



What We Heard

Engagement Summary

APPENDICES

APPENDIX 1 - ENGAGEMENT SUMMARY RESULTS

Weigh In On Waste

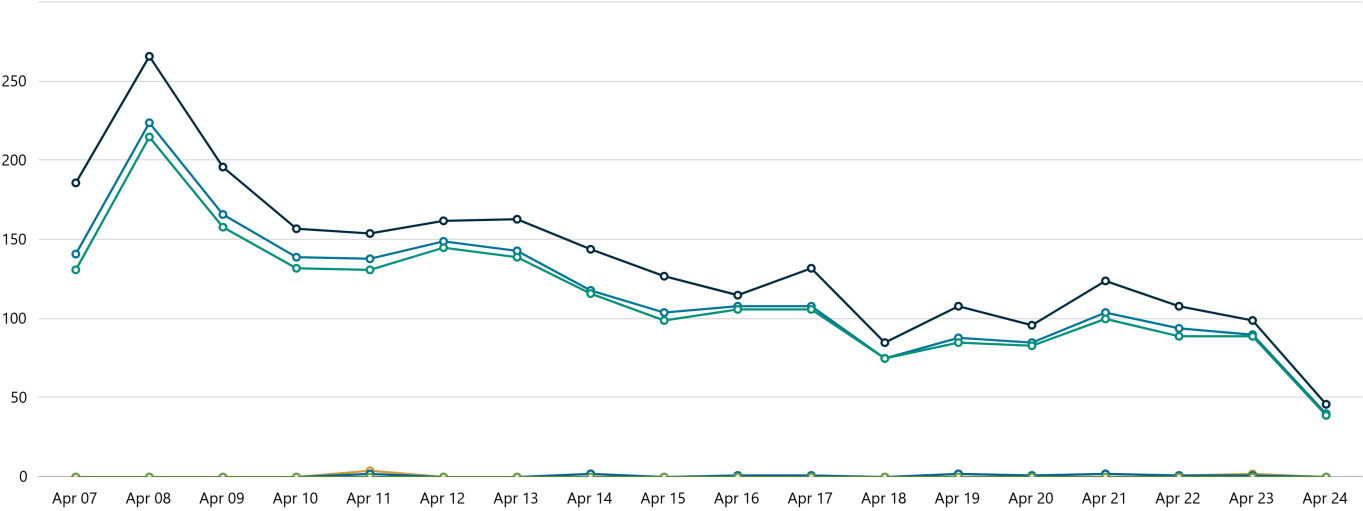
Gather Tool Question: Do you have any feedback on the draft plan?

Date Submitted	Title	Description	Views	Up Votes	Down Votes	Total Votes	Popularity Ranking
Apr 14, 2026, 08:05 AM	Repair reuse centers	I really like the idea of repair reuse centers also used for learning. Electronics, small appliances, clothing (sewing/patching), tools etc A way of people with expertise to share their abilities and people to gain from reusable items.	6	4	0	4	51.01
Apr 11, 2026, 12:54 PM	One of the goals should be to eliminate illegal dumping in the woods	Across the CVRD, illegal dumping of garbage in the woods is a significant problem. When the CVRD reduces hours (e.g. new closures on stat days, random half-days for training, etc.) increases tipping fees, and adds new rules, it can lead to an increase in illegal dumping in our natural areas. Unfortunately, when I read this plan I do not get the impression that this is a priority for the CVRD. The narrow focus on reducing how much garbage is disposed of at the dump can result in an increase in how much garbage is being illegally dumped in the woods.	4	2	0	2	34.24
Apr 22, 2026, 02:23 PM	Earth Day thoughts on solid waste management plan	As a past member of the Solid Waste Advisory Committee I am disheartened by the lack of feedback on the Draft Plan. Perhaps we have not asked all the right questions and ducked a few uncomfortable conflicts of interest in dealing with our communities waste. For instance I dont see the cost of storing a cubic meter of solid waste in our landfill? 3 categories make up half the stuff going to our landfill: plastics (12%), compostable organics (20%), and construction material (25%) : we need to enact Bylaws to speed up the diversion of toxins like plastics from being comingled with reusable materials that should be reused/recycled. We are failing future generations by supporting business as usual with respect to accepting the greenwashing of plastic "recycling". Plastic recycling accounts for a tiny percentage of the total plastics produced and exacerbates toxin release during the recycling process. Plastic production has increased exponentially in the past 60 years and we are no closer to figuring out how to manage plastic disposal in a way that protects people and the environment. Bans on non-essential single use plastic can and should be a priority, with life saving plastic medical waste treated as we do asbestos, until there is/may be a solution. I am glad the solid waste management plan supports repair cafes but isnt it time to use our awesome scientific capabilities to monitor toxic wastes and provide citizens with the tools to choose responsible solid waste management pathways for the future? I for one would be glad to know that our well engineered landfill could last twice as long, and cost us half as much, by dealing responsibly with compostable organics, construction material, and plastics? I fear that the pollution prevention pyramid presented in this report minimizes 2 of the 7 R's: we need to RETHINK our priorities with respect to waste management (in a circular economy there is no waste), and REFUSE materials that are inimical to a healthy planet.	5	1	0	1	20.65
Apr 19, 2026, 03:42 PM	It has to be easy to be effective	Having the express drop bin for returnables, in Comox, has been great so we don't have to go to Courtenay to do that, but it needs to be emptied more often. Are we going to see another recycle depot for all the other divertable items back in Comox? It was a lot easier to go somewhere nearby to get rid of glass, plastics, etc. regularly on our way to other errands in town. This all has to be easy in this busy world or people will not divert their waste effectively and the landfill will fill more quickly. Comox is increasing their density so the rules for multi-unit buildings should start sooner than you have scheduled.	3	1	0	1	20.65
Apr 16, 2026, 09:04 AM	Context missing from impacts of pollution.	Hi, I really appreciate the focus on diversion and 7-Rs. I can really see the next-level thinking going on in this plan. I think a really good accompaniment to some of this would be to acknowledge that the pollution that causes climate change is killing people here and now, and making us poorer and less safe. It comes from the things we buy and the way we dispose of everything. The first couple of R's are especially important here. I hope to see this kind of reality reflected in the education materials. Too often we see 'protecting the environment' as the rationale for some of this diversion work, but it's really saving ourselves and protecting citizens and our society to take these actions. This framing is critical because so few identify with 'the environment' but most will take action to protect themselves and their neighbours. Unfortunately, the cliamte crisis is rarely understood fully as the threat it is. This is why leadership from municipal governments, including waste management professionals is key. After all, waste managers are public health professionals. I also feel that, given the impacts and near term deadlines with climate change, that the timelines in this plan could be tightened up quite a lot. The science is clear: we face an emergency situation and it's time we act like it. Great work, now let's go faster and tell people the whole truth regularly and clearly. Please, get in touch if you'd like to connect about any of this.	6	1	0	1	20.65
Apr 11, 2026, 07:40 PM	Recycling agriculture plastics	In 2006 I started an agricultural plastics recycling program. After two years it completed and nothing on the island has been done since. Is there no company willing to take this much needed recycling back into realization?	3	1	0	1	20.65
Apr 11, 2026, 01:12 PM	Disposal of asbestos and other hazards should be easier	The government approved construction with asbestos containing materials for decades. The government now has an obligation to make it easy, affordable, and safe for homeowners to safely dispose of those materials. The CVRD continues to make it challenging for homeowners who are trying to act responsibly. Some of the sillier elements of the current process: - Test results cannot be more than 90 days old without management approval despite many renovation projects lasting much longer. Asbestos doesn't degrade over time. This is a completely nonsense rule. - In cases where a small amount of drywall is being patched (e.g. a hole had to be cut into a wall to replace a section of plumbing,) it would make more sense to just assume the drywall has asbestos rather than forcing a test. This is not allowed today. It would make more sense in many cases to just assume a small piece of drywall does contain asbestos. A small no-test fee could be applied. - You must book appointments. The complexity, costs, and barriers that the CVRD has put in place are not reasonable and this plan does not address them. I suspect that these barriers are one of the reasons that drywall waste is sometimes dumped in our natural and recreation areas or inappropriately mixed in with other waste and not declared. Here is a simple test for whether or not the dump is serving taxpayers well: Can a taxpayer show up at the dump with any waste material they would reasonably have in their home and conveniently dispose of it. That test is not being met today and I don't think the proposed plan will help.	5	1	0	1	20.65

Apr 14, 2026, 08:16 AM	Organics mandatory, salvageable building materials etc. diverted	Why do we not make sorting out organics mandatory? Our taxes are already paying for all those trucks and all those green bins, yet on garbage days definitely less then half the households have there organic bins out. Is it possible to lobby grocery stores to not put sticky labels on our produce? I personally don't like eating an apple with that and the compost doesn't like it either I have often thought free stores like those on Hornby island are a great idea but require a lot of manpower to manage. What if restore, which already has volunteers, had shipping containers right at the landfill. They could take what is resalable out of people's "garbage " and sell it. Human nature is to be lazy and people often don't want to go to two different places. It could be a win win for the landfill and for Habitat for Humanity.	6	1	1	2	9.45
Apr 23, 2026, 11:25 PM	Comox recycling	Once upon at time we had two places to recycling in the Comox area. Now we have just bottle recycling and as a senior it is too difficult to use. My neighbour no longer recycles and i see so much of his plastic, toys, electronics and whole dining room set go the landfill. This 2026 and Comox had no recycling depot???	2	0	0	0	0
Apr 23, 2026, 11:19 PM	Tearing down houses and sending them to landfill	I'm very concerned about the number of houses that are demolished and then they go to the landfill. Many of these were built with real wood and old growth. New homes are filled with pressed wood. Citizens forced to use teeny tiny bins while developers throw a whole house in there. Are we protecting our planet or robbing it.	1	0	0	0	0
Apr 21, 2026, 04:45 PM	A smaller version of this	https://www.youtube.com/watch?v=D-aH_98v_eg	2	0	0	0	0
Apr 21, 2026, 02:04 PM	It's not OK to close the drywall bin for many days at a time	From the newspaper today: "The Comox Valley Waste Management Centre has paused the acceptance of renovation drywall. The centre is no longer accepting renovation drywall after the illegal disposal of drywall containing asbestos at the facility. The centre anticipates regular service to resume on April 24. A certified asbestos abatement company will be working at the site to ensure the safety of residents and staff in the impacted area." In the event that the main bin has to be closed, the CVRD should continue to accept drywall in a back-up bin to the side. I feel like this is pretty basic stuff. What are people supposed to do when they show up with a full truck? You are asking them to drive back to the worksite, and unload the truck (so it can be used for other purposes for the next few days) and then make a reload the truck and make a return trip later in the week. It's an incredible burden when you could just have them dump the waste beside the main drop-off area in a back-up bin. Sadly, some people will simply dump on the side of the road or in the woods when these types of random closures are implemented. The CVRD needs to more clearly establish and deliver against minimum service levels.	2	0	0	0	0
Apr 20, 2026, 09:16 AM	More community compost options?	The compost collection in Cumberland is great but wondering if there are plans to add organics centralized drop off a recycling depots (or curbside pickup) on Denman Island or other islands? Sadly, so many organics are not being composted and are ending up in landfill.	1	0	0	0	0
Apr 19, 2026, 09:20 PM	Opt-Out Provision for Regional Collection Service	Please include an Opt-Out provision for the regional collection service so that the current more affordable options are still available. The affordability crisis should be considered for all new bylaws so that any reduction in cost is available. The compulsory use of a regional collection service for Areas A, B and C was put to a referendum in 2013, and it failed by a ratio of 3:1. If compulsory use is being proposed again, please provide an Opt-Out provision or allow for another referendum.	1	0	0	0	0
Apr 17, 2026, 08:58 AM	Heading Towards Zero	I have worked on reducing landfill waste since 2018. We have a yard composter because we live in a rural setting. (We will gladly embrace roadside organic pickup when it comes to our area.) I recycle as much as I can at the Return-It Center on Puntledge Road. When our once a month garbage pickup arrives I usually have one lunch bag sized brown bag and one white plastic bag for our 30 day pick up. (I cannot put meat products in our lockup composter due to animal behaviour (bears).) It has been a game changer to have input from our daughter who used cloth diapers, hand made baby wipes, and handmade kleenex wipes. I use one roll of paper towel every three months. Reducing the contaminated paper waste has made a huge difference. All the best over the next 10 years in the challenge of keeping our beautiful Comox Valley as pristine as possible and reducing the costs of our human behaviour.	6	0	0	0	0
Apr 11, 2026, 01:18 PM	There should be concrete pads at all of the drop-off areas	I'd encourage everyone who is involved in approving this plan to take their own personal vehicle and a nice pair of shoes and to visit each and every one of the drop-off areas at the dump. In particular, back your vehicle up and walk around in the rubble/toilet drop-off area, the waste-wood drop-off area, and the mattress drop-off area. Because those areas are just dirt and people are dropping off many sharp things (broken ceramic toilets, rusty nails in waste wood, etc.) they are a hazard for every vehicle tire and are also unpleasant to walk on. Every time I have to back into those areas, I have to get out and carefully inspect the area to be sure I am not going to get a nail in my tire. I suspect this is also one of the reasons that people dump garbage in the woods. Any location where visitors are expected to drive their vehicle and to get out and walk around should be a concrete surface. That is the only way to ensure that the surface can be swept clean to provide a safe and reasonable experience.	5	0	0	0	0

Performance Summary

Information regarding key visitation and utilization metrics for your Site or projects.



2,468 Views

2,114 Visits

1,877 Visitors

16 Contributions

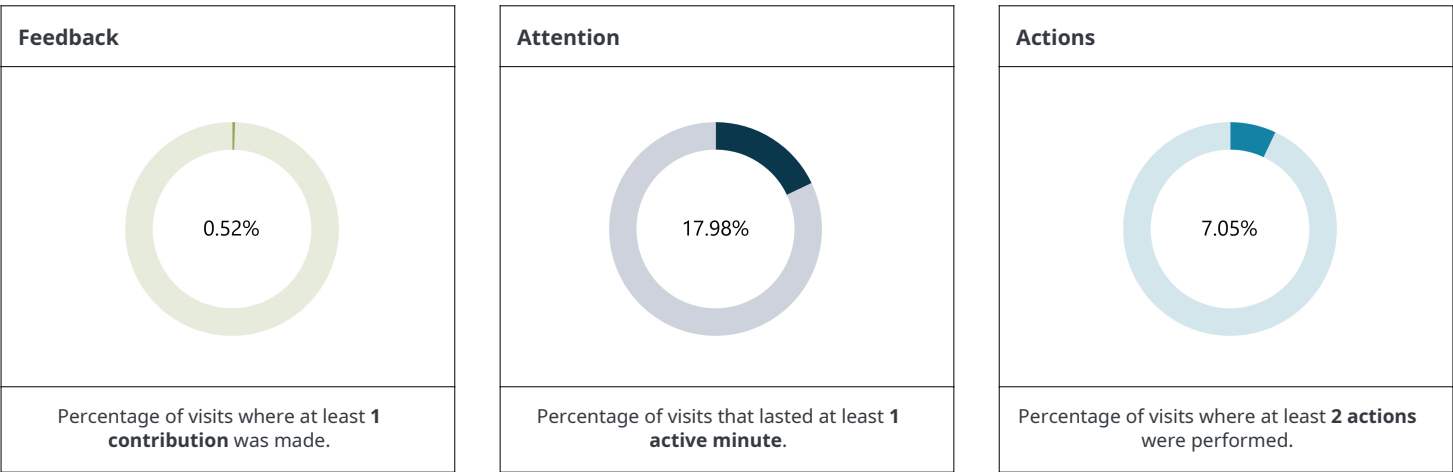
13 Contributors

0 Followers

Views - The number of times a Visitor views any page on a Site.
Visits - The number of end-user sessions associated with a single Visitor.
Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
Contributions - The total number of responses or feedback collected through the participation tools.
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.



Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity			
Contributions by Activity is a breakdown of contributions across each tool			
Activity		Contributions	%
	Gather	16	100%

Top Activities			
Top Activities is the top 5 tools that received the highest contributions			
Activity	Page Name	Contributions	Contributors
	Gather	Weigh In On Waste	1613
	Form (Legacy)	Solid Waste Management Plan Renewal	00
	Form (Legacy)	Solid Waste Management Plan Renewal	00
	Form (Legacy)	Solid Waste Management Plan Renewal	00
	Gather	Weigh In On Waste	00

Projects

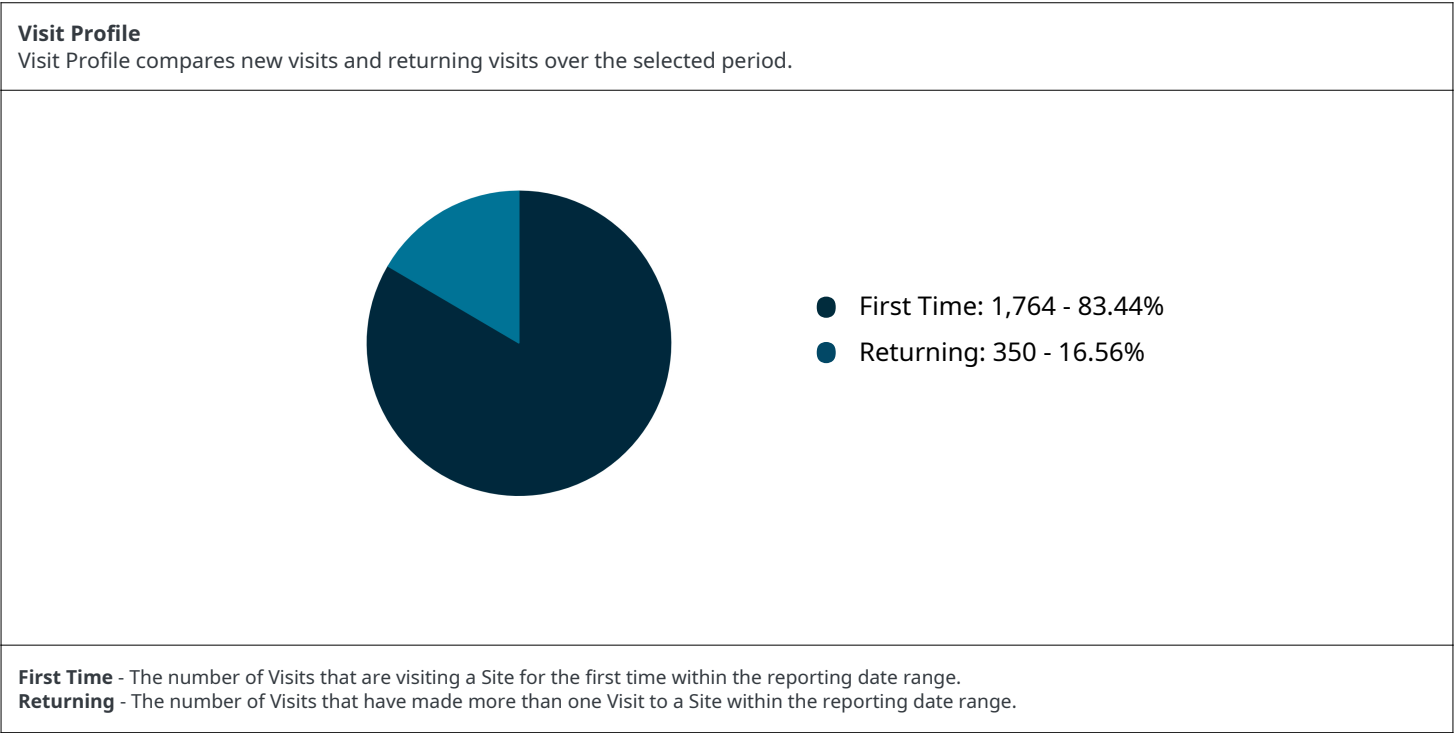
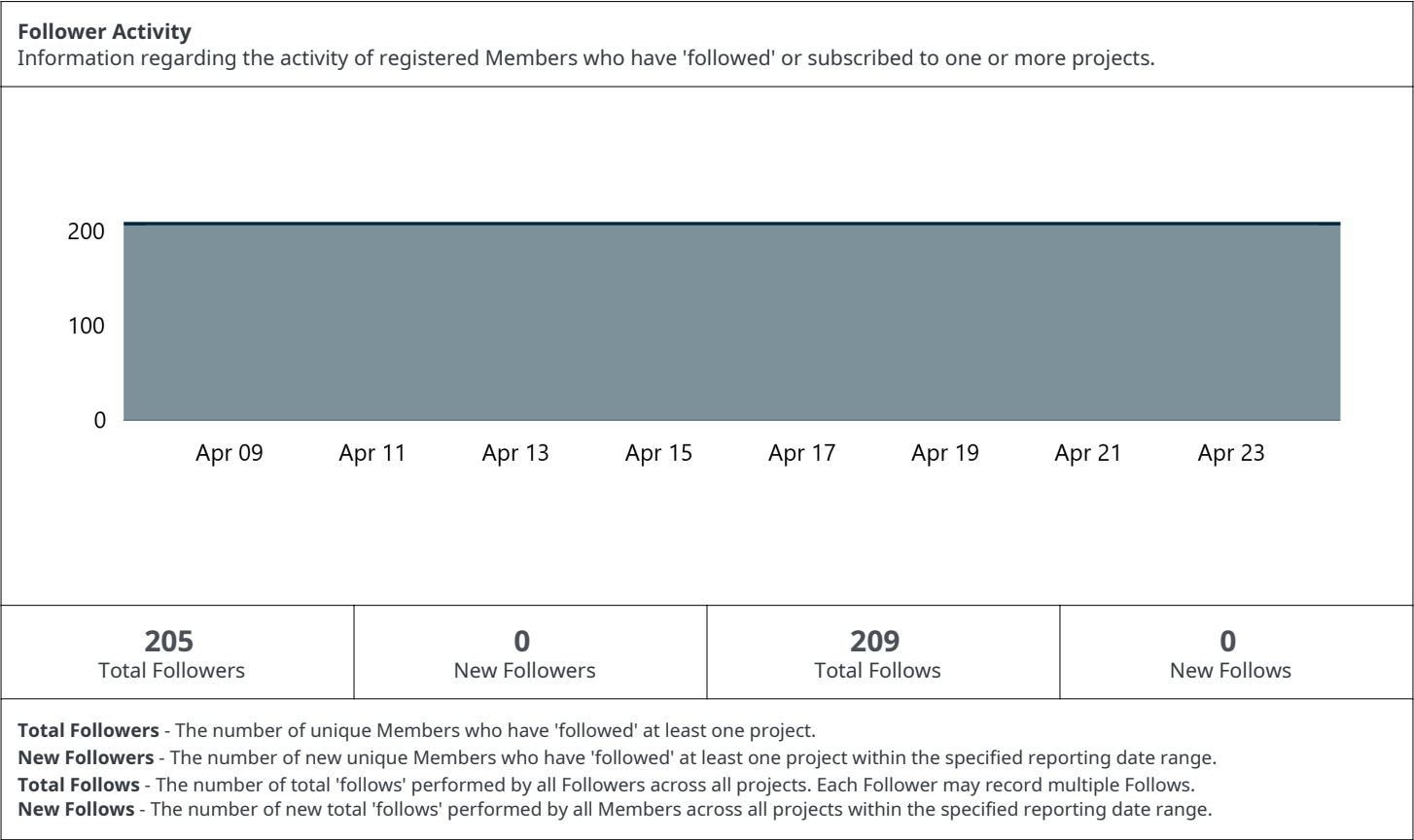
The current number of published projects on your site

Engagement Time		Top Visited Pages			
		Summary information for the top five most visited Pages.			
		Page Name	Visitation %	Visits	Visitors
		Weigh In On Waste	98.2%	2,076	1,848
		Draft Solid Waste Management Plan is Ready to Share	4.45%	94	83
		Solid Waste Management Plan: Step 1	1.8%	38	38
		Solid Waste Management Plan: Step 2	1.04%	22	22
		Weigh In On Waste Survey Closes Oct. 16	0.66%	14	14

1048	
Days	Hours
Minutes	
Apr 8th 2026	Wednesday
Peak Visitation Date	Peak Visitation Day

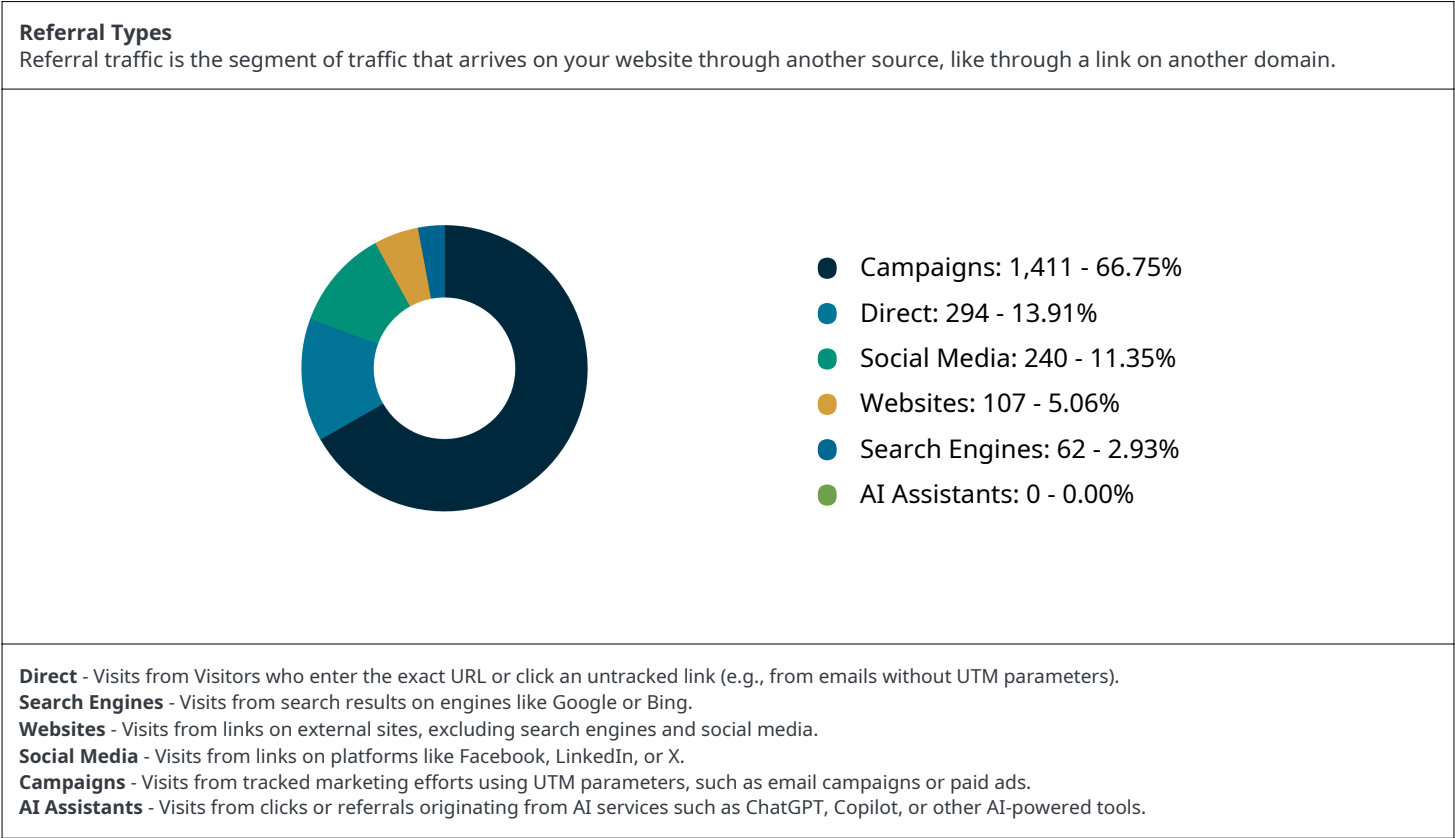
People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.



Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



683
Total Downloads

Top Downloads		
Top file downloads in your selection, ordered by the number of downloads.		
File Title	File Type	Downloads
2026 SWMP DRAFT v5-All.pdf	PDF	208
Step 4 Backgrounder.pdf	PDF	58
536030300_2013_final_cswm_solid_waste_management_plan.pdf	PDF	25
Advisory_Committee_Terms_of_Reference_2023.pdf	PDF	18
CSWM-SWMP-Step 3b WWH Appendices.pdf	PDF	17

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



1
Email Campaigns Sent



199
Total Recipients

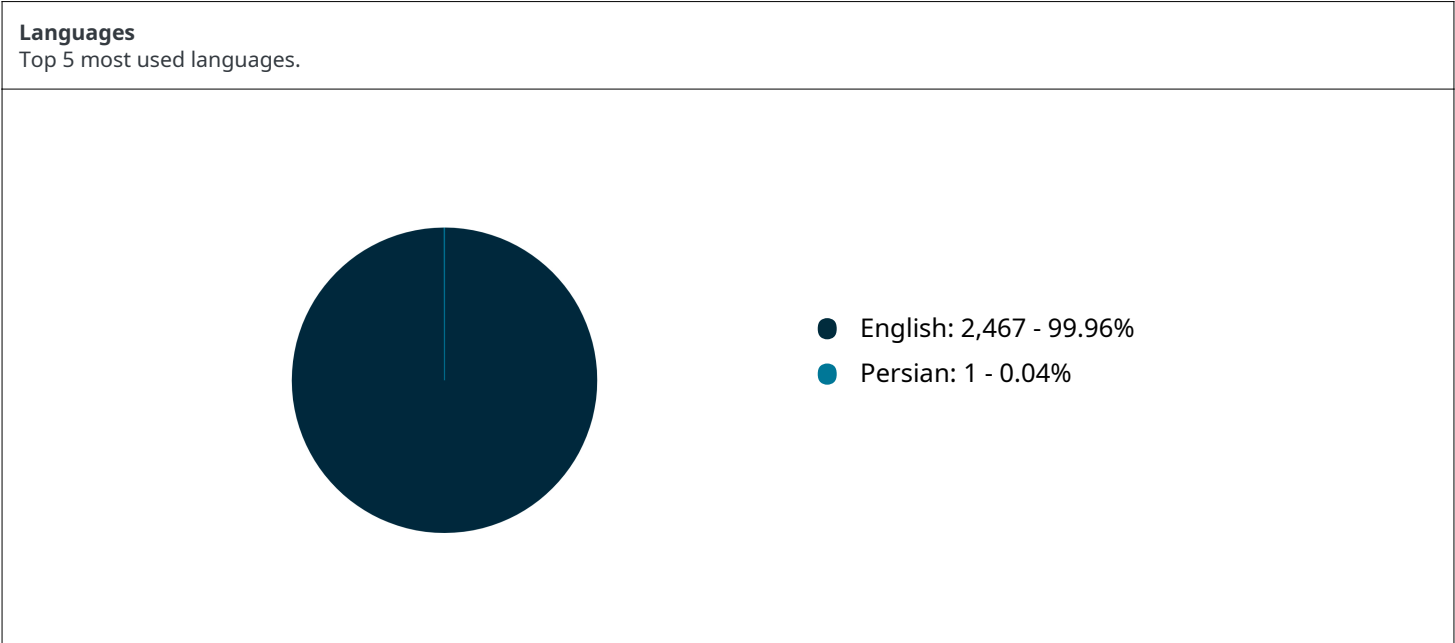


25.63%
Click-through Rate

Top Campaigns			
Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).			
Campaign Name	Recipients	Clicks	Click-through Rate
Draft Solid Waste Management Plan is Ready to Share	199	51	25.63%

Translation

Information regarding the languages used by visitors to your site or projects.



Top Languages	
Top 5 languages with the number of page views	
Language	Page Views
English	2,467
Persian	1



Comox Strathcona Waste Mana...



Published by Ingrid Sly ·

April 7 at 1:11PM ·

Weigh In On Waste: cswm.ca/swmp

APPENDIX 3 - KEY METRICS - FACEBOOK VIDEO



CSWM.CA

Comox Strathcona
Waste Management

[Learn more](#)

19

4 2

Like

Comment

Share



19

4 2



Like



Comment



Share

Most relevant ▼



Comment as Comox Strathcona Wa...

**Dennis Montagnon**

Reusables should go through restore

1w

Like

Reply

Hide

1

**Nattanya Birkhaven**

Does not include apartment buildings

1w

Like

Reply

Hide

**Murray Hurrell**

no thanks

3d

Like

Reply

[Send message](#)

Hide

**Lois Fjeld Colongioli**

101 pages!!!

1w

Like

Reply

Hide

26,799 Facebook views ⓘ

This post Your usual content



Viewers 12,792

Instagram views 46

Audience retention ⓘ

Average watch time: 4s

💡 Most of your audience dropped off at the 0:04 mark.



3-second views 8,583

1-minute views 0

Watch time 27:54:54

Average percentage watched 25%

Player completion rate 7.0%

549 Facebook engagement ⓘ

Facebook Instagram

19 Reactions

523 Clicks

4 Comments

0 Shares

Reaction by type

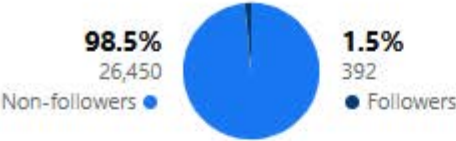
Like	Love	Haha	Wow	Careless	Angry
19	0	0	0	0	1

Distribution signals

0.00% Select like rate

0.00% Select hide rate

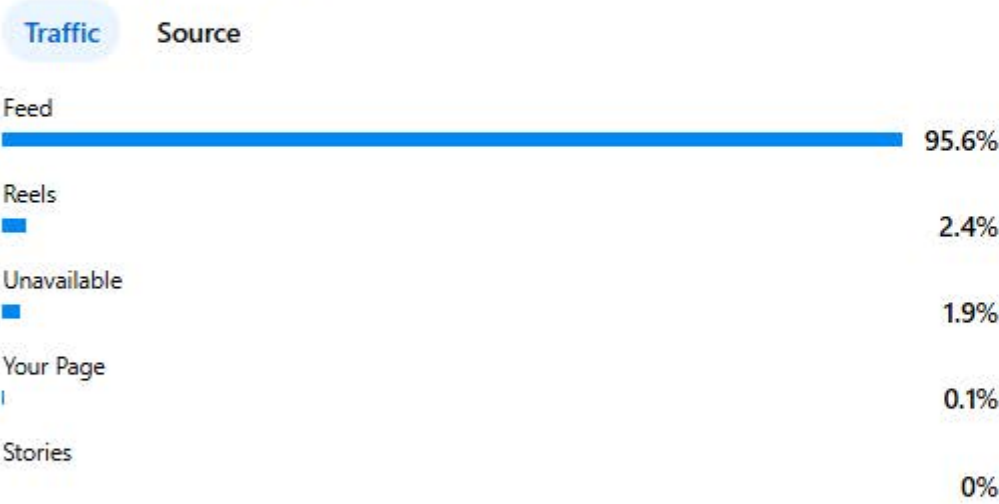
Followers vs. Non-followers ⓘ



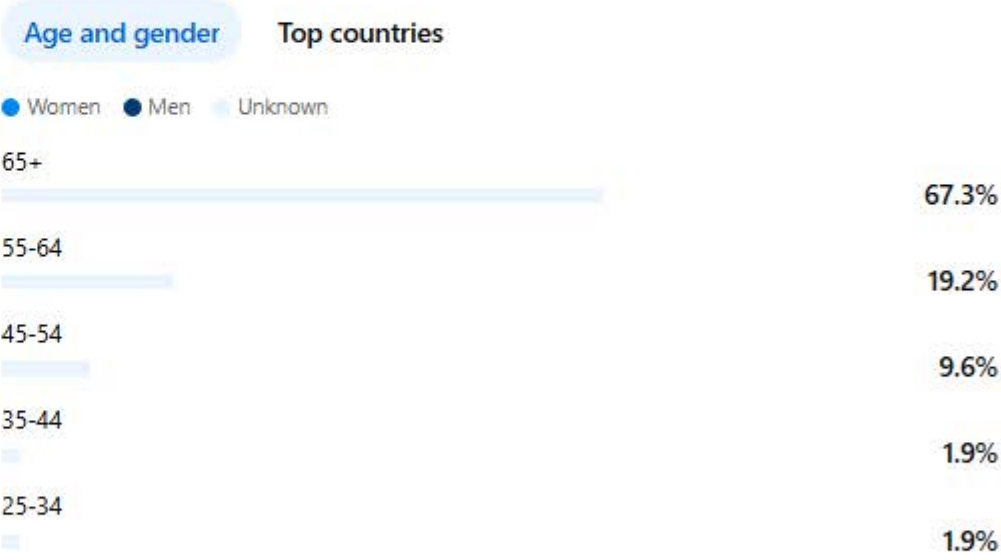
Net follows ⓘ

0
Net follows

How people find your content ⓘ



Who viewed your content ⓘ



Link clicks ⓘ

381
Link clicks

View results

[Create new test](#)[Lifetime](#)

Winner



Ad A

Ad A helped you achieve your goal of getting more link clicks.

Ad A

Link clicks

684

Winner

Ad B

Link clicks

681

Next step: Build on your success by boosting your winning post on its own to reach more people and help you get more link clicks.

[Boost ad A again](#)

Ad A performance

CA\$249.84 spent over 17 days.

Weigh In On Waste: cswm.ca/swmp



Views

30,676

Reach

14,893

Link clicks

684

Cost per Link Click

\$0.37

Post engagement



0



0



0



0



0



0

Audience

Age and gender

The estimated breakdown of people who saw your ads.

No age/gender data to display.

Placements

Where people saw your ads.

No placement data to display

Locations

Where people were located when they saw your ads.

No location data to display

Ad B performance

CA\$249.94 spent over 17 days.

Weigh In On Waste: cswm.ca/swmp



Views

33,080

Reach

16,091

Link clicks

681

Cost per Link Click

\$0.37

Post engagement



0



0



0



0



0



0

Audience

Age and gender

The estimated breakdown of people who saw your ads.

No age/gender data to display.

Placements

Where people saw your ads.

No placement data to display

Locations

Where people were located when they saw your ads.

No location data to display



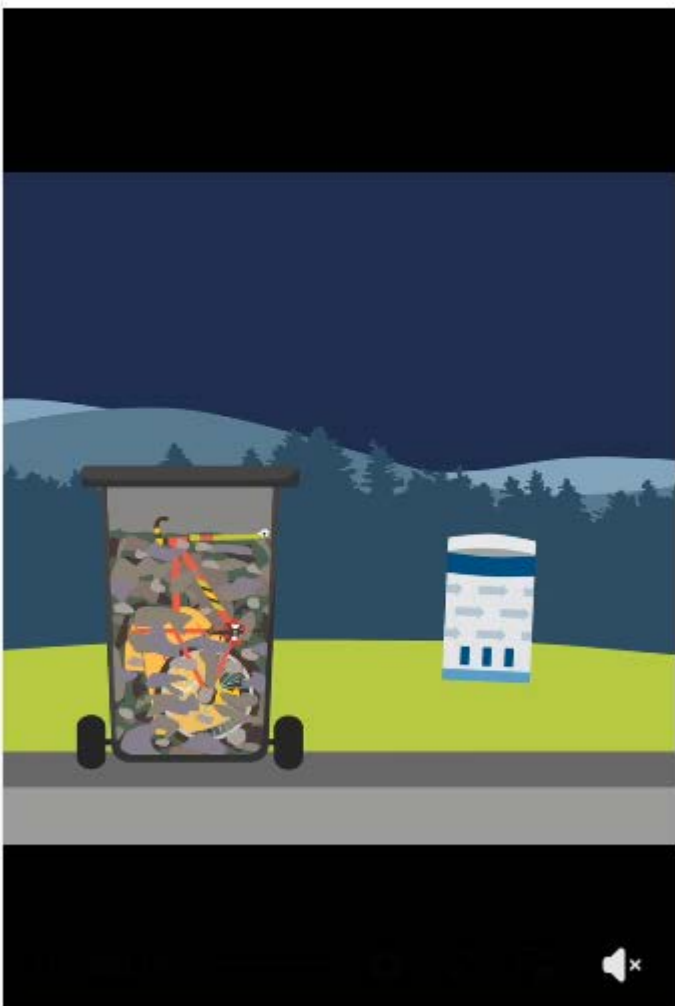
Comox Strathcona Waste Mana...



Published by Ingrid Sly · ? ·

April 7 at 1:32 PM · 🌐

Weigh In On Waste: cswm.ca/swmp



CSWM.CA

**Comox Strathcona
Waste Management**

[Learn more](#)



Monica Turner

Here is a consideration. I live in Area B. I have no garbage collection or recycling laid on for me. I have to take my own recycling to the depot and my garbage to the dump. (I could pay lots for that but I choose to do my own.) As I age and become unable to lift and carry, maybe drive no longer how will I do this? Do I have to pay for garbage collection and throw the recycling in with the garbage.?

2w Like Reply Hide

14,328 Facebook views ⓘ

● This post ● Your usual content



Viewers

9,825

Instagram views

8

Audience retention ⓘ

Average watch time: 6s



Most of your audience dropped off at the 0:16 mark.



3-second views

6,571

1-minute views

0

Watch time

24:11:34

Average percentage watched

33%

Player completion rate

--

491 Facebook engagement ⓘ

Facebook

Instagram

18

Reactions



462

Clicks



1

Comments



0

Shares



Reaction by type



21



1



0



0



0



0



0

Distribution signals

4.90%

Select like rate



0.00%

Select hide rate



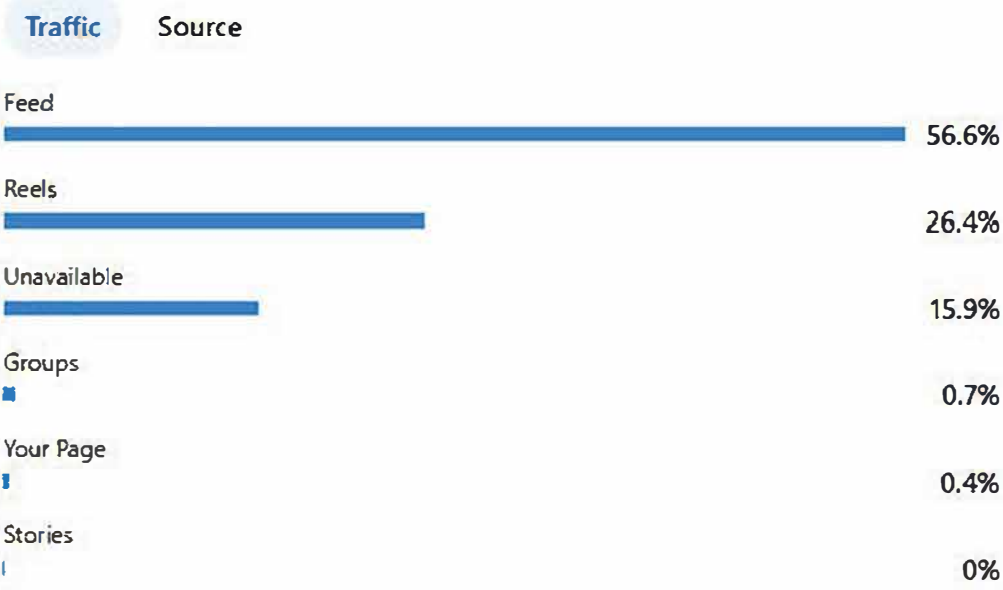
Followers vs. Non-followers ⓘ



Net follows ⓘ

2
Net follows

How people find your content ⓘ



Who viewed your content ⓘ



Link clicks ⓘ

431
Link clicks



CSWM.CA

**Comox Strathcona
Waste Management**

[Learn more](#)

   16

1  1 

 Like

 Comment

 Share

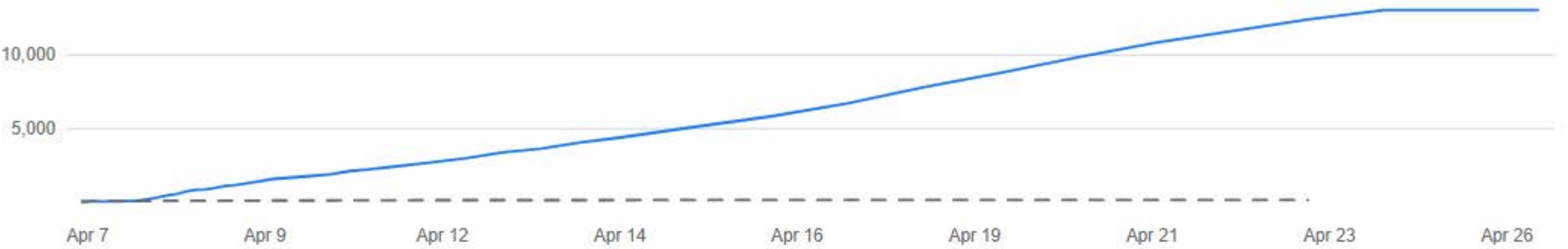
All comments ▼



Comment as Comox Strathcona Wa...

11,158 Facebook views ⓘ

● This post ● Your usual content



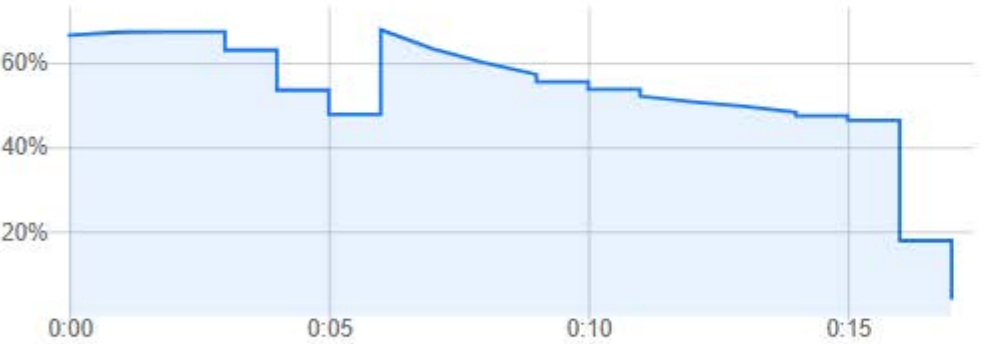
Viewers 7,795

Instagram views 8

Audience retention ⓘ

Average watch time: 6s

💡 Most of your audience dropped off at the 0:16 mark.



3-second views	5,226
1-minute views	0
Watch time	19:05:06
Average percentage watched	34%
Player completion rate	69.1%

489 Facebook engagement ⓘ

Facebook Instagram

16 Reactions	456 Clicks
1 Comments	0 Shares

Reaction by type

23	4	0	2	0	0	1
----	---	---	---	---	---	---

Distribution signals

6.38% Select like rate	1.06% Select hide rate
------------------------	------------------------

Followers vs. Non-followers ⓘ



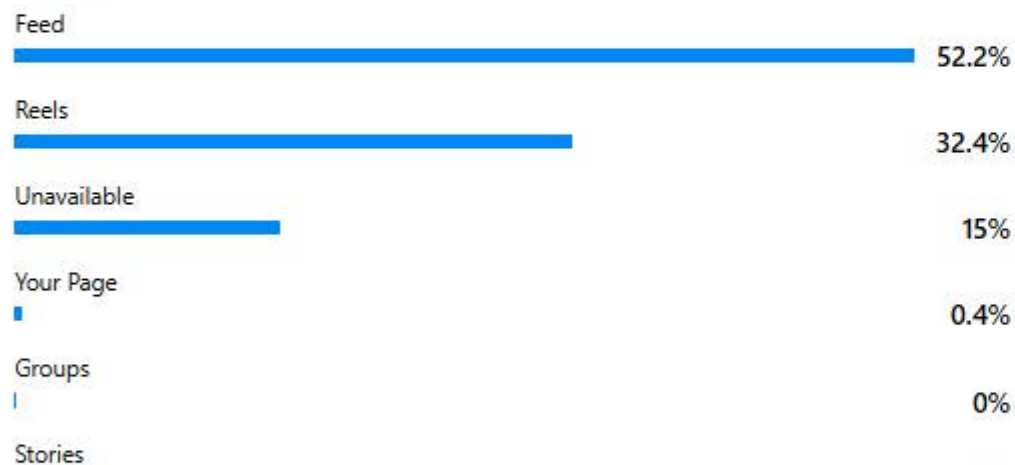
Net follows ⓘ

0
Net follows

How people find your content ⓘ

Traffic

Source



Who viewed your content ⓘ

Age and gender

Top countries

● Women ● Men ● Unknown



Link clicks ⓘ

416
Link clicks

Weigh In On Waste

Facebook Ad Metrics
Report Date Range: 7 Apr 2026 - 24 Apr 2026

Reporting starts	Reporting ends	Impressions	Reach	Ends	Starts	Attribution setting	Column1	Column2
2026-03-28	2026-04-26	54866	17614	2026-04-15	2026-04-07	7-day click or 1-day view		
2026-03-28	2026-04-26	120414	42208	2026-04-24	2026-04-15	7-day click or 1-day view		
Total		175280	59822					