

# 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.

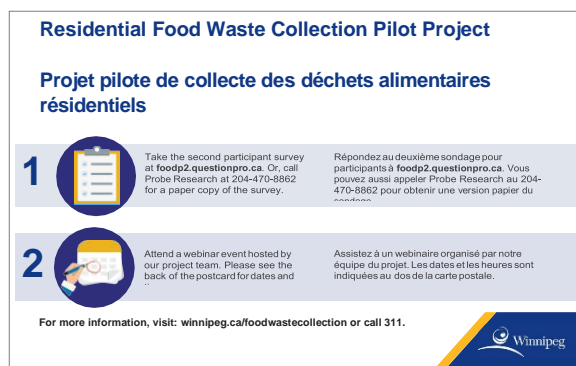


Figure 1: Invitation card mailed to participants

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](https://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%

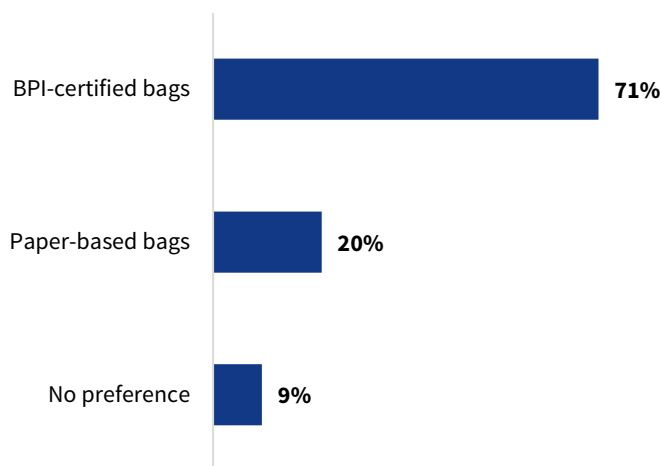
Full survey results are found in Appendix A.

### 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.

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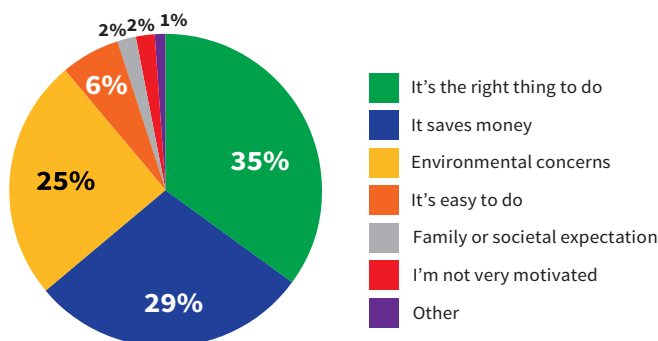
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### Other Findings (Survey)

- 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