



Regional Board Report

Request for Decision

To: Regional Board

From: Director of Engineering Services

Date: April 20, 2023

Subject: Food Waste Collection – Engagement Framework

Voting Entitlement: All Directors - Unweighted Corporate Vote - Simple Majority (LGA s.208)

Purpose: To consider the proposed consultation and engagement framework for Food Waste Collection.

Executive Summary:

On February 2, 2023 the Board was presented with the Food Waste Feasibility study and recommended next steps towards establishing a curbside food waste collection service. Engagement as proposed within the Food Waste Feasibility study is intended to fulfill a requirement within the Solid Waste Management Plan, which states that organics diversion options investigated by the RDCO must, amongst other things, be socially acceptable.

At that meeting, the Regional Board resolved that the Board be presented with a communication and engagement framework for approval prior to public engagement.

Staff are recommending a phased consultation and engagement outline delivered in accordance with the RDCO's Public Engagement Policy (BP11-2021) and guiding principles that will determine social acceptability and inform the Food Waste Collection service design. Research is already underway and intended to be complete in 2023. Launch of the service, if approved by the Board, is estimated to occur in 2025.

The communication and engagement framework as proposed will:

- Build community awareness and understanding of the current state of curbside collection of garbage (which includes food waste) and yard waste
- Provide information on key considerations that will be used for decision-making about future curbside options for garbage, food waste and yard waste
- Identify resident priorities, concerns and preferences for future curbside options garbage, food waste and yard waste
- Identify level of acceptance for food waste collection as a new program
- Seek feedback on draft service options

The total funds required for Food Waste Collection Consultation and Engagement Phases 1 through 3 is approximately \$170,000, and will fund consulting, statistically valid survey(s), engagement activities, collateral materials, marketing, and advertising.

The remaining \$280,000 of the budgeted \$450,000 will fund future Engineering and Contractual expenses relating to this potential service. These expenses will not be committed or incurred until later in the project once service fundamentals have been confirmed and approved through the Board.

The funding required from each of the municipal partners has been requested through the Solid Waste Technical Advisory Committee. Approved funding must be confirmed before the project can commence.

Recommendation(s):

THAT the Board receive the report titled Food Waste Collection – Engagement Framework dated April 20, 2023, from the Director of Engineering Services for information;

AND THAT the Board supports the Food Waste Collection Consultation and Engagement Framework dated April 20, 2023.

Respectfully submitted by: Travis Kendel, Manager of Engineering Services

Approved by:



David Komaïke, P.Eng.
Director of Engineering Services

Attachment(s): 1. 23.03.29_Food Waste communication and engagement outline for Board.docx
 2. PowerPoint Presentation

Strategic Plan Alignment:

Priorities: Environment, Sustainable Communities

Values: Regional Perspective, Transparency

Background:

On February 2, 2023 the Board was presented with the Food Waste Feasibility study and recommended next steps towards a curbside food waste collection service. Engagement as proposed within the Food Waste Feasibility study is intended to fulfill a requirement within the Solid Waste Management Plan, which states that organics diversion options investigated by the RDCO must, amongst other things, be socially acceptable. At that meeting, the Board resolved:

***AND THAT** Staff initiate next steps to implement a regional curbside co-mingled food and yard waste collection program as outlined in the report from the Director of Engineering Services;*

***AND FURTHER THAT** the Board be presented with the consultation and engagement strategy for approval prior to engagement with residents and municipal Councils.*

Attached to this report is the requested consultation and engagement framework. The purpose of the document is to provide a high-level overview of anticipated communication and engagement activities through the first three phases of the development of an RDCO curbside food waste collection service. A detailed strategy will be developed by a consultant once funds are approved and the project commences.

The communication and engagement framework as proposed will:

- Build community awareness and understanding of the current state of curbside collection of garbage (which includes food waste) and yard waste
- Provide information on key considerations that will be used for decision-making about future curbside options for garbage, food waste and yard waste
- Identify resident priorities, concerns and preferences for future curbside options garbage, food waste and yard waste
- Identify level of acceptance for food waste collection as a new program
- Seek feedback on draft service options

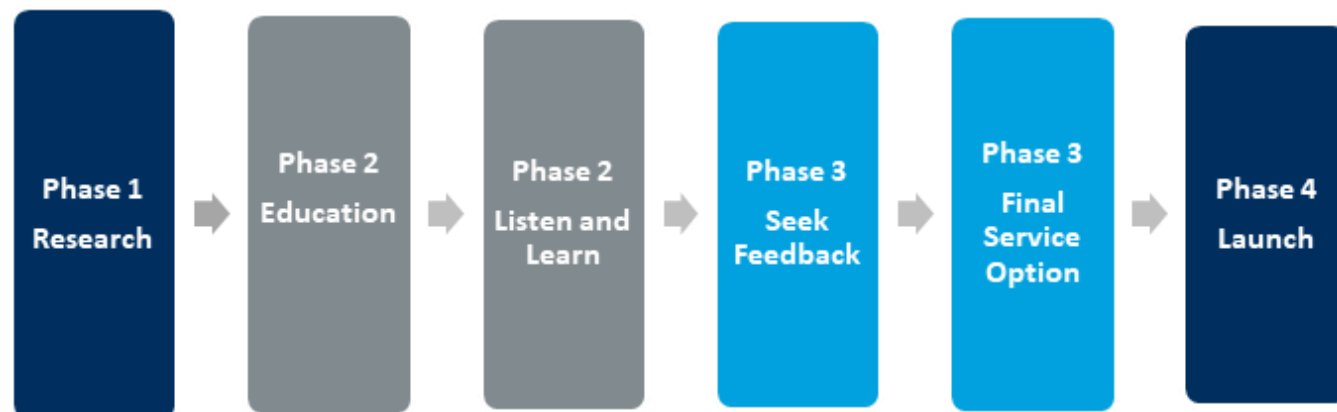
Communication and engagement will be phased, starting with research, and concluding with launch of the new service.

Phase 1 focuses on **research** and is actively occurring. Emphasis during this phase is to study our waste stream, determine the feasibility of food waste collection services, and explore service options. It is planned to conclude in 2023.

Phase 2 is planned to begin in 2023 with emphasis on **education** on the current state of curbside collection. By 2024, emphasis will shift to **listening and learning**, which will include identification of residents' priorities, concern, and preferences for future services.

Phase 3 will occur in 2024 and **seek feedback** from the public on draft service options informed through the previous phases. Once feedback on multiple options is obtained, a **service recommendation** will be provided to the Board for consideration.

The final phase will occur in 2025 and include education and communication to support the **launch of the new service**.



The RDCO will engage a consultant to build out a full strategy before work commences. This includes determining audiences, the level of engagement needed, analyzing vulnerabilities and weaknesses, identifying strategic considerations, establishing communication goals and objectives, developing key messages, and lastly, identifying appropriate engagement activities, timelines, required marketing and evaluation.

The strategy will be based on the RDCO's guiding engagement principles and use the International Association of Public Participation (IAP2) engagement spectrum to determine the appropriate level of engagement.

Below is an estimate of the costs for communication and engagement activities through the first three phases of the development of an RDCO curbside food waste collection program.

Activity	Amount	Notes
Consultant (2023/2024)	\$75,000	To develop strategy and deliver external components of the engagement process Phase 2 and 3
Survey	\$30,000	Statistically valid survey
Engagement activities	\$20,000	Tactics to be determined. May include (but not limited to) open houses, online forums, events, stakeholder meetings, presentations etc.
Collateral material	\$20,000	Material designed and produced to support engagement activities
Marketing and advertising	\$25,000	To drive residents to engagement activities and encourage feedback
	\$170,000	

The total allocated for Food Waste Collection Consultation and Engagement Phases 1 through 3 is approximately \$170,000.

The remaining \$280,000 of the budgeted \$450,000 will fund future Engineering and Contractual expenses relating to this potential service. These expenses will not be incurred or committed until later in the project once service fundamentals have been confirmed. For example, funds budgeted for Engineering Design will not be needed until a final service option has been approved by the Board. These approximate values have been provided at the onset of the project to fully reflect the costs to prepare the curbside food waste collection service for implementation. The funding required from each of the municipal partners has been requested through the Solid Waste Technical Advisory Committee. Approved funding must be confirmed before the project can commence.

Further implementation costs may be required, depending on the final service design, and may include land, additional engineering, and infrastructure costs. The Food Waste Feasibility study identified approximately \$6M in land and an additional \$6M in infrastructure costs to support a new Food Waste transfer station.

Considerations:

Organizational/External:

- The approved 2023 – 2038 5 year Financial Plan includes internal resources to support service research, development, and implementation. Depending on service details, further resources may be required as and if approved by the Board.

Financial:

- The funding required from each of the municipal partners has been requested through the Solid Waste Technical Advisory Committee. Approved funding must be confirmed before the project can commence.
- Further ongoing funding may be required if a formal 'Food Waste Collection Service' is approved by the Board.

Legal/Statutory Authority:

- RDCO Solid Waste Management Plan (2020) – Strategy #7:
 - *Investigate what additional organics diversion options are feasible in RDCO (these must be cost-effective, socially acceptable, etc.) in the future, if there is sufficient organic waste generated in the region.*
 - *Submit a report to the Ministry of Environment on organic waste diversion opportunities and effectiveness of maintaining landfill gas collection and use at the landfill by December 31, 2031.*
- Local Government Act:
 - **315 (1)** *A board may, by bylaw, establish the service of the regulation, storage and management of municipal solid waste and recyclable material, including the regulation of facilities and commercial vehicles used in relation to these matters.*
 - **316** *A board may, by bylaw, do one or more of the following:*

- *(a) require persons to use a waste disposal or recycling service, including requiring persons to use a waste disposal or recycling service provided by or on behalf of the regional district.*
- *(b) require owners or occupiers of real property to remove trade waste, garbage, rubbish and other matter from their property and take it to a specified place;*

Alternate Recommendation:

- **THAT** the Board receive the report titled Food Waste Collection – Engagement Strategy dated April 20, 2023, from the Director of Engineering Services for information;

Approved for Agenda



Brian Reardon, CAO