

## Meeting Minutes

### Solid Waste Advisory Committee

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Tuesday, July 9, 2019

12:30 PM

6th Floor Boardroom  
625 Fisgard St.  
Victoria, BC V8W 1R7

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#### PRESENT:

M. Coburn, T. Daliran, B. Isitt (Chair), K. King, M. Kurschner, E. Latta, A. Lawson, A. Meisen, D. Monsour, J. Shaw, J. Smith, C. Tuggle, S. Wiebe, J. Cullington (Judith Cullington & Associates (JCA)), A. Dolan (JCA), S. Tyler (JCA)

STAFF: A. Bergner, Planner, ERM; A. Chambers, Senior Administrative Secretary, ERM (Recorder); W. Dunn, Program Coordinator, ERM; E. Kelch, First Nations Engagement Assistant, First Nations Relations; R. Smith, Senior Manager, Environmental Resource Management (ERM); T. Watkins, Manager, Policy & Planning (ERM)

#### REGRETS:

N. Ariff, J. Hillis, D. Laing, T. Maler, R. Speller, J. Squier, S. Young Jr. (Vice Chair)

The meeting was called to order at 12:40 pm.

#### 1. Approval of Agenda

Agenda for the July 9, 2019 Solid Waste Advisory Committee meeting.

**MOVED by D. Monsour, SECONDED by T. Daliran**

**That the agenda be approved and circulated with the addition of the approval of minutes for the April 9, 2019 and May 14, 2019 Solid Waste Advisory Committee meeting as these meetings lacked quorum.**

**CARRIED**

#### 2. Adoption of Minutes

Minutes from the April 9, 2019 and May 14, 2019 Solid Waste Advisory Committee meeting.

**MOVED by T. Daliran, SECONDED by A. Meisen**

**That the minutes from the April 9, 2019 and May 14, 2019 Solid Waste Advisory Committee meeting be adopted as circulated.**

**CARRIED**

#### 3. Chair's Remarks

Public representative T. Maler has resigned from the Solid Waste Advisory Committee. We will be advertising for a replacement.

Welcome to Judith Cullington and her associates Sairah Tyler and Alan Dolan who have been engaged to provide communication and consultation services for the Solid Waste Management Plan.

Thanks to Russ Smith who led a tour of Hartland Landfill on July 5, 2019 for the CRD Board and members of the Solid Waste Advisory Committee. Thanks to Michelle Coburn who participated.

#### **4. Solid Waste Management Planning Process –Status Update**

A. Bergner provided an update on the solid waste management planning process. We are currently at Stage 3 and have moved from the long list of options to the short list and at today's meeting we will be discussing the financial model as well as presenting how we will get to Hartland 2100. Next on the list will be a discussion on consultation and engagement.

**MOVED by M. Kurschner, SECONDED by D. Monsour  
That the Solid Waste Management Plan update be adopted.  
CARRIED**

#### **5. Solid Waste Management Plan Development**

**Staff Report/Presentation: Solid Waste Management Plan – Summary Update, Additional Information and Next Steps:** R. Smith presented to the group, the presentation is attached as Appendix A. A roundtable discussion on the Solid Waste Management Plan development was had and members were asked for feedback and comments which are listed below:

##### Hartland 2100 Design Concept

- Consider assessing the loss of biodiversity as a result of quarrying
- Need to plan for increased leachate volumes as a result of a larger footprint
- Modelling the visual impact of Hartland 2100 will be useful for consultation
- Hartland 2100 seems contrary to a zero waste mindset, but does provide certainty
- "2100 and beyond" versus "to 2100" – how ambitious should we be?
- Clarification that there will be space for potential future facilities, like an organics facility
- Planning for 2100 needs to start now to optimize the design

##### Financial Model

- Financial model needs to be more detailed to show how calculations were made.
- Important to show the impact on taxpayers – need to get the message across that currently solid waste management is not paid for by taxpayers but through tipping fees, EPR funding etc.
- Current reserves could cover the loss of tip fee revenues if we reach the long term target of 250 kg/capita
- Other potential funding sources could be higher tipping fees, borrowing or requisition

**MOVED by M. Coburn, SECONDED by T. Daliran  
That the Solid Waste Advisory Committee recommend to the Parks & Environment Committee to proceed to public consultation on the proposed Solid Waste Management Plan strategies and targets.  
CARRIED**

## 6. Solid Waste Management Plan – Community Engagement

**Presentation:** Judith Cullington introduced herself, Alan Dolan and Sairah Tyler to the group and presented on the consultation process and what the Solid Waste Advisory Committee's roles will be. The presentation has been attached as Appendix B. Some of the question that arose from the presentation were:

- The following additions to the stakeholder list were proposed: labour organizations, parks users/mountain bike community, major athletic/sports clubs, and multi-cultural groups.
- There was support for including zero waste terminology in the key messages
- Need to define what is meant by principles, goals, objectives and strategies
- All demographics will need to be reached, therefore, all social media avenues explored. All Instagram/Snapchat for younger audiences. Facebook/email are used by older demographics. Businesses prefer Twitter.
- We need to be transparent about what happens to waste
- Messages should educate that we are responsible for what we produce.
- Explain that we are transitioning from managing waste to reducing

**MOVED by K.King, SECONDED by C.Tuggle**

**That the *Solid Waste Management Plan – Community Engagement* presentation be received for information.**

**CARRIED**

## 7. Next Meetings

The next meeting will be September 10, 2019 and will take place at CRD Headquarters, 625 Fisgard Street in the Boardroom at 12:30pm

## 8. Closing Comments

B. Isitt thanked everyone for their engagement and wished members a good summer. There were no further closing comments.

## 9. Adjournment

The meeting was adjourned at 2:40pm.

**MOVED by D. Monsour, SECONDED by T. Daliran**

**That the meeting is adjourned.**

**CARRIED**

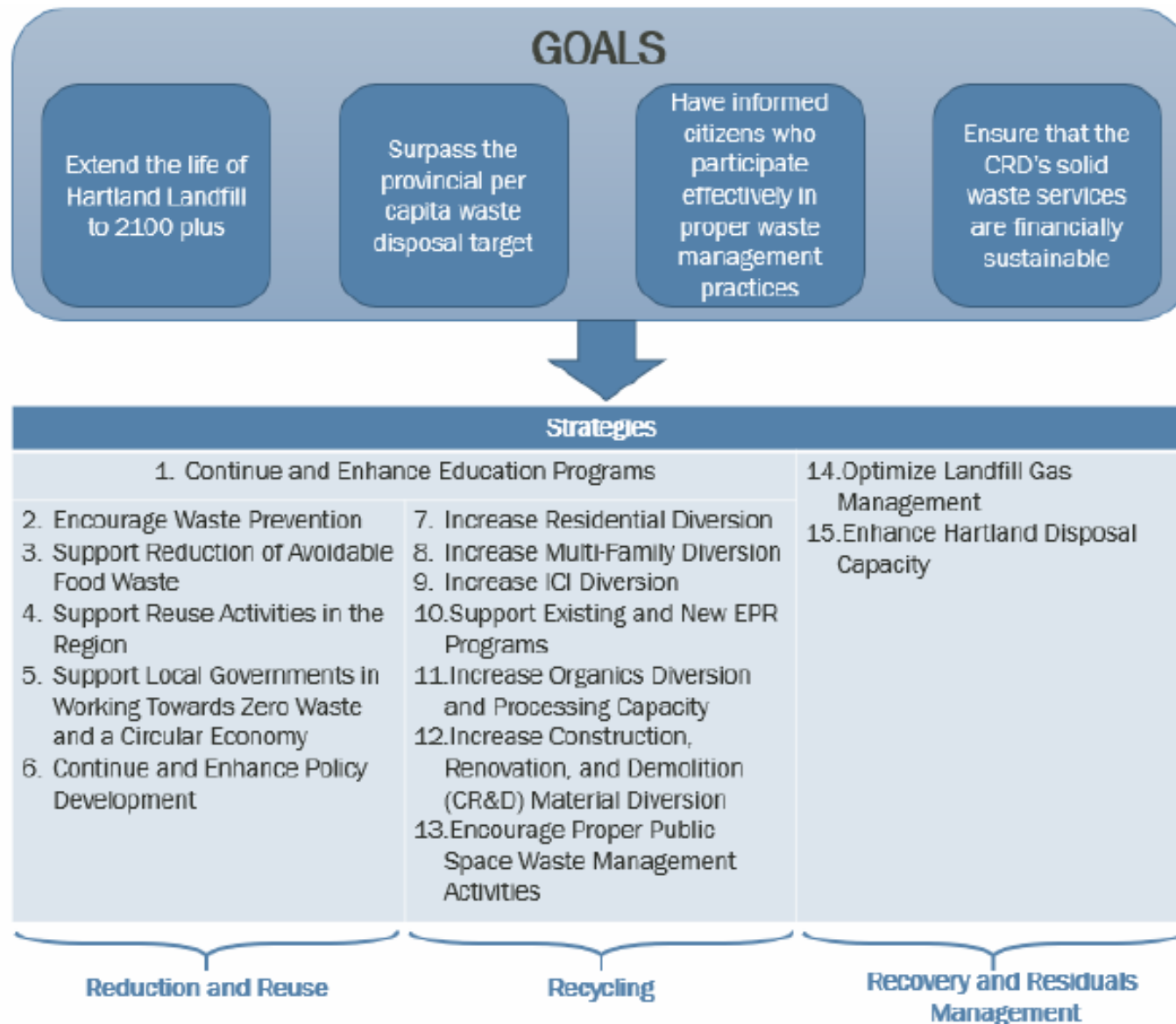
# Solid Waste Management Plan

Summary Update, Additional Information and Next Steps

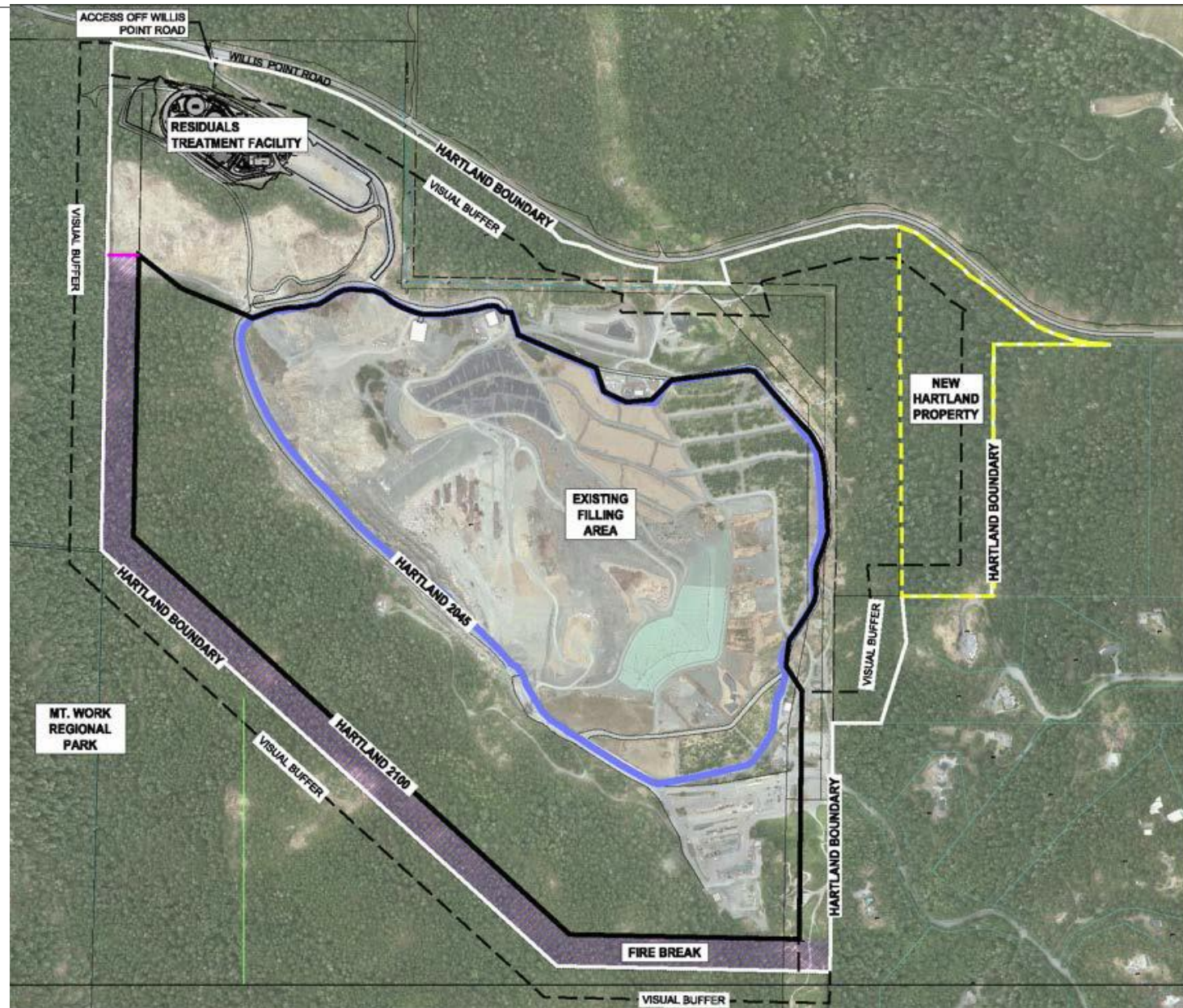


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# SWMP Strategy Overview



# SWMP – Hartland 2100

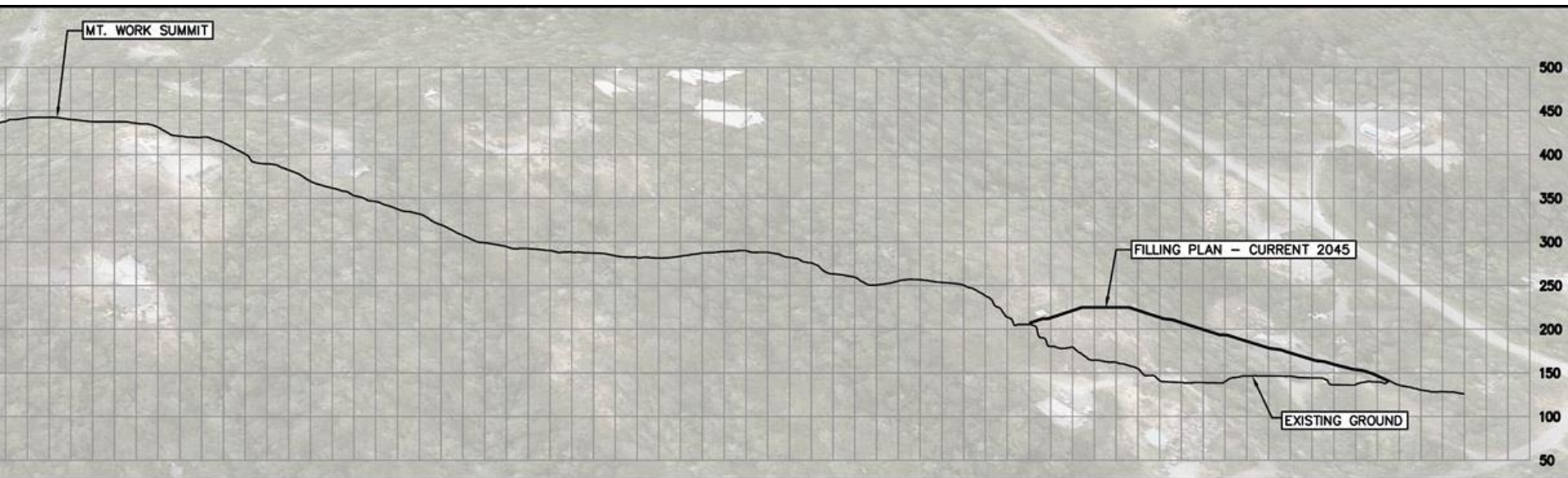




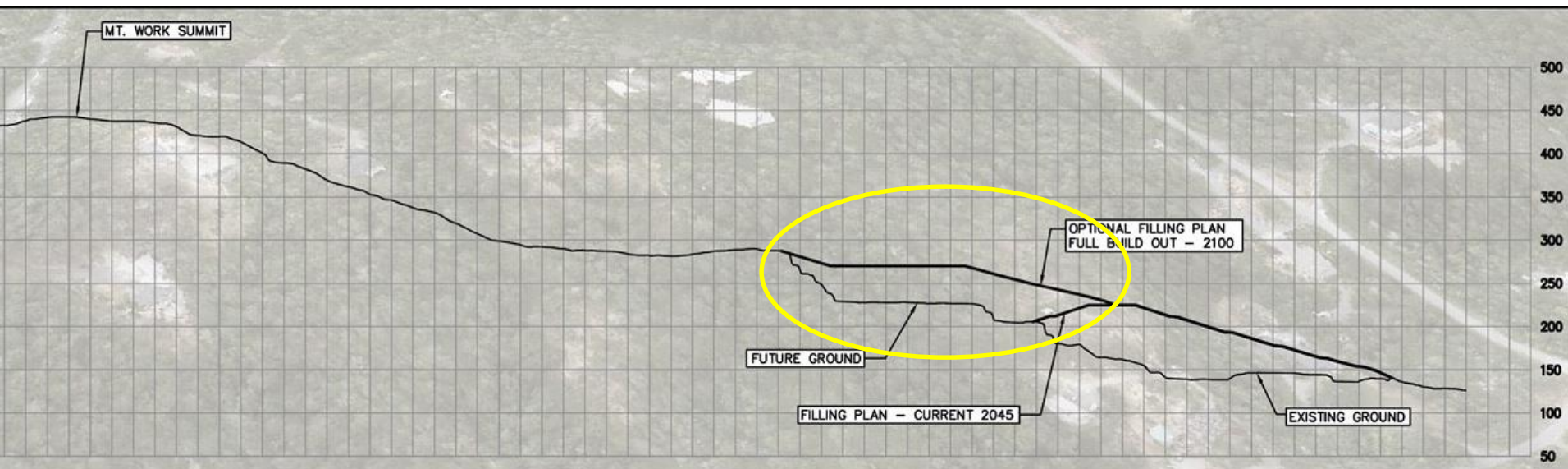
# SWMP – Hartland 2100



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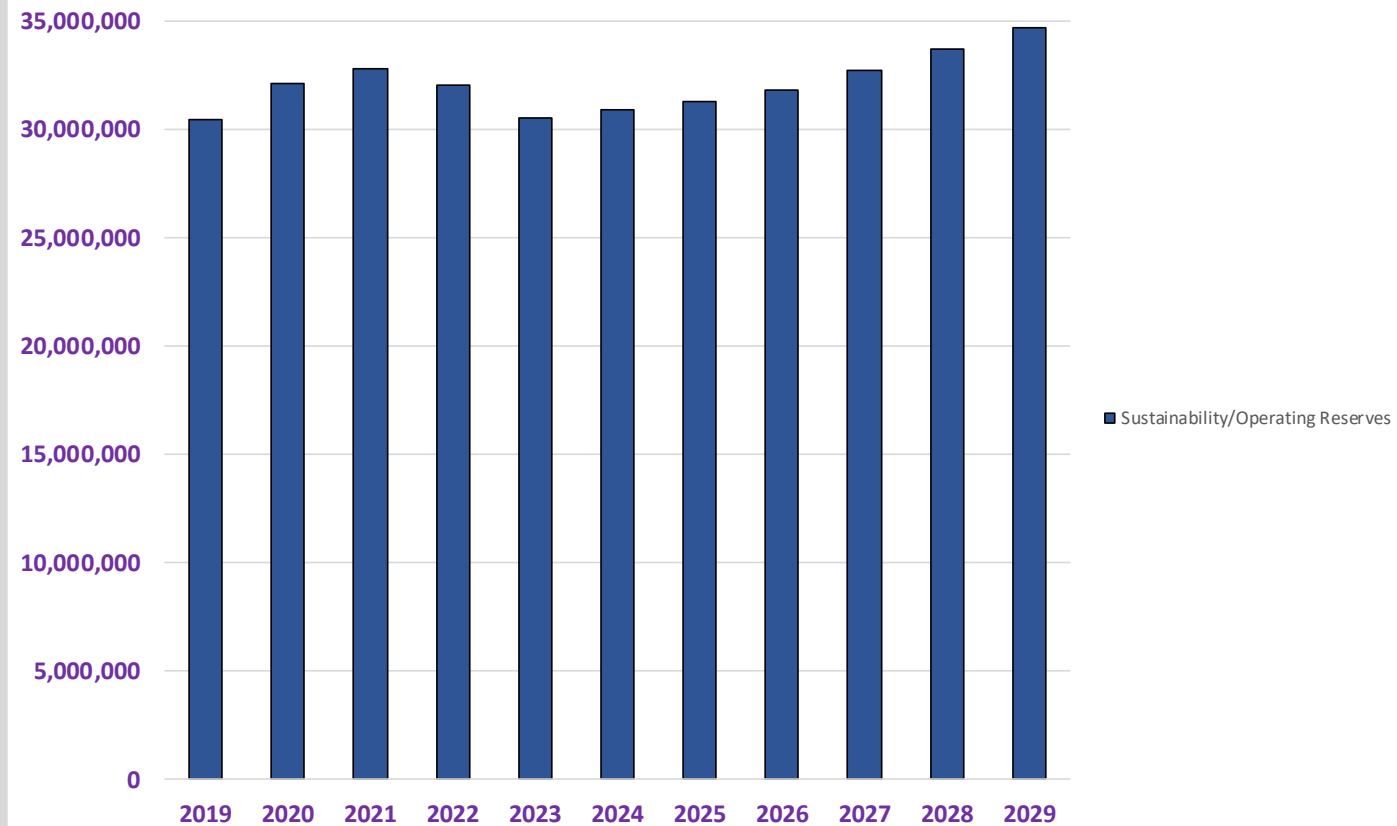
# SWMP – Hartland 2100





# SWMP – Base Financial Model (status quo)

## Base Case



# SWMP – Diversion Targets



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	Short-Term Goal (3 years)	Medium-Term Goal (5 years)	Long-Term Aspirational Goal (10+ years)
Targeted Sectors	<ul style="list-style-type: none"><li>Construction, Renovation, and Demolition</li></ul>	<ul style="list-style-type: none"><li>Single-family</li><li>Multi-family</li><li>ICI</li></ul>	<ul style="list-style-type: none"><li>Refine programs to increase performance for all sectors</li></ul>
Disposal Target (kg per capita)	340 <sup>1</sup>	285	250 <sup>2</sup>

<sup>1</sup>This target is aggressive and assumes that disposal bans for CR&D materials would be implemented.

<sup>2</sup>This target is aggressive and assumes that new EPR programs will be implemented by the Ministry in the long-term timeframe.

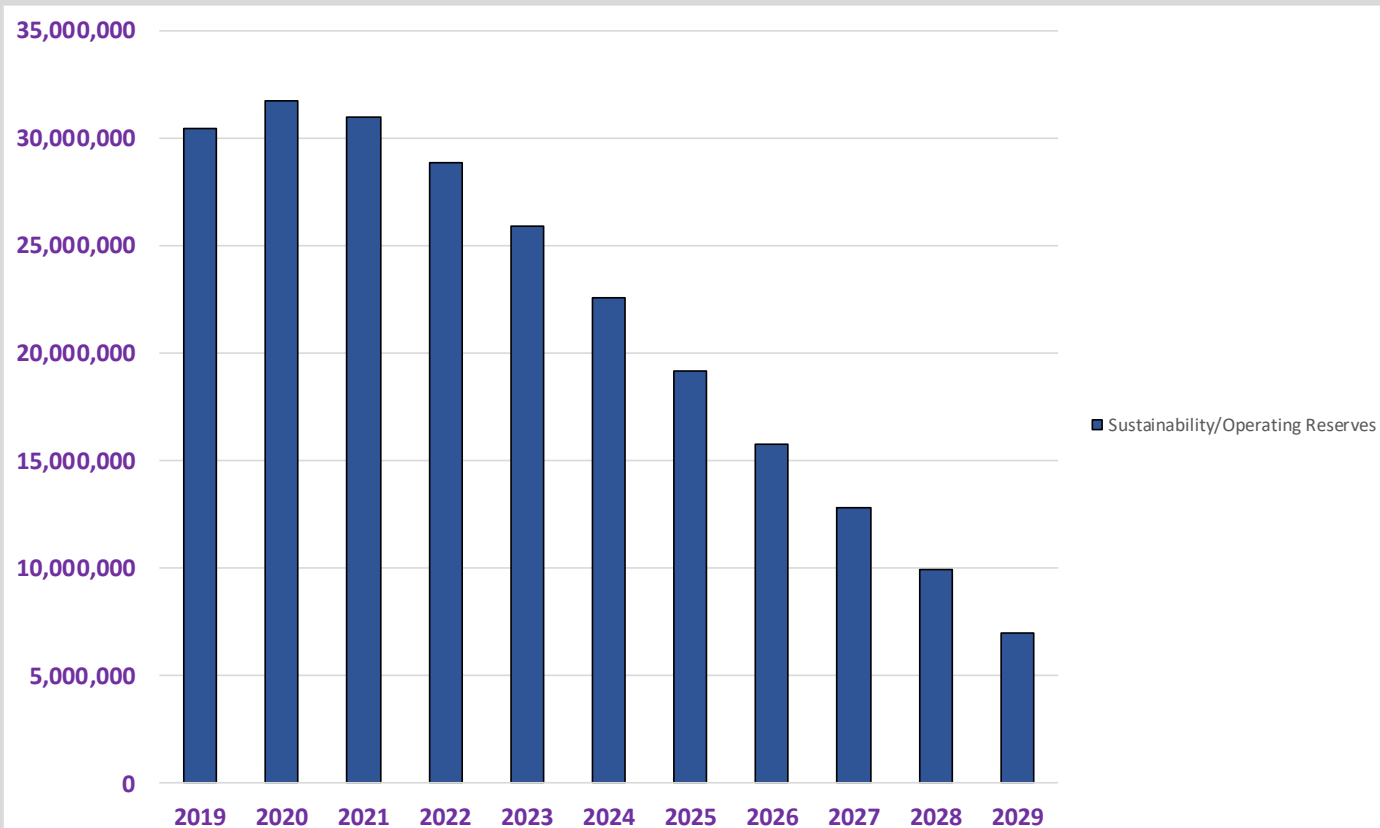
# SWMP – Financial Model (SWMP Initiatives)



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## Financial Impacts of SWMP Initiatives Reduced Tipping Volume

Additional Diversion Spending (\$350K/year & waste disposal moves to 340kg/capita [2021-23] then 285kg/capita [2024-25])



# SWMP – Financial Model (SWMP Initiatives)




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## Financial Impacts of SWMP Initiatives

### Reduced Tipping Volume

Additional Diversion Spending (\$350K/year & waste disposal moves to 340kg/capita [2021-23] then 285kg/capita [2024-25])



- Develop Communications Plan and Outreach Materials
  - Present Communication / Consultation Plan to PEC and Board (Sept/Oct 2019)
  - Seek feedback on SWMP Components (Oct/Nov 2019)
  - Incorporate feedback into development of a draft SWMP
  - Consult public on Draft SWMP (Spring 2020)
- 



Questions?



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# SOLID WASTE MANAGEMENT PLAN – COMMUNITY ENGAGEMENT

Presentation to SWAC, July 9, 2019



# OUTLINE

- Introductions
- The consultation process
- Roles for SWAC

# INTRODUCTIONS



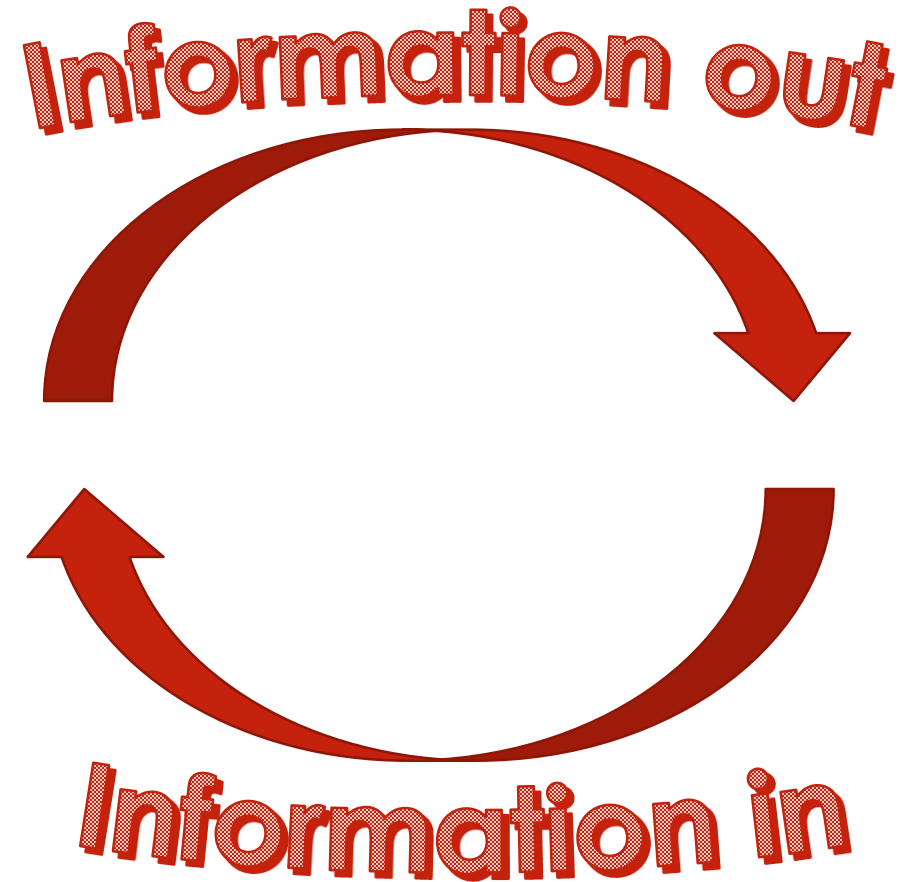
ALAN DOLAN  
& ASSOCIATES



Noreen Dennis & Rob Struthers

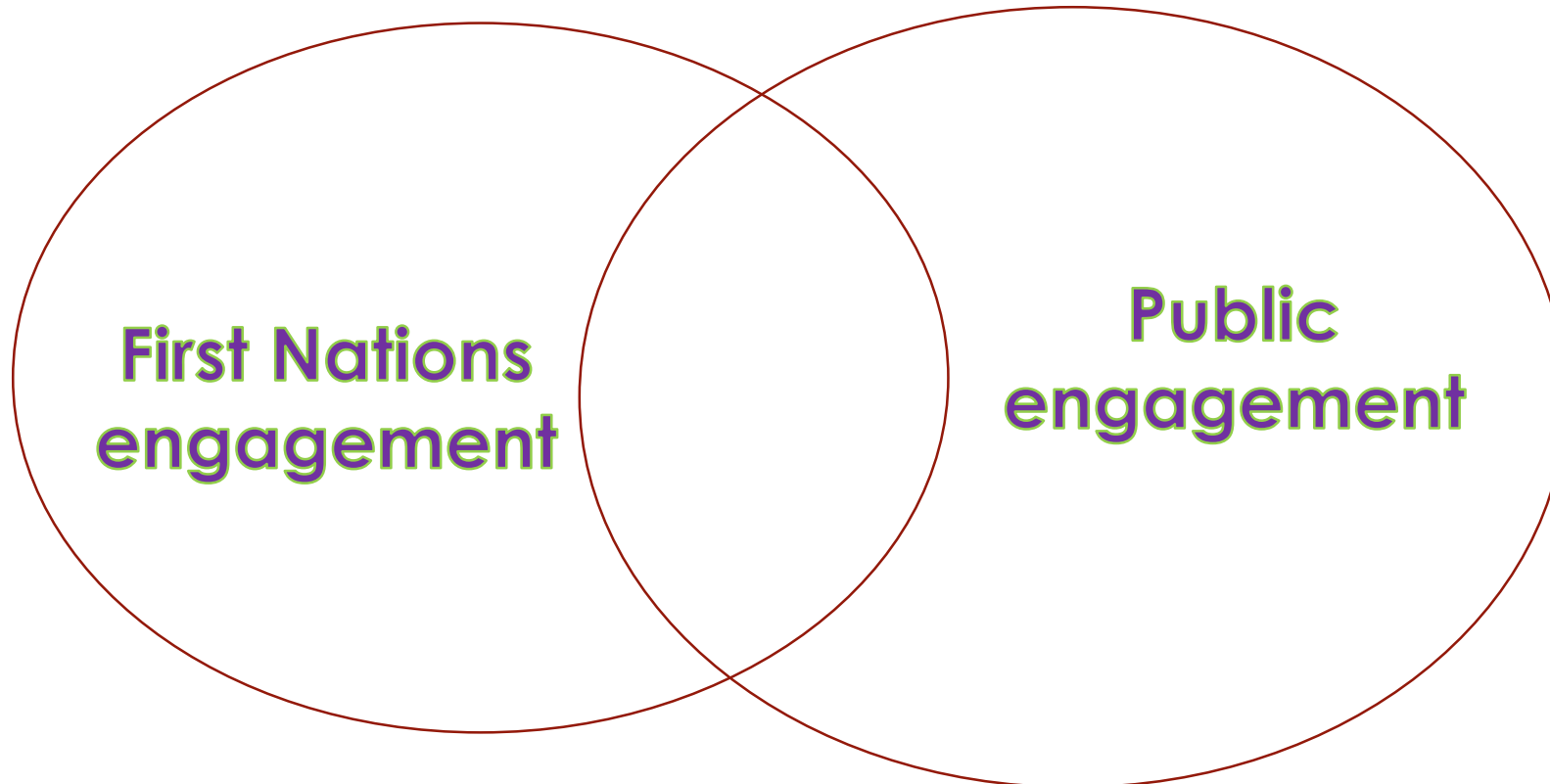
# WHY CONSULT?

- Requirement
- Understand challenges and opportunities
- Gathering good ideas
- Sharing the latest information





# OVERLAPPING CONSULTATIONS



# CONSULTATIONS



# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Overview

- What's going on in the community (Situation)
- Why are we saying it (Objectives)
- What to say (Messages)
- Who to say it to (Audiences)
- How will we do it (Actions)
- How will we know if our audiences heard it (Evaluation)



# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Situation

- Lots of awareness of recycling issues (national and global)
- Climate emergency
- Overlapping responsibilities — other governments





# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Objectives

- Inform – one-way
- Consult – two-way

## Audiences

- External
- Internal





# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Key Messages (draft)

- Solid Waste Management Plan sets the direction for waste reduction in region — you have opportunity to contribute to the Plan
- Together, we can reduce waste and extend the life of the landfill beyond 2100
- Our goal is waste prevention, with everything reduced, reused, recycled or recovered — a circular economy with virtually zero waste



# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Actions

- Information-out – Social and regular media, website, print materials, display materials, video
- Information-in – Open houses, online response form, emails, meeting with stakeholders





# STRATEGIC APPROACH: COMMUNICATIONS & ENGAGEMENT

## Evaluation

- Response forms completed
- Media monitoring
- Participants at open houses and stakeholder meetings
- Website and social media stats



# CONSULTATION – NEXT STEPS

## May – October

- Who: stakeholders list (in addition to general public)
- How: Communications and Engagement Strategy – including branding
- Tools: Website, information sheets, display boards, video, infographics, social media, media, advertising, response forms
- Going to Parks and Environment Committee in September (Steering Committee)
- Board decision (perhaps) in October

## November – December

- Stakeholder meetings, public open houses, online response forms

# SWAC ROLES

- Advice to the Steering Committee and the Board (Board is decision maker)
- Comments on materials – “sounding board”
- Helping with open houses – listening, answering questions (or directing to someone who can answer)

# SWAC ROLE: STAKEHOLDERS

- Waste management associations, stewardship associations
- Waste management companies, hauling companies, depot operators
- Hartland landfill customers
- ICI sector – institutions, schools, industry, commercial
- CR&D – construction, renovation and demolition
- Agricultural sector
- Environmental sector
- Business sector
- Non-profits
- General public (single/multi-family, owners and renters, serviced and non-serviced, Hartland neighbourhood)
- Local government – municipalities, EAs, AVICC, CRD staff and decision-makers
- Media



# SWAC ROLE: REACHING OUT



- Website, ads, social media, media releases (media event), emails to stakeholders and interested public (sign up)
- Events – e.g., Resilient Region Breakfast
- Word of mouth and through associations – please share with your networks!
- Other ideas?

# CONSULTATION

