RESIDENTIAL FOOD WASTE COLLECTION PILOT PROJECT

Phase 1 Public Engagement Summary

December 2020

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 turning it into compost at the Brady Road Resource Management Facility.

Engagement

Phase 1 of public engagement aimed to provide the project team with baseline information, collected prior to the start of the food waste collection. Two surveys occurred in summer 2020 to understand current waste diversion habits, benchmark attitudes towards food waste collection, and gather priorities for a future program.

The first survey collected input from a representative sample of 600 Winnipeggers. Minor statistical weighting was applied to ensure the survey sample was broadly representative of the actual Winnipeg population for age and gender. The second survey collected input from pilot participants before food waste collection began. Respondents could participate in the surveys online, by telephone, or on paper. The surveys were available in English and French.

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

Promotion

A notification letter was delivered to the approximately 4,000 households participating in the pilot on August 18, 2020. The letter informed households that they have been selected to participate in the pilot project and invited them to complete the pilot survey. Pilot residents in the Daniel McIntyre neighbourhood also received a targeted reminder postcard on September 3, 2020 to increase the response rates in that neighbourhood, which was initially lower than the other neighbourhoods.

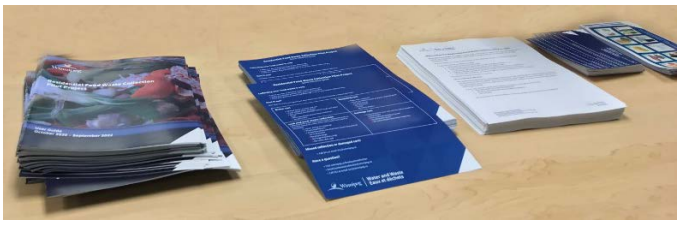


Image 1: Welcome package delivered to households

The pilot project was also promoted using the following methods:

- City of Winnipeg website – launched July 2, 2020;
- News release – July 2, 2020;
- City of Winnipeg public engagement newsletter with over 2,500 recipients – July 2, 2020, and;
- Media coverage in the CBC, Global News, and Winnipeg Free Press – July 2, 2020.

Table 1: Phase 1 Public Engagement Opportunities

Date	Activity	Participation
June 16 – June 23, 2020	City-wide Scientific Survey	600 respondents (representative sample of Winnipeggers)
July 2 – September 18, 2020	Webpage	804 unique visitors
August 18 – September 18, 2020	Pilot Participant Survey	679 respondents (self-selected sample of pilot participants)

To learn more about the Residential Food Waste Collection Pilot Project, please visit winnipeg.ca/foodwastecollection

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Key Findings: City-wide Scientific Survey

(respondents = 600)

When asked about a residential food waste collection program:

66% **of Winnipeggers heard about the program**

85% **of Winnipeggers support a program***

70% **of Winnipeggers feel a program is long overdue**

* Support for a residential food waste program does not account for cost

Winnipeggers' top concerns about a residential food waste collection program are:



1. New fees



2. Bugs or rodents



3. Odours in the house

When designing a food waste collection program, Winnipeggers want the City to consider:



1. Keeping user fees low



2. Simple rules about what can go in the cart

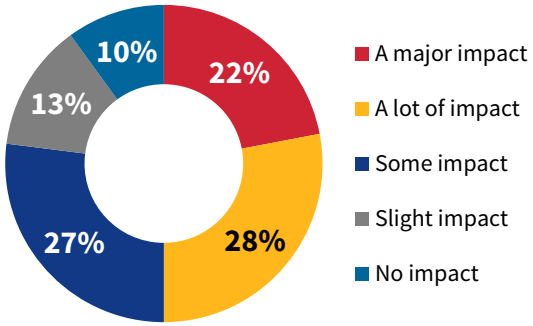


3. A large public education campaign

Key Findings: Pilot Participant Survey

(respondents = 679)

Figure 1: In your opinion, what impact would the household composting program make your household more environmentally friendly?



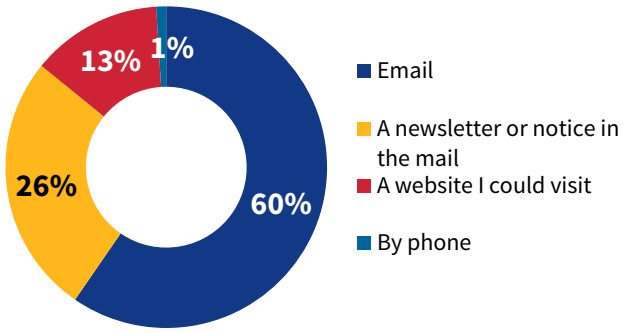
When asked about current waste habits:

88% **of participants place food waste in the garbage**

75% **of participants are looking forward to the pilot**

25% **of participants compost in the yard/composter**

Figure 2: Pilot participants' preferred communication method about the food waste collection pilot project is:



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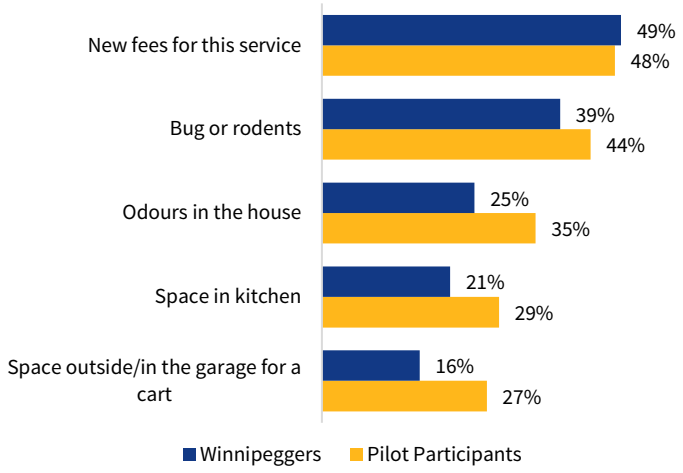
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Other Findings

- Pilot participants' overall priorities for the food waste collection program match those of Winnipeggers: keep user fees low, and provide simple rules about what can go in the cart
- Pilot participants tend to throw away only slightly more food than the average Winnipegger (88% vs 84%)
- When it comes to current waste habits, pilot participants tend to be slightly more rigorous recyclers than average (84% vs 77%), but are slightly less likely to compost their yard and food waste (5% vs 10%)
- Though cost and fees are still the top worry for both pilot participants and Winnipeggers, pilot participants tend to be more concerned than Winnipeggers as a whole about bugs and rodents (44% vs 39%), bad odours (35% vs 25%), and space in the kitchen and outside for pails and carts (27% vs 23%)

Figure 3: Do you have any concerns about a food waste collection program? Please rank your top three concerns.



The full city-wide scientific survey results are in Appendix A while the full pilot participant survey results are in Appendix B.

Next Steps

Phase 2 of public engagement began shortly after food waste collection started in early October. Phase 2 will enable participants to provide feedback early in the pilot project on initial experiences and the educational handouts provided by the City. The City will also be engaging various stakeholder groups to gain insight into how a food waste collection program could best address the needs of all Winnipeggers.

The pilot project is expected to run until September 2022. A final phase of public engagement will occur towards the end of the pilot project. After the pilot project is complete, the Public Service will provide a report to Council on the results of the pilot along with recommendations. Council will then decide on whether to move forward with a city-wide residential food waste collection program.

Appendices

Appendix A – City-wide survey results
Appendix B – Pilot participant survey results

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