



Solid Waste Planning in a Changing World

Setting a new course:
A Strategic Approach

Overview of Presentation

1. Putting SWMP review in Context
2. Today's reality and underlying challenge
3. Strategic Planning Approach to decision making
4. Prioritizing the issues exercise
5. Next steps – issues memo & technical information

Context of existing plan

- Disposal Crisis– Sense of Urgency 2004 SWMP



- Limited disposal capacity led to innovation

Key Component of Existing System



Foundational Policies

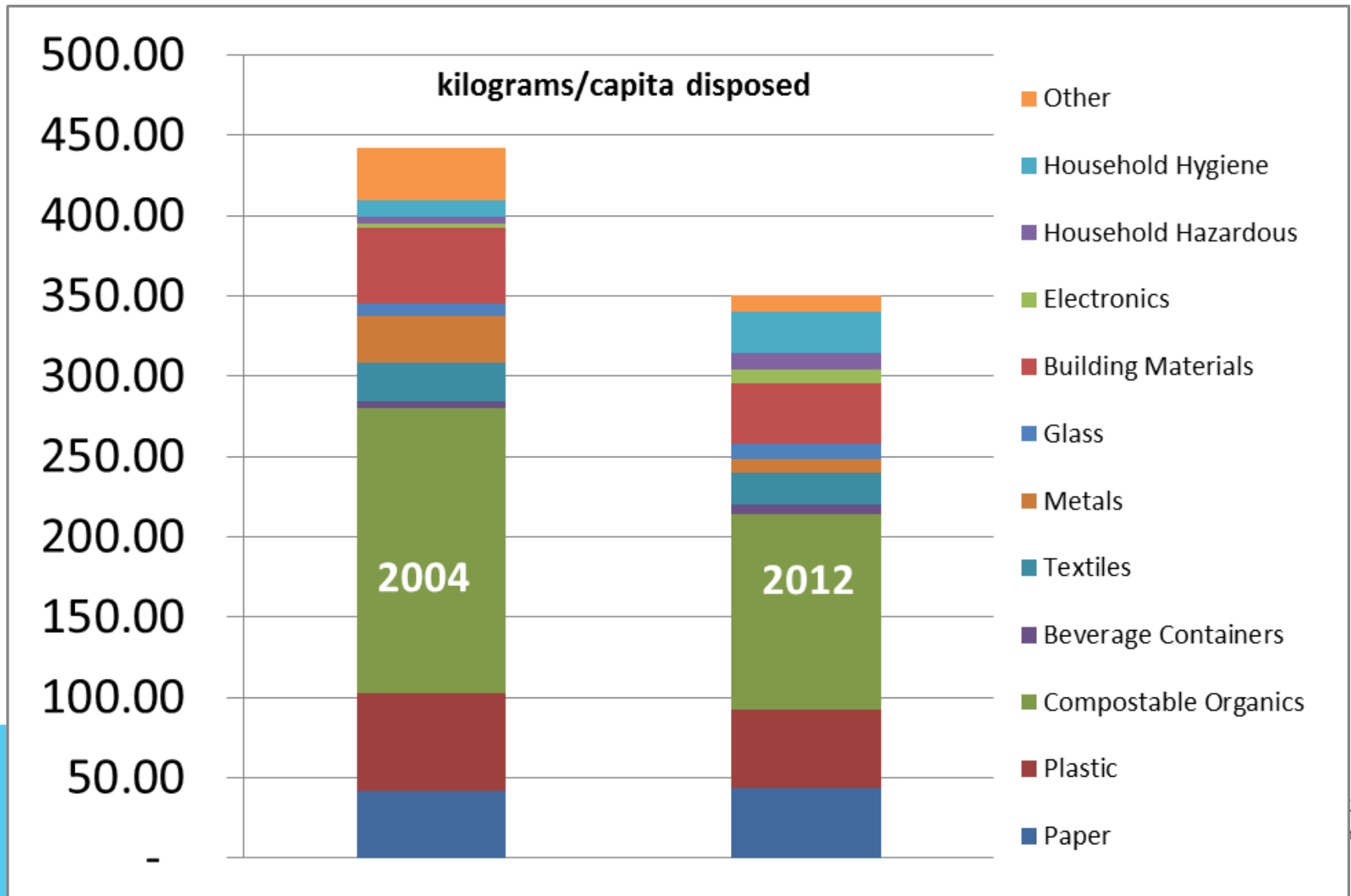
- Adopted Zero Waste as target & continuously strive to reduce the amount of waste requiring disposal
- Ensure landfill maximizes environmental protection & facility costs are built into tipping fees.
- High tipping fees & landfill bans encouraged the establishment of recycling and composting
- Waste Stream Facility Licensing System that encouraged private sector investment and ensure private facilities operate at a high standard.



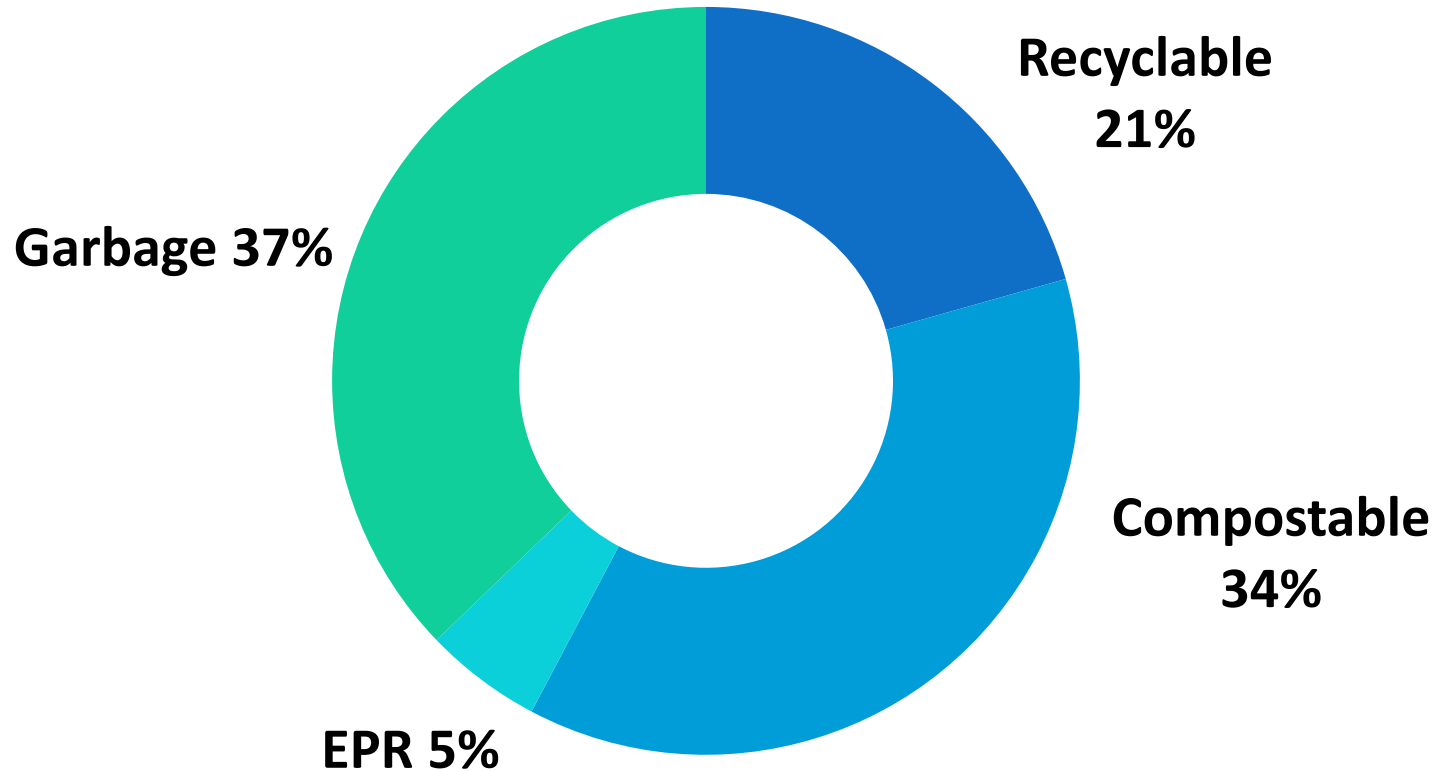
What do we know to date

- Previous SWMP was innovative & achieved one of the highest diversion rates in the Country.
- Our stage 1 report advised that:
“We have a mature system and to increase diversion we can do better with what we have as well as teasing out those hard to recycle items”.
- 2012 Waste Characterization illustrates opportunities for innovation to occur.

What do we know to date



What do we know to date



What stands in our way ?

- Cheaper disposal alternatives other than recycling and composting are challenging our zeal to regulate and enforce our existing bylaws due to waste leaving our system.

This is threatening the sustainability of our Regional system.

2014 SWMP Review: Converging Issues



**We have the perfect
storm.....**

- **Declining landfill revenues at a time when we need to fund landfill upgrades to meet Provincial Environmental Protection requirements**

Context of New Plan Review

Stage 2 - Consider options for the future &
Select preferred options

➤ ***This is an opportunity to review
how we do business.***

The Role of Strategic Communications

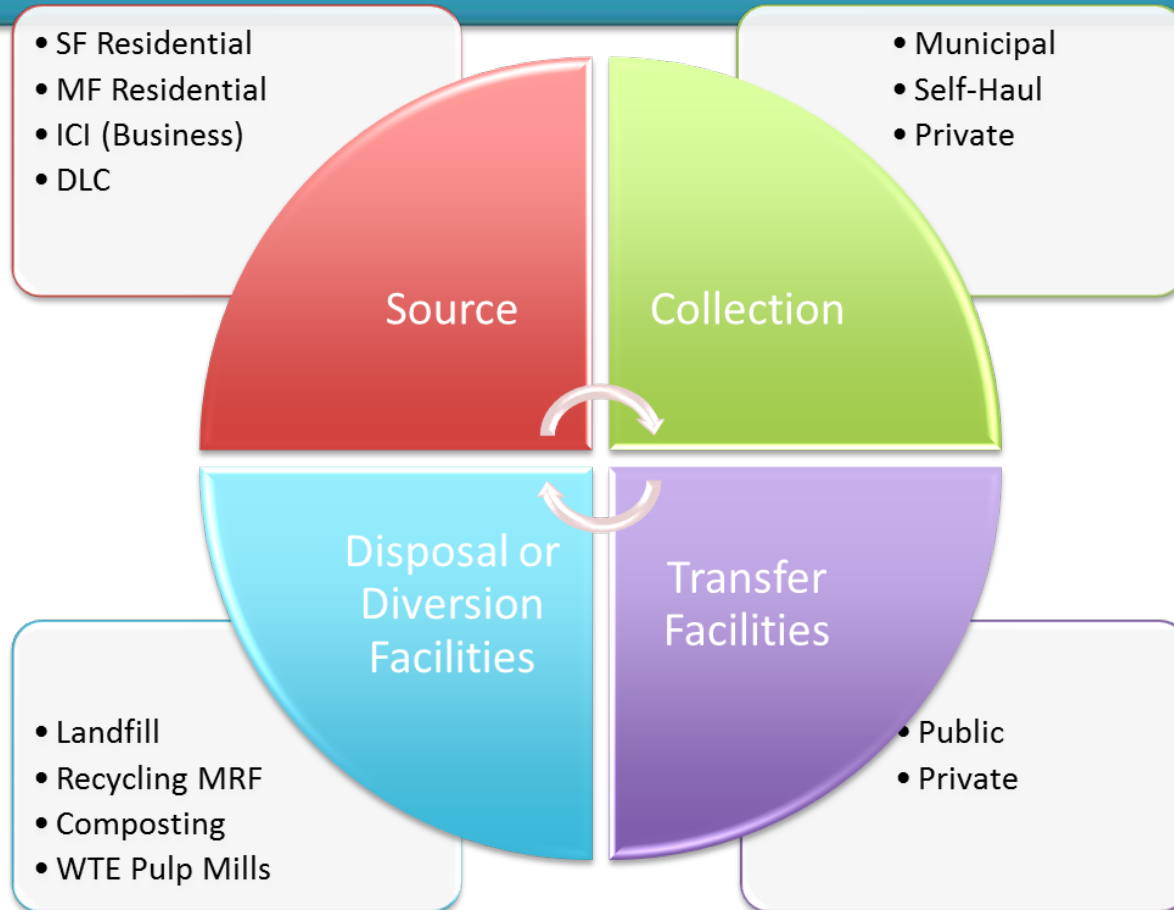
Stage 2 of plan review will involve five key elements:

1. Issue identification
2. Public interests, internal and external stakeholders
3. Key messaging
4. Media
5. Evaluation

Advantages of Strategic Communications

1. Why is issue identification an important step?
 - This process engages stakeholders. It helps participants to recognize causal relation through communication and helps the Region achieve its mission.
 - Highlighting the issues (cause), change that will effect process, policies, procedures and relationships.

System Characteristics

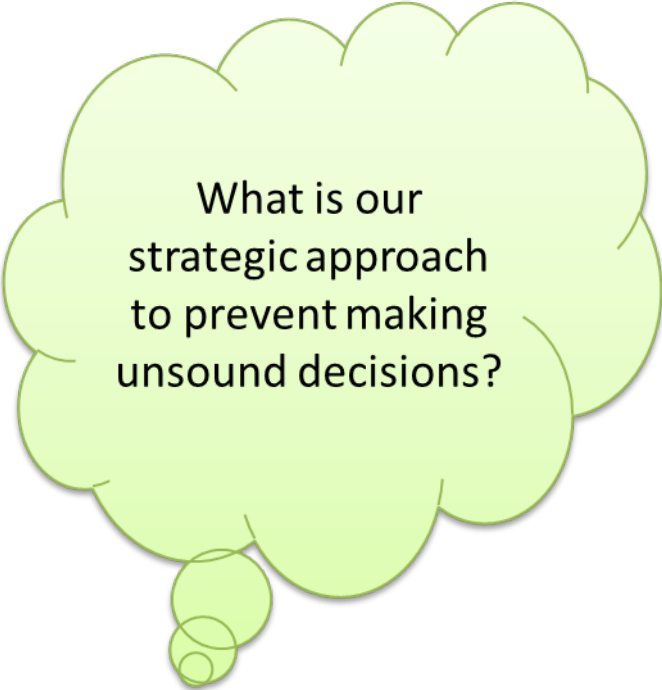


All our Stakeholders.....

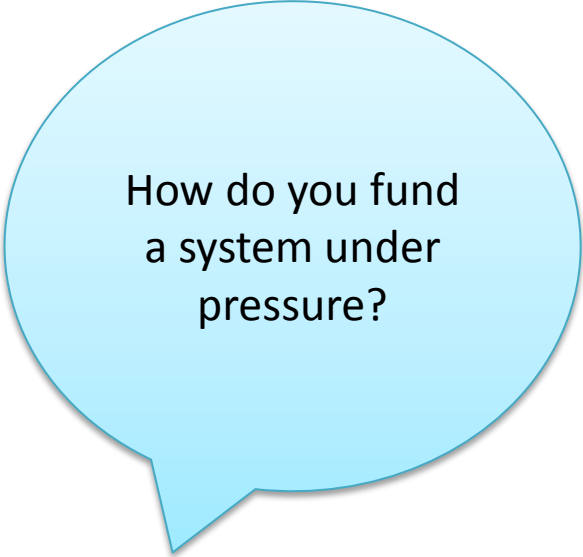
Planning Implications

- Many of the issues are operational and administrative in nature.
- Challenges to ranking the issues is that many of these issues present two sides to an issue and our role is to balance these issues in the public interest
- A key strategy is to engage the public in meaningful discussion

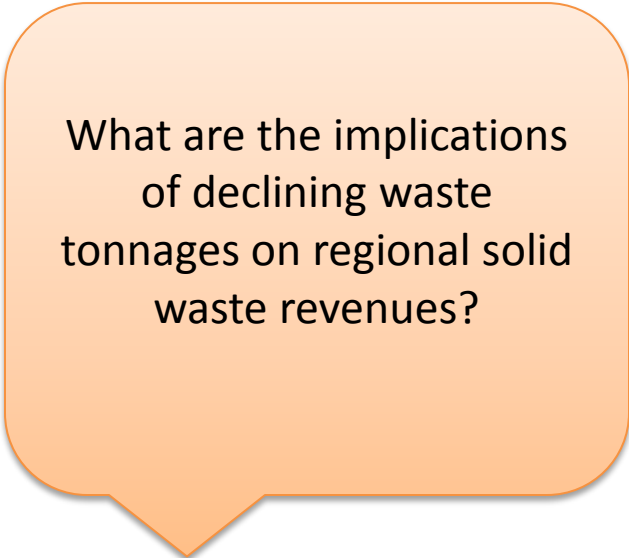




What is our strategic approach to prevent making unsound decisions?



How do you fund a system under pressure?



What are the implications of declining waste tonnages on regional solid waste revenues?



What is the cost to preserve our diversion rate?

Issue Identification

- This is an opportunity for Change management
- Strategic communications will help us to gain input through consultation
- The issues identified are opportunities to:
 - Explore the main issues and to develop strategies to achieve new plan goals and initiatives in the RDN context
 - Rank the issues in terms of priority this will help to identify what information is required to move forward so the committee can identify where more analysis is required.

What we have heard to date?

1. Landfills & Residual Management
 - How can we extend the life of our current landfill
 - How do we pay for landfills
 - Out of district waste
2. 3R's and Zero Waste Goals
 - Local Solutions, Education, Hard to Recycle items
3. Who Pays \$: User Fees/Tipping Fees, How are MMBC fees distributed, import and export of waste
4. Organics & CD Waste Management
 - Bio solids, Bans, Education/Enforcement



What we have heard to date?

5. Product Stewardship

- Design for the environment, packaging re design

6. Public Education & Outreach

- Information for various sectors, Accountability

7. Multi-Family Collection

- Bans similar to residential

8. Curbside collection of Yard Waste & textiles

Next Steps analysis of the issues

- Next steps – issues memo & technical information
- The RDN's Solid Waste System is facing a number of issues many of which not unique to the RDN.
- The work Plan will require systematic analysis, synthesis and evaluation of the issues to help the RDN set the future vision.

MINI – Dot-mocracy

- Please rank in order of importance the issues and where we should focus our research.
- Please count off to form roughly groups of 6 and discuss the issues and prioritize them.
- Please make comments too!
- Be a Bumble bee and pollinate & use the two feet
Appoint a scribe and a reporter

We'll have 5-10 mins at each station



Report out.....

Thank you for your input!!!

