

To: Liquid Waste Committee

From: Larina Lopez, Division Manager, Corporate Communications
Carol Nicolls, Communications Specialist, Corporate Communications

Date: January 17, 2023 Meeting Date: February 8, 2023

Subject: **2022 “Wipe It, Green Bin It” Campaign Results**

RECOMMENDATION

That the Liquid Waste Committee receive for information the report dated January 17, 2023, titled “2022 ‘Wipe It, Green Bin It’ Campaign Results”.

EXECUTIVE SUMMARY

The disposal of fats, oils, and grease into the sewer system costs the region over \$2.7 million every year. Now in its sixth year, the 2022 “Wipe It, Green Bin It” asks residents to put fats, oils, and grease in the green bin and not down the sink. The campaign ran in the fall and in the lead-up to Thanksgiving, targeting a time of heavier, seasonal cooking. It included social media, YouTube, television, banner ads, Google adwords, and a website. The campaign generally performed well and delivered 16 million impressions, 1,200 engagements, 1.6 million video views, 13,000 clicks for more information, and 14,000 website visits. Monitoring of fats, oils, and grease at pump stations generally shows a drop in their levels since 2019. In 2023, the campaign will run again with similar timing and creative materials and will also include a post-campaign survey.

PURPOSE

To update the Liquid Waste Committee on the 2022 regional “Wipe It, Green Bin It” campaign to reduce the disposal of fats, oils, and grease in the sewer system.

BACKGROUND

The disposal of fats, oils, and grease into the sewer system is an ongoing issue that costs the region at least \$2.7 million every year. Fats, oils, and grease can harden in the sewer system, blocking sewers and contributing to overflows into homes, businesses, and the environment. Since 2017, Metro Vancouver has conducted regional campaigns to ask residents to dispose of fats, oils, and grease in their green bins and not down their sink.

This report provides an overview of the main results of the 2022 “Wipe It, Green Bin It” campaign, as identified in the 2022 Liquid Waste Committee Work Plan.

2022 “WIPE IT, GREEN BIN IT” CAMPAIGN

The 2022 “Wipe It, Green Bin It” campaign took place from September 26 to November 6. The campaign targeted Metro Vancouver residents (18+, with particular focus on ages 25–54), aiming to reach them in the lead-up to Thanksgiving and during a time of heavier, seasonal cooking. The campaign materials featured dripping grease, oil, or dairy, reminding residents to “Wipe It, Green Bin It” to avoid clogged pipes.

Engagement with Members

Prior to launch, campaign details and creative materials were shared with members’ communication staff and the Regional Engineers Advisory Committee (REAC) - Liquid Waste Subcommittee. All materials are available for download on the Metro Vancouver website and members could request custom, co-branded materials. Materials included a printable rack card in six languages. The media buy included all member jurisdictions, ensuring that campaign ads appeared across the region. Campaign materials were used by eight member jurisdictions.

Results

The campaign generally performed well, with digital materials successfully driving strong website traffic. Running the campaign in the fall – and not during the December holidays where advertising competition is much higher – likely also improved results.

Digital Media and Television

- 16 million impressions generated digital channels, primarily Facebook, Instagram and online banner ads
- 800,000 residents reached through digital channels
- 1.6 million video ad views, with higher than average completion rates on Facebook and Instagram
- 1,200 engagements (likes, shares, saves, comments) through social media
- 13,000 clicks for more information, mainly through Google Search terms, banners, and social media placements
- 355,000 residents reached through the television public service announcement (PSA) video, which aired 1,100 times on Telus

Overall, the shorter videos performed best, with above average completion rates on Facebook, Instagram and Pinterest. After six years in market the campaign creative may have reached the target audience multiple times, the shorter materials have now generally become the most successful tactic and will be the main ones used on most platforms in 2023.

Website Traffic

The campaign website (wipeitgreenbinit.ca) had over 14,000 visits, with people spending an average of just over three minutes on the page. While time spent on the page was lower than last year, the average number of people visiting the page during the campaign jumped from 195/day in 2021 to 335/day in 2022.

FATS, OILS, AND GREASE MEASUREMENT

Fats, oils, and grease (FOG) levels have been monitored at various pumps stations since 2018. This monitoring uses a visual rating scale, which helps assess FOG issues and evaluate campaign effectiveness. Metro Vancouver and the Township of Langley are currently monitoring FOG build-up in two Metro Vancouver pump stations and one municipal pump station in residential hot spot areas. In general, 2022 data shows a decrease in FOG levels compared to 2021, with average yearly FOG levels dropping since 2019. This monitoring should be considered as just one metric to measure campaign success, as external conditions (such as rain and cleaning schedules) can affect FOG build-up.

PLANS FOR 2023 CAMPAIGN

The campaign will run again in 2023, using the same creative and with similar timing. As the campaign has been in market for several years, it may be helpful to look at ways to refresh the existing creative for next year. A post-campaign survey will be conducted in 2023 and will help evaluate the campaign’s impact and inform future campaigns.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

The 2022 “Wipe It, Green Bin It” campaign had a budget of \$105,000. These costs were included in the 2022 Liquid Waste Communications Program Budget managed by the External Relations Department.

CONCLUSION

The “Wipe It, Green Bin It” campaign has been in market for six years and is showing solid performance and awareness levels. Results of this year’s media placement suggest that concentrating campaign resources in a single fall flight and skipping the competitive December advertising market was a more successful approach and boosted the number of people who came to the campaign website for more information. Monitoring at pump stations for fats, oils, and grease is planned to continue in 2023 and along with next year post-campaign survey will provide helpful data to assess the campaign’s effectiveness. As many people in the target audience may have already seen campaign advertising over the years, new ways to refresh the existing creative materials will be explored for next year.

Attachment

Sample of Campaign Materials

Reference

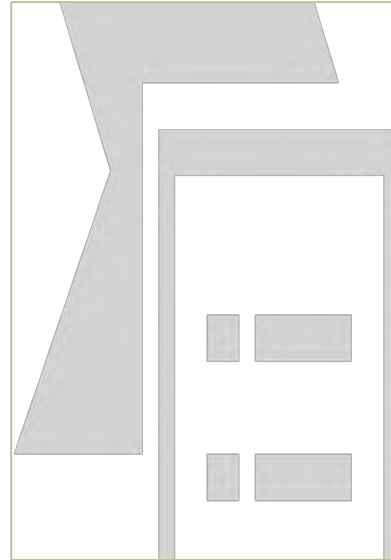
Campaign website: wipeitgreenbinit.ca

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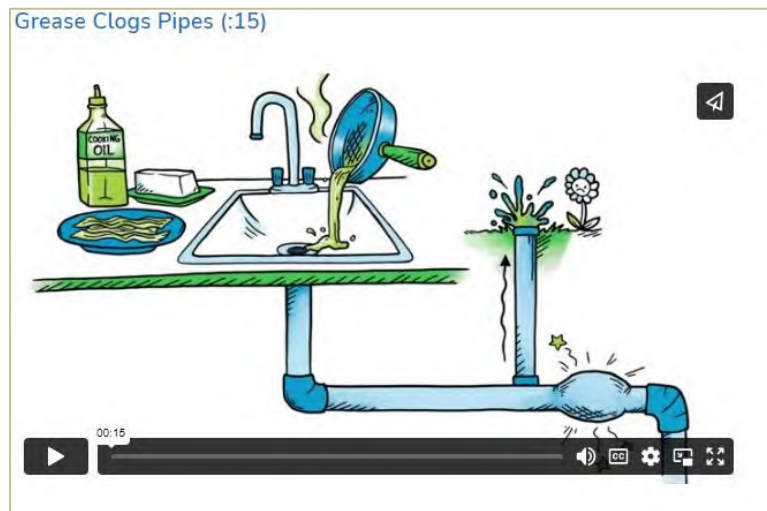
Sample of Campaign Materials



Social media posts



Mobile interscroller ad



PSA video



Poster



Online banner on website

To: Zero Waste Committee

From: Terry Fulton, Senior Project Engineer, Solid Waste Services
Jessica Yamamoto, Assistant Project Engineer, Solid Waste Services

Date: February 2, 2023

Meeting Date: February 9, 2023

Subject: **2021 Solid Waste and Recycling Annual Report**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated February 2, 2023, titled “2021 Solid Waste and Recycling Annual Report”.

EXECUTIVE SUMMARY

The overall regional recycling rate increased from 64% in 2020 to 65% in 2021. Sector-specific recycling rates increased in the commercial/institutional and the construction and demolition sectors. In the residential sector, the recycling rate in 2021 was similar to 2019, but lower than 2020 – a year marked by increased residential organics recycling during the pandemic, potentially due to more eating at home. Glass recycling dropped in 2021 following closure of processing facilities as a result of the November 2021 flooding emergency. Reuse increased in 2021 compared to 2020, when pandemic shutdowns impacted charities and businesses accepting clothing for reuse.

The annual report includes additional information on calculation methodology, following feedback from the Solid Waste Management Plan Public/Technical Advisory Committee and the Solid Waste and Recycling Industry Advisory Committee. Metro Vancouver plans to review performance metrics and communication of recycling and disposal data as part of the solid waste management plan update process to ensure the level of transparency and detail continues to be industry leading.

PURPOSE

The purpose of this report is to update the Zero Waste Committee on progress towards the waste reduction and recycling goals outlined in the *Integrated Solid Waste and Resource Management Plan* for the calendar year 2021.

BACKGROUND

Metro Vancouver is responsible for waste reduction, recycling planning, and the operation of a series of solid waste facilities in the region. Planning for less waste, improving reuse and recycling systems, and managing the remaining waste reflects the public’s expectations of high environmental stewardship and affordable and accessible waste management. The annual report reviews data on municipal solid waste: waste generated by residents, commercial/institutional sources, and construction and demolition activity. It excludes industrial and agricultural waste. Annual reporting allows Metro Vancouver to track progress towards waste reduction and recycling goals. Solid waste performance metrics are updated based on best available data and presented annually to the Zero Waste Committee.

ANNUAL SUMMARY

The primary objectives of the *Integrated Solid Waste and Resource Management Plan* are avoiding waste through waste reduction, reuse, and recycling campaigns, programs and policies, and recovering materials and energy from waste that remains. The target for waste reduction is reducing the per capita waste generation rate to 90% or less of 2010 levels by 2020. The diversion (recycling) rate target is 80%, calculated as the portion of waste recycled as a fraction of the total waste generated. In 2021, the per capita waste generation rate was 89% of 2010 levels. This meets the objective outlined in the *Integrated Solid Waste and Resource Management Plan*. The recycling rate in 2021 was 65%, a 1% increase from 2020. The table below provides a summary of waste disposed, recycled, and generated, by sector. The full 2021 Solid Waste Management Annual Summary Report is available online on the Metro Vancouver [website](#).

| WASTE SECTOR | | DISPOSED (tonnes) | | | RECYCLED (tonnes) | | | GENERATED (tonnes) | | | RECYCLING RATE (%) | | |
|------------------------------|------------------|----------------------|-----------|-----------|----------------------|-----------|-----------|-----------------------|-----------|-----------|-----------------------|------|------|
| | | 2019 | 2020 | 2021 | 2019 | 2020 | 2021 | 2019 | 2020 | 2021 | 2019 | 2020 | 2021 |
| Residential | tonnes | 488,218 | 509,038 | 510,337 | 571,961 | 631,627 | 601,509 | 1,060,179 | 1,140,665 | 1,111,845 | 54% | 55% | 54% |
| | tonnes/capita | 0.18 | 0.18 | 0.18 | 0.21 | 0.23 | 0.21 | 0.40 | 0.41 | 0.40 | | | |
| Single Family | tonnes | 254,516 | 269,485 | 266,999 | 439,730 | 485,419 | 455,723 | 694,246 | 754,903 | 722,722 | 63% | 64% | 63% |
| Multi-Family | tonnes | 233,702 | 239,554 | 243,337 | 132,231 | 146,208 | 145,786 | 365,933 | 385,762 | 389,123 | 36% | 38% | 37% |
| Commercial/ Institutional | tonnes | 385,073 | 354,268 | 372,861 | 289,764 | 278,507 | 316,406 | 674,837 | 632,776 | 689,267 | 43% | 44% | 46% |
| | tonnes/capita | 0.14 | 0.13 | 0.13 | 0.11 | 0.10 | 0.11 | 0.25 | 0.23 | 0.25 | | | |
| Construction & Demolition | tonnes | 425,713 | 382,007 | 371,972 | 1,329,696 | 1,350,904 | 1,433,933 | 1,755,409 | 1,732,911 | 1,805,905 | 76% | 78% | 79% |
| | tonnes/capita | 0.16 | 0.14 | 0.13 | 0.50 | 0.49 | 0.51 | 0.65 | 0.63 | 0.64 | | | |
| Total | tonnes | 1,299,005 | 1,245,314 | 1,255,169 | 2,191,421 | 2,261,038 | 2,351,848 | 3,490,425 | 3,506,352 | 3,607,018 | 63% | 64% | 65% |
| | tonnes/capita | 0.48 | 0.45 | 0.45 | 0.82 | 0.82 | 0.84 | 1.30 | 1.27 | 1.28 | | | |
| | tonnes/household | 1.27 | 1.16 | 1.15 | 2.15 | 2.10 | 2.15 | 3.42 | 3.26 | 3.29 | | | |

Waste Reduction

The *Integrated Solid Waste and Resource Management Plan* quantifies waste reduction by estimating the change in waste generation over time. Waste generated is the total of the waste disposed and recycled in the region. The total waste generated in 2021 was approximately 3.6 million tonnes or 1.28 tonnes per capita, a 1% increase in per capita generation from 2020, primarily due to an increase in construction and demolition waste generation. In 2021, many COVID-19 pandemic restrictions were relaxed and residents slowly returned to working, learning and socializing as normal. With less time spent at home, waste generation appears to have also slowly shifted from the residential to the commercial/institutional sector, a reversal of trends seen in 2020. In 2021, single-family residential waste generation decreased by 1% from 2020, while commercial/institutional waste generation increased by 2%. 2021 waste generation is approximately the same as 2019 for the residential sector but has increased by 3% for the commercial/institutional sector from 2019 levels.

Reuse

In 2017, Metro Vancouver added the reuse metric, which is an estimate of the amount of material reused rather than recycled or disposed. The data used to estimate reuse is sourced from registered charities' financial statements, producer responsibility organization annual reports, statistical information, reuse program web pages, and communication with key organizations in the second-hand clothing industry, hospitality sector, food rescue agencies, online marketplace, etc. Reuse data indicates a shift back toward pre-pandemic levels as shown by large increases in reuse tonnages in the clothing and food recovery industries. Many charities that temporarily restricted clothing donations returned to pre-pandemic operations, while some food recovery organizations were able to return to distributing food instead of grocery gift cards. Overall, reuse in 2021 increased to 77,600 tonnes from 61,600 tonnes in 2020 and is approaching the 2019 pre-pandemic value of 87,500 tonnes as behaviours and industries normalize. Reuse tonnage is reported separately from the generation rate and recycling rate calculations, and the methodology used to estimate reuse continues to be refined as more information becomes available.

Recycling

Despite the continued challenges brought on by COVID-19, our region achieved a recycling rate of 65% and recycled approximately 2.4 million tonnes (0.84 tonnes per capita) in 2021, compared to 2.3 million tonnes (0.82 tonnes per capita) in 2020. Materials with the highest recycling quantities were concrete, yard and food waste, and paper. The increase in commercial activity following the relaxation of COVID-19 public health orders correlates with a 38,000 tonne increase in overall recycling in the commercial/institutional sector. The residential sector experienced a decrease of 30,000 tonnes in recycled material between 2020 and 2021, particularly in the yard and food waste categories.

Concrete recycling increased by 8%. Data for concrete recycling is challenging to collect as facilities voluntarily report the data. The data therefore has a higher potential for error than other data collected through licensed facilities or producer responsibility organizations.

The table below summarizes the total recycled material quantities. Additional materials and quantities are included in the detailed annual summary report on Metro Vancouver's website.

| MATERIAL TYPE RECYCLED | 2019 (tonnes) | 2020 (tonnes) | 2021 (tonnes) |
|-----------------------------------|----------------------|----------------------|----------------------|
| Asphalt | 239,711 | 295,300 | 295,300 |
| Concrete | 825,896 | 802,701 | 866,363 |
| Paper | 255,263 | 313,830 | 328,065 |
| Glass | 55,718 | 57,267 | 49,786 |
| Gypsum | 62,904 | 56,782 | 63,533 |
| Metal | 55,708 | 73,636 | 73,369 |
| Plastic | 38,275 | 44,587 | 43,849 |
| Wood | 161,420 | 152,487 | 161,309 |
| Yard & Food | 412,556 | 389,732 | 401,890 |
| All Other Materials | 83,970 | 74,716 | 68,384 |
| TOTAL | 2,191,421 | 2,261,038 | 2,351,848 |

Disposal

The Vancouver Landfill, Metro Vancouver Waste-to-Energy Facility, and two remote landfills under contract to Metro Vancouver accept municipal solid waste from residential and commercial/institutional sources. Construction and demolition waste is disposed of at the Vancouver Landfill and private facilities. In 2021, an estimated 1.3 million tonnes of waste or 0.45 tonnes per capita was disposed which is the same tonnage per capita as 2020. While the overall per capita disposal rate stayed the same, the region experienced an increase in waste disposed by commercial and institutional sources, and a decrease in construction and demolition, and residential waste disposal.

2021 Atmospheric River Event

In 2021, southwestern British Columbia experienced catastrophic flooding due to successive atmospheric river events. Overall waste tonnages were elevated as out-of-region flood debris was temporarily accepted at the Vancouver Landfill and Metro Vancouver solid waste facilities. Out-of-region flood debris tonnage, including agricultural material, was removed from the overall totals. However, other impacts from the flood may be reflected in the data, including a decrease in glass recycling corresponding with the closure of local glass processing facilities due to flooding.

Improving Data Transparency

In an effort to improve the way solid waste metrics are measured and reported, Metro Vancouver sought feedback from the Solid Waste and Recycling Industry Advisory Committee and the Solid Waste Management Plan Public/Technical Advisory Committee. A key outcome was improving the transparency of the data to ensure that the methodology employed and any assumptions are clearly presented. As a result, Metro Vancouver added a detailed methodology section to the public annual summary report outlining how the report values are obtained, including which materials and waste management processes are counted as recycling, and the confidence level of various sources of data. Metro Vancouver is an industry leader in obtaining and sharing waste management data and strives to be transparent and accountable with all performance metrics employed. Metro Vancouver plans to review performance metrics and the process by which data is obtained and communicated as part of the solid waste management plan update process.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Metro Vancouver's waste reduction and recycling initiatives are implemented within the annual budget for the Solid Waste Services department.

CONCLUSION

While the COVID-19 pandemic still affected residents and businesses in 2021, solid waste and recycling tonnages suggest that habits began to normalize and the region continues making progress toward its waste reduction and recycling goals.

In 2021, the waste generation rate was 1.28 tonnes per capita, while the recycling rate was 65%. Residential and commercial/institutional sources, and construction and demolition activity generated approximately 3.6 million tonnes of waste, of which 2.4 million tonnes were recycled.

The most notable changes in 2021 were the significant increase in construction & demolition recycling, followed by the shift of waste generation from the residential sector to the commercial/institutional sector as residents spent less time at home and businesses moved to hybrid/in-person work.

This year's detailed annual summary report includes a methodology section to improve data transparency in response to feedback from the Solid Waste Industry Advisory Committee and Solid Waste Management Plan Public/Technical Advisory Committee. Metro Vancouver will also continue the process of updating the solid waste management plan, which will provide an opportunity to explore new programs to further advance waste reduction and recycling in the region.

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To: Zero Waste Committee

From: Sandy Young, Engagement Specialist, Solid Waste Services

Date: February 2, 2023

Meeting Date: February 9, 2023

Subject: **Solid Waste Management Plan Update – Vision and Guiding Principles Engagement**

RECOMMENDATION

That the Zero Waste Committee receive for information the report dated February 2, 2023, titled “Solid Waste Management Plan Update – Vision and Guiding Principles Engagement”.

EXECUTIVE SUMMARY

Metro Vancouver is launching engagement this spring on the development of the vision and guiding principles for the solid waste management plan update. Regional districts are required by the Province to develop, and submit for approval, plans for the management of municipal solid waste and recyclable materials. Prior to this year, a pre-engagement phase and the forming of advisory committees in support of the solid waste management update were completed. Engagement with First Nations, government, and advisory committees is essential to the process. Climate Action Committee members will be invited to the April Zero Waste Committee meeting to help ensure greenhouse gas emission reduction and climate change considerations are fundamental elements of the vision and guiding principles. A robust and transparent public engagement process will seek to involve the waste and recycling industry, waste producers, businesses, communities of interest, and Metro Vancouver residents. Following the engagement, a report will summarize participation and outline how input and feedback was considered in developing the vision and guiding principles. Metro Vancouver continues to pursue initiatives to achieve zero waste, reduce greenhouse gas emission, and advance the circular economy, in parallel to the development of an updated solid waste management plan.

PURPOSE

The purpose of this report is to provide an overview of the engagement activities proposed for developing a vision and guiding principles for the solid waste management plan update, to begin in spring 2023.

BACKGROUND

In November of 2019, the GVS&DD Board (Board) authorized initiating an update of the regional solid waste management plan, as required by the provincial *Environmental Management Act* and according to the provincial guidance document *A Guide to Solid Waste Management Planning*. In June 2020, the Board received for information the terms of reference for the Solid Waste Management Plan Independent Consultation and Engagement Panel (Engagement Panel), a panel of four engagement experts to guide the development and implementation of a robust and inclusive engagement process. In November 2021, the Board approved a process and selection criteria for a Solid Waste Management Plan Public/Technical Advisory Committee along with an overarching public engagement program for the plan update.

A report to the Zero Waste Committee in March 2022 provided demographic information of the applicants and described the evaluation process for the Public/Technical Advisory Committee, with the membership selected by the Zero Waste Committee and Board in closed meetings. This report outlines engagement activities for the solid waste management plan update planned to begin in spring 2023.

SOLID WASTE MANAGEMENT PLAN UPDATE

The solid waste management plan is a long-term strategic plan that guides our region's policies and collective actions over the next decade and beyond. Metro Vancouver's current *Integrated Solid Waste and Resource Management Plan*, approved by the Province in 2011, focuses on reducing waste, improving reuse and recycling, recovering resources from garbage, and disposing of remaining garbage locally. Metro Vancouver is updating this plan, building on the strengths of the current plan, and identifying opportunities to accelerate waste reduction and diversion, while reducing greenhouse gases and promoting a circular economy. The solid waste management plan update process is expected to take two-to-three years, and timing is flexible to ensure maximum participation in a robust and transparent engagement process. Work to advance waste reduction and recycling in the region continues to progress, while the solid waste management plan update process proceeds.

The Metro Vancouver Board of Directors, advised by the Zero Waste Committee, approves policies, bylaws, plans, programs, budgets, and issues related to solid waste management, including monitoring the implementation of the *Integrated Solid Waste and Resource Management Plan*. The Board will provide oversight of the plan update process, before considering, endorsing, and submitting it to the BC Minister of Environment and Climate Change Strategy for approval. Before approving an updated plan, the BC Minister of Environment and Climate Change Strategy must be satisfied that there has been adequate public review and engagement during the development of the updated solid waste management plan.

Engagement Approach

Engagement is critical to the success of an updated solid waste management plan. Engagement with governments, including First Nations and member jurisdictions, government agencies, waste and recycling industry, waste producers, businesses, communities of interest, and Metro Vancouver residents will guide updates to the plan. To deliver robust engagement that goes beyond Metro Vancouver's typical process and exceeds provincial requirements, some new elements have been central to the engagement approach. An Engagement Panel guides the development and implementation of the public engagement program, a pre-engagement phase helped shape the engagement process and inform the overarching public engagement program, and Metro Vancouver engaged on the development of a provincially mandated public and technical advisory committee. Additional emphasis is placed on increasing accessibility and engaging underrepresented and equity-denied communities, with support mechanisms put in place to lower barriers to participation.

Two advisory committees formed in 2022 continue to provide ongoing advice and input. The Public/Technical Advisory Committee, convened specifically for the plan update, consists of

individuals with relevant personal qualities and experience, from a range of backgrounds. The Industry Advisory Committee consists of waste and recycling representatives, and considers management planning, operations, and policy issues related to solid waste and recycling services in the region, including the solid waste management plan update.

Vision and Guiding Principles

The vision and guiding principles phase for an updated solid waste management plan will set the plan foundation and direction, and reflect fundamental values that guide plan development and implementation. The BC Ministry of Environment and Climate Change Strategy's *A Guide to Solid Waste Management Planning* provides eight provincial principles for solid waste management for regional districts to incorporate in the development of their solid waste management plan. Additional guiding principles for Metro Vancouver solid waste management plan will be developed through this phase of the plan update process. Equity, reconciliation with Indigenous Peoples, and prosperity should feature prominently, as they do for Metro Vancouver's Board.

This phase of planning will draw inspiration from existing vision statements and guiding principles from Metro Vancouver's management plans, the provincial government, and leading jurisdictions around the world, complemented by the engagement input and feedback.

ENGAGEMENT ON VISION AND GUIDING PRINCIPLES DEVELOPMENT

Engagement on vision and guiding principles, planned to begin in spring 2023, will invite dialogue around the fundamental values that will guide the plan development. The proposed vision and guiding principles engagement activities are drawn from the public engagement program for the solid waste management update that was approved by the Board in November 2021. The audiences and engagement objectives outlined in the public engagement program apply through all phases of engagement of the plan update. Engagement in this phase will follow a thoughtful sequence, beginning with Indigenous, government, and committee engagement.

Indigenous, Government, and Committee Engagement

Engagement with First Nations, government, and advisory committees will unfold this spring, prior to a broad public engagement period. Letters issued early to First Nations, member jurisdictions, and adjacent regional districts, will provide information and invite participation in the engagement, at their preference. Metro Vancouver will engage with adjacent regional districts as part of the process. Initial workshops will be held with municipal advisory committees — the Regional Engineers Advisory Committee Solid Waste Subcommittee and the Municipal Waste Reduction Coordinators Committee together, with the Regional Engineers Advisory Committee invited — as well as with each of the Industry Advisory Committee and Public/Technical Advisory Committee. Climate Action Committee members will be invited to the April Zero Waste Committee meeting to help ensure that greenhouse gas emission reduction and climate change considerations are fundamental elements of the vision and guiding principles.

The Indigenous engagement approach will leverage Metro Vancouver Indigenous engagement activities underway and respond to First Nations' specific interests and priorities. Metro Vancouver is planning an engagement session with local First Nations prior to engagement with the public.

Metro Vancouver will also continue to engage with all First Nations with interests in the region as part of the broader engagement process.

A coordinated approach to update other Metro Vancouver committees or panels, such as the Agricultural Advisory Committee and Youth and Education Advisory Panel, will be taken to solicit input and promote engagement opportunities. Ministry of Environment and Climate Change Strategy staff will continue to be briefed on progress at regular meetings.

Public Engagement and Collaboration with Organizations

A substantial public engagement period will aim to involve a broad public audience through a range of engagement activities, such as public webinars and workshops, one-on-one meetings, and events in the community. An opportunity for interested parties to present to the Engagement Panel will be offered, as was offered during pre-engagement. An online engagement platform will house a survey, schedule of engagement activities, video, backgrounder and discussion guide, and additional engagement resources. Engagement opportunities will be promoted broadly via Metro Vancouver's website, social and traditional media, email notifications to database subscribers and lists, text message notifications, and professional networks.

Special efforts will be made to include equity-denied or underrepresented groups not typically involved in Metro Vancouver solid waste processes, including youth, the binners' community, cultural groups, and urban Indigenous peoples. This targeted outreach will take place early in the process to allow for time to respond to the engagement preferences of these communities. Additional attention will be given to sectors and organizations, with an interest in waste and recycling, not heard from in the pre-engagement phase and the Public/Technical Advisory Committee formation process, to build these connections.

Metro Vancouver will aim to collaborate with organizations and community groups to deliver engagement events, leverage connections, and amplify communications. Engagement toolkits available to representatives of underrepresented and equity-denied communities, advisory committee member organizations, and other organizations, will offer a suite of accessible engagement tools that organizations can choose from to suit the participation preferences of their membership and communities. Financial support will be offered to assist organizations in delivering the toolkits and reporting feedback to Metro Vancouver.

Engagement Outcome and Reporting Back

The success of this engagement phase will be assessed by participation numbers and uptake by new core audiences identified during pre-engagement, as well as measures of participant sentiment, and the results will act as a baseline for subsequent phases of engagement. The products from the planning and engagement efforts will be a vision and guiding principles that set the basis for the next phase of the solid waste management plan update on idea generation. A summary of the engagement results will be available to all engagement audiences, as well as those we did not hear from, with the ambition to close participation gaps in future phases. Following engagement, a report for consideration of the Board will summarize the engagement results and how input and feedback was considered, and applied where feasible, to develop the vision and guiding principles.

ALTERNATIVES

This is an information report. No alternatives are presented.

FINANCIAL IMPLICATIONS

Activities related to planning and implementing engagement on the update to the solid waste management plan are covered under the approved Solid Waste Services budget. If proposed actions identified in the plan development process have financial implications, those proposed actions will be brought forward for consideration through the financial planning process.

CONCLUSION

The next phase of the solid waste management plan update with a goal to develop the vision and guiding principles will launch in spring 2023. The purpose of this phase of engagement is to seek input on the vision and guiding principles for the updated solid waste management plan, which sets the foundation and direction of the plan. A robust and transparent engagement process is planned with government, including First Nations and member jurisdictions, government agencies, waste and recycling industry, waste producers, businesses, communities of interest, and Metro Vancouver residents. As part of this, Metro Vancouver will aim to collaborate with organizations to deliver engagement activities and amplify communications, with financial support available. Engagement feedback and planning inputs will inform the development of the vision and guiding principles for an updated solid waste management plan. Following engagement activities, a report will describe the engagement results and how feedback was considered, along with other planning inputs, to develop the vision and guiding principles for an updated solid waste management plan.

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