

DATE: August 31, 2021

FILE: 5380-02

TO: Chair and Directors
Comox Strathcona Waste Management
Board

Supported by Russell Dyson
Chief Administrative Officer

FROM: Russell Dyson
Chief Administrative Officer

R. Dyson

RE: Quadra Community Engagement and Recycling Transition - Update

Purpose

To provide the board with community engagement session and survey results related to the proposed transition of Quadra recycling from a Comox Strathcona Waste Management (CSWM) recycling depot to a full service Recycle BC depot.

Recommendation from the Chief Administrative Officer:

This report is for informational purposes only and there is no recommendation at this time.

Executive Summary

- CSWM staff have completed survey work and outreach regarding the potential of converting the Quadra Island recycling depot to a full service Recycle BC depot. Results from this work demonstrate support from the public for depot conversion. Staff will continue conducting engagement with the community to educate, promote and gauge the interest of the proposed conversion and siting of a Recycle BC depot.
- Two in person Town Hall meetings are scheduled for October 4th and 18th 2021 in order to present preliminary findings and further engage with residents.
- Staff is awaiting details following the latest Public Health Order issued by the Provincial Health Officer on August 23, 2021 regarding proof of vaccinations and its application for public meetings. Upcoming engagement sessions will continue to follow the most up-to-date COVID protocols as prescribed by the Provincial Health Officer to ensure the safety of residents and to stop the spread of COVID-19, which will include masks and physical distancing.
- The Province of British Columbia is a national leader in product stewardship programs. In 2014, the Province established a stewardship for single use printed paper and packaging, branding it Recycle BC. Just under 80 per cent of single use, residential recycling is collected and managed by Recycle BC.
- As part of their 2022 work plan, Recycle BC is providing authorization to convert the existing recycling depot on Quadra to a full service Recycle BC depot which accepts more categories of recyclables than the current CSWM depot

Prepared by:

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Concurrence:

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Background/Current Situation

The Province of British Columbia established its first extended producer responsibility (EPR) program in 1970 with the creation of a beverage container program. The success of that program led to multiple other EPR's within the Province to ensure the proper collection and recycling of materials such as; batteries, used oil, light bulbs, ballasts, small and large appliances, paint, tires, some household hazardous waste and electronics. In 2012 the Province added printed paper and packaging to the recycling regulation and established an EPR for single use residential packaging in 2014.

EPR programs raise awareness about the resources required to produce materials and the potential of these materials to have a negative impact on environment and human health. EPR programs are essential in ensuring the industry is more responsible for managing the life cycle of consumer products and packaging. Financial incentives are collected from producers to ensure better design for consumer products and the responsible disposal at end of life. This financial incentive helps reduce municipal solid waste and costs associated with landfilling, shifting the financial burden from the tax payer to the producer. The financial incentives cover all of the transportation and fees associated with the collection of EPR materials.

Educating residents about EPR programs, proper and responsible recycling methods is key to obtaining their cooperation and support. Providing staff at depots aids in keeping contamination low, which in turn strengthens the commodity markets of the Recycle BC program. Recycle BC depots have limited operational hours and must be secured to avoid after hours dumping.

Staff recently conducted two informal and two formal depot outreach and community engagement sessions at the depot on Quadra. It was clearly explained to residents that the Recycle BC depot conversion is contingent upon; siting a new location and significantly reduced operational hours. A survey was developed to assist with gauging community interest in converting the existing depot to a Recycle BC depot and a summary of survey results are attached.

Based on the survey feedback, it highlights the service gap for depot-only item on Quadra Island (i.e. flexible plastic packaging, foam, film and glass) which is contributing to more recyclables going into the waste stream.

Next Steps

Town Hall meetings are scheduled for October 4th and 18th 2021

The purpose of the town hall meetings is to present the preliminary findings from the June and July sessions, along with the survey results, which will inform the recommended approach. Senior staff attendance will be a mix of in person and key staff listening and available on the phone to support. These sessions will be promoted via social media, printed advertisements in the Discovery Islander and key public spaces to create awareness for this initiative.

Staff is awaiting details following the latest Public Health Order issued by the Provincial Health Officer on August 23, 2021 regarding proof of vaccinations and its application for public meetings.

These engagement sessions will continue to follow the most up-to-date COVID protocols as prescribed by the Provincial Health Officer to ensure the safety of residents and to stop the spread of COVID-19, which will include masks and physical distancing.

Upon completion of the town hall meetings, operational details and facility siting will be finalized and reported out at the December CSWM board meeting.

Policy Analysis

The proposed activities support the first two objectives of the 2012 Solid Waste Management Plan:

1. To work towards a goal of zero waste and aim to minimize the amount of waste buried in landfills.
2. To improve the solid waste management system to reduce greenhouse gas emissions from solid waste management activities.

These initiatives will improve access to recycling, and reduce individual trips to Campbell River by residents to divert EPR materials, thereby reducing green house gas (GHG) emissions.

Options

No options are provided at this time. Staff will conduct the town hall meetings before the engagement is complete after which a recommendation will be made to the board for consideration.

Financial Factors

Currently the CSWM service pays for the transportation and processing of recyclable materials collected at the existing Quadra depot. Based on current service levels and the island population, residents generate an estimated 94 tonnes of material annually. If established, Recycle BC provides financial incentives to the service for the material collected. The service can expect the volume of recyclables to increase, as more items are accepted through the Recycle BC program. Based on the financial incentives from other similar CSWM communities staff estimate incentives from a Recycle BC depot on Quadra Island to be between \$10,000 - \$18,000.

Legal Factors

There are no significant legal factors associated with this report.

Intergovernmental Factors

There are none to consider at this time.

Interdepartmental Involvement

CSWM staff have established a public engagement plan with our communications department that was approved by the board at the June CSWM board meeting.

Citizen/Public Relations

The CSWM service is committed to ongoing engagement with community members around the service area. The depot conversion process has been well received by the community on Quadra Island and there are active zero waste groups on the island that are assisting with education and communications. Residents on Quadra Island are eager to recycle more, easily engaged and committed to improving recycling and waste management services. To date all of the outreach has been successful and beneficial in furthering solid waste education.

Attachments: Appendix A – Quadra Island survey results
Appendix B – Communications Plan approved by the board – June 2021 CSWM board meeting



Quadra Island Recycling Depot Survey

SURVEY RESPONSE REPORT

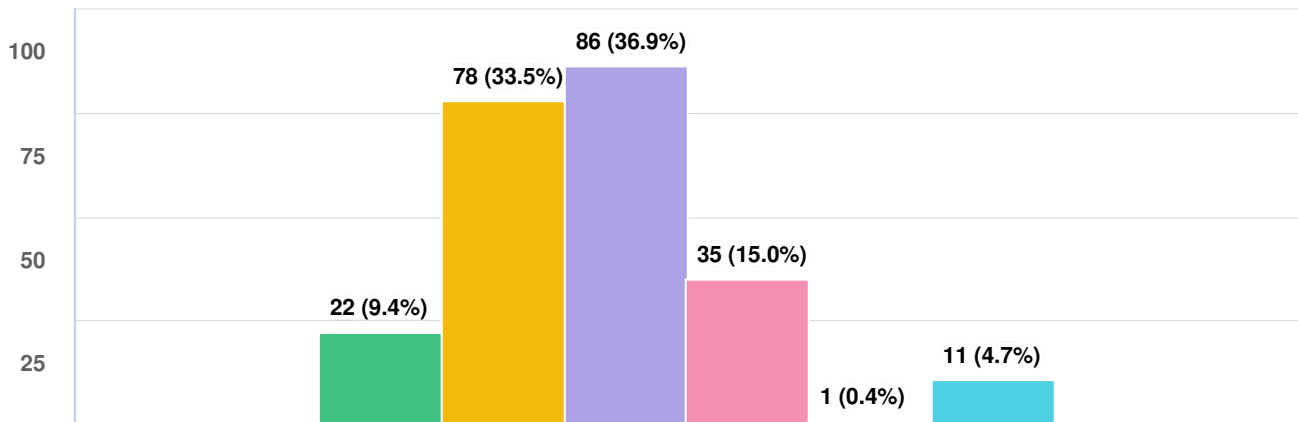
23 June 2021 - 30 July 2021

PROJECT NAME:

Quadra Island Recycling Depot Conversion

SURVEY QUESTIONS

Q1 How often do you recycle residential materials like paper, cardboard, tin, hard plastics and rigid containers at the existing CSWM depot on Quadra Island?

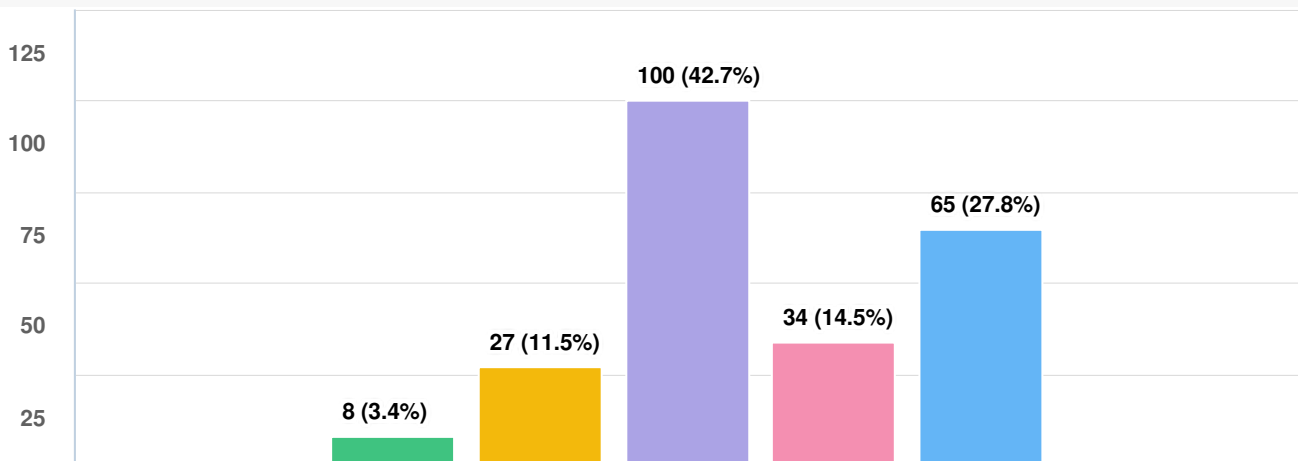


Question options

- More than once per week
- Once per week
- Once every two weeks
- Once per month
- Never
- Other (please specify)

Optional question (233 response(s), 3 skipped)
 Question type: Checkbox Question

Q2 How often do you take additional recyclable items not currently accepted at the CSWM Quadra depot (glass, foam, plastic film and flexible packaging) to a Recycle BC depot off Quadra Island?

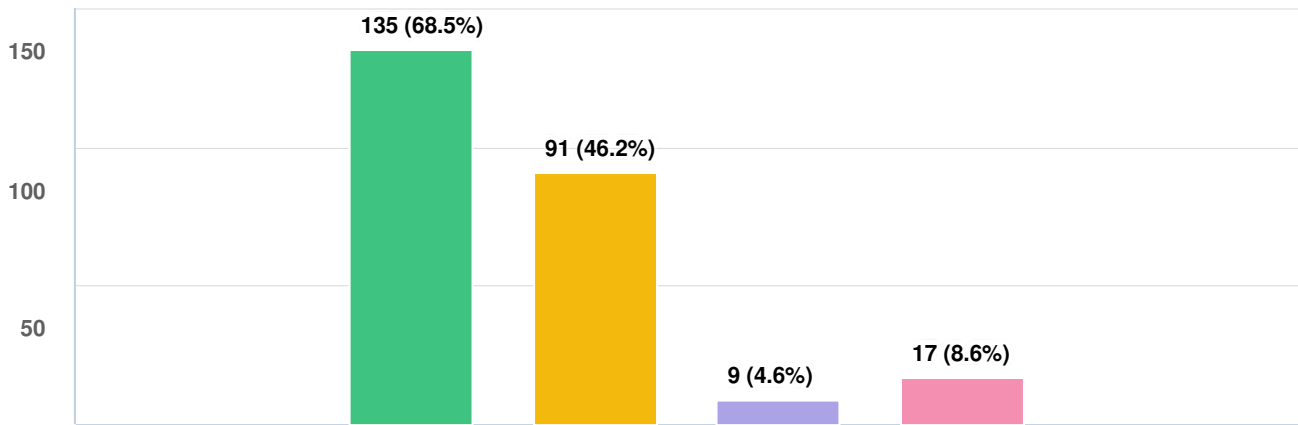


Question options

- Once per week
- Once every two weeks
- Once a month
- Never
- Other (please specify)

Optional question (234 response(s), 2 skipped)
 Question type: Checkbox Question

Q3 | Where do you currently take these additional recyclable materials not accepted at the Quadra Island depot?

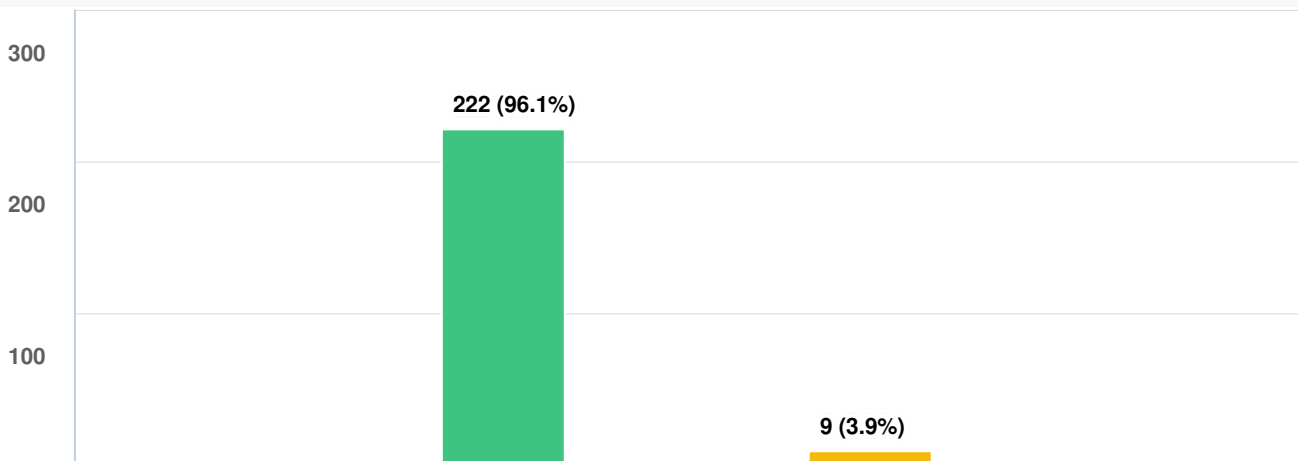


Question options

- Island Return-It Campbell River (1580 Willow Street)
- Campbell River Waste Management Centre (6700 Argonaut Road)
- London Drugs (1400 Dogwood Street)
- Other (please specify)

Optional question (197 response(s), 39 skipped)
 Question type: *Checkbox Question*

Q4 | Are you supportive of converting the existing CSWM depot on Quadra Island to a Recycle BC supported depot, which will have specific hours of operation and accept a much wider range of recyclable materials?



Question options

- Yes
- No

Optional question (231 response(s), 5 skipped)
 Question type: *Checkbox Question*

Q5 | If you are not in favour of this conversion, can you share why?

Screen Name Redacted

6/23/2021 05:23 PM

I only have time to recycle before or after work. I'm also concerned about the cost being added to my taxes

Screen Name Redacted

6/26/2021 09:25 AM

added cost (personnel/infrastructure) and not required. Folks living on the island have ample opportunity for disposal (ie: ferry), and some folks here do it to supplement income.

Screen Name Redacted

7/01/2021 02:16 PM

The current system seems adequate - though I'll bet that a lot of us sort our recyclables the way we used to under the old system - it still grates to chuck everything into the same bin, unsorted.

Screen Name Redacted

7/01/2021 03:42 PM

I don't want to be limited to hours. I work 10 hours a day so I bet I would never make it to the new depot

Screen Name Redacted

7/03/2021 03:23 AM

Too little detail provided by the survey

Screen Name Redacted

7/03/2021 08:51 AM

as we live at the north end, being able to bring our recycling to the QI depot at any time we happen to be at the south end is very convenient for us. We take all other materials over to CR dump when we have to get rid of our garbage anyway.

Screen Name Redacted

7/23/2021 04:50 PM

Because FIRST you need to educate people to:

Screen Name Redacted

7/23/2021 04:56 PM

BECAUSE you need to educate people first to REFUSE (we consume too much), REDUCE, REUSE, REPAIR, REGIFT, AND FINALLY recycle OTHERWISE WE ARE NOT BEING SUSTAINABLE AND JUST GETTING A "FEEL GOOD" FEELING FROM CONTINUING WITH OUR CONSUMERISM AND NOT LIVING

Screen Name Redacted

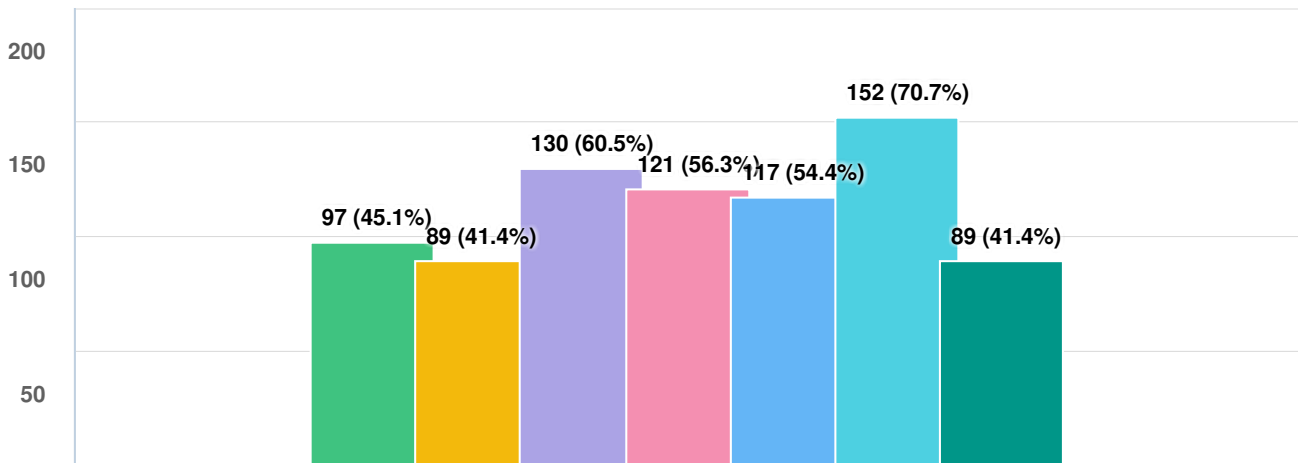
Buracrocry is annoying, expensive
and dumping will increase

7/27/2021 03:05 PM

Optional question (9 response(s), 227 skipped)

Question type: Single Line Question

Q6 In balancing staffing with accessibility, a Recycle BC depot on Quadra Island would be open between 15 to 20 hours per week. If a Recycle BC depot is established, which days of the week would you prefer it to be open? You may select up to four days.

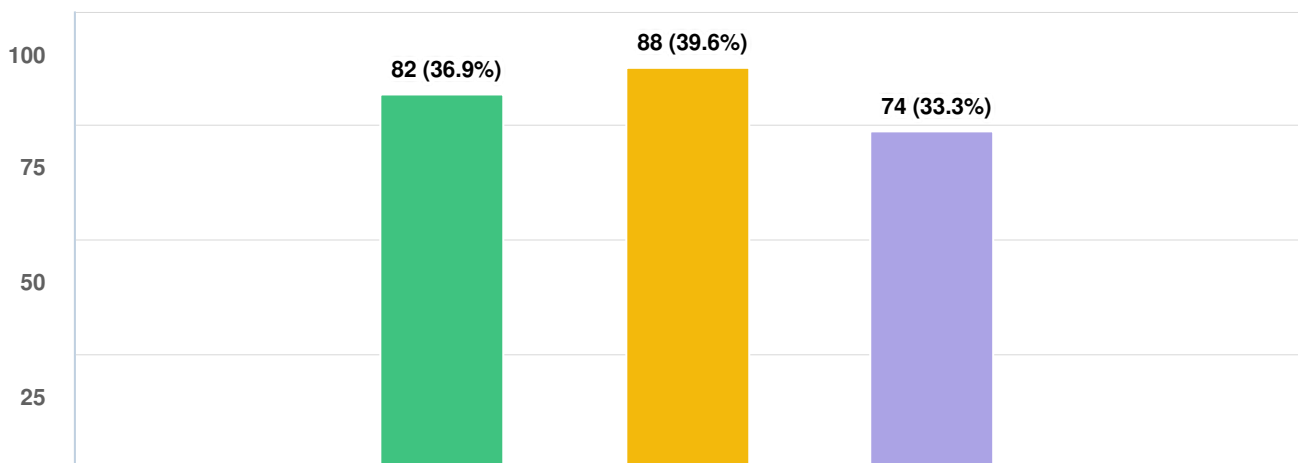


Question options

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Optional question (215 response(s), 21 skipped)
 Question type: Checkbox Question

Q7 From the list below please choose the option that you think would be best suited for the operational hours for the depot. Please consider your own preferences as well as what you think might work best for your community.

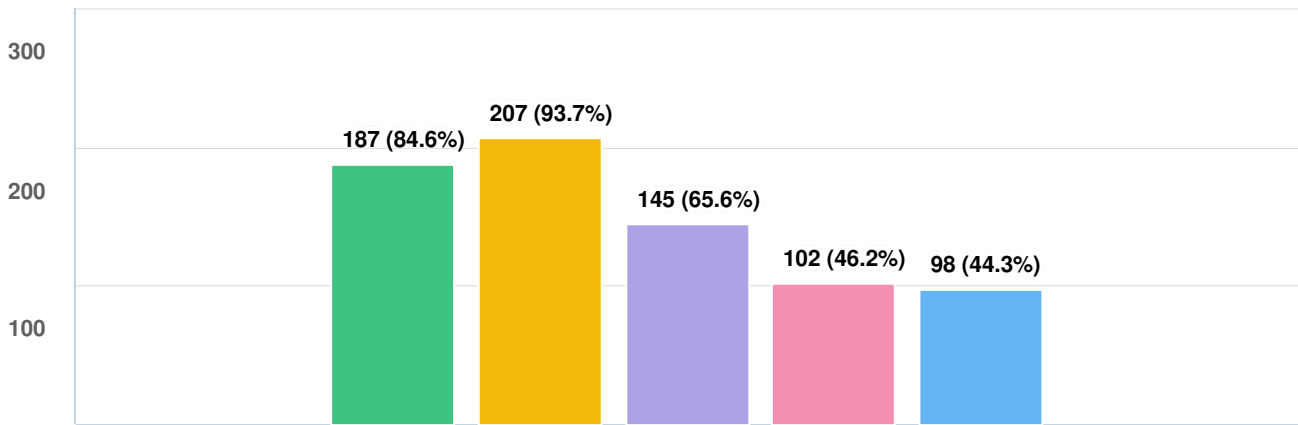


Question options

- 8:00 am to 12:00 pm
- 12:00 pm to 4:00 pm
- 3:00 pm to 7:00 pm

Optional question (222 response(s), 14 skipped)
 Question type: Checkbox Question

Q8 What other items would you like to see collected at the recycling depot? Select all that apply.

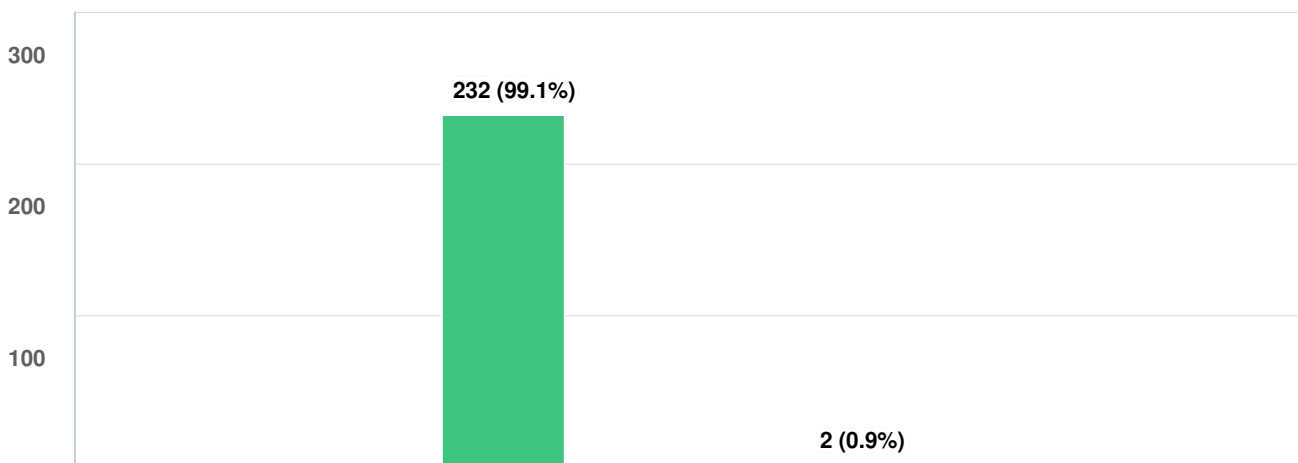


Question options

- Light bulbs
- Batteries
- Used oil, filters, and antifreeze (including their containers)
- Smoke detectors and carbon monoxide alarms
- Cooking oil

Optional question (221 response(s), 15 skipped)
 Question type: Checkbox Question

Q9 Would you like to see this added as an annual service for Quadra Island residents? There is no charge to drop off acceptable items.



Question options

- Yes
- No

Optional question (234 response(s), 2 skipped)
 Question type: Checkbox Question

Project Name: Quadra Island Depot Conversion	File: 5380-02
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Purpose

- To inform and support the public education and outreach for Quadra Island residents regarding the potential conversion of the current Comox Strathcona Waste Management (CSWM) unstaffed depot to a Recycle BC depot.

Target audience(s):

- Quadra Island residents
- CSWM Board Directors, Strathcona Regional District (SRD) Electoral Area Directors
- SRD staff
- Recycle BC
- Island Return-It Depot – Campbell River
- Media – Discovery Islander

Project background:

- In 2013, the CSWM board made the decision to convert many of the existing CSWM recycling depots in our service area to RecycleBC depots.
- In 2019, the CSWM board made the decision to close four (4) of the remaining six (6) CSWM depots effective July 2020 and July 2021. The two remaining depots on Quadra Island and Oyster River were removed from consideration at the time because they provided the only local option for recycling for the rural areas.
- As with the other CSWM depots slated for closure, the Quadra Island CSWM depot contends with illegal dumping and high levels of contamination which often results in the entire bins getting landfilled, as well as safety issues for users of the depot and staff tasked with managing the contaminated waste.
- Residents of Quadra Island cannot currently recycle the large extent of depot-only materials (glass, foam packaging, other flexible plastic packaging and film plastics) on the island; the closest depot is located in Campbell River.
- In 2021, the CSWM service received notification from Recycle BC that Quadra Island is eligible for to establish a Recycle BC depot beginning in 2022, provided that a local organization is willing and able to provide Recycle BC depot service that meets all program requirements and collection standards, specifically, staffed and secured during non-operating hours.
- Recycle BC has provided a formal offer to establish a RecycleBC depot on Quadra Island and hence, staff will now gauge the interest among the community through formal and informal public consultation sessions.

Spokesperson:

- Vivian Schau – Project lead and Media spokesperson

Communications Support:

- Christianne Wile – Communications strategy support
- Lyndsay Fraser – Communications tools and implementation support

Guiding principles:

- Communications included in all project team meetings and in key project-related discussions
- Project to have budget sufficient to cover communications strategies
- All materials and communication will follow the CSWM style guide

Communication Objectives:

- Engage with residents, specifically the depot users, both informally and formally to gauge interest for a depot conversion, ensuring a full understanding of the implications including reduced hours of operation, increased visibility, change of location and changes to recyclable materials.
- Provide quantifiable data for the directors based on the community's interest
- Increase awareness of “5W’s and H” of the Recycle BC program and EPR programs in general, and answer any questions residents may have about solid waste and/or recycling. This information will help them to make the best decision for how they want to see their recycling managed moving forward. (who, what, when, where, why and how) and will also prime them for the September EPR collection event.
 - Secondary information from Recycle BC such as material lists, annual reports and educational campaign materials can be included for reference.

Key Messages:

- The unstaffed CSWM depot is plagued with illegal dumping and high level of contamination of otherwise recyclable materials, which is resulting in a large portion of this material being landfilled.
- Residents have noted concerns with the transparency and accountability of where our recycling is going. Increasing tipping fees for recyclables, transportation costs and ethical concerns regarding where the material is going are affecting the viability and sustainability of the CSWM depots.
- A conversion to a Recycle BC depot will allow for:
 - the acceptance of glass, plastic wrap, other flexible plastic packaging and foam packaging that isn't currently accepted at the CSWM depot.
 - Staff to be present to observe and correct sorting errors, and educate the public on recycling best practices
 - Through Recycle BC, residents can be assure that their material is actually recycled and will therefore be diverting a larger volume of material than if continuing to use the CSWM depots.

Timeline:

- **Informal sessions**
 - June 9th and 18th – 10:00 AM to 2:00 PM. CSWM staff will be on site at the CSWM depot location to informally meet residents as they drop off their recyclables. These sessions will provide an opportunity to find out how residents are currently using the depot and to respond to questions and/or concerns about changes to their routine

should the proposed Recycle BC depot be implemented. Information gathered in this informal setting will help to develop communications materials to be utilized in the formal consultation.

- **Formal consultation sessions**

- July 3rd and 4th – 12:30 AM to 4:30 PM. These sessions will be promoted and will provide residents with the opportunity to meet CSWM staff on site at the depot and fill out a survey. The same survey will be available online throughout the month of July to increase opportunities for residents to participate. Formal sessions and the online survey will be advertised via social media, print advertisements in the Discovery Islander and on printed posters in key public spaces such as community Centres and City Hall.
- September – date and time to be determined. This town hall meeting will be promoted through via social media, print advertisements in the Discovery Islander and on printed posters in key public spaces such as community Centres and City Hall. The intention of this town hall meeting is for CSWM staff to present the preliminary findings from the June and July sessions which will inform the recommended approach. This meeting will be attended by senior staff and will be available to answer questions from residents.

Tool/Task	Description	Budget	Date
Print Ads	Notice of formal sessions and online survey in Discovery Islander	\$1,500	½ page ad insertion: June 25 July 9 July 23 September 3 September 17
Posters	Printed posters to distribute to key public locations promoting formal sessions and online survey. Posters printed in house.	\$0	
Book Community Hall for Town Hall Consultation	Book Community hall for September engagement	\$125 (5 hours @\$25/hr)	
Social Media	Event posts on Facebook to promote formal sessions and promotional posts to encourage residents to fill out an online survey. Content to be promoted organically (unpaid).	\$0	Weekly June 25 – August 5
Informal Sessions	Diversion coordinator on site in June from 10AM to 2PM to conduct public outreach to help inform development of communications materials.	Staff and Contractor time	June 9 June 18

Tool/Task	Description	Budget	Date
Formal Sessions	Diversion coordinator on site in July from 10AM to 2PM to gather feedback, including completion of surveys providing quantifiable data for report-out. Additional town hall meeting with senior staff to present survey outcome, proposed service and available for questions and feedback.	Staff and Contractor time	July 3, 2021 July 4, 2021 September 2021 (exact date TBD)
Online Engagement	Establish a page on Connect CVRD engagement portal to provide information about the program and to house the survey.	Staff time	June 25 – August 5
Outreach to Private Depot Operators	Notify Return-It depots in Campbell River about potential volume fluctuations if the CSWM service proceeds with the Recycle BC depot.	Staff and Contractor time	June – August
Signage	Information boards for September (if needed)	\$2000	

Evaluation and Next Steps

- Results from the formal events and online survey will be compiled and reported out at the September town hall meeting. Public feedback gathered during this phase will help to inform staff recommendations about next steps for this initiative, to be reported out to the Board in Fall 2021.
- Should the Recycle BC depot conversion be pursued, the CSWM will communicate the decision to residents via a direct mail out.

Approval History

Created by:	Stephanie Valdal, June 1, 2021
Reviewed by:	Christianne Wile, June 9, 2021
Approved by:	Vivian Schau, June 9, 2021