



# **GARBAGE AND RECYCLING MASTER PLAN – PHASE 1 PUBLIC PARTICIPATION REPORT**

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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 1 of the process ran from November to December 2010.

## **EXPO**

On November 13, 2010, the City of Winnipeg hosted the Speak Up on Garbage Expo to kick off the six-month public participation process for the Garbage and Recycling Master Plan.

At the Expo, participants had an opportunity to:

- share their vision on what the future of garbage and recycling services should look like in Winnipeg,
- hear comments and presentations from a panel with expertise in waste management,
- participate in round table discussions on the topics of their choice (e.g., curbside organics collection, recycling, garbage services, Brady Road Landfill).

The Expo was hosted by Richard Cloutier of the radio station CJOB.

The panellists were:

- Victoria Reinhardt, Ramsey County Commissioner, Minnesota
- Tom Ethans, Executive Director, Take Pride Winnipeg!
- Tom Keep, Environmental Initiative Manager, City of Brandon
- Dwight Mercer, Eco Research, Regina

There were 126 participants registered in advance, with 59 participating at Expo. An additional 43 participants registered on the day of Expo.

Details and transcripts of the day can be found at [garbage.speakupwinnipeg.com/what-weve-heard/expo/](http://garbage.speakupwinnipeg.com/what-weve-heard/expo/)

## **PROMOTION**

To provide a more interactive experience for residents, a new website was launched on [SpeakUpWinnipeg.com](http://SpeakUpWinnipeg.com). The new website features blog posts, videos, reports, information on public events and the opportunity to share comments publicly.

There were several press releases and news stories about Expo that helped to raise public awareness. Other ways that stakeholders were made aware of the Master Plan and Expo, and were directed to the web site, included:

- Print advertisements that ran in:
  - Winnipeg Free Press – November 6, 8, and 9; and December 1, 7, and 8
  - The Winnipeg Sun – November 8 and 9
  - La Liberte – Wednesday, November 10
- Facebook advertisements – November 29 – December 20
  - 1,000,468 impressions and 143 click throughs
- A banner at the top of [Winnipeg.ca](http://Winnipeg.ca)

## **FEEDBACK**

Public feedback was collected through:

- Phone market research survey conducted by NRG Research Group
  - From November 23 - December 3
  - 1,664 respondents
- A web-based survey linked from our web site:
  - From November 25 - December 14
  - 300 respondents
- Posts on our website – 58 posts
- Emails from our web form – 24 emails
- Phone calls through 311 Contact Centre – 9 calls

## **SURVEY METHODOLOGY**

**While the feedback collected through the phone market research survey is scientifically valid, the results from our web-based survey is not scientific and only a summary of responses.**

Responses 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 phone survey responses are emphasized below to stress the greater weight their results hold.

## RESULTS HIGHLIGHTS

Note that unsure responses have been excluded from the charts.

### Garbage

*“In an average week, how many bags of garbage do you put out – where a bag would be about the size of a green “Glad” bag?”*

	Phone survey	Web-based survey
One bag	50%	64%
Two bags	25%	24%
Three bags	11%	8%
Four bags	4%	2%
Five or more	6%	1%

*“There are currently four different ways that the City picks up residential garbage from single family homes. Manual collection at the curb, back lane AutoBin, automated cart collection and roll-out carts in AutoBin areas. Do you think the City should continue with these separate systems or have one system for all single family homes?”*

	Phone survey	Web-based survey
One system for all single family homes	41%	44%
Keep it as is	42%	16%

*“There has been some suggestion to limit the amount of garbage a household may dispose of in a week. How strongly do you support a limit on the amount of garbage collected as part of your weekly garbage pick-up?”*

	Phone survey	Web-based survey
Support (strongly + somewhat)	49%	76%
Oppose (strongly + somewhat)	46%	23%

*“Are you aware that household hazardous waste can be taken to a collection depot for free disposal?”\**

	Phone survey	Web-based survey
Aware	72%	67%
Not Aware	27%	30%

## Recycling

*“Does your household/apartment participate in the City’s recycling program?”*

	Phone survey	Web-based survey
Aware	90%	94%
Not Aware	8%	4%

*“How many blue boxes does your household have?”\**

	Phone survey	Web-based survey
One	32%	25%
Two	41%	38%
Three or more	25%	20%

*“Where do you keep your blue box?”\*\**

	Phone survey	Web-based survey
In my garage	37%	22%
Outside	28%	21%
In the basement	12%	8%
On my porch	7%	17%
In my shed	1%	2%

## Organics

*“What do you normally do with organic waste materials from your kitchen? By organic waste I’m referring to things like vegetable peels, coffee grinds, eggshells and the like.”\*\**

	Phone survey	Web-based survey
Place in regular garbage	68%	47%
Compost in yard/Neighbour’s yard	23%	54%
Put in my garburator	11%	8%
Dig into garden	6%	12%

*“Does your household have and use a composter?”*

	Phone survey	Web-based survey
Yes	22%	60%
No	77%	40%

\* Asked only to respondents who use blue boxes to recycle.

\*\* Does not include “Other” responses. Question allows for multiple responses.

*“Would you be interested in having a curbside organic waste collection program? Household organics include all types of food waste (plate scrapings, bread/pasta, fruit and vegetable scraps, coffee grounds, eggshells) and yard materials like leaves.”*

	Phone survey	Web-based survey
Interested (very + somewhat)	63%	84%
Not interested (very + somewhat)	31%	13%

*“How frequent should organic waste be collected in such a program?”*

	Phone survey	Web-based survey
Year-round	41%	73%
Spring, summer and fall only	29%	10%
Spring and fall only	10%	5%
Summer months only	6%	0%

### Landfill Maintenance

*“The City currently maintains a landfill site at Brady Road, which is at the south end of the city. How familiar are you with Brady Road landfill?”*

	Phone survey	Web-based survey
Very familiar	30%	27%
Somewhat familiar	36%	43%
Not very familiar	24%	28%
Never heard of	10%	1%

*“How often, if ever, do you go to Brady Road landfill?”*

	Phone survey	Web-based survey
Never been to the landfill	44%	39%
Less than once a year	35%	40%
About several times a year	18%	18%
About once a month or more	2%	1%

*“Landfills have a limited lifespan for which they can operate. Brady Road currently has about 100 years before the City needs a new landfill. How concerned are you about the lifespan of the City’s landfill?”*

	Phone survey	Web-based survey
Very concerned	13%	19%
Somewhat concerned	29%	36%
A little concerned	22%	23%
Not concerned at all	33%	16%

## General Issues

*“Last year the City started Giveaway Weekends which take place the weekend before May long weekend and after September long weekend. Residents place unwanted items on their curb, mark them as “free”, and anyone is free to take them. They were then asked: Did you participate in a Giveaway Weekend, and if so, how?”*

	Phone survey	Web-based survey
Did not participate	66%	43%
Put items out	22%	29%
Both	8%	20%
Picked up items	3%	7%

*“Currently the majority of the City’s garbage and recycling is collected manually. What do you think of switching to automated cart collection?”*

	Phone survey	Web-based survey
Support (strongly + somewhat)	46%	51%
Oppose (strongly + somewhat)	42%	34%

## ATTACHMENTS

For further detail, please refer to the specific reports, available online at [garbage.speakupwinnipeg.com](http://garbage.speakupwinnipeg.com):

- NRG Phase 1 Phone Survey Report
- NRG Phase 1 Web-link Survey Report