RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

Phase 3 Public Engagement Summary

April 2023

Background

The City of Winnipeg (City) began a two-year residential food waste collection pilot project in October 2020. The pilot project helped determine how to collect food waste from homes and if residents felt it was valuable. Five areas of Winnipeg were selected for the pilot. Food waste was composted at the Brady Road Resource Management Facility.

Engagement

The final phase of public engagement happened at the end of the pilot project. This allowed pilot participants to reflect on their experiences over the last two years. The City sent a survey to pilot participants. The survey captured attitudes and perceptions over the two-year pilot project. It also identified any challenges that pilot participants were still experiencing.

The City also sought input from non-pilot participants through a scientific survey. This input helped provide an understanding of how Winnipeggers felt about a food waste collection program.

The same survey questions were asked of pilot participants and Winnipeggers several times which allowed for comparison over time and also allowed Winnipeggers' perspectives to be compared with pilot participants.

Table 1 provides a summary of Phase 3 public engagement opportunities.

Promotion

An information package was sent to the 4,000+ participating households on September 13, 2022 to notify them that pilot project would be ending at the end of the month. The package included a postcard inviting them to provide feedback on the two-year pilot project. Follow-up emails were also sent to 417 participants who had completed the previous surveys in Phases 1 and 2 of public engagement. Two weeks before the survey closed, a second postcard was mailed to all participating households reminding them of the survey.



Figure 1: Invitation card mailed to participants

Table 1: Phase 3 public engagement opportunities

Date	Activity	Participation
May 10 – 30, 2022	City-wide representative survey	622 respondents
September 13 – October 10, 2022	Pilot participant survey	1,025 respondents

RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

Phase 3 Public Engagement Summary

April 2023

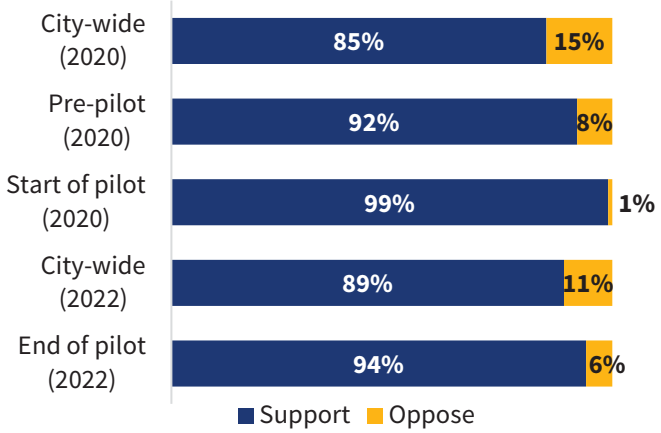
Key Findings

Support

Winnipeggers' support for a city-wide food waste collection program remained high throughout the two-year pilot project, with 85% (2020) and 89% (2022) support.

Support among pilot participants was higher than the Winnipeg average. Support quickly jumped after the first few months of the pilot project from 92% to 99% and remained high at the end with 94% (Figure 1).

Figure 1: Do you support or oppose a curbside food waste collection program in Winnipeg?

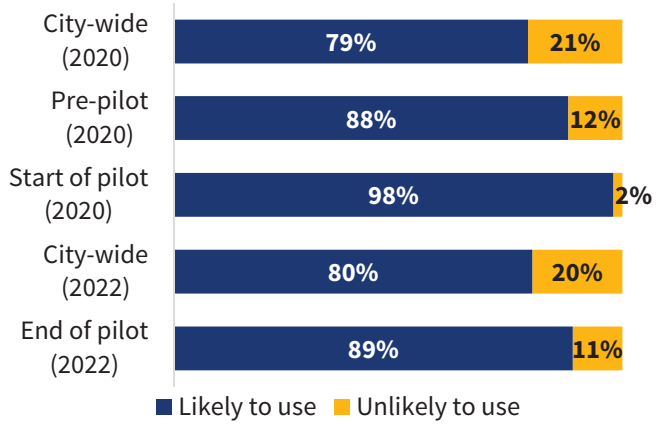


Usage

The likelihood of Winnipeggers using a city-wide food waste collection program remained stable between 2020 and 2022, with 79% (2020) and 80% (2022) reporting that they would likely use the program.

Actual usage data was collected during the two-year pilot project for pilot participants. The usage data will be reported to Council. However, pilot residents were also asked to report how likely they are to use a permanent city-wide program, if such a program was in place (Figure 2).

Figure 2: Let's say a program was in place city-wide. How likely or unlikely are you to actually use it?



Willingness to Pay

Survey respondents were informed that the average homeowner pays $115 per year for garbage, recycling, and yard waste as part of their property taxes and the waste diversion fee on their water bill. Winnipeggers and pilot participants were asked to identify a reasonable annual cost for a food waste collection program. Some Winnipeggers (23%) and pilot participants (20%) said they were not willing to pay at all, which lowered the average amount and is identified in the amounts below.



is the average pilot participants are willing to pay ($0 included).



is the average among pilot participants willing to pay something ($0 removed).



is the average Winnipeggers are willing to pay ($0 included).



is the average among Winnipeggers willing to pay something ($0 removed).

Pilot participants were willing to pay more on average than Winnipeggers for food waste collection. Approximately 66% of pilot participants said they are willing to pay or can live with paying for food waste collection compared to 60% of Winnipeggers.

Frequency

The City collects garbage and recycling once a week and picked up food waste once a week in the pilot neighborhoods during the two-year pilot. This meant that pilot participants likely had more room and fewer smelly items in their garbage carts.

When asked how often they would like the City to pick up each cart, the majority of pilot participants continued to want weekly collection. When asked the same question, fewer Winnipeggers desired weekly collection.



of pilot participants favor weekly green cart pick up.

(51% city-wide)

of pilot participants favor weekly recycling cart pick up.

(67% city-wide)

of pilot participants favor weekly garbage cart pick up.

(55% city-wide)

Challenges

Pilot participants were asked to report on problems that they encountered over the two-year pilot project. Frozen food waste, bugs, and odours were the most common problems; however, were minor in most cases (Table 2).

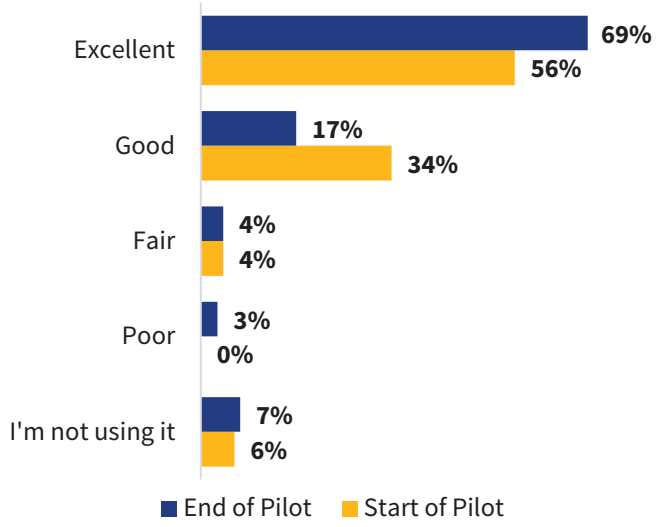
Table 2: Top four problems encountered during the pilot

	Major problem	Minor problem	Not a problem
Food waste freezing in cart during winter	9%	40%	51%
Bugs or rodents	11%	33%	56%
Odours in the house	9%	34%	57%
Odours outside	8%	35%	57%

Overall Experience

The majority of pilot participants that responded to the survey felt that the pilot project was excellent (69%). This was a significant increase compared to when the pilot project first started (56%). See Figure 3 for details. Those who rated their experience as 'poor' slightly increased to 3% at the end of the pilot project.

Figure 3: How would you rate your experience overall using the food waste collection system?



Respondents that had a positive experience noted:

- I like that I'm not putting as much waste into the garbage (66%)
- I like that I am reducing greenhouse gases (18%)
- It is easy (10%)

Respondents that had a negative experience noted:

- I don't produce enough food waste (26%)
- Too messy (14%)
- Smell and odours (13%)

Respondents that indicated they did not put out food waste in the green cart for collection were asked why. The top reason for not participating over the past two years continued to be that non-users felt they did not have enough food waste.

Table 3: Top four reasons for not participating in the program

Reason	Start of pilot	Change	End of pilot
Not enough food waste	25%	↓	23%
Concern about odours/cleanliness	11%	↑	19%
Already compost food waste myself	42%	↓	16%
Tried it and did not like it	3%	↑	15%

How Input Was Considered

What we heard	How input was considered
There was strong support from pilot participants and Winnipeggers for a city-wide program (Figure 1).	The City will share this support with Council. Council approval is required if a city-wide program is implemented.
Most pilot participants (80%) and Winnipeggers (77%) were willing to pay for a city-wide program, but keeping costs low is important.	Costs will be a key factor considered when designing a city-wide program, if a city-wide program is implemented.
Most pilot participants (62%) and Winnipeggers (51%) would like weekly collection of green carts if a city-wide program is implemented.	The City will consider collection frequency when designing a city-wide program, if a city-wide program is implemented.
Pilot participants identified concerns, though mostly minor, about waste freezing, pests, and odors (Table 2).	The City will refine the educational welcome package and include tips on how to prevent common issues, if a city-wide program is implemented.

Next Steps

The City will review the data collected from the pilot project and feedback from pilot participants. Results from the pilot project will be summarized in a report to Council. The Public Service will make recommendations on how to proceed.

Council will decide how to move forward based on the results. A permanent city-wide food waste collection program is subject to Council approval and funding.

Appendices

Appendix A – Phase 3 city-wide survey results
Appendix B – Phase 3 pilot participant survey results

Appendix A – Phase 3 City-Wide Survey Results



Food Waste Collection

Follow-up City-wide Survey

City of Winnipeg
June 2022

Winnipeg

PROBE RESEARCH INC.

Table of Contents

3 Key Findings

6 Methodology

7 Current Garbage & Recycling Habits

11 Current Food Waste Habits

18 Views on Food Waste Collection

31 System Priorities & Goals

36 Profile of Respondents

40 Appendix A: Questionnaire

50 Appendix B: Data Tables

For More Information:

Mary Agnes Welch
Principal
(204) 470-8862
maryagnes@probe-research.com

Probe Research Inc.
603 – 191 Lombard Ave.
Winnipeg, MB R3B 0X1
(204) 926-6565

www.probe-research.com

Key Findings

Current Garbage, Recycling and Food Waste Habits

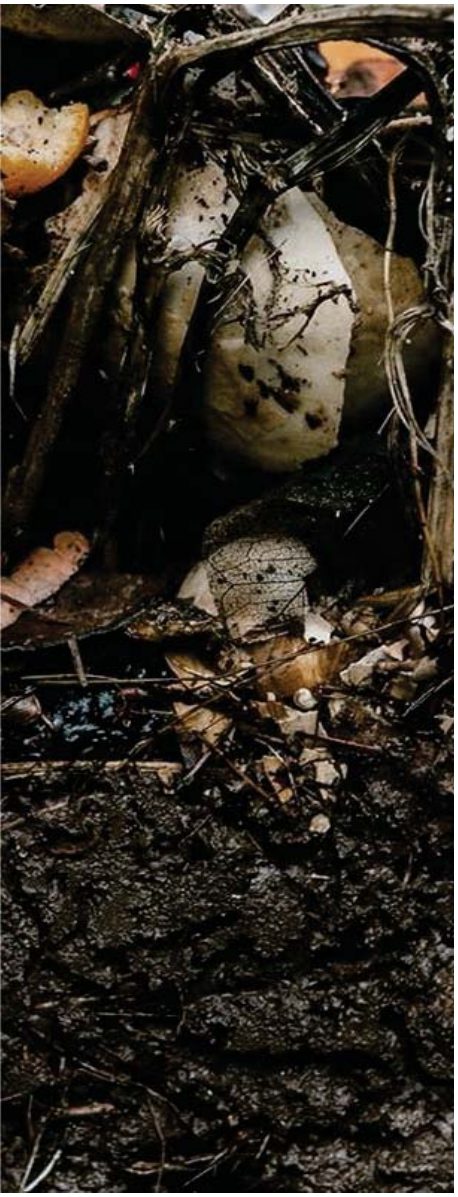
- Winnipeggers report being diligent recyclers, with 80 per cent saying they put everything they can in their blue boxes. However, about one-in-five, particularly women and younger adults, feel they could be doing more to recycle.
- The vast majority of those with a black garbage cart put it out for collection every week, but Winnipeggers report these black carts are typically far from full. Only 22 per cent of users say their cart is full every week, while twice that number (45%) say their garbage cart is at least half-empty.
- Winnipeggers' food waste habits haven't changed much during the pandemic. Residents are not composting in their backyards any more now than they did in 2020, and are tossing out about the same amount of food waste. On average, 12 per cent of all the food they buy is thrown away, mostly in the garbage (though one-third of Winnipeggers continue to compost).
- As well, Winnipeggers' food waste reduction habits are somewhat limited. Winnipeggers generally practice two of the easiest food-waste reduction strategies – following proper fridge storage such as separating fruits and vegetables, and practicing the "first in, first out" rule. Nine in ten Winnipeggers typically take these actions at least sometimes. Winnipeggers are less adept at using up scraps and peels or creating a weekly meal plan to avoid food waste.



Key Findings (cont'd)

Views on Food Waste Collection

- Awareness of the food waste pilot project has dipped since it was launched in 2020. Only about one-third of Winnipeggers (particularly older, wealthier homeowners) were confident they'd heard about this pilot. However, among those familiar with the pilot, only a tiny proportion – four per cent – had heard negative things about the project. Three-quarters of those familiar with the pilot had heard positive or neutral things.
- Similarly, Winnipeggers continue to strongly approve of the idea of a city-wide food waste collection program, with well over one-half *strongly* supporting this policy shift and predicting that they are personally *very* likely to use the service. Only one in ten Winnipeggers oppose city-wide collection, mostly men and older residents and mostly due to the costs associated with this program. (However, the views of those 55+ have generally softened over the last two years.)
- Views on the ideal frequency of green cart collection are somewhat soft. One-half prefer weekly green cart pick-up, but nearly as many felt less frequent collection would make sense, or they just weren't sure. In the same vein, Winnipeggers are somewhat open to less frequent garbage collection should a food waste system be created. Though 55 per cent still prefer weekly black cart pick-up, 39 per cent felt bi-weekly would suffice.
- Concern about additional fees for a food waste collection program have dropped slightly since 2020. Indeed, more than three-quarters of Winnipeggers are willing to pay at least something for this new waste collection service, and on average that is $24 a year. When queried again at the close of the survey for their views on paying for food waste collection, 60 per cent of Winnipeggers said they can at least live with additional fees or costs.



Key Findings (cont'd)

Views on Food Waste Collection Priorities and Goals

- Though concern over new fees has declined, Winnipeggers are increasingly worried about the smell of kitchen waste indoors as well as bugs and rodents that might be attracted by food waste.
- Winnipeggers don't yet make a strong connection between greenhouse gas (GHG) reduction and collecting residential food waste. Winnipeggers feel food waste collection is simply generally good for the environment and only one-third see a strong link between food waste and the City of Winnipeg's net zero GHG target. When it comes to the best reasons to create a food waste program, Winnipeggers are about as likely to point to the creation of good compost for parks as they are to GHG reductions.



Methodology

As part of a team of consultants that includes Landmark Planning & Design Inc. and Dillon Consulting Limited, Probe Research Inc. was retained by the City of Winnipeg to survey Winnipeggers about their views and expectations for a potential city-wide food waste collection program. This is the second wave of a city-wide survey following an initial sounding in 2020 as the neighbourhood food waste collection pilot began. (As part of this project, approximately 630 pilot area participants have also been surveyed about their views and experiences, with a final survey of participants planned for August 2022.)

To replicate the 2020 survey, Probe Research polled 600 Winnipeg adults May 10-30, 2022. The survey was conducted online using a 9-minute (average) questionnaire. It was available in both official languages.

The sample for this survey was sourced from Probe Research's proprietary panel, supplemented by a reputable sample provider.

Two email reminders were sent to encourage responses. In addition, those who completed the survey were eligible to win one of three $150 VISA gift cards.

The survey questionnaire was designed by Probe Research Inc. in collaboration with Dillon, Landmark and the City of Winnipeg.

Minor statistical weighting was applied to ensure the survey sample is broadly representative of the actual Winnipeg population for age and gender.

A survey that uses a panel approach is not a random probability survey, so technically no margin of error can be ascribed. However, a city-wide probability sample of 622 would mean a margin of error of +/- 4.0, 19 times out of 20.

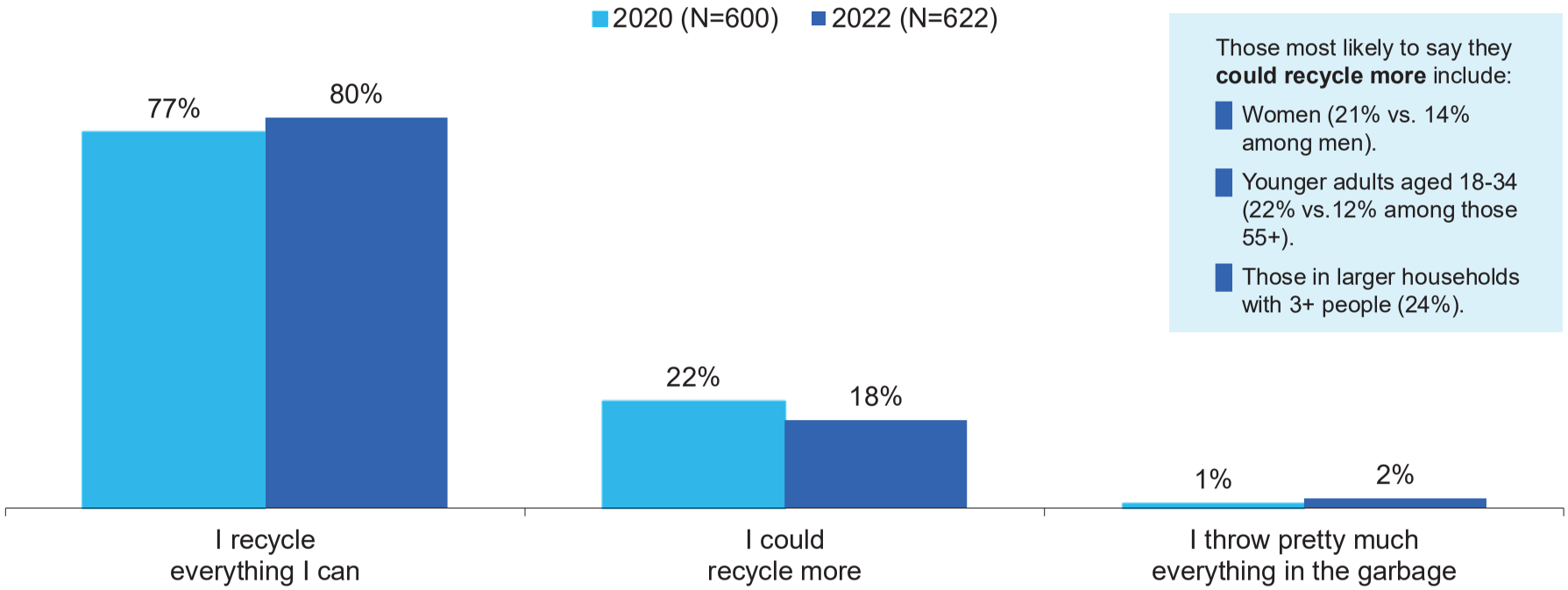


Current Garbage & Recycling Habits

Winnipeggers were first asked about their current garbage and recycling habits, focusing especially on their use of the black garbage cart.

Winnipeggers' Garbage and Recycling Habits: Tracking 2020-2022

The proportion of avid recyclers inched up slightly since 2020

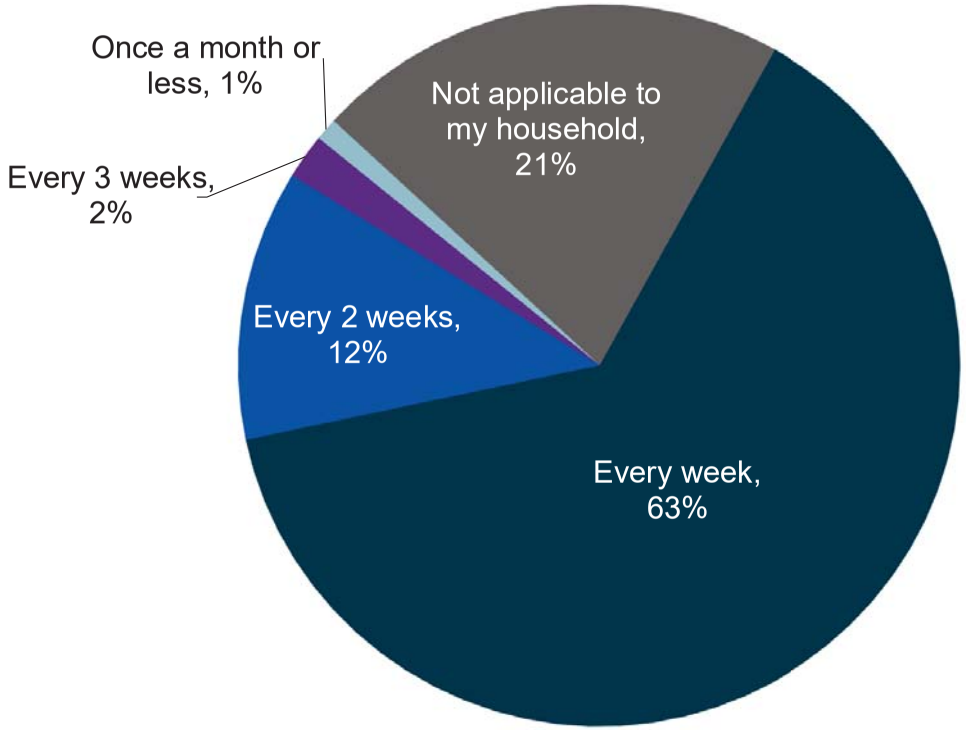


A1. Which one of the following statements best describes your garbage and recycling habits?

Base: All respondents

Frequency of Putting Garbage Cart out for Collection

Vast majority of garbage cart users put their cart out for collection once a week



Among those who use a garbage cart ("not applicable" removed), 80% put their garbage out weekly, and 15% put it out every two weeks.

Those most likely to **put their garbage cart out every week** include:

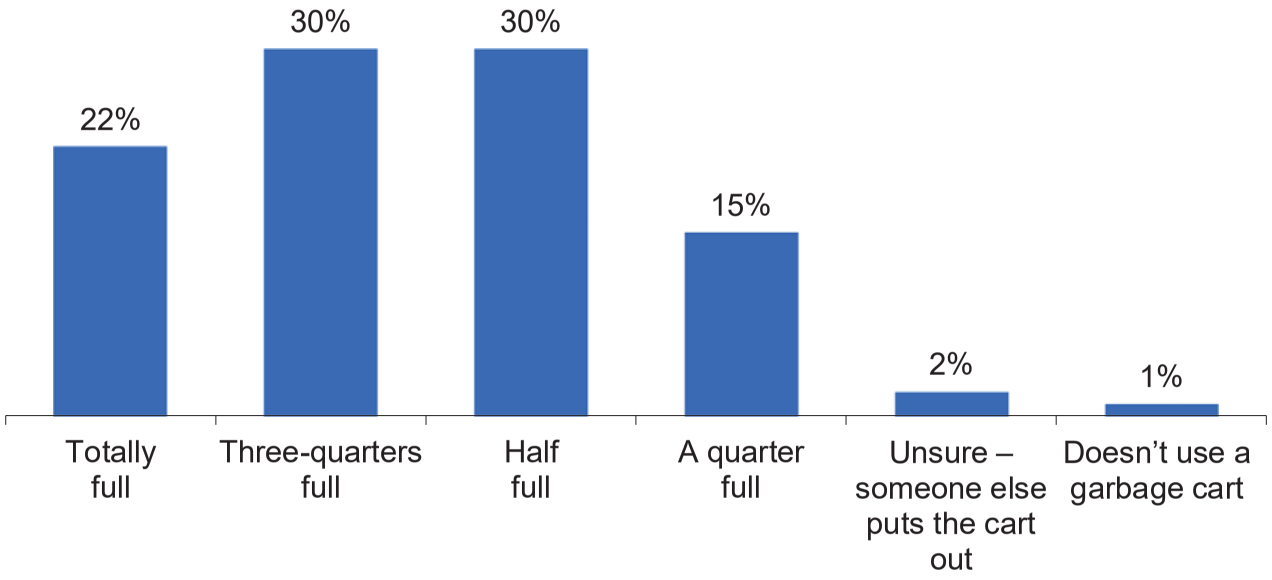
- Those in larger households with 3+ people (83%), and parents (80%).
- Wealthier households earning $100K+ (73% vs. 49% among those earning less than $50K).
- Homeowners (72% vs. 37% among renters).

A2. On average, how often do you typically put your black garbage cart out at the curb or back lane for collection?

Base: All respondents (N=622).

Fullness of Garbage Cart at Time of Collection

Only one in five Winnipeggers typically put a full garbage cart out for collection



Those most likely to put their garbage cart out **totally full** include:

- Younger adults aged 18-34 (27% vs. 14% among those 55+).
- Indigenous residents (34%).
- Renters (35% vs. 19% among homeowners).
- Those in larger households with 3+ people (31%), and parents (32%).

A3. When you put your black garbage cart out at the curb or back lane for collection, about how full is it?

Base: All respondents who put their garbage out for collection (N=490)

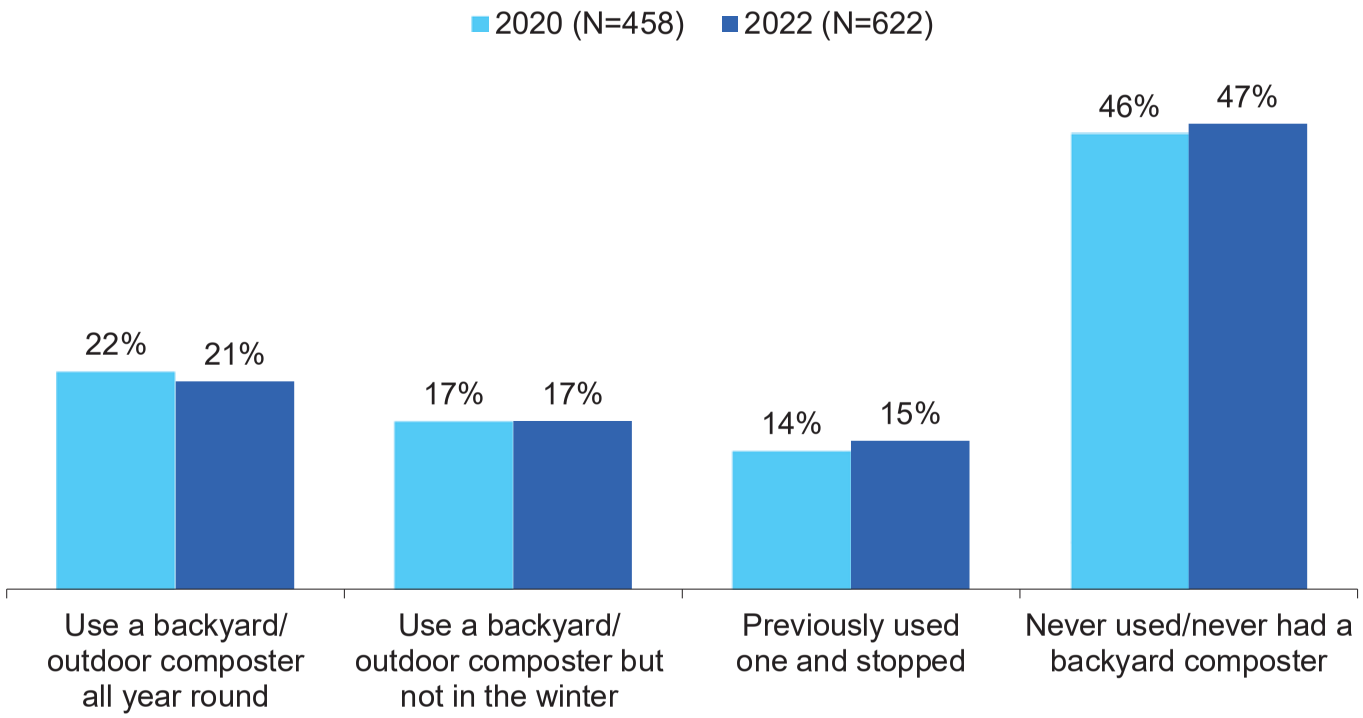


Current Food Waste Habits

Winnipeggers were asked about composting at home and about ways they may be reducing their food waste.

Use of Outdoor Composter: Tracking 2020-2022

Use of outdoor composters remains unchanged since the pandemic



Those most likely to use their backyard or outdoor composter **all year round** include:

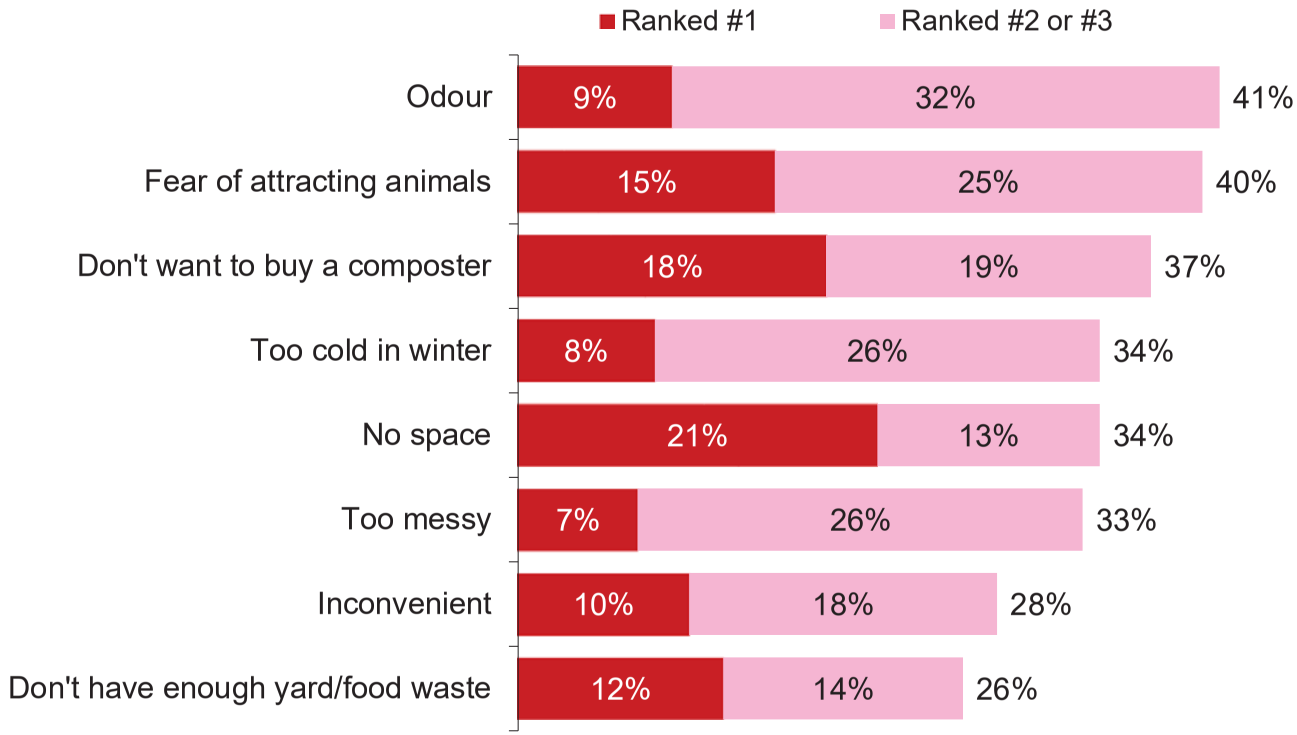
- Wealthier households earning $100K+ (20% vs. 11% among those earning under $50K).
- Those who also recycle everything (20%).

B1. Does your household have or use a backyard or outdoor composter?

Base: All respondents. “Not applicable” removed from 2022 data.

Barrier to Composter Use: Tracking 2020-2022

Odour, lack of space, fear of attracting animals are the top reasons for not using a composter

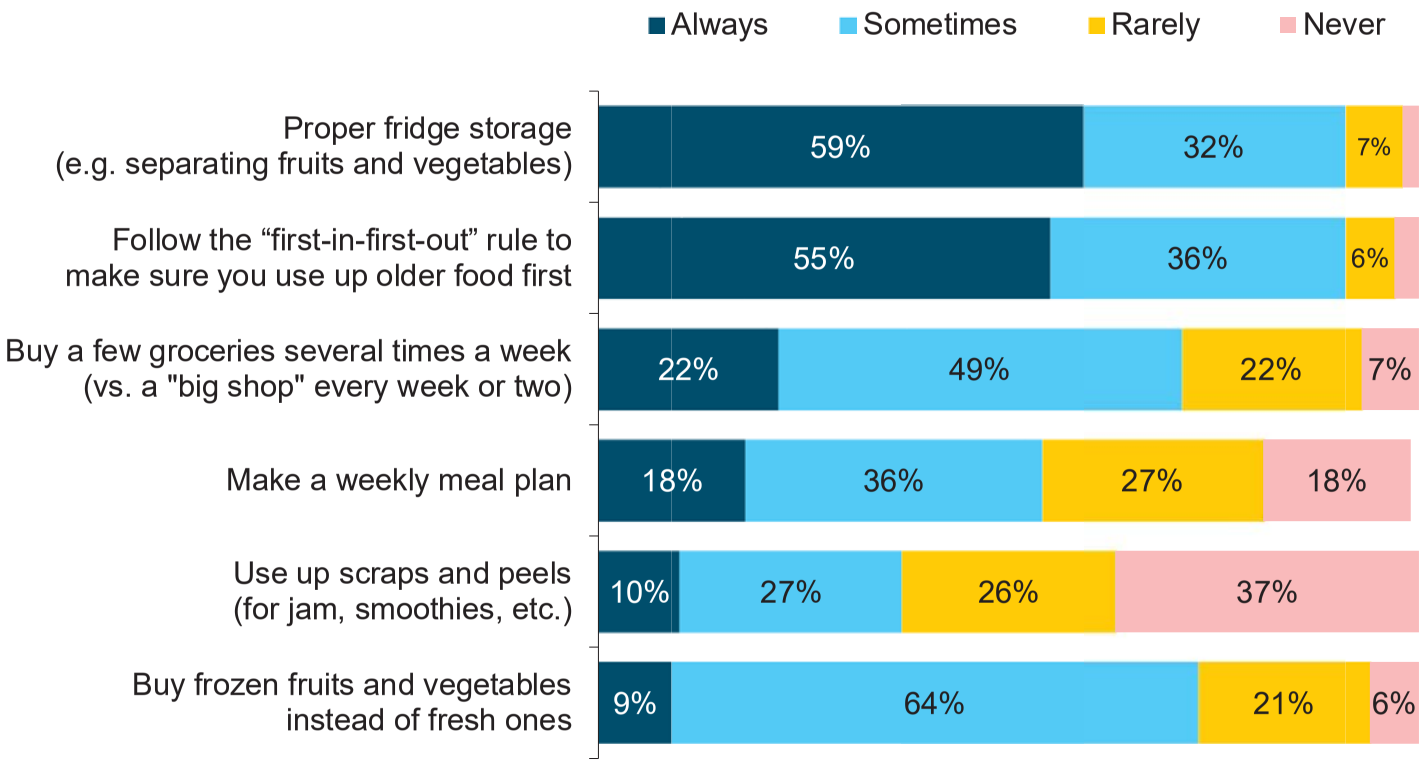


B1a. What prevents or stops you from composting in your backyard? Please pick up to three reasons, in order of importance.

Base: All respondents who don't currently use a composter (n=316)

Typical Actions to Reduce Food Waste

Least common waste reduction habits include using scraps and meal planning



Notable variations include:

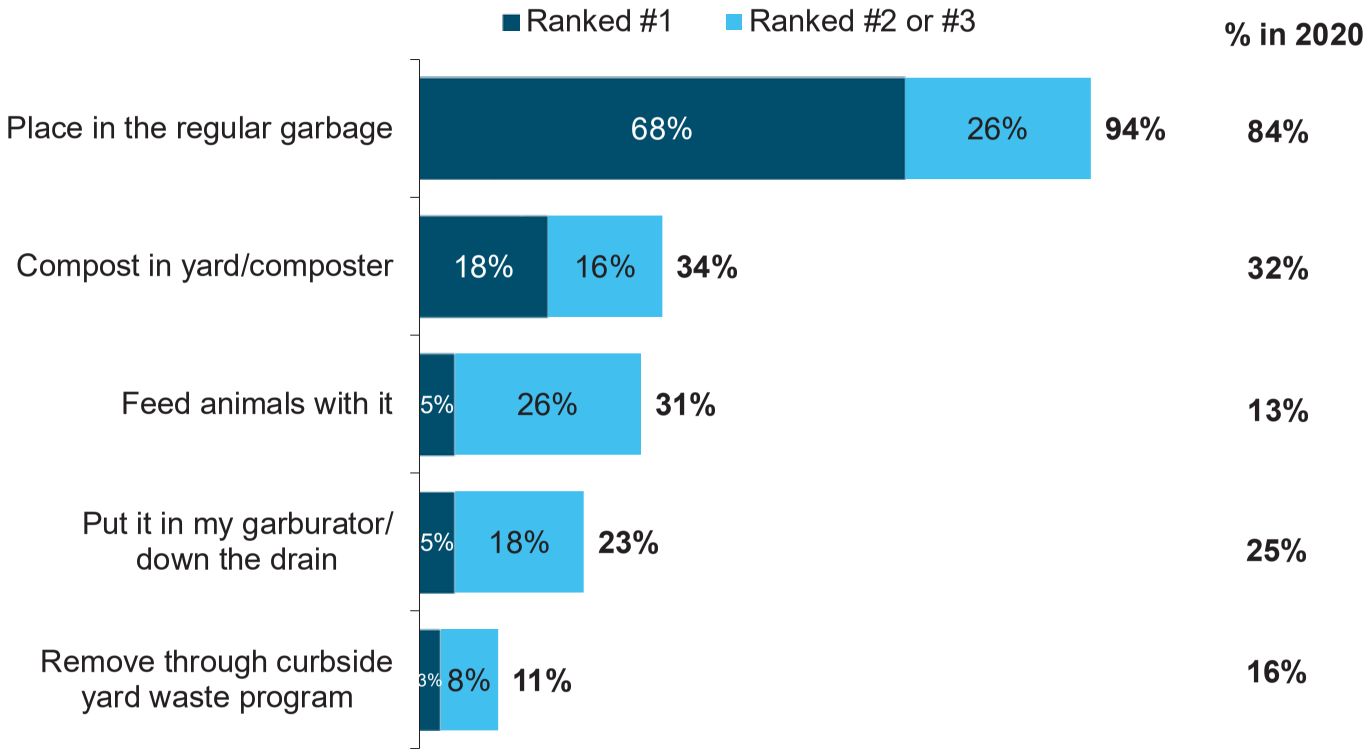
- Older adults aged 55+ are most likely to **always** follow the “first-in-first-out” rule and properly use their fridge storage.
- University graduates are most likely to **always** make weekly meal plans (20% vs. 8% among those with some post-secondary education).
- Indigenous residents are more likely to **always** buy a few groceries several times a week (33%).
- Those living alone are most likely to **rarely or never** use up scraps and peels (73%).
- Renters are most likely to **rarely or never** make a weekly meal plan or use up scraps and peels.

B2. What do you do, if anything, to reduce food waste in your own household? For each of the items below, please indicate whether you do this always, sometimes, rarely or never.

Base: All respondents (N=622)

Dealing with Food Waste: Tracking 2020-2022

Winnipeggers now more likely to throw food waste in the garbage than pre-pandemic



Those most likely to **place their food waste in the regular garbage** (#1 mention) include:

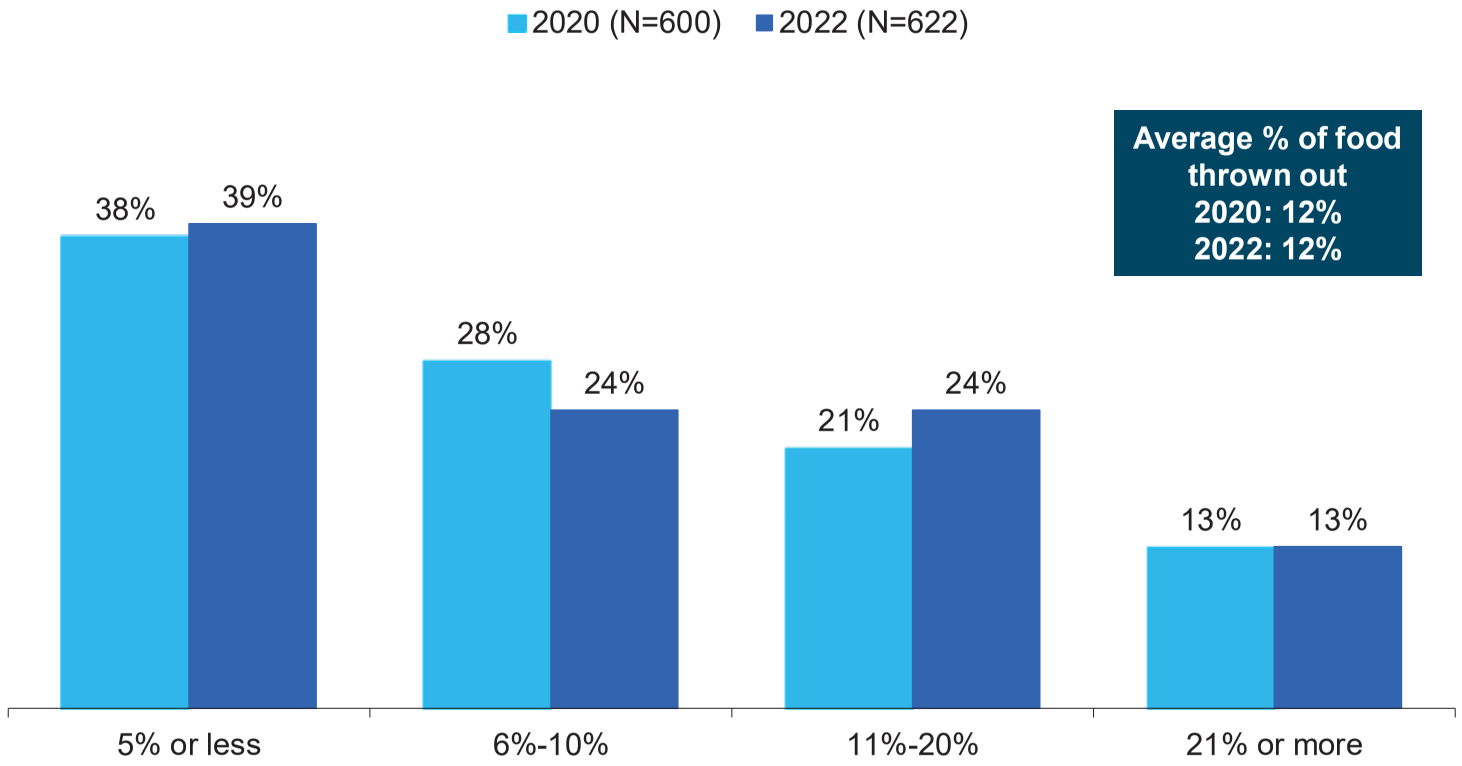
- Younger adults aged 18-34 (75% vs. 61% among those aged 55+).
- Those in lower income households earning under $50K (81% vs. 63% wealthier Winnipeggers earning $100K+).
- Renters (84% vs. 63% homeowners).

B3. What do you normally do with your food waste? Please choose up to three answers, in order of frequency.

Base: All respondents (N=622)

Proportion of Food Thrown Away: Tracking 2020-2022

Winnipeggers throw away about the same amount of their unused food as they did pre-pandemic



Average % of food thrown out
2020: 12%
2022: 12%

Those most likely to throw away **a higher amount of food** on average include:

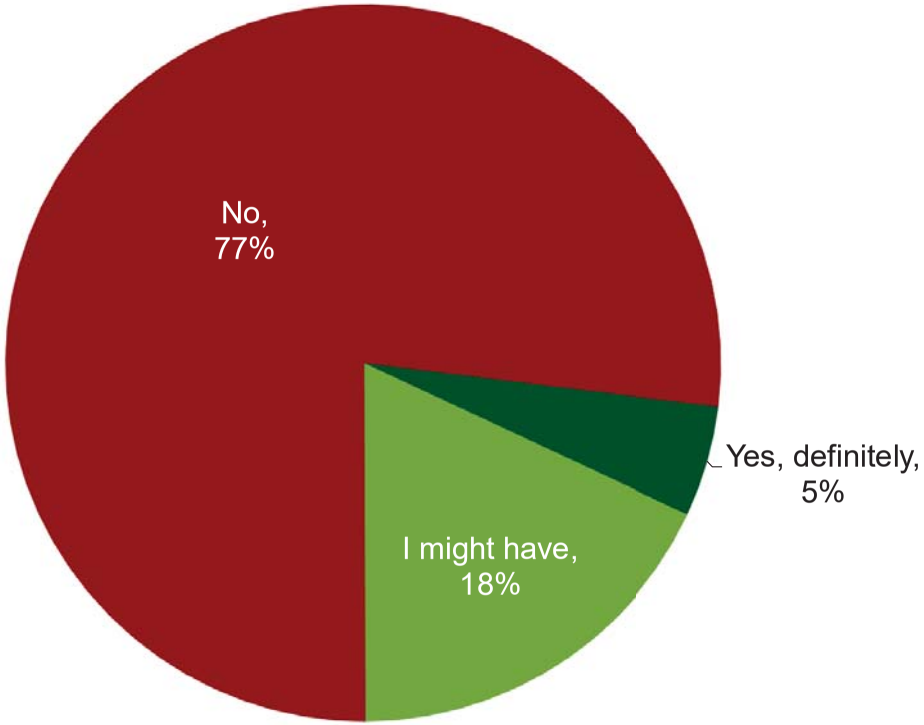
- Younger adults aged 18-34 (14% average vs. 10% among those 55+).
- University graduates (13%).
- Indigenous residents (15%).

B4. Thinking of all the food you and your household buys, about what per cent would you say you end up throwing away because it's past its expiry date, gone bad or just not fit to eat anymore? (An estimate is just fine.)

Base: All respondents

Exposure to the *Love Food Hate Waste* Phrase

About one-quarter definitely or may have heard or seen an advertisement using this phrase



B5. In the last few months, have you seen or heard any advertising using the phrase Love Food Hate Waste?

Base: All respondents (N=622)

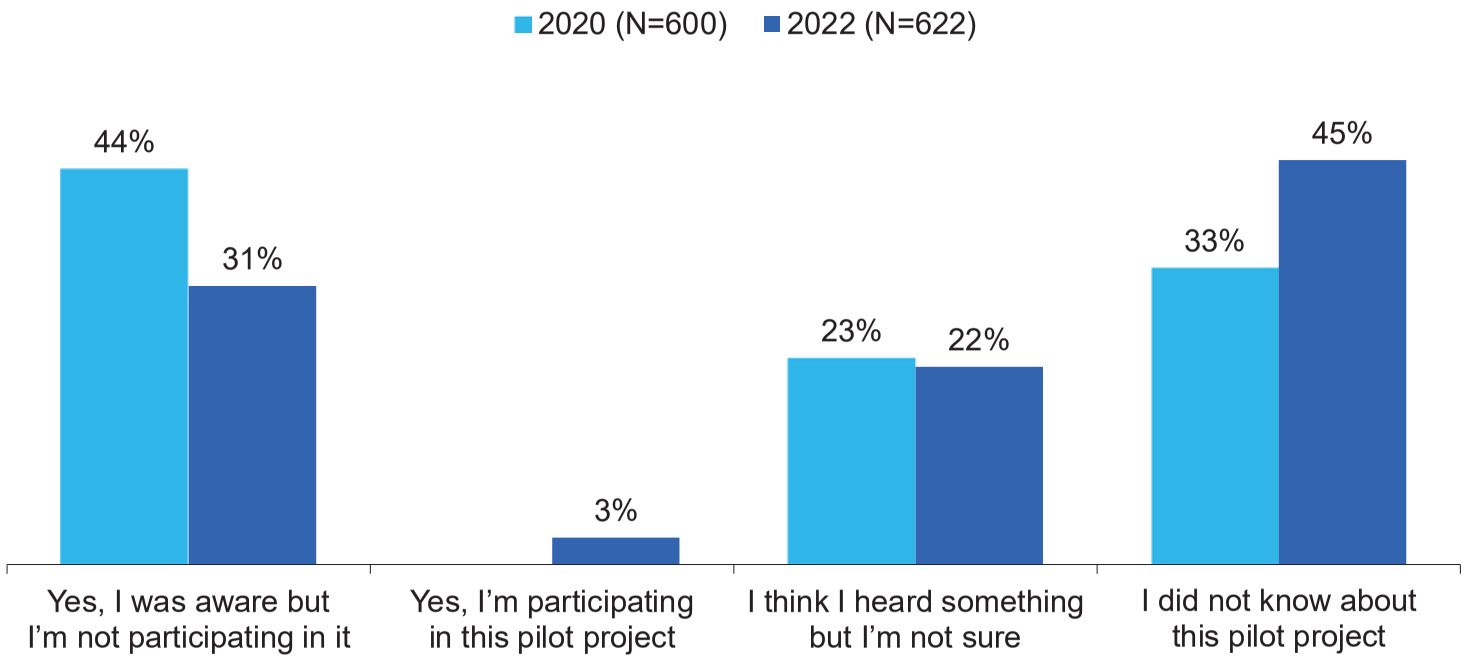


Views on Food Waste Collection

Winnipeggers were asked their views on a food waste collection program and how one might work best for them, including the cost.

Awareness of the Food Waste Pilot Project: Tracking 2020-2022

Familiarity with the food waste collection pilot project has dropped since 2020



Those most likely to be **aware** include:

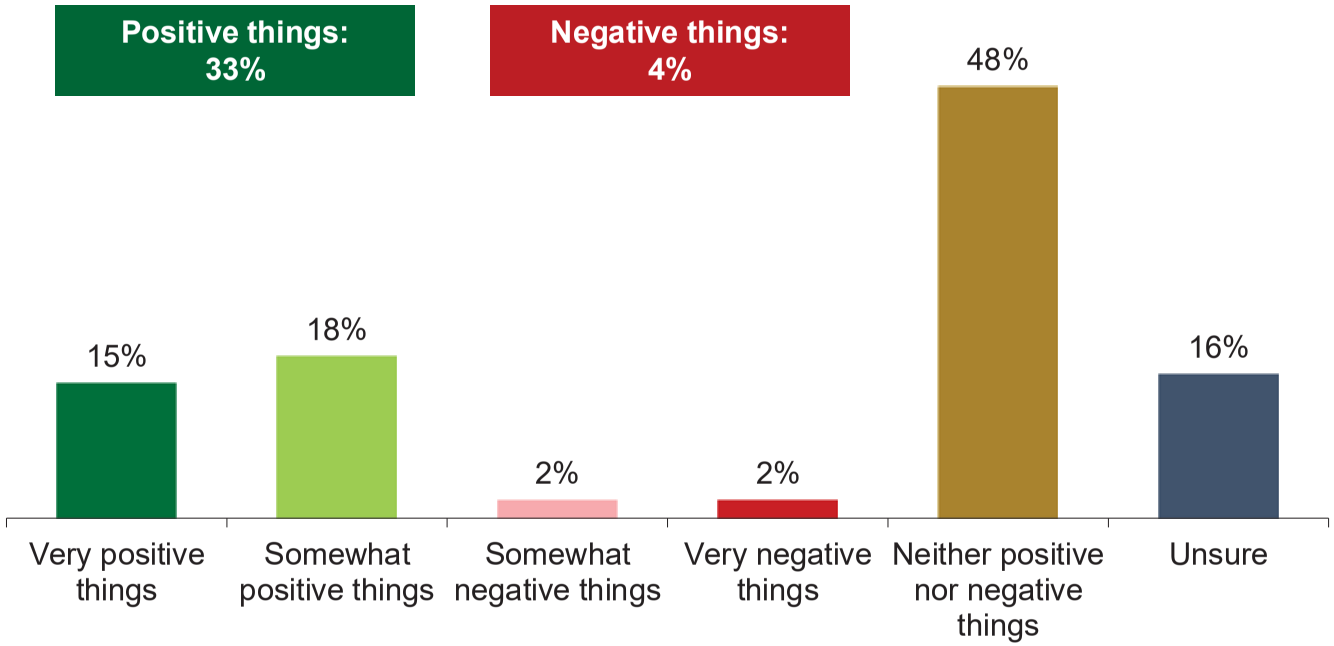
- Older adults aged 55+ (40% vs. 26% among those aged 18-34).
- Wealthier Winnipeggers earning $100K+ (37% vs. 22% among those earning less than $50K).
- Third-generation Canadians (36% vs. 22% among new Canadians).
- Homeowners (38% vs. 19% among renters).

C1. Right now, the City of Winnipeg is testing a household food waste collection program in five neighbourhoods throughout the city. Households in these neighbourhoods received a small pail for use inside the house to collect food waste. They also received a larger outdoor green cart to store the food waste and to set out for curbside collection every week. Before today, were you aware of this food waste collection pilot project?

Base: All respondents

Word-of-Mouth Impressions of the Food Waste Collection Pilot

One-third have heard positive things about the project, while one-half have neutral impressions



Those most likely to **hear positive things about the project** include:

- Younger adults aged 18-34 (60% vs. 18% among those aged 55+).
- Those with lower household income <$50K (42% vs. 28% $100K+).
- Renters (46% vs. 30% among homeowners).

Those most likely to **hear neither positive or negative things about the project** include:

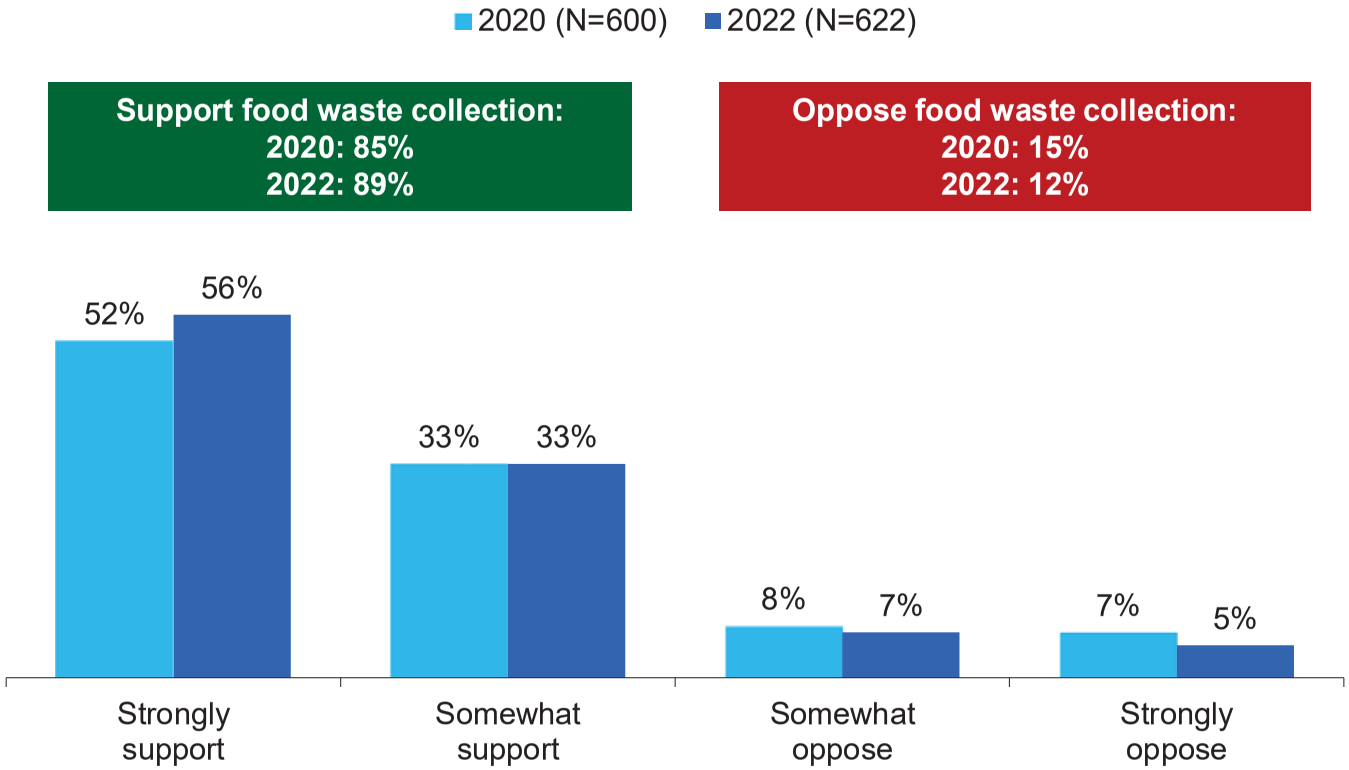
- Older adults aged 55+ (79% vs. 36% among those aged 18-34).
- Those living alone (70% vs. 59% with household size of 3+).
- Second-generation Canadians (70% vs. 59% among first generations).
- Homeowners (67%).

C1a. What have you heard about this food waste collection pilot?

Base: All respondents who were aware of the pilot project or participated in it (n=341)

Support for City-wide Food Waste Collection: Tracking 2020-2022

Support for a food waste collection program inches up slightly since 2020



Those most likely to **strongly or somewhat oppose the program** include:

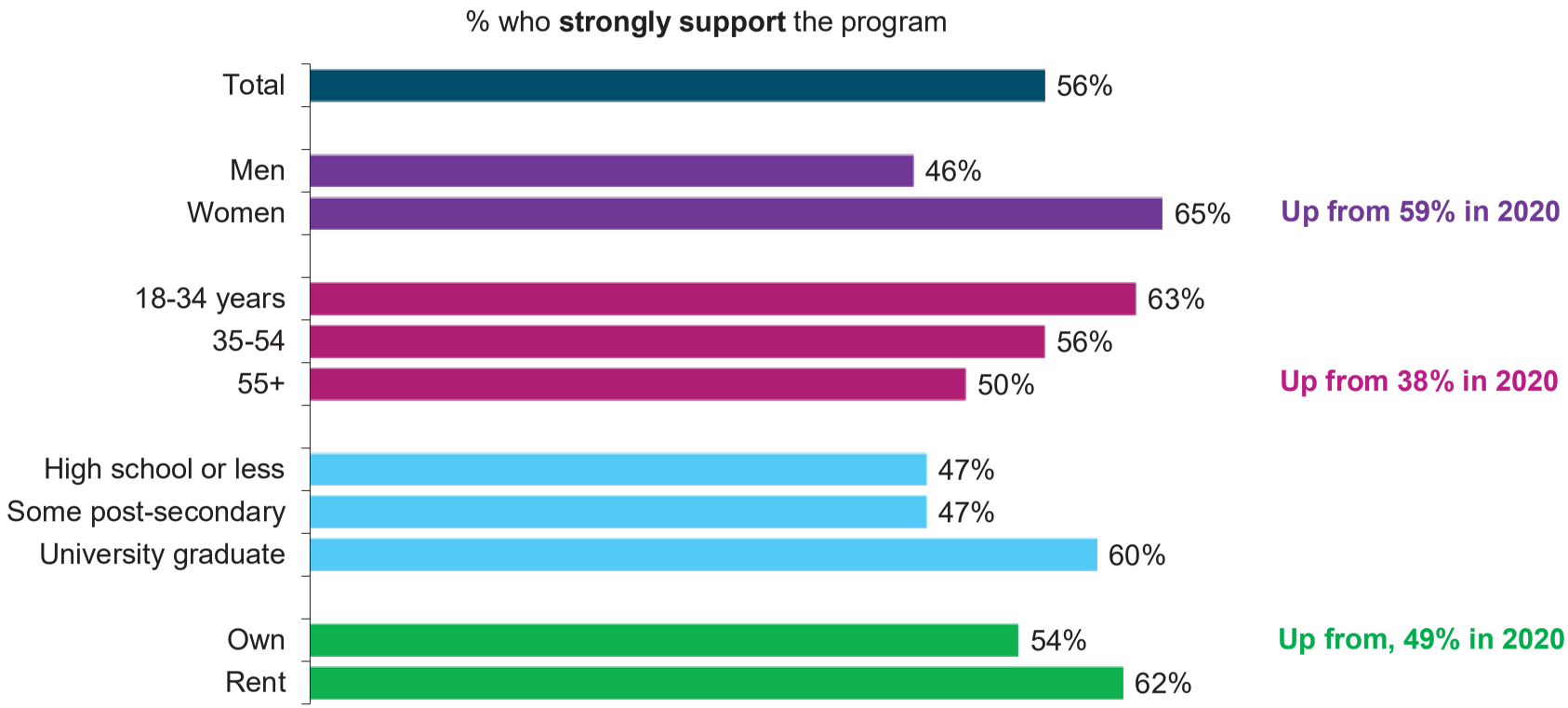
- Older adults aged 55+ (16%).
- Men (16%).
- Those with some post-secondary education (20%).

C2. Overall, do you support or oppose having a food waste collection program for all households in Winnipeg?

Base: All respondents

Support for City-wide Food Waste Collection: by Subgroup

Women, younger adults and university grads are most supportive of food waste collection

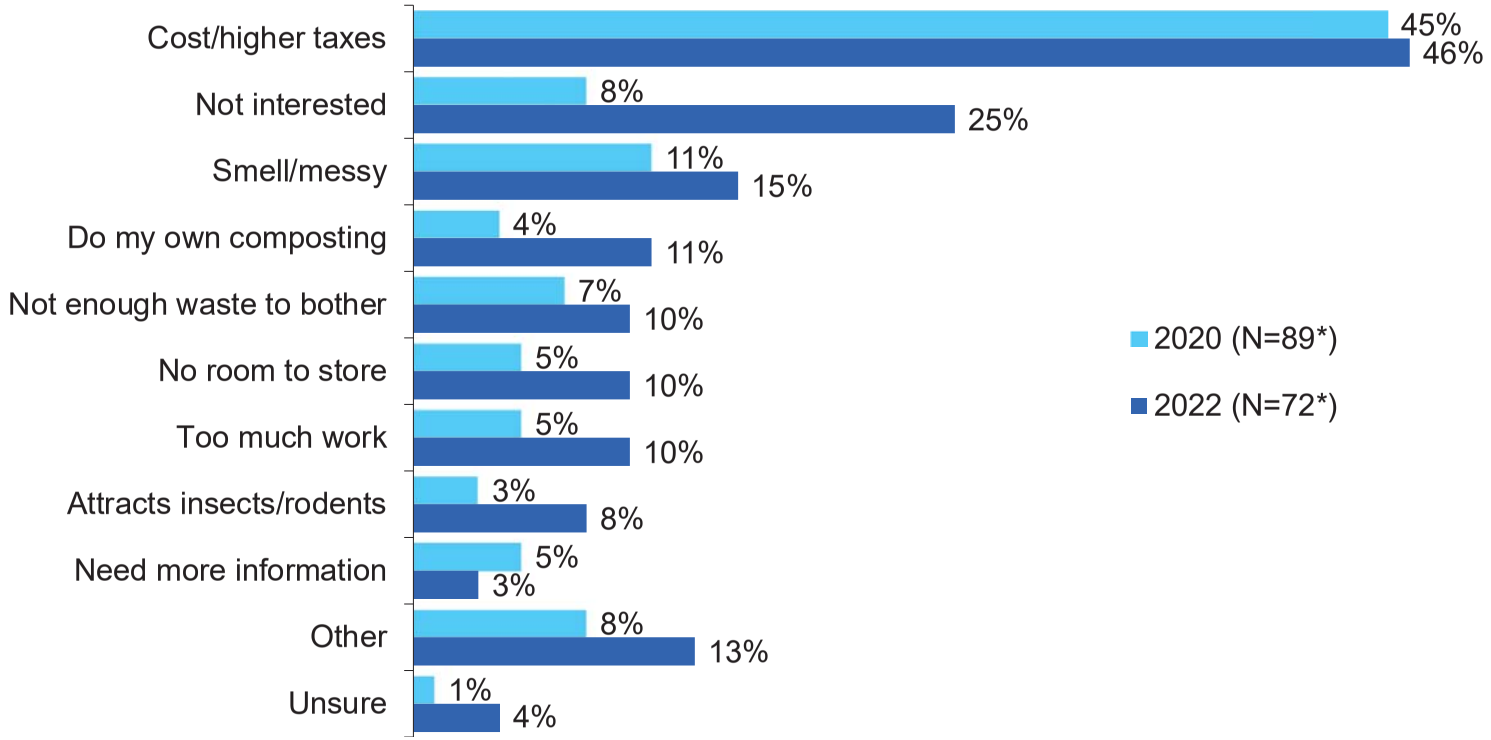


C2. Overall, do you support or oppose having a food waste collection program for all households in Winnipeg?

Base: All respondents (N=622)

Reasons for Opposition to Food Waste Collection: Tracking 2020-2022

Cost remains the key barrier, but more Winnipeggers are now simply not interested in a program



C2a. Why are you generally opposed to curbside food waste collection?

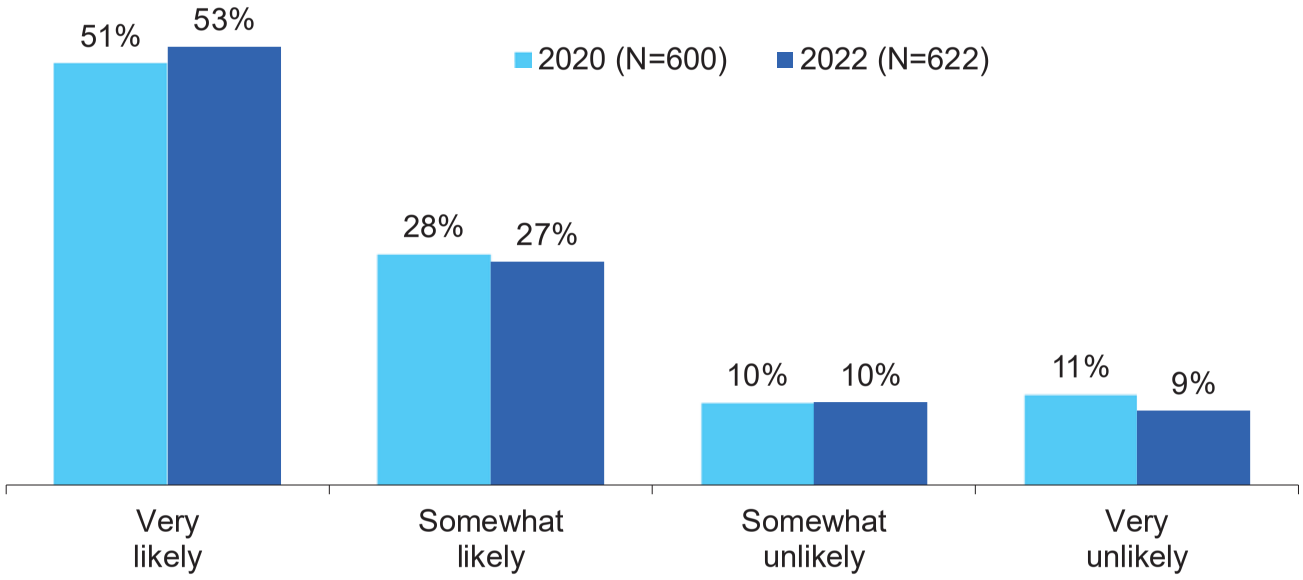
Base: All respondents who are opposed the program
*Caution: Small base

Likelihood of Using Curbside Collection Program: Tracking 2020-2022

Likelihood of using city-wide curbside collection program remains high and steady since 2020

Likely to use:
2020: 79%
2022: 80%

Unlikely to use:
2020: 21%
2022: 19%



Those **unlikely use the program** include:

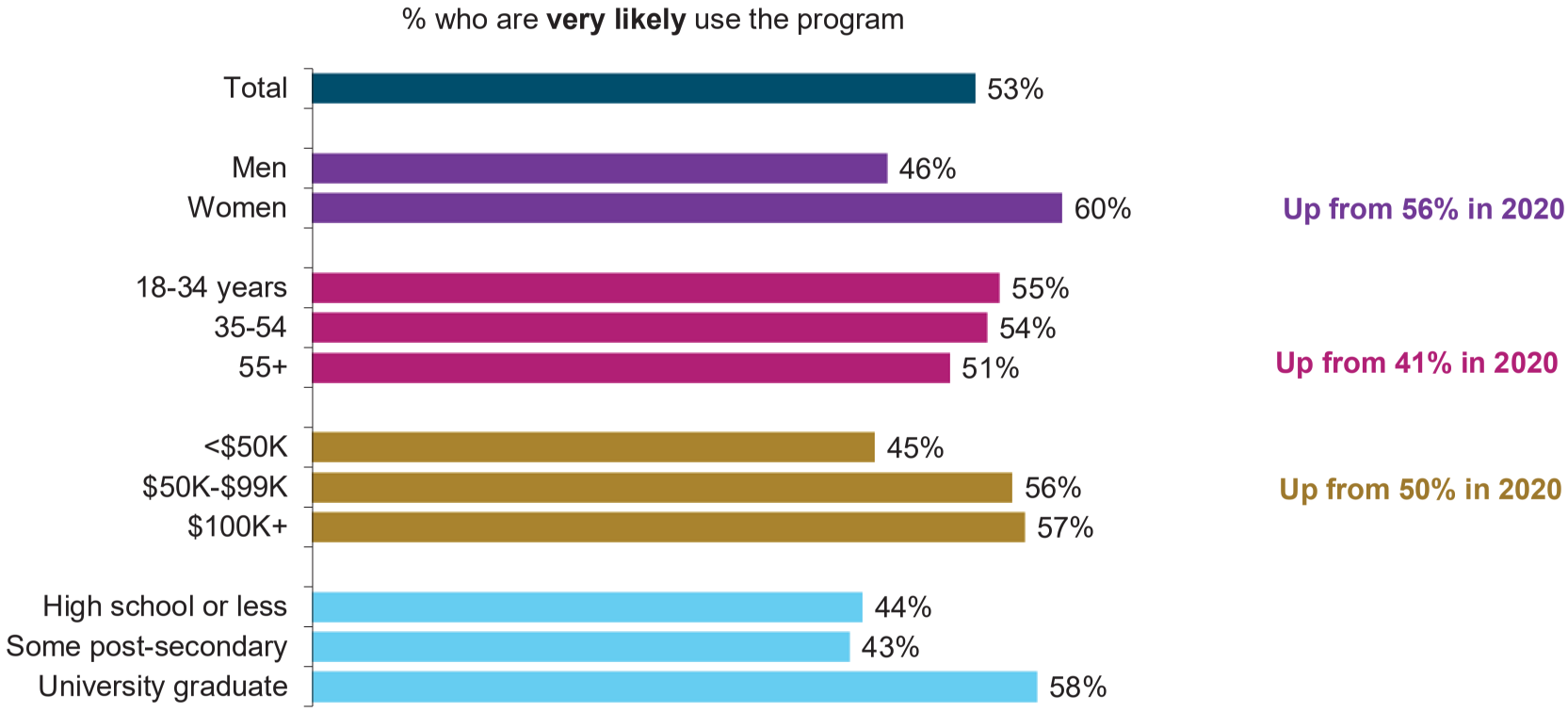
- Men (26%).
- Older adults aged 55+ (27%).
- Second-generation Canadians (24%).

C3. 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 respondents

Likelihood of Using Food Waste Collection: by Subgroup

Women and wealthier Winnipeggers are most likely to use a curbside collection program



C3. 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?

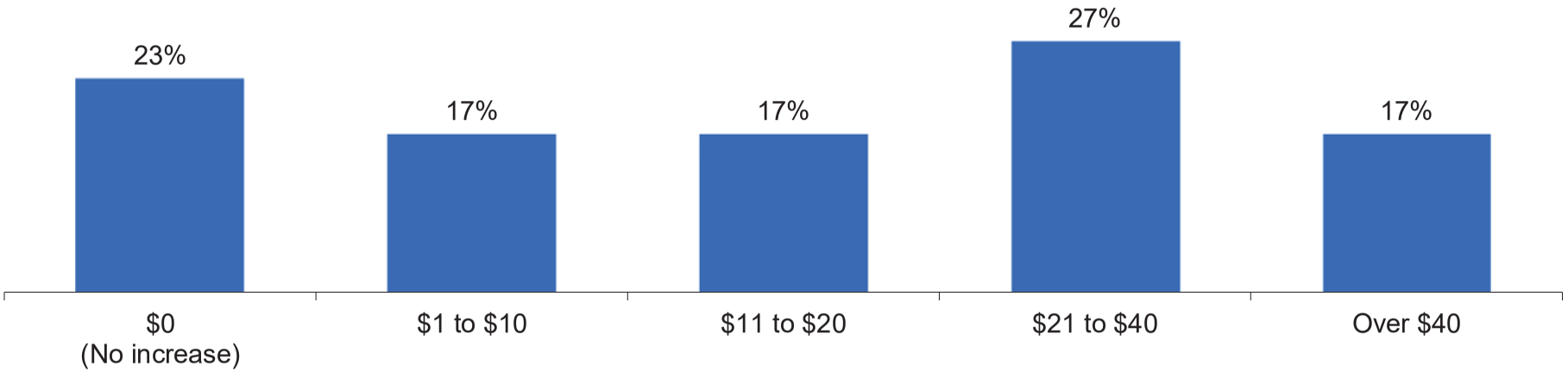
Base: All respondents (N=622)

Views on a Reasonable Additional Annual Cost for the Program

Only one-quarter say there shouldn't be any additional annual cost for this service

Average amount Winnipeggers are willing to pay: $24.03

Average amount among those willing to pay something ($0 removed): $31.07

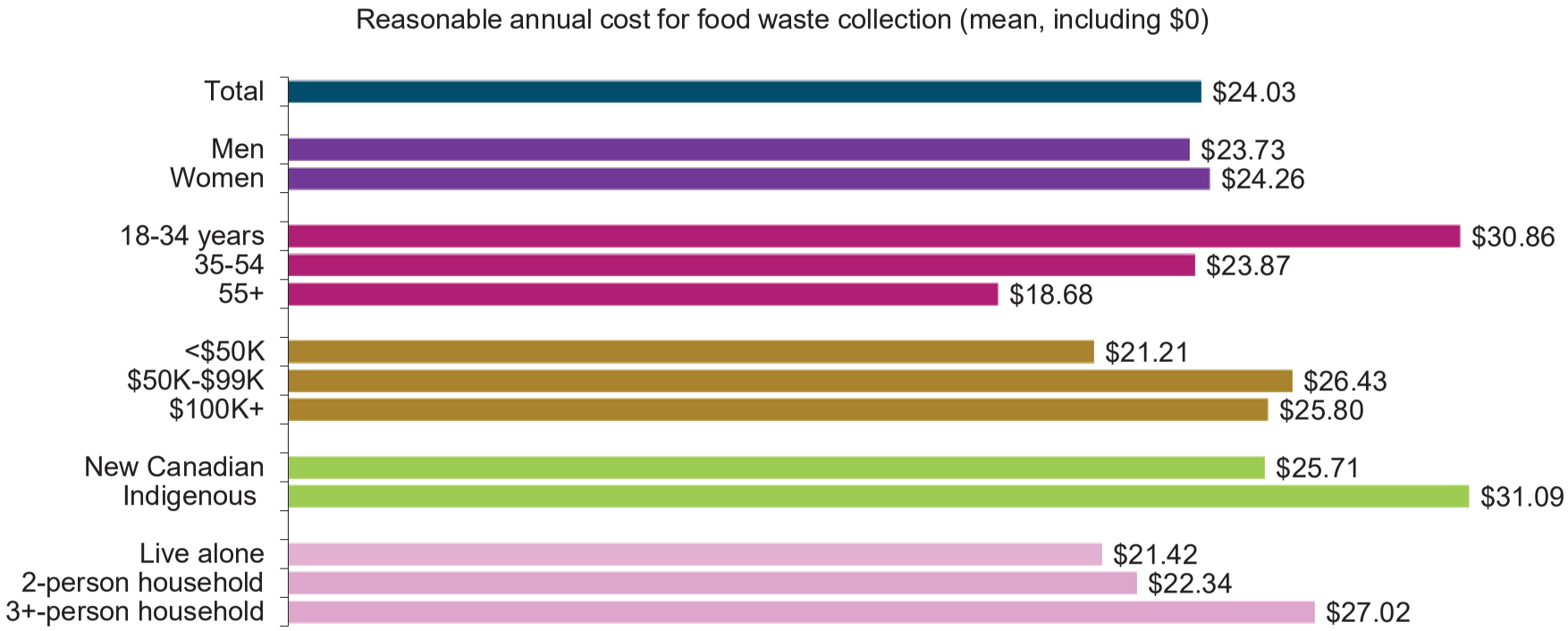


C4. The average homeowner in Winnipeg currently pays for three waste collection services – garbage, recycling and yard waste – as part of their property taxes and the waste diversion fee on their water bill. The cost of these services amounts to about $115 a year for the average homeowner. Let's say the City of Winnipeg begins collecting food waste, as well. What, in your view, would be a reasonable annual cost for an average homeowner to pay for this additional service, over and above the $115?

Base: All respondents (N=622)

Views on a Reasonable Additional Annual Cost: By Subgroup

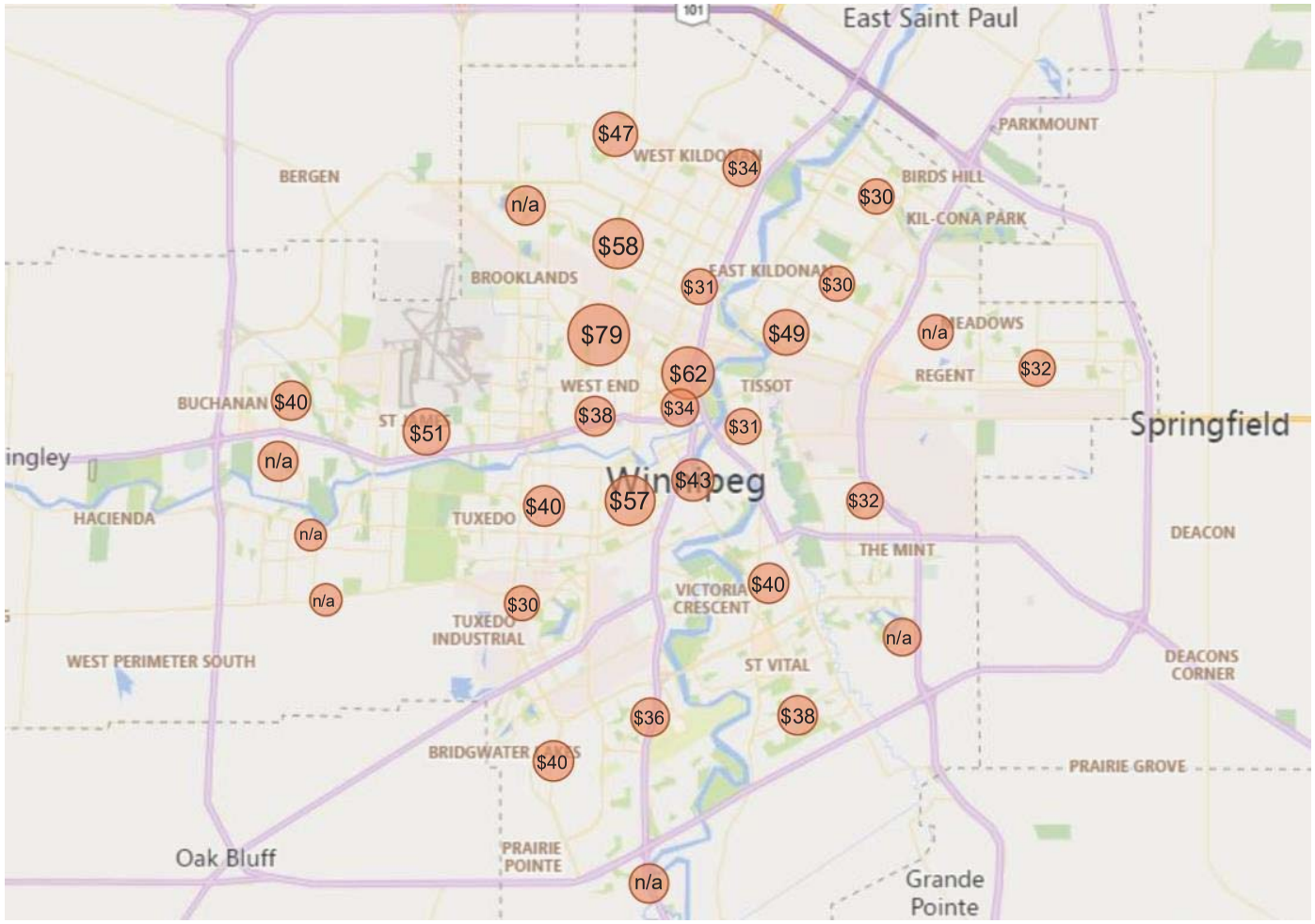
Younger Winnipeggers and those in larger households willing to pay more for food waste collection



C4. The average homeowner in Winnipeg currently pays for three waste collection services – garbage, recycling and yard waste – as part of their property taxes and the waste diversion fee on their water bill. The cost of these services amounts to about $115 a year for the average homeowner. Let's say the City of Winnipeg begins collecting food waste, as well. What, in your view, would be a reasonable annual cost for an average homeowner to pay for this additional service, over and above the $115?

Base: All respondents (N=622)

Reasonable Annual Cost for the Program: by Neighbourhood



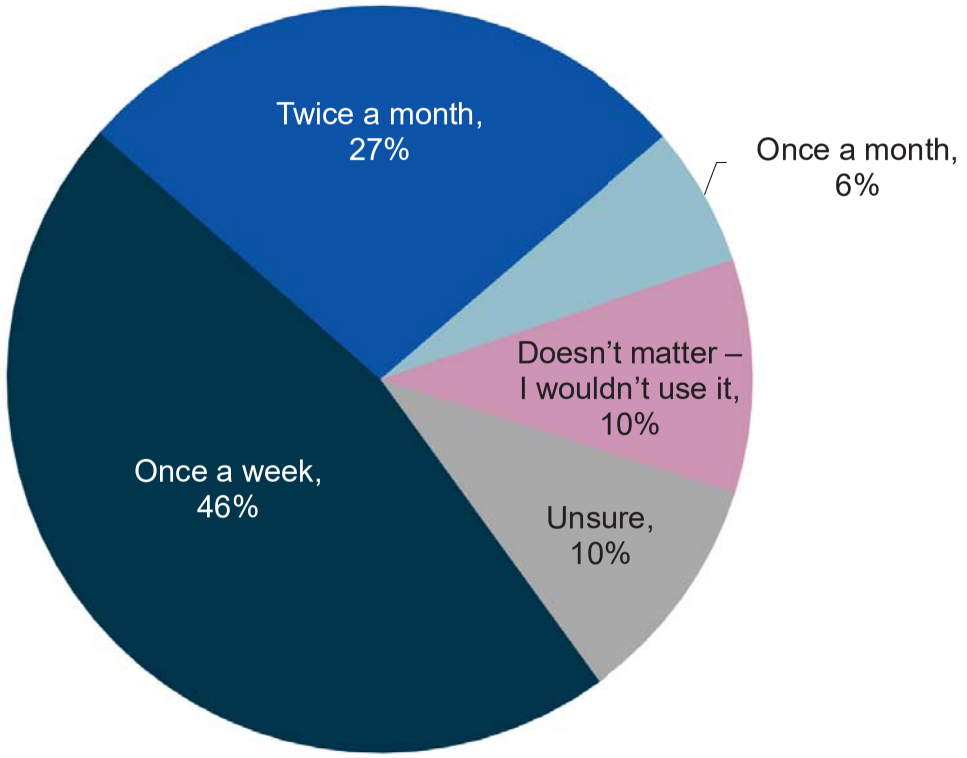
Calculations made based on forward sortation area (FSA), the first three postal code digits. Location points are located roughly in the centre of each FSA.

Calculations include respondents who answered $0.

Data should be interpreted with caution due to very small sample sizes. FSAs with a sample of <10 not shown.

Expected Frequency of Green Cart Collection

One-half of Winnipeggers want weekly green cart collection



Those most likely to want their green cart collected **once a week** include:

- Women (50% vs. 41% among men).
- Those living in semi-detached homes, apartments or condos (57% vs. 41% among those in single-family home).
- Renters (59% vs. 43% homeowners).

Those most likely to want their green cart collected **twice a month** include:

- Those living in single-family homes (30%).
- Those in middle-income households earning $50K-$99K (35%).
- Homeowners (30%).

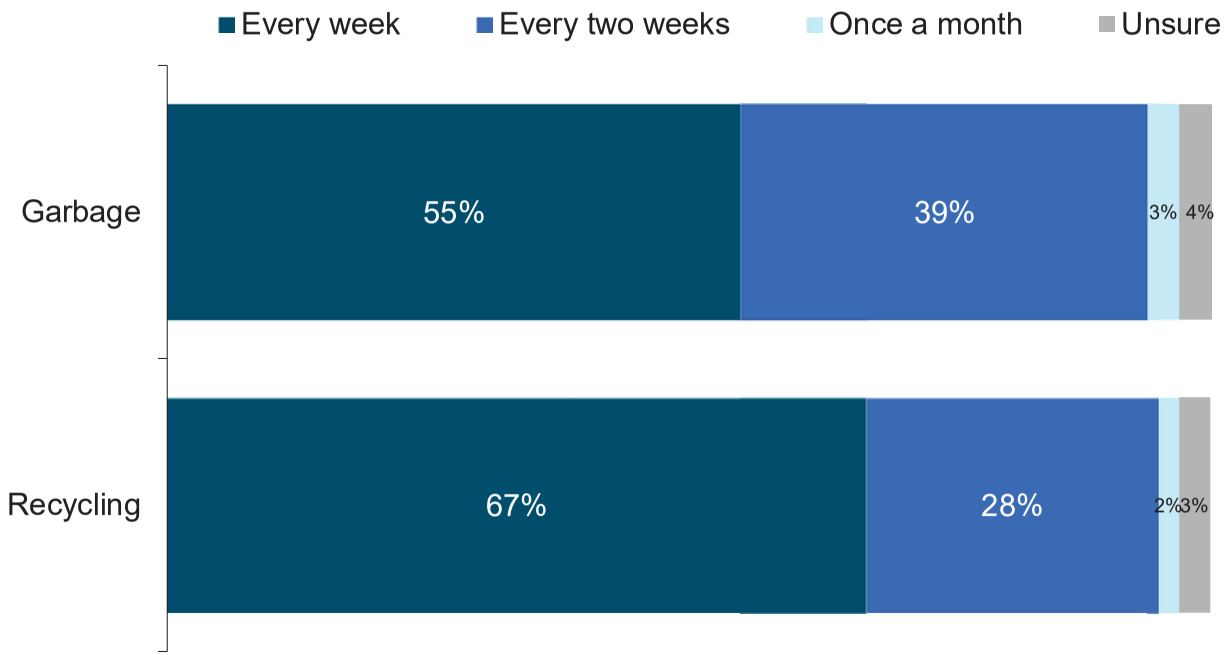
Interestingly, **household size does not appear to be a driver of views on collection frequency**. In other words, those in larger households are just as likely to prefer weekly collection as those who live alone.

C5. If Winnipeg had a city-wide food waste collection program, how often would you want your green cart collected?

Base: All respondents (N=622)

Expected Frequency of Collecting Garbage and Recycling Carts

Some openness to less frequent garbage collection if a food waste program is in place



Those most likely to want their **garbage cart collected every two weeks** include:

- Women (43% vs. 35% among men).
- Those with higher levels of education and income (for example, university grads, 43% vs. 27% among those with high school or less).
- Those who put their garbage out less often and less full.

C6. Right now, as you may know, the City collects garbage and recycling once a week. Let's say the City also started collecting food waste using a green cart. This might mean that your household has more room in your black garbage cart every week, and that your black garbage cart has fewer smelly items in it. Thinking about all this, how often would you want the City to collect your garbage and recycling carts?

Base: All respondents (N=622)

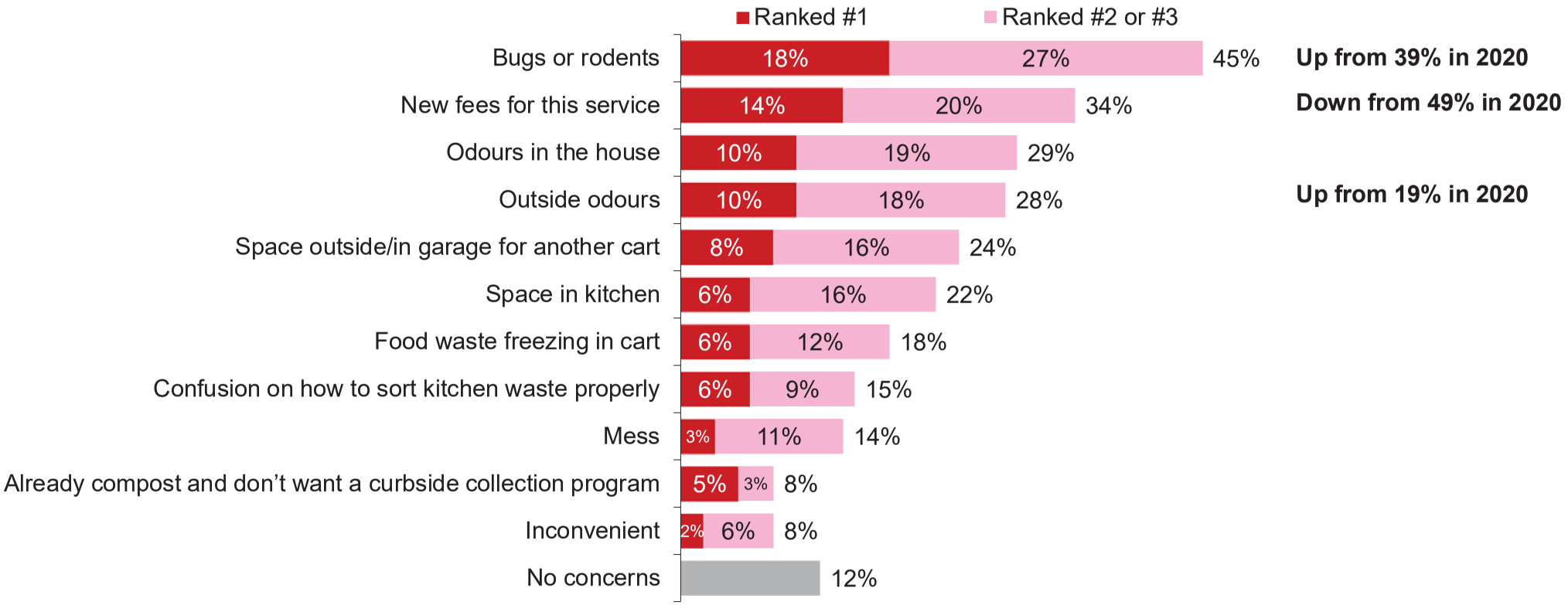


Program Priorities & Goals

Winnipeggers were asked their views on the larger goals of a food waste collection system, including their ultimate willingness to pay.

Concerns About Food Waste Collection: Tracking 2020-2022

Winnipeggers are now less concerned about new fees and more worried about smells and space

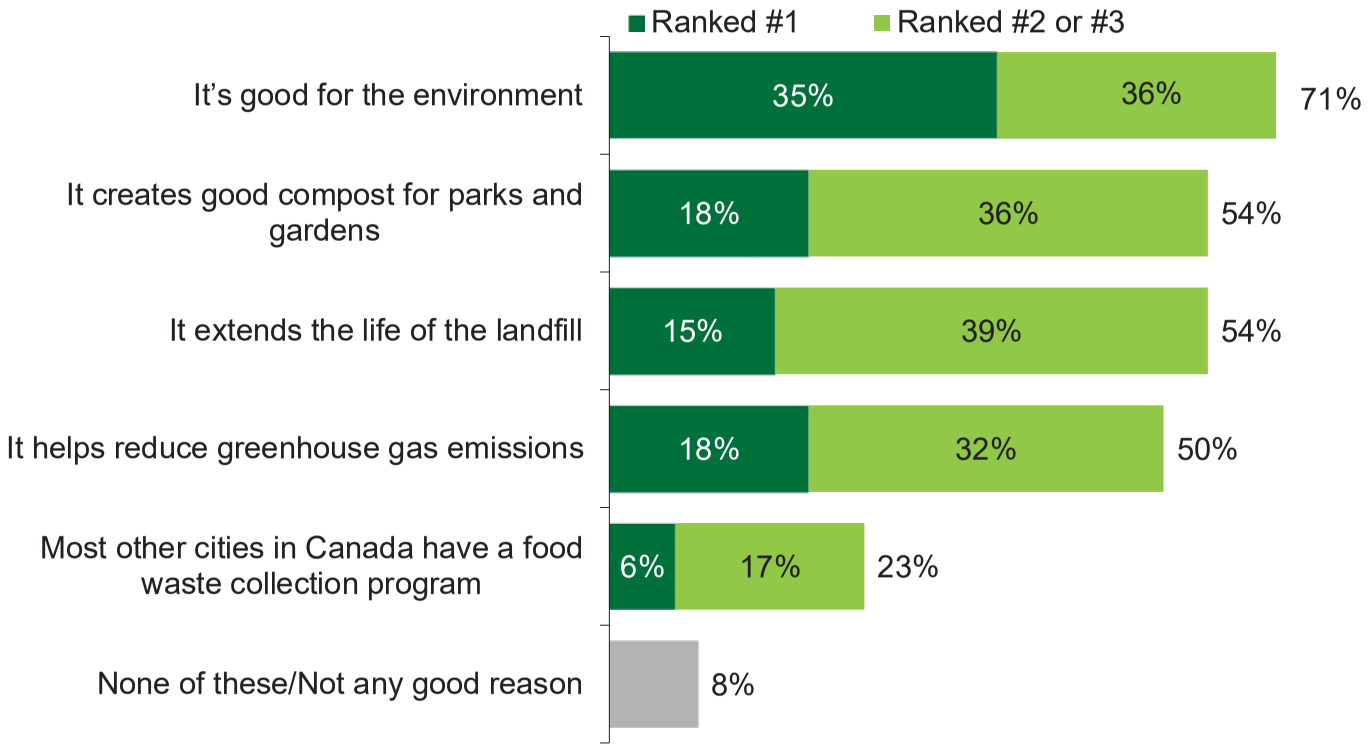


D1. Do you have any concerns about a food waste collection program? Please read the list below and rank your top three concerns, if you have any, in order of importance.

Base: All respondents (N=622)

Best Reasons to Create a Food Waste Collection Program

Seven in ten say it's generally good for the environment



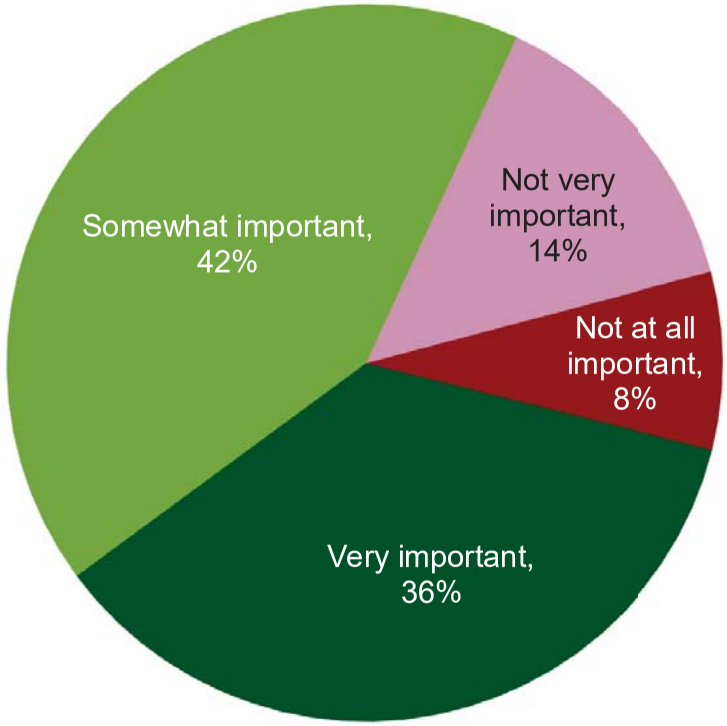
- Women and those with higher levels of education and income are more likely to be swayed by the argument that a food waste program is simply **good for the environment.**
- Younger adults, those 18-34, are slightly more likely to feel **reducing GHGs** is a top reason to collect food waste.
- New Canadians are slightly more likely to favour the argument that the program will creates **good compost for parks and gardens** (65%).

D2. And when you think about all the reasons the City of Winnipeg might want to create a residential food waste collection program, which of the following reasons are the best reasons, in your view? Please choose up to three and rank them in order.

Base: All respondents (N=622)

Views on the Impact of Food Waste Collection on Net Zero Goal

One-third see a strong link between food waste and net zero greenhouse gas emissions by 2050



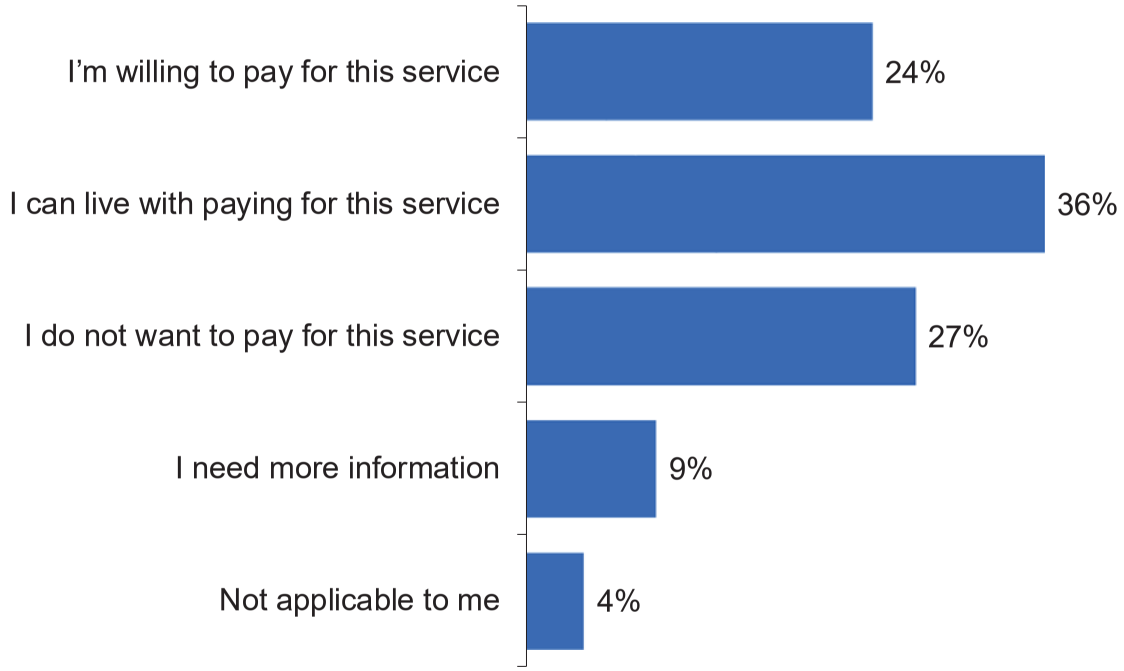
- Women are most likely to say food waste collection is **very important** to reaching net zero greenhouse gas emissions (45%).
- Men (31%) and older adults aged 55+ (26%) are more likely to say food waste is **not important.**

D3. The City of Winnipeg's goal is to have net zero greenhouse gas emissions by 2050. Based on what you know, how important, if at all, do you think a residential food waste collection program is to reaching this goal?

Base: All respondents (N=622)

Final Views on Paying for Residential Food Waste Collection

Six in ten say they are willing to pay or can live with paying for this service



Those most **willing to pay for this service** include:

- Women (29%).
- Younger adults aged 18-34 (31%).
- Those with higher levels of income and education.
- Parents (34%).

D4. Now that you've thought a little about the idea of a food waste collection program, what's your view about paying for this service?

Base: All respondents (N=622)



Profile of Respondents

Profile of Respondents

	Total (N=622) (%)	1st Generation Canadian (n=64) (%)	2nd Generation Canadian (n=122) (%)	3+ Generation Canadian (n=367) (%)	Recycling Everything (n=496) (%)	Recycling Less (n=124) (%)
Gender						
Male	50	51	57	49	52	42
Female	49	49	43	50	47	56
Other	1				1	2
Age						
18-34	28	34	22	25	26	35
35-54	37	38	34	39	35	42
55+	35	27	44	36	38	24
Income						
<$50K	21	26	19	20	20	28
$50K-$99K	37	32	36	37	37	34
$100K+	42	42	45	43	43	38
Children under 16 in the Household						
Yes	26	31	23	25	25	33

Profile of Respondents (cont'd)

	Total (N=622) (%)	1st Generation Canadian (n=64) (%)	2nd Generation Canadian (n=122) (%)	3+ Generation Canadian (n=367) (%)	Recycling Everything (n=496) (%)	Recycling Less (n=124) (%)
Residence						
Own	75	73	79	76	77	66
Rent	25	25	21	24	23	34
Type of Home						
Single-family detached	70	65	71	73	73	60
Semi-detached/Row	6	6	4	6	6	6
Apartment/Condo	24	29	25	21	21	34
Household Size						
Living alone	21	17	21	22	21	22
2	39	26	41	42	41	29
3	18	31	16	15	18	19
4 or more	22	26	21	20	20	30
Indigenous Person						
Yes	10	-	-	-	9	10

Profile of Respondents (cont'd)

	Total (N=622) (%)	1st Generation Canadian (n=64) (%)	2nd Generation Canadian (n=122) (%)	3+ Generation Canadian (n=367) (%)	Recycling Everything (n=496) (%)	Recycling Less (n=124) (%)
Born in Canada						
Yes	88	-	100	100	89	86
No	12	100	-	-	11	14
Canadian Generation						
1st generation	12	100	-	-	11	14
2nd generation	22	-	100	-	22	24
3+ generation	66	-	-	100	67	63
Education						
High school or less	14	12	15	13	14	14
Some post-secondary	16	20	22	14	14	25
University graduate	70	68	63	73	72	61

Appendix B – Phase 3 Pilot Participant Survey Results



Food Waste Collection Pilot Project
Final Participant Survey

City of Winnipeg
November 2022

Winnipeg

PROBE RESEARCH INC.

Table of Contents

3 Key Findings

6 Methodology

9 Benchmarking Attitudes and Habits

21 Views on Collection Costs and Timing

28 Program Priorities and Goals

33 Current Food Waste Habits

35 Final Thoughts

37 Appendices: Questionnaire, Data Tables

For More Information:

Mary Agnes Welch
Partner
(204) 470-8862
maryagnes@probe-research.com

Probe Research Inc.
603 – 191 Lombard Ave.
Winnipeg, MB R3B 0X1
(204) 926-6565

www.probe-research.com

Key Findings

- **Green cart usage is stable.** The vast majority of pilot area participants – 88 per cent – reported that they continue to use their green cart two years into the pilot project. This is only a slight drop from the 93 per cent who reported using the food waste collection program in the pilot's first few weeks. (Note: The survey measured self-reported use, capturing the views of a segment of pilot area residents. Actual use of the green cart was closer to 30 per cent.)
- **Participants had an excellent experience with food waste collection.** Two-thirds rated the program as excellent, an increase since the pilot began. Indeed, satisfaction with food waste collection intensified over the last two years, with a significant number of participants shifting from a rating of "good" to "excellent". Only seven per cent rated the program as fair or poor.
- **Participants strongly support the creation of a city-wide program.** Eight in ten pilot area residents strongly favour creating a permanent city-wide program, a figure that has remained stable throughout the life of the pilot project and is significantly higher than the proportion of Winnipeggers strongly in favour of such a program. In other words, day-to-day experience with food waste collection tends to boost support for a permanent, city-wide program.
- **Participants are willing to spend an additional $26.60 for a food waste collection program.** That is an additional $2.59 above what average Winnipeggers (who have not tested the program) are willing to spend. Two-thirds of participants are either willing or can at least live with paying a fee for this service. However, about 20 per cent do not wish to pay any additional fees for food waste collection.



Key Findings (cont'd)

- **Despite the pilot's success, there is still room to increase food waste diversion.** For example, more than one-half of participants still put some food waste in the garbage. As well, about seven per cent of participants, who tend to be younger adults, lower-income residents and renters, are simply not using the program, in part because they feel they simply don't create enough food waste to bother.
- **Pilot participants still put their garbage carts out weekly and want weekly waste service going forward.** During the pilot period, nearly three quarters continued to put their black garbage carts out weekly, and about the same proportion prefer weekly garbage and recycling collection even if a food waste program is in place. Similarly, pilot participants want their green carts collected weekly, though one-third prefer every two weeks and there is broad willingness to move to biweekly collection in winter. (It's worth noting that average Winnipeggers who have *not* experienced a food waste collection program were more open to less frequent waste collection.)
- **Bugs, bad smells and frozen food waste were problems, but minor ones.** Pilot participants generally felt they had no problem sorting their waste or finding a space outside for an additional cart, but about one-half reported mild frustration with food waste freezing in winter and about four in ten said indoor and outdoor odours were an issue.
- **Pilot participants were more likely to value the environmental benefits of food waste collection.** Six in ten – nearly double the city-wide average – say food waste collection is a very important part of curbing greenhouse gases. As well, in addition to keeping user fees low, participants said environmental benefits such as real GHG reductions and a good use for the compost were key priorities for any future program.

Key Differences Among Pilot Neighbourhoods

There are relatively few differences in views, experiences and preferences among the five pilot neighbourhoods, in part because most differences are driven by demographics - gender, age and income. For example, residents in all five neighbourhoods are just as likely to support a city-wide program and to follow the same kinds of food waste reduction techniques. What few differences exist are summarized below.

Daniel McIntyre

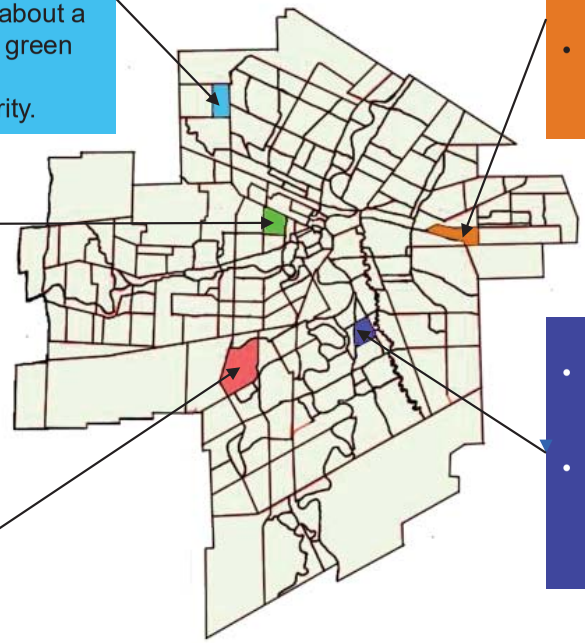
- Reports the least frequent green cart use and slightly less likely to rate their experience as excellent.
- Tend to like the fact that food waste collection is tidy and quick as opposed to the environmental benefits of a collection program.
- More likely to say bugs and rodents were a problem during food waste collection.
- More likely to want a large public education campaign prior to city-wide roll-out as well as reliable collection.

Inkster Gardens

- More likely to prefer weekly garbage pick up even if a green cart program is in place.
- Tend to be more concerned about a lack of space outside for the green cart and rodents/bugs.
- Low user fees are a top priority.

Mission Gardens

- Most concerned about a lack of space inside for a food waste container as well as mess
- Low user fees are a top priority and participants are the least willing to pay for food waste collection.



Linden Woods

- Reports the most frequent green cart usage.
- Tend to be more concerned about mess, outdoor odours.

St. George

- Least likely to be worried about any elements of food waste collection such as odours or space for a cart.
- More likely to be attuned to the environmental benefits of food waste collection (GHG reductions, creating compost, etc.)

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 conduct three waves of surveys of 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 is the final of three waves conducted during the pilot project (2020-2022) and was designed to measure participants' experiences with the program as it ended.

The survey questionnaire was designed by Probe Research Inc. in collaboration with Dillon, Landmark and the City of Winnipeg. It took approximately 13 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 survey was in field Sept. 13-Oct. 10, 2022 and was deployed to the pilot's 4,244 households in a variety of ways:

- Approximately 417 emails were collected from previous waves of the pilot area survey. A unique survey link was emailed to each person on the list, as well as two reminders. Approximately 198 surveys were completed via this method.
- A link to the online survey was promoted via an invitation card mailed to each participating household. As well, a reminder postcard was mailed to each household. Approximately 720 surveys were completed via this method.
- Pilot participants could also request a paper copy of the survey, and some also opted to complete the survey by telephone. Approximately 107 surveys were completed on paper or by telephone with Probe staff.

In total, 1,025 households responded to the final pilot area survey, a response rate of 24%, which is much higher than previous waves.

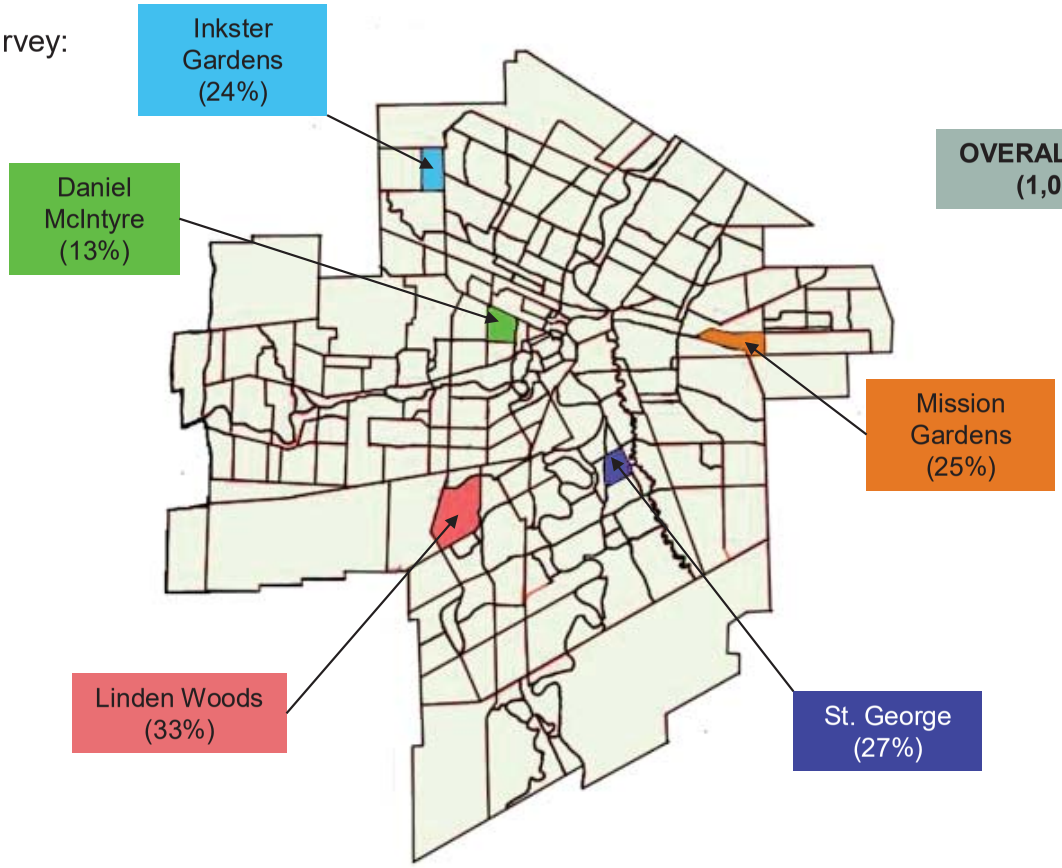
The report that follows focuses mainly on results from the final pilot area survey but also includes, where appropriate, tracking results from the previous two waves – the "pre-start" wave in August and September 2020 and the "post-start" wave in November 2020. As well, this report tracks some results of a city-wide survey of Winnipeg adults conducted in May 2022.

Profile of Respondents

(Unweighted)	Total (N=1,025) (%)	Linden Woods (n=272) (%)	St. George (n=224) (%)	Inkster Gardens (n=198) (%)	Mission Gardens (n=210) (%)	Daniel McIntyre (n=121) (%)
Gender						
Male	36	41	29	37	33	40
Female	64	59	71	63	66	57
Age						
<40	23	10	32	22	25	34
40-59	38	52	33	34	31	36
60+	39	37	35	44	45	30
Income						
<$50K	20	2	25	22	20	44
$50K-$99K	38	17	39	52	50	37
$100K+	42	80	37	26	30	19
BIPOC Identity						
Yes	24	19	17	37	18	34
Ownership						
Owner	95	99	94	99	98	78
Renter	5	1	6	1	2	22

Profile of Respondents (cont'd)

The map indicates the response rates from the five pilot neighbourhoods in the final survey:



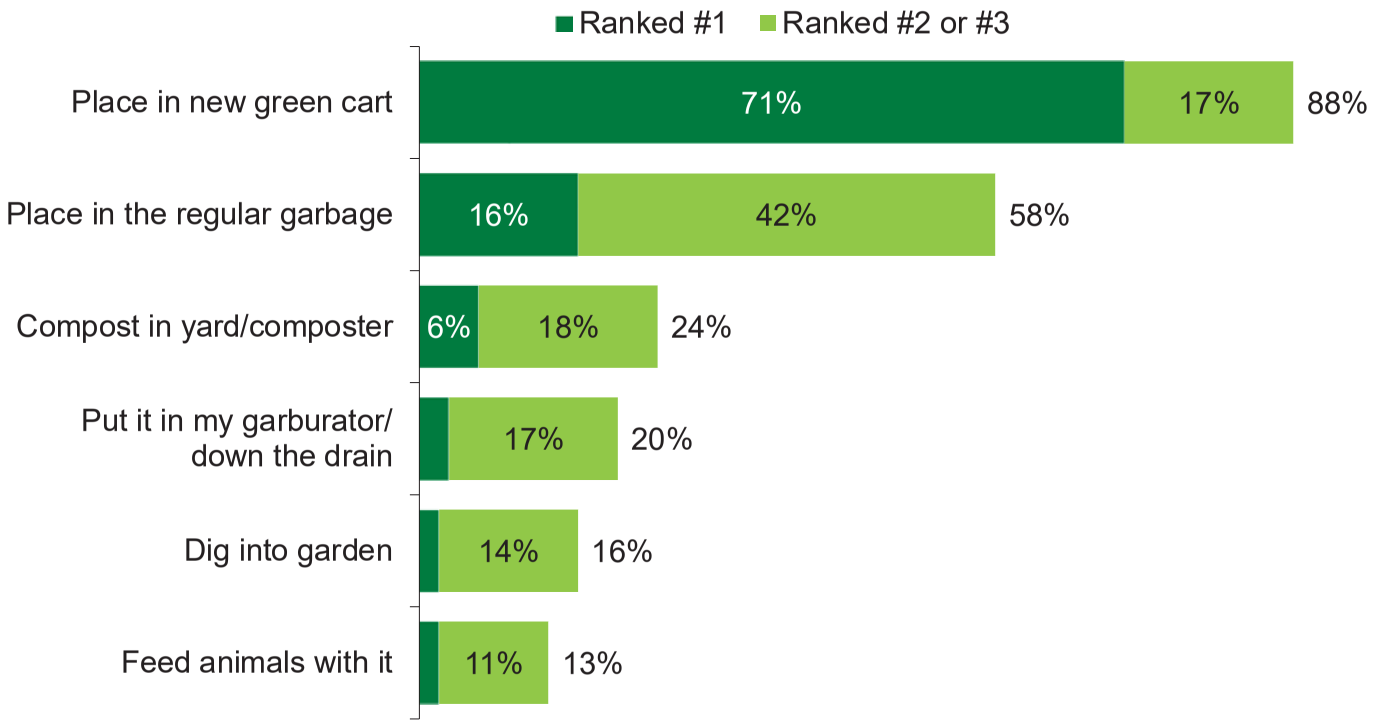
OVERALL RESPONSE RATE: 24%
(1,025/4,244 households)



Benchmarking Attitudes and Habits

Household Food Waste Habits

Nine in ten use the green cart, though one-half continue to place food waste in the garbage

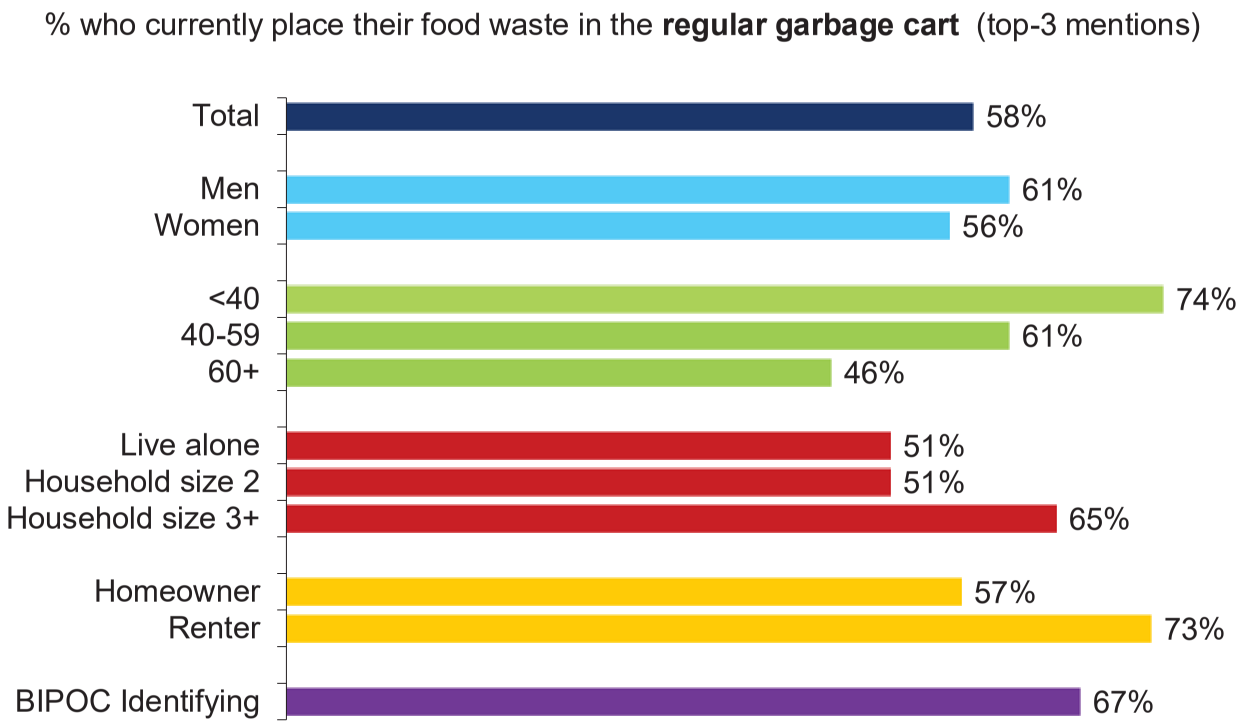


A1. What have you been doing with your food waste over the last couple of years? Please choose up to three answers, in order of frequency.

Base: All respondents

Household Food Waste Habits: By Sub-Group

Younger adults, renters and BIPOC residents are more likely to put food waste in the regular garbage

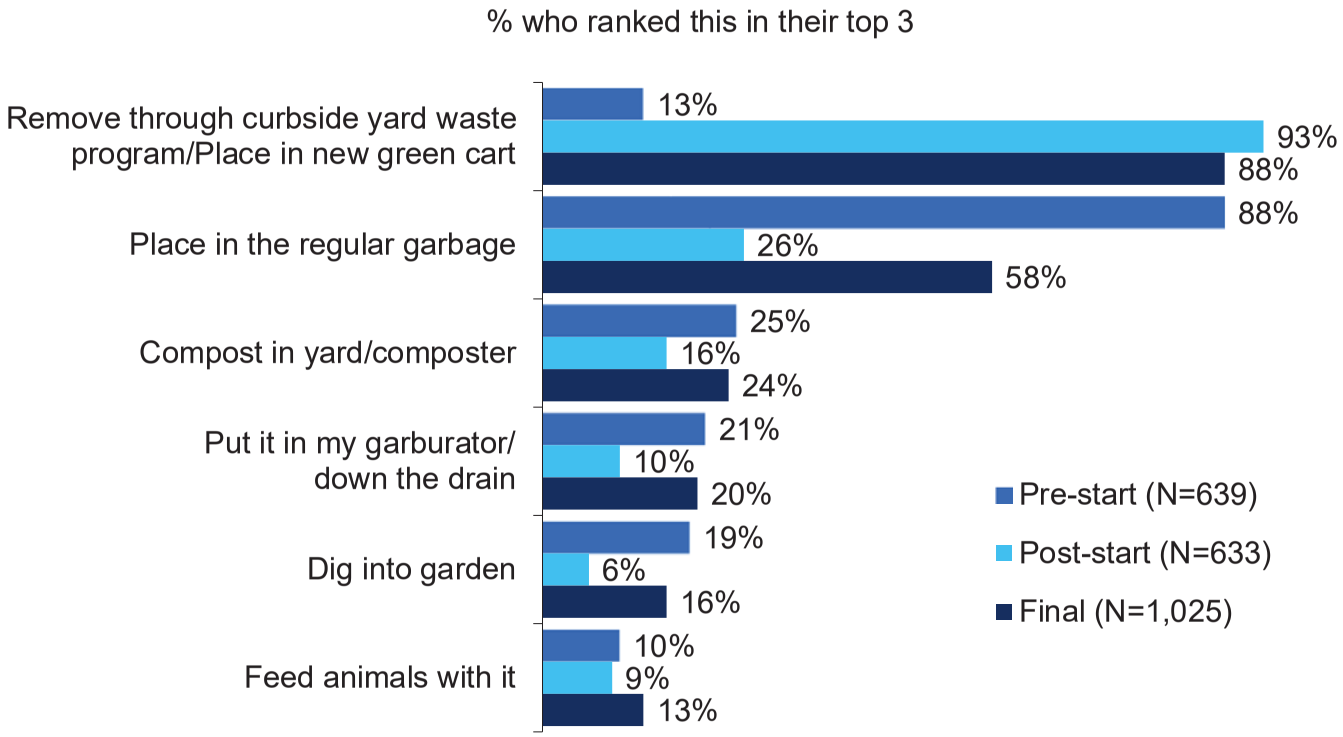


A1. What have you been doing with your food waste over the last couple of years? Please choose up to three answers, in order of frequency.

Base: All respondents (N=1,025)

Household Food Waste Habits: Tracking

Few stopped using the green cart, but more residents reverted to using the regular garbage



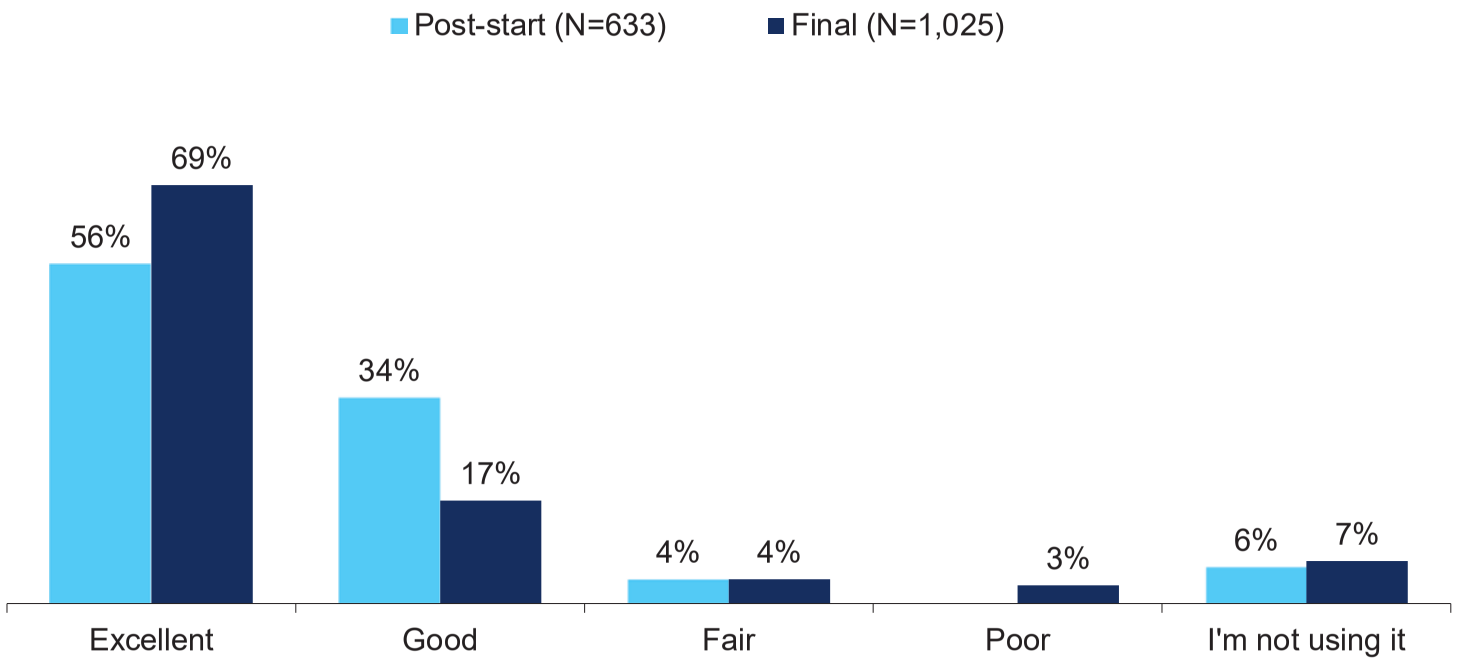
PRE-START A2. What do you normally do with your food waste? Please choose up to three answers, in order of frequency.

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

Base: All respondents

Views on Overall Experience with the Pilot Program: Tracking

Two-thirds feel the pilot was excellent, a significant increase since its launch

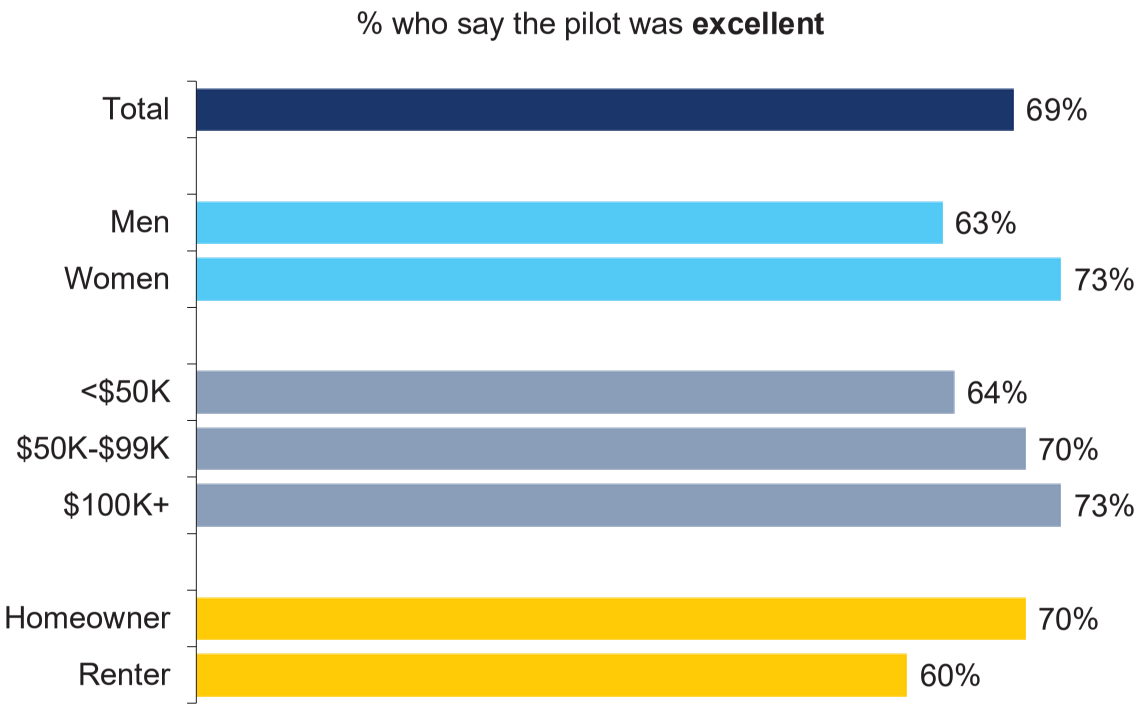


A2. Generally, how would you rate your experience overall using the food waste collection system?

Base: All respondents

Views on Overall Experience with the Pilot Program: By Sub-Group

Women, wealthier Winnipeggers are most likely to say the food waste pilot was excellent

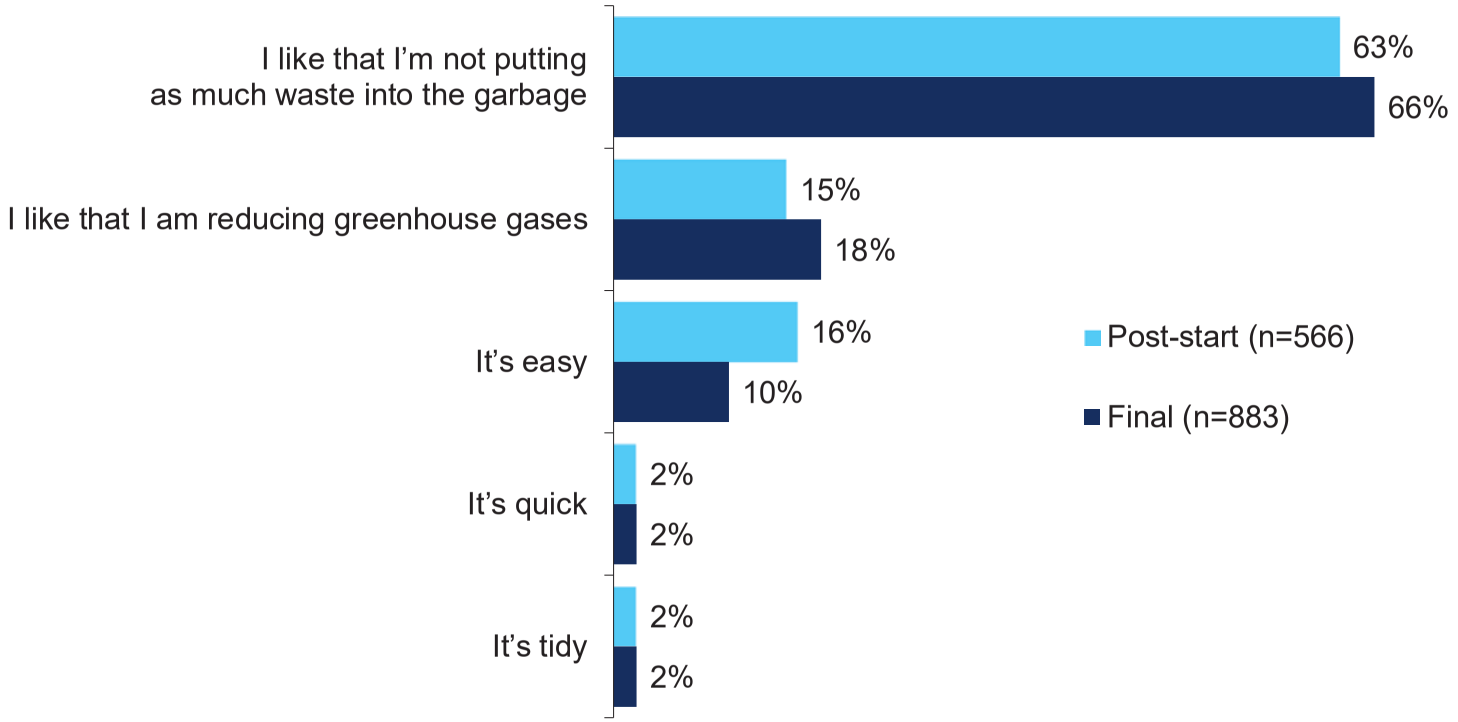


A2. Generally, how would you rate your experience overall using the food waste collection system?

Base: All respondents (N=1,025)

Reasons for Positive Assessment of Program: Tracking

Residents continue to like curbside collection because it reduces their garbage

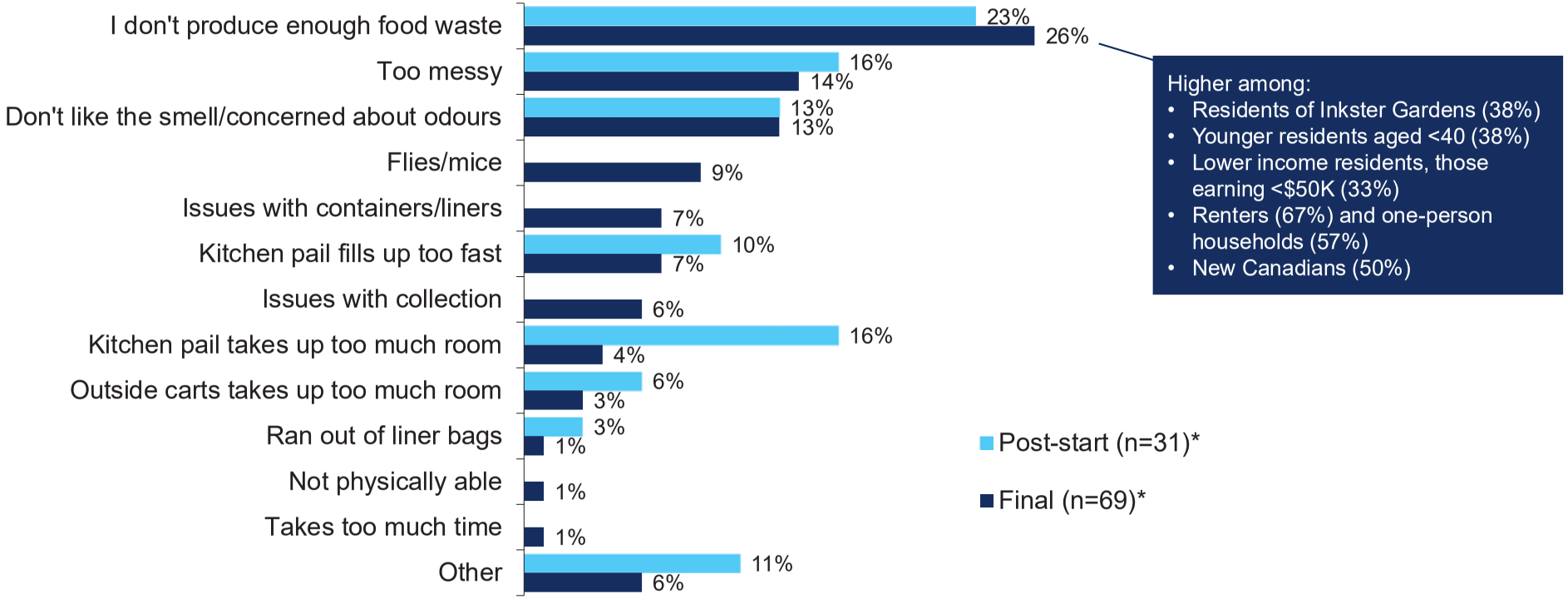


A2a. Why has curbside food waste collection been a good experience so far? Please choose your top reason (or provide your own in the space).

Base: All respondents providing an "excellent/good" rating

Reasons for Negative Assessment of Program: Tracking

Insufficient food waste remains the primary reason for low satisfaction with the program

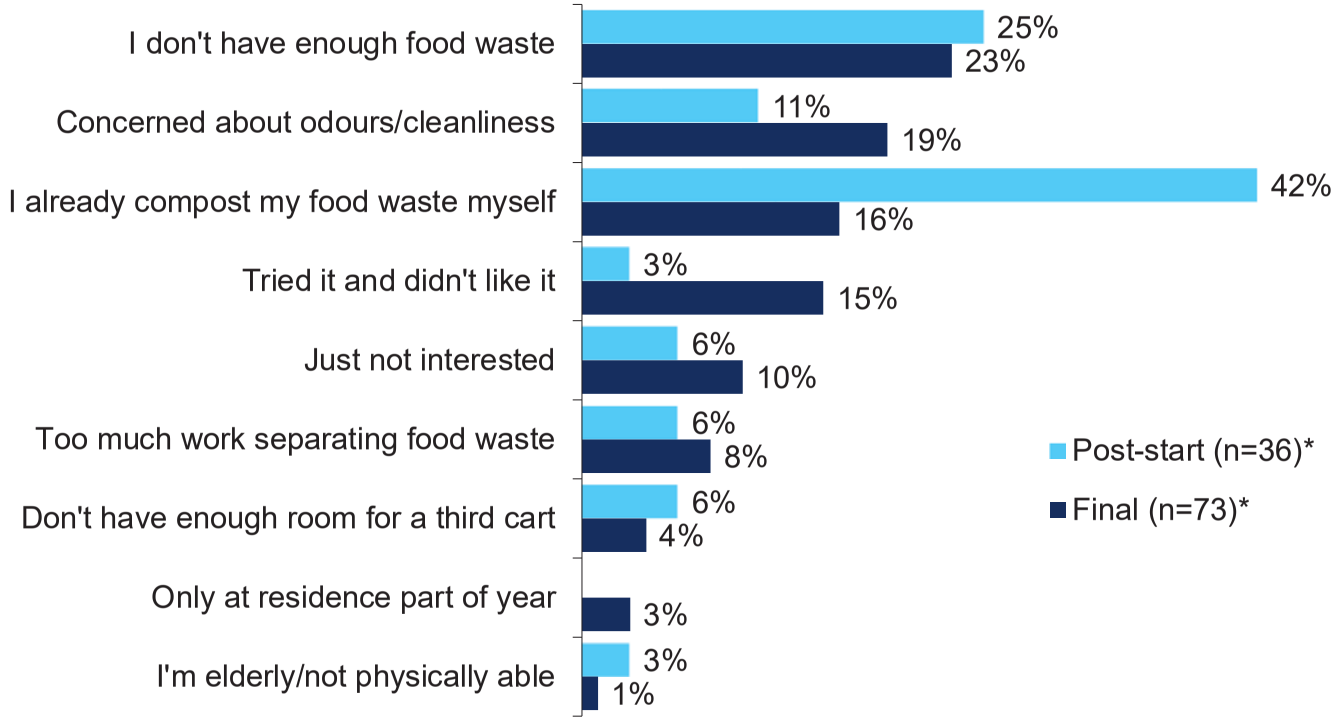


A2b. Why has curbside food waste collection been a fair or poor experience so far? Please choose your top reason (or provide your own in the space).

Base: All respondents providing a "fair/poor" rating
*Caution: Very small bases

Reasons for Non-Participation in Program: Tracking

Non-users of the collection program feel they don't have enough food waste and worry about mess

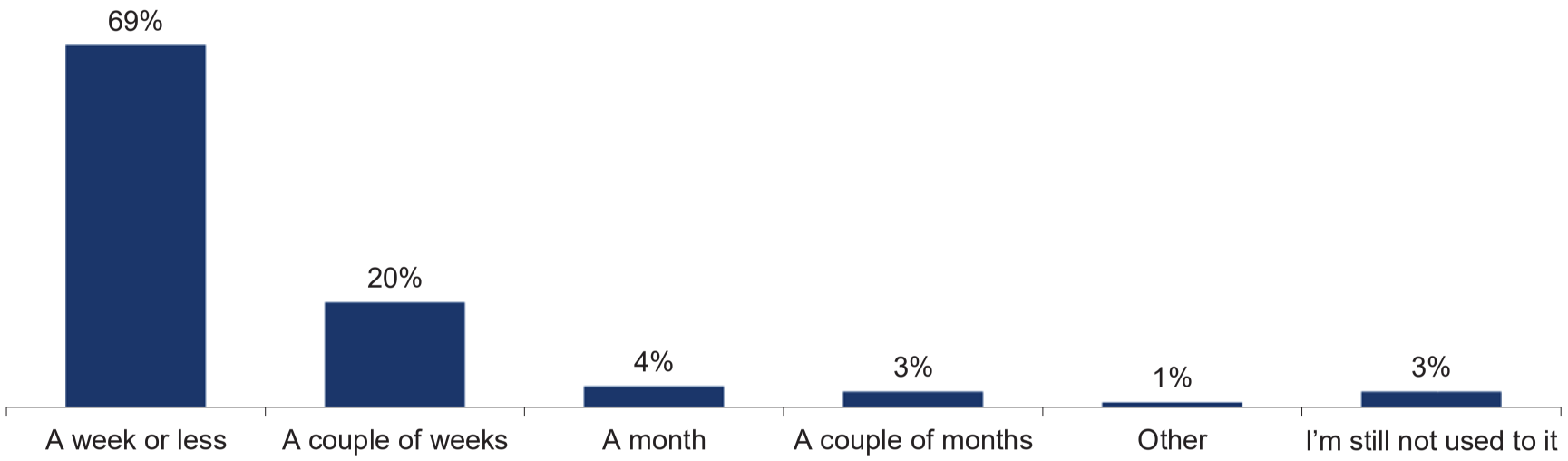


A2c. Why aren't you using the food waste collection system? Please read the following list and select your number one reason.

Base: All respondents not using the program
*Caution: Very small bases

Time Needed to Become Comfortable With Curbside Pick-Up

Seven in ten were used to the kitchen pail and green cart within a week

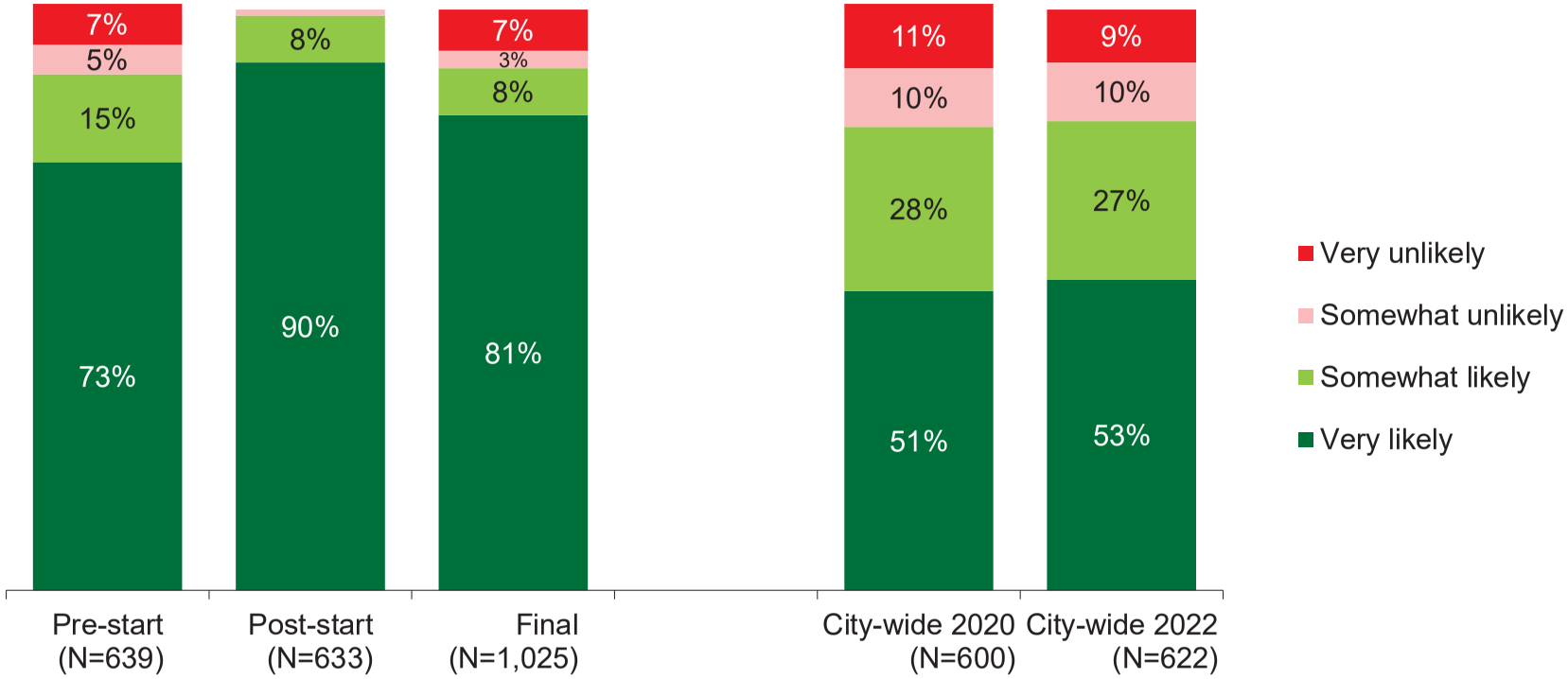


A3. How long did it take you to get used to using the kitchen pail and the green cart? In other words, how long did it take for these to become part of your regular routine?

Base: Final phase respondents using the food waste collection program (n=952)

Likelihood of Using a Food Waste Collection Program: Tracking

Likelihood of actually using this program dipped slightly among participants, but remains very high

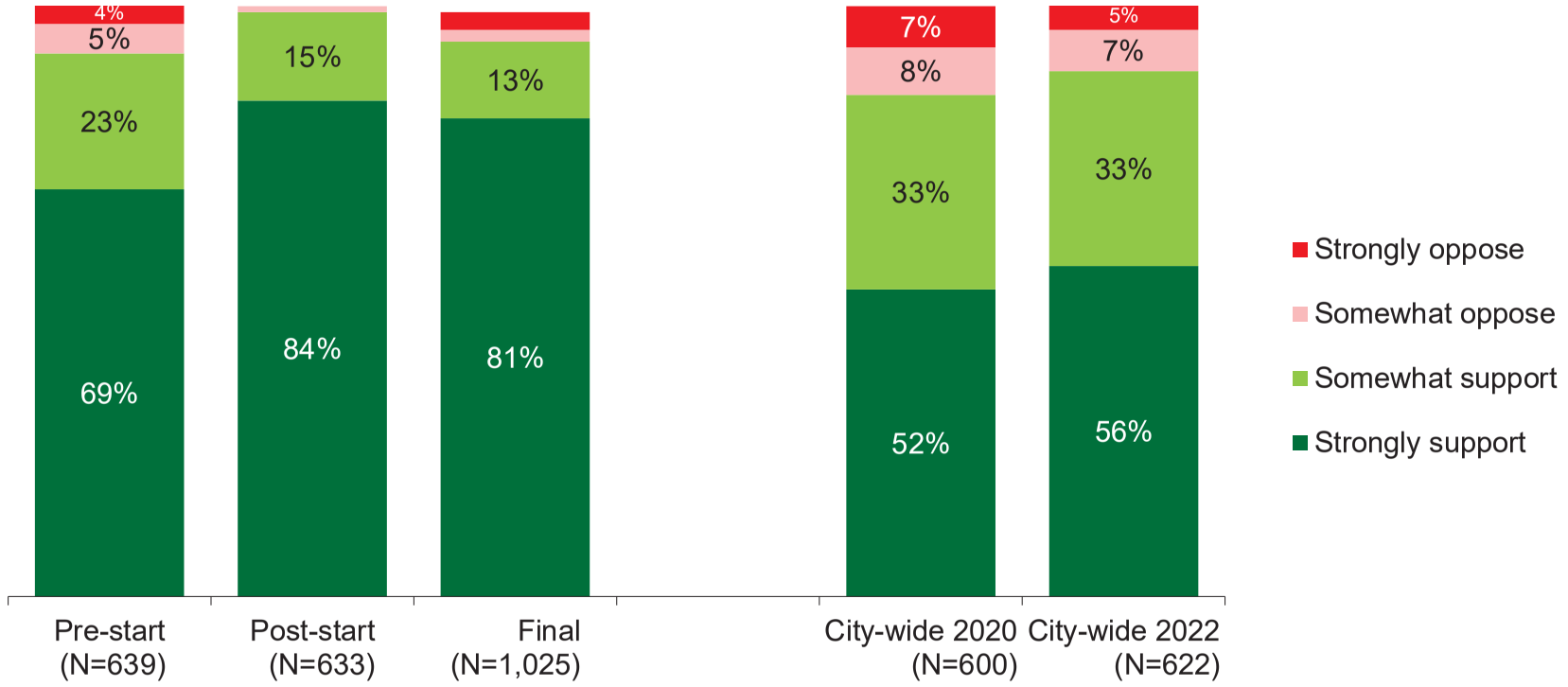


A4. Now, let's say a curbside food waste collection program was in place city-wide. How likely or unlikely are you to actually use it?

Base: All respondents

Support for City-Wide Food Waste Collection Program

Support for a city-wide program remains very high among pilot participants



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

Base: All respondents (N=1,025)



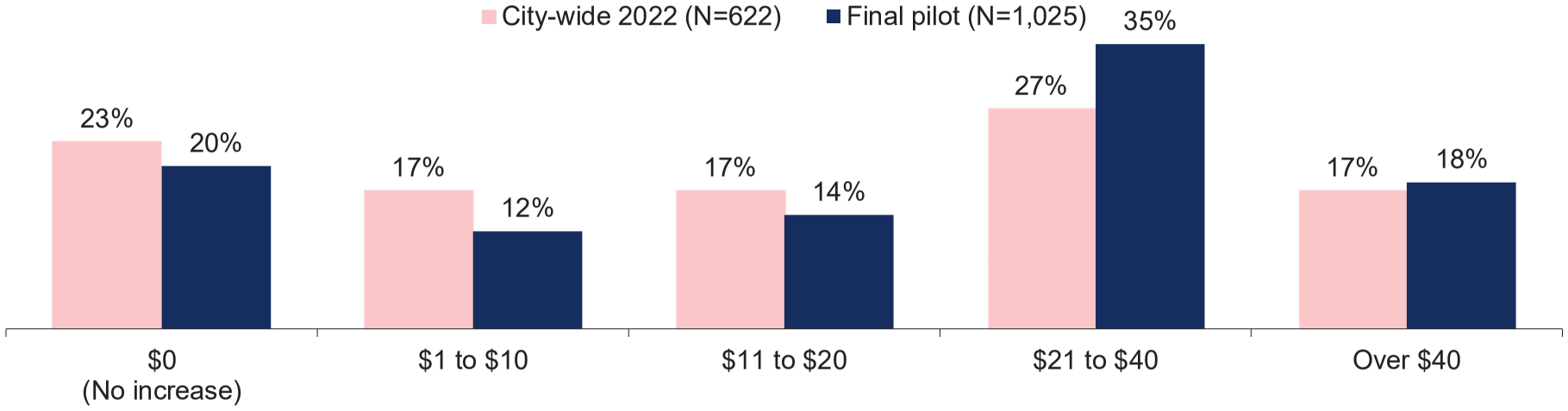
Views on Collection Costs and Timing

Views on a Reasonable Additional Cost for the Program

Less than two in ten say there shouldn't be any additional annual cost for this service

Average amount pilot participants are willing to pay: $26.60
Average amount among pilot participants willing to pay something ($0 removed): $33.33

Average amount Winnipeggers are willing to pay: $24.01
Average amount among Winnipeggers willing to pay something ($0 removed): $31.05

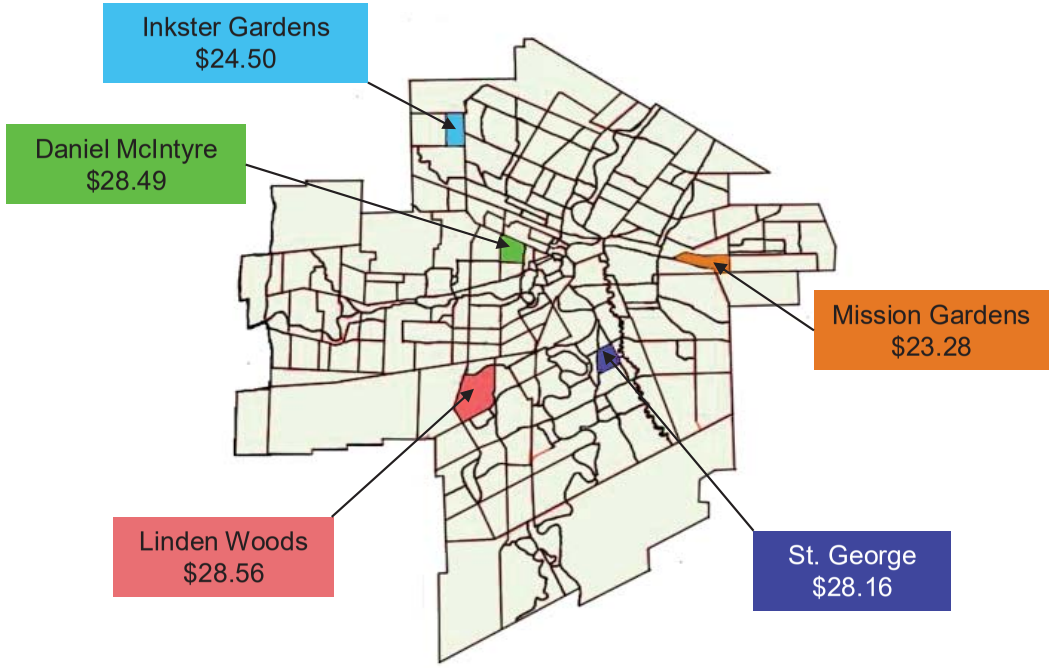


C4. The average homeowner in Winnipeg currently pays for three waste collection services – garbage, recycling and yard waste – as part of their property taxes and the waste diversion fee on their water bill. The cost of these services amounts to about $115 a year for the average homeowner. Let's say the City of Winnipeg begins collecting food waste, as well. What, in your view, would be a reasonable annual cost for an average homeowner to pay for this additional service, over and above the $115?

Base: All respondents. Note: Open-ended responses cleaned for outliers.

Reasonable Annual Cost for the Program: By Neighbourhood

Average amount pilot participants are willing to pay (including those willing to pay $0)

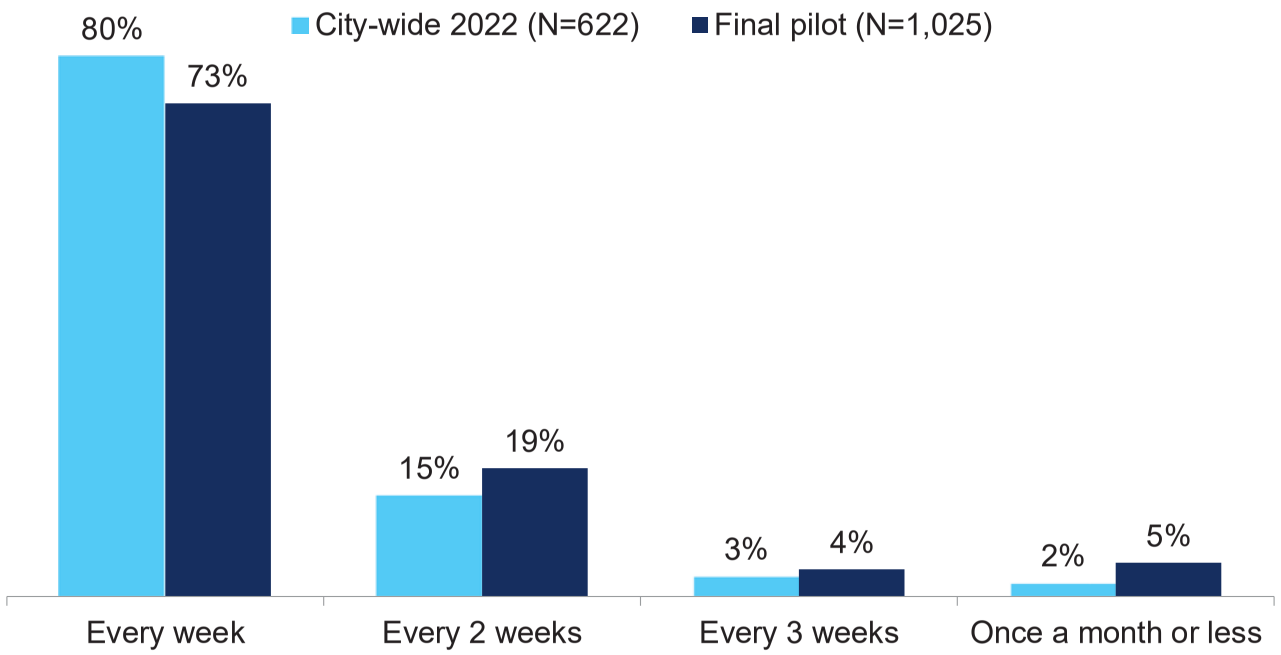


C4. The average homeowner in Winnipeg currently pays for three waste collection services – garbage, recycling and yard waste – as part of their property taxes and the waste diversion fee on their water bill. The cost of these services amounts to about $115 a year for the average homeowner. Let's say the City of Winnipeg begins collecting food waste, as well. What, in your view, would be a reasonable annual cost for an average homeowner to pay for this additional service, over and above the $115?

Base: All respondents. Note: Open-ended responses cleaned for outliers.

Frequency of Putting Garbage Cart out for Collection

Three-quarters of pilot participants still put their garbage out for collection once a week



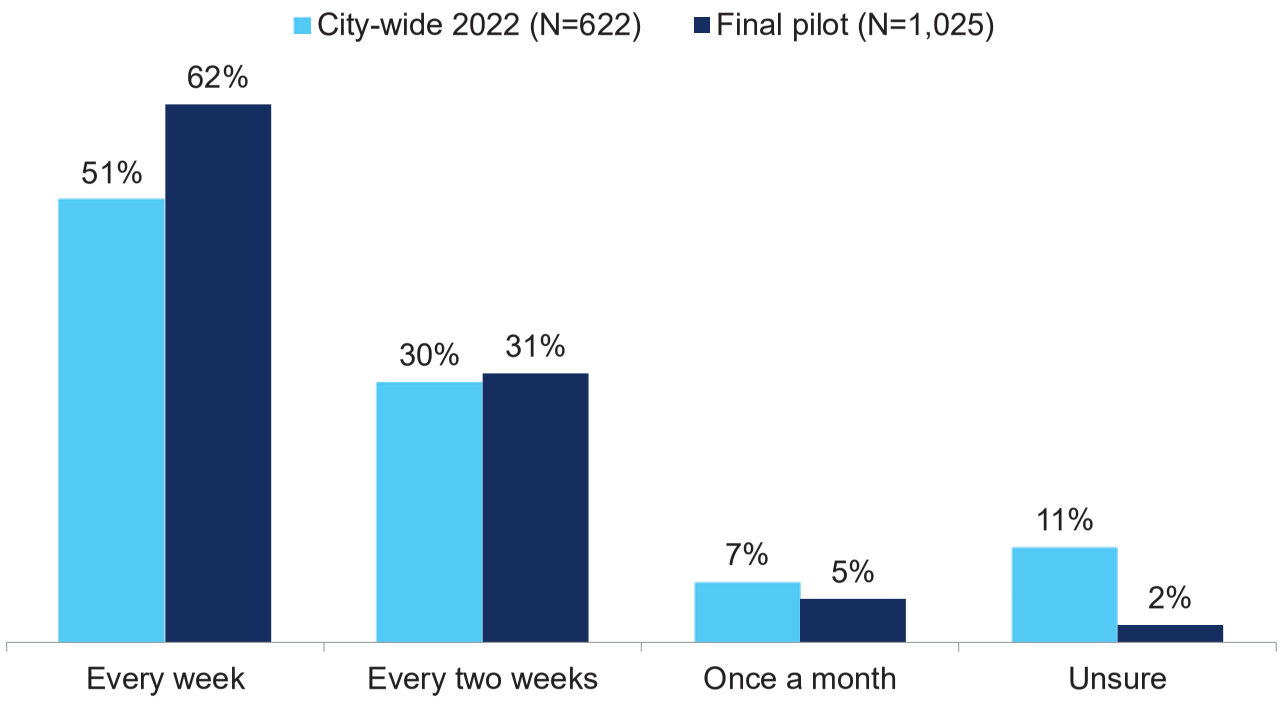
Pilot participants most likely to **put their garbage cart out every week** include:

- Residents of Linden Woods (77% vs. 62% in Daniel McIntyre)
- Those aged 40-59 (81%)
- Wealthier households earning $100K+ (79% vs. 63% among those earning less than $50K)
- Those in larger households with 3+ people (83%)
- Renters (83% vs. 72% among homeowners)
- BIPOC residents (82%).

CITY-WIDE A2. On average, how often do you typically put your black garbage cart out at the curb or back lane for collection?
PILOT FINAL B2. On average, since you've been part of the food waste pilot, how often do you typically put your black garbage cart out at the curb or back lane for collection?
Base: All respondents. "Not applicable" removed from calculations.

Expected Frequency of Green Cart Collection

Nearly two-thirds of pilot participants favour weekly green cart collection, higher than city-wide average



Pilot participants most likely to want their green carts collected **once a week** include:

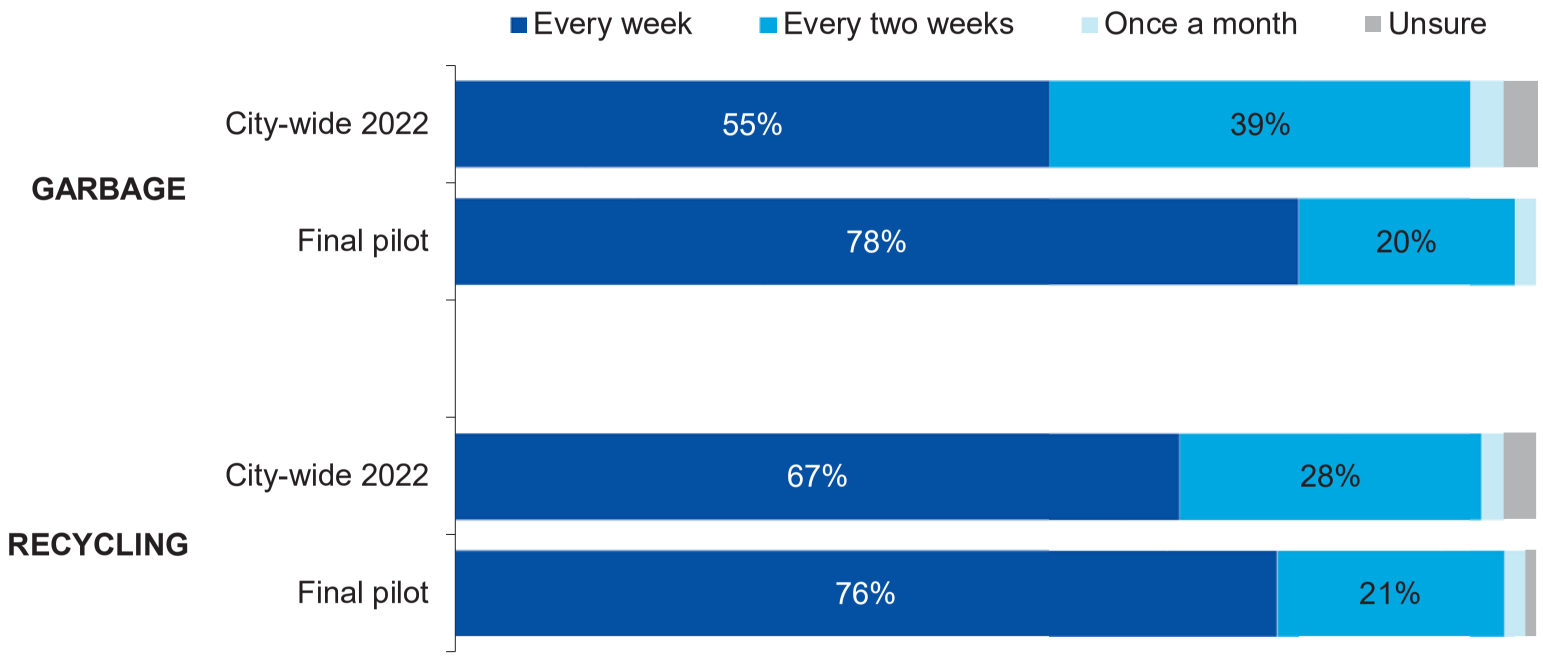
- Those aged 40-59 (68% vs. 55% among those 60+)
- Those in larger households with 3+ people (69%)
- Renters (78% vs. 61% among homeowners)

B3. If Winnipeg had a city-wide food waste collection program, how often would you want your green cart collected?

Base: All respondents. "Not applicable/wouldn't use it" removed from calculations

Expected Frequency of Garbage and Recycling Collection

Pilot participants want garbage and recycling pickup more frequently than average Winnipeggers

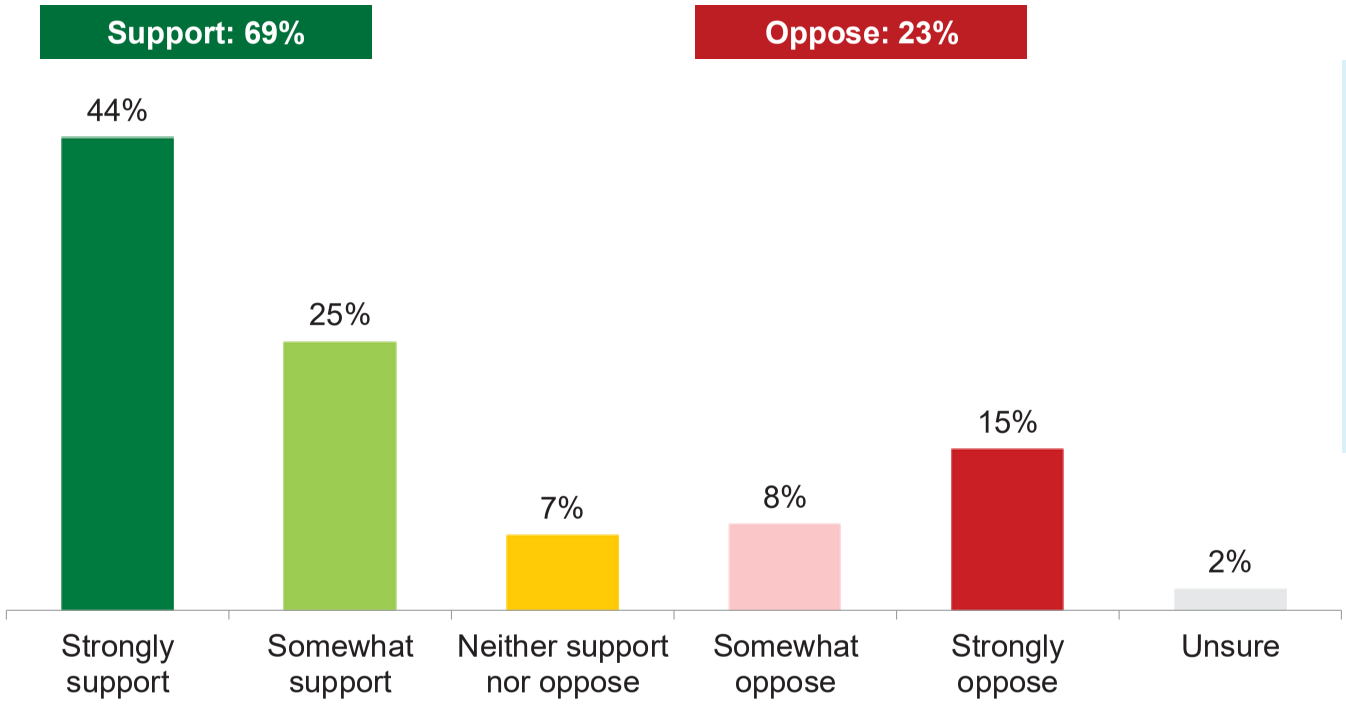


CITY-WIDE C6. Right now, as you may know, the City collects garbage and recycling once a week. Let's say the City also started collecting food waste using a green cart. This might mean that your household has more room in your black garbage cart every week, and that your black garbage cart has fewer smelly items in it. Thinking about all this, how often would you want the City to collect your garbage and recycling carts?
FINAL PILOT B4. And how often would you want the City to collect your garbage and recycling carts?

Base: All respondents

Support for Less Frequent Green Cart Pick up in Winter

Two-thirds of pilot participants would support winter green cart collection every two weeks



Pilot participants most likely to **strongly support less frequent pick up in the winter** include:

- Women (49% vs. 37% among men)
- Older residents aged 60+ (54%)
- Those earning <$50K (54% vs. 41% among those earning $100K+)
- Those living alone (57% vs. 37% among those with household of 3+ people)

B5. What if the City collected garbage and organic waste every two weeks in the winter instead of every week? Would you support or oppose a collection schedule that was once every two weeks in the winter?

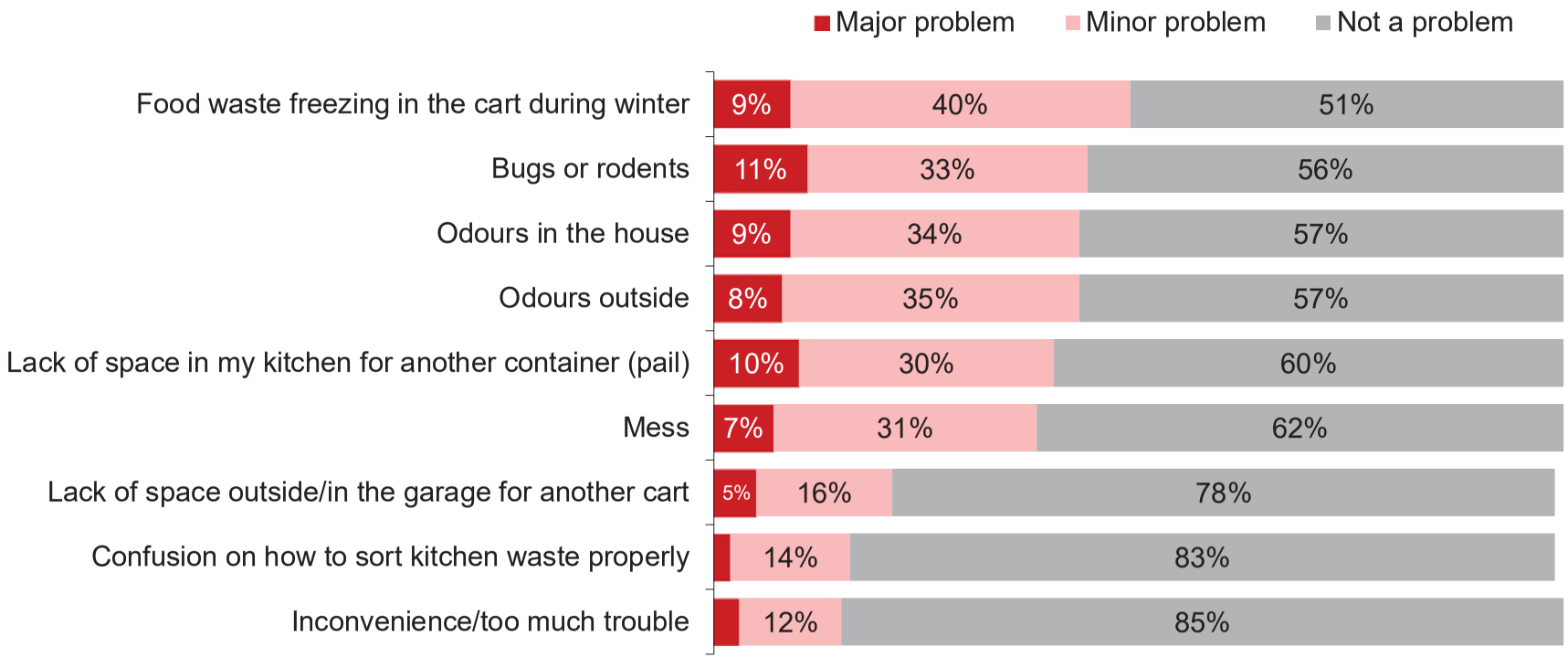
Base: All respondents (N=1,025)



Program Priorities & Goals

Problems Encountered During the Pilot Project

Users found frozen food waste, bugs and odours to be problems, but minor ones

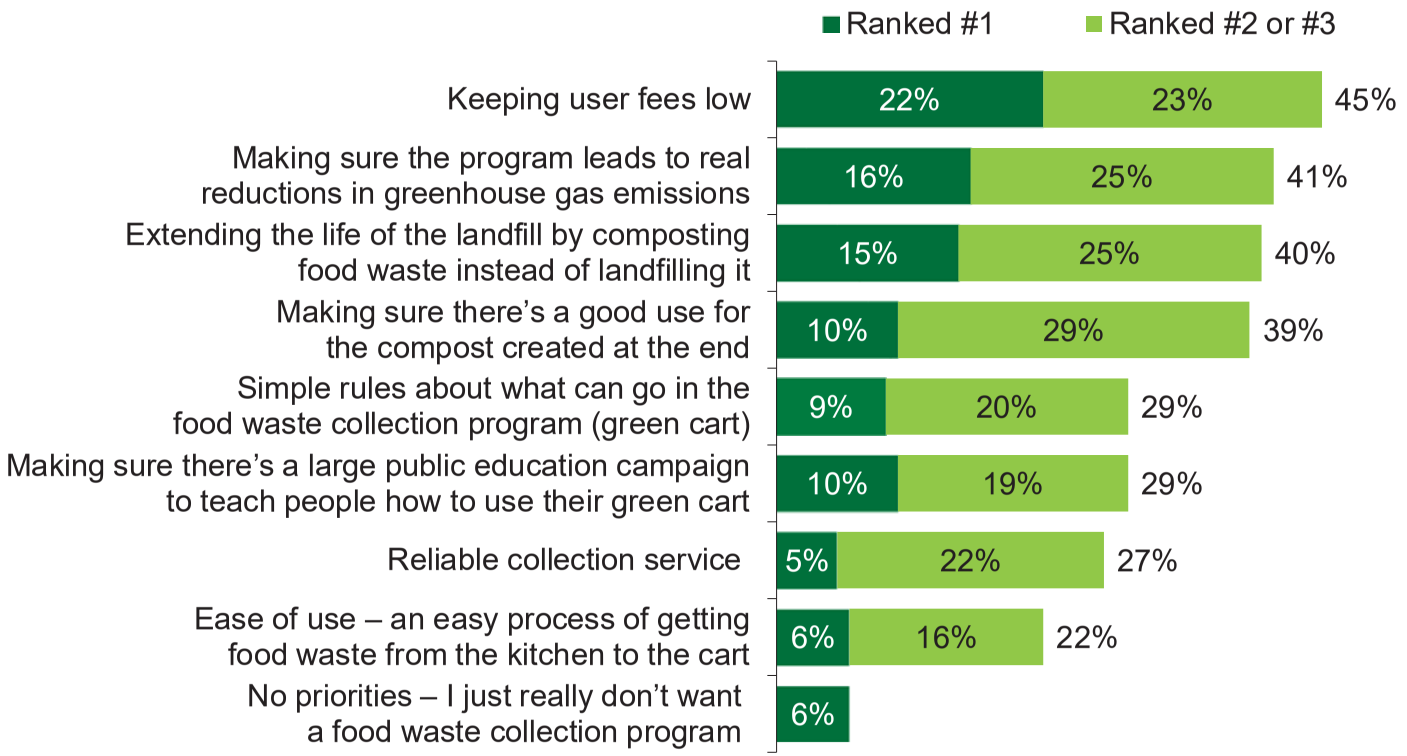


D1. Next, please read the following list and indicate whether this has been a major problem, a minor problem or not a problem at all for you as your household has used the food waste collection program in the last couple of years.

Base: All respondents using the pilot green cart collection program (n=952)

Priorities when Designing a Food Waste Collection Program

Nearly one-half say low user fees are a priority along with greenhouse gas reductions



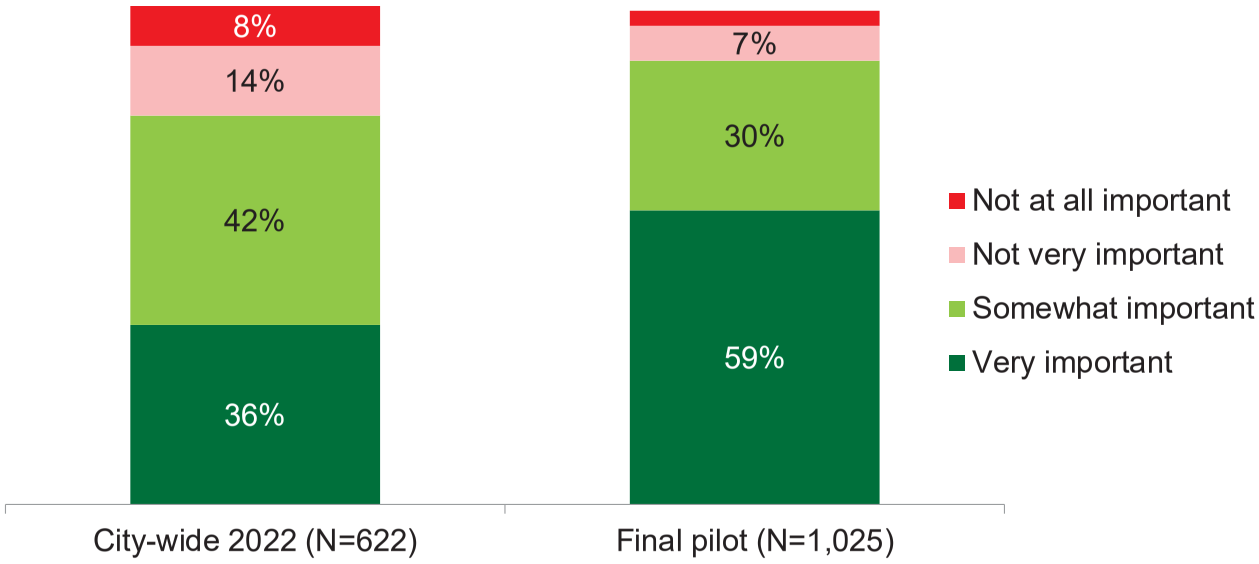
- Pilot participants with lower household income and lower levels of education are more likely to prioritize **low user fees.** Mission Gardens and Inkster Gardens residents are also more likely to rank low user fees as a top priority.
- Older adults aged 60+ and homeowners are slightly more likely prioritize **extending the landfill's life**.
- Younger adults aged 18-40 are more likely to prioritize a large **public education campaign** and **real GHG reductions.**

D2. There are many things the City needs to consider when designing a potential city-wide curbside food waste collection program. Now that you've had some experience with food waste collection, please read the list below and rank up to three priorities in order of importance.

Base: All respondents (N=1,025)

Impact of Food Waste Collection on Net Zero Goal

Participants are more likely to see a food waste program as very important to Net Zero goals



Women are most likely to say food waste collection is **very important** to reaching net zero greenhouse gas emissions (65%).

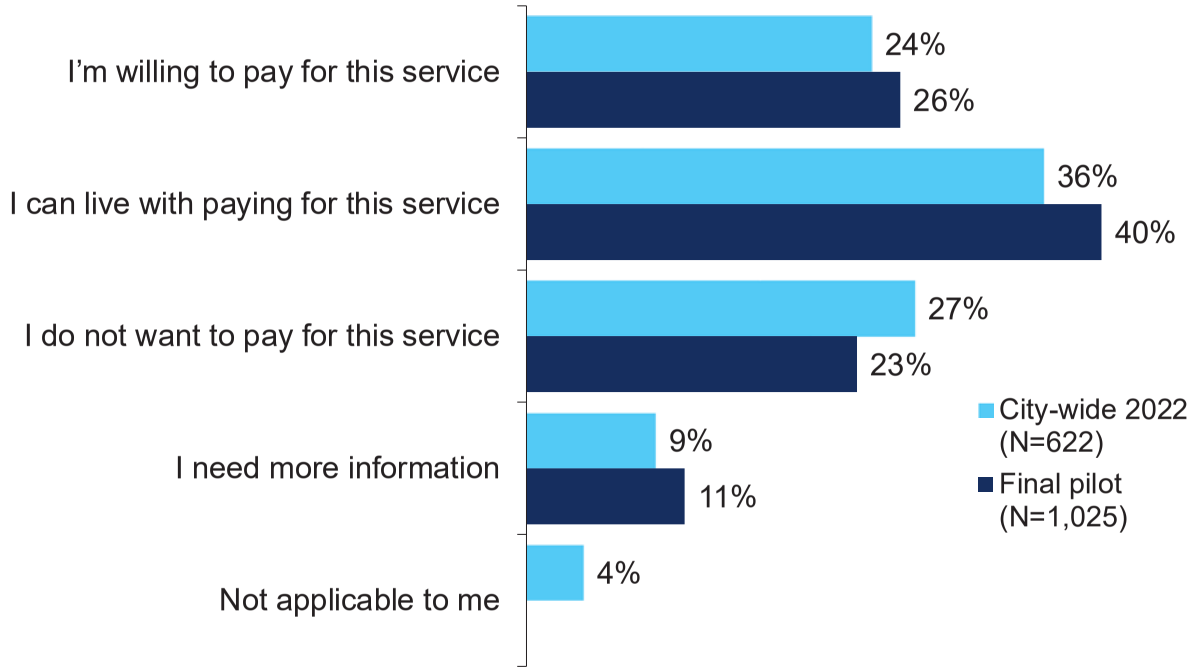
Men (16%) and older adults aged 60+ (12%) are more likely to say food waste collection is **unimportant.**

D3. The City of Winnipeg's goal is to have net zero greenhouse gas emissions by 2050. Based on what you know, how important, if at all, do you think a residential food waste collection program is to reaching this goal?

Base: All respondents

Final Views on Paying for Residential Food Waste Collection

Two-thirds say they are willing to pay or can live with paying for this service



Pilot participants most **willing to pay for this service** include:

- Daniel McIntyre residents (39% vs. 14% in Inkster Gardens)
- Women (30% vs. 21% among men)
- Younger adults aged 18-40 (35% vs. 23% among those 60+)
- Those with higher levels of income and education

CITY-WIDE 2022 D4. Now that you've thought a little about the idea of a food waste collection program, what's your view about paying for this service?
FINAL PILOT D4. Now that you've thought a little about your experience with a food waste collection program, what is your view about paying for this service?

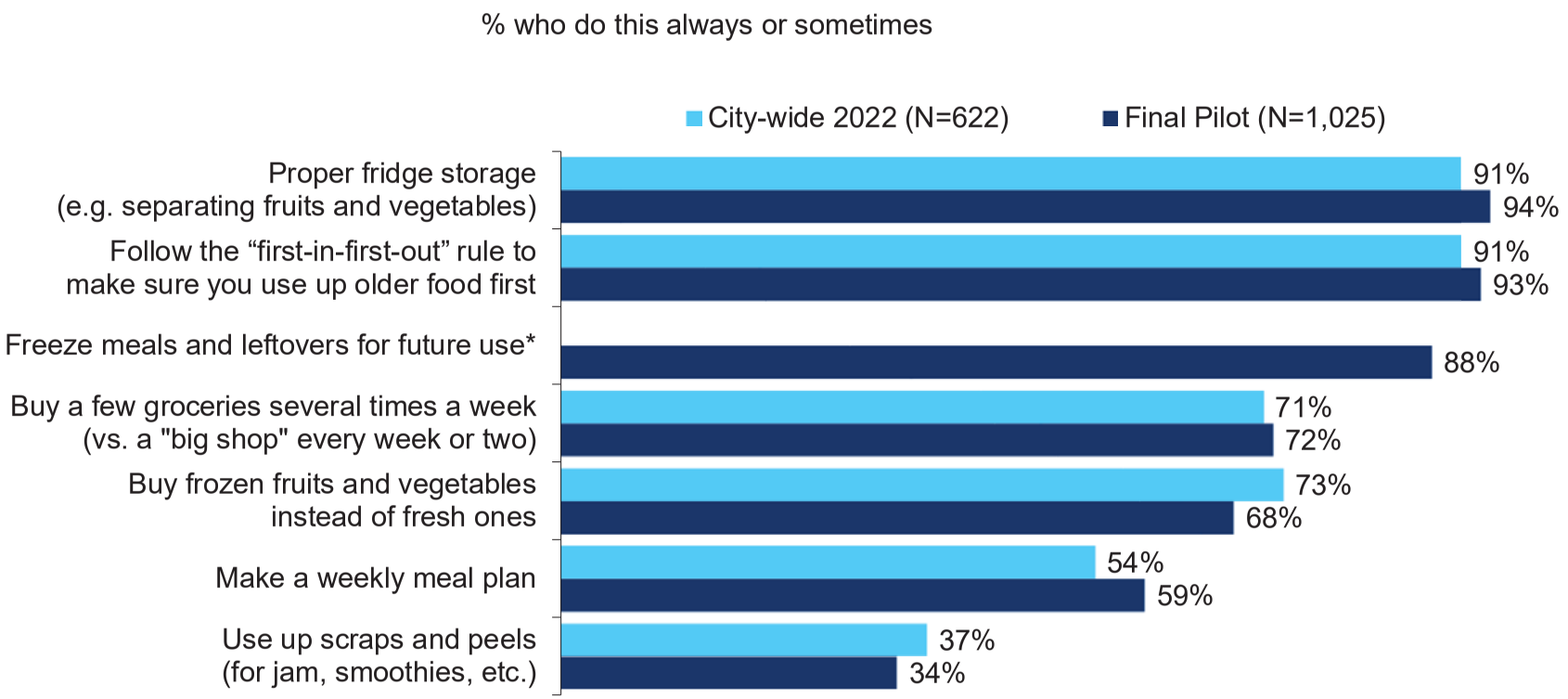
Base: All respondents



Current Food Waste Habits

Typical Actions to Reduce Food Waste

Winnipeggers and pilot participants much less likely to use scraps, make weekly meal plans



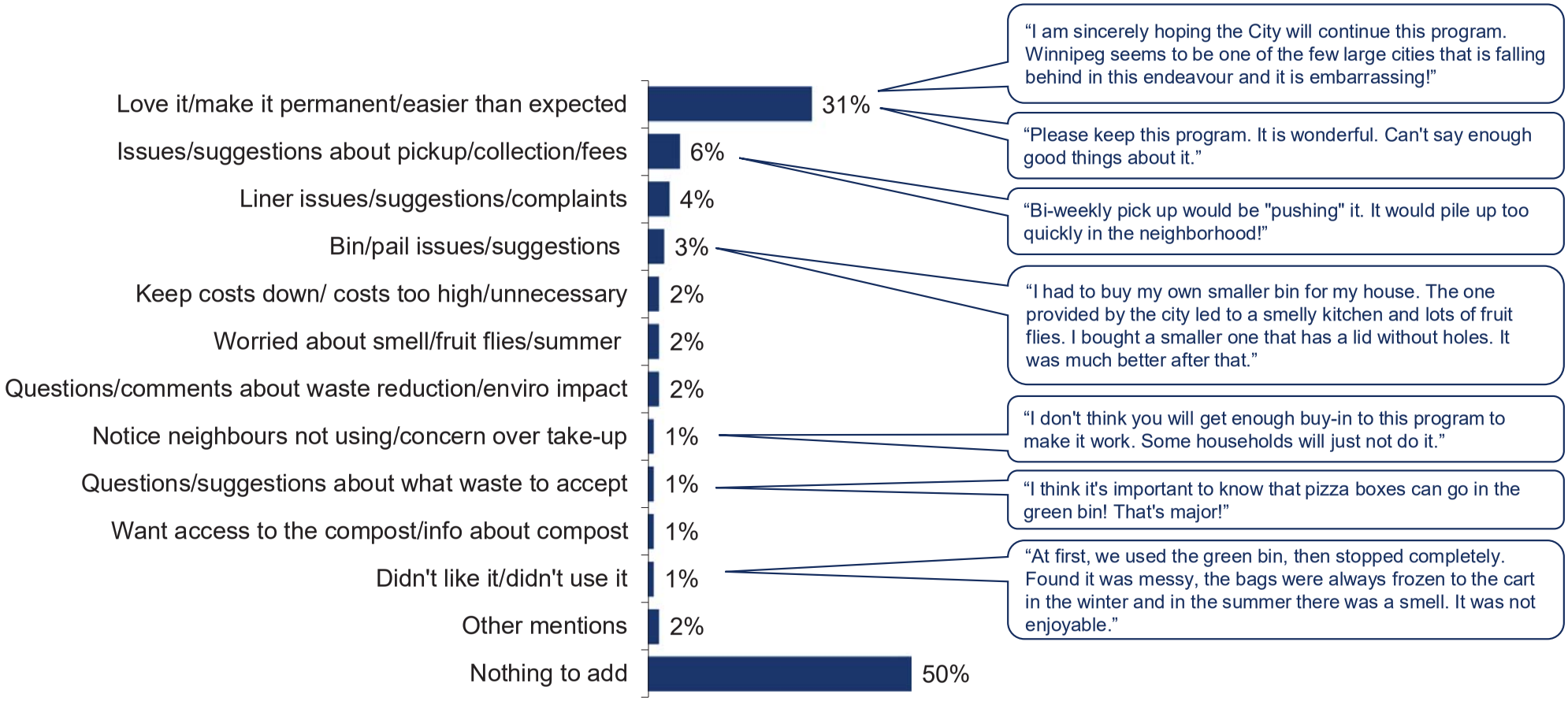
C1. What do you do, if anything, to reduce food waste in your own household? For each of the items below, please indicate whether you do this always, sometimes, rarely or never.

Base: All respondents
* Item not asked on city-wide survey



Final Thoughts

Final Advice and Feedback



G1. Is there anything else you'd like to tell us about this survey or about this topic in general?

Base: All respondents (N=1,025)