



REGIONAL
DISTRICT
OF NANAIMO

Engagement Plan

Project Name: Mandatory Waste Source Separation (MWSS) and Waste Hauler Licencing

Date Engagement Plan Drafted: December 24, 2020

Date Engagement Plan Approved:

Engagement Objectives

- Consult with the community on two new bylaws and programs (in addition to the extensive consultation that took place during the Solid Waste Management Plan consultation)
- Engagement is a mandatory requirement by the Minister of Environment and Climate Change Strategy (MOECC), as per the SWMP approval letter
- To conduct a public engagement process that raises awareness and provides opportunities to gather stakeholder and public input on the new bylaws and the programs that support them
- To facilitate meaningful engagement with targeted engagement methods and communication materials
- To confirm both bylaws include insights from community perspectives
- Confirming that programs align with community desire
- Inform neighboring Regional Districts.

Decision

After engagement on the two bylaws, the Board will consider the results of the consultation process prior to approving the submission of the bylaws to the Minister of Environment and Climate Change Strategy.”.

Key Topics for Engagement

- Mandatory Waste Source Separation
 - Who it applies to
 - Conditions of bylaw
 - Alternatives to having multiple collection alternatives
 - Compliance and enforcement
- Waste Hauler Licencing :
 - Who does it apply to
 - Application process
 - Fees
 - Conditions of license
 - Compliance Enforcement

Relevant Background

Mandatory Waste Source Separation Bylaw



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The concept for a MWSS bylaw and program are included in the MOECC approved Solid Waste Management Plan and were consulted on extensively as part of the Plan consultation. The intention is for the bylaw to require that all business, multi-family dwellings and institutions have separate bins for garbage, food waste and recycling, or contract for post-collection sorting. Essentially, this is the same as the 3-stream collection approach currently used with the RDN's single family curbside program which has very high levels of participation in source separating waste.

Currently, the RDN does not have the authority to impose such requirements, however, through regulation, the Province can authorize the RDN to establish such a bylaw.

Waste Hauler Licensing Bylaw

The concept for WHL MWSS bylaw and program are included in the MOECC approved Solid Waste Management Plan and were consulted on extensively as part of the Plan consultation. The intention is for the bylaw to require all waste haulers operating in the RDN be licensed. The purpose is to create an economic model which promotes waste diversion. First, it provides an opportunity to give "licensed haulers" a discounted tipping rate at the landfill for waste that does not contain any recyclable or compostable materials. The discounted tipping fee is intended to make the waste industry cost competitive with RDN waste disposal facilities with the objective of waste flowing from generators to the waste industry rather than directly to the landfill. Second, it allows the introduction of a disposal levy for waste landfilled or incinerated in or out of region. The purpose is to encourage the waste industry focus on waste reduction by making it more profitable to divert than dispose. This model will also provide reliable tracking of waste diversion/disposal and has the economic benefit of growing the local waste industry.

Promise to the Public/IAP2 spectrum

Based on the IAP2 Spectrum, the engagement process will range under "Inform to Involve". We will gather input to ensure that that stakeholder and public concerns and aspirations are considered in the finalization of the bylaws and associated programs. We will be transparent as to how the feedback influenced any final decision.

Engagement Considerations

- Ensure the alignment with the RDN Solid Waste Management Plan
- Review of draft Bylaw by RDN Departments including: Solid Waste, Regional & Community Utilities, Bylaw Services, Finance and Current Planning
- Existing opportunities to engage the audience – connect with existing organizations including Coast Waste Management Association, municipal chamber of commerce, Property Management associations, Association of Vancouver Island and Coastal Communities and engagement events with other RDN departments.
- Engagement limitations due to COVID-19 restrictions – in line with Virtual Engagement protocol
- Audience availability – Provide plenty of notice to potential participants. Provide alternative options depending on audience availability



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- Using engagement techniques that are included in “A Guide to Solid Waste Management Planning” that was produced by the Ministry of Environment.

Opportunities and Risks

Risks

- Polarization of interests from different stakeholders (due to possible cost burden of programs)
- Mismanagement of conflicts
- Weak participation cultures
- Stakeholders may be missed

Risk reduction

- Involve stakeholders early in all stages of the project
- Cast a wide net with invites and information dissemination
- Apply various techniques to communicate and engage with different stakeholder groups

To reduce the risks stated above, the public including the primary stakeholders should be involved early in all the stages of the projects, as they have been since the consultation processes of the Solid Waste Management Plan, where these programs were first introduced. Moreover, the public should be well informed about the details of the project and the related important technical aspects should be explained well. Additionally, the interest of the public should be resolved in a clear and transparent way, and the administrators need to be clear and transparent to gain the confidence of the public.

First Nations & Stakeholder Interests and Tools

Stakeholder	Interests	Desired information	Engagement Activity
Government and First Nations	<ul style="list-style-type: none"> • Waste disposal • Waste regulation • Local government bylaws 	<ul style="list-style-type: none"> • Background reports • Board decisions 	<ul style="list-style-type: none"> • Get Involved RDN • Direct Invitations to participate in the different aspects of engagement • Presentations available upon request • Webinars for Stakeholders, with an exist survey • Access to recorded webinar • Letters that outline the bylaws. • Letters to include an offer of a presentation or meeting



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Stakeholder	Interests	Desired information	Engagement Activity
Solid Waste Industry	<ul style="list-style-type: none"> Economic vitality Impacts of new programs Timing of proposed changes Particular interest in WHL 	<ul style="list-style-type: none"> Background reports Board decisions Program information Program fees Penalties Application process Enforcement process 	<ul style="list-style-type: none"> Get Involved RDN One-on-One conversations from key staff to affected businesses Webinars for Stakeholders, with an exist survey Access to recorded webinar Presentations available upon request Letters that outline the bylaws. Letters to include an offer of a presentation or meeting
Other businesses	<ul style="list-style-type: none"> Economic vitality Impacts of new programs Timing of proposed changes Particular interest is MWSS 	<ul style="list-style-type: none"> Background reports Board decisions Program information Collection Alternatives Compliance measures 	<ul style="list-style-type: none"> Get Involved RDN Presentations to business organizations Articles in business association newsletters/e-blasts One-on-One conversations from key staff to affected businesses Webinars for Stakeholders, with an exist survey Access to recorded webinar Presentations available upon request
Stratas and Property Management Companies	<ul style="list-style-type: none"> Impacts of new programs Timing of proposed changes Particular interest is MWSS 	<ul style="list-style-type: none"> Background reports Board decisions Program information Alternatives to having 3 bins Compliance measures 	<ul style="list-style-type: none"> Get Involved RDN Presentations to local associations organizations Articles in association newsletters/e-blasts One-on-One conversations from key staff to affected businesses Webinars for Stakeholders, with an exist survey





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Stakeholder	Interests	Desired information	Engagement Activity
			<ul style="list-style-type: none"> • Access to recorded webinar • Presentations available upon request

Government

- City of Nanaimo
- District of Lantzville
- City of Parksville
- Town of Qualicum Beach
- Neighboring Regional Districts
- Ministry of Environment and Climate Change Strategy
- Ministry of Municipal Affairs

Key External Stakeholders

- Owners/operators of disposal facilities
- Waste industry
- Industry Associations (for stratas and businesses)
- Businesses (restaurants, offices, malls etc.)
- Stratas
- Building and property management companies for non strata multifamily residences

Public Stakeholders

- RDN residents

First Nations and Métis

- Qualicum First Nations
- Snaw'Naw'As Nations
- Snuneymuxw First Nation

Tools and Techniques

As the program evolves, additional techniques may be added.

Media release

- Informs stakeholders on how to get involved and provide feedback on the bylaws

Online engagement – Get Involved RDN

- It allows for two-way communication opportunities.
- The tool provides a platform that provides a more interactive and respectful discussion. The tool also allows for detailed analytics and the use of various tools to gather input.

Articles in the industry association newsletters

- Informs stakeholders on how to get involved and provide feedback on the bylaws

Exit surveys after webinars

- To go out right after webinar

Web page updates and social media posts





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- Updates/Notices on RDN website and social media.

Backgrounder documents for different stakeholder groups

- Project information and relevant reports are posted on Get Involved.
- Making sure it is clear what we heard with SWMP, what the program is and what residents can actually influence.

Newspaper Ads

- Community members and stakeholders can sign-up to receive updates and stay informed about the project.

Stakeholder Webinars

- Special interest meeting with industry stakeholders.
- Recorded and available after the sessions.

One-on-One interaction

- Respond to phone calls, emails and/or in person questions/interactions with the public.

Engagement with Industry Associations (presentations at regular meetings, webinars, newsletter articles, promotion of events)

Key Messages (3-5 Key Messages for media or target audience)

- Both the Mandatory Waste Source Separation and Waste Hauler Licencing programs were included in the Regional District of Nanaimo Solid Waste Management Plan and approved by the Regional Board and the Ministry of Environment and Climate Change, which was thoroughly consulted on with residents, the waste industry, and other stakeholders.
- These bylaw and the associated programs are key for us to reach our 90% diversion goal
- We want to involve Stakeholders in the review of the Bylaws and what's included and how its applied
- There are a number of purposes of the Waste Hauler Licensing program:
 - To create an economic model which promotes waste diversion.
 - Provides an opportunity to give haulers a discounted tipping rate at the landfill for waste that does not contain any recyclable or compostable materials.
 - Encourages the flow of waste from generators to the waste industry rather than directly to the landfill.
 - Allows the introduction of a disposal levy for waste landfilled or incinerated in or out of region.
 - Encourages the industry to focus on waste reduction by making it more profitable to divert than dispose.
 - This bylaw will also provide reliable tracking of waste diversion/disposal and has the economic benefit of growing the local waste industry.



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- Ensure that producers of waste in the region continue to pay towards local waste infrastructure.
- The Mandatory Waste Source Separation program is intended to:
 - Require all business, multi-family dwelling and institutions have bins for garbage, food waste and recycling, or contract for post-collection sorting.
 - Be the same as the 3-stream collection approach currently used with the RDN’s single family curbside program
 - MWSS creates a level playing field and reinforces the good waste management behaviours that are already well established much of the regional district already
 - Allow customers to work with whichever waste hauler they want to, as long as they can ensure that their collect materials are sorted into three categories.

Timeline

Phase	Primary Engagement Tactic	Timeline
Preparation and Planning	<ul style="list-style-type: none"> • Development and approval of background documents and Get Involved RDN site • Draft Bylaw • Draft Report to RDN Board 	January -April 2021
Consultation	<ul style="list-style-type: none"> • Notification and dialogue per RDN existing protocols • Webinars (residents, stratas, waste industry) • Online Q&A • Landfill/Transfer Station/online survey / exit surveys 	May 2021 – September 2021
Analysis and Reporting	<ul style="list-style-type: none"> • Summary of Engagement • Consideration of results • Department and Legal Review • Prepare Final Bylaw 	September 2021
	<ul style="list-style-type: none"> • Present to Board for submission to MOECCS 	October 2021
Closing the Loop	<ul style="list-style-type: none"> • Pending approval from MOECCS, announce response and next steps (implementation of Bylaws and new programs) 	Pending

Responsibilities





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Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
Draft Bylaw	Draft Bylaw	Sonam/Larry	Inform	No direct cost. Staff time.	Jan- Feb 2020
Get Involved RDN site	Online portal for two way communication	Sonam/Nikita	Inform Consult Involve	No direct cost. Staff time.	Jan - Feb 2020
External review of engagement plan	Consultant to review engagement plan and outcomes	Maura Walker		1000	Beginning and end of project
Report to Board (draft bylaw and consultation plan)	Report to board about the bylaw, program and the consultation plan	Sonam	Inform	No direct cost. Staff time.	March select
Web page updates and social media posts	Updates/Notices on RDN website and social media	Sam	Inform	No direct cost. Staff time.	Going live after March Board meeting
Background documents	Project history, program information and the overall impact to different sectors	Sonam/Nikita	Inform	\$5000 – Colleen lucas to design	Jan - Feb 2020
News ads	Monthly RDN ads and online ads	Sonam/Nikita	Inform	\$10000 – will need to get quote for online news ads	Going live after March Board meeting
Stakeholder Webinars	Special interest meeting with stakeholders. (Waste industry, businesses, stratas)	Sonam/Larry	Consult Involve	No direct cost. Staff time.	March - May 2021
Internal Department Review	Review sections of bylaw by Finance, Bylaw,	Solid Waste Finance Bylaw	Consult	No direct cost. Staff time.	June 2021



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Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
	and Planning. Review program docs by comms.	Planning Communications			
Final Legal review	Final legal review of the draft prior to submission to the Board.	Lawyer	Consult	\$15000	June 2021

Budget

\$16,000 for engagement and \$15000 for legal review.

Evaluation

Review, track and evaluate:

- Get Involved RDN analytics
 - Traffic Summary
 - Participant Summary
 - Q&A Summary
 - Information Widget Summary
- Facebook analytics
 - People reached
 - Engagement
 - Comments
 - Shares
 - Likes
- Media coverage
- Webinar attendance
- Number of letters sent
- Feedback received and how it was incorporated

Closing the Loop

Staff will complete an Engagement Summary Report that will be distributed to stakeholders and posted on the Get Involved RDN page. The Engagement Summary Report will include:

- Project Overview & Objective for Engagement
 - Key background
 - Engagement objectives
 - Strategic approach
 - Engagement actions taken
- Awareness & Engagement Activities





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- Describe how the Project was promoted
 - Advertisements, social media, Get Involved, bus ads
- Outline number, dates and locations of interactions including webinars attendees
- What We Heard and from who
 - Include images of promotional tools used and/or media coverage
 - Comments received, what the themes were and how they are incorporated in the bylaws and programs
 - Number of participants, relevant demographics
- Next Steps
 - Outline the next steps in the process and how input will be used to inform the decision
 - Submission to the RDN Board
 - Submission to Ministry of Environment and Climate Change Strategy
 - Include web address for where to find additional information

Media Relations

Flow of Information: The Communications Coordinator will serve as media liaison and may provide reporters with background information or clarification as needed. All media request for interviews or quotations shall go through the Communication Coordinator who will either collect and relay a response from the relevant department's General Manager, or arrange for the General Manager, or designate, to engage directly with the media.

Discussion of Board Decisions: Except for the purpose of relaying publicly - available information or confirming information contained in Board or Committee meeting agendas or minutes, staff shall refrain from commenting on RDN Board decisions. Media questions of a political nature will be referred to the Chair of the Board. Staff members may also refer questions of a political nature to the Communications Coordinator who can assist the media in contacting the appropriate member of the Board.

