



ORGANICS DIVERSION STRATEGY SYMPOSIUM FEEDBACK REPORT

September 2015

For more information on this report, please contact:

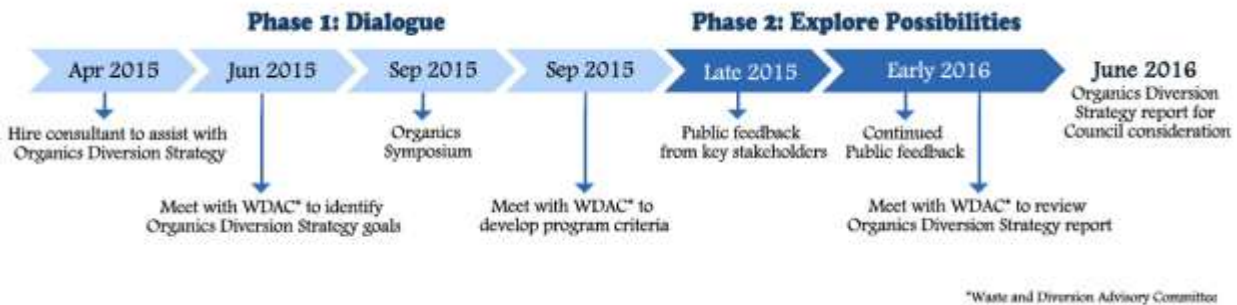
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BACKGROUND AND METHODOLOGY

In September 2015 the City of Winnipeg initiated a public engagement process to receive feedback on a plan to manage organic waste.



Public feedback was captured at the Organics Diversion Strategy Symposium held on September 9, 2015 using live polling technology, as well as feedback received from group breakout sessions.

Registration for the event was limited at 100 attendees, with 12 people placed on a waiting list. The event featured 3 panelists and included 86 attendees. There was also a virtual symposium online, where stakeholders could watch the panel presentation and provide feedback to the breakout session questions:

<http://wwdengage.winnipeg.ca/grmp/organics/symposium/>

Responses for polling technology questions ranged from 56 to 63.

Since the respondents of the polling technology are self-selecting, the results are not scientific and only a summary of the responses received. This means that no estimates of sampling error can be calculated and therefore no margin of error is attributed to the results in the report. It is not recommended to extrapolate the results to a general population.

PROMOTION

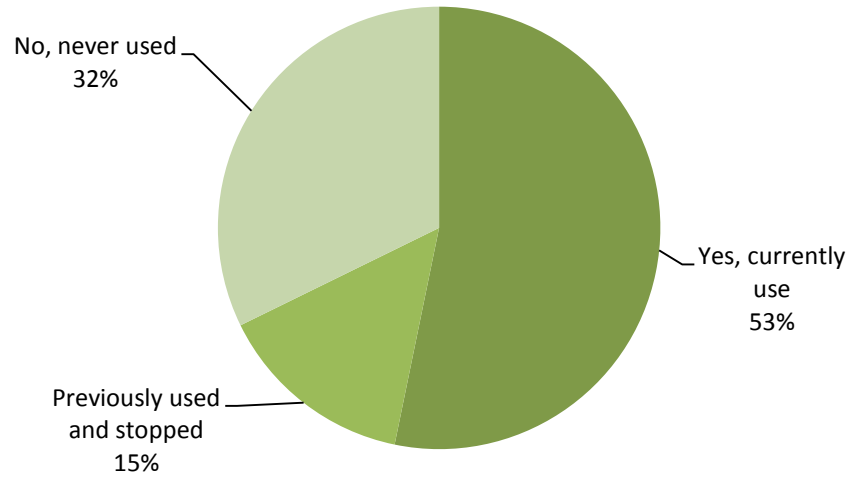
Several methods were used to inform stakeholders of the engagement process:

- Invites were mailed out to the Waste and Diversion Advisory Committee (13 individuals and organizations), and to 23 key stakeholder organizations.
- A Water & Waste Email Newsletter was sent out to 4,590 recipients, 2,552 opens and 112 (2.4%) click-throughs.
- The event was also promoted through a press release and the City of Winnipeg's social media accounts, featuring the hashtag #WpgOrganics.

PROFILE OF RESPONDENTS

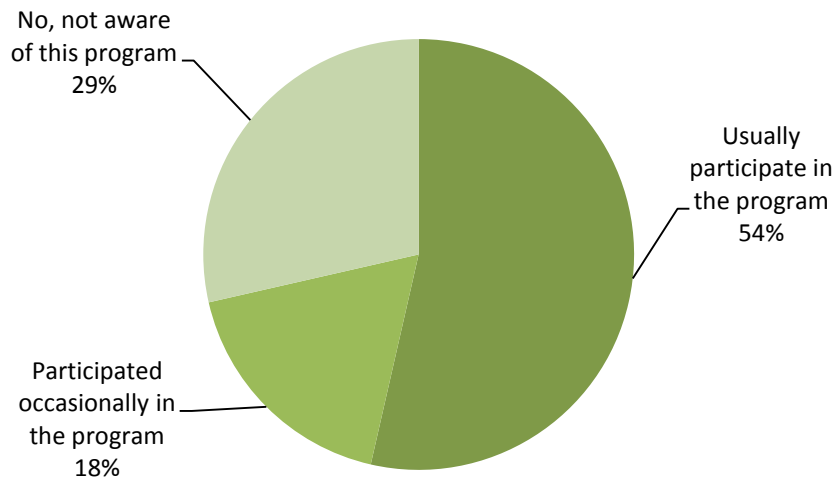
Backyard Composting

"Does your household have and use a backyard composter?" (n=62)



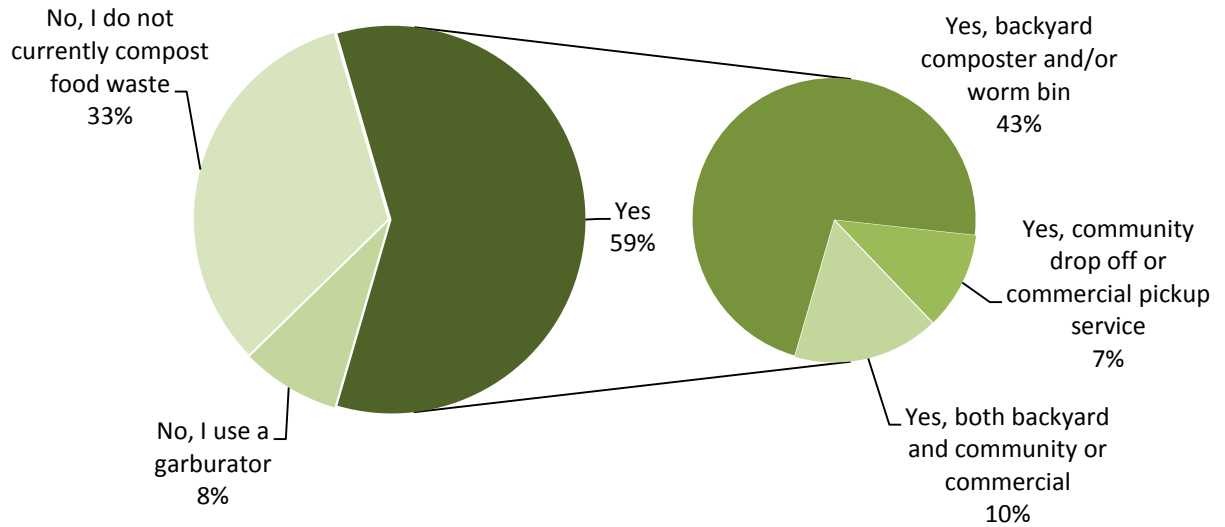
Curbside Yard Waste Program

"Have you participated in the City of Winnipeg's curbside yard waste program?" (n=56)



Composting Food Waste

"Do you currently compost food waste at home?" (n=61)



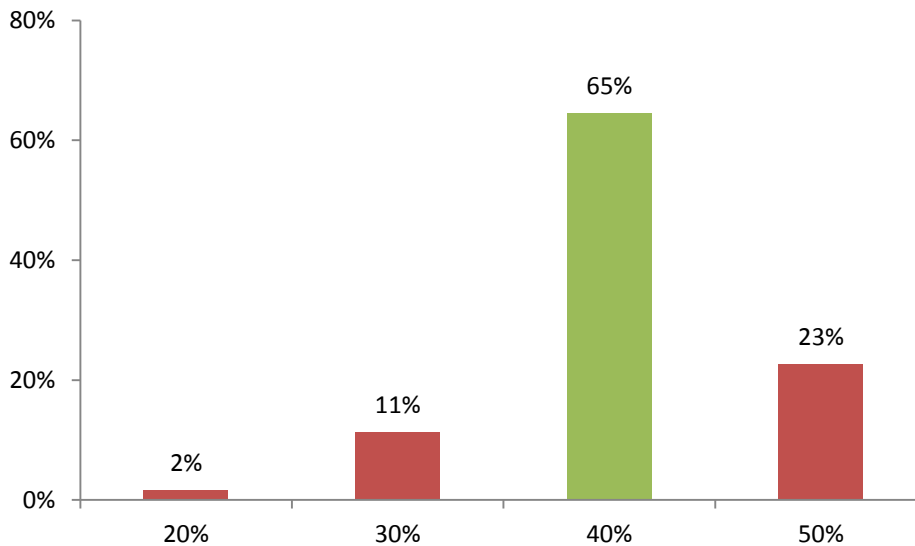
LIVE POLLING RESULTS

Questions were asked at the Symposium using live polling technology.

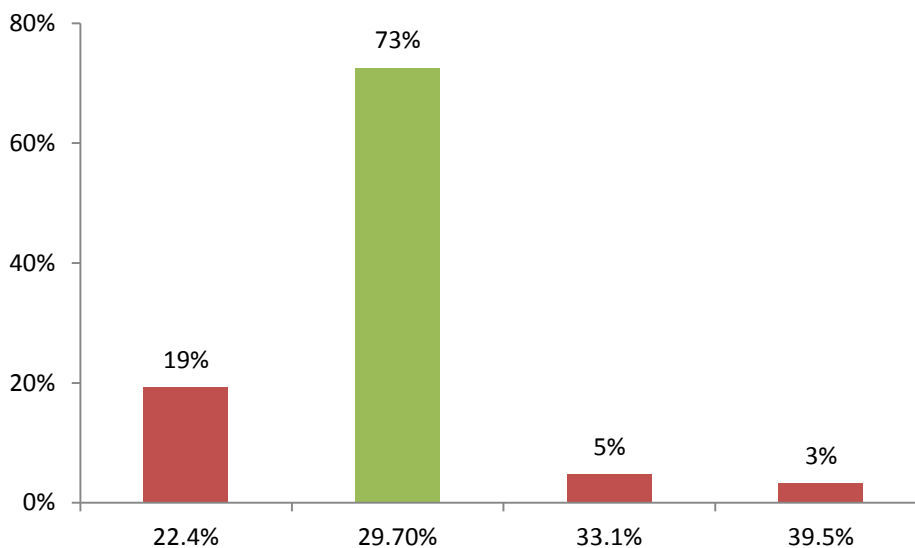
Gauging Understanding and Perceptions

Some questions were used to gauge respondent's understanding and perceptions around waste management and organics. The correct answer is in green, while the incorrect answer(s) are in red.

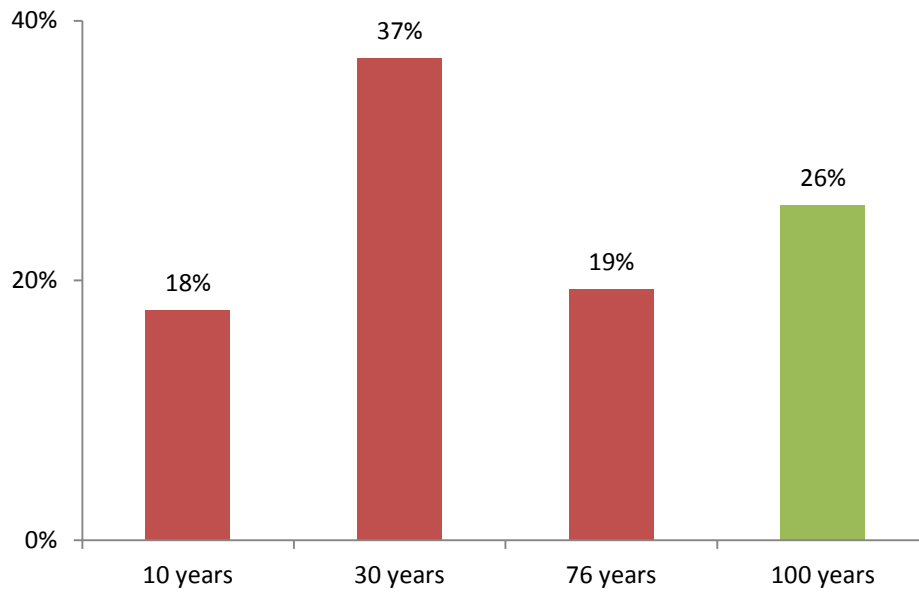
"Organics make up how much of Winnipeg's garbage?" (n=62)



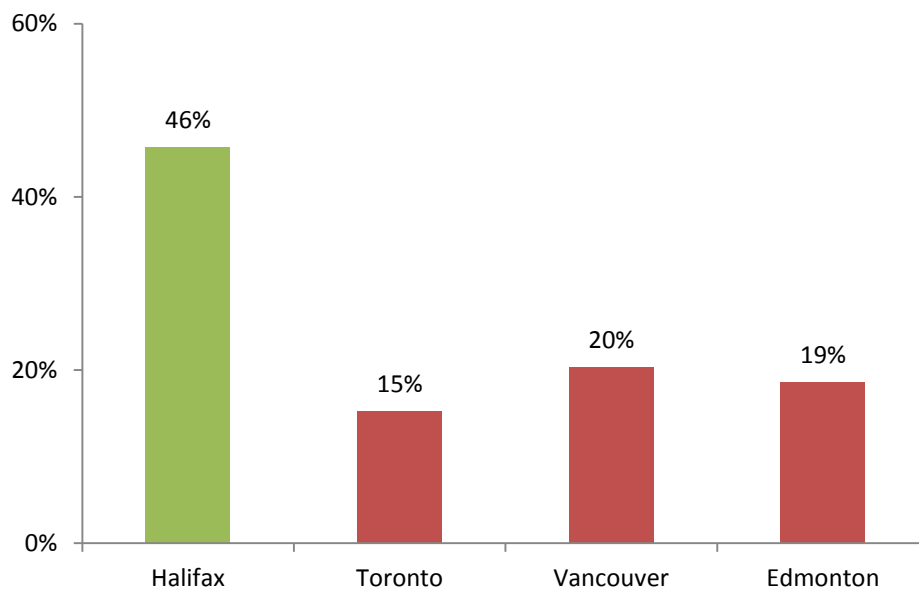
"What was Winnipeg's residential waste diversion rate in 2014?" (n=62)



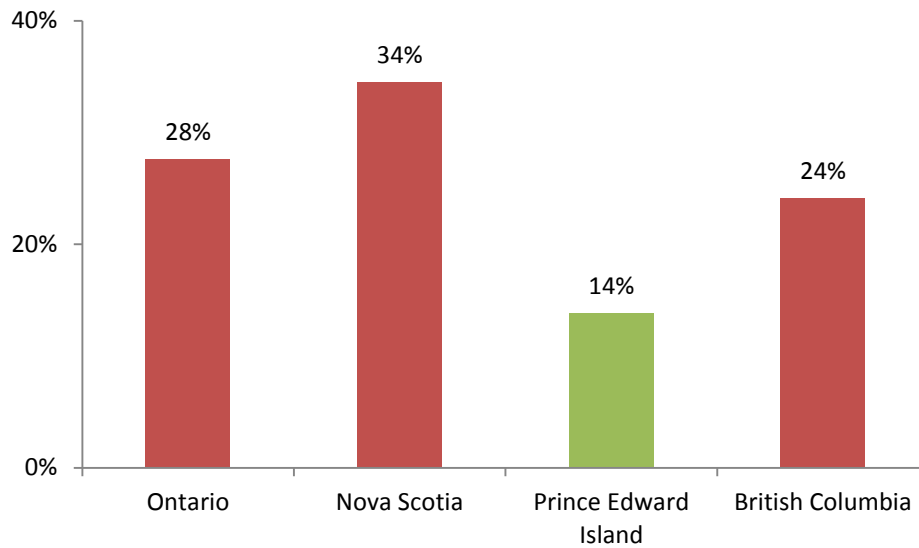
“What is the estimated remaining lifespan of the Brady Road Resource Management Facility?” (n=62)



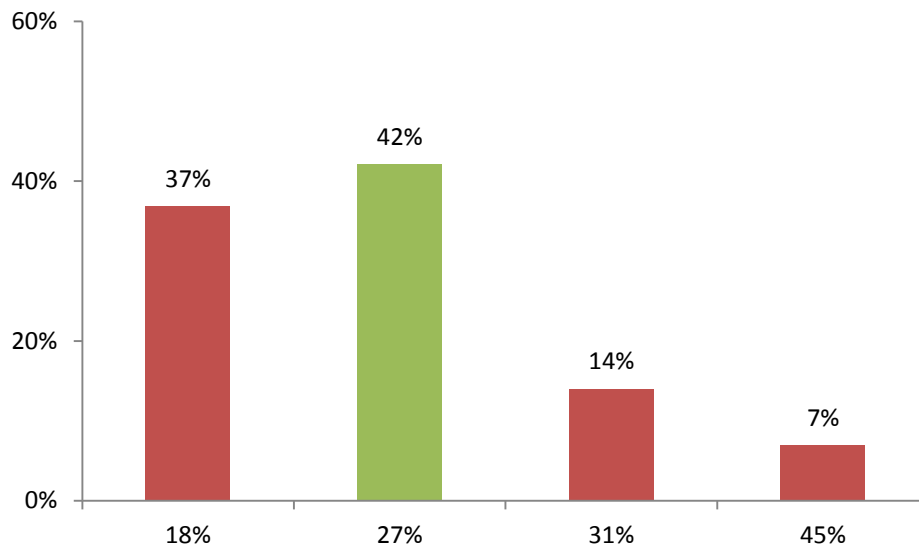
“Which one of these cities was the first to introduce a green bin collection program?” (n=59)



“As of 2011, what province had the highest percentage of households that composted kitchen waste?” (n=58)

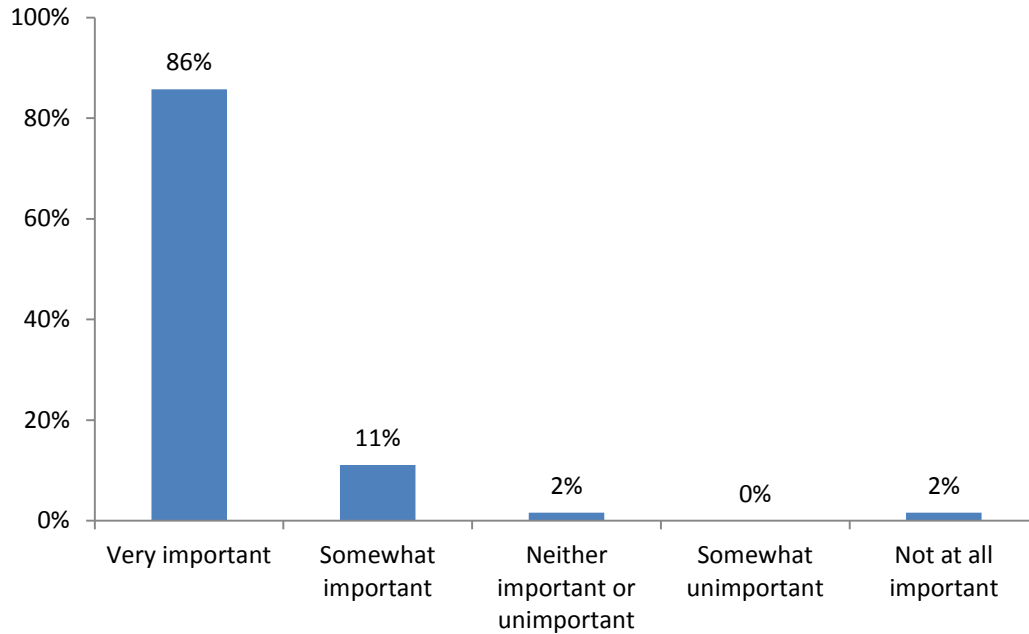


“As of 2011, what percentage of households in Canada used curbside programs to collect kitchen waste?” (n=57)



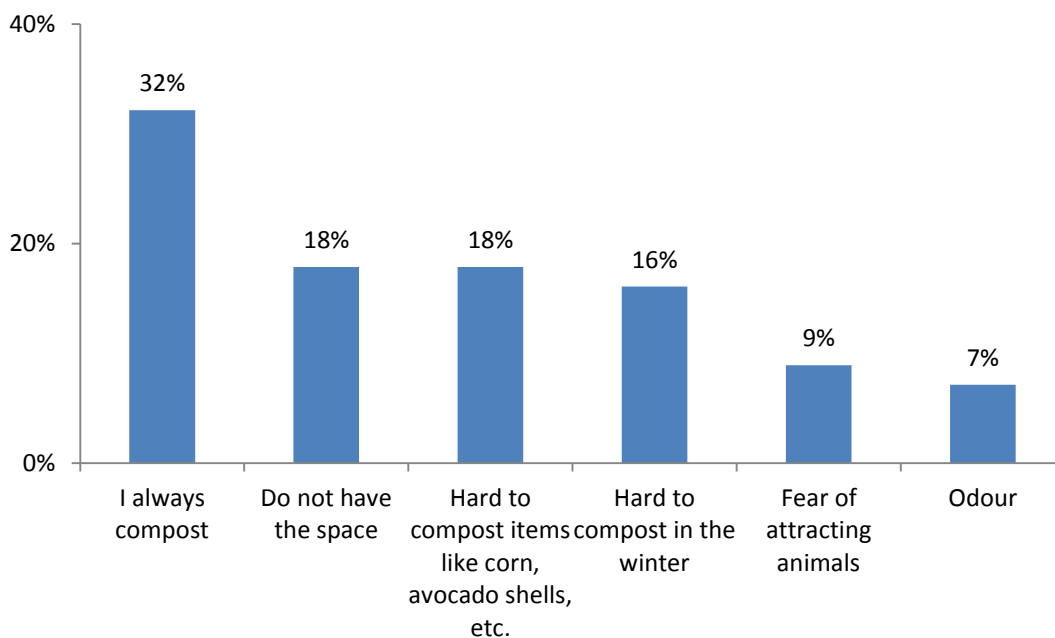
Importance of Organics

"How important is it for Winnipeg to divert and compost more organic waste?" (n=63)



Barriers to Composting

"What is the main reason you wouldn't compost?" (n=56)



APPENDIX A

LIST OF LIVE POLLING QUESTIONS

LIST OF LIVE POLLING QUESTIONS

- 1) When will the snow first fall in 2015? [QUESTION TO TEST KEYPADS ARE WORKING]
 - a) September
 - b) October
 - c) November
 - d) December

- 2) Organics make up how much of Winnipeg's garbage?
 - a) 20%
 - b) 30%
 - c) 40% (c)
 - d) 50%

- 3) What was Winnipeg's residential waste diversion rate in 2014?
 - a) 22.4%
 - b) 29.7% (c)
 - c) 33.1%
 - d) 39.5%

- 4) What is the estimated remaining lifespan of the Brady Road Resource Management Facility?
 - a) 10 years
 - b) 30 years
 - c) 76 years
 - d) 100 years (c)

- 5) Does your household have and use a backyard composter?
 - a) Yes, currently use
 - b) Previously used and stopped
 - c) No, never used

- 6) How important is it for Winnipeg to divert and compost more organic waste?
- a) Very Important
 - b) Somewhat Important
 - c) Neither important nor unimportant
 - d) Somewhat unimportant
 - e) Not at all important
- 7) Which one of these cities was the first to introduce a green bin collection program?
- a) Halifax (c)
 - b) Toronto
 - c) Vancouver
 - d) Edmonton
- 8) As of 2011 what province had the highest percentage of households that composted kitchen waste?
- a) Ontario
 - b) Nova Scotia
 - c) Prince Edward Island (c)
 - d) British Columbia
- 9) As of 2011 what percentage of households in Canada used curbside programs to collect kitchen waste?
- a) 18%
 - b) 27% (c)
 - c) 31%
 - d) 45%
- 10) Have you participated in the City of Winnipeg's curbside yard waste program?
- a) No, not aware of this program
 - b) Participated occasionally in the program
 - c) Usually participate in the program
- 11) Do you currently compost food waste at home?
- a) Yes, backyard composter and/or worm bin
 - b) Yes, community drop off or commercial pickup service
 - c) Yes, both a and b.
 - d) No, I use a garburator
 - e) No, I currently do not compost food waste

12) What is the main reason you wouldn't compost?

- a) Do not have the space
- b) Hard to compost in the winter
- c) Odour
- d) Fear of attracting animals
- e) Hard to compost items like corn, avocado shells, etc.
- f) I always compost

APPENDIX B

GROUP BREAKOUTS FEEDBACK

1) What stood out to you from the Panel presentation and discussion?

- How to make it convenient for folks (recycling bin issue)
- Training a generation
- 1/3 of households have curbside (expected lower)
- Economics and end use are important – should talk about business case more
- Why are we still talking about this? Let's just do it.
- Surprised we're still talking about burning it

- Residential (house) focus – consider for condo/apts.
- We are behind other cities/provinces in organics strategy
- Brady is a mess
- Everything is good idea-but who will pay? How will we recuperate the costs?
- Got to be easy + convenient, simple + cost effective
- Landfill is not without cost – today & future LFG (GHGs)
- Need extensive cost benefit analysis
- No longer waste; valuable resource + economic opp.
- Support farmers, presenter to do organics
- Manage organics within current economic model – cost neutral with life cycle

- Cultural aspect of composts – being together/life style
- 40% divers or potential
- Where does it go?
- Odour/site of bin
- Apartments/lack of backyard (2) Community garden

- “Flavours” of composting – lots of surprises (e.g. pet waste)
- End use – what happens? Sold? Donated? How accessed?
- Concern: 30 % of participants didn't know why to compost. Some ignorance of WHY in panelists' presentation – consider science of where planet is at. (e.g. climate change) – Kyoto protocol.
- So... communicate numbers + support overcome barriers to participation
- Not much discussion of multifamily homes
- Landfill space is abundant; little economic imperative

- Amount that can diverted
- Benefit and challenge of diversion
- Financial plan – who is going to pay for it. Need for participation.
- Low % of group not composting – on site composting is cheapest
- Need all government – composting is a life style
- How to reduce organic waste at the source and the environmental impact
- How to manage G.H.G

- Other communities have double diversion of Winnipeg
 - Competing priorities – how did other communities make it NB
 - Why do we keep talking with no action?
 - At some point you have to start. The ease of pick-up will make it effective.
 - Less garbage pick-up = cost savings
-
- Competing for resources
 - Compile resources
 - End product (value/profit)
 - Pro: keen/participation
 - Con: need more involvement from City residence (how fast can you make your city compost pile?)
 - Huge potential; commitment; keep going
 - Contribution from communities
 - Big effort = min. standards for schools
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- City will introduce an Organics Program whether people like it or not
 - Significant residents already composting
 - Hauling schools will be/is important in overall participation
 - Not a strong business case
 - How does this fit into being a great city
 - Garbage into resources is important. Continue changing perspective on those programs.
 - Strong piece on financial/cost impact
 - Why is this important?
 - Create more organics pick up/less garbage
-
- The 3 pillars approach (Balance)
 - Comprehensive
 - Wanting to engage with community
 - Funding balance with cost + needs of people/family
 - Make the business case
 - How do we live good lives?
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- That we all have a responsibility to the environment. Economically saving money by recycling our kitchen waste for a healthier land and property and supporting each other with it.

2) What are the most important things for the City to consider as it creates a plan to manage and divert more organic waste?

- **What should the economic, environmental and social outcomes for the plan be?**
- **What should organics waste diversion do for Winnipeg?**
- Proper education (multi-language)
- Convenient
- Focus on largest generators-producers
- Focused on residential because those are our citizens
- Ease of use (not a lot of sorting). Use incentives and disincentives (bans) charges
- Expect high use (we could exceed 50%)
- Refuse to pick up garbage if no organic bin is out
- Check in with other cities about multi families
- Polluter pays – those that waste more, pay more
- Who will pay for Organics?
- We are already paying for it – either now or later
- Don't want the cost borne by taxpayer
- Equity
- Love to put organics in green bin
- I will pay for the cost as a taxpayer, but I want it to be convenient
- Are we learning from Europe, Brandon, etc.?
- What potential exist to recover biogas, especially if we look at province-wide
- City should sell compost back to citizens
- How does Winnipeg want to be seen?
- Create jobs
- Sense of pride to live here
- 100 years landfill is not a long time
- Extend life of landfill
- Reduce odor from landfill gas
- People spend \$ on compost
- Buy it back?
- Reverse back to public/schools
- Transparency – Where glass go?
- All population considered (glass) not communicated back. Least complicated, long barriers.
- Use of end product
- Periodicity of pick-up (freezing in winter)
- Decentralization (transportation is resource intensive) – consider energy

- footprint and space footprint – look at e.g. vermicomposting.
- Find community niches
 - Community vs. municipal programs (e.g. in an apartment building)
 - Need vision + perspective that composting is a public service
 - Public education critical (look at recycling learning curve)
 - Safe (e.g. diseased firewood) – think waste vs. resource
 - Get started... with some part of system/grow
 - Consider ‘discomfort’ of changing personal habits
-
- Make citizen aware. Except city to teach citizens.
 - Education – cost related to transporting, separating reduce environmental impact
 - Big scale; restaurants, apartment, office buildings
 - How you get people to change behavior – changing the norm
 - City doesn’t seem committed
 - Selling composting
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- Education – easy
 - Financially – do cost benefit analysis. Find a system that works for Winnipeg.
 - Find end-use/market for compost
 - Transparent with taxes – where is \$ going?
 - Value of “Waste” – neighbour patrol. Use carrots + sticks.
-
- Educating people – motivation & high participation
 - Just do it!!
 - Start small – get feedback
 - Bring revenue
 - Long-term – sustainability
 - Buy on?? Reason to participate
 - Tax Credit; back yard composters. Other incentives??
-
- Cost – bad habits of spending before funds are available
 - Must have effective plan, improve diversion
 - Have a well communicated goal explained to public strong education throughout
 - Make program easy to use. Current carts are hard to use.
 - Try and introduce user pay system
 - Recognition for back yard composting e.g. rebate, credit, putting cart out 1/month vs. every week
 - Source identification, i.e. multifamily vs. single family
 - Create zero waste programs to equalize
 - Target ICI just as strong as residential
 - Community participation

- Frequency of pick-up
 - Community composting (apartments)
 - Buy-in from public
 - Education
 - Future thinking (vision)
 - Business community
 - Climate change
 - Outcomes: set targets (achievable) should make us a more sustainable city
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- Dividing garbage into recyclables, organics, specialty waste (batteries, electronic parts, oil, paint, chemicals), etc. should be mandatory to all: households, apartment blocks, and businesses!
 - Winnipeg should work on reducing greenhouse gases, not sweep the actual numbers under the carpet
 - Garbage Dumps (landfills) should be outphased ASAP
 - Winnipeg needs a garbage incineration plant
 - All not recyclable or re-usable waste should be incinerated! Modern incinerators with very strict filtering systems only produce water vapour and gypsum (which can be sold for further usage= revenue).
 - After all, the “real” garbage should be the smallest percentage of the entire amount
 - People and businesses who do not divide their waste properly into all the reusable groups should be punished either by getting a fine added to their taxes or not getting their garbage picked up. It will be picked up when properly divided.
 - Through organics waste diversion, compost, potting soil, tree bark mulch, active soil (a sandy topsoil mixed with compost), wood chips, logs and pellets for heating purposes can be produced and sold. This creates revenue and reduces waste.
 - Diverting to waste that can be recyclable and reusable to the environment and the public

3) What would a compelling and convenient Organics program look like for you?

- **The success of an organics program depends on how well it is used. How could we get good participation in a new program?**

- Back yard composting still encouraged
- Residential, commercial and institutional at the same time
- Keep yard/leaf waste pick up the same and add weekly kitchen pick up
- Free bins with mandatory education; otherwise pay for bin
- More frequent pick up for compost and less frequent for garbage
- Organic waste reduction program
- Kitchen catcher & bag to move to a bigger pick up cart

- Convenient
- Easy to use (where will I put my cart? how will I use it?)
- Education – school level – public/adult population (TV, billboards)
- Answers what goes in the bin
- Create a brand
- Accessible
- Cost affective
- Has to work in the winter months

- Simple program
- HDR's best practices (good start)
- Apartment – outside storage, frequent p/u
- Easy to use containers/compact
- Victoria BC – people could choose container size
- 0 cost to Winnipeg
- Organic waste methane gas
- Cost/timeline/schedule
- Create jobs?

- Organic disposal ban (by-law)
- Can use liner bags – make them available at libraries (consider cost/economic disadvantage)
- Easy to use in home – e.g. kitchen counter container provided
- Communicates; why this is important
- Tied into a community garden program – return resources to generators

- Collected
- Compostable bag availability
- Accessible everywhere – office, apt, schools
- Education; from schools

- City has a plan for growth and commit
- Peer-peer pressure
- Competition
- Report on amounts + compare to other communities/neighborhoods
- Need to use bags – freezing
- Bi-weekly grey bin. Weekly blue/green bin.
- 60% reduction
- Using various composting tech to capture more stuff
- Address the “yuck” factors – school participation
- Reverse “yuck” factor – easy/convenient
- Good marketing of end product/promotion of how to compost
- Like Brandon: sign up system to show all others and then adopt for everybody
- No reason organics should go into garbage
- Strong education on how to deal with all organics
- Strong school participation/how people learn/participate early and often
- Convert the non-believers
- Show cost benefit to everybody
- Maximize knowledge through media options
- Make participation a habit, not a chore
- Mandatory
- Regulated
- Socially acceptable (clear plastic bags for trash)
- Easy, convenient
- All inclusive (pet waste, etc.) everything in
- Consistency (symbols, etc.)
- Education
- Keep backyard composting etc.
- Why not look at other countries like Germany, where programs like the proposed are successfully in place for years already?
 - The company I used to work for in Germany, collects organics (kitchen, yard and wood) and produces compost, potting soil, tree bark mulch, active soil (a sandy topsoil mixed with compost), wood chips, logs and pellets for heating purposes. This creates revenue and reduces waste.
- We should also have a better food share program in place
- Expired food should never end up in the landfill! It should be given out to people for free, fed to animals, and get composted!
- People and businesses who do not divide their waste properly into all the

reusable groups should be punished either by getting a fine added to their taxes or not getting their garbage picked up. It will be picked up when properly divided.

- I would think that if there was a way to monetize the organics to offset operating costs and create a few jobs in the process, that would be a huge win. Whether that be weekly collections or neighborhood drop-offs that would funnel into a compost processing facility. The end result could be a marketable product that could be sold to offset program operation costs. At least a feasibility study might provide a better look. Or maybe it's been brought up and shot down already, I don't know...my two cents.
- A compelling and convenient is a weekly pick up with the finished composted product given back to homeowner for free allotted amounts as per size of yard which can located on property tax records. And to city for boulevards all of them even in front homeowners residents for planting city trees and for farm feed. And excess to be sold as export for city to run program in department to ease burden on taxes to the homeowners. Win win.

4) As planning continues what information might be important for public and stakeholders to know or hear about?

- That it's happening
 - Timelines
 - Cost + what kind of enforcement there will be
 - What is the driver? Why would we do it given Brady will be good for 100 yrs.
 - Where will it be processed + how
 - End product? What is happening?
 - Clear decision we're doing it
 - Show successes
 - Get a director/staff the office
 - Explain cycle of food + nutrients + soil health
 - Give citizens information
 - Stimulate responsibility
 - What other cities are doing – social shame/"we compost too"
-
- Can't please all the people all the time
 - Timelines – how long will it take?
 - Goals
 - Who are the partners?
 - Cost to taxpayer
 - What will the system look like? – User pay?
 - Education
 - Repeat the issues, facts, and why it's important to do – critical to changing public values
 - Reduce food waste at its source (how do we do this?)
-
- Transparency – cost
 - Capturing gas – what to do with it?
 - Ease of use
 - Apartment
-
- Big picture numbers – including energy/emission footprint of system
 - Consider emotional needs of users
 - Collection vs. participation in a system
 - Feedback – regular/monthly, regular environmental impacts
-
- Understanding what other cities are doing
 - Integrated waste management plan for a better understanding
 - Regular public reports on progress – cost, transport costs vs. value of compost. What is the cost of not doing it?

- Education (tours of landfills to public groups) to public how and future systems
- Cost of organic collection
- City commitment to program
- Integrated waste system as a whole and organics for all citizens

- What happened to 2011 plan? Is this stalling?
- Couldn't we be starting already at existing facility? We are frustrated!
- Report back, show timeline.

- Better promotion – social media
- Better/dedicated website – app/twitter/etc... (don't model the snow zones!!)
- Education
- Good leadership – down stream
- Environ benefits – GHGs, climate change (overall benefits), connection of global issues
- Continuous improvement

- Cost of options, what work forces
- What strong business plan is?
- Who, What, Where, When, Why, How
- Compare to other municipalities to show possible reasonable cost
- Define problems i.e. is this a priority?
- Look at disposal fees to encourage these programs i.e. raise fees
- Need more convenient information availability of programs
- Keep momentum of diversion.
- Cost: what is it, why?
- Convenience, simple/easy to use
- Education/outreach convert the non-participants
- Make sure all sources are represented. i.e. SF, MF, ICI

- Incentive
- Knowing what the “punishment” will be. Consequences of not following the program.
- Rewards! (Lowered taxes, recognition)
- Education

- Don't try to re-invent the bicycle! Learn from countries, where successful recycling and re-using programs are already in place! Ask me, I could be the contact person to a company in Germany.
 - Send specialists there to learn from the great concepts and strategies!
- Everything. Air it in tv newspapers internet. Give everyone ample chance and notice to participate like a political election! Lotsa publicity like your consirant

advertising about recycling. Do the same for this strategy. Get all the city networks in on it. Will bring more commenting and support. This will be a huge undertaking with video views documentaries from other provinces and other countries to show us how it is done.

APPENDIX C

KEY STAKEHOLDERS INVITED

LIST OF KEY STAKEHOLDERS INVITED TO ORGANICS SYMPOSIUM

1. Winnipeg School Division (WDAC)
2. Spence Neighbourhood Association (WDAC)
3. Professional Property Managers Association (WDAC)
4. Manitoba Housing and Community Development (WDAC)
5. Immigrant and Refugee Community Organization of Manitoba (WDAC)
6. Green Manitoba (WDAC)
7. Green Action Centre (WDAC)
8. Winnipeg Chamber of Commerce
9. International Facility Management Association Manitoba Chapter
10. Manitoba Environmental Industries Association
11. Manitoba Nursery Landscape Association
12. Winnipeg Neighbourhoods Coalition
13. Canadian Federation of Independent Businesses
14. Canadian Taxpayers Federation – Manitoba
15. The Canadian Federation of Independent Grocers
16. Manitoba Restaurant & Food Services Association
17. The Forks Renewal Corporation
18. University of Manitoba
19. University of Winnipeg
20. Red River College
21. Social Planning Council
22. Manitoba Composting Association
23. Manitoba Chapter, Canada Green Building Council
24. Food Matters Manitoba
25. Take Pride Winnipeg!
26. Manitoba League of Persons with Disabilities
27. University of Manitoba Students' Union
28. University of Winnipeg Students' Association
29. Red River College Students' Association
30. Mayor's Environmental Advisory Committee
31. City of Winnipeg – Environmental Coordinator
32. City of Winnipeg – Aboriginal Relations
33. City of Winnipeg – Access Advisory Committee

APPENDIX D

LIST OF ATTENDEES

LIST OF ORGANICS SYMPOSIUM ATTENDEES

1. Winnipeg Chamber of Commerce
2. Winnipeg School Division
3. Green Manitoba (x3)
4. Green Action Centre (x5)
5. University of Manitoba (x4)
6. Waste and Diversion Advisory Committee – citizen
7. Brady Community Liaison Committee – citizen
8. Spence Neighbourhood Association
9. Eco Network (x4)
10. Daniel McIntyre/St Matthews Community Association
11. BDM Projects Ltd
12. the Galileo Project.world, Inc.
13. Stantec
14. Manitoba Environmental Industries Association (x2)
15. Jamrock Securities
16. Eco-West (x2)
17. Manitoba Composting Association Corp. (MCAC)
18. Step-Up Waste Management Solutions(x2)
19. Compost Winnipeg
20. St. Marks's church
21. Dept National Defence
22. Artbeat Studio
23. Transition Winnipeg and Sustainable South Osborne Community Cooperative
24. Valour Community Centre
25. Ch2mhill
26. Emterra
27. Council of Women of Winnipeg
28. Sisler High School/Community
29. Douglas Group
30. Turning Leaf
31. Citizen (x38)
32. City of Winnipeg Councillor