



GARBAGE AND RECYCLING MASTER PLAN – PHASE 2 PUBLIC PARTICIPATION REPORT

May 2011

For more information on this survey, please contact:

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BACKGROUND

City Council directed the City of Winnipeg to develop a Garbage and Recycling Master Plan before proposing any more changes to existing services. The vision and plan for the future of garbage and recycling services will be built through a six-month public participation process that is broken down into three phases:

Phase 1: Dialogue

The public process kicks off by talking about issues and looking at values, finding out how stakeholders would like to see our services in the future. A working vision will be created at the end of the phase.

Phase 2: Exploring

This phase starts exploring different service options and digs deeper into details. This phase will take the vision from Phase 1 and determine how we are going to get there.

Phase 3: Confirming

The final phase shares the Garbage and Recycling Master Plan and asks for final feedback.

Phase 2 of the process ran from March to April 2011.

PUBLIC FEEDBACK

Public feedback was collected in multiple ways throughout Phase 2:

- Phone market research survey conducted by Leger Marketing
 - From March 26 - April 20
 - 1,560 respondents
- A web-based survey linked from our web site:
 - From March 29 - April 11
 - 346 respondents
- An omnibus phone survey – 467 respondents
- Posts on our website – 154 posts
- Phone calls through 311 Contact Centre – 6 calls
- Emails from our web form or direct to staff – 49 emails
- Feedback forms and dotmocracy sheets that were available at eleven open houses and Home Expressions
 - 8 letters were handed in at the Open Houses
- Four round tables that focused on specific challenges and opportunities

Date	Open House Location	Attendance	Dotmocracy (varied per sheet)	Feedback Forms
Mon, Mar 14	Canad Inns Garden City, 2100 McPhillips St	64	28-38	35
Tues, Mar 15	Dakota Collegiate, 661 Dakota St	22	4-10	9
Wed, Mar 16	Sturgeon Creek CC, 210 Rita St	22	8-15	8
Thurs, Mar 17	Cindy Klassen Rec Complex, 999 Sargent Ave	55	22-38	21
Sat, Mar 19	Park City West CC, 115 Sandford Fleming Rd.	5	3-4	2
Sat, Mar 19	Bronx Park CC, 720 Henderson Hwy	33	15-25	17
Mon, Mar 21	École Henri Bergeron, 363 Enfield Cres	19	6-13	8
Tues, Mar 22	St. John's Leisure Centre, 601 Aikins St	29	13-26	14
Wed, Mar 23	Crescentwood CC, 1170 Corydon Ave	47	32-44	30
Thurs, Mar 24	St. Norbert CC, 3450 Pembina Hwy	30	17-23	17
Wed, Mar 30	Millenium Library, 251 Donald St	31	15-22	7
March 30 - April 3	Home Expressions, 375 York Ave (Convention Centre)	950	33-185	8

Date	Round Table Focus	Round Table Location	Attendance
Wed, Mar 23	Environment	Millenium Library, 251 Donald St	10
Mon, Mar 28	West End	Cindy Klassen Rec Complex, 999 Sargent Ave	5
Tues, Mar 29	North End	St. John's Leisure Centre, 601 Aikins St	3
Wed, Mar 30	Accessibility	Millenium Library, 251 Donald St	10

The City of Winnipeg also spoke to different interest groups at several events:

- Water & Waste Department's Annual Customer Seminar – January 25
- Professional Property Managers' Association (PPMA) – February 16
- Green Action Centre and Green Action Committee of the Unitarian church "Less Waste – More Resources" forum – March 30

PROMOTION

Activity continued on the website that was launched in Phase 1: SpeakUpWinnipeg.com. There were many blog posts, videos and reports around the options that will keep more than 50% of garbage out of the landfill.

There were several press releases and news stories about the options that helped to raise public awareness around Phase 2. Other ways that stakeholders were made aware of the Master Plan, and were directed to the website, included:

- Print advertisements that ran in:
 - Winnipeg Free Press – March 5, 8 and 12
 - The Winnipeg Sun – March 6 and 20
 - La Liberte – March 9
 - Canstar Community Newspapers – March 9
- Facebook advertisements – March 4 – April 10
 - 2,927,558 impressions and 1,279 click throughs
- A banner at the top of Winnipeg.ca

METHODOLOGY

While the feedback collected through the market research phone and omnibus phone surveys are more scientifically valid, the results from our web-based survey and from the feedback forms and dotmocracy sheets received from open houses are not scientific.

Responses from the open houses and from our web-based survey are based on self-selecting respondents who are more likely to respond because they would like to express an opinion on the topic at hand. While these opinions are valuable, they cannot be viewed as representative of all Winnipeggers.

For a more representative reflection of the opinions of Winnipeggers, the market research and omnibus phone surveys are emphasized below to stress the greater weight their results hold.

RESULTS SUMMARY

Note that unsure responses have been excluded from the charts. Questions are not exact, as they varied per feedback method.

Results are for support (strongly support + support) of option.

Recycling and Recovery

“The City is considering two options to increase recycling. How much do you support...?”

	Phone survey	Omnibus	Web-based survey	Open House
Continuing with Blue Box	74%	32%	69%	51%
Automated cart collection	54%	63%	50%	86%
Weekly cart collection	N/A	42%	N/A	N/A
Bi-weekly cart collection	N/A	21%	N/A	N/A

“How much do you support...?”

	Phone survey	Web-based survey	Open House
Establishing community drop-off depots	91%	94%	85%

Organic and Yard Waste

“The City is considering two options to collect yard waste. How much do you support...?”

	Phone survey	Web-based survey	Open House
Bi-weekly collection (from April to November)	73%	69%	71%
4 collections (2 in spring, 2 in fall)	73%	51%	67%

“How much do you support...?”

	Phone survey	Web-based survey	Open House
Collection of kitchen waste organics	63%	68%	73%

Garbage Collection

“How much do you support...?”

	Phone survey	Web-based survey	Open House
Implementing automated cart collection for garbage	52%	68%	79%
Phasing out AutoBins	64%	79%	72%

Bulky Waste Collection

“The City is considering three options for collecting bulky waste. How much do you support...?”

	Phone survey	Web-based survey	Open House
City-wide user fee for service	53%	56%	62%
Tax-supported service with no direct charge	58%	46%	49%
City discontinuing bulky waste service	29%	19%	12%

Brady Landfill

“How much do you support...?”

	Phone survey	Web-based survey	Open House
More onsite diversion programs at Brady Landfill	79%	84%	88%

ATTACHMENTS

For further detail, please refer to the specific reports, available online at garbage.speakupwinnipeg.com:

- Leger Phase 2 Phone Survey Report
- Leger Phase 2 Web-link Survey Report
- Omnibus Garbage and Recycling Plan Report
- Open House Feedback Form and Dotmocracy Report
- Open Comment Feedback Summary Report