



Long-Term Waste Management Plan Development

Educating during COVID, SWANA Northern Lights

February 9, 2021

Region of Durham

Area serviced:
2,537 sq. km area
200,000 households
24,000 multi-residential units

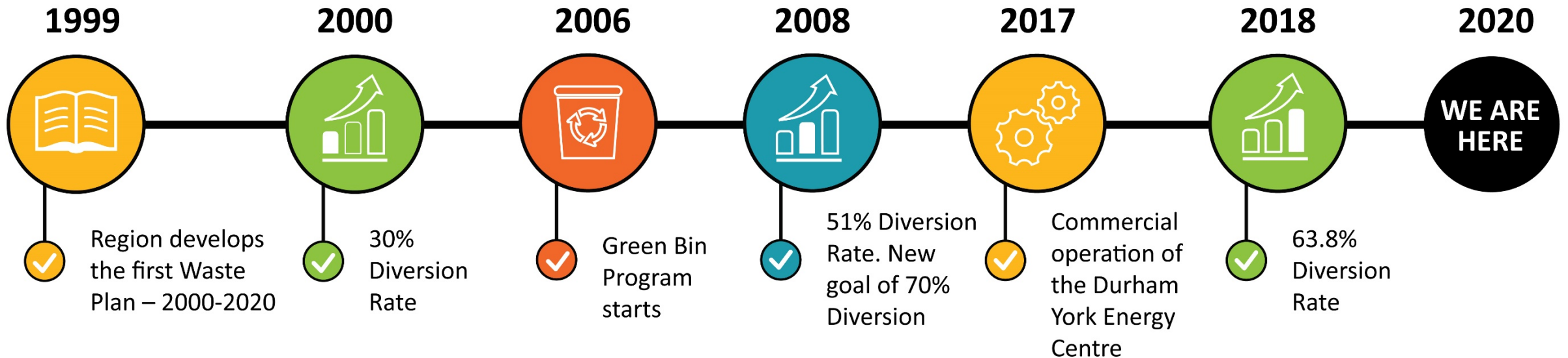
Population of 691,585 across eight local area municipalities. Forecasted to reach 1.2 million by 2041

Provide blue box collection and processing, waste transfer and disposal and composting services



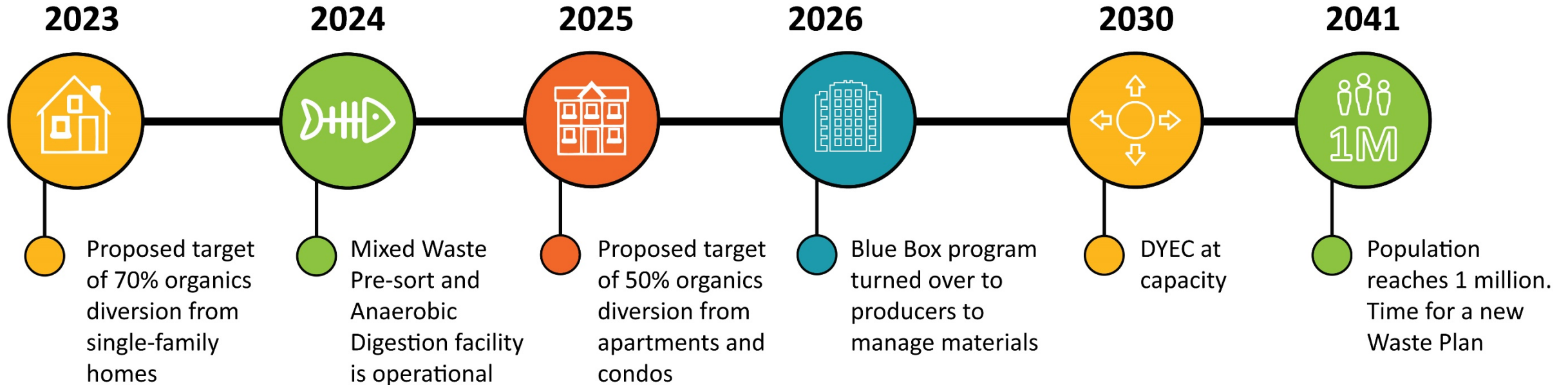
Where have we been and where are we going?

What we have accomplished over the last 20 years



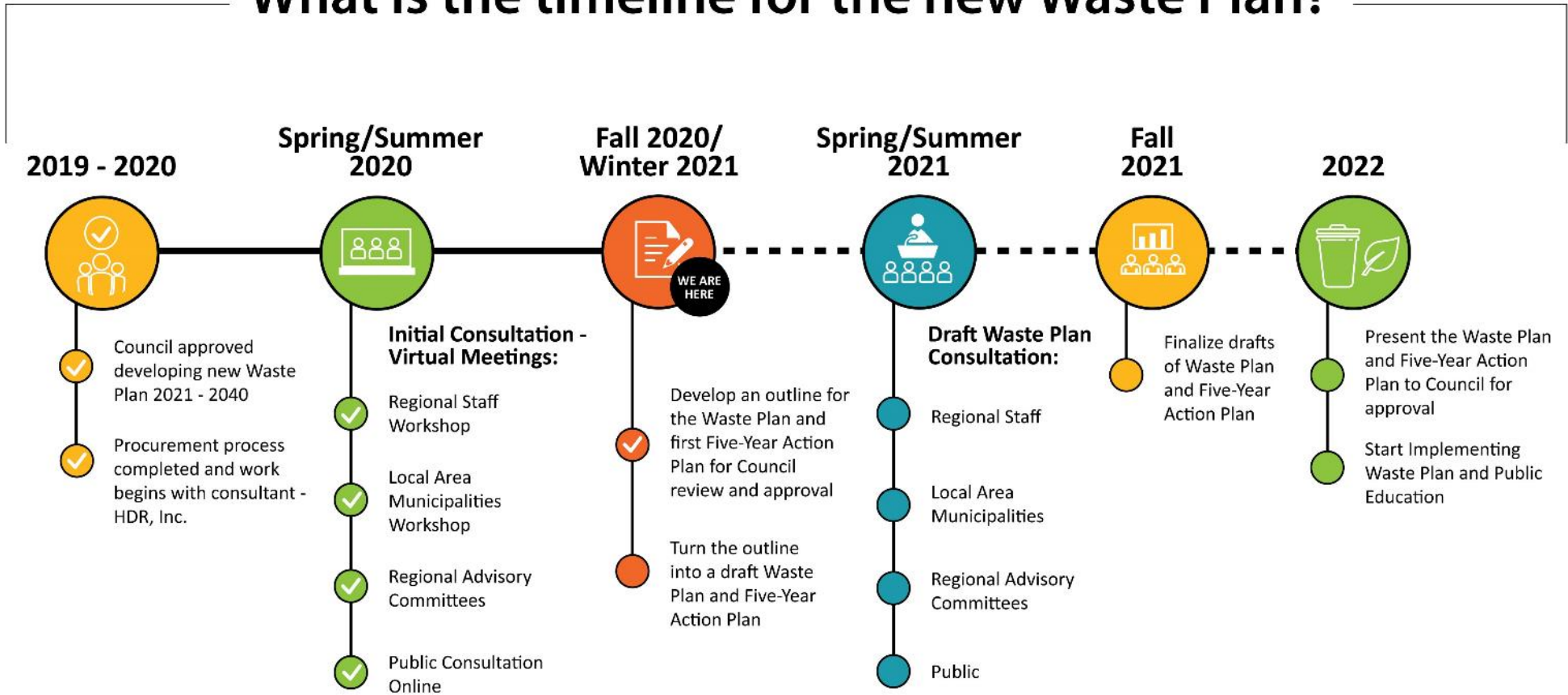
Where have we been and where are we going?

What will impact our waste management decisions over the next 20 years










LTWMP Development

What is the timeline for the new Waste Plan?



2020 Planned Engagement

-  In-person Regional Staff Workshop
-  In-person Local Municipality & Stakeholder Workshop
-  In-person presentations to Regional Advisory Committees
-  In-person Pop-Up Kiosks
-  In-person distribution of project flyer
-  Project Website & Email
-  Public Social Media Engagement

2020 ACTUAL Engagement

- Regional Staff Workshop via Webex
-  Local Municipality & Stakeholder Workshop via Webex
-  Presentations to Regional Advisory Committees via Teams
- Project Website & Email
-  Local Newspaper Articles & Radio Advertising
- Region Waste App Service Alerts
-  Public Social Media Engagement
- Virtual Public Open House & Online Survey
- Live Virtual Town Hall Meeting

Webex Workshops & Teams Presentations

- Hosted 2 Webex Workshops
- Presented at 5 Advisory Committee meetings

And the Results...

- Engaged over 100 individuals
- Received 26 follow-up surveys





Project Website, Email, Newspaper & Radio

- Developed 1 project website (durham.ca/WastePlan)
- Established 1 project email (WastePlan@durham.ca)
- 2 'Ask Katherine' Newspaper Articles
- Ran 53 Radio Ads

And the Results...

- 1.9 M unique pageviews on website
- Approximately 40 emails received
- Hard print circulation 242,950; digital impressions 796,619
- 348,100 listeners for radio ads



Social Media & Waste App Service Alerts

- Ongoing Social Media Campaign
- 3 Waste App Service Alerts & 1 Campaign

And the Results...

- Total of 94,304 impressions
- Service alerts resulted in 280,839 messages & campaign resulted in 79,820 new app downloads





Virtual Open House, Online Survey & Virtual Town Hall

- Hosted 1 Virtual Open House
- 1 Online Survey
- Hosted 1 Live Virtual Town Hall

And the Results...

- 13, 619 users of the virtual open house
- Received 2,093 survey responses
- Over 300 residents participated in the live town hall



Strong Support Received

To support the proposed Waste Plan framework (Guiding Principles, Vision & Objectives) we received...

- 70 per cent support for the guiding principles
- 94 per cent support for the vision statement
- Between 90 to 98 per cent support for the proposed objectives

Guiding Principles



1. Emphasize *rethink*, reduce and reuse principles as the first steps in reducing waste generation.



2. Deliver cost effective waste management services to a rapidly growing and diverse population.



3. Work with producers and importers of designated products and packaging to implement “Extended Producer Responsibility” and adjust Region waste programs as required.



4. Apply innovative approaches to Region waste streams to manage them as resources in a circular economy.



5. Demonstrate leadership in sustainability to address the climate crisis by reducing greenhouse gas emissions from waste management activities.

Vision



Together, with our residents, we will reduce the amount of waste we create and manage the generated waste as a resource. We will build an innovative system, balancing financial needs and environmental sustainability.

Objectives



Engage with residents to build an understanding and awareness of the 5Rs (Rethink, Reduce, Reuse, Recycle, Recover) and the Region's waste management programs and services.



Reduce the quantity of waste we create.



Increase diversion of waste from disposal and support the Circular Economy.



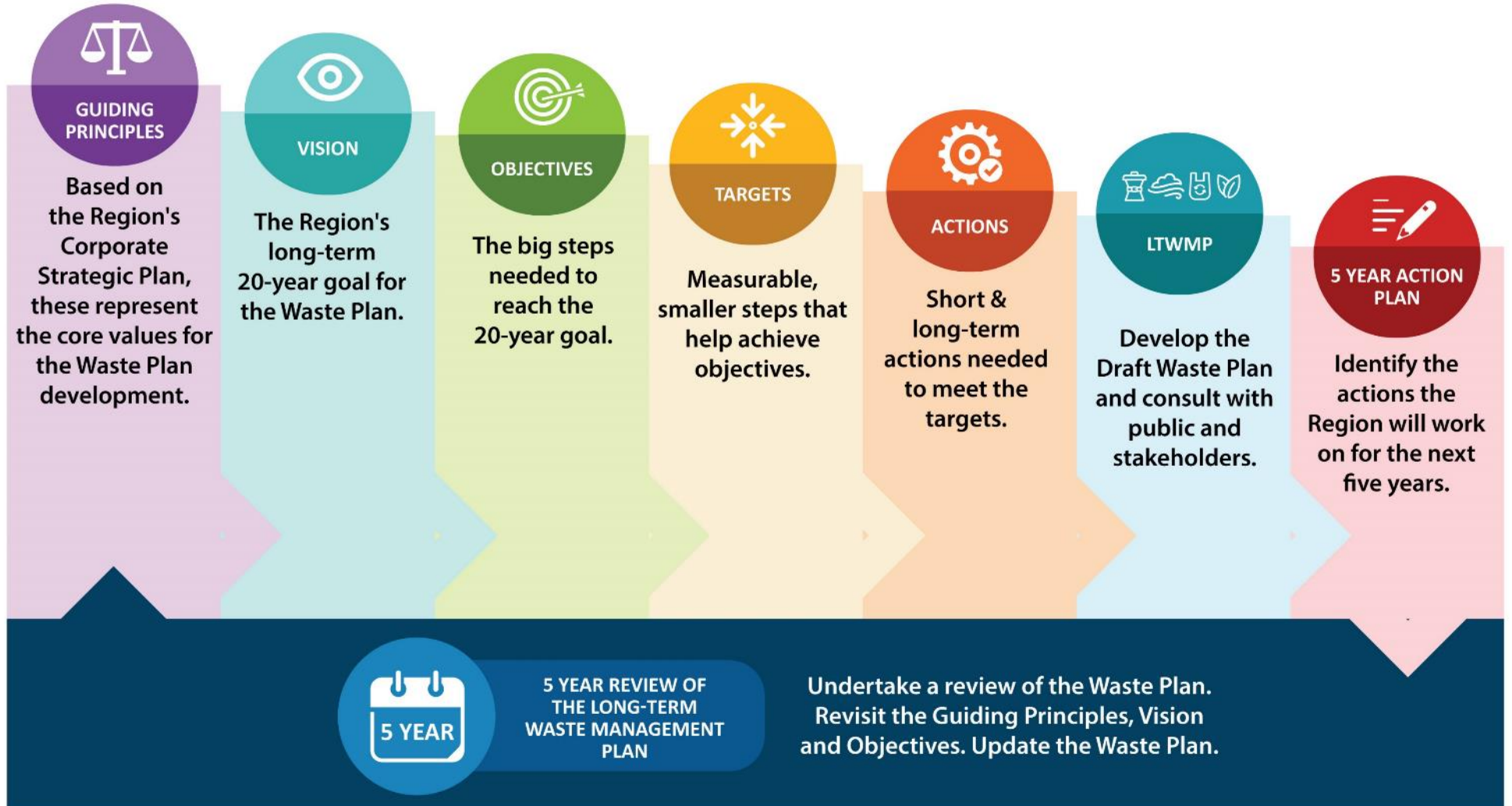
Support the Region's greenhouse gas reduction and climate change mitigation efforts.



Protect or improve water, land, and air quality in Durham Region.

Long-Term Waste Management Plan

Development and Update Framework



Lessons Learned

- Lesson 1: Make an early decision to switch to online engagement, it is critical to planning
- Lesson 2: During COVID restrictions there is still a community need for live Q&A session (Town Hall)
- Lesson 3: Receiving follow-up surveys is a challenge
- Lesson 4: Don't go silent during development stages



Questions?

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