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:	300 - 286 Smith Street
City and province:	Winnipeg, Manitoba
Postal code:	R3C 1K4
Name and title of authorized representative:	Amanda Wolfe, General Manager, Compost Winnipeg
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Project information

Project name: Improving Affordability, Efficiency and Reliability in Organic Waste Collection

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

Compost Winnipeg Background:
Since 2016, Compost Winnipeg has offered a subscription-based organics collection service to single family and multi-family clients. We currently have over 900 dedicated residential customers who pay $35 to $40 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. We transport the organics to the licensed compost facility at Prairie Green Landfill.

Since 2016, Compost Winnipeg has diverted more than 4,000 tonnes of organic waste from the landfill, equating to 3,600 tonnes of CO2 emissions prevented. We are now at a pace of diverting nearly 120 tonnes of organics per month, which includes collection from residential and commercial clients. As a social enterprise of Green Action Centre, most of our profits support the Green Action Centre to provide a range of environmental and waste reduction programs.

Project Goals and Objectives:
Goal #1: For this project, Compost Winnipeg will expand the engagement program for multi-family dwellings, including developing a marketing strategy targeted to decision makers and key stakeholders. From our 2022 work recruiting multi-family dwellings, we learned that there is reluctance from apartment property managers, owners and condo boards to start organics collection due to concerns and misconceptions. We will create targeted materials such as case studies and presentations to educate the decision makers on how and why to compost. We will recruit a total of 12 new apartments and condos (estimated 600 units) for organics collection, provide engagement and training to property managers, condo boards and tenants. We will translate the tenant print materials into french, tagalog, ukrainian and other languages to remove barriers for participation. We will provide follow up and client support.

Environmental and Social Benefits
The multi-family collection model, which combines organics from many units into large collection totes, is by far the most resource and cost effective method for residential organics collection. It is 10 times more affordable than our single family collection at approximately $3.50 per month per resident. Furthermore, since many units can be collected with a single stop, the emissions intensity associated with collecting the organic waste is significantly lower per kg diverted than single family dwellings.

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. 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. An effective, engaging organics collection program for multi-family dwellings is an affordable, cost effective and energy efficient way to divert organics from the landfill with the potential for large-scale reductions in waste and emissions.

Goal #2: The second goal is to improve collection efficiency for single family residential clients. Currently, our single family clients have a 5 gallon bin and we provide weekly collection service all year. Compost Winnipeg will purchase and deploy 32 gallon bins to 450 single family residential clients to enable bi-weekly service for the cold months (November 1 to April 30).

Environmental and Social Benefits: There are several environmental benefits of providing 32 gallon bins to residential clients. The larger bins provide greater value, as they have more space to increase the volume of organic waste. Secondly, reducing collection from weekly to every second week (bi-weekly) reduces the operational cost and greenhouse gas emissions from collection by half. Compost Winnipeg can collect more organic waste with half of the emissions and cost compared to the current residential collection model. This will allow Compost Winnipeg to expand the residential collection program with an increased number of customers and potentially expand our service area.

Goal #3: We will also purchase and deploy a new truck with 6 yard collection unit to replace an aging truck in our fleet. We need to invest in our fleet to provide reliable service and expand residential collection using 32 gallon totes. It will have the 6 yard collection unit required to collect 32 gallon totes, supporting the more efficient bi-weekly collection model, and it will help to meet the increasing demand for residential service.

Environmental and Social Benefits: The new truck will improve service and reliability for residential customers and support the more efficient bi-weekly collection model. It will help expand the residential collection model, providing more Winnipeg residents with organics collection service and diverting more organic waste from the landfill.

Requested amount *(please specify how much of the funding will be in-kind advertising)* **($):** $65,000

In-kind ($): $0 **Total budget ($):** $175,500

Anticipated start date: June 20, 2023 **Anticipated end date*:** March 31, 2024

Project end date (goods and/or services delivered to the City of Winnipeg) shall be no later than March 31, 2024. The project **must be completed before the specified end date. Reporting can be submitted up to 45 days after the specified end date.*

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
Develop targeted marketing strategy	Create and deliver material to property mangers & condo boards	Targets engagement to stakeholders who are challenging. Reaches decision makers to expand service.
Recruit 12 new condos & apartments for service	12 new condos & apartments (total 600 units) sign up for service	Expands collection service to under-serviced apartment and condo market
Engage tenants in new condos & apartments	Tenant engagement leads to 50% participation after 3 months	Provides service and support to expand organic collection to condos & apartments
Purchase & deploy 32 G bins to 450 clients	450 clients move to bi-weekly service from Nov 1 to April 30.	Provides more efficient residential collection in terms of resources, costs, emissions. Creates time to add new clients.
Purchase & deploy new 6 yard collection truck	Replace old truck. Expand service to 150 new residential clients.	Provides reliability for residential service, supports the more efficient 32 G bin bi-weekly collection model.

Timeline:

Activity	Start date	End date
Develop marketing strategy for multi-family dwellings	June 20, 2023	September 20, 2023
Recruit 12 new multi-family dwellings for service	September 5, 2023	March 15, 2024
Targeted engagement - property managers and condo boards	Sepember 5, 2023	March 15, 2024
Program rollout - tenant engagement, on site booth, start collection service	September 5, 2023	March 15, 2024
Measure organic waste quantity and ongoing support - 3 months	December 4, 2023	June 15, 2024
Switch 450 residential clients to 32 G bins to enable bi-weekly service	June 1, 2023	November 1, 2023
Purchase and deploy new 6 yard collection truck to replace old truck	June 1, 2023	January 31, 2024

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

The marketing strategy for multi-family dwellings will target the key stakeholders. We will build on our experience recruiting condos and apartments for the 2022 grant and develop materials for decision makers such as property managers and condo boards. The materials will include case studies, testimonials, presentations and building a business case to show the benefit of organic waste collection. We will use our social media and digital networks to promote and recruit new multi-family clients.

We will use the print materials and video developed as part of the 2022 City grant to educate tenants and expand the multi-family program. We plan to have the tenant print materials translated into french, tagalog, ukranian and other languages to remove barriers to participation.

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)	20320	17280	confirmed		CW collection revenue	37600
Management / Professional Fees (identify for each position)	0	5260	confirmed		CW collection revenue	5260
Equipment	42680	81320	confirmed		CW collection revenue	124000
Materials and Supplies	2000	1000	confirmed		CW collection revenue	3000
Administration Costs (Identify)	0	3760	confirmed		CW collection revenue	3760
Transportation Costs	0	1880	confirmed		CW collection revenue	1880
Other	0	0	n/a		n/a	0
Total	65000	110,500				175,500

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

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