RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

Phase 2 Public Engagement Summary

March 2021

Background

The City of Winnipeg (City) began a two-year residential food waste collection pilot project in October 2020 to determine how to collect food waste from all homes in Winnipeg and if residents feel it is valuable. During the pilot, the City is collecting food waste from homes in several areas of Winnipeg and composting it at the Brady Road Resource Management Facility.

Engagement

Phase 2 of public engagement occurred approximately one month after food waste collection began, which allowed pilot participants to provide feedback early on in the project. The feedback will help the City identify initial barriers and learning curves, understand if residents value the food waste collection service, and design a city-wide program if one is pursued in the future. Feedback from Phase 2 will also help the City identify changes in pilot participants' attitudes towards the project since Phase 1, which occurred before food waste collection began.

Pilot Participant Survey

A survey occurred in November 2020 to gather feedback on pilot participants' initial experiences after the first month of food waste collection. The survey asked pilot participants questions about their:

- current waste habits;
- opinions on the food waste collection service;
- priorities for a city-wide program; and
- preferred methods of communication.

The survey was available in both English and French.

Online Webinars

A series of webinars were hosted to provide participants an opportunity to receive detailed information about the pilot project and allow them to provide early feedback. All Winnipeggers were welcome to attend the webinars; however, a focus was placed on households that were participating in the pilot project. In-person events were originally planned in each community, but were changed to webinars due to COVID-19 public health restrictions.

More details on the Phase 2 public engagement opportunities can be found in Table 1.

Promotion

Postcards were mailed to each of the 4,000+ participating households to notify residents of the public engagement opportunities. Emails were also sent to all participants who signed up for updates during Phase 1 public engagement.



Figure 1: Invitation card mailed to participants

Table 1: Phase 2 Public Engagement Opportunities

Date	Activity	Participation
November 10 to December 8, 2020	Pilot Participants Survey	633 respondents
November 24, 2020 (afternoon)	Webinar	21 registered, 16 attended
November 24, 2020 (evening)	Webinar	23 registered, 12 attended
November 25, 2020 (afternoon)	Webinar	7 registered, 5 attended
November 25, 2020 (evening)	Webinar	26 registered, 22 attended

Learn more about the residential food waste collection pilot project at winnipeg.ca/foodwastecollection

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Key Findings: Pilot Participant Survey

(respondents = 633)

Overall satisfaction with the food waste collection pilot program is very high. When asked about their experience using the system:

90% Viewed the program as excellent or good.

62% Felt the program has turned out better than they expected.

99% Supported a city-wide program, with 8 of out 10 participants "very likely" to support.

Several opportunities for improvement were identified by survey respondents:



Better liners. Respondents preferred compostable plastic bags to paper liners, but still had issues with liners in general.



More clarity about what types of food waste are acceptable. One in six respondents still aren't confident they're putting food waste in the correct place.



Lingering concerns about odours. Worries decreased once respondents started using the system, but nearly 20% say smell remains a concern.

With the program now underway, concerns about the food waste program have fallen across the board, with one-third of respondents now saying they have no concerns about the pilot project.

Table 2: Respondent concerns before and after collection

Concern	Pre-collection	Change	Post-collection
New Fees	48%	↓	44%
Odours	35%	↓	29%
Pests	44%	↓	27%
No Concerns	14%	↑	31%

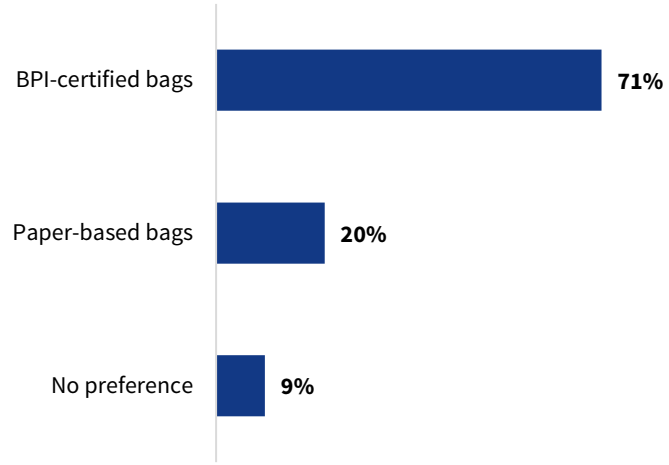
Full survey results are found in Appendix A.

Key Findings: Online Webinars

(attendees = 55)

When the pilot project started, participants were provided with a sample of paper-based liner bags and BPI-certified compostable liner bags. A significant majority of webinar attendees favoured the BPI-certified bags (71%), with a smaller percentage favouring the paper bags (20%).

Figure 2: Attendees liner bag preferences



Having now participated in several green cart collections, attendees were asked to provide their first impressions of the pilot program. Feedback was overwhelmingly positive with no webinar attendees indicating that they had a negative first impression.

98% Positive first impression

2% Unsure

0% Negative first impression

Full online webinar results are found in Appendix C.

Learn more about the residential food waste collection pilot project at winnipeg.ca/foodwastecollection

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RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

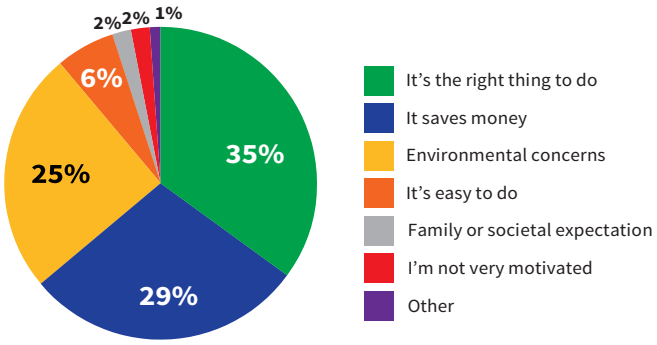
Phase 2 Public Engagement Summary

March 2021

Other Findings (Survey)

- When it comes to planning a potential city-wide program, survey respondents' top concern and top priority continues to revolve around keeping user fees low.
- The proportion of respondents who say they are very likely to use a food waste collection system over the long-term increased by 17% over the course of the first month of the pilot.
- The proportion of respondents saying they put their food waste in the garbage is now three times lower than it was prior to the pilot's start.
- One half of survey respondents (51%) say the collection pilot has made them *much more aware* of the food waste their household creates.
- When asked what motivates respondents to reduce food waste in their household, respondents indicated that *doing right* (35%), *saving money* (29%) and *protecting the environment* (25%) were the main motivators.

Figure 3: What motivates you to reduce food waste in your household? Please choose the top reason



Next Steps

The City plans to engage with stakeholder organizations over the next year to better understand opportunities and barriers to certain demographic groups, including seniors, newcomers, and persons with disabilities.

The final phase of public engagement will enable participants to provide feedback at the end of the pilot project on experiences, new issues, and changes in attitudes toward the pilot. Phase 3 is anticipated to begin in summer 2022.The pilot project is expected to run until September 2022. After the pilot project is complete, the Public Service will provide a report to Council on the results of the pilot project along with recommendations for its consideration. Council will then decide on whether to move forward with a city-wide residential food waste collection program.

Appendices

Appendix A - Pilot Participant Survey Results
Appendix B - Online Webinar Slides
Appendix C - Webinar Live Polling Results

Learn more about the residential food waste collection pilot project at
winnipeg.ca/foodwastecollection

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Appendix A - Pilot Participant Survey Results



FOOD WASTE COLLECTION: PILOT PROJECT WAVE 2

DECEMBER 2020

CITY OF WINNIPEG

PROBE RESEARCH INC.

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A Appendix A: Questionnaire

Appendix B: Data Tables and Verbatims

KEY FINDINGS

Satisfaction and Usage

- Satisfaction with the food waste collection pilot project is very high. More than one-half of participants rate their experience so far as *excellent* and nearly two-thirds feel the pilot program has turned out better than they expected. Older adults in particular are most likely to be pleasantly surprised by their experience, while residents of Mission Gardens are slightly less enthusiastic about the program.
- Self-reported usage of the carts and pails is also very high. Among respondents, 93 per cent report using the new green cart for their food waste, and the proportion of participants saying they put their food waste in the garbage is now three times lower than it was prior to the pilot's start. Indeed, one of the sources of participant satisfaction with the pilot project is an increased awareness of the amount of a food waste their household produces – along with the good feelings associated with reducing the amount of garbage they produce.
- Both the likelihood of participating in a city-wide food waste collection program and the support for such a program in the future increased in intensity during the first two months of the pilot. For example, support for a city-wide program was already high at 91 per cent prior to the start of collection. Now, that figure sits at 99 per cent with a whopping eight-in-ten *strongly* in favour of a city-wide program. Similarly, the proportion of participants who say they are *very likely* to use a food waste collection system over the long-term increased by 17 points.

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KEY FINDINGS (con't)

Practicalities

- When it comes to the day-to-day use of the system, participants report few problems with the green cart or the kitchen pail (which they typically place under the sink or on the kitchen counter). Participants typically empty their kitchen pail into the cart a few times a week and are pleased with the types of food waste accepted.
- Although participants are generally very pleased with the process so far, several potential areas of improvement emerged from the survey data and the open-ended responses. These include:
    - **Better liners**. Participants clearly preferred the compostable plastic bags to the paper liners but also complained about ill-fitting bags, bags that decomposed too quickly and left a mess and confusion around where to buy more bags. In other words, the key stumbling block for many participants – though a relatively minor one – revolved around pail and cart liners.
    - **More clarity/detail about what types of food waste are acceptable**. One-in-six participants still aren't confident they're putting the correct waste in their green carts, and participants used the open-ended responses to pose questions about acceptable items such as tea bags, fats and take-out containers. Several noted they would have liked the complete list that is available online to be included in the welcome package for on-the-spot reference.
    - **Lingering concern about odours**. These worries decreased once participants actually started to use the pail and cart, but nearly one-in-five participants say that smell remains a problem.

KEY FINDINGS (con't)

City-wide Priorities

- When it comes to planning a potential city-wide system, participants' chief concern and top priority continues to revolve around keeping user fees low.
- However, many of the initial fears – adequate space for the cart and pail, worries about bugs and rodents – have receded considerably since collection began. Now, one-third of participants say they have no real concerns about a city-wide collection program at all. Similarly, when asked about broad priorities for a potential city-wide collection program, these priorities tend to revolve around ensuring a strong environmental pay-off for the program instead of more operational items such as a public education campaign or reliable collection.

Views on Food Waste Reduction

- One-half say the new collection pilot has made them *much more* aware of the food waste their household creates.
- Although about one-quarter say they don't really waste food, most say their household creates food waste because they tend to leave items in the fridge or freezer too long and because food isn't eaten before its best-before date. Among the strategies used to avoid food waste, eating leftovers and freezing food both top the list. Despite this, there is lukewarm interest at best in learning more about how to reduce food waste.

Communication

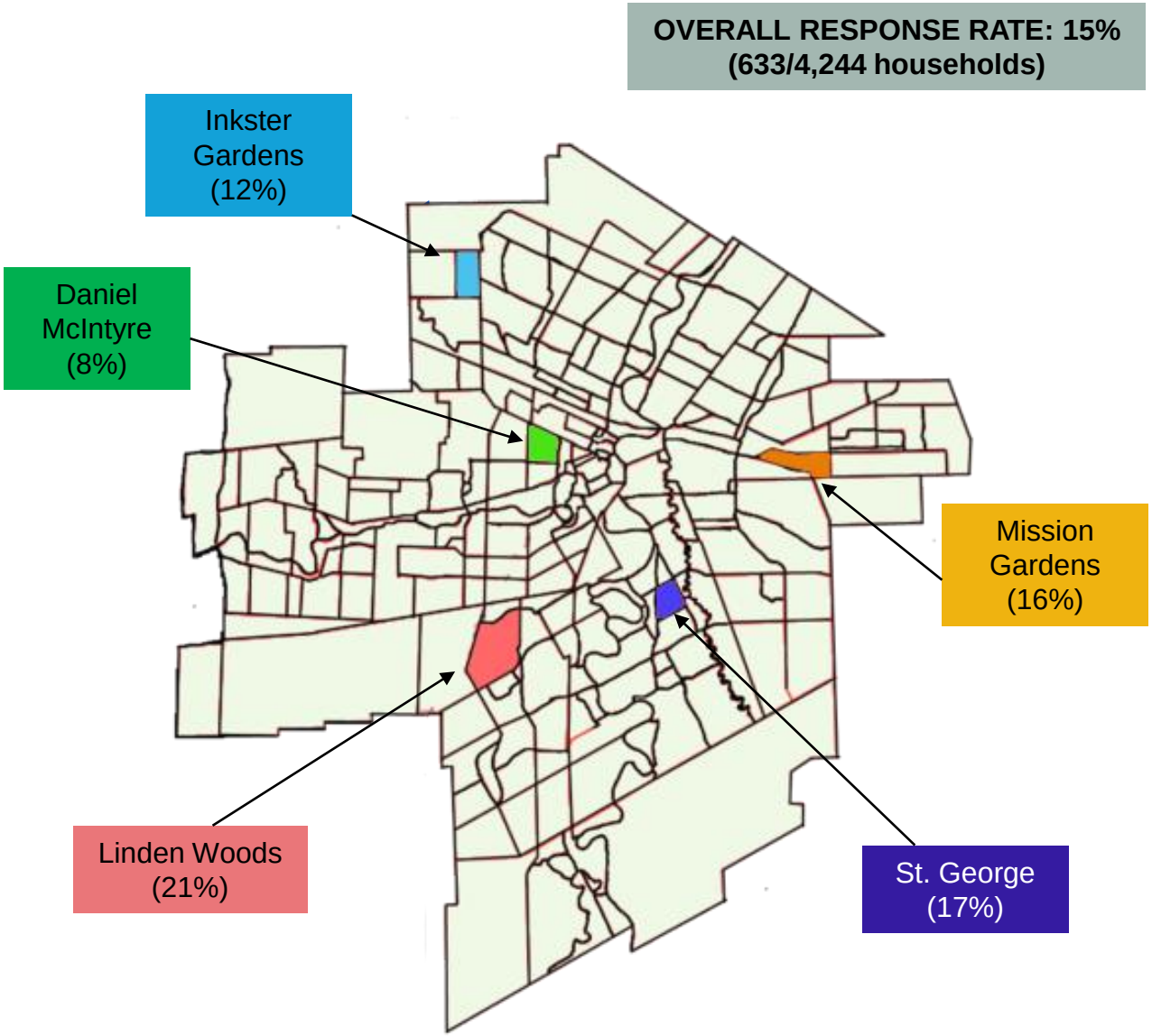
- Participants were very satisfied with the information provided in the welcome package, felt confident about getting started and "got the hang of things" quickly after collection began.

METHODOLOGY

- As part of a team of consultants that includes Landmark Planning & Design Inc. and Dillon Consulting Limited, Probe Research was retained by the City of Winnipeg to survey households in five neighbourhoods chosen to participate in a curbside food waste collection pilot project. These neighbourhoods are: Linden Woods, St. George, Inkster Gardens, Mission Gardens and Daniel McIntyre.
- This survey was the second of three waves to be conducted during the pilot project and was designed to measure participants' experiences with the program about a month following the start of curbside collection.
- Approximately 650 emails and 35 mailing addresses were collected from the pre-start survey and used to recontact these households for the post-start survey. In addition, a link to the survey was promoted via an invitation card delivered to each of the 4,244 participating households.
- In total, 633 households responded to the post-start survey between Nov. 10th and Dec. 8th , 2020, including 459 from the pre-start database of respondents and 174 through the open link.
- The survey took approximately 16 minutes on average to complete and was available in both official languages. Those who completed the survey were eligible to win one of three $200 VISA gift cards.
- The questionnaire was designed by Probe Research Inc. in collaboration with Dillon, Landmark and the City of Winnipeg.

RESPONSE RATES FROM POST-START SURVEY

The following map indicates the response rates from the five Winnipeg neighbourhoods in the post-start survey:



BENCHMARKING ATTITUDES AND HABITS



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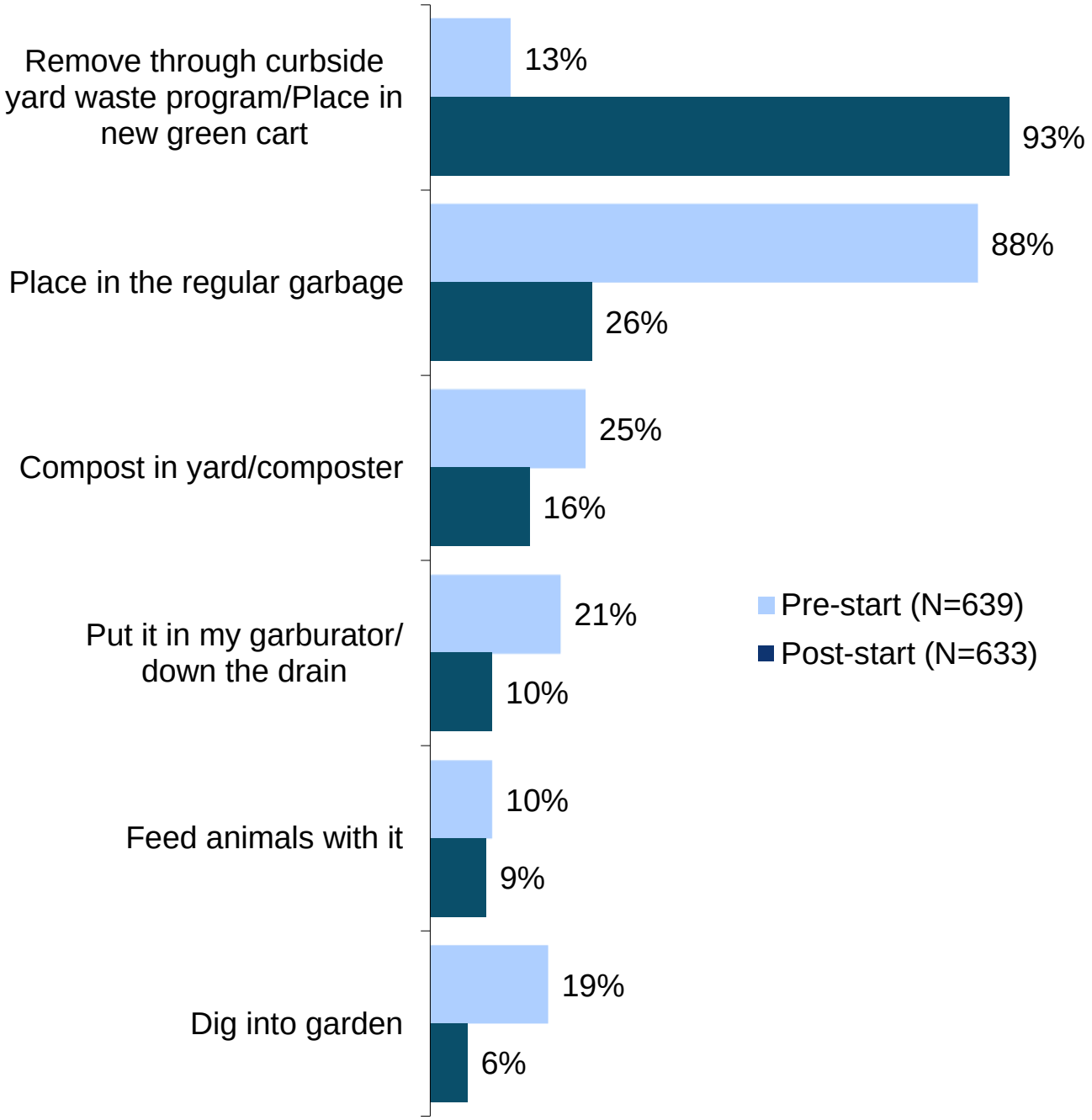
VAST MAJORITY OF PILOT PARTICIPANTS NOW USING THE GREEN CART INSTEAD OF THE REGULAR GARBAGE

PRE-START A2.*"What do you normally do with your food waste? Please choose up to three answers, in order of frequency."*

POST-START A1. *"What have you been doing with your food waste over the last month? Please choose up to three answers, in order of frequency."*

Base: All pre- and post-start respondents using the system

Multiple answers accepted. Total will sum to more than 100%.



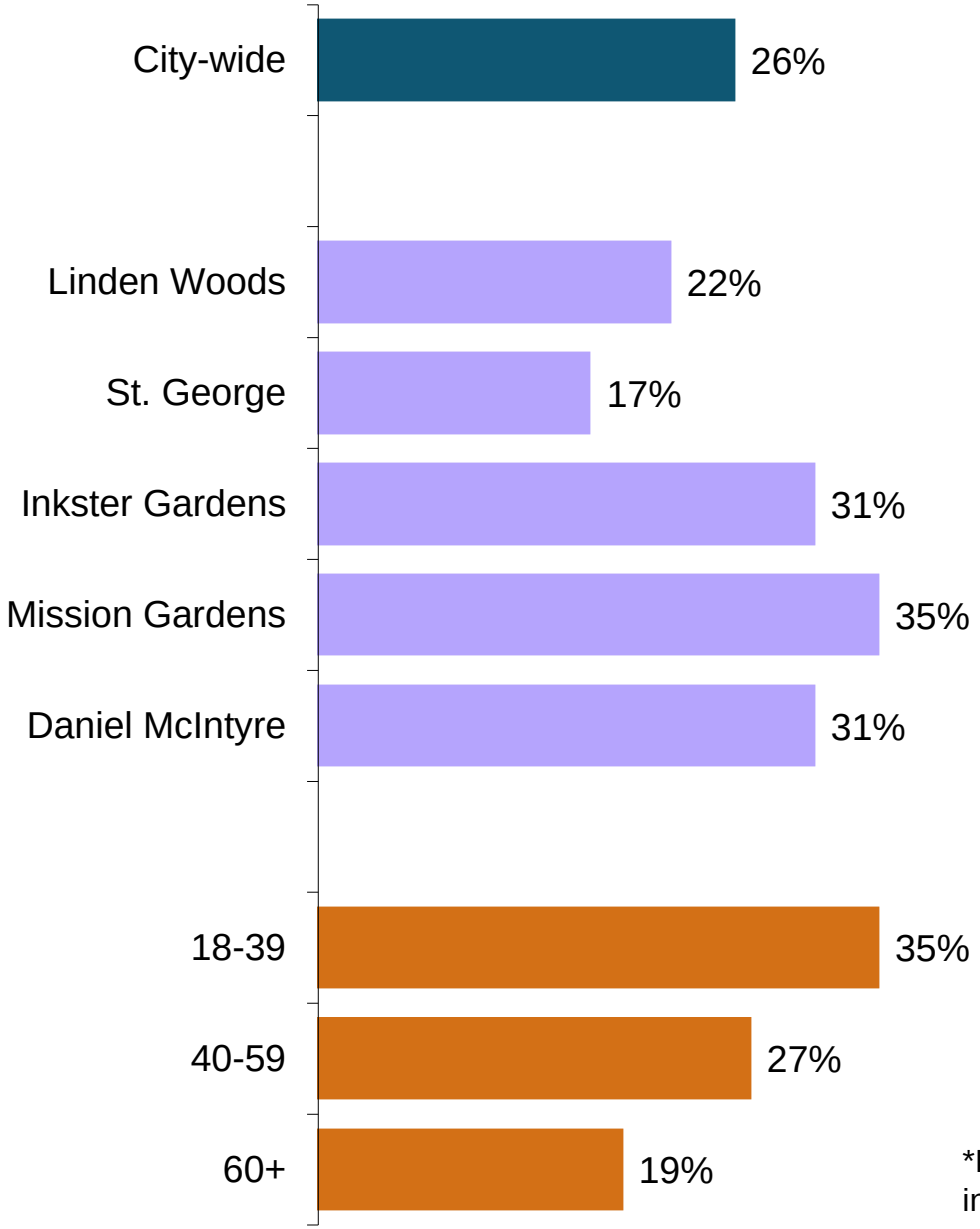
MISSION GARDENS, YOUNG ADULTS MOST LIKELY TO STILL USE REGULAR GARBAGE FOR FOOD WASTE

USAGE AMONG SUB-POPULATIONS

A1. *"What have you been doing with your food waste over the last month? Please choose up to three answers, in order of frequency."*

Base: All post-start respondents (N=633)

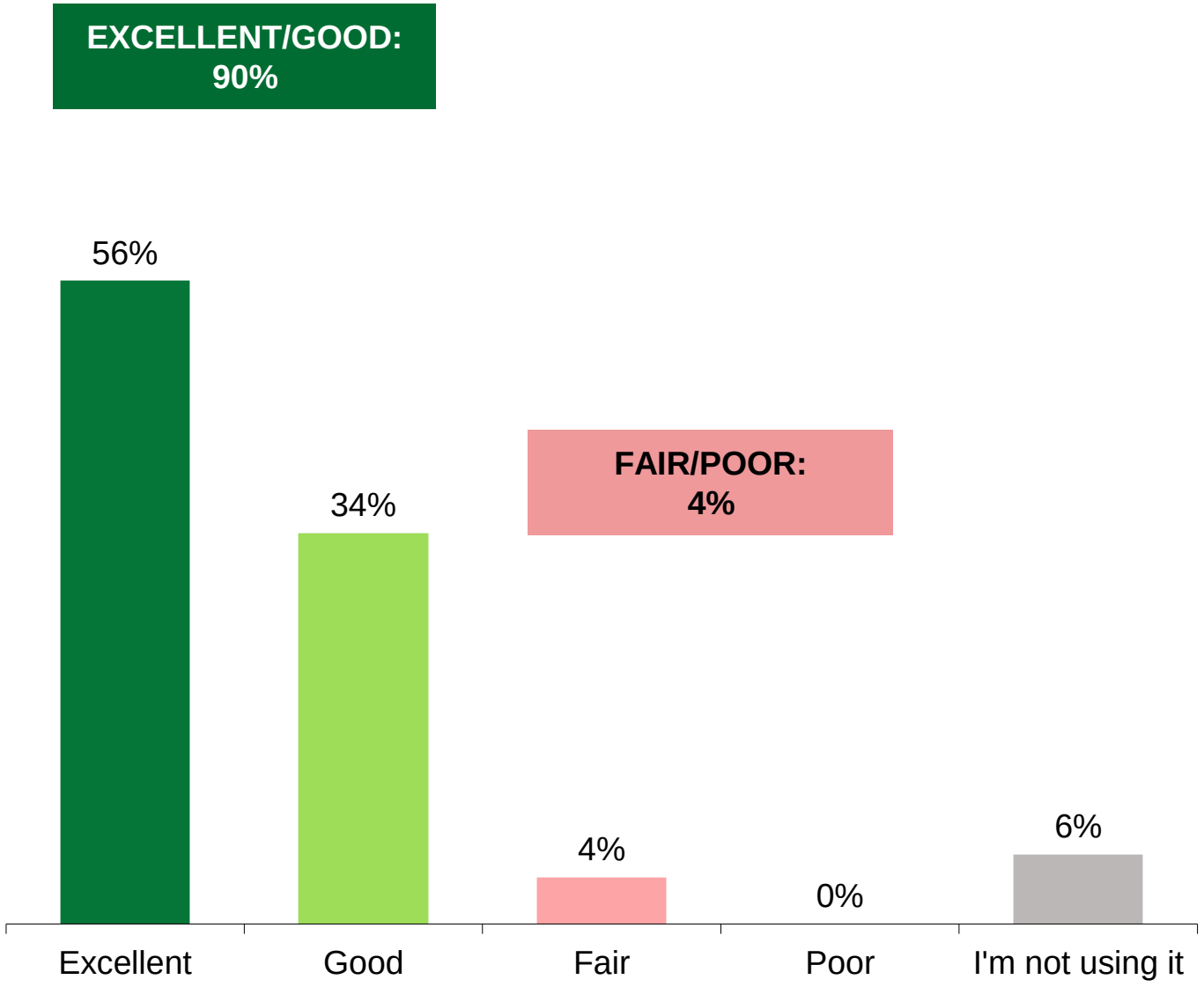
% who currently place at least some food waste in the regular garbage cart*



*Ranked in Top 3

THOSE USING THE NEW SYSTEM RATE IT VERY HIGHLY

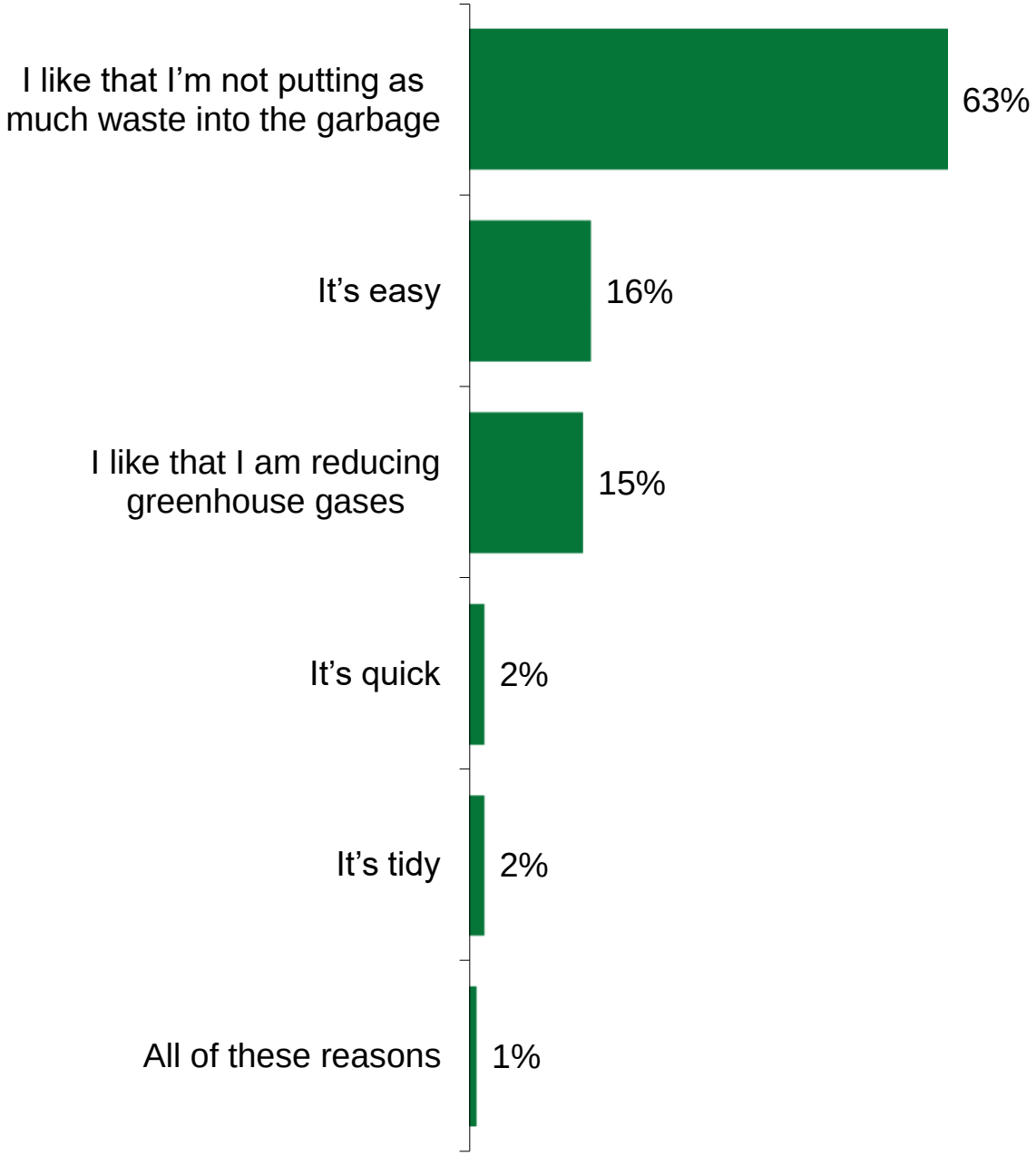
A2. *"Generally, how would you rate your experience overall using the food waste collection system?"*



Base: Post-start respondents who have used the system (n=579)

REDUCING GARBAGE OUTPUT IS A KEY DRIVER OF SATISFACTION WITH THE PILOT

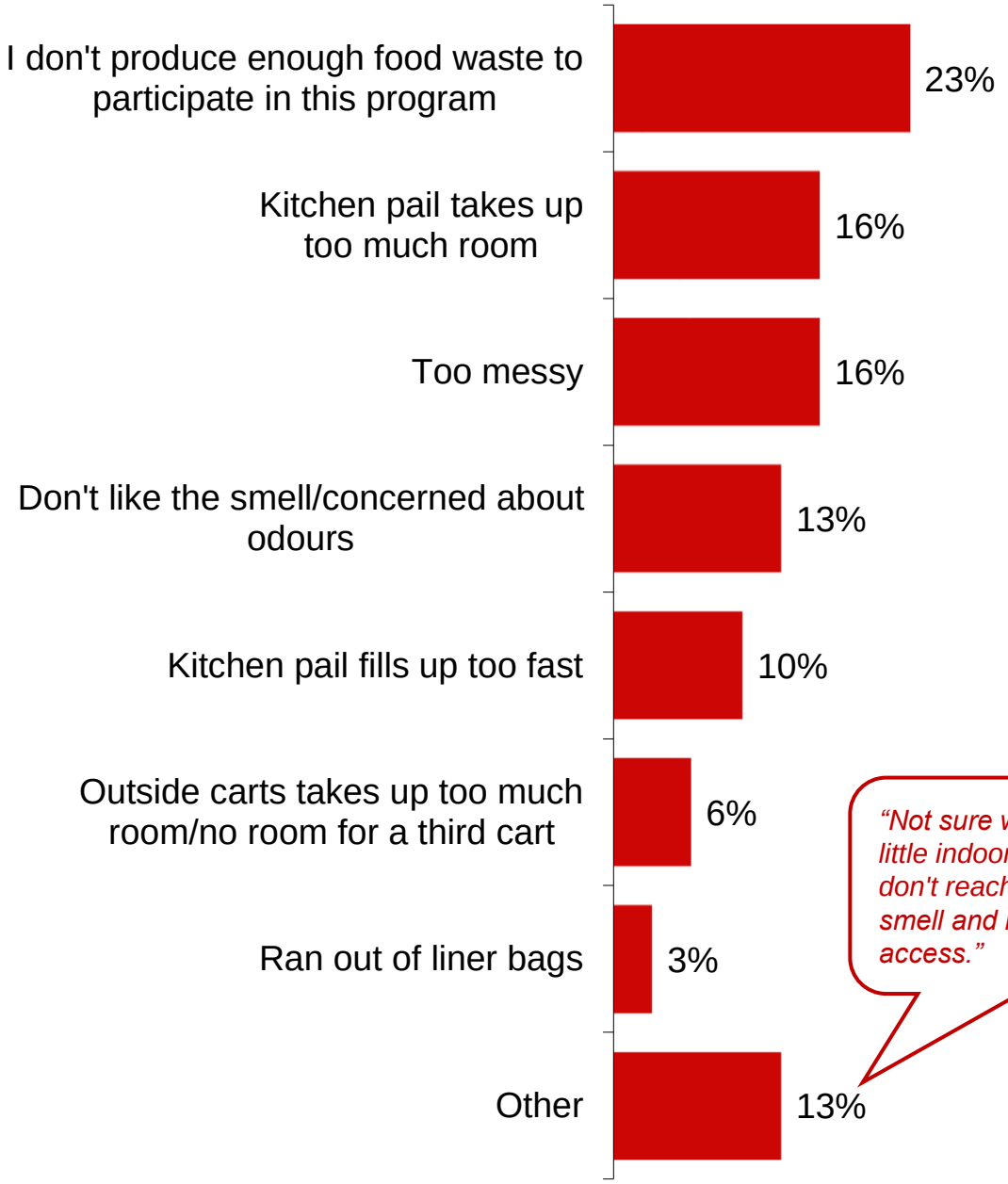
A2a. *"Why has curbside food waste collection been a good experience so far? Please choose your top reason (or provide your own in the space)."*



Base: Post-start respondents having an excellent or good experience with the program (n=566)

INSUFFICIENT AMOUNT OF FOOD WASTE MAIN REASON FOR LOW SATISFACTION

A2b. *"Why has curbside food waste collection been a fair or poor experience so far? Please choose your top reason (or provide your own in the space)."*

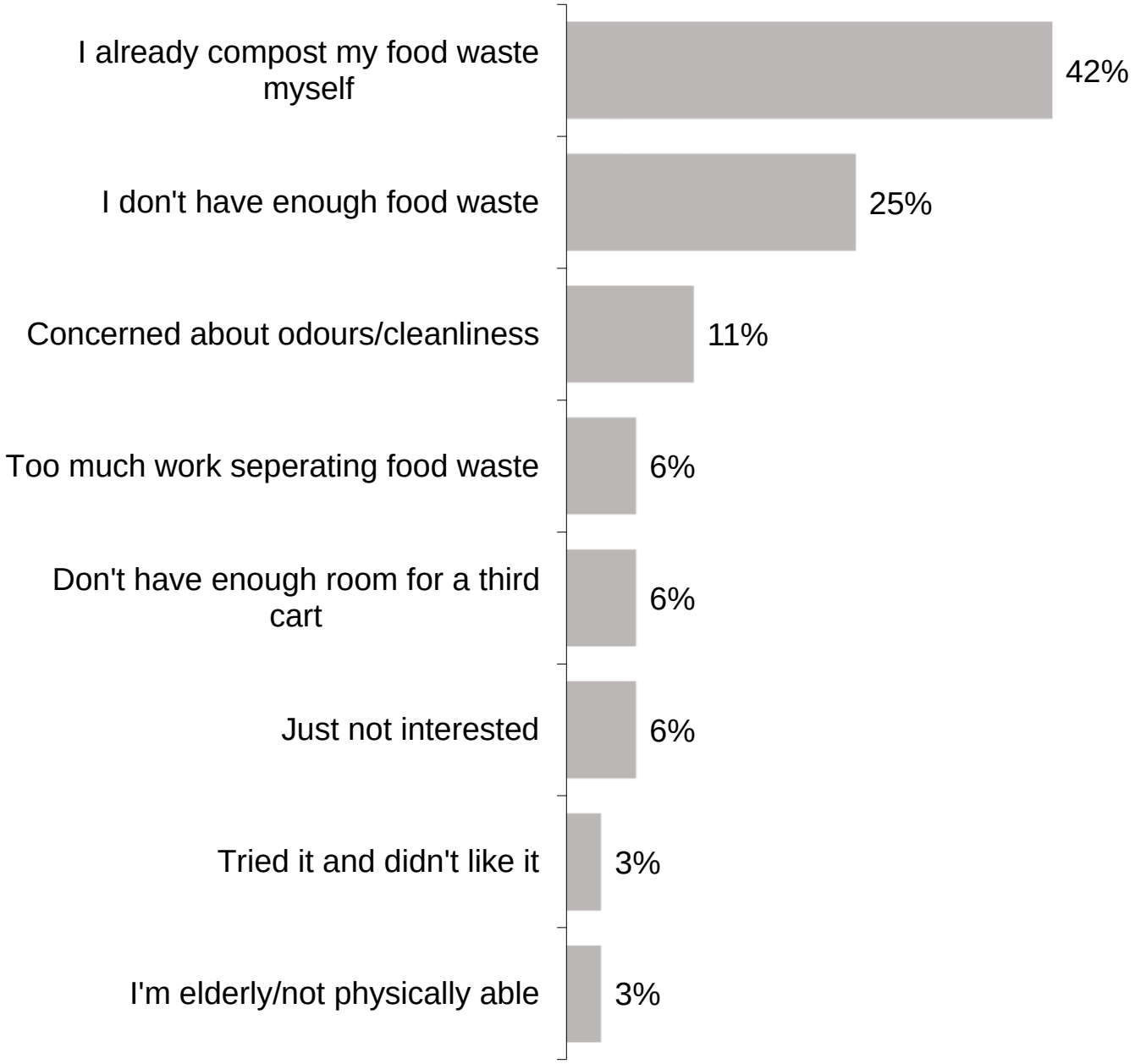


Base: Post-start respondents having fair or poor experience with the program (n=31*)

*Caution: Small base

NON-USERS OF THE FOOD WASTE SYSTEM TEND TO BE COMPOSTERS

A2c. “Why aren’t you using the food waste collection system? Please read the following list and select your number one reason.”

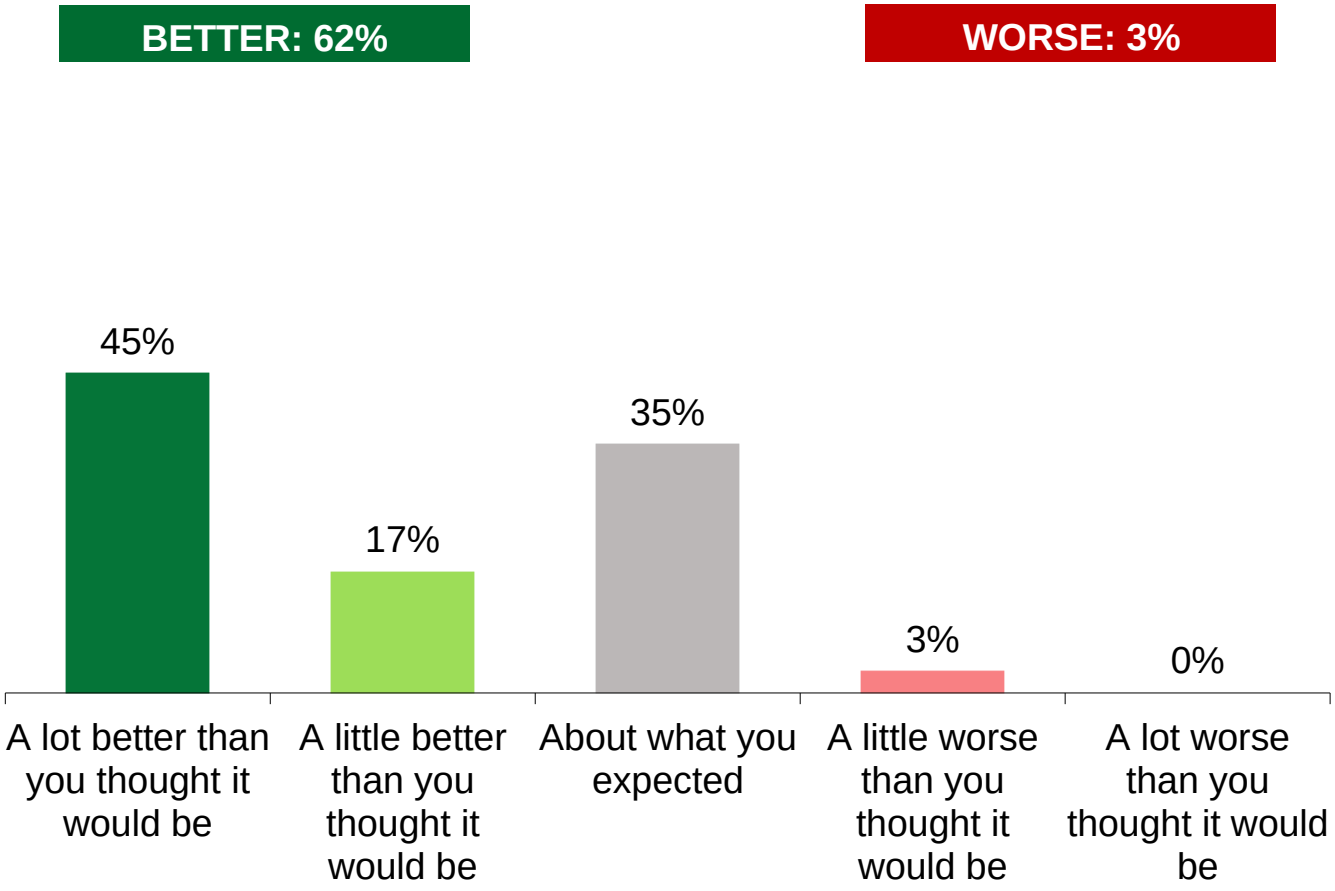


Base: Post-start respondents not using the system (n=36*)

*Caution: Small base

PROGRAM EXCEEDED EXPECTATIONS FOR SIX-IN-TEN PARTICIPANTS

A3. *"And, has your experience so far with food waste collection been…?"*

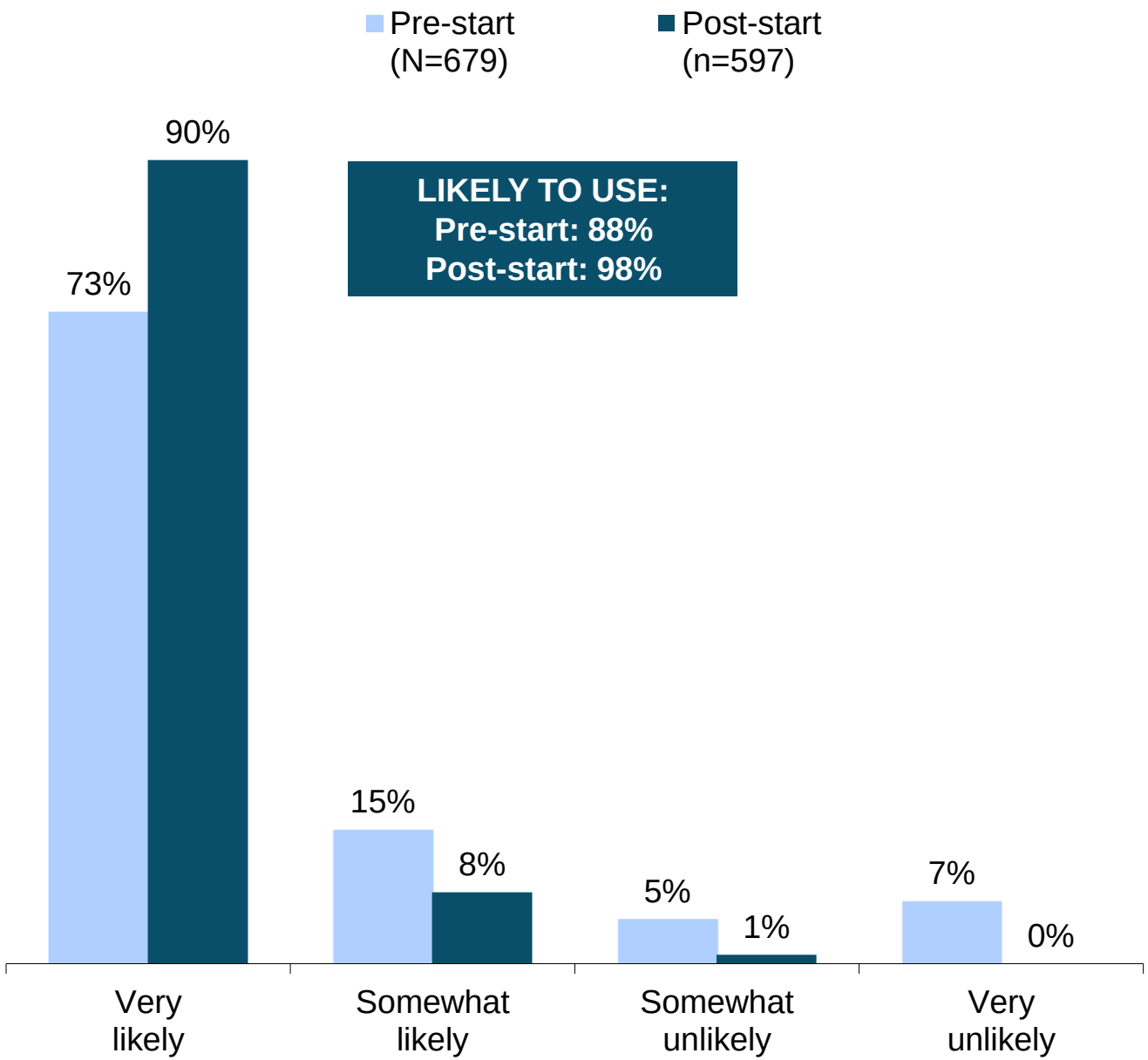


- Those aged 60+ were more likely than younger adults to feel the system is **a lot better** than they expected (50% vs. 35% among those aged 18-39).
- Mission Gardens residents were **less likely to feel the program exceeded expectations** (only 37% of Mission Gardens residents felt the system was a lot better than expected vs. 48% in St. George and Inkster Gardens).

Base: Post-start respondents using the program (n=597)

NEARLY ALL PARTICIPANTS LIKELY TO CONTINUE USING A FOOD WASTE PROGRAM

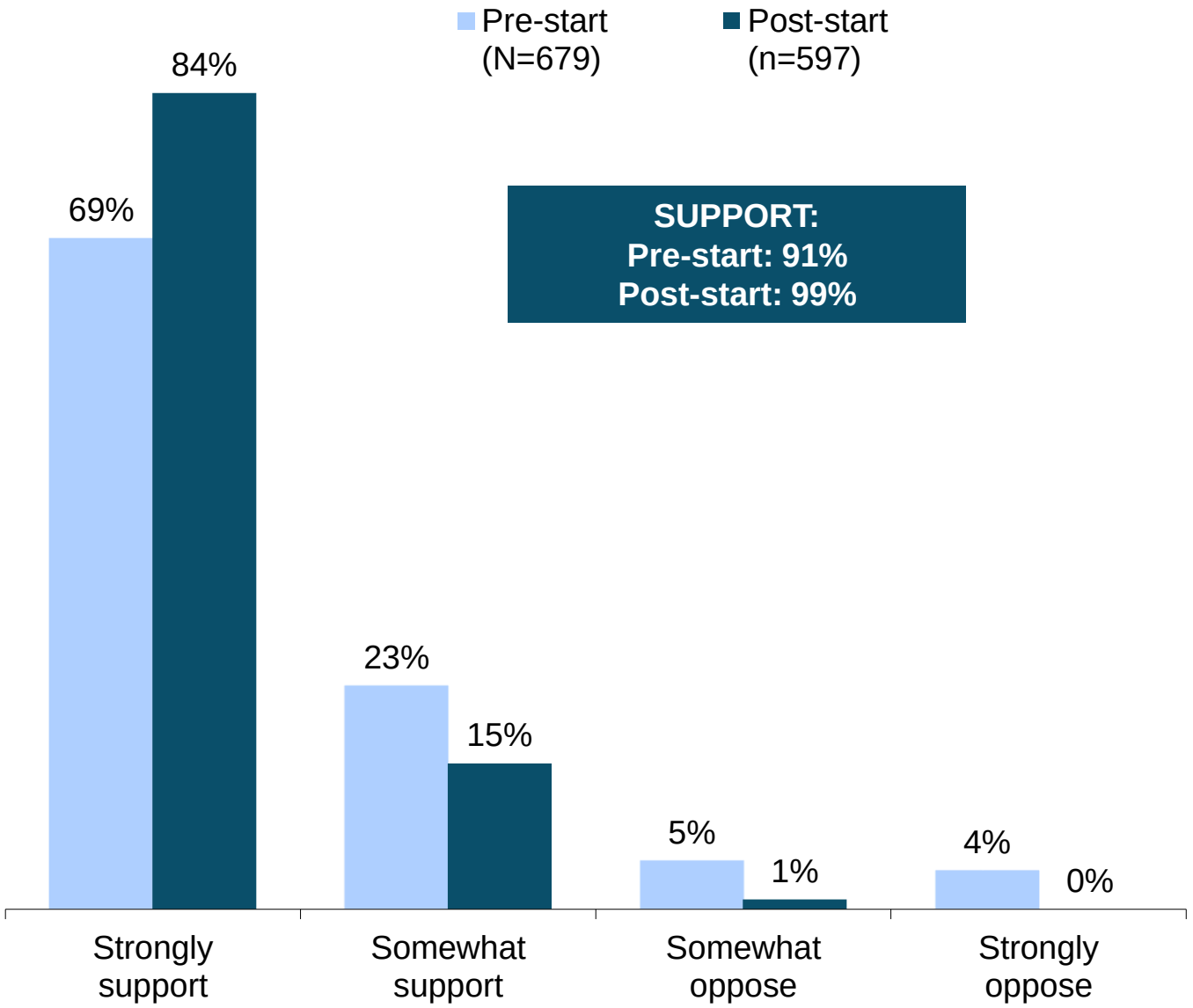
A4. *"Now, let's say a curbside food waste collection program was in place city-wide. How likely or unlikely are you to actually use it?"*



Base: All pre-start respondents and those post-start respondents using the program

SUPPORT FOR A CITY-WIDE FOOD WASTE COLLECTION PROGRAM INTENSIFIES AMONG PARTICIPANTS

A5. *"Overall, do you support or oppose having a food waste collection program in Winnipeg?"*



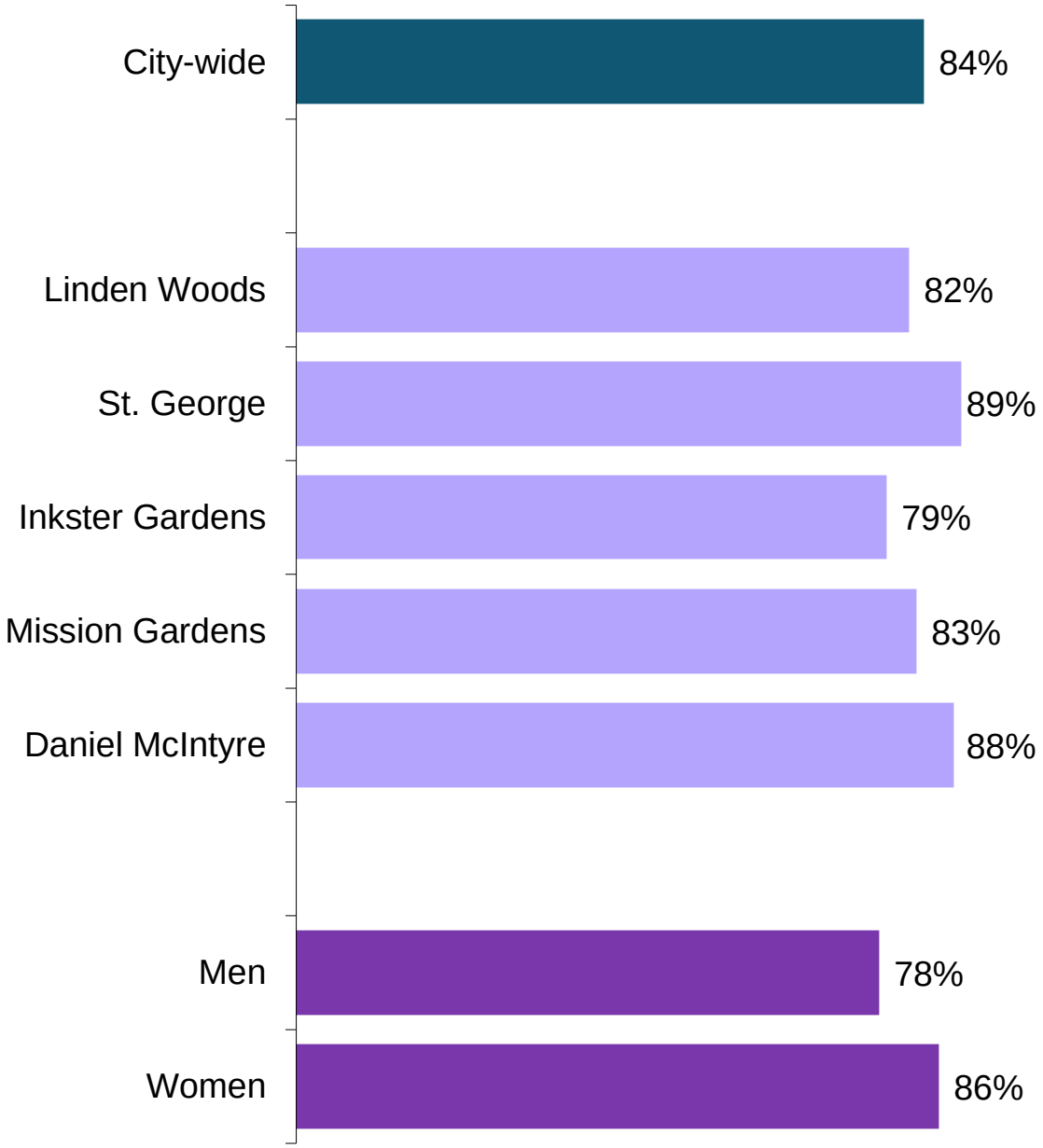
Base: All pre-start respondents and those post-start respondents using the program

SUPPORT FOR A CITY-WIDE PROGRAM IS LESS INTENSE IN INKSTER GARDENS AND AMONG MEN

SUPPORT AMONG SUB-POPULATIONS

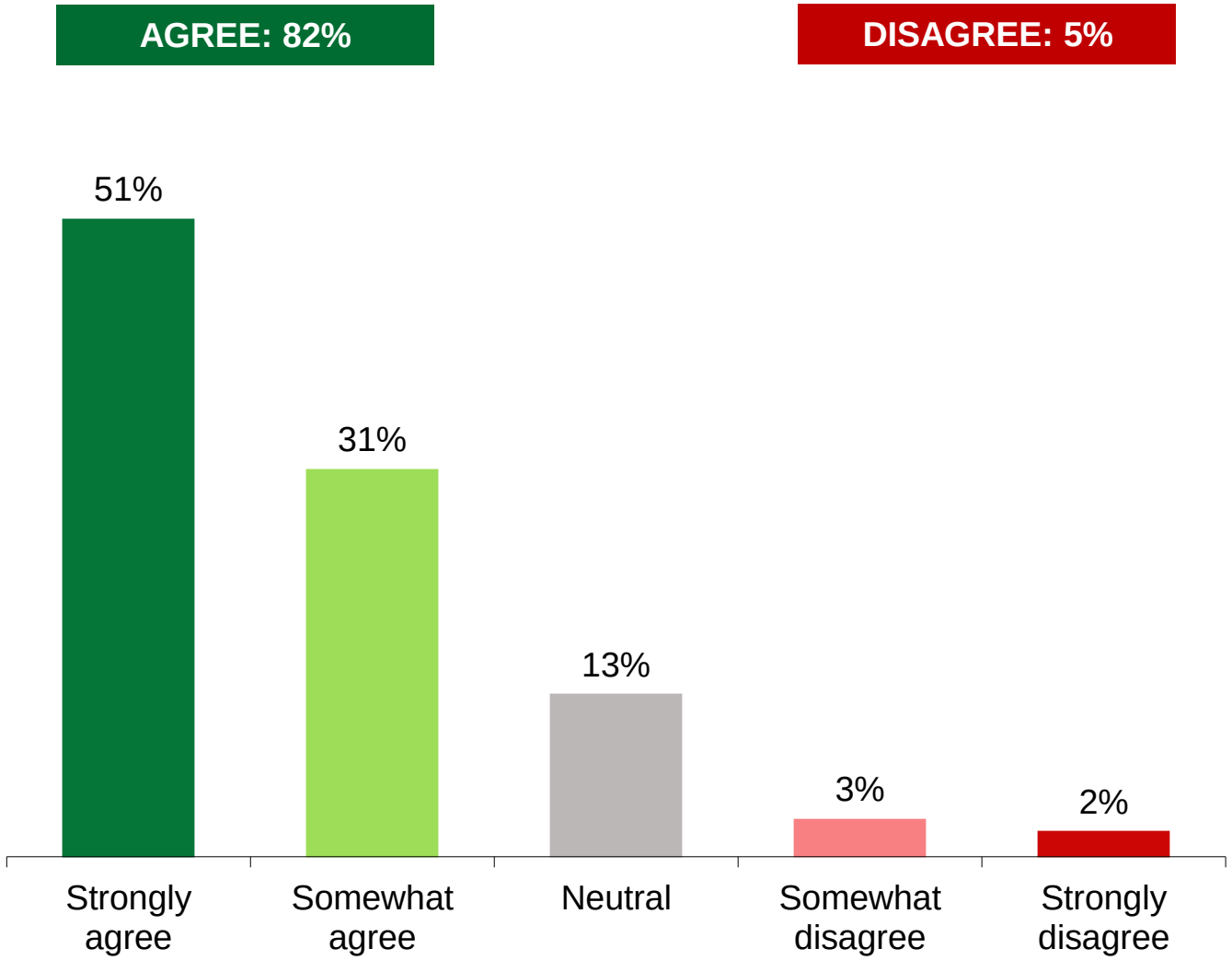
A5. *"Overall, do you support or oppose having a food waste collection program in Winnipeg?"*

Base: Post-start respondents using the program (n=597)



EIGHT-IN-TEN NOTICE A REDUCTION IN GARBAGE IN THEIR BLACK CART

B7. *"Now, please read the following statements and indicate if you agree or disagree: I'm noticing my household is putting less garbage in our black garbage cart."*



Base: Post-start respondents using the program (n=597)

Women are more likely to **strongly agree** they notice a reduction in garbage (54% vs. 43% among men).

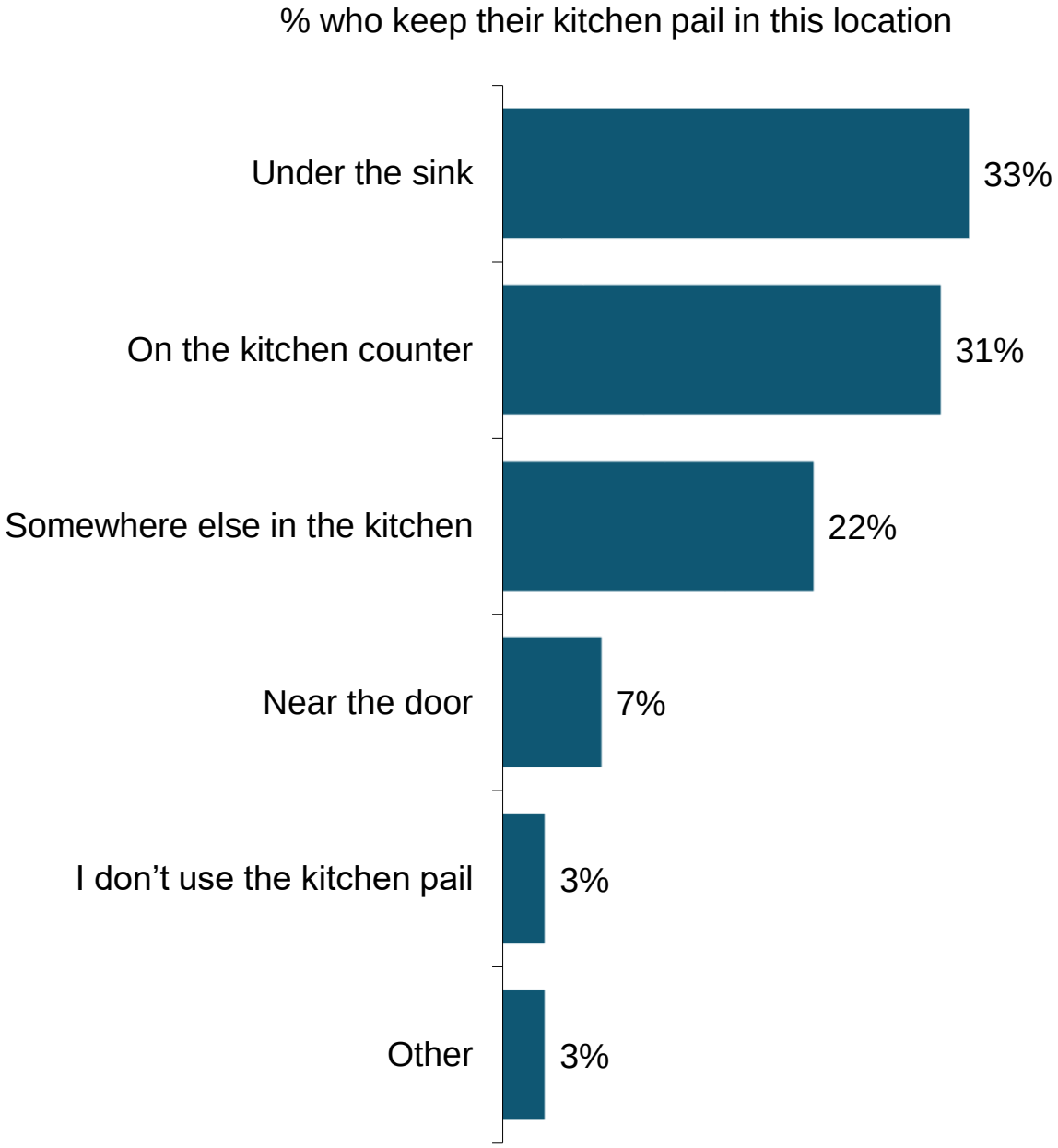
PROGRAM PRACTICALITIES



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MOST PARTICIPANTS KEEP THE KITCHEN PAIL UNDER THE SINK OR ON THE COUNTER

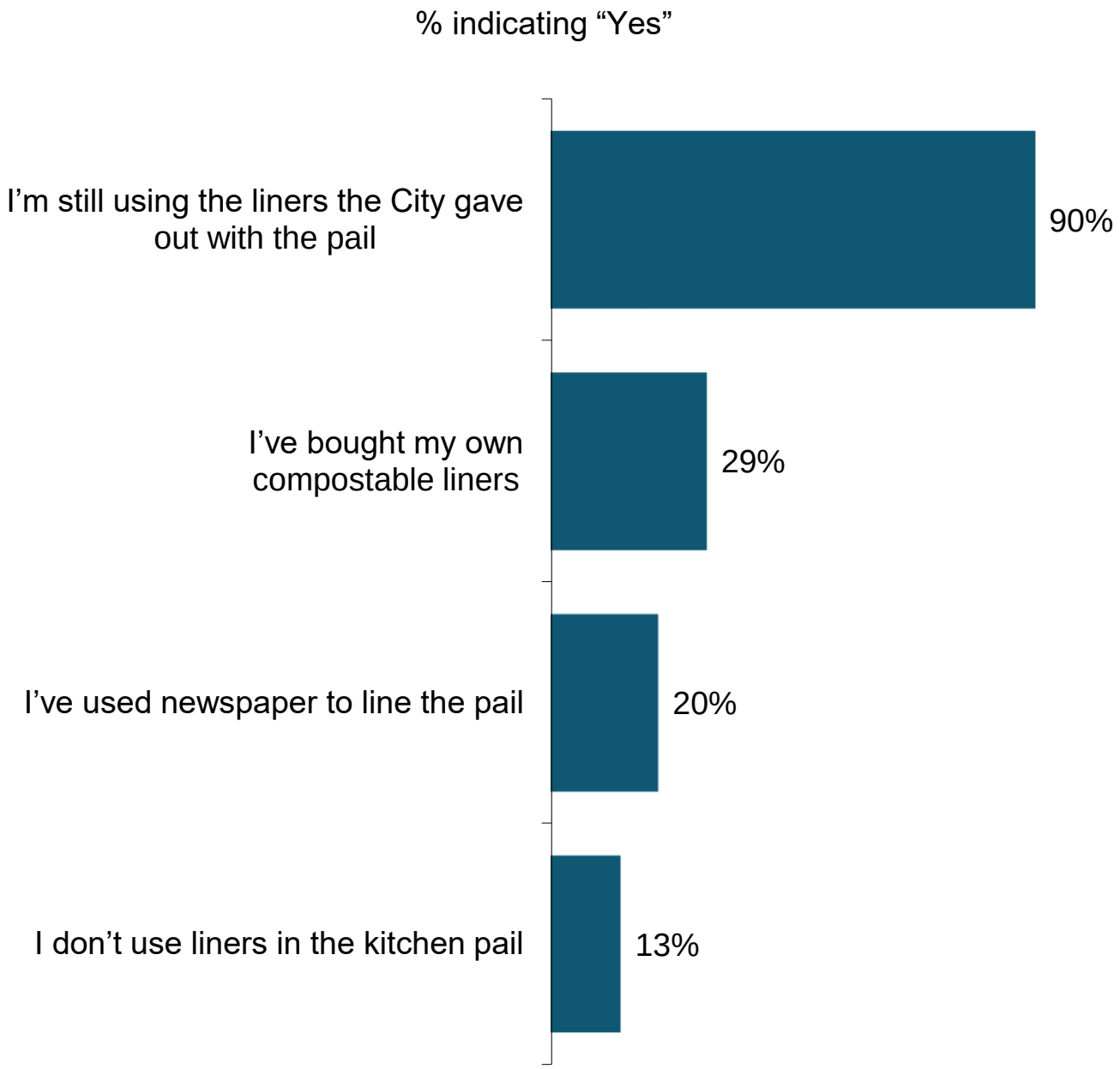
B2. *"Where do you typically keep your kitchen pail?"*



Base: Post-start respondents using the program (n=597)

MAJORITY HAVE NOT HAD TO REPLACE LINERS GIVEN OUT BY THE CITY YET

B3. *"Now, a few questions about the liners you might be using in your kitchen pail. Please read the following and indicate yes or no."*



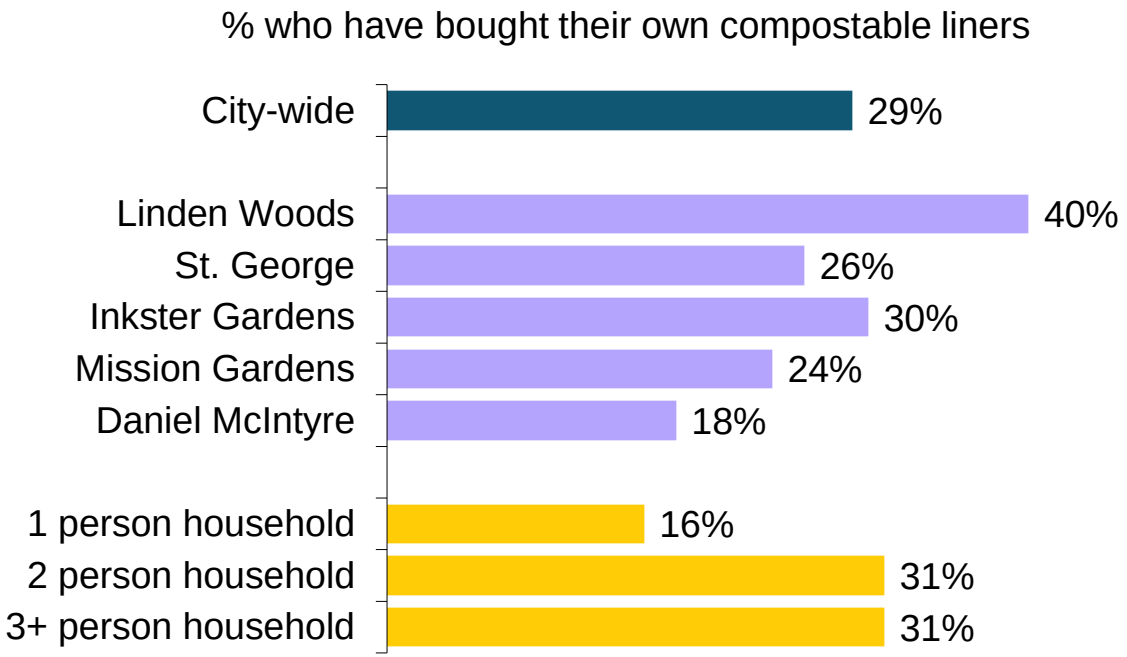
Base: Post-start respondents using the program (n=597)

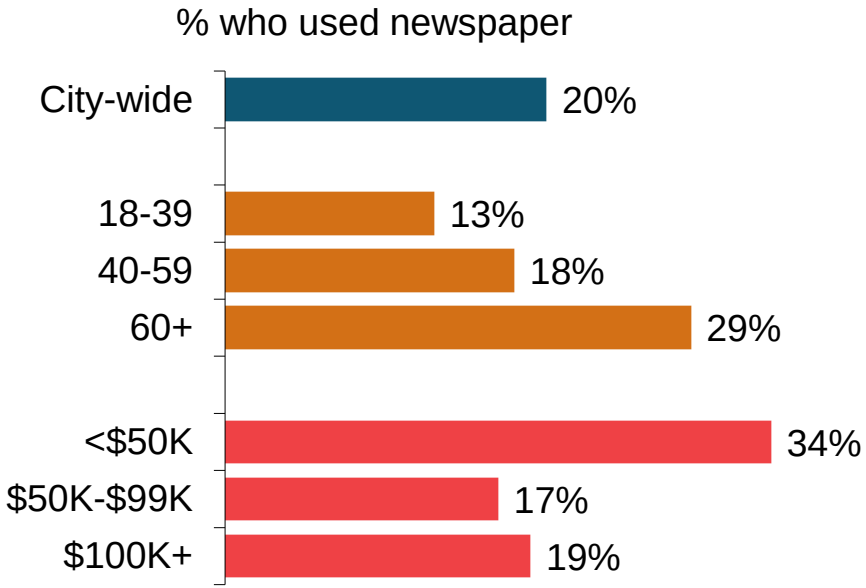
LINDEN WOODS RESIDENTS MORE LIKELY TO BUY LINERS, LOWER-INCOME RESIDENTS MORE LIKELY TO TRY NEWSPAPER

LINER USE AMONG SUB-POPULATIONS

B3. *"Now, a few questions about the liners you might be using in your kitchen pail. Please read the following and indicate yes or no."*

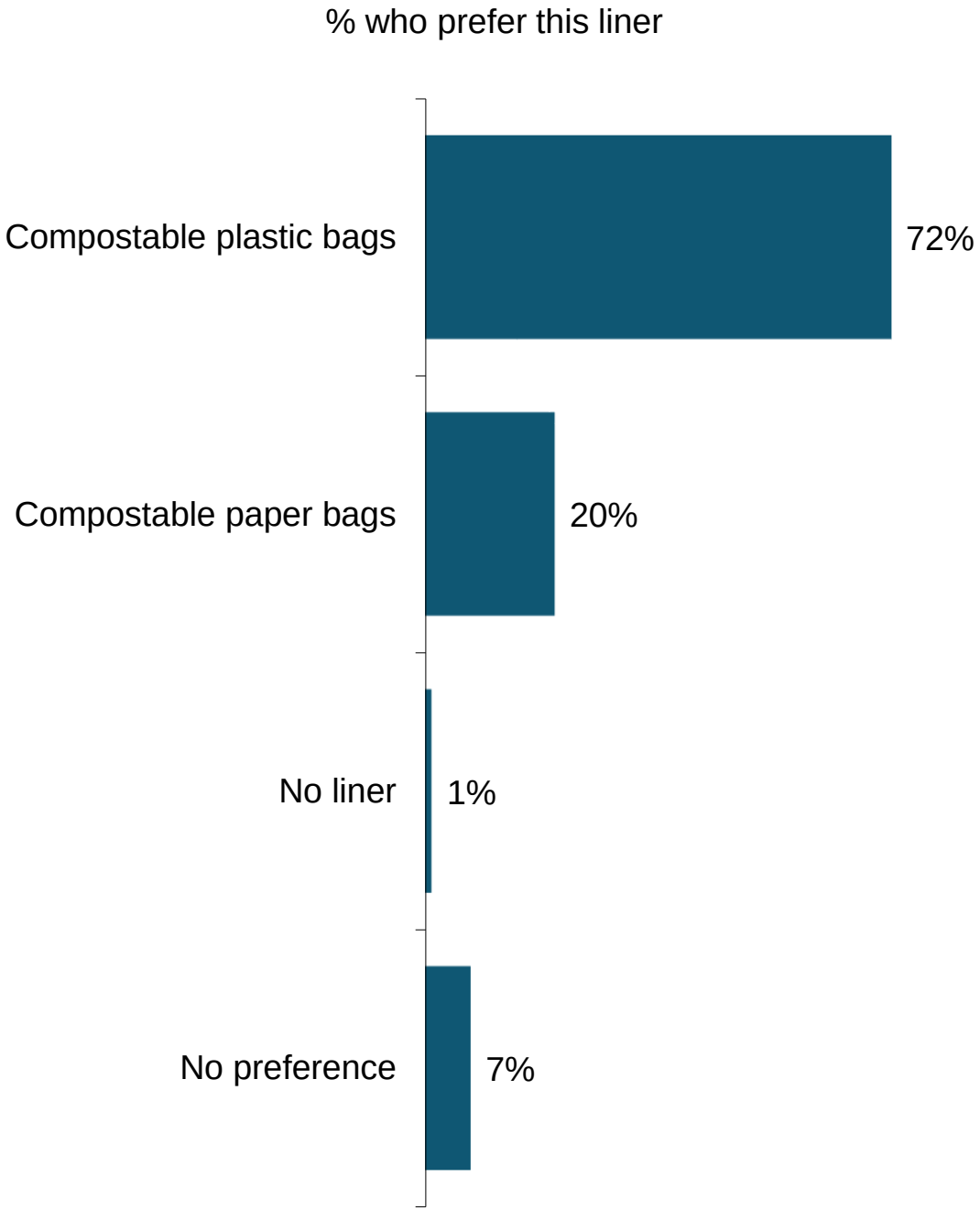
Base: All post-start respondents (N=633)





MAJORITY PREFER THE COMPOSTABLE PLASTIC BAGS

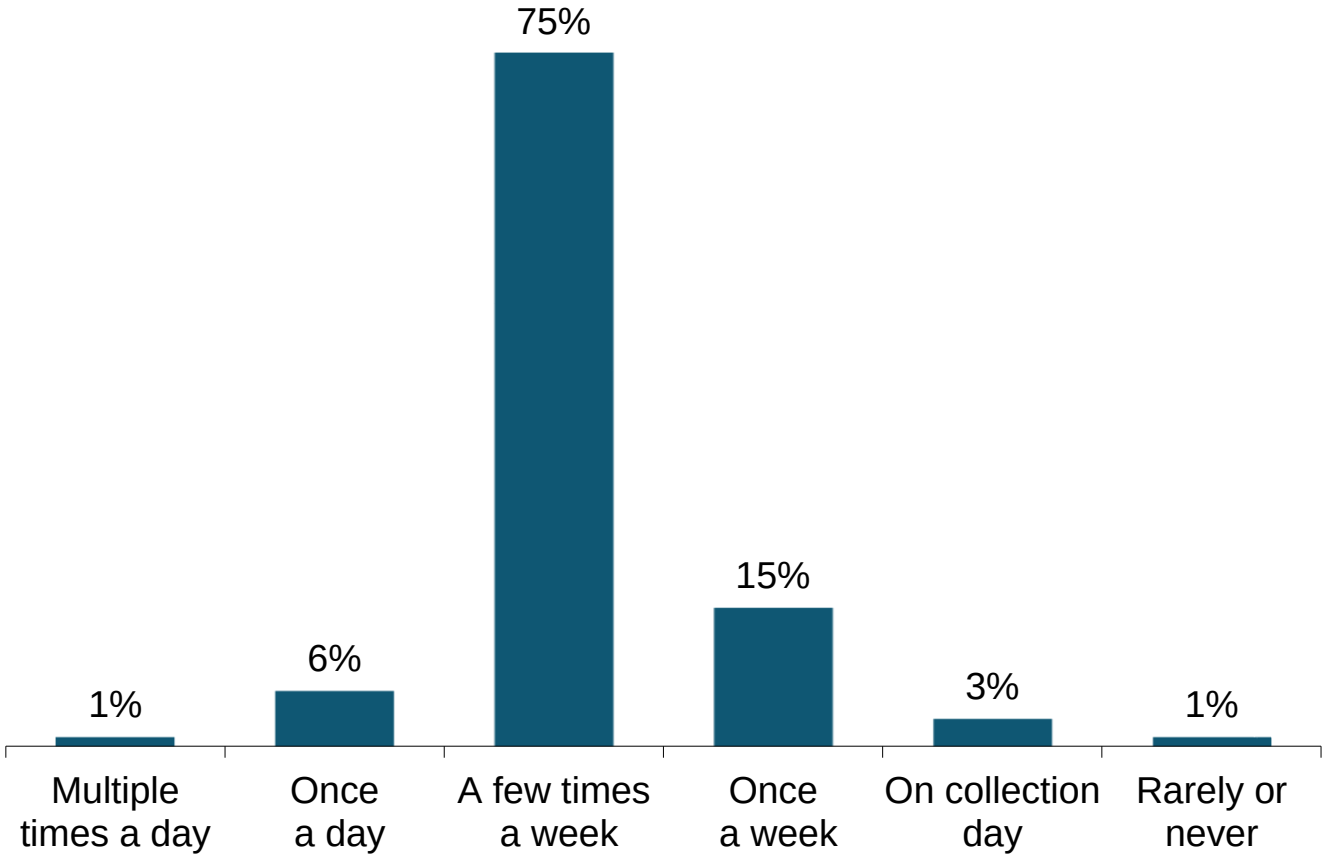
B4. *"The City initially supplied a small sample of compostable paper bags, followed by a large sample of compostable plastic bags to line the kitchen pail. Please select your preferred liner."*



Base: Post-start respondents using the program (n=597)

MOST PARTICIPANTS EMPTY THE KITCHEN PAIL SEVERAL TIMES A WEEK

B5. *"And how often do you typically empty your kitchen pail into the larger outdoor green cart?"*



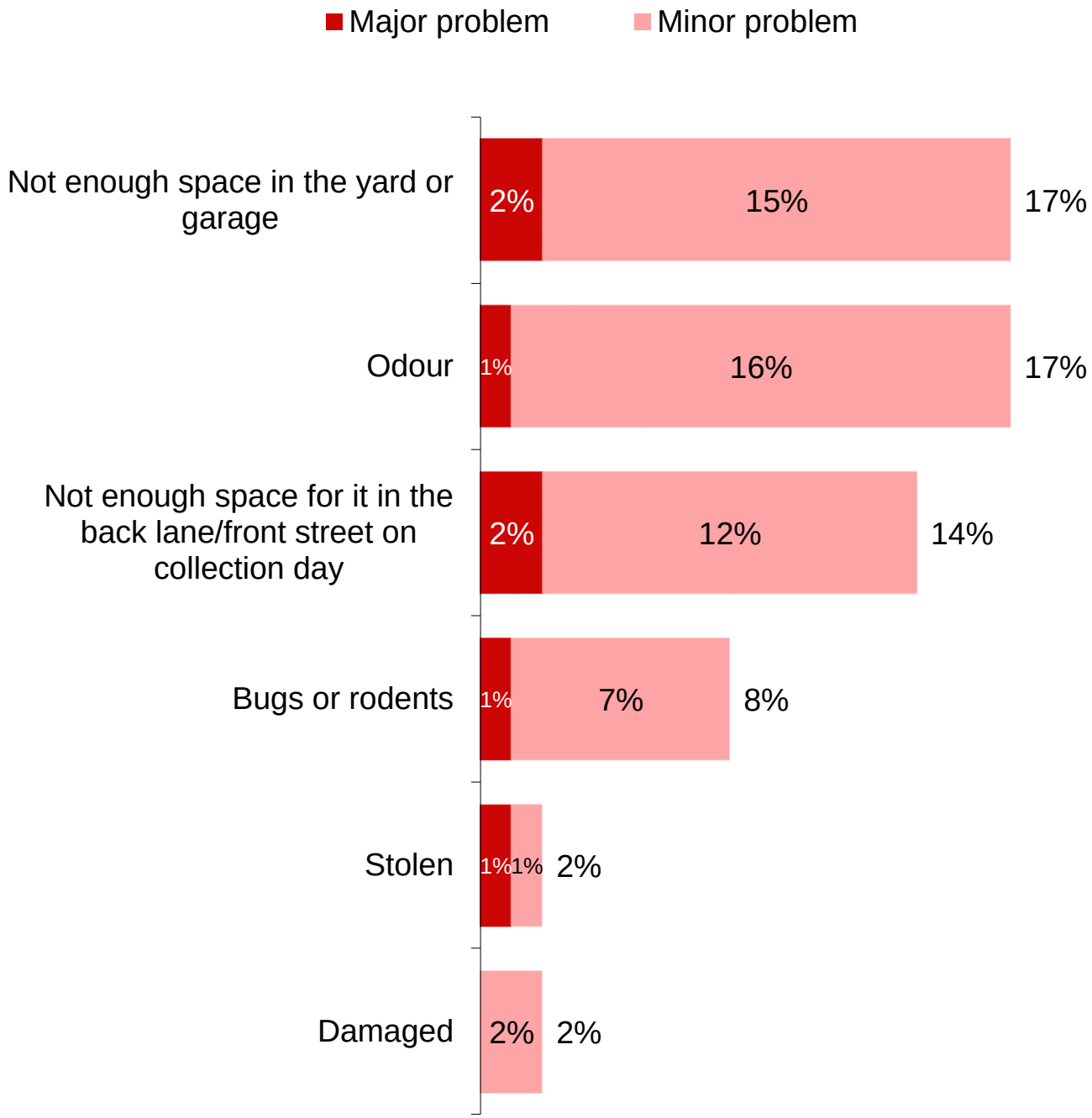
Those most likely to be emptying their kitchen pail **a few times a week** include:

- Those from higher-income households (81% among those earning $100K+ vs. 63% among those earning <$50K).
- Those from large households (80%, 3+ persons vs. 50% among those living alone). Those living alone are more likely to empty their kitchen pail once a week (44%).

Base: Post-start respondents using the program (n=597)

PROBLEMS WITH THE LARGER GREEN CART ARE RARE AND MINOR

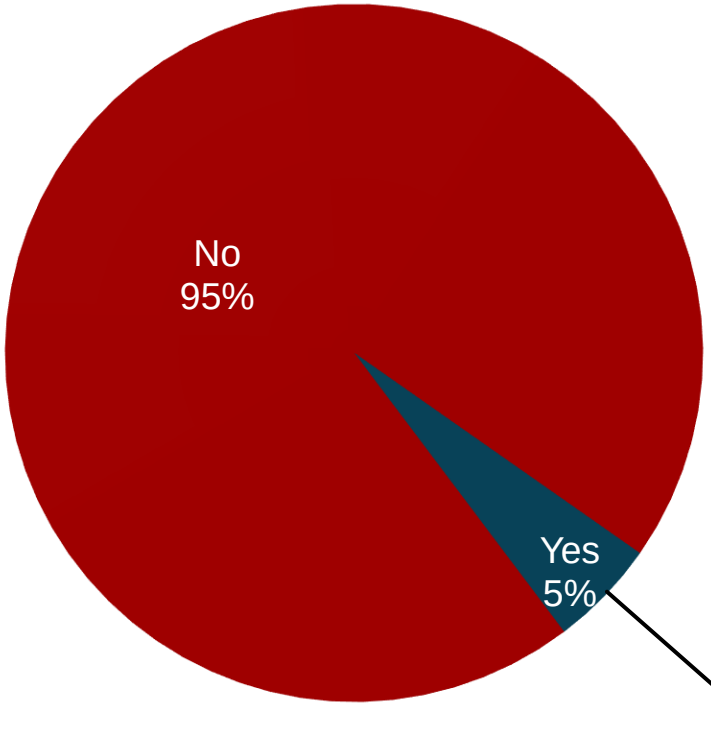
B6. *"Are you having any problems with the larger green cart? Please read the list below and indicate if, for you personally, this has been a major problem, a minor problem or not a problem at all."*

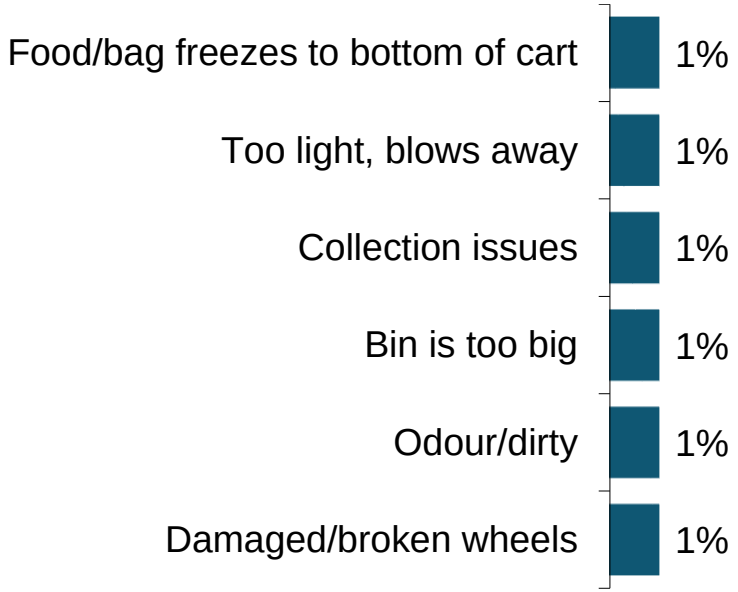


Base: Post-start respondents using the program (n=597)

VAST MAJORITY NOT HAVING ANY OTHER ISSUES WITH THE LARGE OUTDOOR CART

B6a. *"Have you had any other problems with the large outdoor cart? If yes, please specify."*

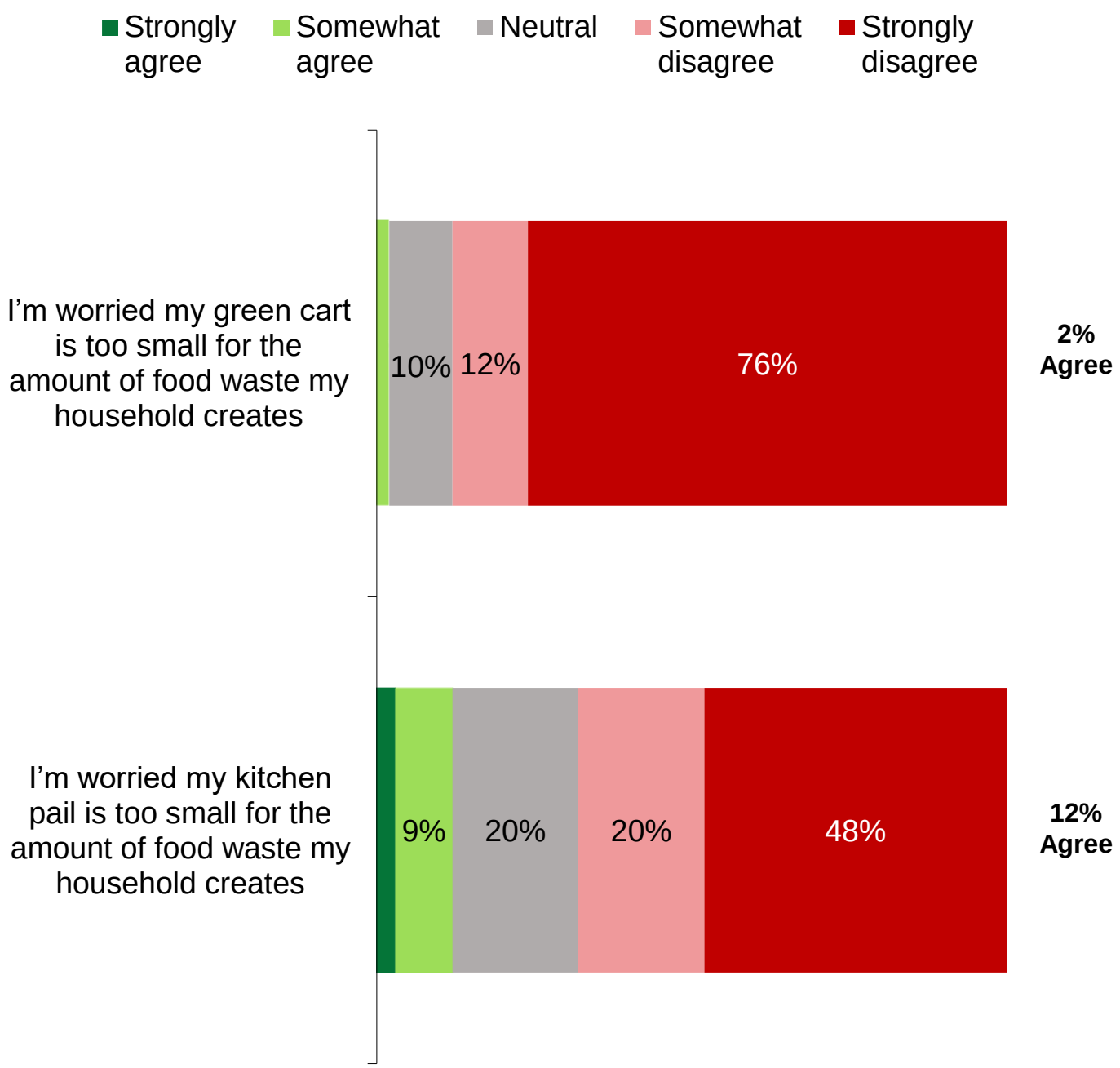




Base: Post-start respondents using the program (n=597)

VERY FEW WORRY ABOUT THE SIZE OF THE CART OR PAIL

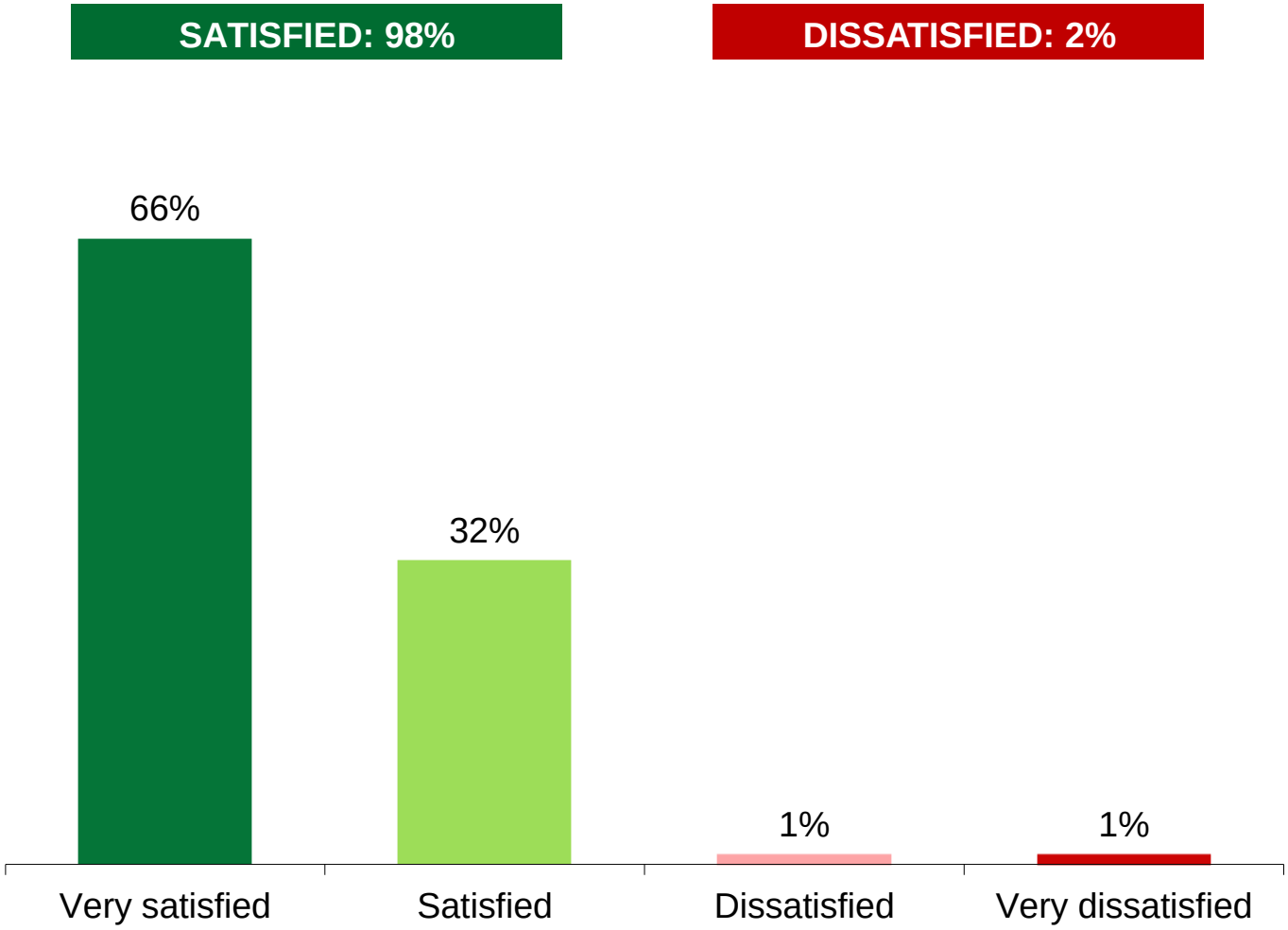
B7. *"Now, please read the following statements and indicate if you agree or disagree."*



Base: Post-start respondents using the program (n=597)

PARTICIPANTS HIGHLY SATISFIED WITH LIST OF ACCEPTABLE ITEMS

D3. *"Are you satisfied with the items accepted in your green cart?"*



Base: Post-start respondents (N=633)

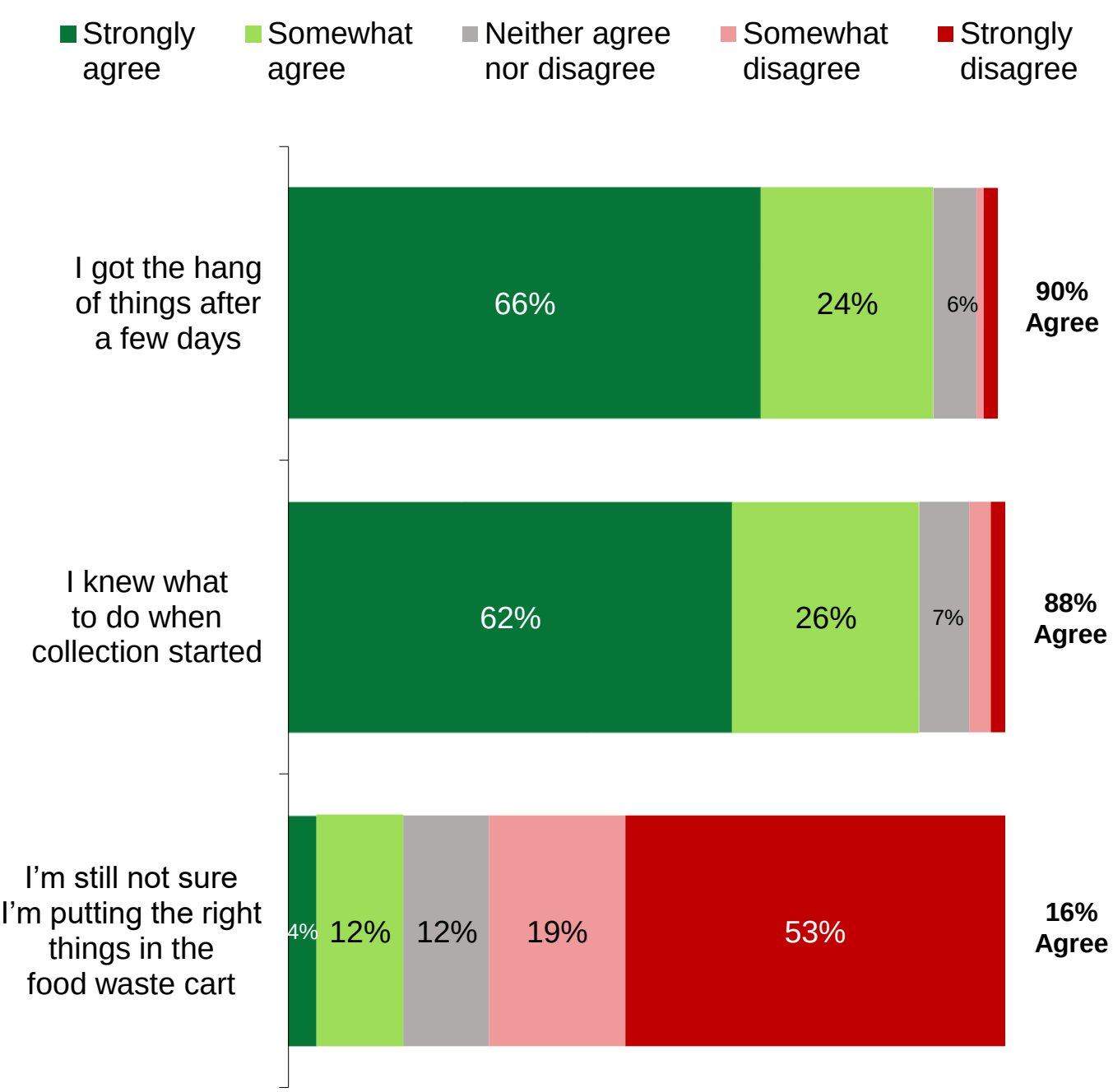
Those most likely to be **very satisfied** include:

- Linden Woods residents (72% vs. 56% among Inkster Gardens residents).
- Those from higher-income households (75% among those earning $100K+ vs. 56% <$50K).

ONE-QUARTER STILL HAVE QUESTIONS ABOUT ACCEPTABLE ITEMS

E3. *"Now, please read the following statements and indicate if you agree or disagree."*

Base: Post-start respondents (N=633)



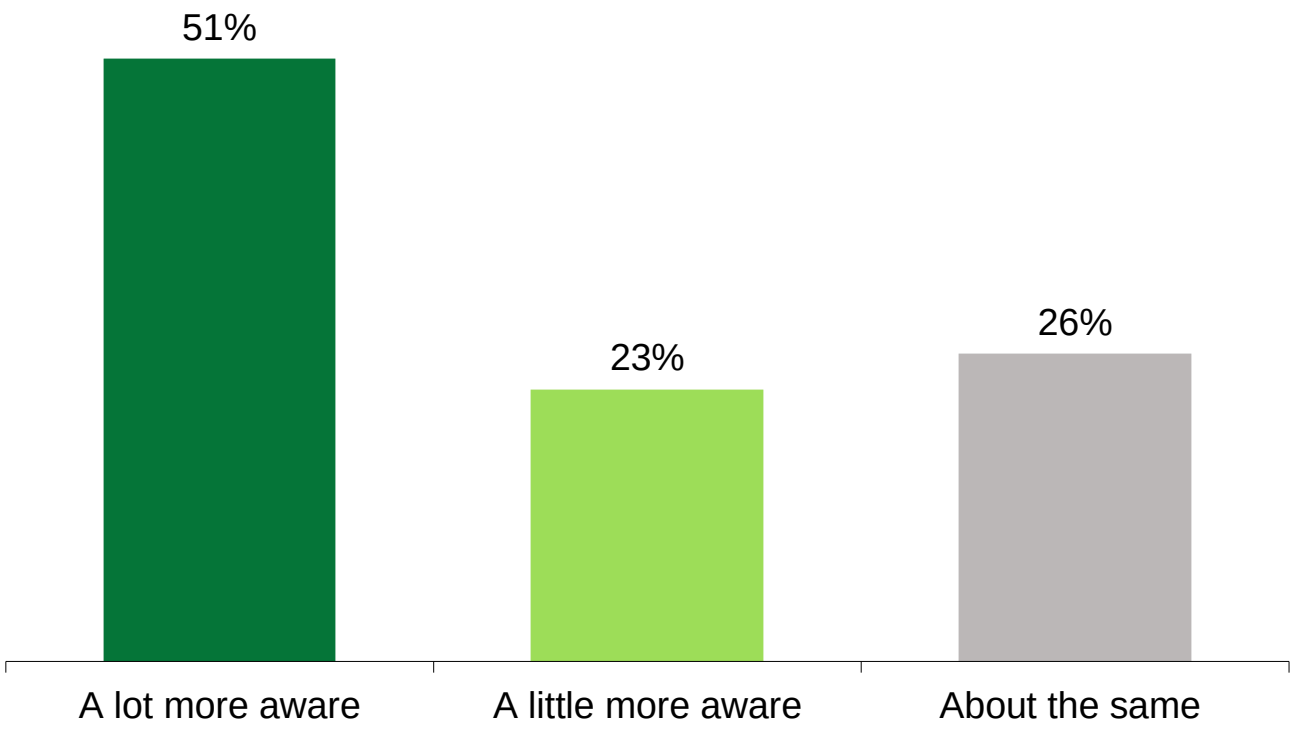
REUCING FOOD WASTE: BARRIERS AND MOTIVATIONS

PROBE RESEARCH INC.



PROGRAM HAS INCREASED AWARENESS OF FOOD WASTE AMONG A MAJORITY OF PARTICIPANTS

B1. *"Compared to before the collection pilot began, would you say you are now more aware of the food waste your household generates?"*



Those most likely to be **a lot more aware** include:

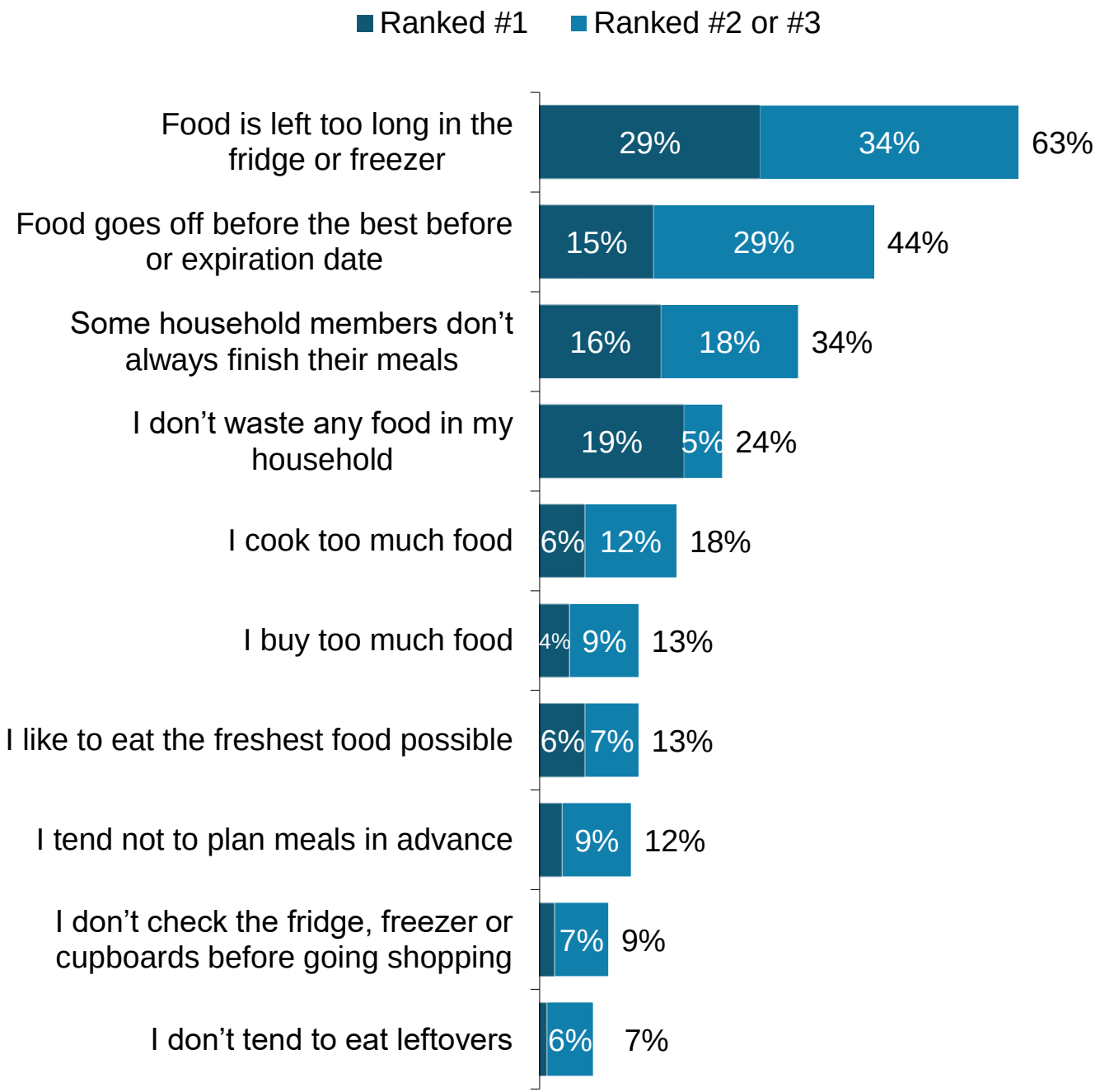
- Women (55% vs. 40% among men).
- Those with young children at home (60% vs. 47% among those without).
- Those in larger households (56% among those in households with 3+ people vs. 40% among those living alone).
- First generation Canadians (61% vs. 50% among those whose families have been in Canada for 3+ generations).

Base: Post-start respondents (N=633)

LEAVING FOOD IN THE FRIDGE TOO LONG IS THE MAIN REASON FOR HOUSEHOLD FOOD WASTE

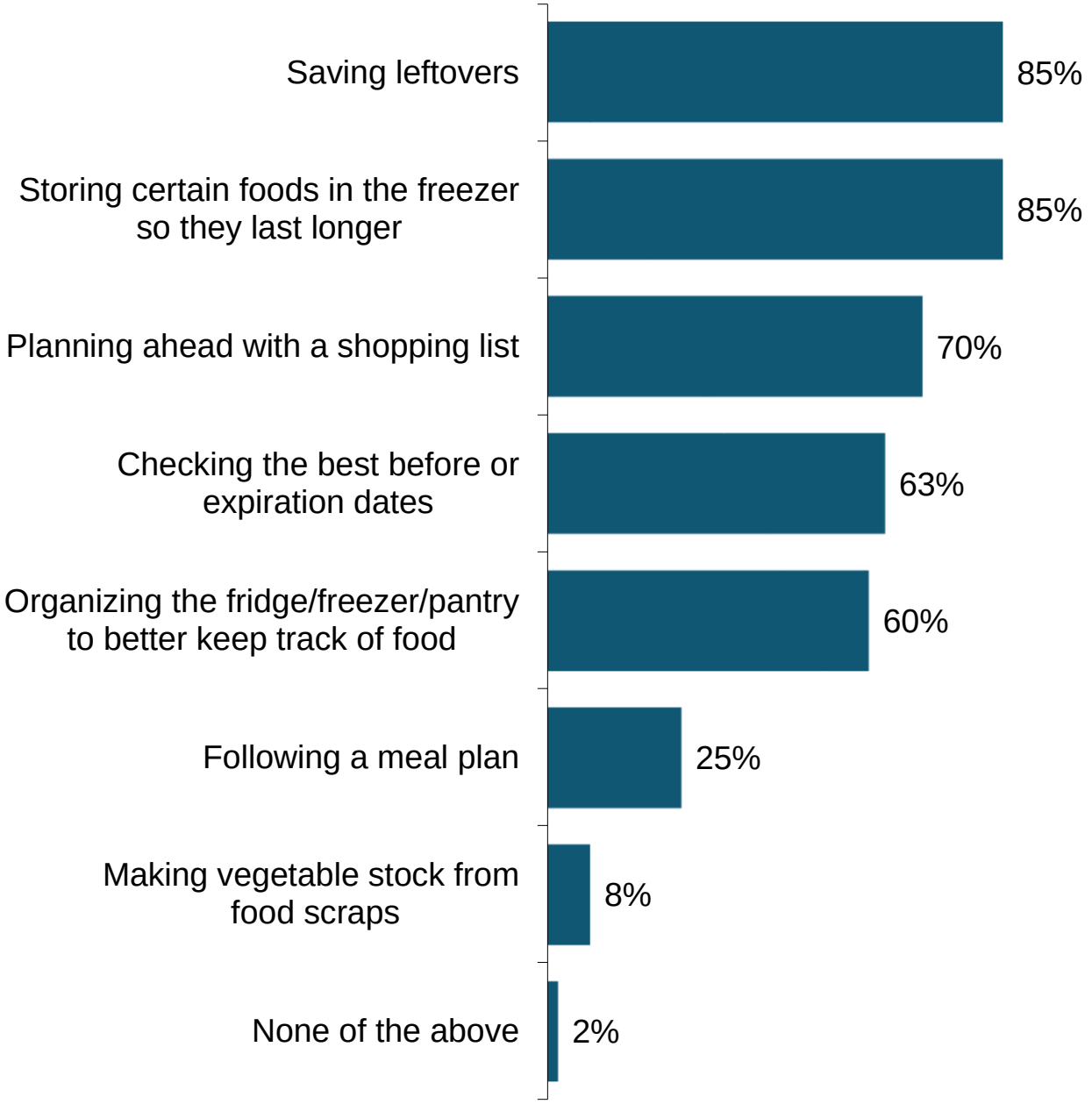
C1. *"Please select the top three causes of food waste in your household. Click and drag them to the box on the right in order of importance."*

Base: Post-start respondents (N=633)



SAVING LEFTOVERS AND FREEZING FOOD ARE TOP STRATEGIES TO REDUCE FOOD WASTE

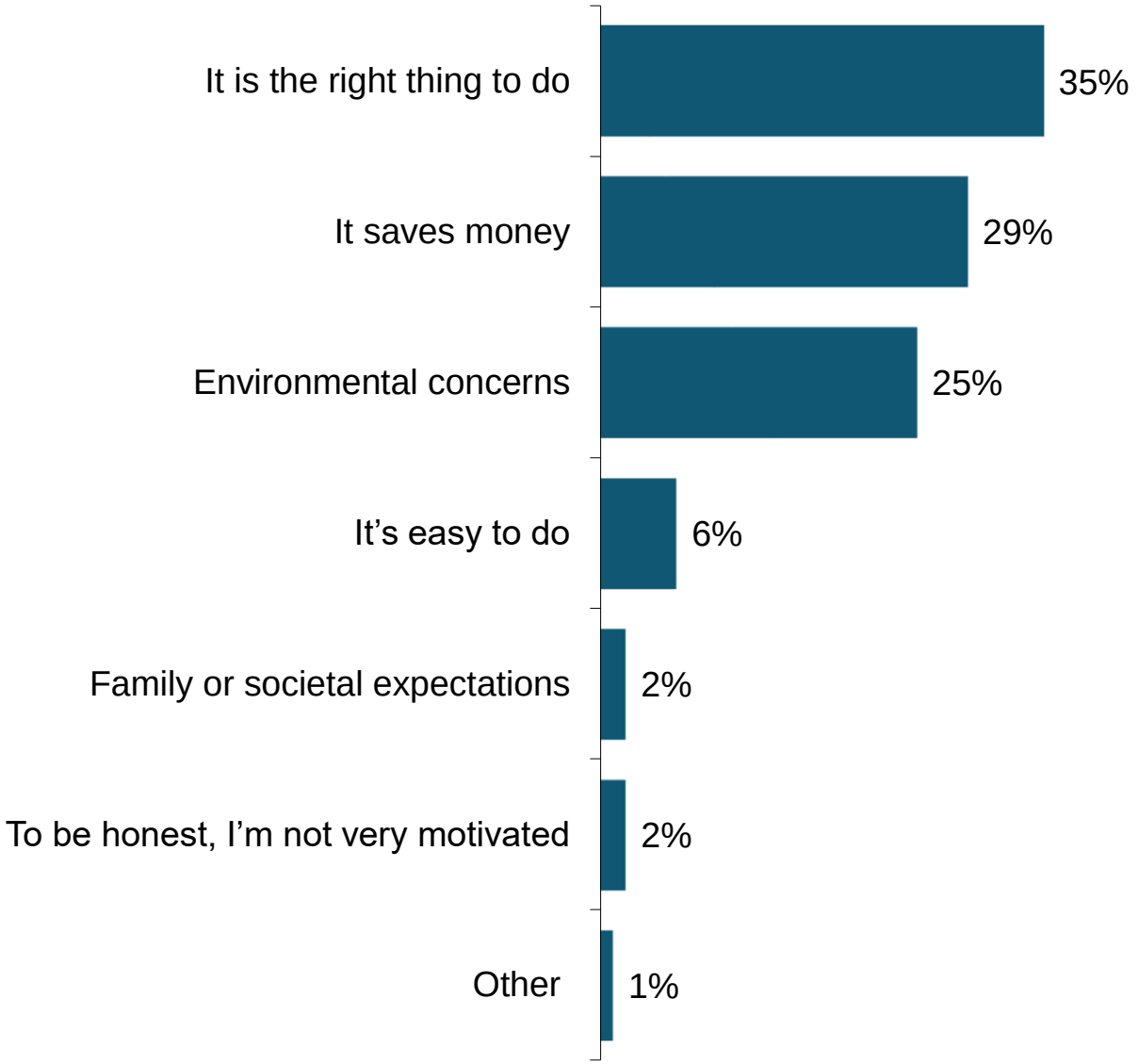
C2 "Which of the following food waste reduction practices do you use in your home? (Please select all that apply.)"



Base: Post-start respondents (N=633)

DOING RIGHT, SAVING MONEY AND THE ENVIRONMENT ARE MAIN MOTIVATORS FOR REDUCING HOUSEHOLD FOOD WASTE

C3. *"What motivates you to reduce food waste in your household? Please choose the top reason."*

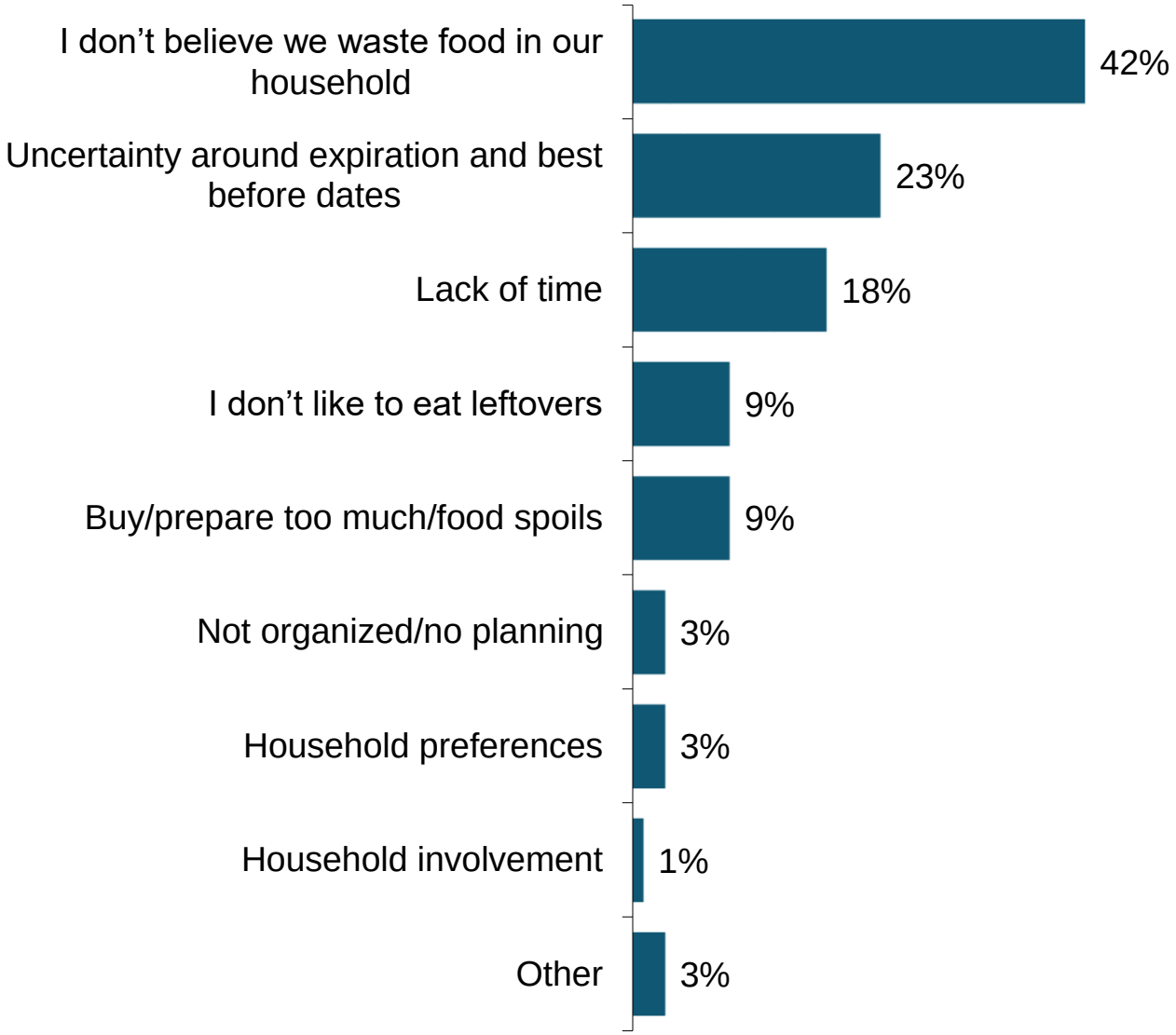


Base: Post-start respondents (N=633)

- Daniel McIntyre residents are more likely to be motivated by **saving money** (35% vs. 18% among Linden Woods residents, who are slightly more likely to say it's **the right thing to do**).

TIME, UNCERTAINTY ABOUT FOOD SAFETY ARE TOP BARRIERS TO REDUCING FOOD WASTE

C4. *"What barriers do you currently face reducing food waste in your household? (Please select all that apply.)"*



Base: Post-start respondents (N=633)

Multiple answers accepted. Total will sum to more than 100%.

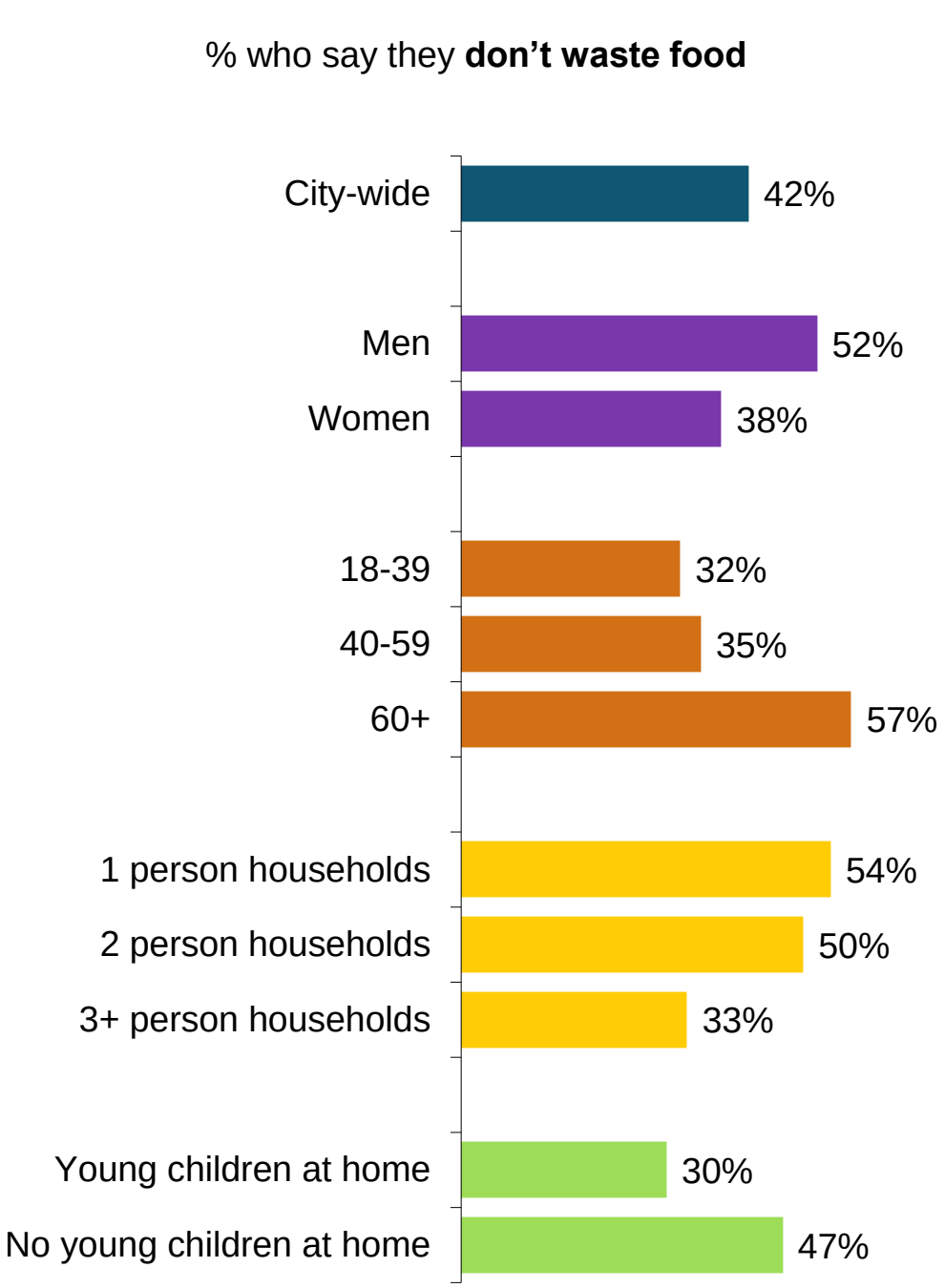
Those aged 18-39 are more likely to feel they **lack time** (24% vs. 9% among those aged 60+).

MEN, OLDER ADULTS TEND TO FEEL THEY AREN'T WASTING FOOD

HABITS AMONG SUB-POPULATIONS

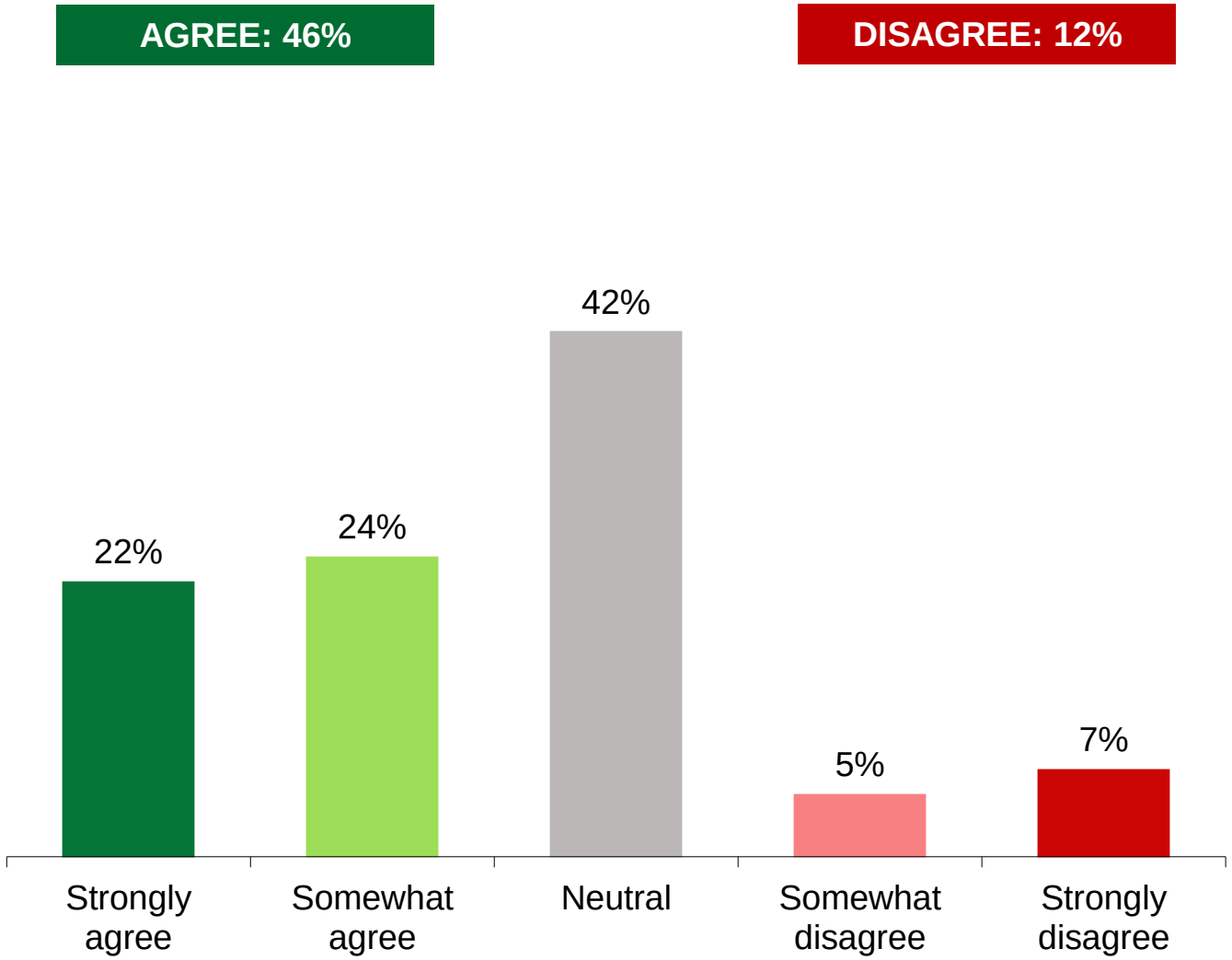
C4. *"What barriers do you currently face reducing food waste in your household? (Please select all that apply.)"*

Base: All post-start respondents (N=633)



LUKEWARM INTEREST IN LEARNING MORE ABOUT REDUCING FOOD WASTE

B7. *"Now, please read the following statements and indicate if you agree or disagree: I would like to learn how I can reduce the amount of food waste my household creates"*



Base: Post-start respondents using the program (n=597)

Daniel McIntyre residents are most likely to **strongly agree** they want to learn how to reduce their food waste (29% vs. 11% among Mission Garden residents).

PROGRAM PRIORITIES

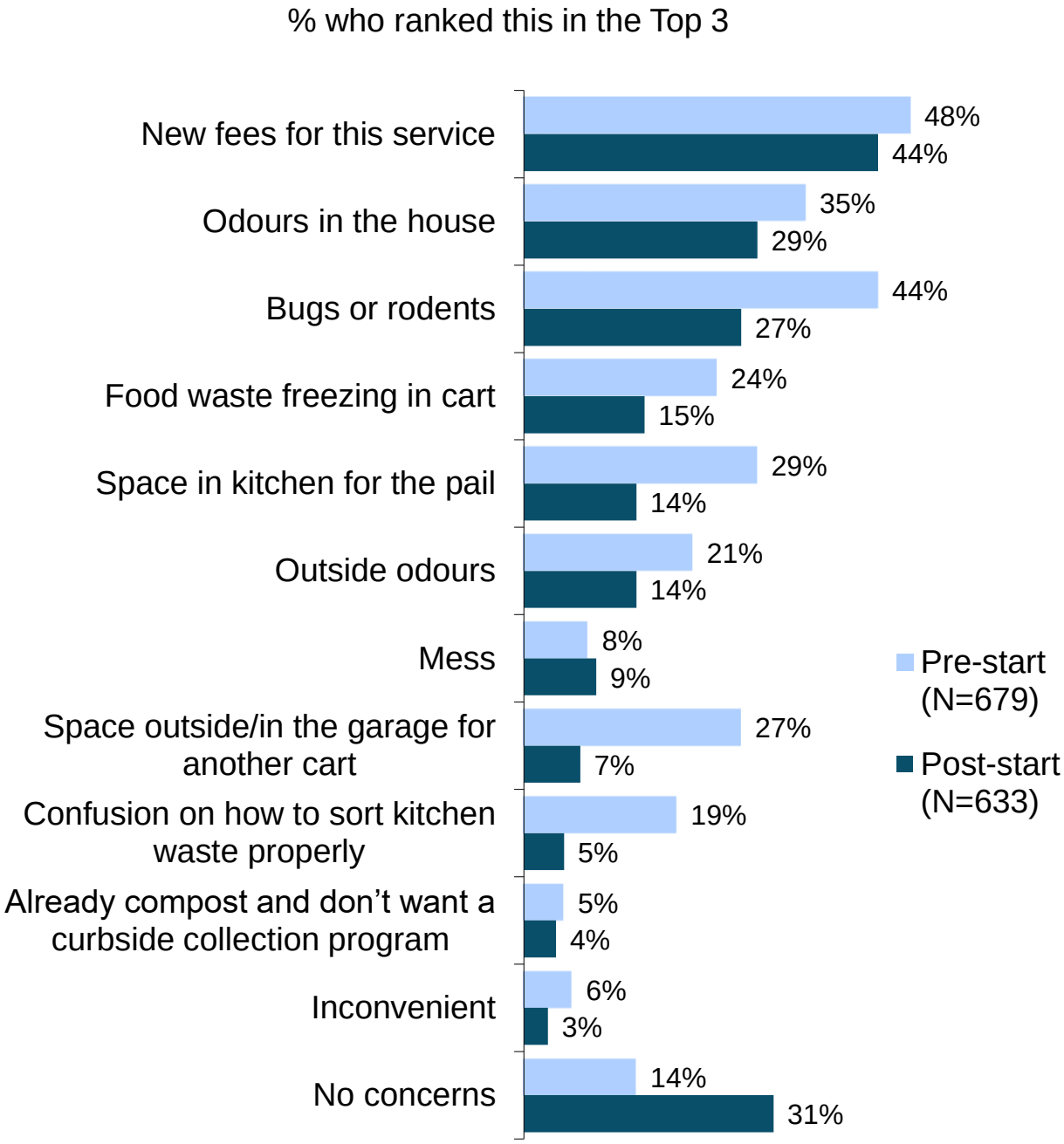


WORRIES ABOUT BUGS, SPACE AND SMELLS DECLINE WITH USE

D1. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

Base: All pre- and post-start respondents

Multiple answers accepted. Total will sum to more than 100%.

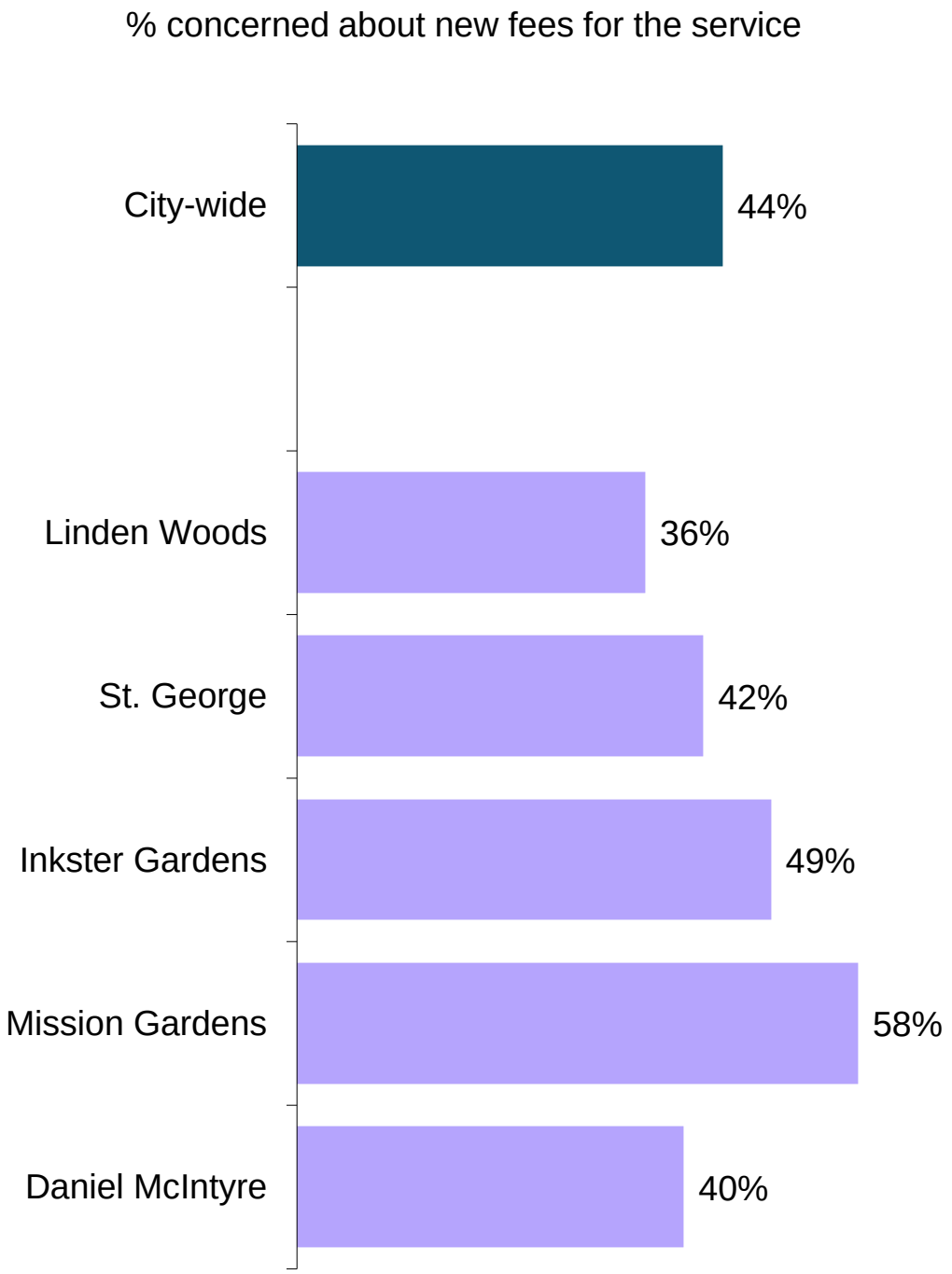


MISSION GARDENS MOST CONCERNED ABOUT NEW FEES

CONCERNS AMONG SUB-POPULATIONS

D1. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

Base: All post-start respondents (N=633)

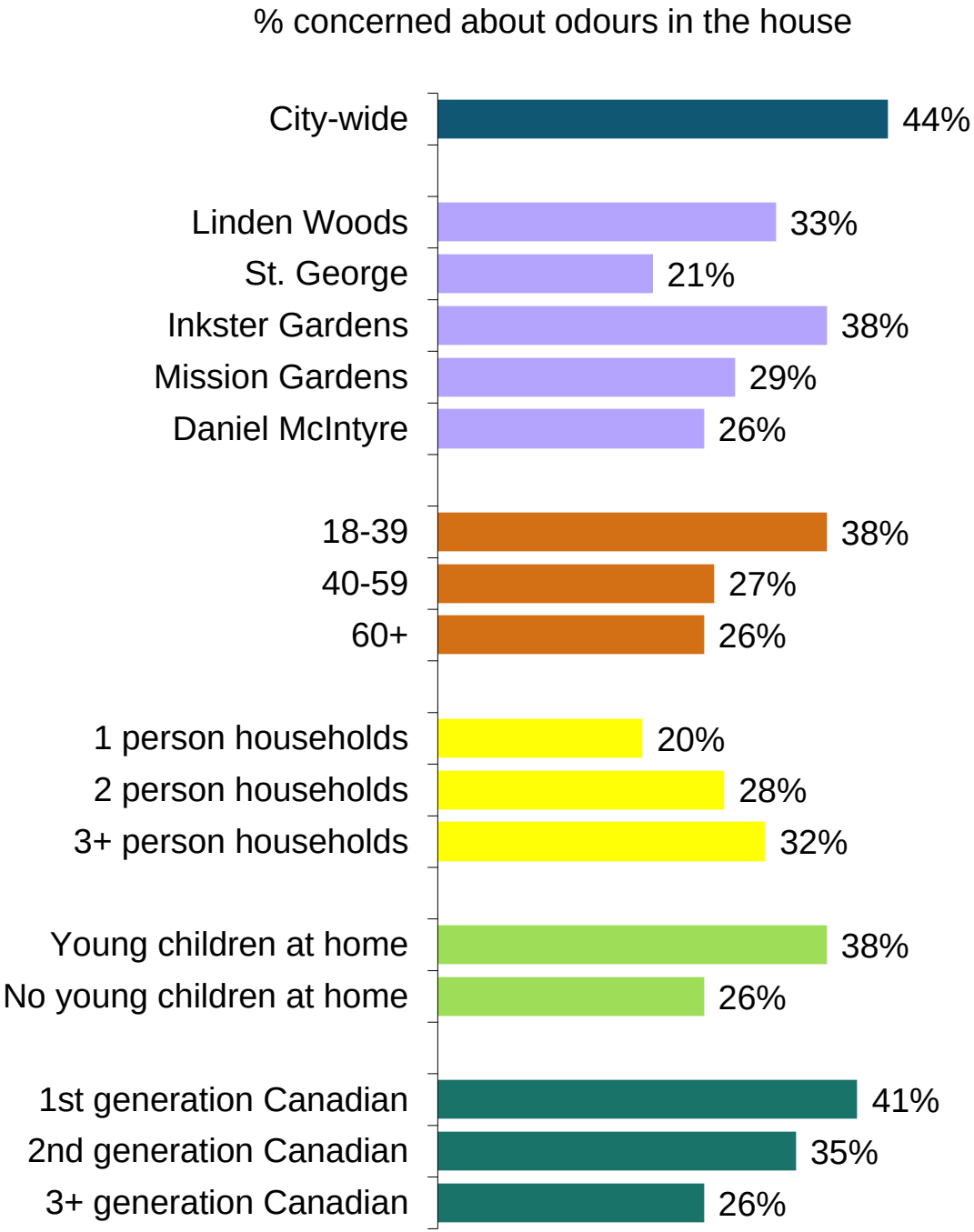


YOUNGER ADULTS, PARENTS AND NEWER CANADIANS MOST WORRIED ABOUT ODOURS

CONCERNS AMONG SUB-POPULATIONS

D1. *"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance."*

Base: All post-start respondents (N=633)

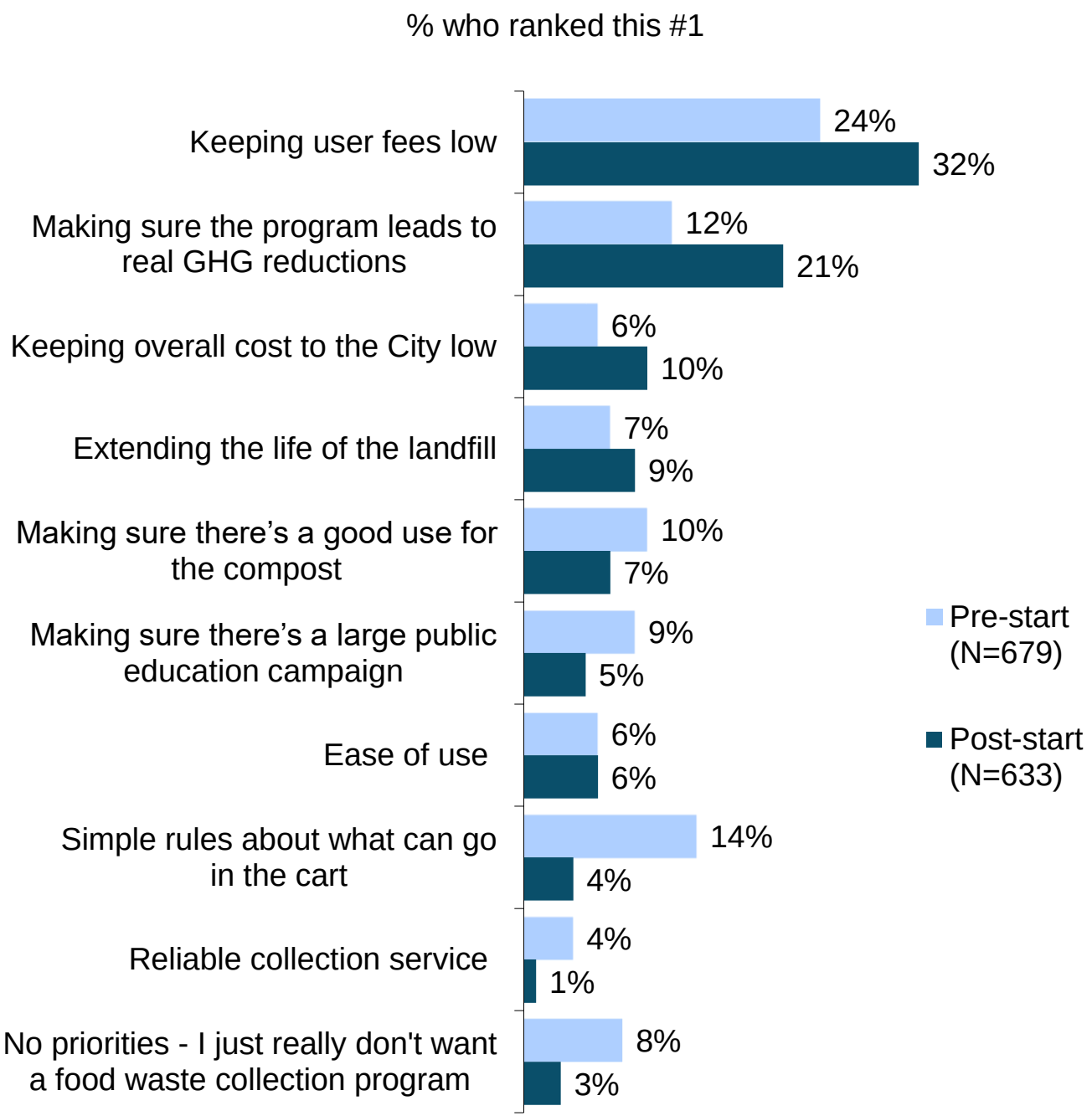


KEEPING USER FEES LOW REMAINS THE TOP PRIORITY AMONG PARTICIPANTS

D2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

Base: All pre- and post-start respondents

Multiple answers accepted. Total will sum to more than 100%.

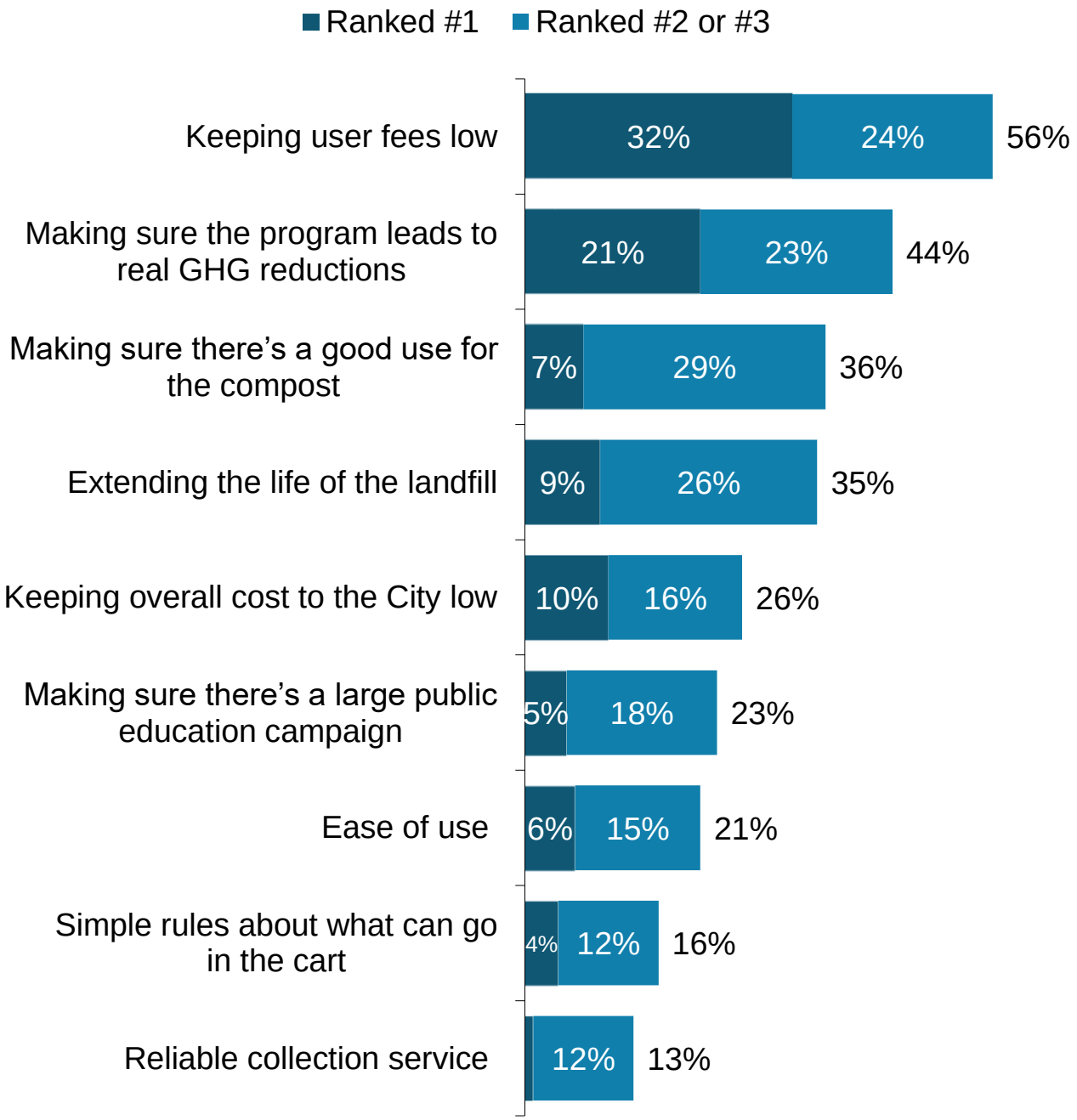


POSITIVE ENVIRONMENTAL IMPACTS ARE AMONG PARTICIPANTS' PRIORITIES

D2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

Base: All post-start respondents (N=633)

Multiple answers accepted. Total will sum to more than 100%.

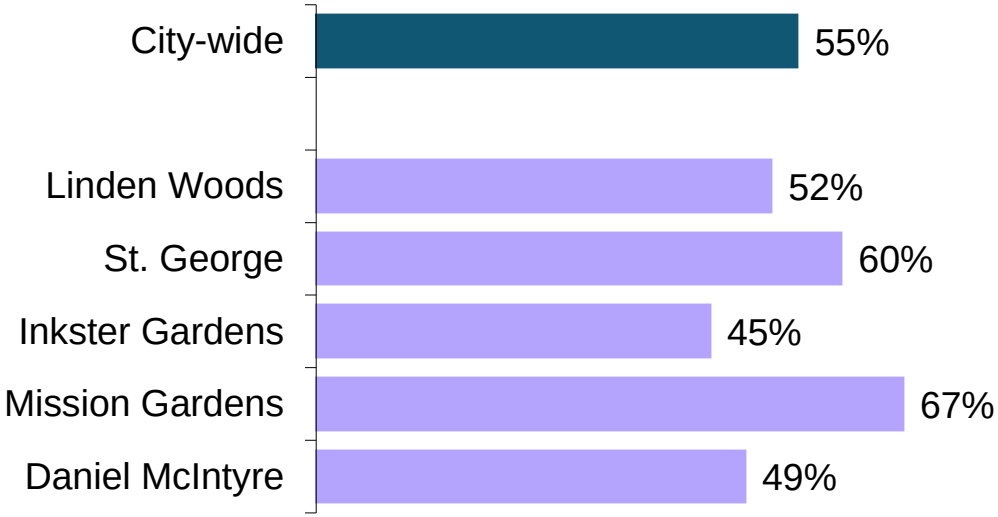


MISSION GARDENS IS MORE CONCERNED ABOUT COSTS, LESS ABOUT GHG REDUCTIONS

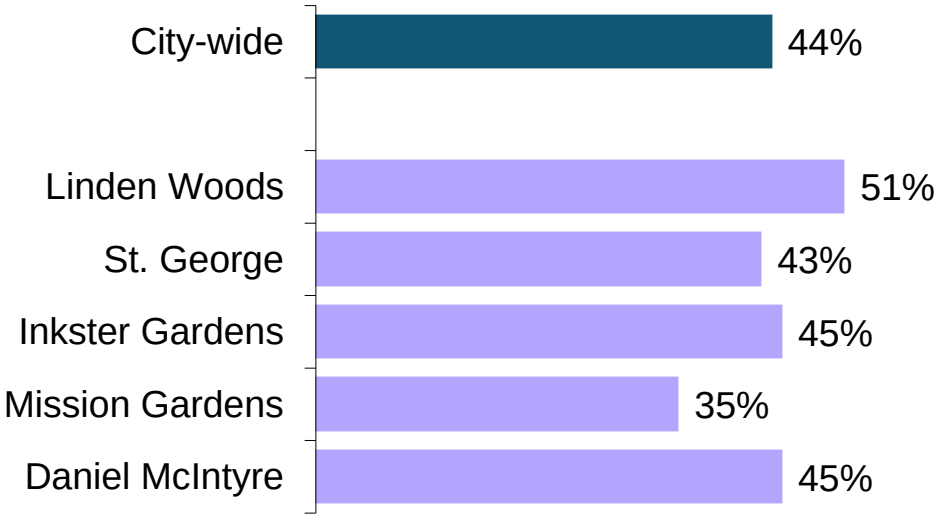
D2. *"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."*

Base: All post-start respondents (N=633)

% who rank low user fees among their top 3 priorities



% who rank real GHG reductions among their top 3 priorities



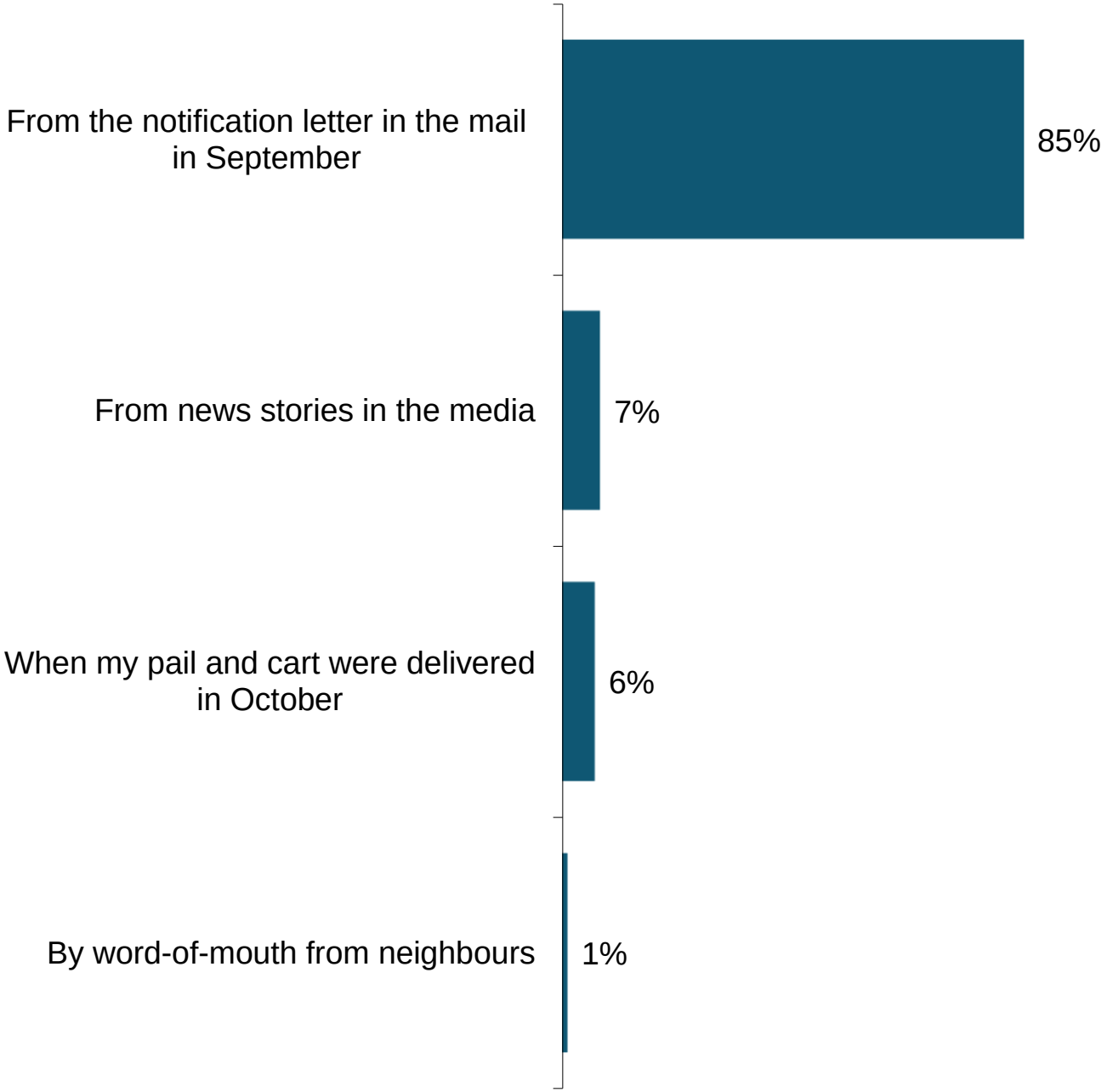
COMMUNICATION



PROBE RESEARCH INC.

NOTIFICATION LETTER BY FAR THE MAIN SOURCE OF AWARENESS OF HOUSEHOLD SELECTION

E1. *"How did you first find out your home was chosen to be part of the food waste pilot project?"*

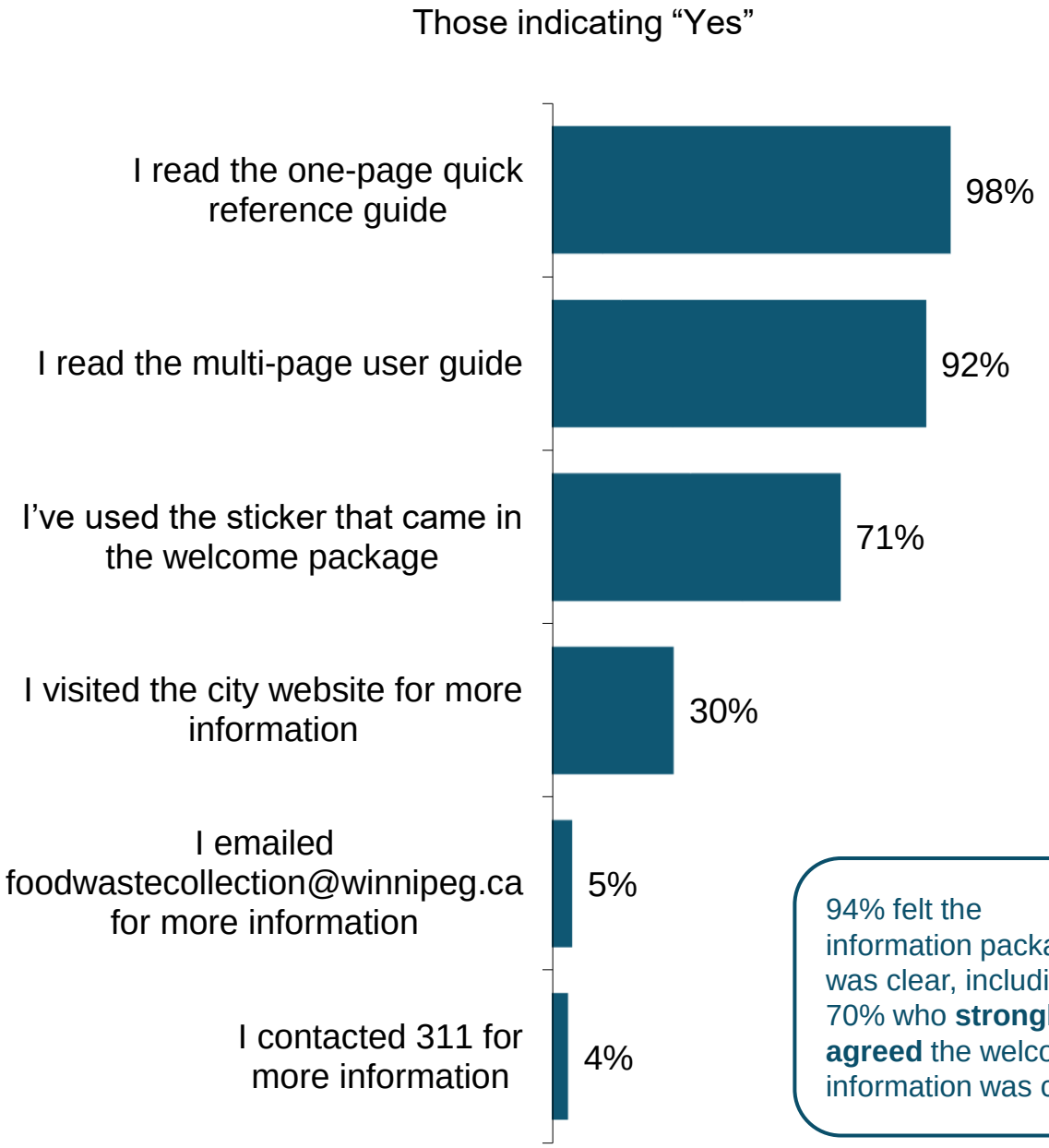


Base: Post-start respondents (N=633)

VIRTUALLY ALL PARTICIPANTS READ THE GUIDES BUT FAR FEWER REACHED OUT TO THE CITY FOR INFORMATION

E2. *"When you got your kitchen pail and cart from the city, you also received a welcome package with information about how the program works. Now, a couple of question about that package. Please read the following statements and indicate yes or no."*

Base: Post-start respondents (N=633)



94% felt the information package was clear, including 70% who **strongly agreed** the welcome information was clear.

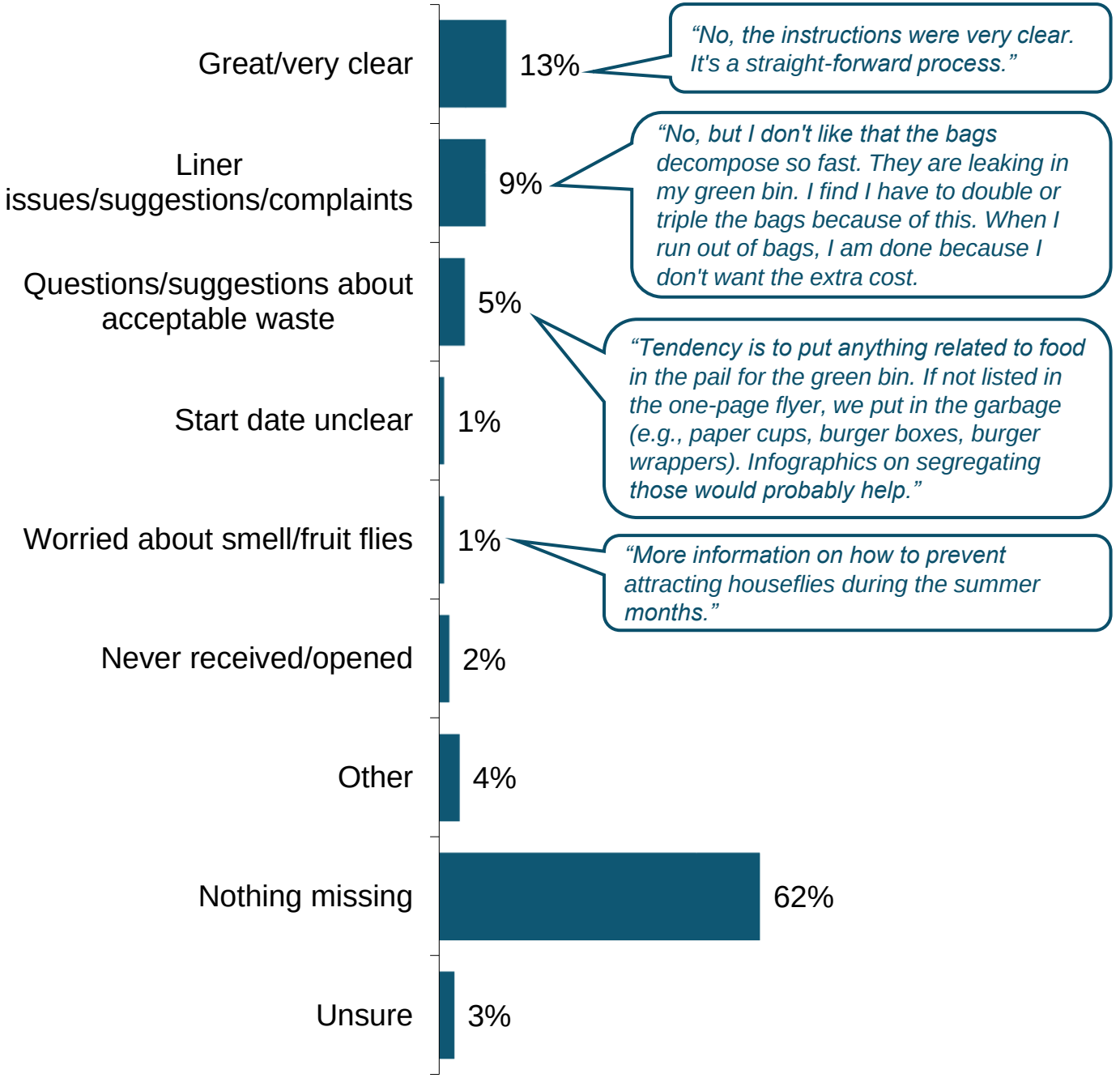
SUGGESTIONS FOR IMPROVEMENT



QUESTIONS AND CONCERNS RAISED MOST ABOUT PAIL LINERS

E4. *"Was there any missing information in the welcome package? Was there any information that would have made it easier for you to participate in the pilot program?"*

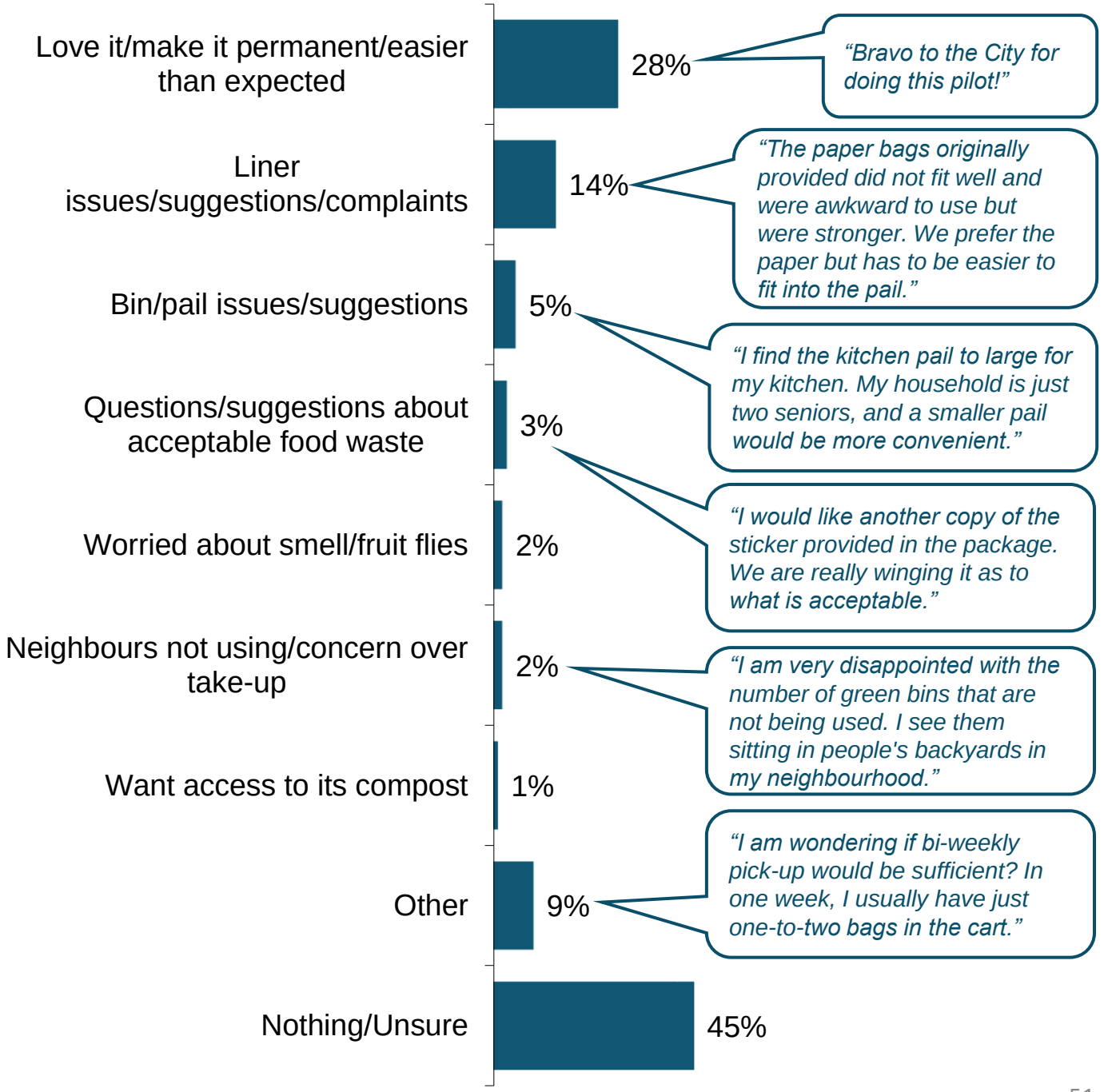
Base: Post-start respondents (N=633)



PAIL LINERS ARE THE CHIEF AREA IN NEED OF IMPROVEMENT

G1. *"Is there anything else you'd like to tell us about this survey or about your experience so far with the food waste collection pilot project?"*

Base: Post-start respondents (N=633)



PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

	Total	Linden Woods	St. George	Inkster Gardens	Mission Gardens	Daniel McIntyre
Bases	**(633) (%)**	**(174) (%)**	**(146) (%)**	**(103) (%)**	**(132) (%)**	**(78) (%)**
GENDER						
Men	29	34	21	32	25	35
Women	70	64	79	68	74	63
Other	1	1	-	-	1	3
AGE						
18-39	24	7	35	16	28	46
40-59	40	62	35	30	31	27
60+	36	31	30	54	40	27
HOUSEHOLD SIZE						
1 person	11	7	17	6	11	15
2	41	28	51	48	48	32
3+	48	65	32	46	41	53
HOME OWNERSHIP						
Own	95	100	90	100	95	83
Rent	5	-	10	-	5	17
HOUSEHOLD INCOME						
<$50K	19	3	23	19	21	36
$50K-$99K	38	14	40	48	46	56
$100K+	43	83	36	34	33	8
INDIGENOUS IDENTITY						
Yes	6	2	9	4	7	11
No	94	99	91	96	93	89

Columns may not equal 100% due to rounding.

Appendix B - Online Webinar Slides

RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT



Webinars

November 24 and 25, 2020

Winnipeg

WELCOME

- I would like to acknowledge that we are on Treaty No. 1 Territory and the traditional homeland of the Métis Nation. Our drinking water comes from Shoal Lake 40 First Nation in Treaty No. 3 Territory.

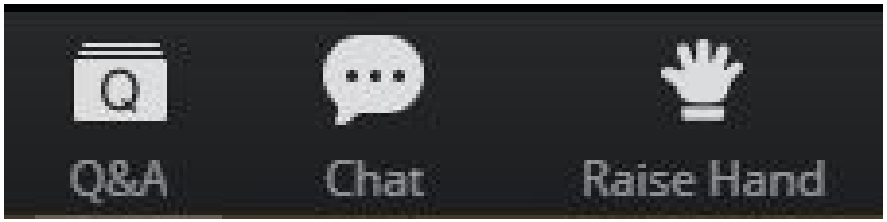
- We are here today to provide information and seek feedback related to the City of Winnipeg's residential food waste (RFW) collection pilot project.

- Much of the presentation is geared towards pilot project participants, but all Winnipeggers are welcome to attend and learn about the project.

- Our session will include:
  - A review of the Zoom Webinar platform and protocol.
  - An overview of Residential Food Waste Collection Pilot Project.
  - A Q&A Session.
  - Several "Live Poll" questions.

ZOOM WEBINAR PROTOCOL

- Respectful dialogue and participation are required.
- If you have a question during the presentation, please use the chatbox. We will gladly answer your question during the Q&A portion of the webinar.
- During the Q&A, feel free to submit questions using the chatbox or verbally by raising your hand.



Live Poll # 1

Have you previously participated in a similar online event?

- No
- Yes - I have attended small online meetings (e.g., Zoom, Microsoft Teams, Google Chat)
- Yes - I have participated in an online webinar, such as this one

Live Poll # 2

How did you hear about this webinar?

- Postcard delivered to my house
- Received an email
- Word of mouth
- Website
- Other

WHAT IS WASTE DIVERSION?

- Waste diversion is the process of reducing, reusing or recycling our waste materials instead of disposing of them in a landfill.
- Waste diversion helps combat climate change and makes our city more sustainable.
- Winnipeg's waste diversion rate is currently around 30 percent.
- Collecting the food waste of Winnipeg residents could help Winnipeg achieve a 50 percent diversion rate.



WHAT IS RESIDENTIAL FOOD WASTE?

- Residential food waste (RFW) consists of scraps from food preparation, leftovers, or food products/items that were not consumed before spoiling.
- RFW is a significant component of residential waste and produces the largest amounts of greenhouse gas.
- Diverting RFW from landfills and converting it to useable compost is an effective means of increasing Winnipeg's environmental sustainability.



WHAT IS COMPOSTING?

- Composting is a natural process of breaking down organic material, like food scraps, to create nutrient-rich, soil-like material.

- Compost benefits include:
  - Improved soil quality and fertility.
  - Increased water retention in soil.
  - Less material going to the landfill.
  - Reduced greenhouse gas emissions.





Live Poll # 3

What is your level of experience with composting?

- I have never composted
- I have composted in the past but do not currently
- I compost at home, but only during the warmer months
- I compost at home, year-round
- I use a compost collection service (such as Compost Winnipeg)
- I use a compost collection service and I compost at home
- I compost at a community garden or a friend’s house

WHAT IS THE RFW COLLECTION PILOT PROJECT?

- Weekly collection of food waste from homes in five areas over the next two years.
- It accepts a wider range of materials than backyard composting.
- Food waste will be diverted from the landfill and turned into compost at the Brady Road Resource Management Facility.



Live Poll # 4

Are you a pilot project participant?

- Yes
- No
- Unsure

WHY ARE WE DOING THIS?

- RFW is the highest contributor of greenhouse gas from the residential waste we collect.
- Collecting RFW is a way for the City of Winnipeg to help satisfy both waste diversion and climate change goals.
- Council directed the Public Service to implement a pilot project for RFW in 2019.
- The pilot project will help to determine residents' support for a city-wide program and provides data on participation, effectiveness and challenges.
- In 2023, Council will use the results of the pilot to decide whether a city-wide RFW collection program should be pursued.

GETTING STARTED

- Pilot project participants received the following:
  - In early August:
    - A notification letter and invitation to participate in a survey
  - In mid-September:
    - A welcome package
    - A green cart to place out weekly on collection days
    - A kitchen pail for collection of food waste in the home
    - A sample of compostable liner bags for the kitchen pail











winnipeg.ca/foodwastecollection

Winnipeg

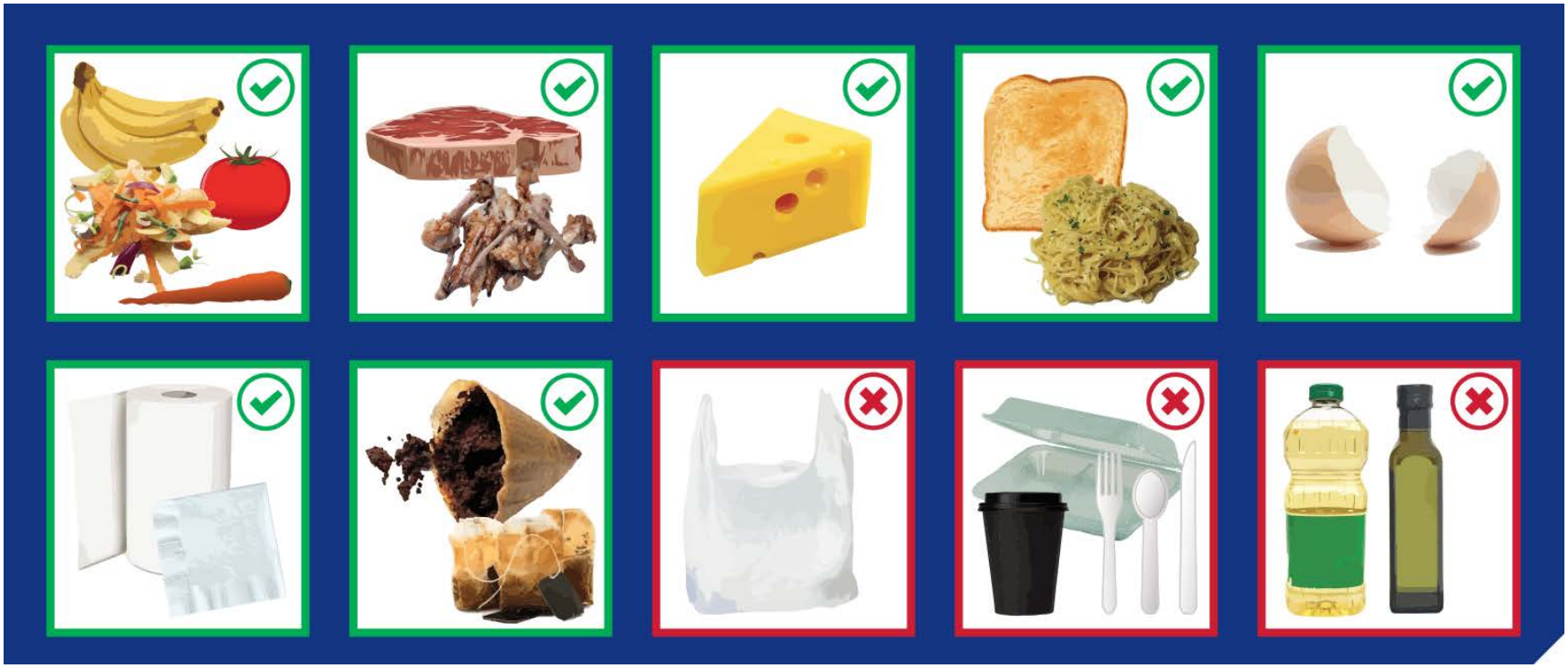
Live Poll # 5

For RFW pilot participants: when your cart was initially delivered, you were provided with a small sample of paper-based compostable liner bags for your kitchen pail. You were then provided with a larger quantity of BPI-Certified compostable liner bags.

Based on your experience so far, please indicate your preference between the two types of liner bags:

- No preference
- Prefer the paper-based liner bags
- Prefer the BPI-Certified compostable liner bags

WHAT CAN BE COLLECTED?



For a complete list, please view the user guide on the project webpage.

COLLECTION TIPS

- Keep the cart and kitchen pail clean:
  - Line the green cart with newspaper or cardboard.
  - Line the kitchen pail with paper bags, BPI-certified compostable bags or newspaper.
  - Periodically clean the kitchen pail and green cart with warm water and soap or vinegar.

- Store your green cart away from direct sunlight.

- Store your kitchen pail inside a cupboard or in the fridge or freezer

- Green cart collection is the same as recycling and garbage cart collection:
  - Place carts out by 7 a.m.
  - Space carts at least one arm's length (one metre) from each other and other objects.
  - Bring carts back onto private property as soon as possible after collection.

Live Poll # 6

For RFW Pilot participants: Now that you have had several green cart collections, what are your first impressions of the pilot?

- Positive
- Unsure
- Negative

PILOT PROJECT ROUTES

- Approximately 4,000 households across five collection routes in these areas:
    - Daniel McIntyre
    - Inkster Gardens
    - Linden Woods/Linden Ridge
    - Mission Gardens
    - St. George

- Pilot areas were selected to reflect the diversity of residents, their homes and collection style.

- Route selection was based on existing cart collection routes.



CITY OF WINNIPEG

RESIDENTIAL FOOD WASTE COLLECTION
PILOT PROGRAM

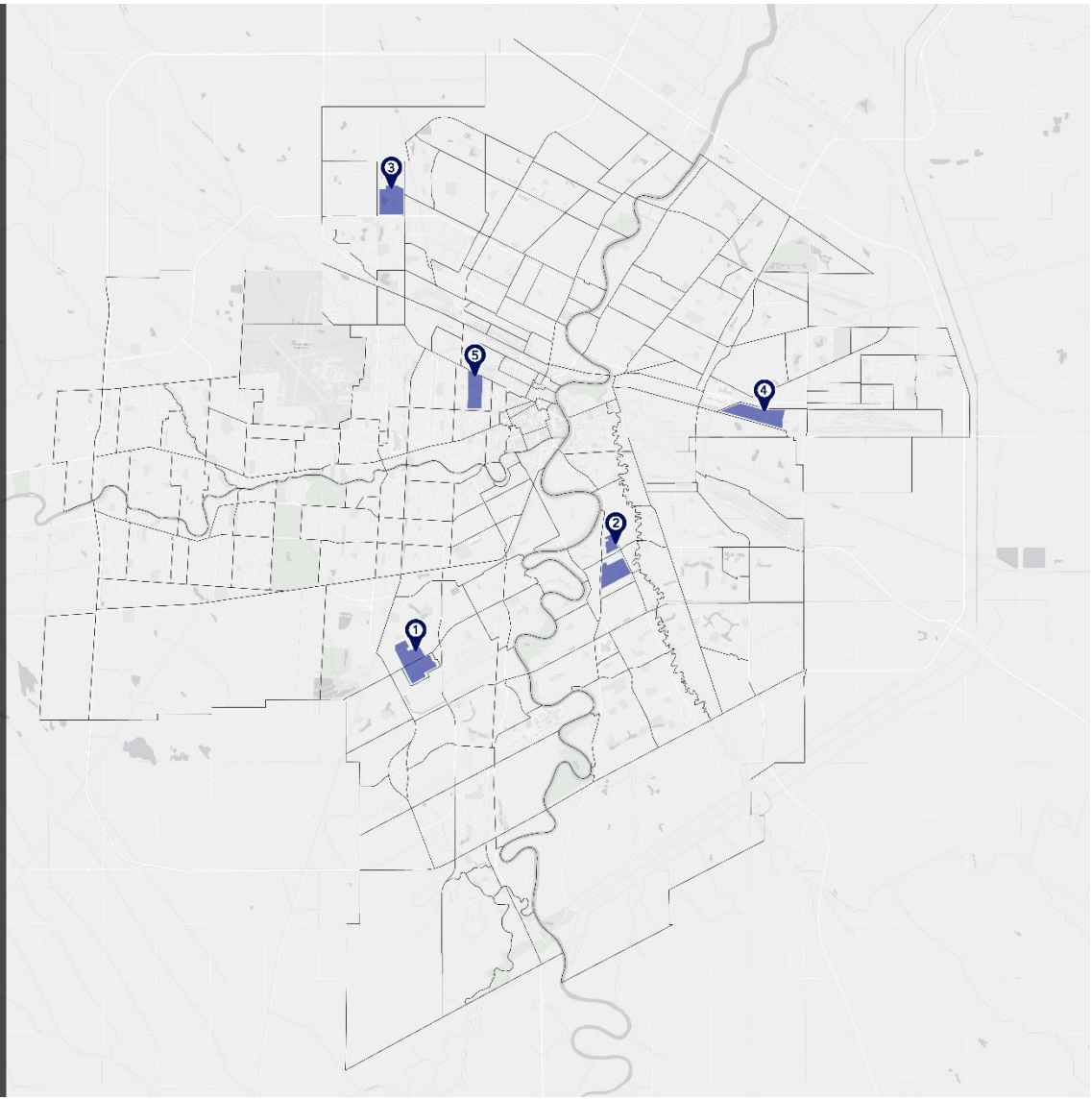
1. NEIGHBOURHOOD: LINDEN WOODS/LINDEN RIDGE
   COLLECTION DAY: MONDAY
   COLLECTOR: MILLER WASTE SYSTEMS

2. NEIGHBOURHOOD: ST. GEORGE
   COLLECTION DAY: TUESDAY
   COLLECTOR: GFL ENVIRONMENTAL

3. NEIGHBOURHOOD: INKSTER GARDENS
   COLLECTION DAY: WEDNESDAY
   COLLECTOR: MILLER WASTE SYSTEMS

4. NEIGHBOURHOOD: MISSION GARDENS
   COLLECTION DAY: THURSDAY
   COLLECTOR: GFL ENVIRONMENTAL

5. NEIGHBOURHOOD: DANIEL McINTYRE
   COLLECTION DAY: FRIDAY
   COLLECTOR: MILLER WASTE SYSTEMS



Live Poll # 7

Where do you live?

- Daniel McIntyre - pilot participant
- Inkster Gardens - pilot participant
- Linden Woods/Linden Ridge - pilot participant
- Mission Gardens - pilot participant
- St. George - pilot participant
- Non-pilot participant

DATA GATHERING

- Waste audits provide detailed information on waste streams, pilot participation, and baseline data.
    - There will be three waste audits over the course of the pilot project:
        - A baseline audit (summer 2020 - complete)
        - An intermediate audit (summer 2021)
        - A pilot completion audit (summer 2022)
- Cart inspections provide information on participation and contamination rates.
    - Two cart inspections will be completed over the course of the pilot project:
        - An intermediate inspection (summer 2021)
        - A pilot completion inspection (summer 2022)
- Daily collection truck data will collect data about the number of green carts set out and the weights of both green cart and garbage cart materials.





PUBLIC ENGAGEMENT

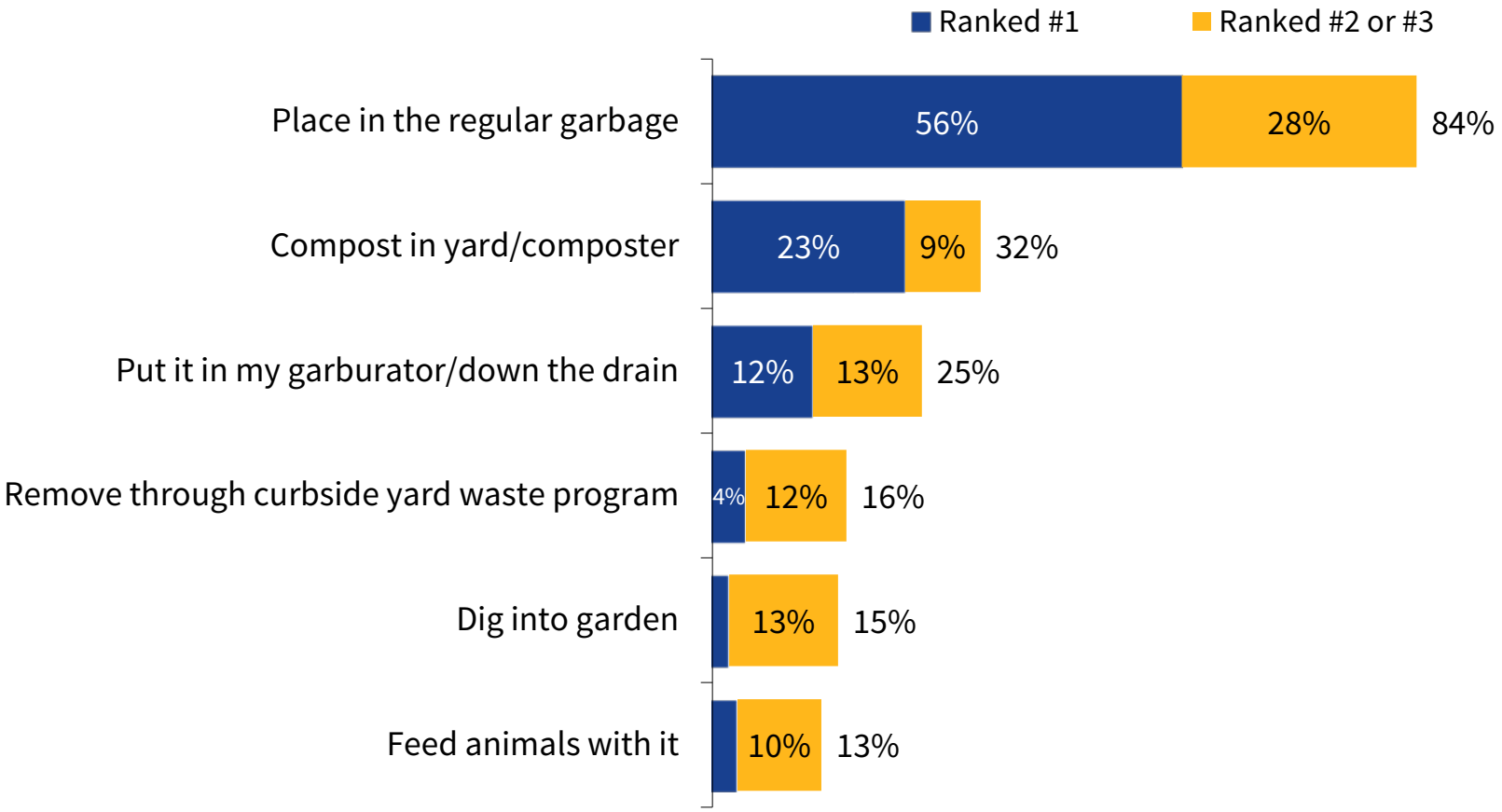
- Public engagement is an important part of this project and will play a key role in the decision-making process.
  - **Phase 1:** (Completed in September 2020)
    - Provided baseline information for the pilot project.
  - **Phase 2:** (Ongoing)
    - Provide detailed information to pilot participants.
    - Enable participants to provide feedback early in the pilot project.
    - Share information and solicit feedback from interested non-participants.
  - **Phase 3:** (Will begin in early 2022)
    - Ask household participants to reflect on their experiences and provide feedback on the pilot project.

PUBLIC ENGAGEMENT

- City-wide surveys
  - Initial survey conducted in August 2020, with a representative sample of Winnipeggers.
  - Second survey to be conducted in May 2022.
- Participant surveys
  - Initial survey conducted in August 2020, prior to the start of collection.
  - Second participant survey is currently ongoing.
  - Final participant survey to be conducted in fall 2022.
- Webinars
  - Being held for both pilot participants and non-pilot participants interested in the project.
- Stakeholder engagement
  - A selection of stakeholder organizations will be engaged to gain insights into RFW collection and potential barriers to participation faced by groups, such as seniors, newcomers and people with disabilities.

CITYWIDE SURVEY RESULTS

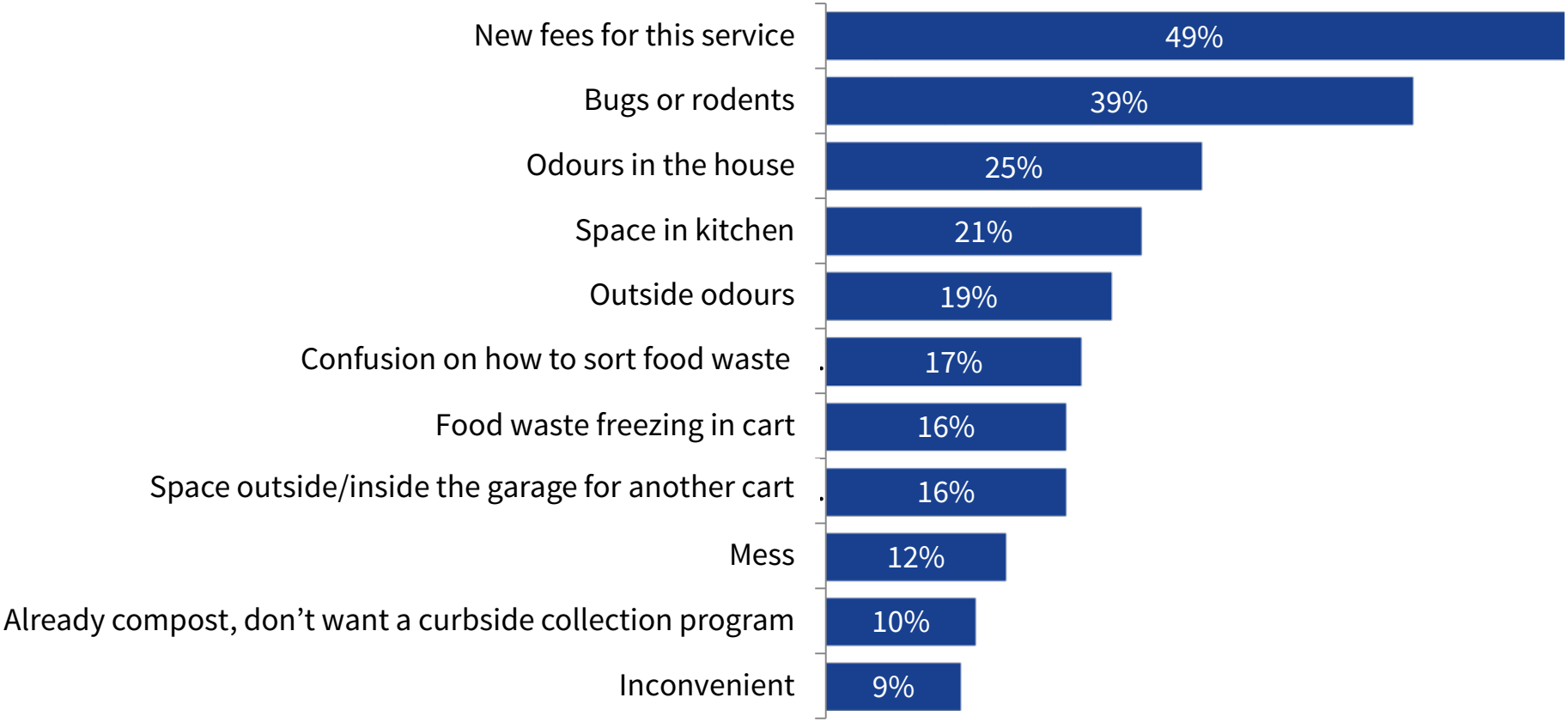
Most Winnipeggers throw their food waste in the garbage



"What do you normally do with your food waste?"

CITYWIDE SURVEY RESULTS

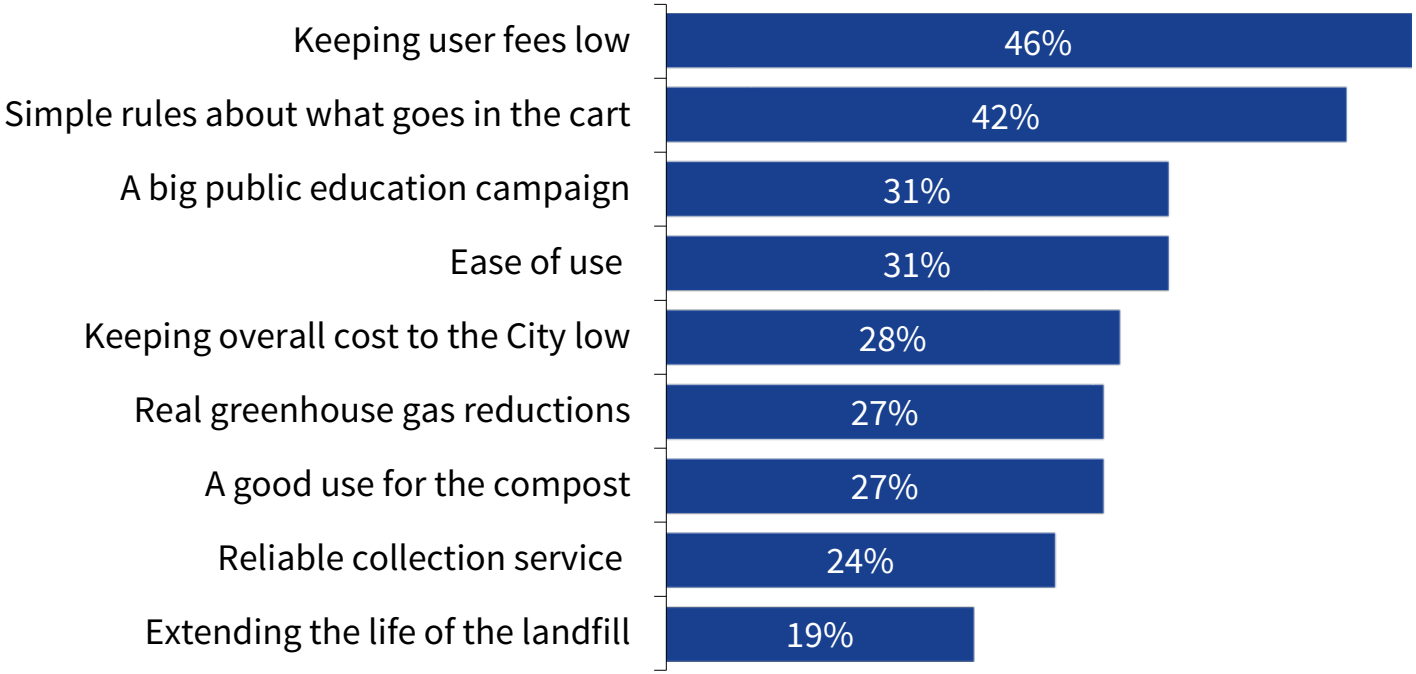
Fees, bugs and rodents are the top worries about the program



"Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance"

CITYWIDE SURVEY RESULTS

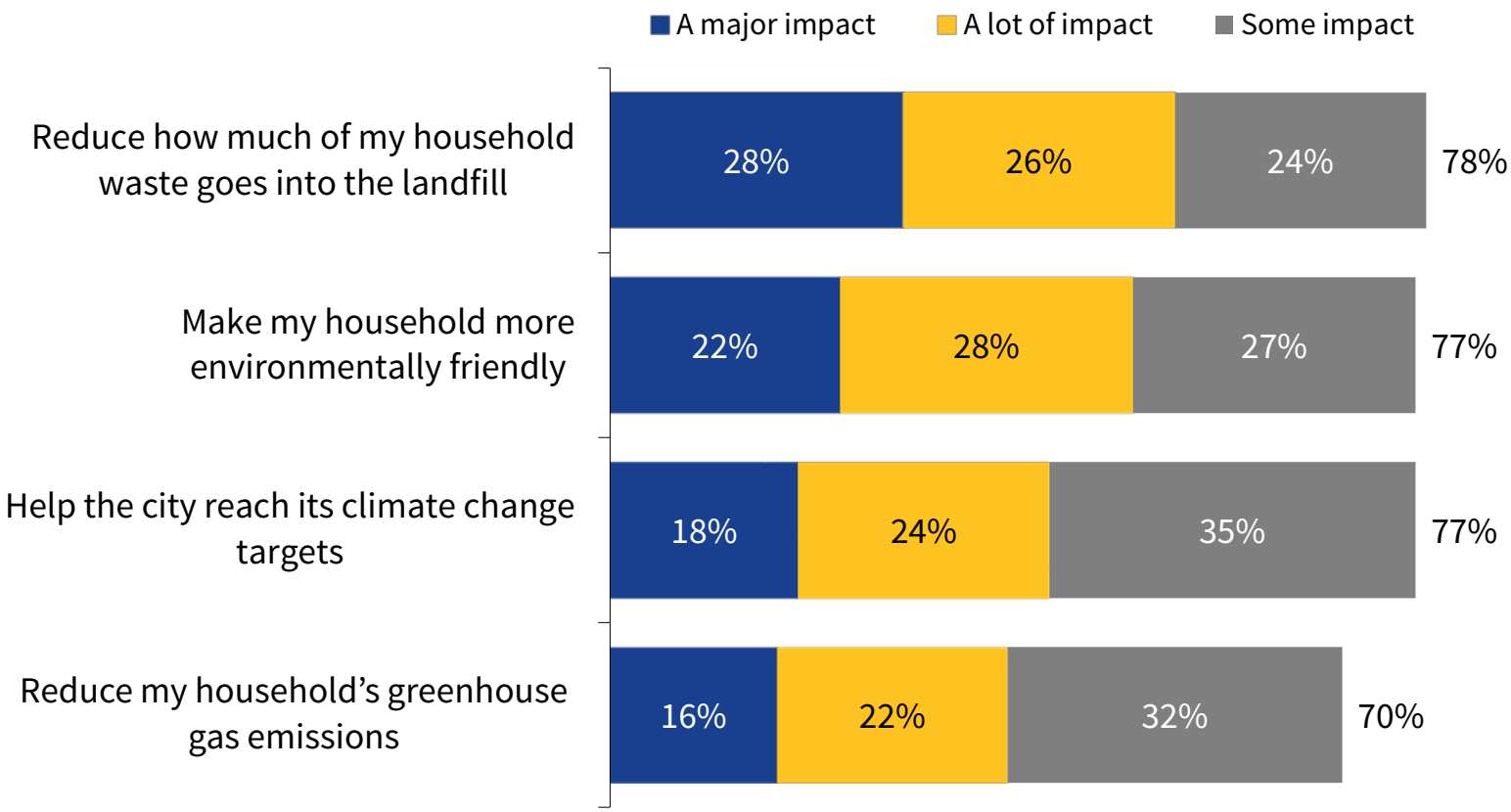
Low fees, simple rules should be the top city priorities



"There are many things the City needs to consider when designing a curbside food waste collection program. Please read the list below and rank your top three priorities in order of importance."

PILOT PARTICIPANT RESULTS

Seven-in-ten participants say food waste collection will help reduce their household's environmental impact



"A household composting program could do many things. In your opinion, what impact would the household composting program have on each of the following?"

BASELINE WASTE AUDIT

- Baseline waste audit summary:
  - Occurred in July 2020.
  - Examined garbage and recycling streams in the RFW pilot areas.
  - Audited 20 households from each of the five collection routes (total of 100 households).
  - Collected waste from households, transported to the Brady Road Resource Management Facility, sorted and weighed. Waste was sorted into eight primary categories and subsequent sub-categories.
  - Analyzed waste to determine use, potential diversion, and baseline data.

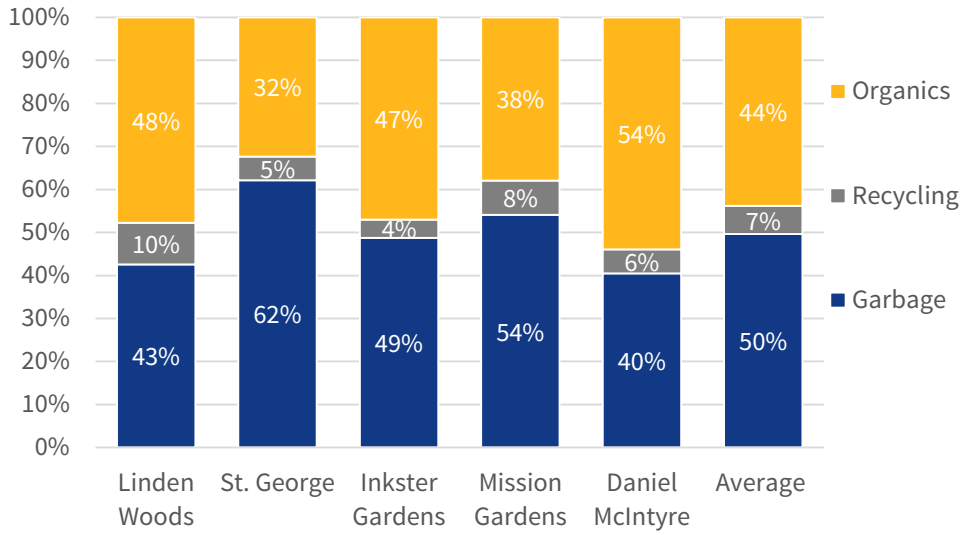




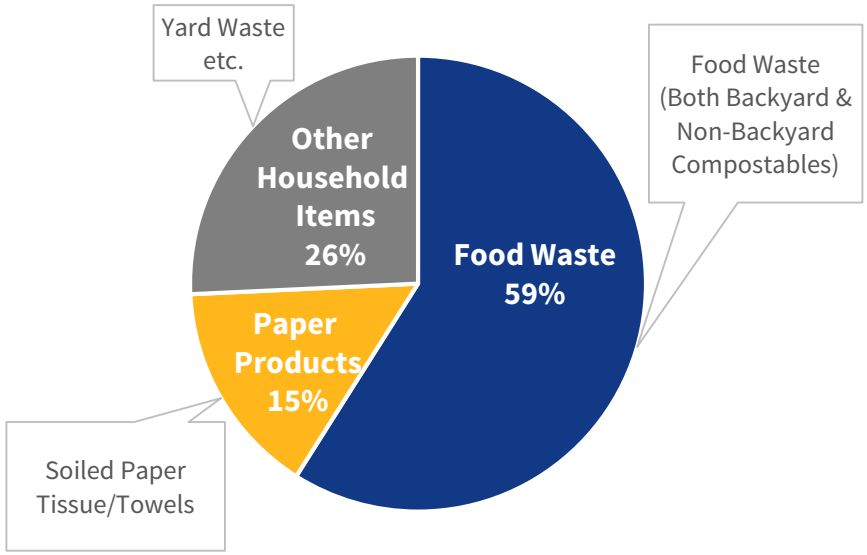


WASTE AUDIT RESULTS

Organics represent 44% of the weight composition in the garbage stream



Composition of the Garbage Stream



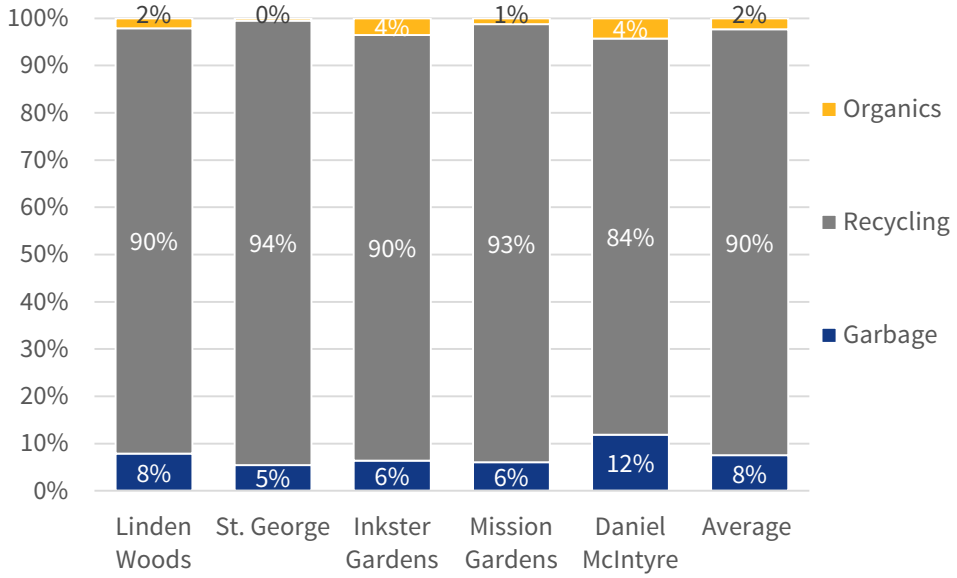
Average Breakdown of Organics in the Garbage Stream

winnipeg.ca/foodwastecollection

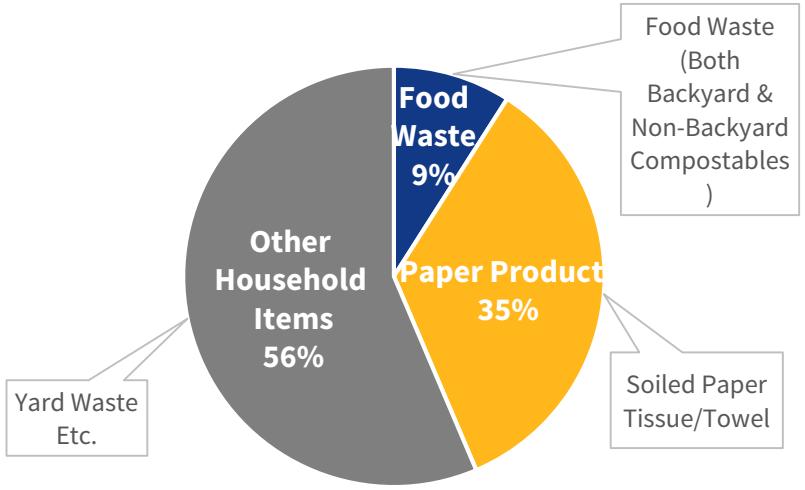
Winnipeg

WASTE AUDIT RESULTS

Organics represent a much smaller proportion of the weight composition in the recycling stream, but are still present



Composition of the Recycling Stream



Average Breakdown of Organics in the Recycling Stream

winnipeg.ca/foodwastecollection

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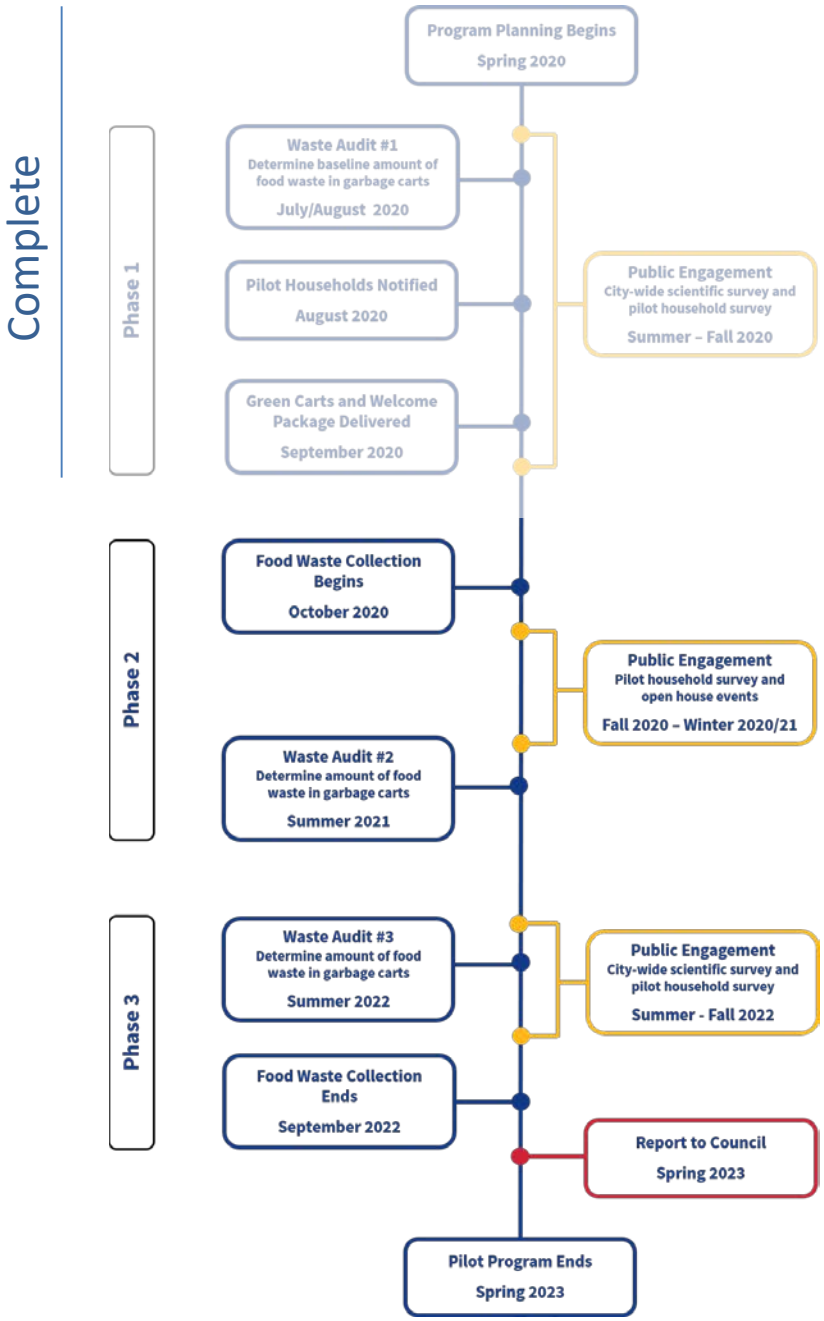
Live Poll # 8

Based on what you've seen here today, do you understand the rationale for residential food waste collection?

- Yes
- No
- Unsure

Please use the Q&A function to provide any comments on the above

NEXT STEPS



- RFW collection will continue through September 2022
- Waste audits will occur in summer of 2021 and 2022
- Surveys will be conducted in summer-fall 2022
- Report to Council will occur in spring 2023

We are here

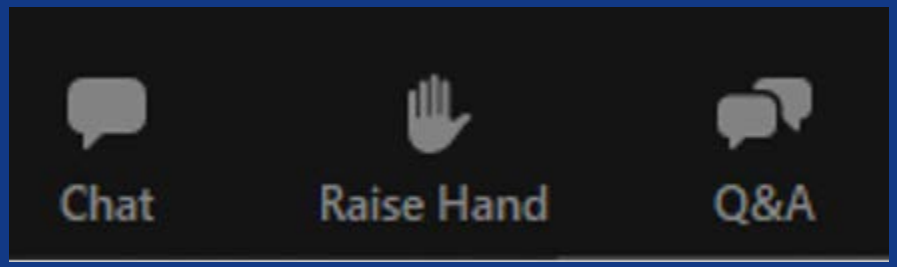
RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

Thank you – Open Q&A to follow

- *Detailed project information, such at the user guide, is available in the "Document Library" at: winnipeg.ca/foodwastecollection*
- *Sign up for project updates at : winnipeg.ca/foodwastecollection*

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Please use the “Q&A” function to ask questions or make comments; or use the “raise your hand” function if you prefer to speak live.



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Appendix C - Webinar Live Polling Results

Poll 1: Have you previously participated in a similar online event?

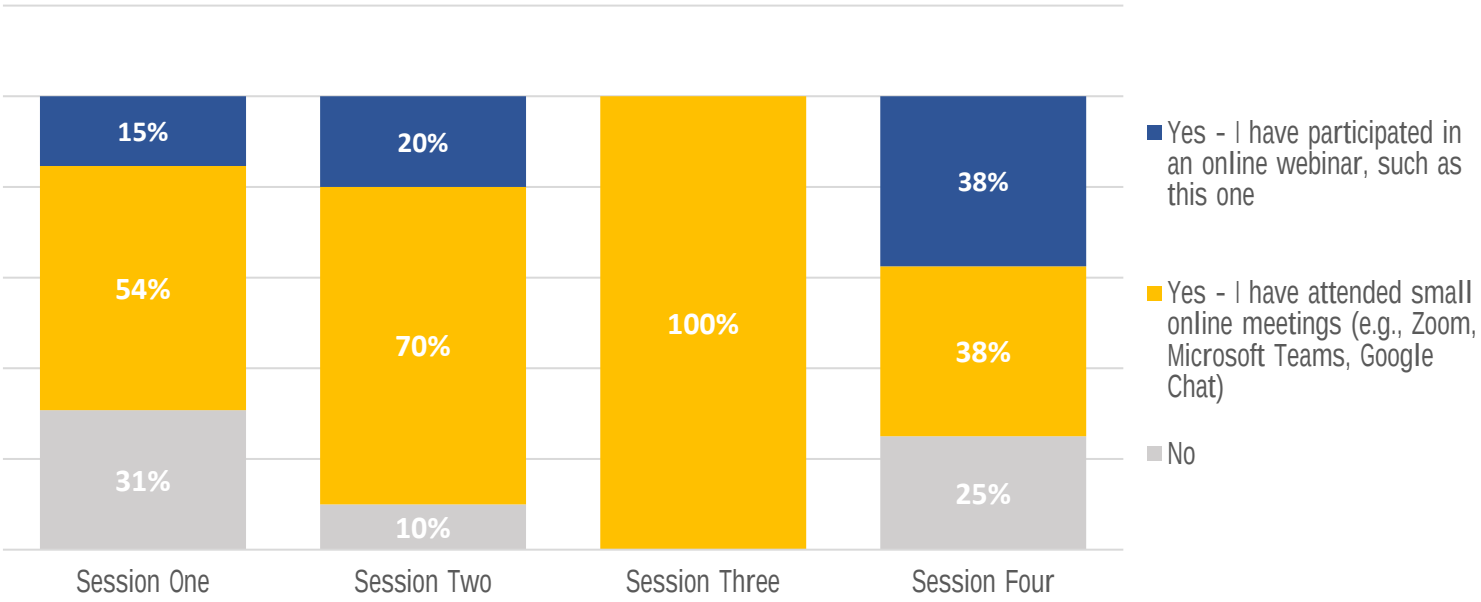


Table 1: Poll #1 Summary of Sessions 1 to 4

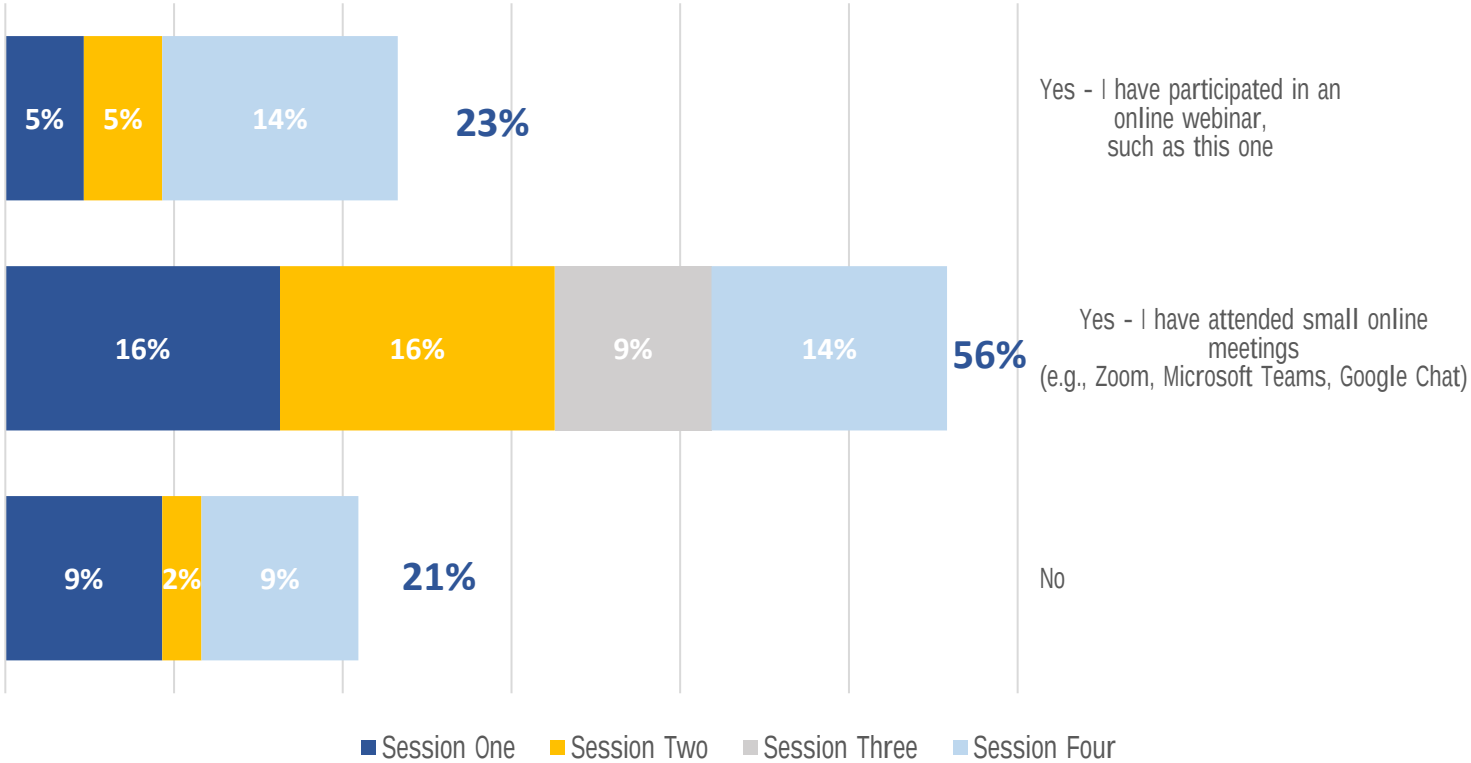


Table 2: Poll #1 Consolidated Results

Poll 2: How did you hear about this webinar?

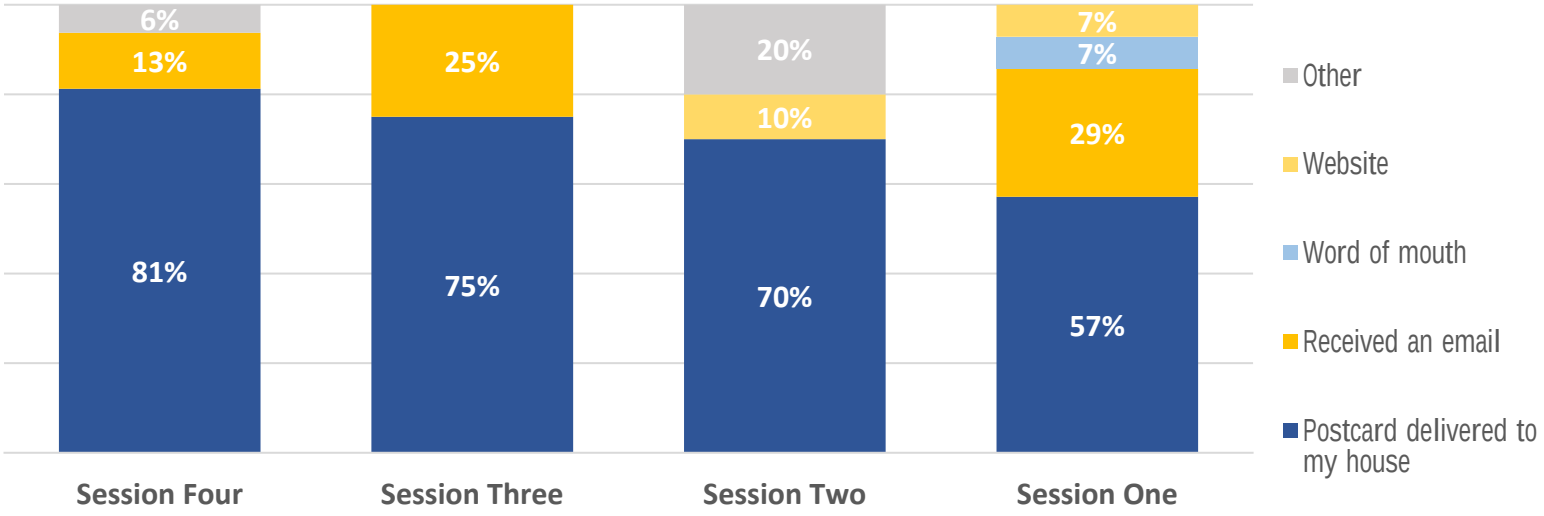


Table 3: Poll #2 Summary of Sessions 1 to 4

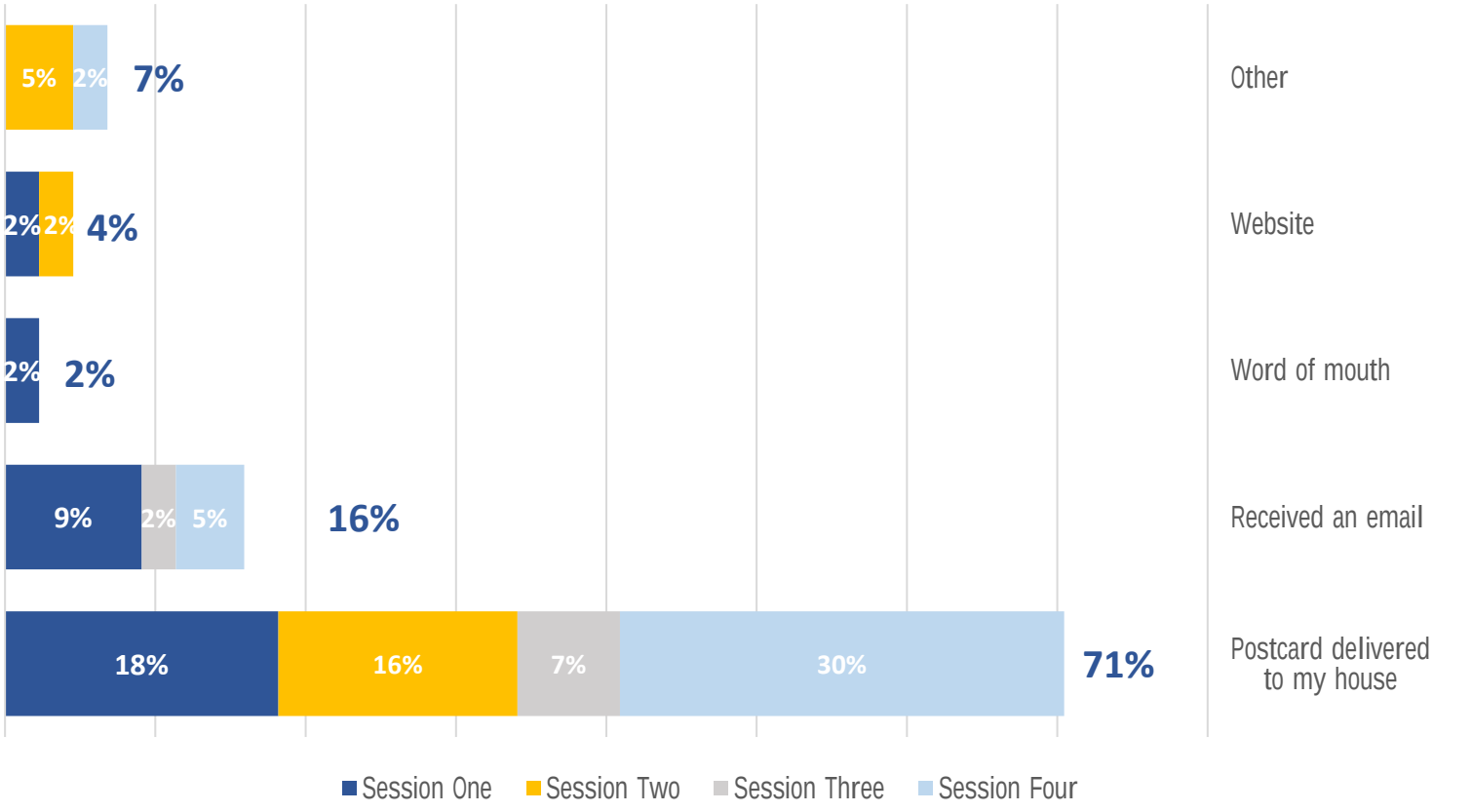


Table 4: Poll #2 Consolidated Results

298 Waterfront Drive
Winnipeg, Manitoba R3B 0G5
Tel: 204.453.8008
E-mail: info@landmarkplanning.ca

Poll #3: What is your level of experience with composting?

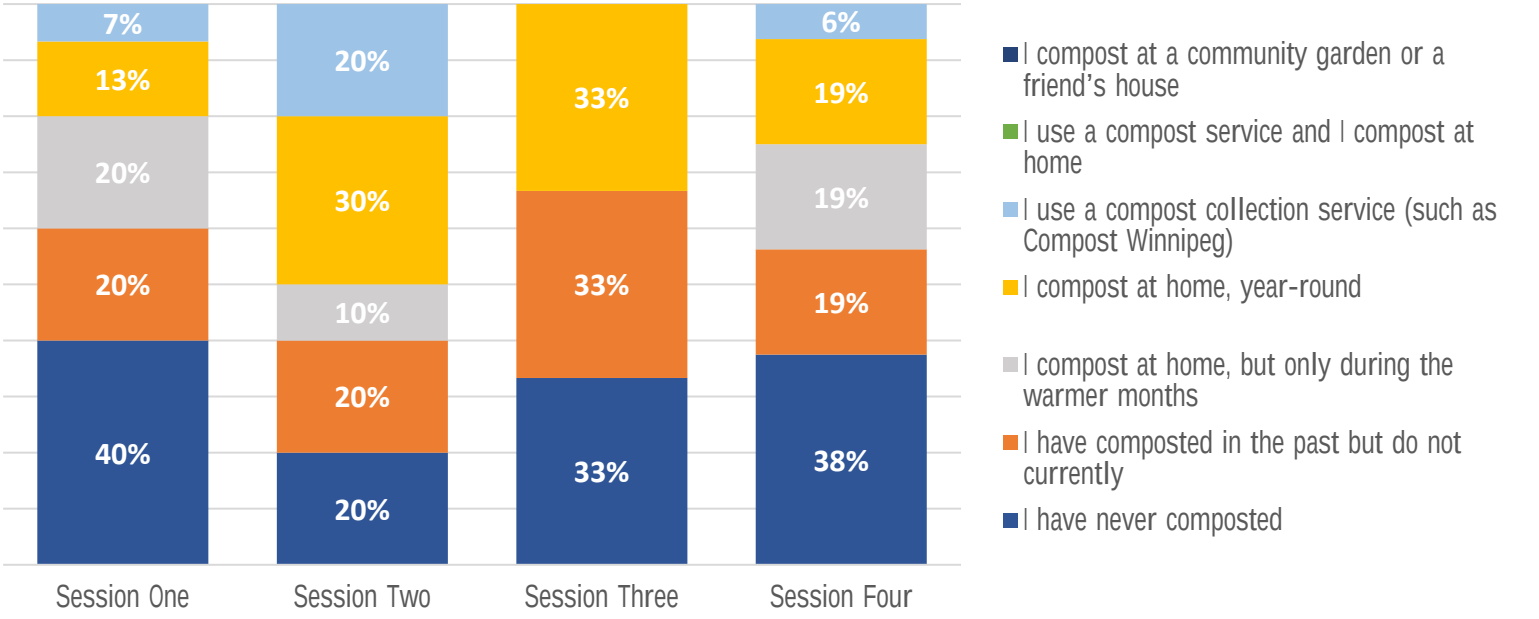


Table 5: Poll #3 Summary of Sessions 1 to 4

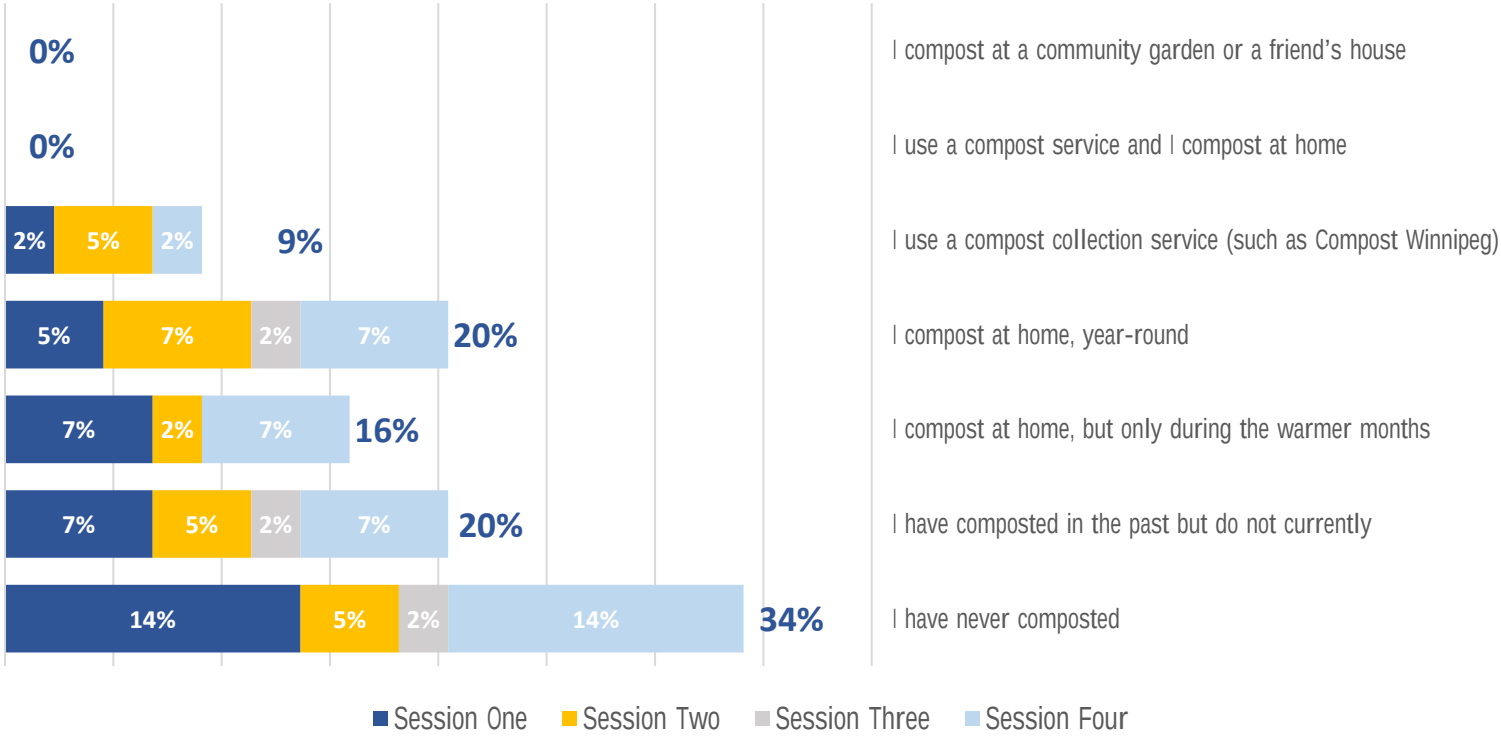


Table 6: Poll #3 Consolidated Results

Landmark Planning & Design Inc.
298 Waterfront Drive
Winnipeg, Manitoba R3B 0G5
Tel: 204.453.8008
E-mail: info@landmarkplanning.ca

Poll #4: Are you a pilot project participant?

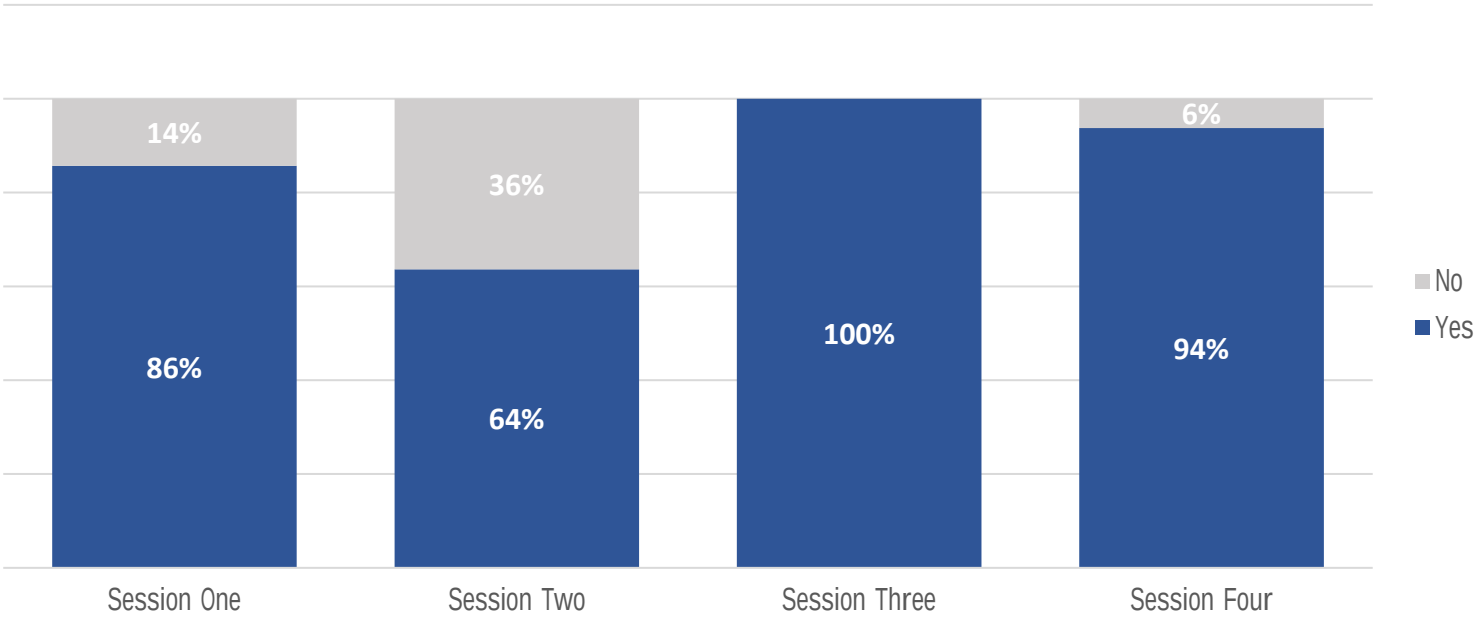


Table 7: Poll #4 Summary of Sessions 1 to 4

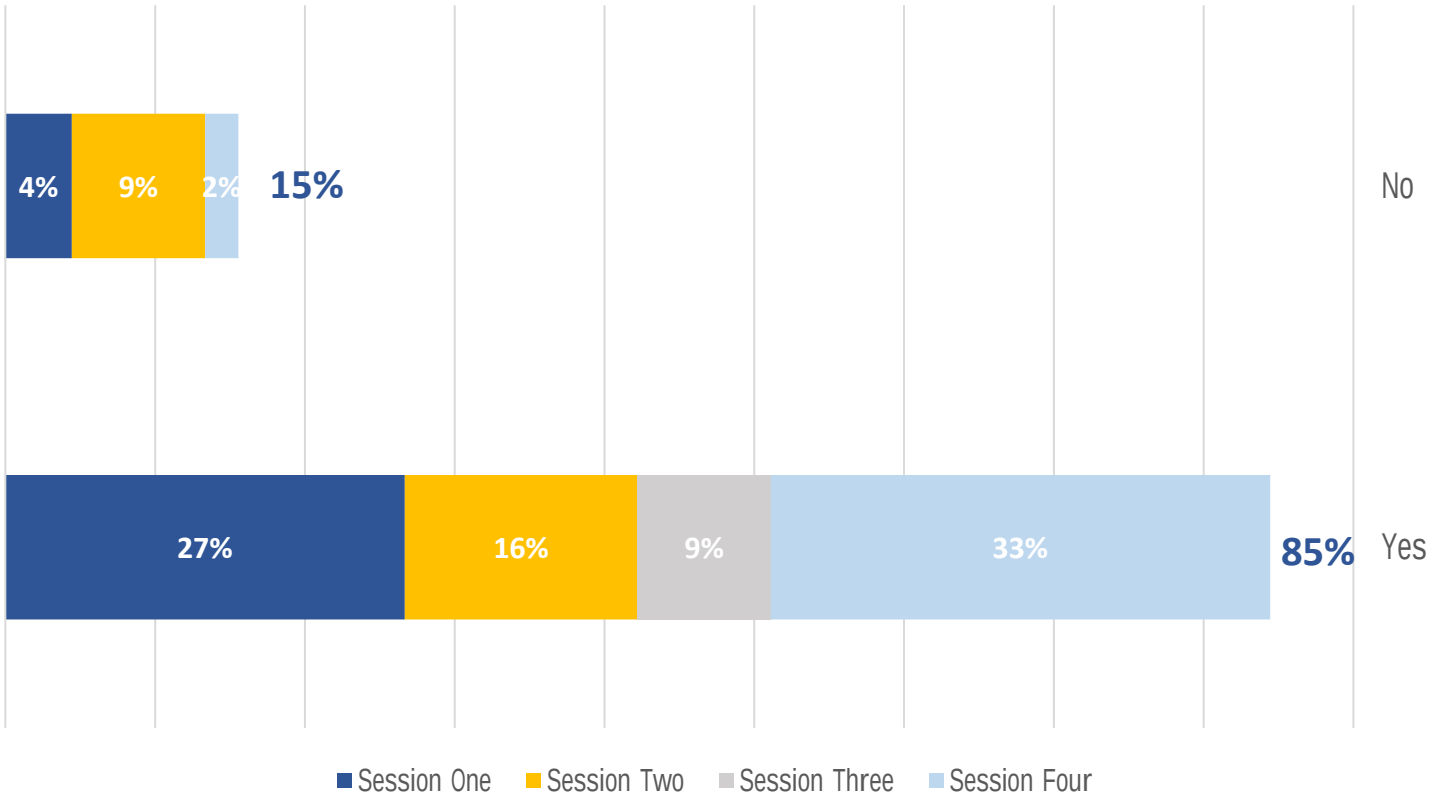


Table 8: Poll #4 Consolidated Results

Poll # 5: For RFW pilot participants: when your cart was initially delivered, you were provided with a small sample of paper-based compostable liner bags for your kitchen pail. You were then provided with a larger quantity of BPI-Certified compostable liner bags. Based on your experience so far, please indicated your preference between the two types of liner bags:

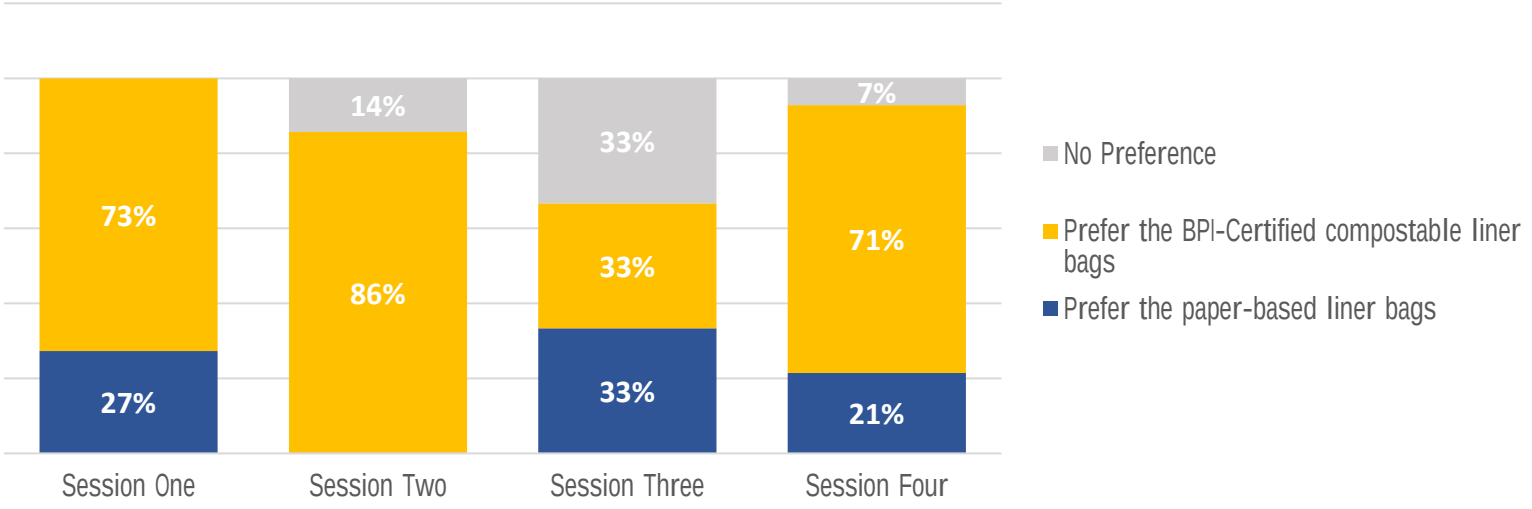


Table 9: Poll #5 Summary of Sessions 1 to 4

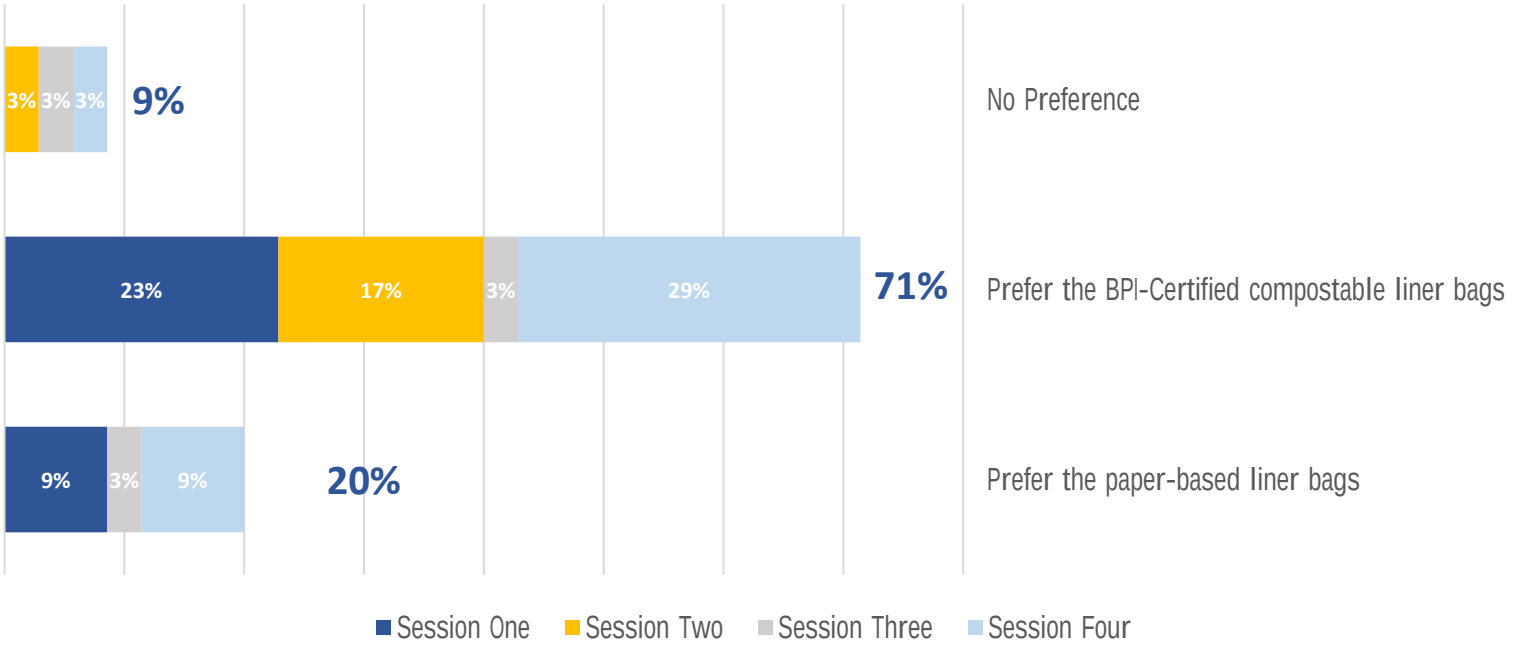


Table 10: Poll #5 Consolidated Results

Landmark Planning & Design Inc.
298 Waterfront Drive
Winnipeg, Manitoba R3B 0G5
Tel: 204.453.8008
E-mail: info@landmarkplanning.ca

Poll #6: For RFW Pilot participants: Now that you have had several green cart collections, what are your first impressions of the pilot?

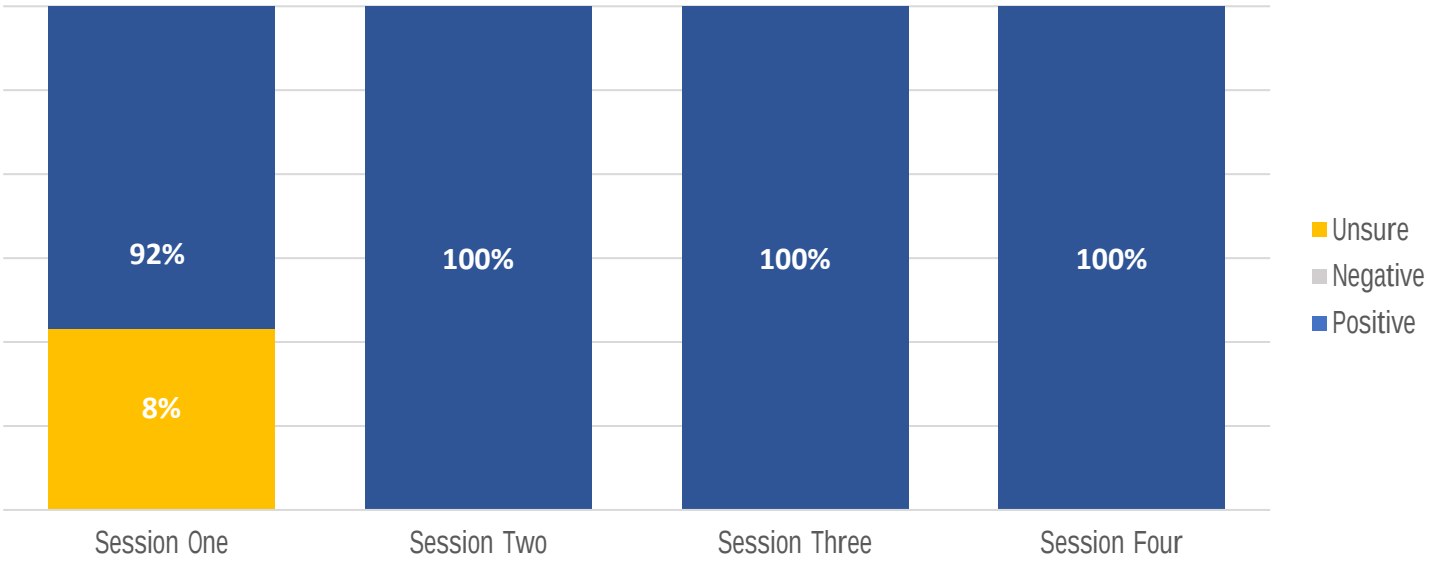


Table 11: Poll #6 Summary of Sessions 1 to 4

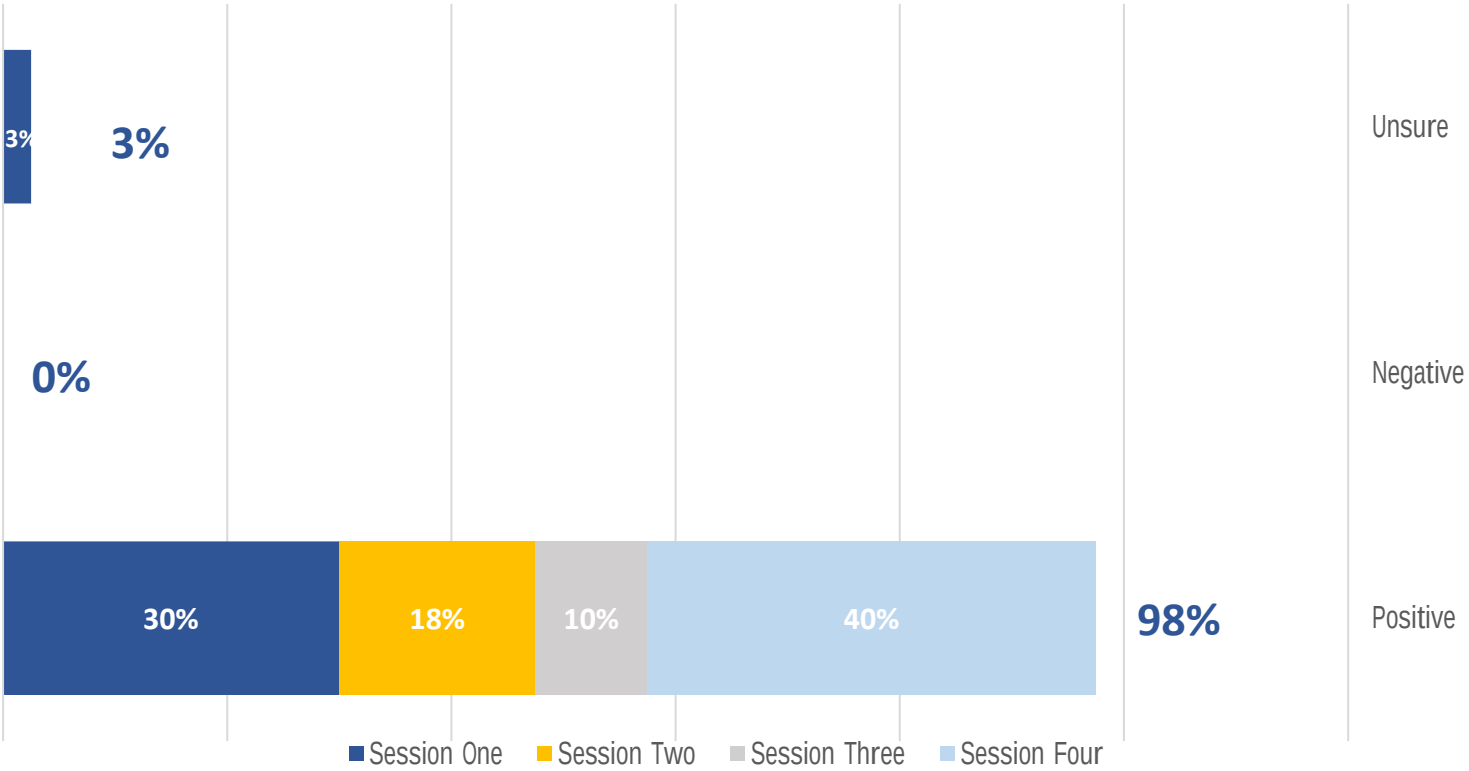


Table 12: Poll #6 Consolidated Results

Poll #7: Where do you live?

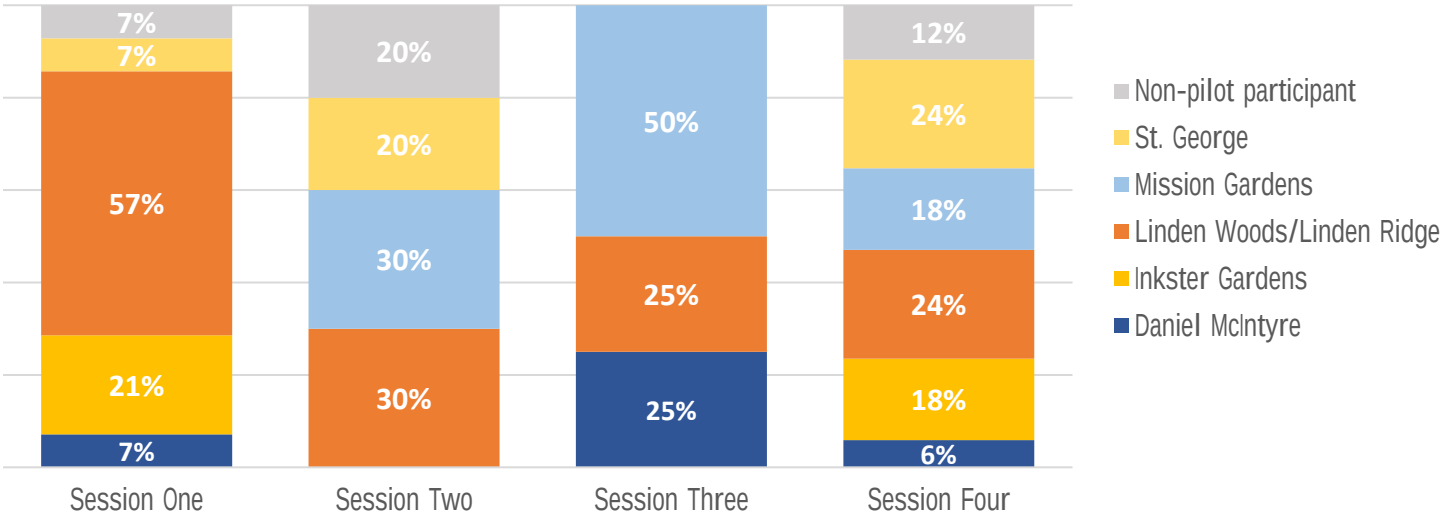


Table 13: Poll #7 Summary of Sessions 1 to 4

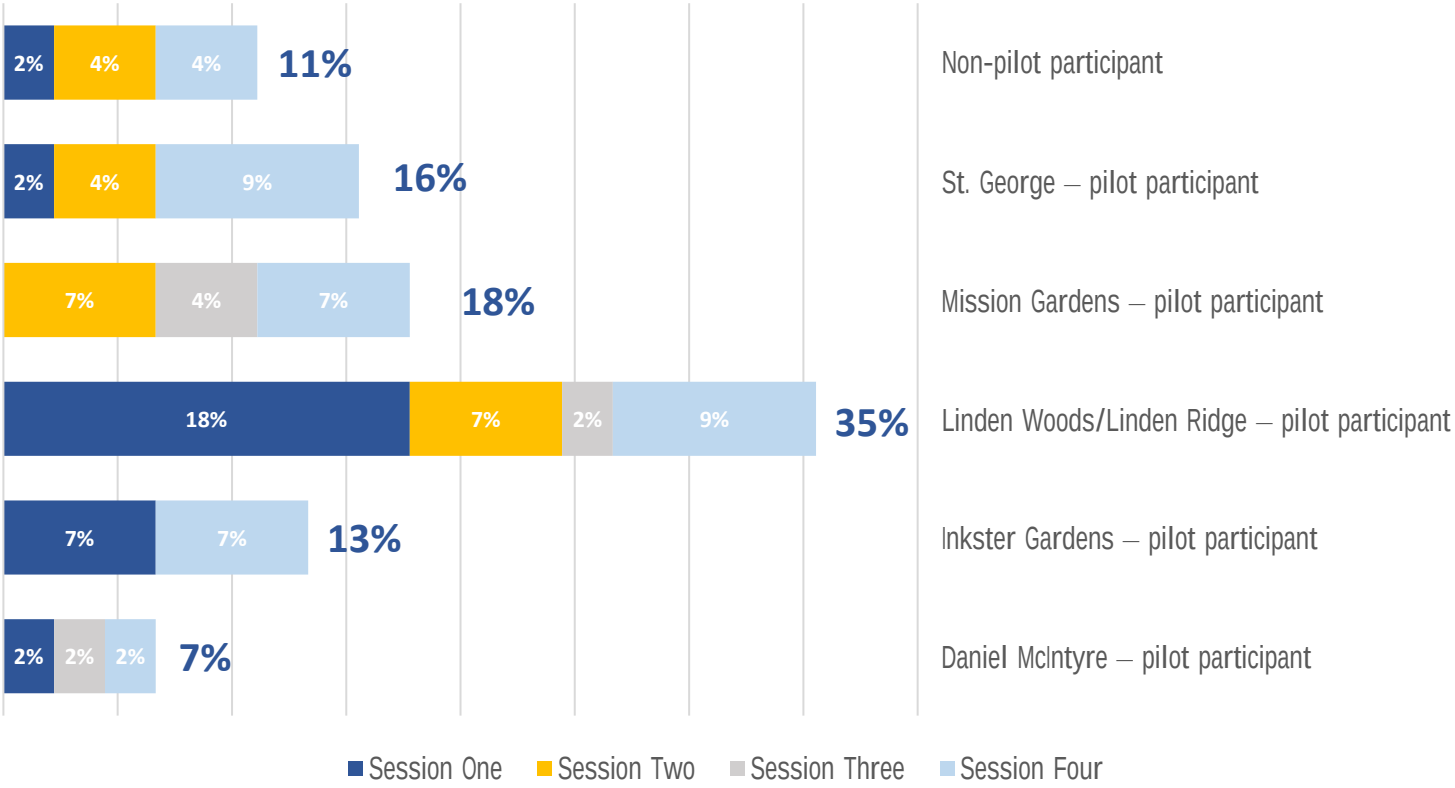


Table 14: Poll #7 Consolidated Results

298 Waterfront Drive
Winnipeg, Manitoba R3B 0G5
Tel: 204.453.8008
E-mail: info@landmarkplanning.ca

Poll #8: Based on what you've seen here today, do you understand the rationale for residential food waste collection?

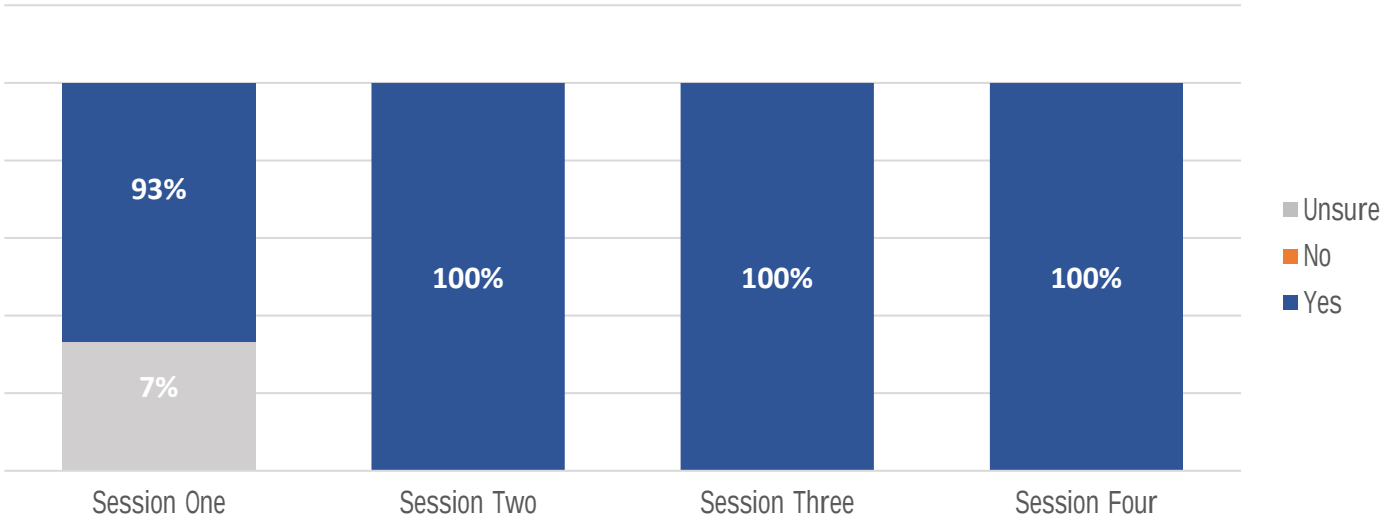


Table 15: Poll # 8 Summary of Sessions 1 to 4

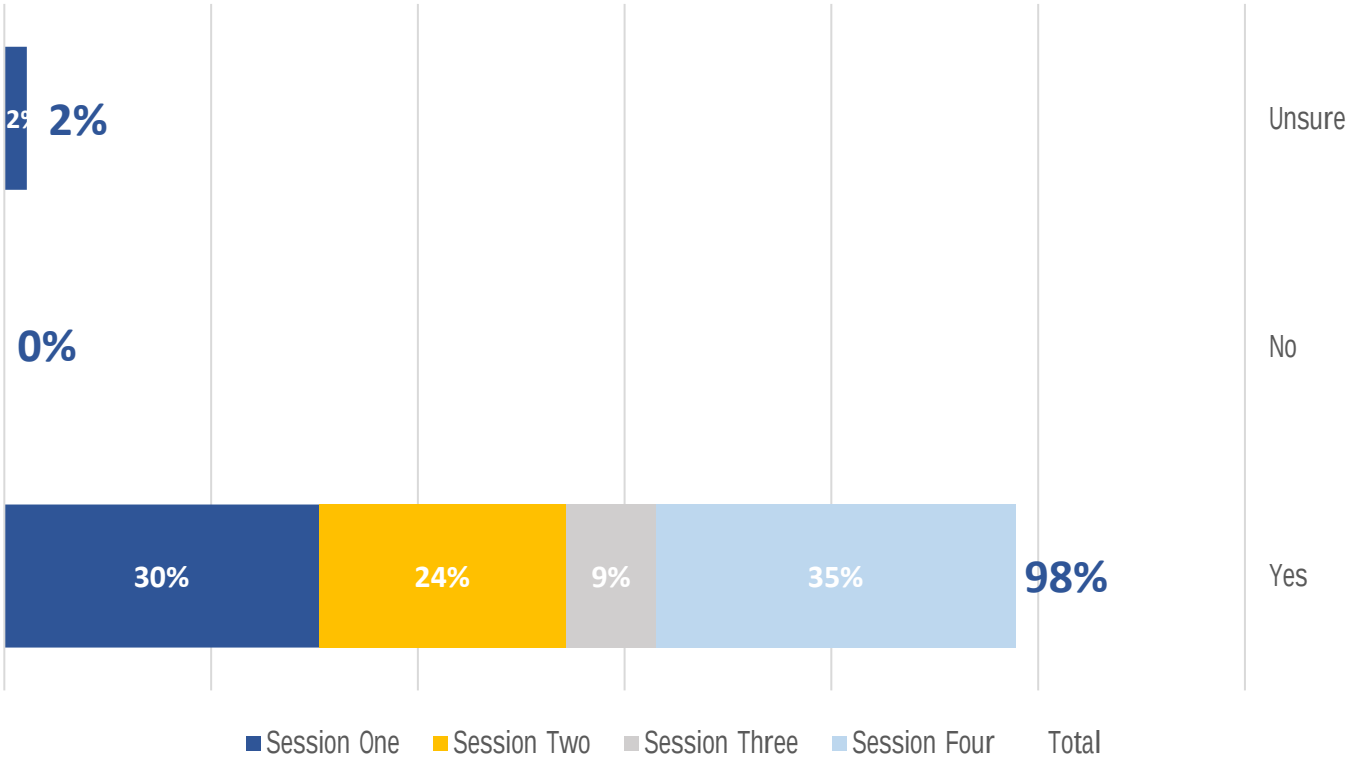


Table 16: Poll #8 Consolidated Results