. The proposed rural roadside garbage and recycling collection service will be included as part of this new annual AAP process. This singular, unified AAP will save money, streamline efforts, and ensure clear, consistent messaging to residents about the process.

If you **oppose** this new service, you can submit an elector response form to voice your opposition. Elector response forms are available now and can be submitted from June 3 to July 5, 2021. Learn more at: comoxvalleyrd.ca/aap.

If you **support** the proposed service do not need to take any action.

Under provincial legislation, an AAP is an acceptable method for all local governments to utilize to directly engage citizens about certain matters requiring elector approval. The AAP provides a high-degree of accessibility as electors have at least 30 days in which to consider the initiative and submit a response a response form to indicate their opposition. In this case, an AAP was pursued following public consultation that determined there was support in the community for the establishment of a service and because a referendum would have been far more expensive to taxpayers. In addition, the CVRD has undertaken considerable public outreach through a variety of methods to ensure residents are aware and informed of the proposed service and the Alternative Approval Process.

Still have questions? Visit the [CVRD's website](http://comoxvalleyrd.ca) for more information.

SURVEY RESULTS AND STAFF RECOMMENDATIONS



In August/September 2020, the CVRD invited residents in Electoral Areas A, B and C to complete a survey indicating their level of interest in a new roadside garbage and recycling collection service. More than 3,000 people participated in the survey with 74% supportive of establishing a service. Interested in learning more? Check out our survey results for all 13 participating neighbourhoods.

FAQs (CVRD Webpage)

Frequently Asked Questions

Why is the CVRD Pursuing this Service?

- + What are the benefits of roadside garbage and recycling collection?
- + Why is this being considered after it was voted down in 2013?
- + Why did some neighbourhoods not move forward, when the community expressed interest?

Service Details – Who, What, When, How?

- + Who is included in this service?
- + Who will do the collection work?
- + What is the collection frequency?
- + Can I exceed the two cans garbage limit?
- + What materials can I recycle through this roadside collection?

- + When will the service start?
- + Will I need to use specific containers for my garbage, recycling and yard waste?

Cost to Residents

- + What will this cost?
- + How would the cost compare to other options for managing garbage/recycling?
- + Is this an additional cost to what I am already paying on my taxes?
- + How much will I pay if my house has a secondary suite?
- + How much will I pay for the two (or more) houses on my property?
- + Will there be a discount for seniors over 65 years old?
- + Will there be a discount if I am below my two can limit of garbage bi-weekly?
- + Will there be a discount for seasonal residents?

FAQs (CVRD Webpage)

- + Do I have to pay if I have a vacant rental dwelling?
- + Can the invoice be sent directly to the tenant rather than the property owner?
- + What happens if I choose not to pay?

Service Area - Who is Included?

- + Is my home include in the service area?
- + Is my home eligible for the service if I have a Home Occupation permit?
- + What happens if my property is not included in the proposed service area?

Approvals and Next Steps

- + How/when will voters decide on the service?

Opting Out

- + Can you opt out of the service?

- + How will this service address people with mobility challenges?

Exemptions and Exclusions

- + Are some properties exempt or excluded from the service?
- + Why are Farm zoned properties included as part of the service?
- + What if I only use my Farm zone property strictly for farming?
- + Why are Commercial or Industrial zoned properties excluded from service?
- + Why are Mobile Home Parks zoned properties excluded from service?
- + Why are Recreational Vehicles parked on my property excluded from service?
- + Why are Multi-family zoned properties (apartments, townhouses, row homes) excluded from service?

Interactive Map

