



Cart Based Waste Collection

Follow-Up Program Research

A telephone survey with Guelph residents who were transferred to the new waste carts in 2012

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Background & Objectives

- This research poll was conducted to gauge resident satisfaction within the area of Guelph that transitioned to the Waste Cart system in 2012
- Generally, the objectives of this research would be to:
 - Determine resident satisfaction with the new Waste Cart system and the communications issued by the City of Guelph related to this new program
 - Understand appetite for user fees or tax increases to cover cart exchanges or replacements
 - Determine awareness and recall of communications issued by Guelph relating to the change
 - Explore use and awareness of the Conservation Calendar

Research Methodology

- Metroline developed an interview questionnaire in conjunction with the City of Guelph, then conducted a total of 409 telephone interviews between February 21st and March 5th, 2013
- The City of Guelph provided a list of addresses who transitioned to the new waste cart(s) in the fall of 2012. Metroline randomized this list, then sourced telephone numbers from list sources to create the sample
- To establish familiarity and patterns, all respondents were the male or female head of the household, and had lived at their current address for at least 12 months

Notes On Reading This Report

- It is important to note this was not a true random sample, and the results are representative of the group under study, not necessarily the entire population
- Guelph households were stratified, and the group chosen for this research were households meeting a specific criteria (IE homeowners who switched to carts in the fall of 2012) and having a listed telephone number. After that, systematic sampling was applied so that every household meeting the above criteria had an equal chance of being selected
- While sophisticated procedures and professional staff have been used to collect and analyze the information presented in this report, it must be remembered that surveys are *not* predictions. They are designed to measure opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time

Key Insights

What have we learned?

Results Summary/Commentary



Key Insights

What have we learned?

- Almost all residents (97%) of households interviewed in this study feel it is “somewhat” or “very” important to reduce the amount of waste going to landfill and 69% of residents agree at least “somewhat” that Guelph is already a leader in waste diversion
- More than half of residents who have switched to the new Waste Cart system are either “somewhat more satisfied” or “much more satisfied” with the new system over the old bag system
- 60% of residents feel the process of sorting their waste is about the same between the two systems. 28% feel it is easier with the Waste Cart system
- 70% of residents favour a user fee to recover costs associated with exchanging or replacing Waste Carts, compared to only 6% who support a tax increase
- 74% of residents interviewed are “very” satisfied (scored 8-10 on a 10-point scale) with the communications they received about the cart system

Findings

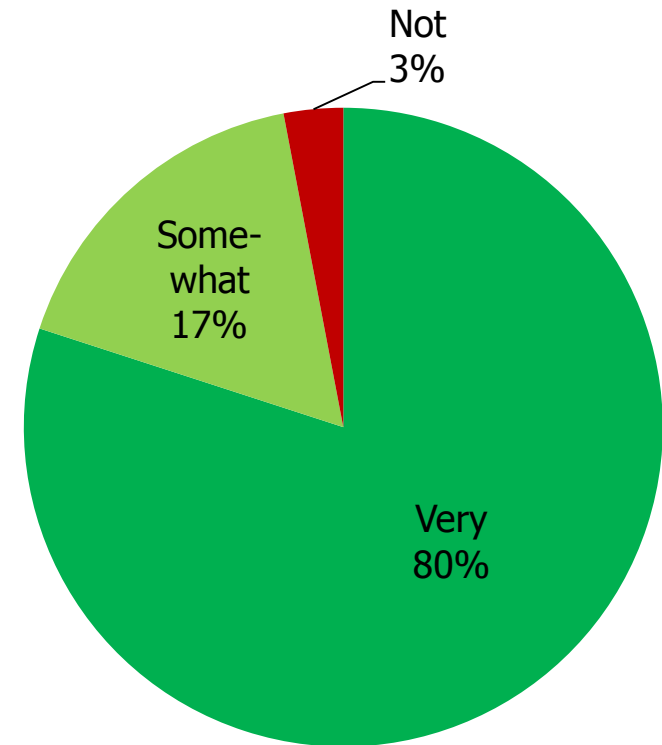
Question by Question results

Attitudes/Perceptions

How important do you feel it is to reduce the amount of waste Guelph sends to landfill?

- Almost all residents interviewed think it is at least somewhat important to reduce the amount of waste Guelph sends to landfill
- 4 out of 5 residents interviewed feel it is 'very' important

Importance of reducing waste going to landfill (Base=Full Sample)



Attitudes/Perceptions

Why is it important/not important to reduce the amount of waste Guelph sends to landfill?

- Residents identify with doing good things for the environment when asked 'why' we need to reduce the amount of waste going to landfill
- 23% of the residents interviewed noted that we need to reduce waste to extend the life of the landfills

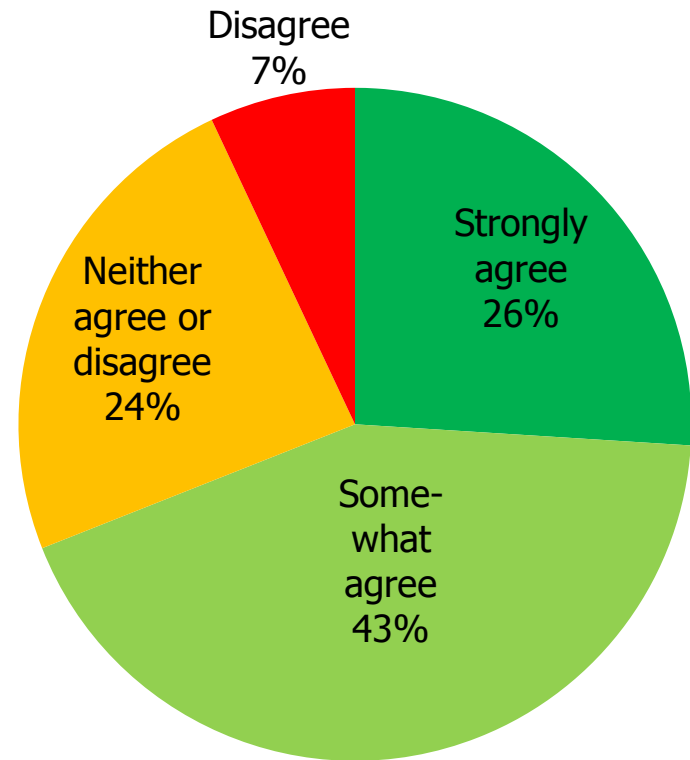
<i>BASE = Full Sample</i>	
For the good of the environment	47%
Landfill will run out space	23%
We produce too much garbage/ the less the better	14%
It's a good thing to do (general)	7%
To protect our future	3%
Not an issue for me	2%
Other/Don't know	3%

Attitudes/Perceptions

How strongly would you agree or disagree that Guelph is a leader in waste diversion?

- 69% of residents agree at least somewhat that Guelph is a leader in waste diversion
- When asked why they agreed, about a third did not have an opinion
- Among the rest, the main responses talked about Guelph “trying things first” and being “early adopters”, and notes that Guelph promotes itself as “being green”
- Only 7% disagree

Guelph is a leader in waste diversion (Base=Full Sample)

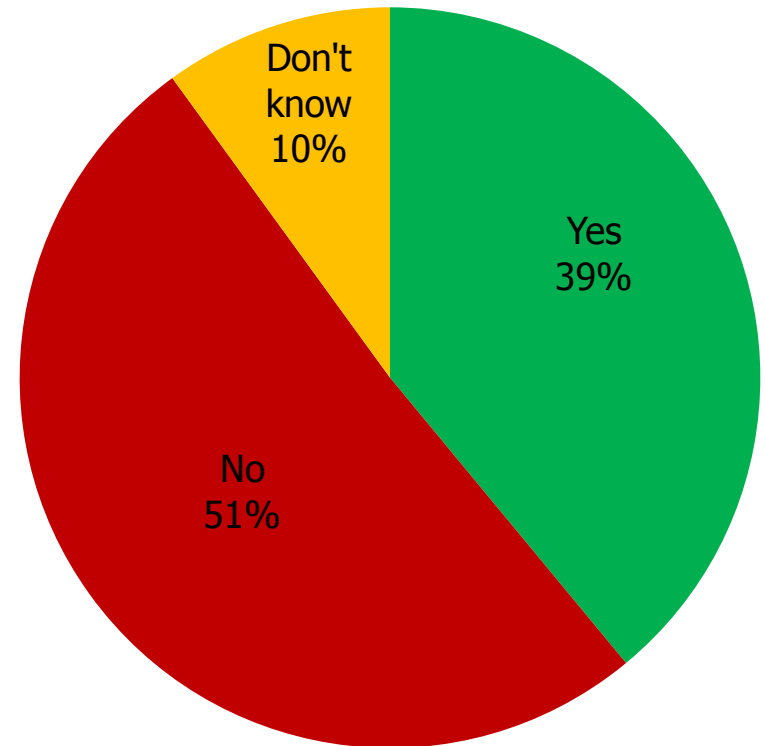


New Waste Cart System

Do you know why the City is using carts for waste collection?

- 39% of residents think they know why the city is using carts for waste collection
- Those who said 'yes' were asked for details about why they think the city is using the new waste cart system

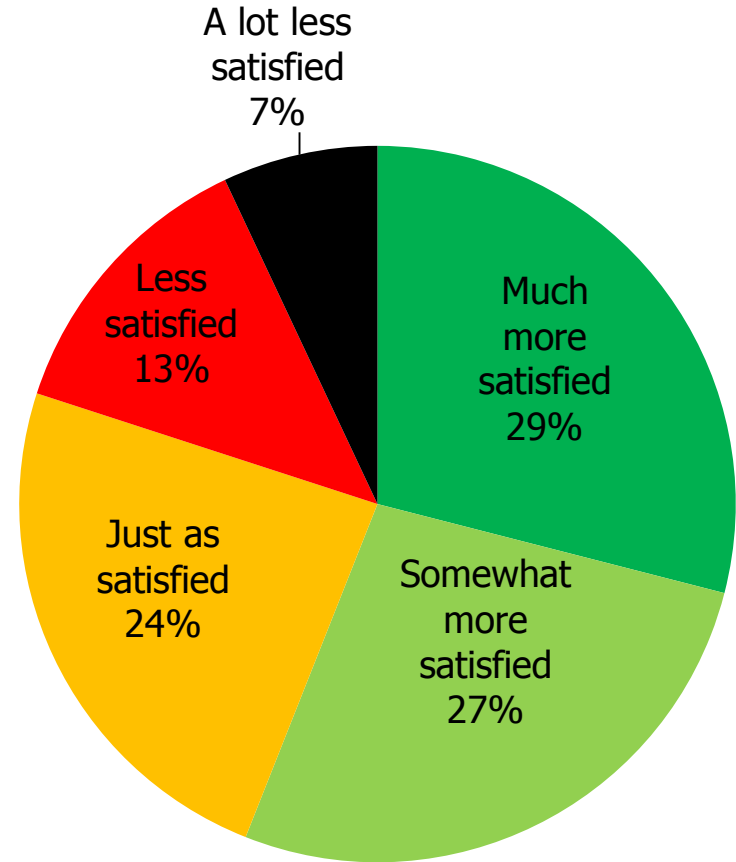
Reduce need for plastic bags	30%
More efficient system	21%
Save money	15%
Reduce the amount of waste	14%
Easier for city to collect	13%
Help the environment	4%
Other	4%



New Waste Cart System

How satisfied are you with the carts compared to the bag system you used previously? (Base=Full Sample)

- About 56% of residents who have switched to the new cart system are “somewhat more satisfied” or “much more satisfied” than the bag system
- 24% are “just as satisfied”
- About 1 in 5 households (20%) say they are ‘less’ or a ‘lot less’ satisfied



New Waste Cart System

What, if anything, do you like about the new cart system?

(Base=Full Sample)

- Generally, find the new carts easier to use, and easier to store
- Many like not having to buy bags anymore, and find things less messy
- For some, the larger bins means they can fit more garbage in, and perhaps put the bins out less often

Easier to use/simpler	51%
Easier to store	18%
No longer buy bags	31%
Less mess	27%
Don't like <u>anything</u>	14%
Store more garbage in larger bins	13%
Harder for animals to get in	11%
They don't need to go out as often	8%
Don't know	4%

New Waste Cart System

What, if anything, do you NOT like about the new cart system?

(Base=Full Sample)

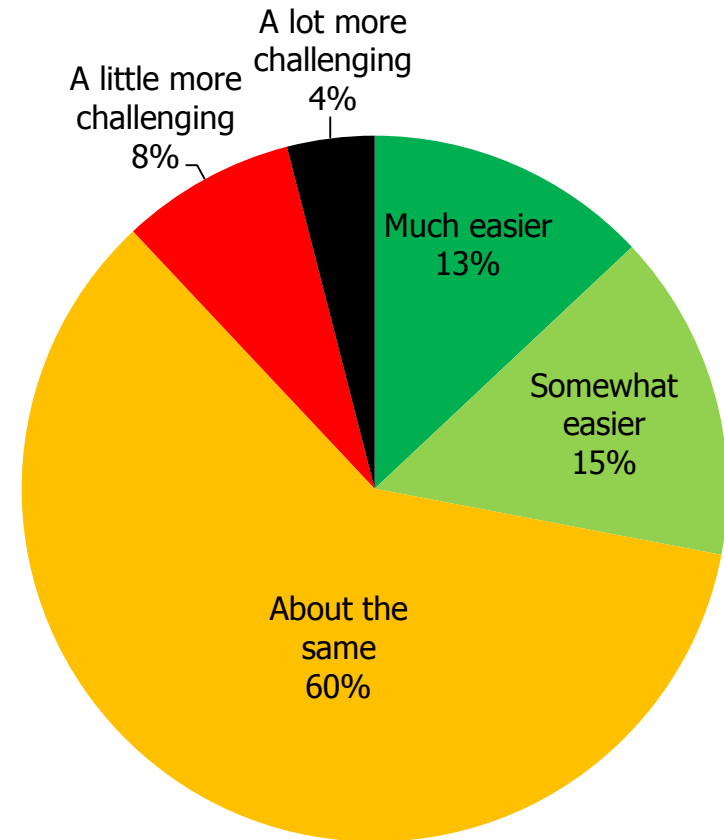
- The new carts have caused some problems moving them around in snow and ice
- Possibly depending on where they are stored, some residents complained about the odours from the carts, while others are concerned with the waste being frozen inside the cart

Difficult to use in snow and ice	26%
Odours	25%
Difficult to use (generally)	25%
Frozen waste	24%
Certified compostable bags are expensive	20%
Difficult to clean	18%
Too large	18%
Too much work (generally)	14%
Hard to line up properly	10%
Litter is created when carts are tipped	8%
Not picked up often enough	8%
Not attractive	8%
Won't empty if too full	6%
Not large enough	6%
Nothing	18%

New Waste Cart System

Would you say that sorting your organics, recyclables and garbage is....with the cart system? (Base=Full Sample)

- 60% of residents find that sorting their waste – organics, recyclables and waste – requires a similar effort and process as before the new cart system
- 28% find the process “somewhat” or “much easier”
- 12% find it “a little” or “a lot” more challenging



New Waste Cart System

Would you say that sorting your organics, recyclables and garbage is....with the cart system? (Base=Full Sample)

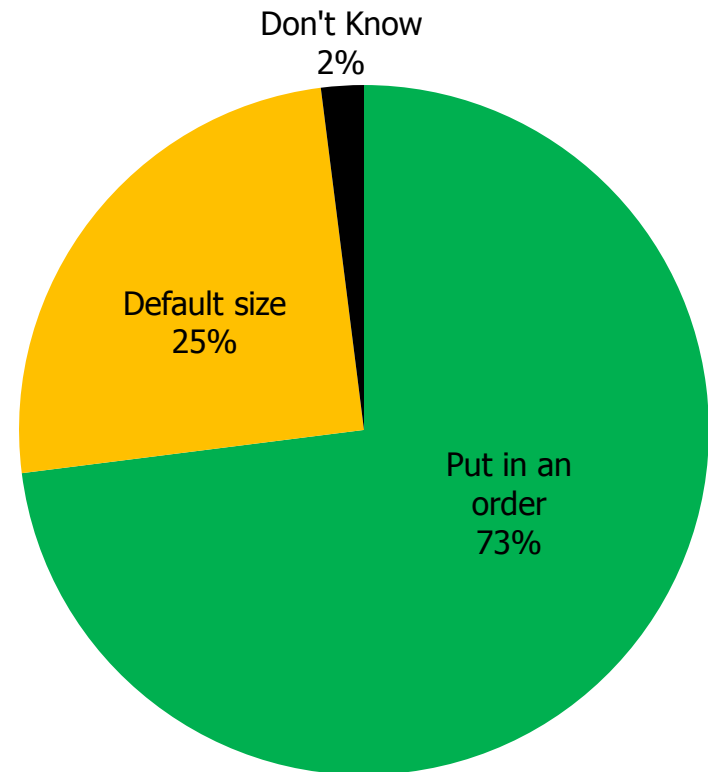
- The majority of respondents do not feel much differently about the new cart system than the “bag” system. Their responses indicate they feel that the process itself is not that different
- Among the 28% who find it easier:
 - the containers make it easier to sort and store
 - they like not having to buy bags as much/at all
- Among the 12% who find it more challenging:
 - they find the sorting process more difficult for some reason
 - they don’t like the carts in winter
 - there is more “mess” for them to clean up/rinse out

New Waste Carts

Awareness/Choosing Sizes

- Almost all (94%) of Guelph residents knew that they could put in an order for different sized carts prior to the switch
- Among that group, about three-quarters (73%) say they did submit the form to get the cart sizes they thought would suit them best

Chose Default or put in an order? (Base-Aware you could order)



New Waste Carts

In the future, what would you suggest to the City to improve the size selection process? (Base=Full Sample)

- Almost two-thirds of residents had no suggestions to improve the size selection process
- A further 10% provided a generic “give more information” type comment

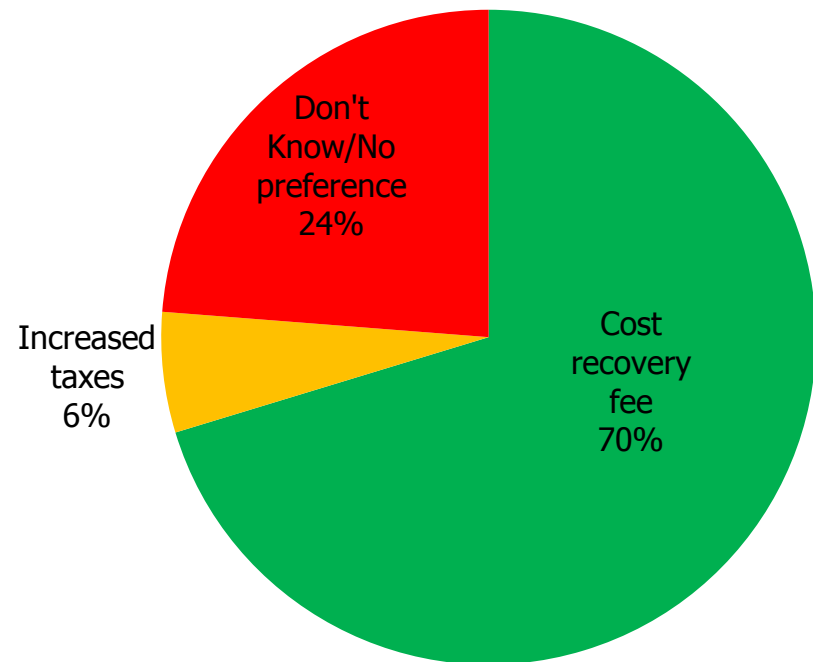
Nothing	63%
Provide additional communications /information	10%
Give more notice	7%
Be able to select online/website	4%
Personalize selection to individual family size/person	4%
Have visual displays of carts and measurements	3%
Other	2%
Don't know	9%

New Waste Carts

Exchanging/Replacing Carts

- It's clear that residents lean towards charging a cost recovery fee to individuals who need to exchange or replace their waste carts (70%)
- Only 6% supported a model that would increase taxes to pay for the cost of the process and the bins themselves

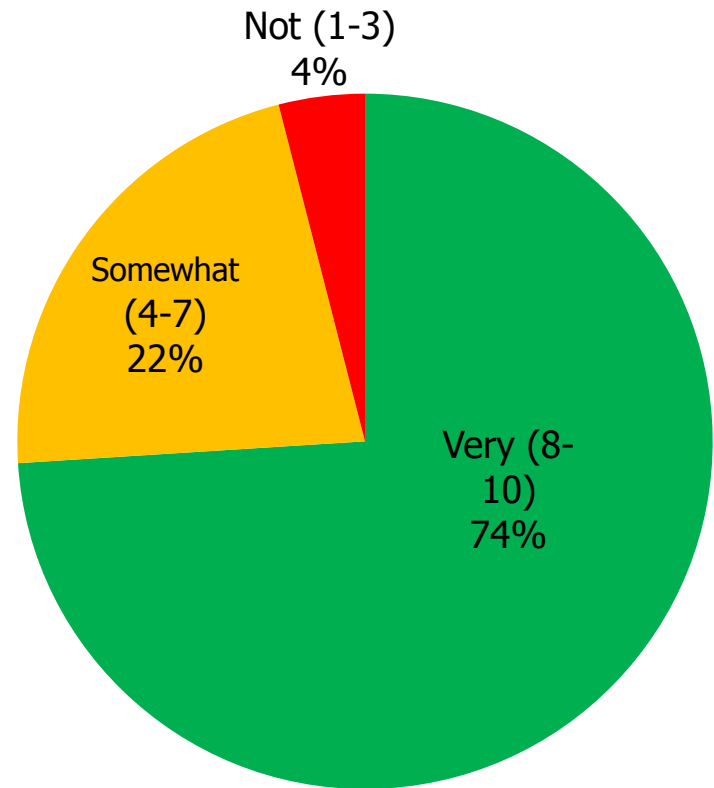
Covering the cost on cart exchanges (Base=Full Sample)



Communications

How satisfied are you with the communications/information you received from the City about the new Waste Cart Collection System? (Base=Full Sample)

- Three-quarters (74%) of residents interviewed are “very” satisfied with the communications and information they received from the City of Guelph about the new Waste Cart collection system
- Only 4% indicated they were “not” satisfied



Communications

What communication piece/information did you find most useful? (Base-Full Sample)

- Half of the residents interviewed remembered/were drawn most to the brochure delivered to their door
- The user guide in the cart was mentioned second most often

"We're rolling out the carts" brochure (delivered to front door)	50%
Waste carts user guide (delivered in cart)	35%
Waste collection schedule	13%
Advertising in the newspaper	12%
Door/cart hangers	9%
Website - guelph.ca	8%
Calling into the city	4%
Nothing/ Don't know	3%
Rep from the city	2%

Communications

Why was that piece most useful?

- Here we lay out the reasons for the most popular responses about the various Communications pieces

	Carts Brochure	User Guide	Collection Schedule	Newspaper Advertising
Informative	43%	32%	37%	54%
Laid out what went in each bin	25%	46%	22%	30%
Showed the schedule	8%	18%	29%	9%
Simple/easy to understand	13%	10%	8%	4%
Physical copy was good to have	12%	6%	10%	7%
Convenient	6%	3%	6%	1%
Had pictures	5%	3%	4%	--
Explained size of the bins	5%	1%	4%	4%

Communications

How can the City improve the communications that residents receive about the Waste Cart Collection system? (Base=Full Sample)

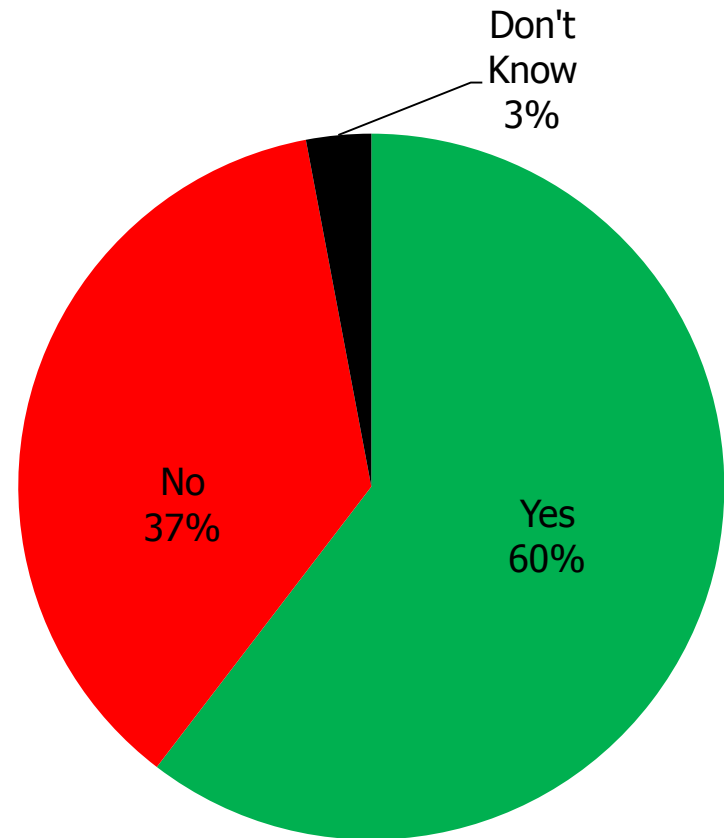
- The majority had no suggestions (71%)
- They were satisfied with the amount and type of communications they received
- The rest provided general suggestions relating to a theme of “more” – more media, more details, more reminders, etc.

No need for improvement	71%
More media coverage	7%
More details	7%
Updates/reminders	5%
E-mail	3%
Website	3%
Provide more language options	2%
Mail	2%
Provide more help to seniors	2%
Visual displays of the carts	1%

Communications

Does your household use the City of Guelph Conservation Calendar? (Base=Full Sample)

- 60% of residents interviewed say they make use of the City of Guelph Conservation calendar



Communications

What information in the calendar do you find most useful?

(Base = Makes use of the Conservation Calendar)

- By far, the most used information is the Waste Collection Schedule, at 75%
- Second most often also related to Waste – information on sorting

Waste collection schedule	75%
Waste sorting list	29%
City events and deadlines (e.g. property tax)	15%
Conservation tips	11%
City of Guelph conservation programs (water, energy, recycling)	8%

Communications

Why haven't you used the Conservation Calendar?

(Base-Did not make use of Calendar)

- Over half of the residents in this group simply are not aware of the Conservation Calendar – 38% have never received it, and 17% don't know what it is
- 19% felt they didn't need it because they had a calendar
- There were also a few comments regarding the need for it, and the utility/design

Have never seen/received it	38%
I already have a calendar	19%
Don't know what it is	17%
Get that information elsewhere	9%
I think it's a waste of money	7%
Too big, not easy to use	6%
It's messy and not attractive	5%
I get that information electronically now	4%

Communications

If you have or had questions about the carts program, how did/do you typically find the answers? (Base-Full Sample)

- When questions arise about the carts program, residents indicate they either looked at the City of Guelph website, or called into the City of Guelph
- A smaller proportion (8%) looked in their user guide or the Conservation Calendar

City website (guelph.ca)	51%
Call the city	43%
Waste carts user guide	8%
Conservation Calendar	8%
Friends/neighbours	6%
E-mail the city	2%
Other	6%

Communications

How do you determine your grey cart or blue cart collection day? (Base-Full Sample)

- The Conservation Calendar was mentioned most often as the resource to determine waste cart pickup day, at 45%
- Asking/watching friends and neighbours was mentioned by about 1 in 4 residents (26%)

Conservation Calendar	45%
Friends/neighbours	26%
Waste carts user guide	14%
City website (Guelph.ca)	12%
I know it/memorized it	10%
Transferred to my own calendar	2%
Call the city	1%

Communications

What tips or advice would you give to other residents who will be moving from bags to the cart system?

- Residents had several suggestions to pass along – the main theme being to get used to them and the system works

Try it, you will get used to it/like it	35%
No advice	24%
Make sure you select the right size for you	13%
Think ahead as to where/how you will store them	8%
Don't worry, you will get used to them	7%
Read the information provided	7%
Use paper liners for the green bin	5%
Line the bottom of bins with newspapers	5%
Make sure you learn to sort everything properly	3%
Be careful how you place them at the bottom of the driveway	2%