

**SOLID WASTE MANAGEMENT PLAN
PUBLIC/TECHNICAL ADVISORY COMMITTEE**

**Friday, April 12, 2024
Zoom Meeting
3:00 pm – 5:00 pm**

Meeting Notes

Attendees: Director Sarah Kirby-Yung (Chair), Director Craig Hodge (Vice Chair), Daniel Rotman, Tara Immell, Brenda Martens, Bill Chan, Ulwiana Mehta-Malhotra, Sue Maxwell, Raman Johal, Kevin Huang, Lyndsay Poaps, Grant Hankins, Cody Irwin, Love-Ese Chile, Jamie Kaminski, Hunter Bergen, Doug Schell.

Absent: Alice Henry, Ben Liegey, Brianne De Man, Jaye-Jay Berggren, John Doherty, Lori Bryan, Louise Schwarz, Michael Zarbl, William Selten, Christian Dietrich, Jake Turek, Jessica Savoy, Matthew Morin, Sara Larter, Yasmin Abraham.

Metro Vancouver Staff: Paul Henderson, Chris Allan, Chris Underwood, Terry Fulton, Brooke Atkinson, Stephanie Liu, Zeenia Mizan, Allen Jensen, Samantha Joy, Adriana Velazquez, Karen Storry

1. INTRODUCTIONS	<ul style="list-style-type: none"> Meeting started at 3:03pm 	Vice-Chair
	<p>Welcome from the Vice-Chair</p> <ul style="list-style-type: none"> Director Craig Hodge welcomed Committee members and acknowledged public members’ ability to observe the meeting on the Solid Waste Management Plan Public/Technical Advisory Committee (PTAC) website live stream. 	
2. AGENDA	<ul style="list-style-type: none"> Reviewed the April 12, 2024 meeting agenda. 	Vice-Chair
3. MEETING NOTES – February 23, 2024	<ul style="list-style-type: none"> Reviewed the February 23, 2024 meeting notes. 	Vice-Chair
	<ul style="list-style-type: none"> A question was raised by member about the accuracy of the meeting notes with respect to the scope of Residuals Management Options review study Metro Vancouver staff confirmed that the meeting notes accurately described that the scope of the study encompasses all forms of residual management – not just Waste-to-Energy 	
4. ACTION/STANDING ITEMS		Vice-Chair
	<p>4.1 Action tracker</p> <p>Metro Vancouver provided updates on the Action tracker.</p>	

	<ul style="list-style-type: none"> One new action item added since February meeting: Metro Vancouver staff to provide PTAC with a timeline and list of activities for what needs to be completed for the SWMP update <p>4.2 Incoming/outgoing communication</p> <ul style="list-style-type: none"> Email Correspondence from committee members (Jamie Kaminski and Sue Maxwell) was attached to the agenda as attachments 3 and 4 for members' information. Metro Vancouver staff proposed that there could be up to two 5-minute presentation slots at the start of each meeting for members to present to the committee (topics must be relevant to PTAC terms of reference). Members would request to present in advance of the meeting, for approval by the Chair. Additional time would be allocated for any questions and discussion by members. Members agreed to this approach and future meeting agendas will include this addition. 	
5.	METRO VANCOUVER UPDATES	
	<p>5.1 Solid Waste Management Plan Vision and Guiding Principles Report Back <i>For Input/feedback</i> Metro Vancouver provided updates on Solid Waste Management Plan Vision and Guiding Principles <i>Breakout room discussions after presentation</i></p> <ul style="list-style-type: none"> Members discussed and provided comments on the draft vision statement and draft guiding principles – see Attachment 1 for feedback summary and Attachment 2 for breakout group notes 	<p>Stephanie Liu, Metro Vancouver</p> <p>Terry Fulton, Metro Vancouver</p>
	<p>5.2 Solid Waste Management Plan Issues/Opportunities Discussion Questions <i>For Input/feedback</i> Metro Vancouver provided updates on Solid Waste Management Plan Issues/Opportunities Discussion Questions <i>Breakout room discussions after presentation</i></p> <ul style="list-style-type: none"> Members discussed and provided comments on the draft issue/opportunity statements – see Attachment 1 for feedback summary and Attachment 2 for detailed breakout group notes 	<p>Terry Fulton, Metro Vancouver</p> <p>Veronica Bartlett, Morrison Hershfield</p>
	<p>5.3 Zero Waste Committee Updates <i>For Information</i> Metro Vancouver provided updates on reports presented to Zero Waste Committee at the April 4, 2024 meeting. Members discussed:</p> <ul style="list-style-type: none"> Whether the Public and Technical Advisory Committee has a role in monitoring the current solid waste management plan, and as such was the information for input or simply for information? Metro Vancouver responded: The District Energy Project update along with the other Zero Waste Committee updates are for the committee's 	<p>Paul Henderson, Metro Vancouver</p>

	<p>information only. More information will be provided with respect to the plan monitoring function for the current plan.</p> <ul style="list-style-type: none"> Given that a solid waste management plan update is underway, should Metro Vancouver be making capital decisions related to the Waste-to-Energy Facility? Metro Vancouver Response: The current solid waste management plan continues to be in place. The Waste-to-Energy Facility has been operating since 1988, and the District Energy project simply optimizes energy recovery from the Waste-to-Energy Facility by providing heat and hot water to communities in addition to electricity. What testing programs are in place for testing and tracing bottom ash from the Waste-to-Energy Facility given it is being used as an input for cement manufacture? Is the ash location tracked to its ultimate use? <p>Action Item: Metro Vancouver staff to provide PTAC members with information on bottom ash use along with the solid waste management plan monitoring process for the current plan.</p>	
6	OTHER BUSINESS	
	<p>6.1 Draft Agenda for PTAC Working Groups First Meeting and Working Groups Terms of Reference <i>For Input/feedback</i> No Input/feedback was given.</p>	Chair
	<p>6.2 June 2024 Meeting and Tour <i>For Information</i> Note: The June 14, 2024 meeting is strictly in-person, with no virtual option. The meeting will begin at Metro Vancouver Head Office followed by a tour of the Waste-to-Energy Facility.</p>	Chair
7	<p>INFORMATION ITEMS 7.1 Public/Technical Advisory Committee Draft 2024 Work Plan 7.2 Regional Waste Flows March 2024</p>	
8	<p>ADJOURNMENT</p> <ul style="list-style-type: none"> Adjourned at 4:54pm 	Chair

Attachment 1: Feedback Summary on the Solid Waste Management Plan Update Vision and Guiding Principles Draft – April 12, 2024 PTAC Meeting

Attachment 2: Breakout Group Notes for the April 12, 2024 PTAC Meeting

Solid Waste Management Plan Public/Technical Advisory Committee Meeting Feedback on Vision and Guiding Principles, and Issue/Opportunity Discussion Questions April 12, 2024

At the April 12, 2024 Public/Technical Advisory Committee (PTAC) meeting, Metro Vancouver sought input/feedback from members on the following items related to the solid waste management plan update:

- Draft Vision and Guiding Principles
- Draft Issue/Opportunity Discussion Questions– for Idea Generation phase

The vision statement, eight guiding principles and seven discussion questions were presented to members:

Vision

“Together we build a thriving, sustainable region where nothing is wasted.”

8 GUIDING PRINCIPLES

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| <ul style="list-style-type: none"> ✓ Advocate for increased accountability from residents, businesses, and governments to reduce waste. ✓ Build confidence about what happens to our waste and recycling and how we measure waste reduction and recycling. ✓ Create a solid waste system that is resilient to climate change and future challenges. ✓ Enable all users — regardless of their income, education, or life experience — to participate fully. | <ul style="list-style-type: none"> ✓ Foster innovation and collaborative solutions to support a vibrant regional economy. ✓ Prioritize environmental stewardship by valuing and conserving materials and products. ✓ Promote a solid waste and recycling system that is easy to use, convenient to access, and consistent across the region. ✓ Take action to reduce the carbon footprint of materials used in our region. |
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- 1 How do we implement waste prevention initiatives to reduce waste generation?
- 2 How do we increase environmental stewardship of products and materials?
- 3 How do we best support innovative and collaborative solutions to reduce waste?
- 4 How do we increase recycling and composting efforts after maximizing waste reduction and reuse?
- 5 How do we build confidence in what happens to our waste and recycling, and how do we measure waste reduction and diversion?
- 6 How do we reduce barriers to residents and businesses and continue to encourage good waste management decisions?
- 7 How do we further improve the infrastructure and systems for waste management across the region?

A summary of feedback from the meeting as well as follow-up written feedback provided by PTAC members is presented in the *What We Heard* section below. Note that the feedback presented here is meant to highlight key themes from the discussion. Detailed discussion notes are being retained as part of the full engagement record.

Members are welcome to submit any additional feedback before May 10, 2024, to zerowaste@metrovancover.org.

WHAT WE HEARD

The table below summarizes themes that emerged through the small group discussions. In addition to these themes, there was feedback related specifically to each guiding principle and discussion question, which are included separately in detailed small group notes. All feedback will be taken into consideration as Metro Vancouver finalizes the draft vision and guiding principles for the updated plan.

Draft vision statement	
Theme	What We Heard
Framing of vision statement	<ul style="list-style-type: none"> • Prefer a positive statement on the impact we want the region to have • Supposed to be aspirational • Unsure about the implication of “nothing is wasted” – may create assumption we are consuming excessively • Try something positive – e.g. “Where circularity is embraced” or “where resources are conserved and not destroyed/wasted” • Waste is progressively minimized – the word “nothing” is not hitting the mark

Clarity of terms/concepts	<ul style="list-style-type: none"> • Need to be specific with resource conservation and waste reduction • "Sustainable" too much of a buzz word, and too open to interpretation
Other	<ul style="list-style-type: none"> • Have it focused more on resources rather than waste • Shorter and more concise, with resource conservation as a main goal • More about protecting and honouring the earth • Concern: language in the vision statement doesn't specify the upper levels of the waste hierarchy; as such, 'nothing is wasted' may be misinterpreted to support waste-to-energy as an approach to reducing waste

Draft guiding principles	
Theme	What We Heard
Waste hierarchy	<ul style="list-style-type: none"> • Include zero waste hierarchy more within the principles, from the highest level of the waste hierarchy • Add in the zero waste definition and hierarchy
Roles/responsibilities	<ul style="list-style-type: none"> • (Principle #1) needs to be more specific with what actions will be done to make sure each of those parties (residents/ businesses/ governments) can be held accountable • Need to make a connection better to the role that Metro Vancouver already plays, what is already being done, and what further actions can be taken
Cost effectiveness /affordability	<ul style="list-style-type: none"> • Missing: Direct reference to a cost effective solid waste system – need to be mindful of elevated cost of living in the region
Minimize toxicity	<ul style="list-style-type: none"> • Consider toxicity in the principles – how to include the toxic aspect that waste has on the environment and how to deal with that • (Principle #6) adding: minimizing use of toxic or harmful materials and pollution
Additional considerations	<ul style="list-style-type: none"> • “prevent” should be a key word that isn't emphasized now in the principles • Add “reconciliation” as a guiding principle – speaks to protection of the land • How do we prioritize environmental stewardship? • Be transparent about what happens to our waste and recycling, and use internationally peer reviewed definitions and terminology • Add in the precautionary principle

Draft issue/opportunity discussion questions	
Theme	What We Heard
Focus more on circularity	<ul style="list-style-type: none"> • Think about what systems need to change to focus more on circularity and resource generation

	<ul style="list-style-type: none"> • Encouraging and promoting circular economy infrastructure versus building more facilities • What policies, infrastructure and funding could be shifted to drive circularity and conservation of materials? • What do we need to do to move towards circularity in order for everyone across the region to implement it in their daily lives? • Reuse and circularity are not centralized enough in these questions – recycling has too much emphasis.
Clarify accountabilities	<ul style="list-style-type: none"> • Focus more on the connection of what residents/businesses are doing and what Metro Vancouver needs to do to achieve the goal of being more advanced than the plan was in 2010 • Find policies for accountability for businesses on circularity to extend the life of products • (Question #2 example) Promoting individual accountability – not everyone gets a choice in the materials they buy. Accountability is much more suited to industry on the options industry is providing to consumers, and governments that allow options to exist in the first place
Cost effectiveness /affordability	<ul style="list-style-type: none"> • (Question #4) Make services more accessible after educating the public as much as possible
Minimize toxicity	<ul style="list-style-type: none"> • (Question #2) Should be more focused and shift to reducing toxicity levels that comes from waste in our environment • How do we decrease the toxicity and harms from materials? How do we minimize the spread of toxic materials?
Additional consideration	<ul style="list-style-type: none"> • Questions need to be concise and clear and specific to prompt answers without needing to provide examples that bias people to provide certain answers • (Question #2) Want systems that don't harm our environment – system innovations • 'increase environmental stewardship' is unclear as it relates to products and materials • Reframe 'waste' to something else - "How do we reduce barriers to recovering materials used in your organizations"

In addition to direct feedback on the vision and guiding principles members offered feedback that can be considered in the idea generation phase:

- (Principle #6) Need to be clear about what tools are to reduce barriers to residents and businesses and continue to encourage good waste management decisions. Metro Vancouver already has tools in place to support this, but how can that be expanded on and improved
- Find what policies need to be implemented that drive the ability to extend the life time of items they are producing
- Focus on prioritizing policy by governments, especially policies that can be applied to address the actions and ideas created to support the plan update.

- Make sure to keep product/waste reduction separate from Extended Producer Responsibility – focus more on repair and reuse
- How do we increase recycling and composting efforts after maximizing waste reduction and reuse?

ATTENDANCE:

PTAC Attendees: Director Sarah Kirby-Yung (Chair), Director Craig Hodge (Vice Chair), Daniel Rotman, Tara Immell, Brenda Martens, Bill Chan, Ulwiana Mehta-Malhotra, Sue Maxwell, Raman Johal, Kevin Huang, Lyndsay Poaps, Grant Hankins, Cody Irwin, Love-Ese Chile, Jamie Kaminski, Hunter Bergen, Doug Schell.

PTAC Absent Members: Alice Henry, Ben Liegey, Brienne De Man, Jaye-Jay Berggren, John Doherty, Lori Bryan, Louise Schwarz, Michael Zarbl, William Selten, Christian Dietrich, Jake Turek, Jessica Savoy, Matthew Morin, Sara Larter, Yasmin Abraham.

Metro Vancouver Staff: Paul Henderson, Chris Allan, Chris Underwood, Terry Fulton, Brooke Atkinson, Stephanie Liu, Zeenia Mizan, Allen Jensen, Samantha Joy, Adriana Velazquez, Karen Storry

Breakout Group Discussion Notes

PTAC Meeting – April 12, 2024

Group 1 Notes:

Metro Vancouver Note Taker Name:	<i>Brooke Atkinson</i>
PTAC Members in breakout room	<i>Sue Maxwell, Lyndsay Poaps, Jamie Kaminski, Ulwiana Mehta-Malhotra</i>
Any comments on the draft vision statement?	
<p>“Together we build a thriving, sustainable region where nothing is wasted.”</p> <ul style="list-style-type: none"> • Have the vision more aligned with zero waste – have it focused more on resources rather than waste • Don’t want the action of wasting resources and we don’t want them to be destroyed • “Where resources are conserved and not destroyed or wasted” • Find a shorter or more concise way to put statement and to change “nothing is wasted” to something still short and be able to get the message across with resource conservation as a main goal • Need to be specific with resource conservation and waste reduction – important to not destroy resources – that should be highlighted and clear in this overall vision to accomplish in the plan update • Supposed to be an aspirational vision – make it that way – make it a more positive sentence • Remove the word “sustainable” so it is focused more on the conservation of resources which is similar to using the word sustainable, but it is too much of a buzz word and should try to steer clear of it 	
Any comments on the draft guiding principles?	
Is there anything that should be added or removed?	
<ul style="list-style-type: none"> • Include all of the feedback from each group online from first phase so it is transparent and we can see what it was • Include zero waste hierarchy more within the principles • Precautionary principles added is necessary • Consider toxicity in the principles – how to include the toxic aspect that waste has on the environment and how to deal with that • Principle #1) when talking about each level (residents/businesses/governments) it needs to be more specific with what actions will be done to make sure each of those sectors can be held accountable • Principle #6) Need to be clear about what the tools are to reduce barriers to residents and businesses and continue to encourage good waste management decisions. Metro Vancouver already has tools in place to support this, but how can that be expanded on and improved • Overall principles, need to make a connection better to the role that Metro Vancouver plays, what they are already doing, and what further actions to take to get to a goal within the solid waste management plan update • Focus on prioritizing policy by governments on what can be included and done • Policies that can be applied throughout these guiding principles, include more 	

**Any comments on the draft issue/opportunity discussion questions?
Is there anything that should be added or removed?**

- The questions need to be more connected to the overall guiding principles – questions don't feel like a reflection of where we were in the previous plan and where we are now
- When revisiting areas – need to focus more on the connection of what we (residents/businesses) are doing and what they (Metro Vancouver) need to do to get to the goal of being more advanced than the plan was in 2010
- The way the questions are all framed, seems like they are getting to the answers that Metro Vancouver already has at their disposal, and not building on it
- Challenge in not taking in experiences and progress that Metro Vancouver have had and implementing it within these questions more
- How are we encouraging and promoting circular economy infrastructure versus building more facilities, that needs to be reflected more in these questions
- Overall, the questions don't hit the mark with what we want to do with the plan
- Need to look at what policies and infrastructure and funding could be shifted to drive circularity and conservation of materials to discourage the wasting of resources
- What do we need to do to move towards circularity in order for everyone across the region to implement it in their daily lives
- Including transparency throughout questions
- Get people to think about what systems need to change to focus on more circularity and resource generation
- End goal should be to have actionable ways for the Federal and Provincial government to get businesses/ industry sectors to reduce the waste they create on a daily basis
- Find what policies need to be implemented that drive the ability to extend the life time of items they are producing
- Focus more on circularity to extend the life of products – find policies for accountability for businesses
- Make sure to keep product/waste reduction separate from ERP – focus more on repair and reuse

Question: How do we increase environmental stewardship of products and materials?

- Change increase to improve – focus on zero waste hierarchy that implements the highest levels
- Want systems that don't harm our environment – system innovations
- Ask questions on the upper level of the hierarchy - how to foster reduction/reuse and then getting to the other levels
- Are these questions just creating work of the experience that Metro Vancouver knows already – will we get answers that are helpful by using these questions
- Should be more focused and shift to reducing toxicity levels that comes from waste in our environment – focus on ways to reduce toxicity in the waste streams

Question: How do we increase recycling and composting efforts after maximizing waste reduction and reuse?

- We know the answer to this after years of research and experience, the biggest issue is access after promoting the efforts, how do we now bridge the gap and make services more accessible after educating the public as much as possible

Group 2 Notes:

Metro Vancouver Note Taker Name:	<i>Stephanie Liu</i>
PTAC Members in breakout room	<i>Brenda Martens, Daniel Rotman, Grant Hankins, Love-Ese Chile, Raman Johal</i>
Any comments on the draft vision statement?	
“Together we build a thriving, sustainable region where nothing is wasted.”	
<ul style="list-style-type: none"> • Like the vision statement – one observation is ‘sustainable’ is very open to interpretation and could be clearer. Links sustainability to things being wasted. Would prefer a positive statement on the impact we want the region to have. • Would be nice to reframe to positive statement. The vision is the ideal state in the long term, but the statement is a verb/doing version, rather than describing what the end state / destination is. 	
Any comments on the draft guiding principles?	
Is there anything that should be added or removed?	
<ul style="list-style-type: none"> • “take action to reduce carbon footprint” – don’t know what that means for the plan and how Metro Vancouver would do that • Missing: don’t see anything about working at the highest level of waste hierarchy – echoed by all other group members. • Missing: “prevent” should be a key word that isn’t emphasized now in the principles. Doesn’t have to be this word – can be something more positive. But the concept should be woven into the guiding principles more strongly (again related to moving up the waste hierarchy) • Like ‘increase accountability’, ‘building accountability’, ‘resilience’, and transparency on where waste is going • The guiding principles lose the nuances of the specific feedback that contributed to each one. Maybe there is a way to embed the additional nuance, or it may be contained in other communications if the guiding principles are meant to be easy to understand. Can we be more specific on the guiding principles. • Missing: <u>Cost effective</u> solid waste system – need to be mindful of elevated cost of living in the region. Maybe can be incorporated in the guiding principle about easy to use, convenient, and consistent system. Echoed by others in the group. 	
Any comments on the draft issue/opportunity discussion questions?	
Is there anything that should be added or removed?	
<ul style="list-style-type: none"> • Needs to be more variety of methods to collect feedback from PTAC – suggest a form with specific questions to ask about relevance of the questions, wording, and readability, etc. so everyone can participate • Feedback on Question 2 examples- promoting individual accountability – not everyone gets a choice in the materials they buy. Accountability is much more suited to industry on options industry is providing, and governments that allow options to exist in the first place. • The term ‘increase environmental stewardship’ is unclear as it relates to products and materials. It’s a buzzword. We need to be specific about the intent behind these questions and what they’re asking. If they’re asking about accountability, why isn’t accountability in the question. 	

- **Can we reframe ‘waste’ to something else** – what’s the underlying information we are trying to seek out. “How do we reduce barriers to recovering materials used in your organizations” could be a reframing of “how do we reduce barriers to .. waste management decisions”
- Every question except #2 has the word waste in it – as soon as you put that word it puts people the mindset of generating waste. “How do we minimize resources we use” would provide very different answers to “how do we implement waste prevention initiatives.
- People will **need more background information** to answer these questions, to understand the context.
- Questions need to be **concise and clear and specific** to prompt answers **without needing to provide examples that bias people** to provide certain answers. Questions should stand alone and be non-biasing.
- Question 5 – building confidence and measuring waste reduction/diversion are **two different things – should be split into two**
- **Question 5 on building confidence** should provide examples of confidence promoting measures that are possible, and ask about those measures and whether they would be effective – e.g. How do we increase transparency about contamination in material streams, or increase protections for businesses without fear of backlash – ask: will these options build confidence or not.
- **Who is ‘we’ and** do people understand who that is when they answer the question. – is it me individually or metro Vancouver as a region or my sector or business...
- **Question 4** – wondering why composting and recycling are together – maybe simply removing composting will get more information

Group 3 Notes:

Metro Vancouver Note Taker Name:	<i>Samantha Joy</i>
PTAC Members in breakout room	<i>Cody Irwin, Bill Chan, Kevin Huang, Hunter Bergen, Tara Immell</i>
Any comments on the draft vision statement?	
“Together we build a thriving, sustainable region where nothing is wasted.”	
<ul style="list-style-type: none"> • Feel like we’re assuming we’re consuming more – not sure about the implication of “nothing is wasted” • More about protecting and honouring the earth • Waste is progressively minimized – the word “nothing” is not hitting the mark • A vision statement is meant to amp people up, guiding, motivating – not sure if the vision statement is going to matter in the long run – no concerns with the statement • Statement is in the negative, “nothing is wasted” try something positive – “Where circularity is embraced” • Agree that a positive tone would be better • Common language is important, but agree with using positive tone • Is the word “sustainable” strong enough – we need a “north star” term here that can relate back to the protection of the earth as a whole • “Honouring” is a good word to communicate respect for resources 	

Any comments on the draft guiding principles?

Is there anything that should be added or removed?

- **Add “reconciliation” as a guiding principle** – speaks to protection of the land
- Number 6 – “conserving” doesn’t speak to reuse – don’t see anything that specifically relates to reuse in this statement – value and conserve don’t fit – “minimize” would fit
- How do we prioritize environmental stewardship?
- What is our baseline in language? How strong can we go in the verbs we chose? These word choices feel like maintenance of the current standard.
- Should we be using words like mitigation? We would like to see stronger language
- Who’s our audience, what do they want?
- 45% of climate change is directly related to waste - **The vision statement should be related to climate change**

Any comments on the draft issue/opportunity discussion questions?

Is there anything that should be added or removed?

- How do we ensure that when things are recycled they are recycled for the highest possible use **Add to number 4 a bullet to: Focus on recycling to the highest commodity value.**
- Question 4 – why are we talking about recycling when we want to maximize waste reduction and reuse?
- **Reuse and circularity are not centralized enough in these questions** – feels like recycling has too much emphasis
- Number 6 – **how do we reduce barriers to reuse** should replace **good waste management decisions**
- **Number 7 mentions waste management** – add as an example REUSE instead of focusing again on recycling
- **Suggested progression of the questions:** 1. How to reduce and eliminate the waste? 2. How do we **re-use** the waste? 3. How do we recycle what is left?
- **Question 2** – Add a third bullet to example opportunities: how do we provide confidence in the reporting? (avoid greenwashing, increase transparency, third-party assurances)
- **Question 3** – could say “encourage re-use” instead of “reduce waste”.
- Question 3 – Example opportunities: Add “the province” and “industry organizations” to the bullet.
- **Add** discussion question: How do we engage the community to adopt these values?