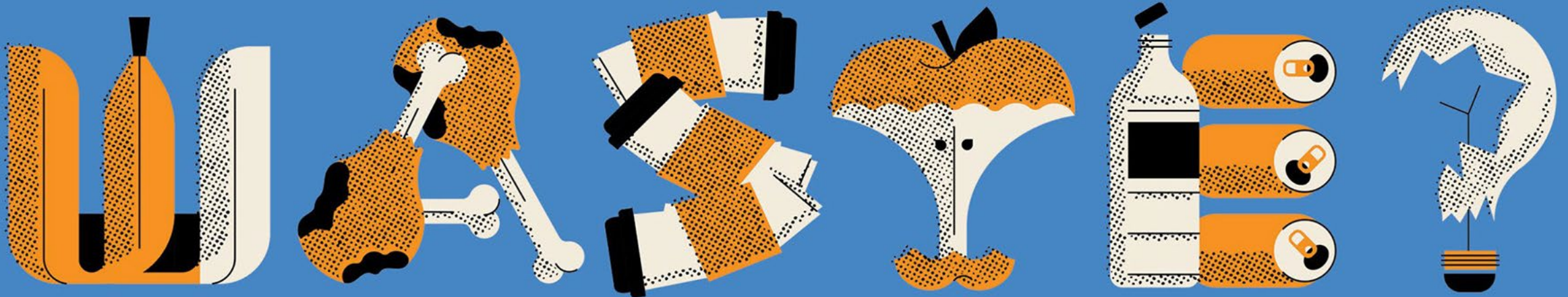


# What's your big idea on





**Tannis Topolnisky, Facilitator**  
*Certified Public  
Participation  
Professional (CP3)  
International Association of  
Public Participation (IAP2)  
Licensed Trainer*



**Susan Berry, Project Lead**  
*Manager, Roseridge Waste  
Management Services  
Commission*



**Stephen Dafoe, Decision Maker**  
*Commission Chair  
Councillor Town of Morinville*

What's your big idea on



**ROSERIDGE**

Waste Management  
Services Commission

## 2022 SWANA CANADIAN SYMPOSIUM

Trail Maps – Navigating and  
Communicating – Session 2C

Tuesday April 5, 2022

# What Was Done What Was Heard

## PROJECT OVERVIEW



The current Roseridge Waste Management Facility has been in operation for just over 40 years, first opening in 1980.

Aging facilities + increased demand = need for change.

Our Goal: to create a modern, safe, future focused, convenient waste and recycling experience for all our users.

The Commission undertook a thorough public engagement process to give the community an opportunity to contribute ideas to the final design and function of the site.

This project will better serve the needs of the community and its waste management needs.



# WHO YOUR AUDIENCES ARE

What's your big idea on



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## INTERNAL STAKEHOLDERS

- Member municipalities
- Commission Board members
- Facility staff

## SITE USERS

- General public
- Residential customers (waste and recycling)
- Commercial users (waste only)

## EXTERNAL STAKEHOLDERS

- Non-Member Municipalities
- Commercial Haulers
- Recyclers
- Provincial Landfill Operators
- Neighbours
- Alberta Environment & Parks

What's your big idea on



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Services Commission

## WHAT WE'VE HEARD PRIOR TO ENGAGING

- Decisions made in the past without public input or information sharing
- Not wanting the landfill to expand
- Impacts on traffic volume, road conditions, property values, quality of life, livelihood
- Personal safety – nails, trucks, accidents
- Garbage dumped in neighbours land
- Disturbances: seagulls, equipment noise, aesthetics, smell
- Fears: fire, contamination
- Inconvenience: landfill location, products accepted, hours
- People not recycling properly



# INFORMATION PEOPLE ARE LOOKING FOR

- More information in general
- What's changing
- Who is the Commission
- What are the long-term plans for the facility
- If the landfill is expanding to accept more garbage
- How decisions are made
- What will happen when the landfill reaches its max capacity
- How other landfills/areas are managing waste
- What can they influence

What's your big idea on



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# OUR COMMUNICATION PLAN

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- the role of communications in this project — to raise awareness and provide support to the public engagement process
- We were clear and precise in communicating what this project entails — scale, scope and how stakeholders can provide their input
- Used a variety of communication tactics for reaching all key stakeholder groups with our messaging
  - Website update
  - Engagement platform design
  - Postcard
  - Targeted social media campaign
  - Email list distribution (eNewsletter blasts)
  - Traditional media ads (e.g., newspaper)



What's your big idea on



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Services Commission**

# OUR ENGAGEMENT PLAN

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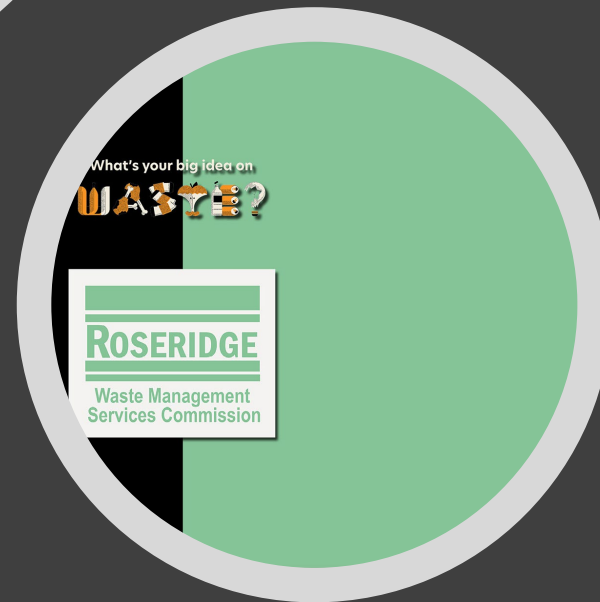
- We were very clear about what your audiences can and cannot influence
- Different audiences had different needs, so we engaged with them differently
- Reported back to your audiences how their input was used and considered. If something couldn't be done, tell them why not
- Our engagement plan
  - Staff – online workshops
  - Neighbours – online workshop, 1 on 1 interview
  - Site users – on site survey, drive-thru events, online workshop
  - Member Municipalities – online workshop



## THE ENGAGEMENT PROCESS

Launched October 19 and closed November 27.

- 4 Community Drive-Thru Events
- Pop-up On Site Engagement
- Online Engagement Platform
- 7 Facilitated, Live Online Workshops



What's your big idea on



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## RECOMMENDATIONS

- Separating commercial and residential traffic
- Incorporating flexibility in design
- More space at the recycling area and landfill face
- Detailed improvements for entrance, scale, recycling area and safety
- Materials accepted at the facility
- Access to recycle and reuse without weighing
- New ideas and technologies

What's your big idea on



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Services Commission

# DECISION MAKING CRITERIA

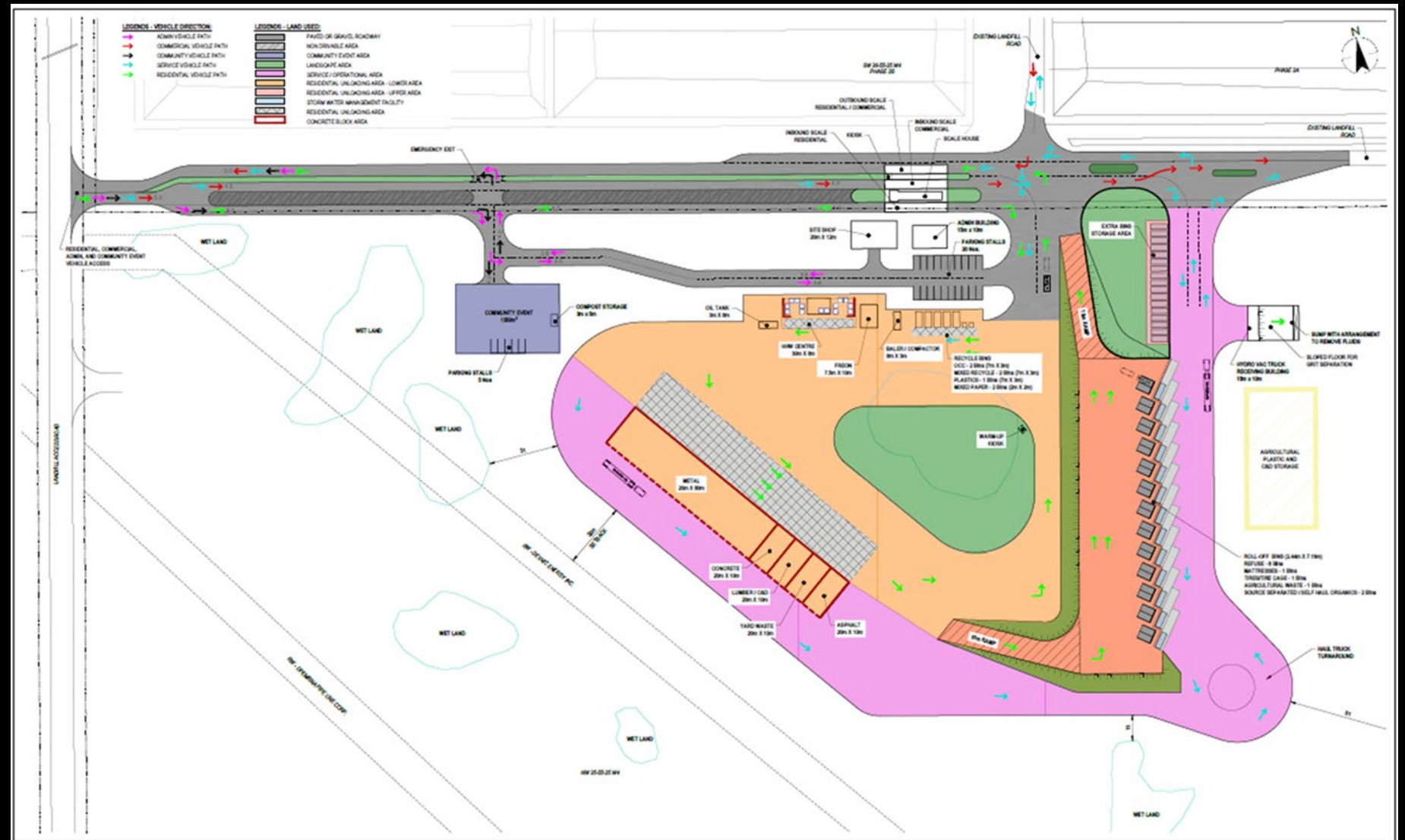
- Stakeholder input
- Best practices and trends
- Innovation,
- Cost,
- Traffic analysis, and
- Future service levels



*International Association Of Public Participation*



# Waste Management Services Commission



# CONSULTATION PLAN EVALUATION

What's your big idea on



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**73%**

Agree or Strongly Agree  
Roseridge Is Listening &  
Understands



**86%**

Agree or Strongly Agree  
Roseridge Will Consider Their  
Input



What's your big idea on



**ROSERIDGE**

**Waste Management  
Services Commission**

**Rosieridge Waste Management Service Commission**

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