Winnipeg | Water and Waste
Eaux et déchets

Application form - Compost Support Program

Applicant information

Name of organization:	Green Action Centre - Compost Winnipeg
Legal name of organization (if different):	
Address:	3 - 303 Portage Ave.
City and province:	Winnipeg, Manitoba
Postal code:	R3B 2B4
Name and title of authorized representative:	Robin Bryan, General Manager - Compost Winnipeg
Phone number:	2045908384
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Name and title of authorized representative:	Karrie Blackburn, Accounts Manager - Compost Winnipeg
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Project information

Project name: Kickstarting Affordable, Multi-family Organic Waste Collection

Description: *(provide a detailed project description, including goals, objectives, and environmental and social benefits - 1000 words maximum)*

Compost Winnipeg will remove the cost barrier for 100 households to trial our organics collection service, and develop a comprehensive training and support program for organics collection with 10 apartments, 500 units. We will also expand our collection fleet, allowing our service to switch collection vessels from 5 gallon pails to the 32 gallon totes currently used in the City of Winnipeg pilot and add new service areas. By focusing on multi-family dwellings and offering a free trial, we will significantly improve access to our service and increase long-term uptake, thus diverting more organics from our landfill and reducing associated methane emissions. At the end of the project, we will have a robust, tested and deployed training and engagement program for multi-family organics waste collection that can be scaled up in future years.

Since 2016, Compost Winnipeg has offered a subscription-based organics collection service to single family and multi-family clients. In seven years, we have amassed nearly 1000 dedicated subscribers who pay between $30 and $35 per month for scheduled weekly organics collection. The items we collect include tissue paper, food-soiled cardboard, dairy, meat and bones, which are not possible to safely compost in a backyard compost bin. Within this same time frame, Compost Winnipeg has surpassed 3000 tonnes of total organic waste diverted, equating to 2700 tonnes of CO_2 emissions prevented. We are now at a pace of diverting nearly 100 tonnes of organics per month.

Although Compost Winnipeg also collects from commercial clients, the residential side of its operations now brings in nearly half of all collection revenue and is expected to overtake commercial collection revenue during Fall 2022. As a social enterprise of Green Action Centre, any excess funds that aren't required to maintain and expand Compost Winnipeg's operations go directly into Green Action Centre's budget to support a range of environmental and waste reduction programs. Compost Winnipeg is now able to operate and expand without the support of grants while contributing significant funds to Green Action Centre's environmental education programs.

While this success is worth celebrating, our focus on a financially sustainable business model has limited our ability to focus on affordability and supporting multi-family dwellings. As a result, many residents of Winnipeg may find the cost of our service to be a barrier. We have also seen that, while there is significant interest in organics collection at many multi-family dwellings, property managers have struggled to do enough engagement with their residents to maximize utilization of the service. Still more multi-family property managers are interested in organics collection but have a range of misconceptions and concerns about our service that would benefit from more targeted information campaigns. With most of our staff time dedicated to accommodating the steadily growing demand for our services, we have not been able to direct enough resources toward supporting the multi-family sector to reach its full potential.

To address affordability, this project will offer a cost-free entry point for single family residents to try organics collection by offering a free 3 month organics collection trial to 100 single family households in Winnipeg. The first 100 residents who sign up for the service and self-declare that the cost of the service presents a barrier to them will receive free collection for 3 months. After the trial, they will be able to decide if they want to opt in to the paid service at the regular rate or to discontinue the trial. Although budget constraints do not allow our project to provide long-term reductions to our subscription costs beyond this free trial, we believe this approach allows a significant number of Winnipeg residents to participate in our service without having to make an immediate financial commitment. Furthermore, the focus on facilitating greater uptake among multi-family dwelling residents allows for engagement from a category of residents that have lower household incomes on average, providing them access to a service at a fraction of the cost. In fact, the multi-family collection model, which amalgamates waste into large totes, is 10 times cheaper than our single family collection at approximately $3.50 per month per resident. In that sense, promoting multi-family composting is by far the most resource and cost effective method of reducing organic waste at the landfill. Furthermore, since many dozens or even hundreds of units can be collected with a single stop, the emissions intensity associated with collecting the waste will be significantly lower per kg diverted than it is with single family dwellings.

A recent poll at a City of Winnipeg Recycling Strategy for Apartments and Condos engagement event asked the participants to: 'Tell us what other programs the city could offer'. The most popular answer among 5 other options was organics collection. According to the 2021 census, there are 97 485 total units in apartment buildings and condos in Winnipeg and with an average household size of 2.5, this likely means over 200 000 residents. An effective, engaging organics diversion and collection program is by far the most cost effective and energy efficient way to divert organics from the landfill with the potential for large-scale reductions in waste and emissions.

Given the limitations of the budget and scale of the potential demand for organics collection in the multi-family sector, our first program year will focus primarily on consultation, development and testing of program materials. By working with 5 apartment buildings that are already engaged in composting and/or organics collection we will tailor our program development to the specific barriers and concerns that have prevented greater uptake and success with these existing clients. We will then roll out the resulting program to 5 new apartment blocks, testing the ability of our educational and engagement materials to result in wide-scale uptake of our collection service by apartment residents, with a target of 75% or more utilization rate. After testing and measuring the results of our education and engagement programs we will make final adjustments to be able to scale up the program roll-out in future years.

Requested amount *(please specify how much of the funding will be in-kind advertising)* **($):** 65000

In-kind ($): 5000 **Total budget ($):** 221761

Anticipated start date: Jun 27, 2022 **Anticipated end date*:** Mar 31, 2023

Project end date (goods and/or services delivered to the City of Winnipeg) shall be no later than March 31, 2023. The project **must be completed before the specified end date. Reporting can be submitted up to May 15th of 2023.*

Deliverables: *Identify the project deliverables and the proposed monitoring or tracking, including metrics. Make sure to explain how the deliverables support one of the following:*

- *Providing a subsidy for low-income residents who wish to participate in compost collection but are financially unable to*
- *Assisting in developing new programs for residents whose dwellings do not currently qualify for compost programs (e.g. multifamily)*
- *Implementing measures to offset program costs for the benefit of City residents.*

Deliverable	Evaluation metrics	Describe how it supports criteria listed above
3 free months free collection from 100 home	100 homes sign-up and actively participate	Removes cost barrier for 100 residents to trial organics collection and removes 25% of the cost for the first year
Consult with 5 engaged apartments	25 total hours consultation with 5 property managers	Gathers feedback to inform program development to support multi-family
Develop multi-family engagement strategy	Production of resources, promotional graphics, video	Will form basis for multi-family engagement, scaling up uptake of collection service over time
Start organics collection at 10 apartments	500 total units engaged with 75% uptake	High uptake rate of collection programs will demonstrate effectiveness of engagement strategy
Deploy new 6 yard collection truck	All 1000 clients converted to 32 gal bins, 2 new service areas	32 gallon bins will improve value to all residential clients and expand program reach to new areas

Timeline:

Activity	Start date	End date
Promote 3 month trial (Social media, in-kind advertising)	August 8, 2022	August 26, 2022
Register 100 participants for 3 month trial	August 29, 2022	September 30, 2022
3 month trial service period	October 6th, 2022	January 6th, 2022
Consult with 5 multi-family dwelling managers	June 27, 2022	July 29th, 2022
Develop training and engagement materials	August 1, 2022	September 16, 2022
Promote and recruit for 5 new multi-family dwellings	September 19, 2022	October 28, 2022
Deliver training and engagement program to all 10 participating multi-fam	October 31, 2022	February 3, 2023
Deploy all 32 gallon bins and 6 yard collection truck	October 3, 2022	October 28, 2022

Marketing and communications:
Explain how the project and its work will be shared or publicized:

This first year of our marketing and communications strategy will focus primarily on development of marketing, engagement and educational materials, with a limited roll-out targeted to achieving the project goals. Future years will draw on the developed materials to launch a larger marketing strategy, driving a surge in uptake and impact. In this project year, we will draw on Compost Winnipeg and Green Action Centre's existing materials to develop concise written guides, print and digital graphics, and short videos to promote and educate on both multi-family and single family organics collection. The materials we develop will aim to be highly engaging and intended for use in a social media and digital marketing strategy along the same lines as Compost Winnipeg's existing marketing. It will aim to maximize measurable engagement metrics including views, clicks, visits and sign ups.

Regulatory approvals:
Has your project received all necessary environmental permits and approvals? ☒ **Yes** ☐ **No** ☐ **NA**

Funding information:
Complete the following funding document for the proposed project. Enter whole dollar numeric values (letters, decimals, and dollar signs are not allowed). For "Other Sources of Funding", please indicate if sources of funding are confirmed or pending.

Expenditure Item	**Requested $ Amount**	**Other Sources of Funding**			**Source (List all sources)**	**Total Budget Cost**
		Cash	Confirmed or Pending	In-Kind		
Salaries (Attributed to project costs)	13500	42900	Confirmed		CW collection revenue	56400
Management / Professional Fees (identify for each position)		21155	Confirmed		CW collection revenue	21155
Equipment	25000	55000	Confirmed		CW collection revenue	80000
Materials and Supplies	11000	24998	Confirmed		CW collection revenue	35998
Administration Costs (Identify)	8500	12537	Confirmed		CW collection revenue	21037
Transportation Costs	2000	10171	Confirmed		CW collection revenue	12171
Other	5000					5000
Total	65000	166761				231761

Add required attachments to generated email before submitting
(check boxes below to confirm they are included):

☒ Prior fiscal year's financial statements
☒ Annual report
☒ Annual general meeting minutes

Reset Submit