



# CVRD ELECTORAL AREA THREE-STREAM CURBSIDE COLLECTION

## Phase 1 – Public Engagement Summary

June 2022

### Background

The Cowichan Valley population is expected to grow to over 100,000 by the year 2040. In 2021 with a population of 80,000, the CVRD shipped over 42,000 tonnes of garbage to the landfill, which is more garbage per person than ever before! To reduce the amount of landfilled material, the 2018 regional Solid Waste Management Plan (SWMP) identified the need to provide all residents with equal access to three-stream (organics, recycling, and garbage) curbside collection.

### Public Engagement - the Future of Three-Stream Curbside Collection

The first phase of the engagement process to implement three-stream curbside collection in CVRD Electoral Areas included two stages. These stages are set out below and took place between April 5 and June 10, 2022:

#### Stage 1 – Education

The purpose of this stage was to build community awareness and understanding of the current state of the curbside collection system and provide information on key considerations to help inform future curbside collection options. This stage included the following communication and outreach efforts:

- 1. Launch of [planyourcowichan.ca/curbsidecollection](https://planyourcowichan.ca/curbsidecollection) project site, which included:**
  - Project information and timeline
  - Infographic project video
  - Fact Sheet
  - Frequently asked questions
  - An interactive forum to ask questions and comment
  - Registration link for virtual community circles
  - Registration link for virtual focus groups
  - Links to project reports and summaries
  - Project Manager contact information for email and phone questions and comments
- 2. Email and hard copy distribution of posters and postcards** to multiple community gathering locations, such as community centers, libraries, etc.

## Stage 2 – Listen and Learn

This stage was the first phase of active engagement and participants were invited to share their insights, input, and feedback through the following six channels:

- Complete the online survey at [planyourcowichan.ca/curbside-collection](https://planyourcowichan.ca/curbside-collection)
- Participate in one of two virtual community workshops
- Participate in one of 11 virtual Focus Groups
- Share feedback in a one-on-one interview
- Participate in the online discussion forum and Q&A
- Connect with the project liaison to anonymously share their perspectives via phone or email

This stage of the engagement was promoted through social and print media, paid-for advertisements, email notifications, the curbside collection app and a farmers market. In total, **469 participants** shared their ideas and input.

### Next Steps

The curbside collection service designs will be drafted to reflect the values, priorities and needs of the community based on the feedback provided. When the curbside service options have been developed we will come back to you to get your feedback on the option(s) you like best and why.

Stay tuned in Fall 2022 for more engagement on three-stream curbside collection at [planyourcowichan.ca/curbside-collection](https://planyourcowichan.ca/curbside-collection) or at [curbside@cvrld.bc.ca](mailto:curbside@cvrld.bc.ca).

Thank you to everyone who participated in this early stage of engagement!

## What We Heard

### 1. Overall Support for Three-Stream Service

There is overall support among participants for the implementation of three-stream curbside collection in the CVRD Electoral Areas and the majority of participants see the three-stream curbside collection as beneficial to the community at large. In addition, the majority see it as a benefit to their household.

### 2. Education and Changing Habits

There is a wish for continued education in the community, mainly about effective waste management and recycling processes.

### 3. Cost and Implementation

Key concerns related to the service are the costs and delivery of the service (e.g. private versus public or a mixed service). It was acknowledged that 'pay-as-you-go' options and other creative solutions need to be considered to keep costs down.

### 4. Community Values

Waste reduction, meaning the reduction of garbage sent to landfill as well as offering convenient waste disposal services were said to be some of the most important considerations related to community values. These were followed by a focus on environmental protection and support for the local economy.

### 5. Diverse Rural and Urban Waste Management Needs

There were questions about how the decisions are made to identify which waste streams will be included in the curbside service, e.g. organics, yard waste, glass, film plastics, Styrofoam, etc. This feedback showed differences in the priority of which materials should be collected. Differences included the priorities for rural versus urban residents. As a result of varying resident needs, the future three-stream curbside service may not be able to provide a "one size fit all" solution.