

PURPOSE

The purpose of this framework 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 collection program for food waste + yard waste.

A full communication and engagement strategy would be developed before work begins. The strategy 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 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 including:
 - Curbside collection of garbage, food waste and yard waste
 - Other infrastructure needed to collect and process food waste
 - Cost
 - Location of facilities needed to collect and / or process food waste

BACKGROUND

Following the RDCO Waste Characterization study completed in 2020 and 2021, the RDCO identified that compostable materials make up nearly 50% of our community's landfill-bound waste stream within Single Family and Multifamily residential sectors. In 2022, with input from the Solid Waste Technical Advisory Committee (SWTAC), the RDCO completed a Food Waste Feasibility Study to explore options for expanding residential organics management programs.

The Food Waste Feasibility Study recommends that resident engagement be undertaken to advise residents of potential changes, explore expectations and social acceptance, and prepare the public for regional food waste collection. The study also recommends co-mingled Food Waste and Yard Waste collection in a single curbside container for the single-family curbside service. To best realize investments already made in existing cart infrastructure and align with the outcome of the feasibility study, it is recommended that engagement regarding a future curbside food waste collection service be focused on including food waste in existing yard waste carts.

Curbside service is currently provided to residents in single family homes in:

- Kelowna
- West Kelowna
- Peachland
- Lake Country
- Some of Electoral Area West (rest use transfer stations)
- Some of Electoral Area East

Curbside collection service on Westbank First Nation (WFN) lands IR9 and IR10 and Okanagan Indian Band's Duck Lake IR7 are currently not coordinated by the RDCO. The RDCO services provided to residents on living on WFN lands are done via a Master Services Agreement with WFN and the agreement does not currently include curbside collection.

PROJECT PHASING

Below are the communication and engagement phases required to move the project through research, engagement and launch of a new food waste service.

Phase 1 – **Research** (2021 - 2023)

- Waste Characterization study (2021) **[COMPLETE]**
- Food Waste Feasibility study (2022) **[COMPLETE]**
- Review and cost service options + processing options (2023) **[PARTIALLY COMPLETE]**

Phase 2 (2023/2024)

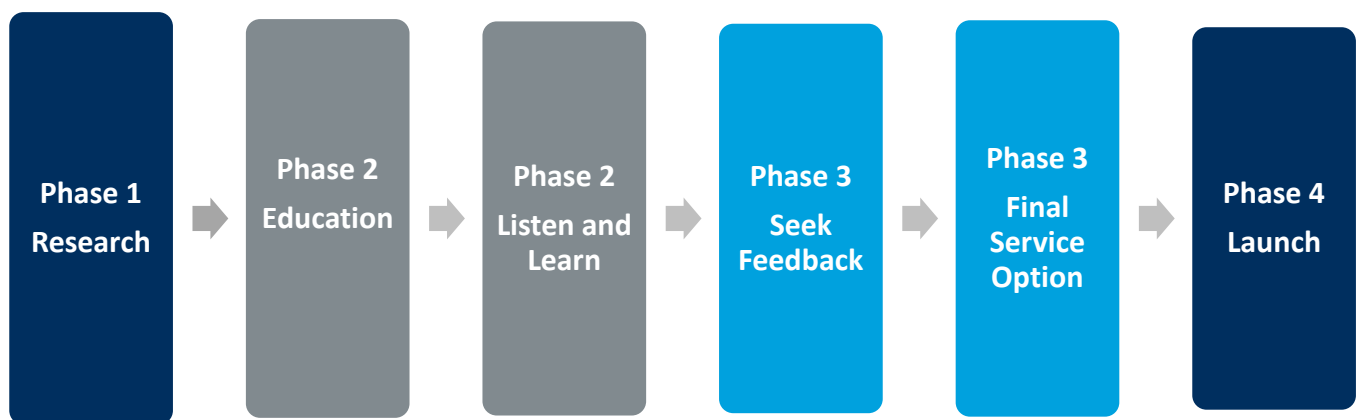
- Stage 1 – **Education** on current state of curbside collection including key considerations to be included in program design options
- Stage 2 – **Listen and Learn** to help identify residents' priorities, concerns and preference for future service

Phase 3 (2024)

- Stage 1 – Present and **Seek Feedback** on draft service options
- Stage 2 – Recommendations and presentation for **Final Service Options**

Phase 4 – (2025)

- Education and Communication to support **Launch** of new service.
- Note: this phase would not be included in the current budget request.*

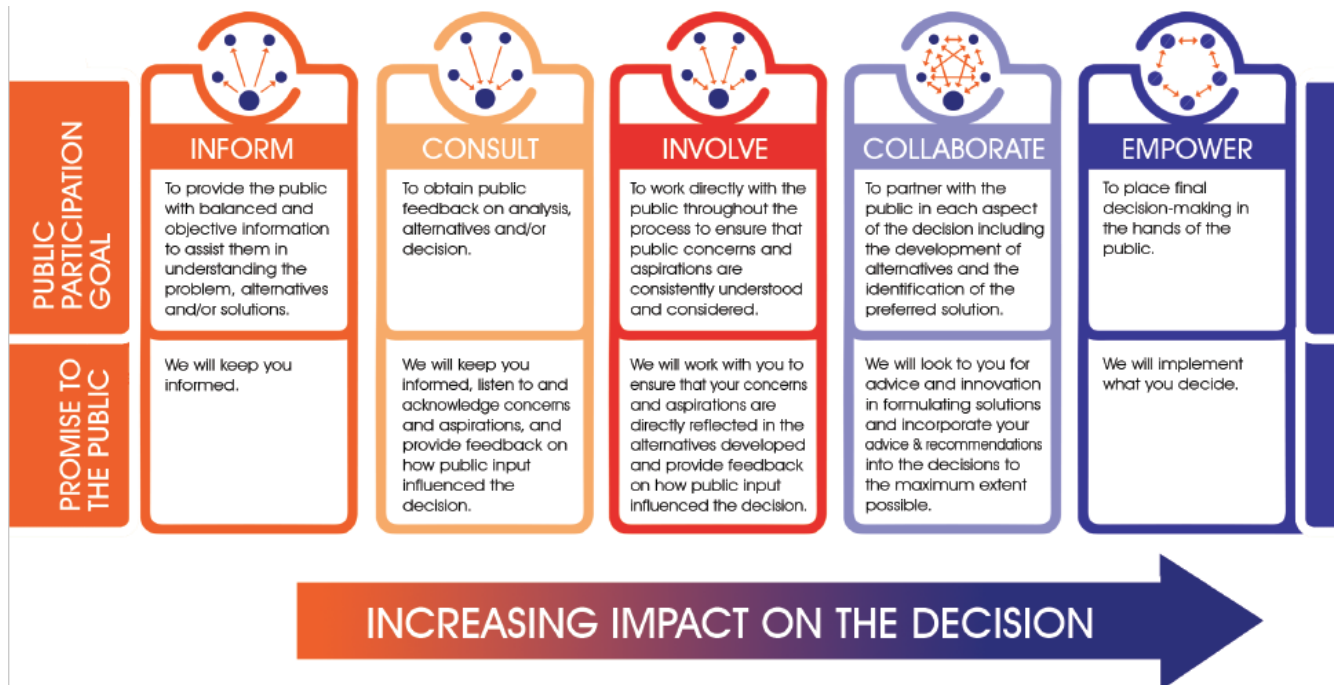


COMMUNICATION AND ENGAGEMENT STRATEGY

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

The strategy will be based on the RDCO's Public Engagement Policy (BP11-2021) and guiding principles and will use the International Association of Public Participation (IAP2) engagement spectrum to determine the appropriate level of engagement.

IAP2 engagement spectrum



RDCO engagement principles:

- **Transparency:** Public engagement opportunities are developed so that participants clearly understand their role, the level of engagement and the decision-making process. Feedback is shared publicly.
- **Consistency:** Engagement opportunities are presented in a predictable and consistent manner to build understanding of participants' roles and how they can be involved.
- **Inclusivity and diversity:** Public engagement processes allow all community members a reasonable opportunity to contribute and share their perspective. Effort will be made to ensure diverse voices are identified and these voices invited to participate.
- **Timeliness:** Public engagement is commenced as early as possible so the community and stakeholders have enough time to learn about the issues and actively participate.
- **Plain language/clear communication:** Information and instructions related to public engagement are provided in clear and simple language and easily understood by the community. Complex ideas will be shared in ways that are easy to grasp and the impact of different decision options will be explained.
- **Suitable process:** Design and implementation of public engagement processes that reflect the size, complexity and community impact of any initiative.
- **Regional perspective:** The RDCO recognizes the unique values and perspectives of its varied and diverse communities and stakeholder groups. Engagement activities are developed to balance the specific needs of individual communities with the region as a whole.

COMMUNICATION AND ENGAGEMENT COSTS

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

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

*All online engagement components and information will be shared on rdco.com and yoursay.rdco.com