

Engagement and Communications Results Summary

Background

In 2013 the City adopted the target of 70% waste diversion by 2023. A waste diversion planning process was started in 2016 by conducting a waste characterization study. An analysis of the findings resulted in the May 2017 Waste Diversion Opportunities report. Recommended actions for the single-family residential sector included the development of both a mandatory curbside organics program and a pay-as-you-throw waste utility. A significant amount of research, engagement, communications, planning, and project management is required to develop these recommended actions.

Between February 12 and March 6, the City of Saskatoon (the City) engaged residents on curbside waste collections. Over 5,000 residents participated in the community engagement, which included an online survey, a series of six Pop-Up events, two community workshops, and an accessible waste collection workshop. What was heard through the engagements is being used to directly inform the recommended changes to single family residential curbside collections that will be reported in June 2018.

Using Engagement for the Recommended Changes to Waste Management

The goal of the community engagement was to identify the preferences, priorities and barriers of residents related to curbside residential waste collection and related residential waste management services.

The scope of the engagement included the addition of mandatory organics collection, a pay-as-you-throw waste utility, potential service level changes to current collections, and potential complementary services such as bulky waste collections and accessible collection services. The results from the engagement, as well as research and analysis of program options, will together form a recommended program.

A communications plan was developed to support the engagement. It was designed to let residents know that the engagement was taking place and to promote the opportunities to participate, as well as to provide education on both a mandatory organics collection program and a pay-as-you-throw waste utility.

Engagement Opportunities

Technique	Description	Timeline	Results
Online Survey	To mirror the in-person pop-up engagement events, an online survey provided a way for public to provide their feedback on the Curbside Collection Redesign.	Open between February 12 and March 4, 2018.	4,577 (See attachment 2)
Community Workshop x 2	Two community workshops provided an opportunity for residents with curbside collection to dig deeper into the priorities, preferences, and any barriers that will be considered in a redesigned	Afternoon Workshop: March 1st, 1 – 3pm at St. Martin's United Church	66 (See attachment 3)

	curbside waste collection system.	Evening Workshop: March 1st, 7 – 9pm at St. Martin's United Church	
Pop Up Events x 6	Pop-Ups were come-and-go style events located at places where residents spend their time. Residents were invited to participate in a 5-10 minute activity facilitated by City staff to identify their priorities and preferences for the redesign of curbside waste collection.	<ol style="list-style-type: none"> 1. February 13: Shaw Centre 4:00 – 7:00pm 2. February 15: Alice Turner Library 10:00am – 1:00pm 3. February 17: Lawson Heights Mall 11:00am – 2:00pm 4. February 22: The Centre Mall 1:00 – 7:00pm 5. February 24: Saskatoon Farmers' Market 8:00am – 12:00pm 6. March 1: St. Martin's United Church 12:30 – 3:30pm and 6:30 – 9:00pm 	207 participated 78 took materials, did not participate on-site (See attachment 4)
Accessible Waste Collection Workshop	The workshop focused on addressing accessibility considerations related to curbside collection. This workshop was open to stakeholders and organizations that serve or represent older adults and/or other residents who are challenged by the task of managing a waste cart.	March 6 from 9:30 – 11:30am at the Saskatoon Field House	8 (See attachment 5)
Sense-making Sessions	A group of residents will be randomly selected from those who participated in engagement activities and invited to discuss engagement findings and recommended approaches. A second meeting will be held with a	April 28 (residents) at Ramada Saskatoon and May 3 (stakeholders) at City of Saskatoon	23 (See attachment 6)

	stakeholder group representing waste and a range of community interests.		
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Communications Overview

A communications plan was developed to support the engagement activities. Communications started prior to the launch of engagement to let residents know engagement would be happening, with an emphasis on generating sign ups to the e-mail list for project updates.

During the engagement, there were two areas of focus: promotion of the engagement activities so that residents knew they were happening and how to participate and education on the rationale and scope of mandatory organics collection and pay-as-you-throw waste utility.

See Appendix A for copies of the graphics and other communications materials referred to in the table below.

Technique	Description
<i>Facebook Ad and Events</i>	A pre-engagement Facebook ad promoted the email signup list. Facebook events were created for the workshops and some of the Pop-Ups.
<i>Webpage</i>	The development of a webpage on the City's Engage site that included the project purpose, timeline, decision process, engagement opportunities, and subscription to the email list. An announcement and link were provided on the City's homepage. There was also a link to sign up for a project updates mailing list.
<i>News Release</i>	Announced the upcoming engagement activities, including the launch of the website, encouraging sign up to the email list for updates and to find out about the engagement opportunities.
<i>E-mails Blast 1</i>	An announcement of the launch of the waste engagement with details about the Pop-Up and workshops as well as a link to the survey. The first e-mail was sent to a list that included collection reminder subscribers, Green Cart subscribers, and sign-ups
<i>E-mail Blast 2</i>	A reminder e-mail was sent out mid-ways through the engagement to remind sign-ups of the remaining engagement opportunities.
<i>Stakeholder Invitations</i>	A stakeholder list was compiled of stakeholders from the waste industry as well as community organizations. The invitations were to encourage their participation in the engagement activities as well as to share the opportunities with their networks.
<i>Display Materials</i>	A Pop-Up display was developed to attract participants to the Pop-Up events and to facilitate the engagement. The display included a banner, a series of display boards, examples of different cart sizes and in-home organics collection containers.
<i>Fact Sheets</i>	Two factsheets were developed to provide education on mandatory organics collection and pay-as-you-throw waste utility. They provided a rationale for why the programs were being developed and clarification on what was within the scope of each program.
<i>Postcards</i>	The postcard was designed as a handout at Pop-Up events for those that were too busy to participate at that time and directed residents to the webpage to find other engagement opportunities, particularly the online survey.

<i>Posters</i>	Posters were designed to place in Leisure Centres, Libraries and other public places to let residents know about the engagement opportunities, providing both a webpage and phone number for more information or to register for workshops
<i>Star Phoenix Ads</i>	Newspaper ads were placed to alert residents of the engagement and both a webpage and phone number were provided for more information or to register for workshops
<i>Social Media Posts</i>	A series of social media posts were developed to provide education and to promote specific engagement events.

Communications Results

Emails

	Sent	Opens	Clicks
<i>Email 1</i>	16008	7042	2588
<i>Email 2</i>	550	370	113
<i>Total</i>	16558	7412	2701

New mailing list subscribers: 585

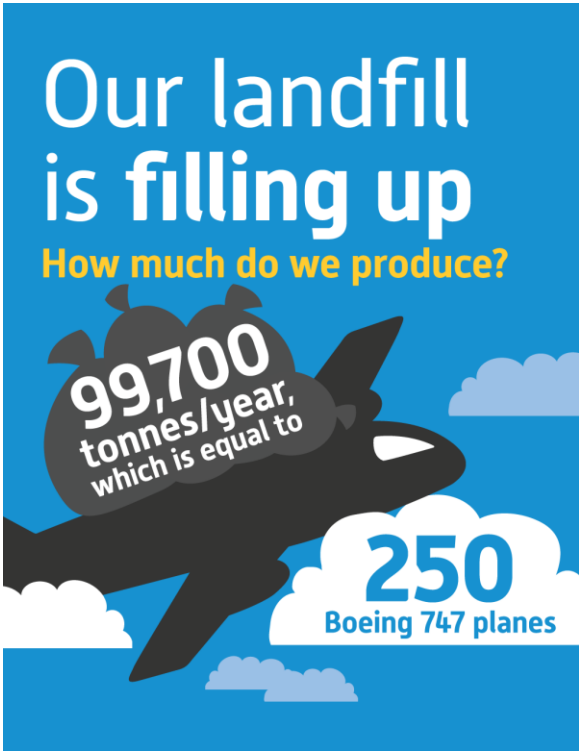
Facebook Posts

Post	Reach	Engagement	Clicks
<i>Launch</i>	9368	91	812
<i>Landfill</i>	7603	77	559
<i>Waste Characterization</i>	9500	133	561
<i>Farmer's Market</i>	704	6	16
<i>Funding Model</i>	3982	10	54
<i>Workshop 1</i>	2531	4	9
<i>PAYT 1</i>	32,525	1001	9546
<i>Workshop 2</i>	779	13	55
<i>Win Big Organics</i>	2827	16	97
<i>PAYT 2</i>	5826	48	718
<i>Workshop 3</i>	489	1	12
<i>Workshop 4</i>	524	1	23
<i>Total</i>	76658	1401	12462

Appendix A - Communications Materials

1. Online Communications

Social Media Posts and Ads





2. Additional Communications Materials

Postcard



Poster:

#yxetalkstrash

Saskatoon is talking trash

Everything is on the table.

Recycling Organics Waste Sizes Funding Depots Frequency

Get Involved

To help us achieve the goal of 70% Waste Diversion by 2023, the City is redesigning residential curbside waste collection and we need your input.

Pop-Up Engagements

Drop-In Event, No RSVP Required

Tue, Feb 13, 4-7pm | Shaw Centre

Thu, Feb 15, 10am-1pm | Alice Turner Library

Sat, Feb 17, 11am-2pm | Lawson Heights Mall

Thur, Feb 22, 1pm-7pm | Circle Centre Mall

Sat, Feb 24, 8am-12pm | Saskatoon Farmers' Market

Thu, Mar 1, 12:30-3:30pm | St Martin's United Church

Thu, Mar 1, 6:30-9pm | St Martin's United Church

Community Workshops

Please RSVP

Thu, Mar 1, 1-3pm | St Martin's United Church

Thu, Mar 1, 7-9pm | St Martin's United Church

Online Survey

<http://bit.ly/curbsidesurvey>

Contact Us

For more information or to RSVP for a community workshop contact us.

Visit: saskatoon.ca/yxetalkstrash

Call: 306 975 2486

Towards 70%
CHANGING WASTE DIVERSION PLAN

ENGAGE

Newspaper ads:

Planet S

#yxetalkstrash

Saskatoon is talking trash

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Towards70%

SASKATOON'S WASTE DIVERSION PLAN

ENGAGE

Star Phoenix

#yxetalkstrash

Saskatoon is talking trash

Everything is on the table.

Recycling

Organics

Waste

Sizes

Funding

Depots

Frequency

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Towards70%

SASKATOON'S WASTE DIVERSION PLAN

ENGAGE

City of Saskatoon, Corporate Performance, Environmental & Corporate Initiatives
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Factsheets:

Organics

FACT SHEET City-Wide Mandatory Organics Program



Food/yard waste collected at the curb for all households that can be processed into a valuable product such as compost or energy.

What are organic materials?

Organic refers to any material that can (eventually and under the right conditions) decompose. Municipal organics programs usually include food scraps (fruit, vegetables, grains, oils, meat, and bones), yard waste (leaves, grass, garden waste, and some small branches) and soiled paper (paper towels, cardboard, tissues). Some programs will include more difficult to process items such as pet waste and diapers.

Everything is on the table.

How will this work?

The exact details of the mandatory organics program are under evaluation. Options are being considered for acceptable materials (food and/or yard waste), cart size, how and when they are collected, and processing.



Food + Yard Waste



Cart Sizes



Frequency

WHY DO WE NEED THIS?

More than 1/2 of what we throw out can be composted

32,200 tonnes, or 58%, of food and yard waste is collected in black carts every year and our landfill is filling up. At our current rate, it will need replacing in the coming years at a cost of at least \$125 million.

\$125M

Organics don't decompose properly in the landfill and take up needed space

Organic materials need air to decompose properly, so when buried in a landfill where there is no oxygen, it can take a very long time to decompose. Organic materials are still recognizable even after ten to fifteen years, much longer for paper.

We need to make organics available to everyone

Our current green cart program has grown significantly to over 8,000 subscribers, but this is still only 11% of eligible households. We need a city-wide, mandatory program to capture organics from the remaining 89% of households.

FACT SHEET

City-Wide Mandatory Organics Program

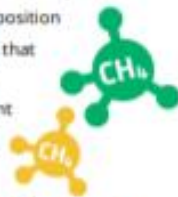
WHAT ARE THE ADVANTAGES?

Extends the life of the landfill by saving space

By removing more than 32,200 tonnes of organic material from the landfill we save valuable air space deferring or eliminating our need to replace our landfill. As of 2010, each cubic meter of airspace at the Landfill has a value of \$90.

Reduces greenhouse gases

Methane is produced when materials decompose in a landfill. Without oxygen, decomposition happens anaerobically which means that methane is produced. Methane is a greenhouse gas 25 times more potent than carbon dioxide and contributes to climate change.



Reduces the harmful impacts of leachate in the landfill

Leachate is water that has come into contact with organic waste in a landfill or compost facility. Leachate can contaminate surrounding water/land and needs to be managed under strict environmental regulations.

Organics for all

Ensuring that every curbside household has an organics program means that we can reduce garbage by up to 58% with composting.



Composting or digesting leads to a valuable product

If managed properly through composting or anaerobic digestion, organic material can be turned into valuable products like compost and energy.

Thank you backyard composters!

You make a difference

The City appreciates the approximately 25% of people that compost at home, it's a great way to divert material from the landfill and produce compost to enhance your own lawn and garden. However, it's not for everyone, so we still need city-wide organics to capture the remaining material going to landfill. Some materials, like bones, meat, and oil cannot be composted at home. The advantage of a city-wide program is that these can now also be composted.

Towards 70%
SASKATOON'S WASTE DIVERSION PLAN



For more information:
saskatoon.ca/youxetalkstrash

FACT SHEET

Pay-As-You-Throw Utility (PAYT)



The practice of charging residents for garbage collection based on the amount they throw away.

The PAYT Utility system is common across North America and is similar to how water and electricity are charged where households pay according to the amount of resources they use. Having costs increase with use encourages residents to reduce how much garbage they throw away and to recycle, reuse or compost more. Revenues from PAYT systems help communities pay for their waste and recycling programs, and often allow communities to enhance recycling or composting services, further encouraging residents to reduce their waste.

**Waste has a cost.
Seeing is believing.**

Why PAYT?

Including waste management costs on municipal property tax bills, instead of on utility bills, has hidden the true cost of garbage. This results in the perception that there is no cost to waste management, which simply isn't true.

In order to encourage reduction and diversion of waste through recycling and composting, waste management fees need to be visible and within residents' control, which will be the case with a PAYT utility.

We need to fix the funding model.

Waste management funding relies on landfill revenues, utility fees and property taxes. Residents have been helping reduce waste and that is a good thing. By relying on tonnage-based revenues, a funding gap has formed. This puts proper management of waste at risk.



Cost: \$20M

Funding: \$16.4M

* Waste Management Programs 2016

How will PAYT work?

No Way to Weighing!

Saskatoon is considering charging residents for garbage based on cart size or collection frequency - not weight. The fee will be charged on your utility bill, just like recycling is now.



FACT SHEET

Pay-As-You-Throw Utility (PAYT)

Affordability Matters

The City is putting in extra effort to understand how these changes might affect everyone. The design of the utility will be made in Saskatoon and be responsive to our unique needs.

Designed with everyone in mind.

No Double Dipping

Waste Management costs will be more visible through a new funding model. You will only be charged once for any given waste management cost.

Illegal Dumping

Illegal dumping involves the unauthorized disposal of waste on public or private property. Research in other communities has shown that PAYT does not lead to significant increases in illegal dumping. Report illegal dumping at saskatoon.ca/illegaldumping.

5 Advantages of PAYT

1 FAIRNESS

Residents pay only for the amount of garbage they generate. Households that generate less garbage – by reducing, recycling and composting – pay less than households that generate more.

2 CONTROL

Residents get to choose how much service they need (like a bigger or smaller cart) and pay accordingly, while receiving a reward for waste reduction and diversion.

3 DIVERSION

As residents come to understand they can pay less for generating less garbage, they will be more likely to recycle, compost, and reuse.

4 ECONOMIC SUSTAINABILITY

A PAYT Utility will generate the revenue needed to cover Saskatoon's waste management costs for all programs including garbage, recycling and composting.

5 ENVIRONMENTAL QUALITY

PAYT often leads to reduction and conservation. To save money residents can make day-to-day decisions on what to buy that considers how to reduce the amount of waste placed at the curb. These changes can also lead to reduced energy use and materials conservation.

Towards 70%
SASKATOON'S WASTE DIVERSION PLAN



For more information:
saskatoon.ca/yxetalkstrash