Winnipeg | Water and Waste
Eaux et déchets

Application form - Compost Support Program

Applicant information

Name of organization: Green Action Centre - Compost Winnipeg

Legal name of organization (if different):

Address:

City and province: Winnipeg, Manitoba Postal code:

Name and title of authorized representative: Amanda Wolfe, General Manager, Compost Winnipeg

Phone number: Email:

Name and title of authorized representative: Karrie Blackburn, Customer Service Lead, Compost Winnipeg

Phone number: Email:

Project information

Project name: Increasing Access and Decreasing Financial Barriers for Organic Waste Collection

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

Compost Winnipeg Background

Since 2016, Compost Winnipeg has offered a subscription-based organics collection service to single family and multi-family customers. We have over 1,000 residential customers who pay $35 to $40 per month for scheduled weekly organics collection. We collect all food products, including items that do not compost in a backyard compost bin such as meat, bones, dairy products, as well as food-soiled paper towel, napkins, cardboard, etc. We transport the organics to the licensed compost facility at Prairie Green Landfill.

Since 2016, Compost Winnipeg has diverted more than 4,900 tonnes of organic waste from the landfill, equating to 4,400 tonnes of CO2 emissions prevented. We are now at a pace of diverting over 110 tonnes of organics per month, which includes collection from residential and commercial clients. As a social enterprise of Green Action Centre, most of our profits support the Green Action Centre to provide a range of environmental and waste reduction programs.

Project Description

The project is to establish 8 community drop-off locations for residents to dispose of their household food waste for free. We will set up food waste collection bins at centralized locations in community gathering spots to give Winnipeggers of all income levels access to food waste diversion services and reduce financial barriers. We will provide regular collection services and transport the food waste to the licensed composting facility at Prairie Green Landfill. We will promote the program and provide education on the climate impacts of food waste, the benefits of composting and what items can be composted.

For each location, we will arrange for a caretaker to monitor the bins and support the program. Their role will be to visit the site three times per week to monitor the bins and send a photo to Compost Winnipeg. This helps to track the bin status between collections to ensure the bins are accessible and presentable. Compost Winnipeg will be responsible for cleaning up any messes or retrieving or replacing lost bins. The caretakers will be compensated with an honorarium of $20 per visit ($60 per week), totaling $2,520 for 42 weeks.

The proposed community drop-off locations are listed below and on the attached map. The locations are tentative based on City approval and confirmation from the sites.

- Sturgeon Heights Community Centre - 210 Rita Street
- Valour Community Club Orioles - 448 Burnell Street

- Valley Gardens Community Centre - 218 Antrim Road
- Oxford Heights Community Centre - 359 Dowling Avenue East
- Dakota Community Centre - 1188 Dakota Street
- Pembina Trails Library - 2724 Pembina Highway
- Bill and Helen Norrie Library - 15 Poseidon Bay

Note that the collection frequency and number of bins is flexible within the grant budget. The project

goals and objectives are summarized below:

Goal 1: Increase residential food waste diversion
Objective 1: Divert at least 1,000 kg of food waste each month

Goal 2: Increase access and reduce financial barriers for residents to participate in food waste diversion / composting Objective 2: Provide free food waste collection services for up to 450 households each week (1,800 households / month)

Goal 3: Provide education on the climate impacts of food waste, the benefits of composting, and what items can be composted.
Objective 3: Reach 30,000 Winnipeg residents with our web page, social media and print media to increase awareness and participation in food waste diversion / composting.

Goal 4: Engage with the community and build momentum for future composting programs.
Objective 4: Create local champions for the program by providing training, resources and honorariums to 8 community caretakers to ensure the program runs smoothly.

Environmental and Social Benefits
- Divert food waste from the landfill
- Prevent greenhouse gas emissions
- Engage community members on the benefits of composting
- Educate residents on what items can be composted
- Prepare residents for the City green cart program
- Reduce financial barriers for Winnipeg residents to access food waste diversion / composting services

In addition, there is a second project required to meet the increasing demand for food waste collection services. The project is to upgrade our route management software to increase route efficiency and potential for expansion. We currently manage the routes using Google Sheets, which is no longer sufficient for the increasing number of customers. We need a reliable route management system. We will research and evaluate options for the software, comparing them to industry standards in waste management. We will select the best option and implement the new system. The new route management software will provide the capacity to increase the number of customers we serve and increase the food waste diverted from the landfill.

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

In-kind ($): $0 **Total budget ($):** $65,000

Anticipated start date: June 1, 2024 **Anticipated end date*:** March 31, 2025

Project end date (goods and/or services delivered to the City of Winnipeg) shall be no later than March 31, 2025. The project **must be completed before the specified end date. Reporting can be submitted up to 45 days after the specified end date.*

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

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

Deliverable	Evaluation metrics	Describe how it supports criteria listed above
Marketing campaign to educate residents	Number of views and interactions on social media	Supports project objective 3 (education).
Training materials and resources for caretakers	Number of caretakers, feedback from caretakers	Supports project objective 4 (engage community)
Monthly report of food waste collected	Weight of food waste collected from each location (estimated)	Supports project objective 1 (increase waste diversion)
Monthly report of number of residents participating	Number of participants estimated from weight of food waste	Supports project objective 2 (improve access / reduce financial barriers to composting programs)
New route management system	Number of new residential customers served	Supports project objective 1 (increase waste diversion)
Final report	Submission of report to City, feedback from City	Summarizes the project results, lessons learned, etc.
		Note that the project supports two of the criteria above: It creates a new program for residents to divert food waste
		and it implements measures to offset the program costs for the benefit of City residents.

Timeline:

Activity	Start date	End date
Planning	June 3, 2024	August 30, 2024
Marketing and education - web page, social media, print media, press release	June 3, 2024	March 31, 2025
Bin caretakers - recruitment, training, honorarium	June 3, 2024	March 31, 2025
Community Drop off Locations - set up, collection services, estimate weights	June 24, 2024	March 31, 2025
New Route Management Software - research options, analyze, implement	June 3, 2024	March 31, 2025
Data management - photos, forms, weights, participants for each site	July 1, 2024	June 30, 2025
Final Report	April 1, 2025	June 30, 2025

Marketing and communications:

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

The marketing strategy outlined below will promote the program locations and educate residents about composting:
- Develop a project web page (see example web page https://compostwinnipeg.ca/condo-and-apartment-composting/)
- Social media campaign - general posts and targeted advertisements, community partner collaborations
- Print media, including bin signs, posters and program materials for each location
- Press release to launch the program as directed by the City, and follow up media interviews.
- Promotion of the program through Green Action Centre networks, including blog, newsletter and social media channels

Regulatory approvals:

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

Funding information:

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

Expenditure Item	**Requested $ Amount**	**Other Sources of Funding**			**Source (List all sources)**	**Total Budget Cost**
		Cash	Confirmed or Pending	In-Kind		
Salaries (Attributed to project costs)	$21,600	$6,400	confirmed		CW collection revenue	$28,000
Management / Professional Fees (identify for each position)	$0	$0	n/a		n/a	$0
Equipment	$0	$0	n/a		n/a	$0
Materials and Supplies	$1,200	$0	n/a		CW collection revenue	$1,200
Administration Costs (Identify)	$0	$0	n/a		n/a	$0
Transportation Costs	$0	$0	n/a		n/a	$0
Other	$42,200 *	$0	n/a		n/a	$42,200
Total	$65,000	$6,400				$71,400

Add required attachments to generated email before submitting

(check boxes below to confirm they are included):

☒ Prior fiscal year's financial statements

☒ Annual report

☒ Annual general meeting minutes

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