

**AGENDA**  
**TOWN OF LAKE COWICHAN**  
**Public Works and Environmental Services**  
**Committee meeting to be held on**  
**Tuesday, May 3<sup>rd</sup>, 2016 at 5:00 p.m.**



Page #

**1. CALL TO ORDER**

**INTRODUCTION OF LATE ITEMS** (if applicable)

**2. APPROVAL OF AGENDA**

**3. BUSINESS ARISING AND UNFINISHED BUSINESS**

- (a) Request to Changes to Conditions of Water Operating Permit.
- (b) Lake Cowichan Minor Baseball Association –Update on Storage Shed.
- (c) **Ongoing Items Still Being Addressed:**
  - (i) Gateway Signage – Update.
  - (ii) Sidewalks and Walking Trail for North Shore Road – Update.

**4. DELEGATIONS AND REPRESENTATIONS**

**5. CORRESPONDENCE**

- (a) Lindsey Haist- Re: Recycling 2.0 Campaign- Regional Partnership.

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**6. REPORTS**

None.

**7. NEW BUSINESS**

- (a) BC Hydro 12 hour Power Outage for Lake Cowichan on Sunday, June 26, 2016.
- (b) Greendale Residents- Low Water Pressure Concerns.
- (c) Upgrade to Water Pump Station- Installation of Flow Meter and Recorder.
- (d) Public Parking Spaces.

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**8. NOTICES OF MOTION**

**9. PUBLIC RELATIONS ITEMS**

**10. MEDIA/PUBLIC QUESTION PERIOD**

**11. ADJOURNMENT**

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## Joseph Fernandez

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**From:** Lindsey Haist <LHaist@cvr.bc.ca>  
**Sent:** April 25, 2016 11:02 AM  
**To:** Joseph Fernandez; Shaun Chadburn; Caroll Taiji (Caroll@taiji.ca); Jenny Farkas; Jason Adair; Tauseef Waraich; Cynthia Lockrey; 'peter@duncan.ca'; Kevin Goldfuss (kgoldfuss@ladysmith.ca); 'Rick Wilson'; 'Len Thew'  
**Subject:** Recycling 2.0 Campaign - Regional Partnership  
**Attachments:** Billboard-no plastic bags.pdf; Billboard-don't bag recycling.pdf; CVRD RecyclingCreative\_010.pdf

Good Morning All,

Thank-you to those who were able to make it to last week's meeting. We were encouraged to hear your positive feedback on the campaign ads and your interest in a partnership. If you weren't able to be there, we still want to keep you in the loop! Here is a summary of the meeting:

- The CVRD will be launching an education campaign in June – "Recycling 2.0"
- The campaign will focus on eliminating **plastic bags** from curbside recycling (top contaminant in recent audit); the format can easily be adapted to tackle other contaminants in future years
- Campaign includes *education* ('what goes in the tote', news release and social media ads, etc.) and *enforcement* (Gold Star and Oops stickers, leaving contaminated totes behind)
- The Billboard ad presents an opportunity for **Municipalities, Cowichan Tribes and the CVRD** to show our partnership on the message (since the issue is relevant to all of us)

**The cost per partner for the billboard education is \$1,214. Please confirm if you are interested in partnering on the billboard by Friday, April 29<sup>th</sup> if you haven't already, as this may affect the cost for each party.**

(The total cost is \$7,285.95/6 partners; The price includes 2 billboards (on just south of Duncan; one 'electronic' in Oyster Bay) for 3 months – see below conversation with Coast Outdoor Advertising for more details).

For those who missed the meeting I have attached the preliminary billboard designs for you to see, as well as the presentation from last week with all ads and sticker designs.

The graphic design team (Taiji Brand Group) is working to revise the first slogan "no plastic bags in the tote, please" to exclude the word tote and fit with recycling programs that use the yellow bags as well.

Also, if you are interested in using the stickers or other education material please let me know or feel free to contact Caroll at Taiji ([caroll@taiji.ca](mailto:caroll@taiji.ca)) to arrange.

If you have any questions or would like more information, don't hesitate to ask ☺

Best,

Lindsey Haist  
Environmental Technologist  
Recycling & Waste Management | Engineering Services Department  
Cowichan Valley Regional District  
175 Ingram Street, Duncan, BC V9L 1N8  
Ph: (250) 746-2634/ Fax: (250) 746-2543

Hi Lindsey,

The total cost for the campaign is as follows:

Space Rental Rate \$1996/per 4 weeks x 3 months = \$5988 + \$951 (static setup fee) = \$6939 x 5% GST (\$346.95) = **\$7285.95 TOTAL**

Hope that helps! Thanks Again -

Regards,

Jenny Dean

Senior Account Executive

[jenny@coastoutdoor.com](mailto:jenny@coastoutdoor.com) - office: 250-388-3733

Coast Outdoor Advertising Ltd.

106-2750 Quadra Street

Victoria, BC V8T 4E8

<http://www.coastoutdoor.com> - fax: 250-412-3731

Facebook <https://www.facebook.com/coastoutdoor>

**From:** Lindsey Haist [<mailto:LHaist@cprd.bc.ca>]

**Sent:** Friday, April 22, 2016 2:05 PM

**To:** Jenny Dean - Coast Outdoor <[jenny@coastoutdoor.com](mailto:jenny@coastoutdoor.com)>

**Subject:** RE: Offer: Coast Outdoor Billboards

**Thanks for the info Jenny – Can you summarise the total cost for me so I can accurately share it with my colleagues.  
Cheers ☺**

**From:** Jenny Dean - Coast Outdoor [<mailto:jenny@coastoutdoor.com>]

**Sent:** Friday, April 22, 2016 1:59 PM

**To:** Lindsey Haist

**Subject:** RE: Offer: Coast Outdoor Billboards

Hi Lindsey,

To help summarize, we can offer a three month campaign (June-August) at \$996/per 4 weeks in Duncan at the same location I proposed last year on the drive from Duncan (D73N

[https://www.coastoutdoor.com/duncan\\_billboard\\_location\\_d-73n.htm](https://www.coastoutdoor.com/duncan_billboard_location_d-73n.htm)). And your production and installation for this static display would be \$951 plus GST. For your digital campaign, I can offer you an incentive price at \$1000/per 4 weeks for your airtime north of Ladysmith, with a bonus on the second digital screen where space is available. Your monthly spend would be \$1996/per 4 weeks and your daily reach is 43,441 Viewers for both these key Island markets. I have prepared this cost to work within your budget range. As an advantage, there is also no setup fees required for production and installation on your digital campaign – once you submit your digital files, we can upload your campaign in real time instantly from our head office in Victoria! The following are further details about the digital screen for your internal discussions.

***Looking at Ways to Stretch Your Advertising Further – Go Digital.*** Our digital signs in Ladysmith, can alternate different messages throughout the days of the week and we can easily and efficiently upload virtually from our head office in Victoria. The signs are situated just north of Ladysmith at the Ivy Green Husky Gas Station on Hwy 1, about 600 meters apart from each other, facing south, driving north up island. These locations are also the **only advertising situated between Duncan and Nanaimo** for increased visibility and impact on your message up Island. The signs operate 24 hours a day, lighted. You have the flexibility to air multiple creative spots highlighting your community message, reminders, and CVRD service.

We are offering a special BONUS covering our digital billboard locations (10'x20'), for traffic headed up-Island towards Nanaimo (please see: [http://www.coastoutdoor.com/ladysmith\\_billboard\\_location\\_x-041s.htm](http://www.coastoutdoor.com/ladysmith_billboard_location_x-041s.htm) ). This guarantees you at least 1,800 x 6 second displays per day on one of the digital signs. When you book this first come, first serve opportunity, we are pleased to offer an **additional 1,800 x 6 second displays per day on the second digital billboard location as well, and considered a BONUS, on a space available basis** (please see: [http://www.coastoutdoor.com/ladysmith\\_billboard\\_location\\_x-042s.htm](http://www.coastoutdoor.com/ladysmith_billboard_location_x-042s.htm) ).

Coast Outdoor only hosts a maximum of 7 advertisers at any given time, so this means your ad plays every 18 seconds or at the very least once a minute. It's important to maintain consistent branding and visuals on each ad, and change out your messaging if you are looking at communicating a wide range of reminders to the community on what you have to offer. We can work with you on this strategy to help build your momentum of awareness this spring and summer.

Thanks Lindsey – hope this overview helps in your plans moving forward. Look forward to working with CVRD this summer! Best -

Regards,

Jenny Dean  
Senior Account Executive  
[jenny@coastoutdoor.com](mailto:jenny@coastoutdoor.com) - office: 250-388-3733  
Coast Outdoor Advertising Ltd.  
106-2750 Quadra Street  
Victoria, BC V8T 4E8  
<http://www.coastoutdoor.com> - fax: 250-412-3731  
Facebook <https://www.facebook.com/coastoutdoor>

**From:** Lindsey Haist [<mailto:LHaist@cvrd.bc.ca>]  
**Sent:** Friday, April 22, 2016 1:11 PM  
**To:** Jenny Dean - Coast Outdoor <[jenny@coastoutdoor.com](mailto:jenny@coastoutdoor.com)>  
**Subject:** RE: Offer: Coast Outdoor Billboards

Hi Jenny,

Are you able to send me the quote we discussed yesterday sometime today?

To summarise:

- 2 Billboards for 3 months
  - 1 Electronic (Oyster Bay)
  - 1 Static (Duncan location)

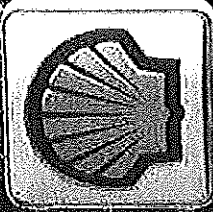
Regards,

Lindsey

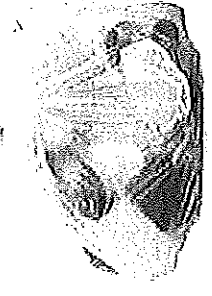
No plastic bags in the tote please.








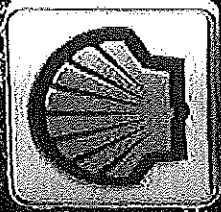
- CVRD
- NORTH COUNTY
- DUNCAN
- Cowichan
- RECYCLE2.0



**Don't bag your recycling.**





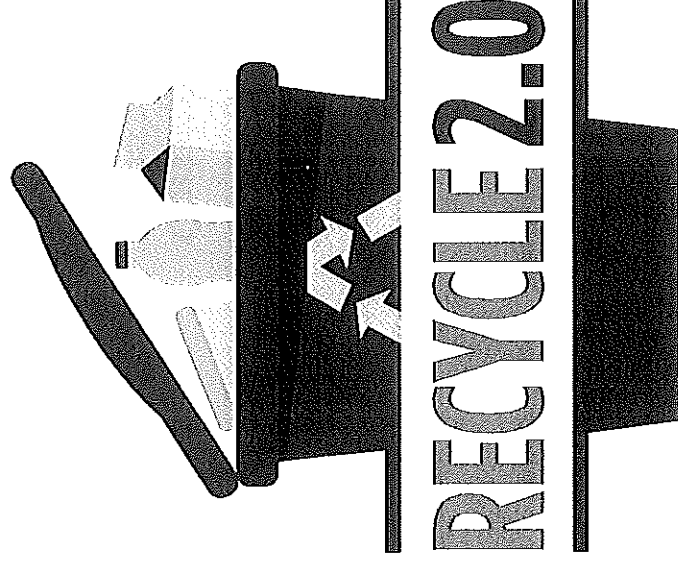


# Curbside Recycling Contamination Reduction

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A Regional Strategy

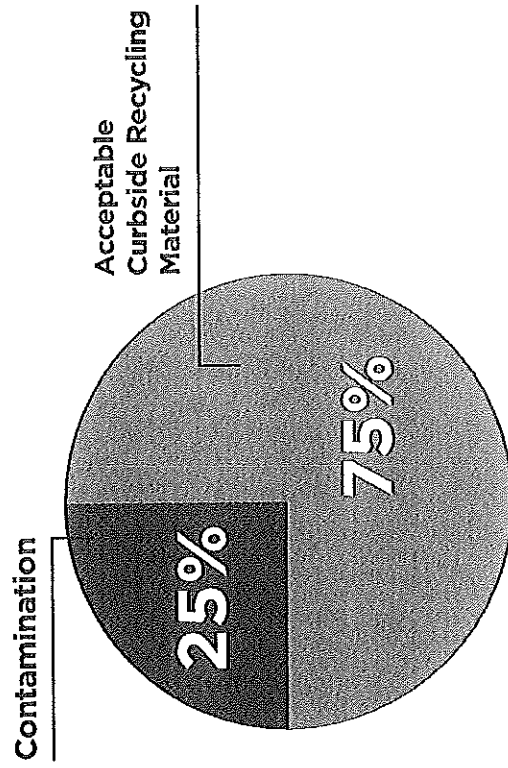
**It's time to rethink how we recycle.** A lot has changed in the 20 years since we started recycling in the Cowichan Region. Recycling systems and markets are more dynamic and complicated than ever before. It's time to rethink how we recycle for the good of our region and the planet. **Recycle *right* in the tote.**



# Focusing on top contaminant will solve most of the problem.

## Summary of Area H Audit

Acceptable Curbside Recycling Material: 75%  
Contamination: 25%



## Contamination Summary

**Garbage/Un-sortable: 21%**

*\*Almost all was 'un-sortable'*

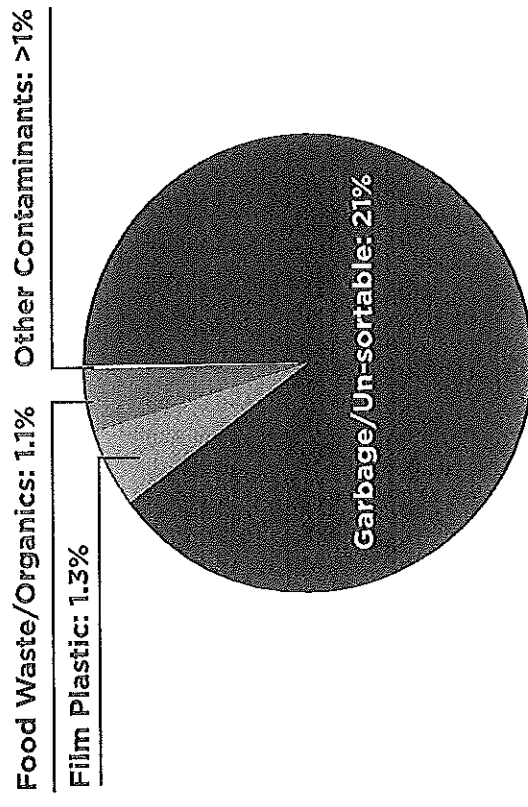
**Film Plastic: 1.3%**

*\*Since film plastic weighs so little, this was quite significant*

**Food Waste/Organics: 1.1%**

**Other Contaminants: >1%**

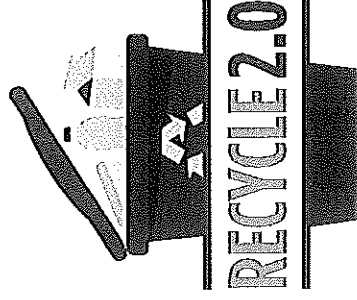
*(i.e. glass, refundables, clothing, electronics)*



# No plastic bags in the tote please.

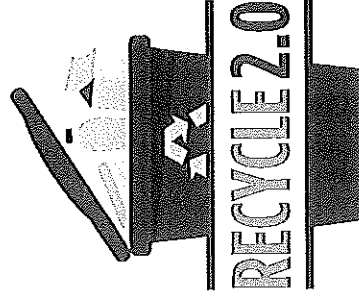


Plastic bags can be recycled at one of our three depots: Peerless Road, Bings Creek or Meade Creek.  
Not sure what goes in the tote? Call the Recycling Hotline: 250-746-2540 or visit [cverd.bc.ca/recycling](http://cverd.bc.ca/recycling).

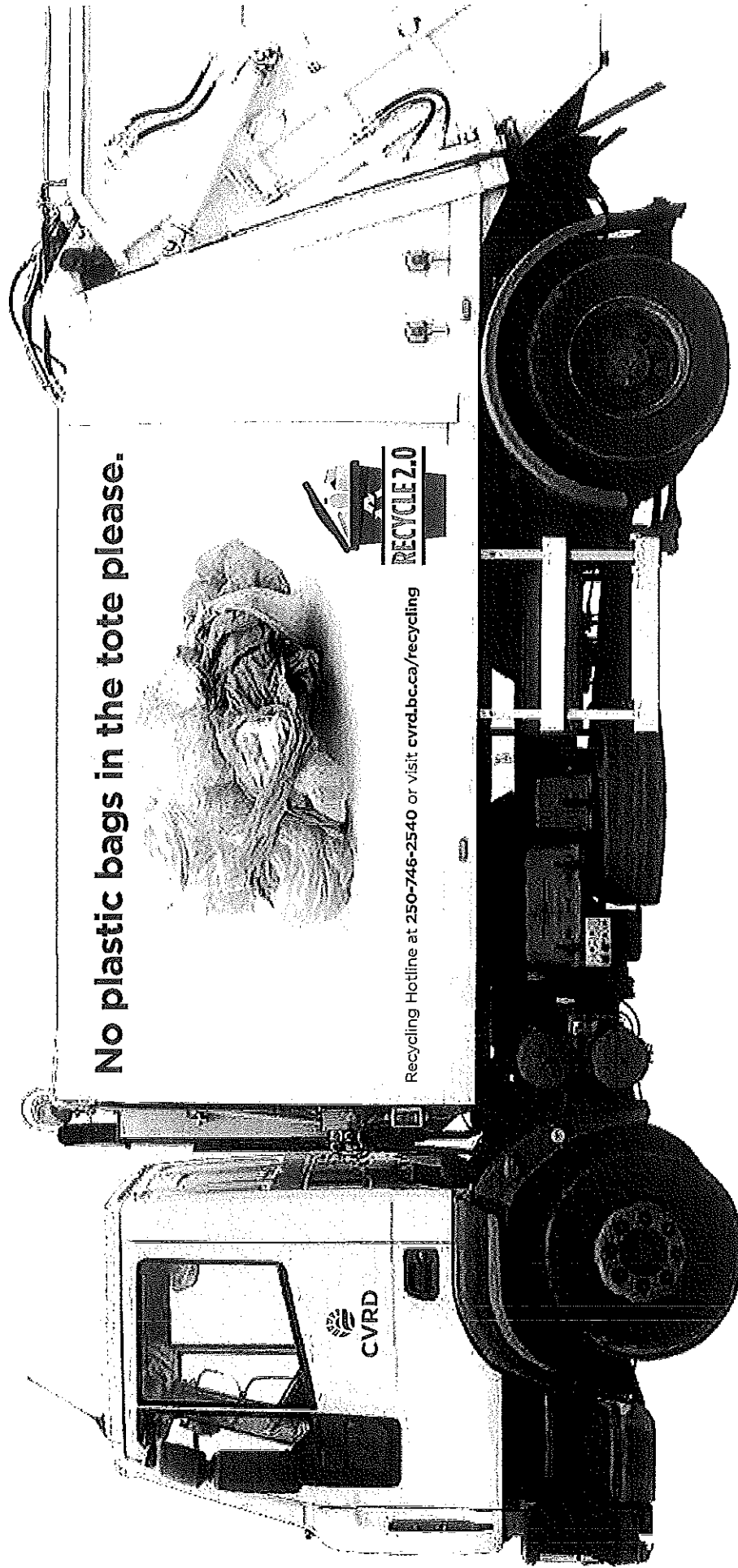


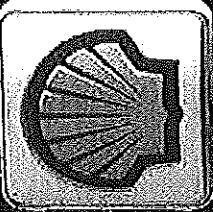
Billboard #1

**No plastic bags in the tote please.**




Truck graphic #1





**No plastic bags in the tote please.**



RECYCLE 2.0

CVRD NORTH OKANAGAN

DISCANTAN COWICHAN

V-Power

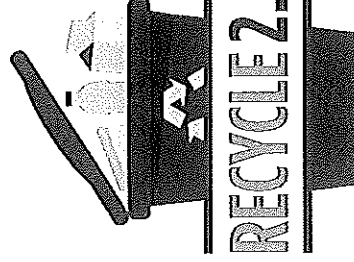
ST. PATES

# Don't bag your recycling.



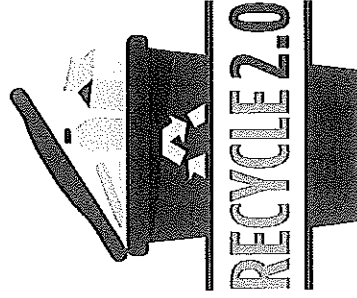
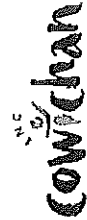
**CVRD**

**Don't put your recyclables in plastic bags.** Your blue curbside tote should contain loose recyclables only. Not sure what goes in the bin? Call the Recycling Hotline at 250-746-2540 or visit [cvr.d.bc.ca/recycling](http://cvr.d.bc.ca/recycling).

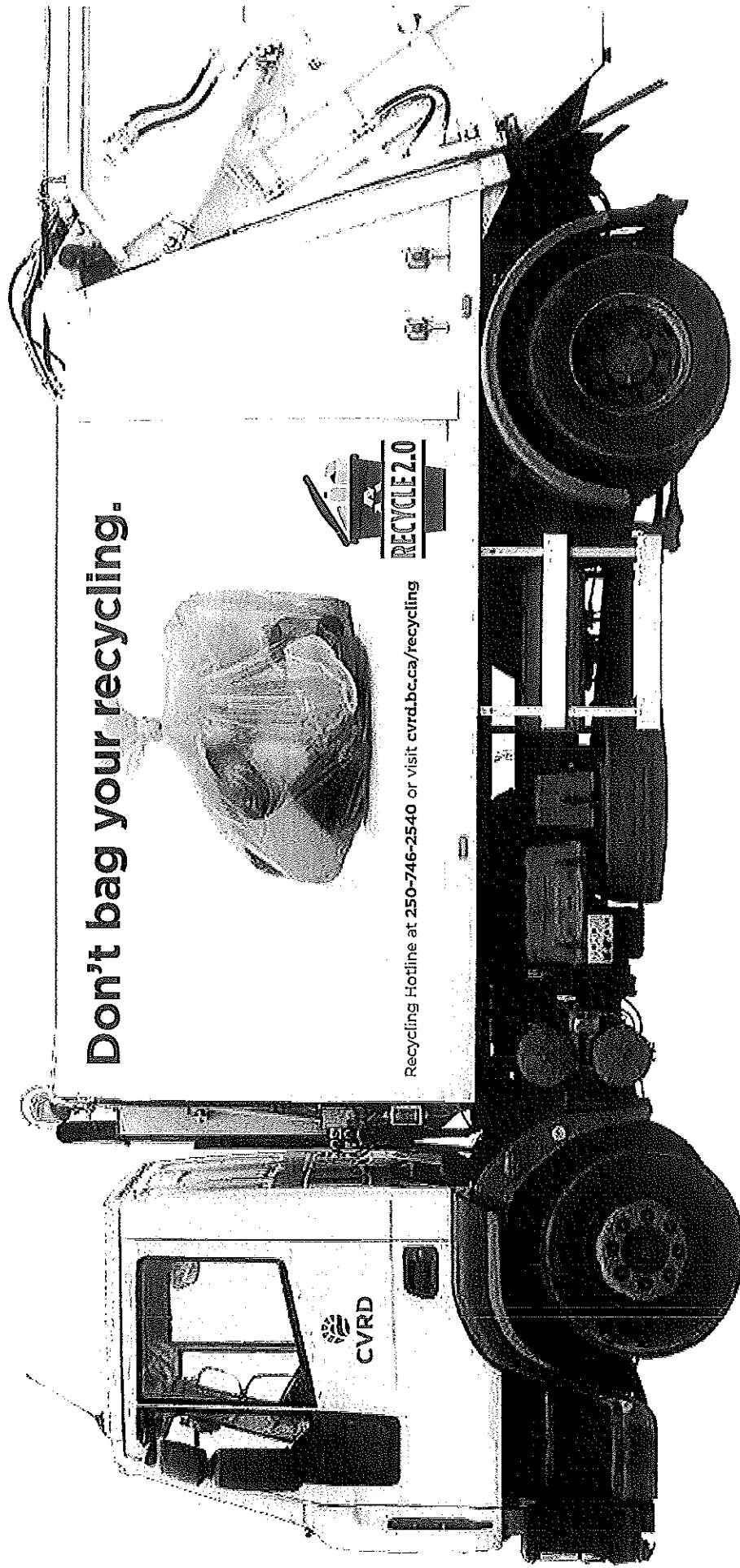


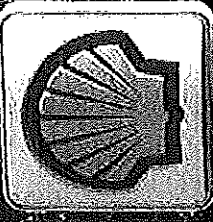
Billboard #2

# Don't bag your recycling.




Truck graphic #2





**Don't bag your recycling.**



**RECYCLED**

**CVRD** **NORTH COMPANY** **DUNLOP** **COMICHAN**

11 JAMES

V-Power

Stickers, 2.5"



## Stickers, 5" x 3"

**OOPS!** Your recycling contained one or more of the following:

- CLOTHING
- FOOD WASTE
- OTHER



To learn how to recycle *right* in the tote, call the Recycling Hotline at 250-746-2540 or visit [cvrd.bc.ca/recycling](http://cvrd.bc.ca/recycling)

**OOPS!** We didn't empty your tote because it contains contaminants such as clothing and food waste.

Most of these contaminants can be recycled - but at a depot **not** at the curbside.



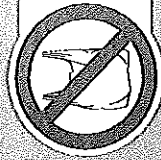
To learn how to recycle *right* in the tote, call the Recycling Hotline at 250-746-2540 or visit [cvrd.bc.ca/recycling](http://cvrd.bc.ca/recycling)

**OOPS!** We didn't empty your tote because it contains plastic bags and/or bagged recyclables.

Curbside blue totes should contain loose recyclables only, and **no** plastic bags.



To learn how to recycle *right* in the tote, call the Recycling Hotline at 250-746-2540 or visit [cvrd.bc.ca/recycling](http://cvrd.bc.ca/recycling)



No plastic bags or wrap in the tote please.



Don't bag your recycling, leave it loose in the tote.



Why? Find out more at [cvrd.bc.ca/recycling](http://cvrd.bc.ca/recycling)

## **Parking Availability in the Town of Lake Cowichan**

### **Town owned off-street parking**

1. Greendale Park –near the rail trestle
2. Central Park – adjacent to (Stanley Road)
3. Town Office (Not including Field's parking)
4. Saywell Park
5. Community Services building (Point Ideal Drive)
6. Centennial Park
7. Centennial Hall
8. Cowichan Lake Sports Arena
9. Duck Pond Park
10. Boat launch (Cowichan Lake Weir)
11. Cowichan Lake Education Centre

### **School District property**

1. AB Greenwell Elementary School (closed)
2. Palsson Elementary School
3. Lake Cowichan School
4. Stanley Gordon School (closed)

### **Town owned on-street parking (sizeable area with at least 10 concentrated spaces)**

1. Point Ideal Drive
2. South Shore Road adjacent to the main bus shelter
3. Renfrew Avenue immediately to the west of Coronation Street and to the east of the town square and library

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