



Cart Based Waste Collection

Program Research

A telephone survey with Guelph residents transferring to the new cart program in 2012

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Background & Objectives

- This research poll was conducted to gauge resident awareness and understanding relating to Guelph moving from a bag-based waste collection system to one that uses carts
- The carts will be rolled out in three phases over the next three years
- Generally, the objectives of this research would be to:
 - Determine resident awareness and attitudes of the change to cart based waste collection systems over the next 3 years
 - Determine awareness and recall of communications issued by Guelph relating to the change
 - Understand if residents expecting the change in 2012 received a form to select their waste bin size, and establish if they returned the form and why



Research Methodology

- Metroline developed an interview questionnaire in conjunction with the City of Guelph, then conducted a total of 411 telephone interviews between June 5 and 21, 2012
- The City of Guelph provided a list of addresses slated to receive their 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 switching 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?

- There is almost universal awareness of the new waste cart collection program. 98% of residents interviewed are aware of the program
- The City of Guelph provided Metroline with households receiving their carts during the launch of the program in the fall of 2012. Almost 4 of every 5 of these households (79%) are aware of this
- 90% of households recall receiving an information package during the last week of April:
 - almost everyone (95%) who recalled receiving the package read the brochure about the program
 - Three-quarters (75%) of those who received it completed and returned their Waste Cart Selection Form
 - Among those who did not return the form:
 - 45% were satisfied with the default size
 - 27% didn't get around to it
 - 17% did not see or notice the form
 - only 4% did not understand what to do



Findings

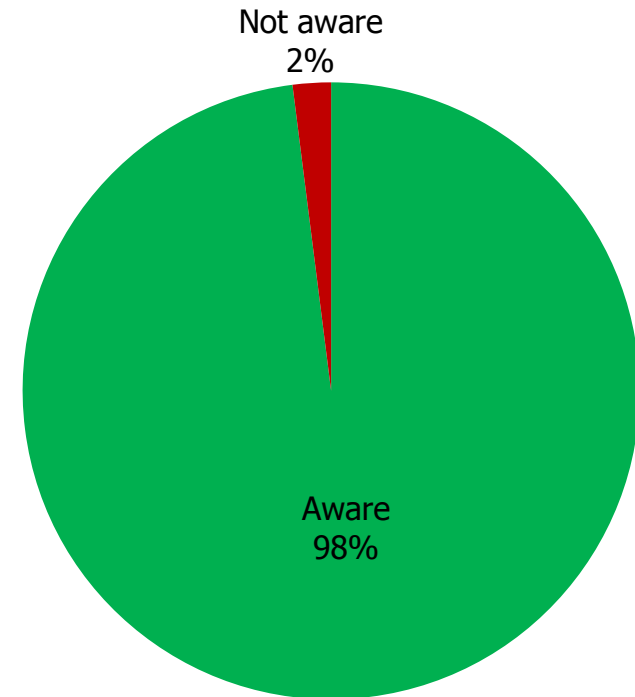
Question by Question results



Awareness

- *The City of Guelph will soon use a new method to collect organics, recyclables and garbage at the curb, using carts instead of bags. Are you aware of this program?*
- Virtually all (98%) of residents are aware of the program to switch from bag collection to cart collection

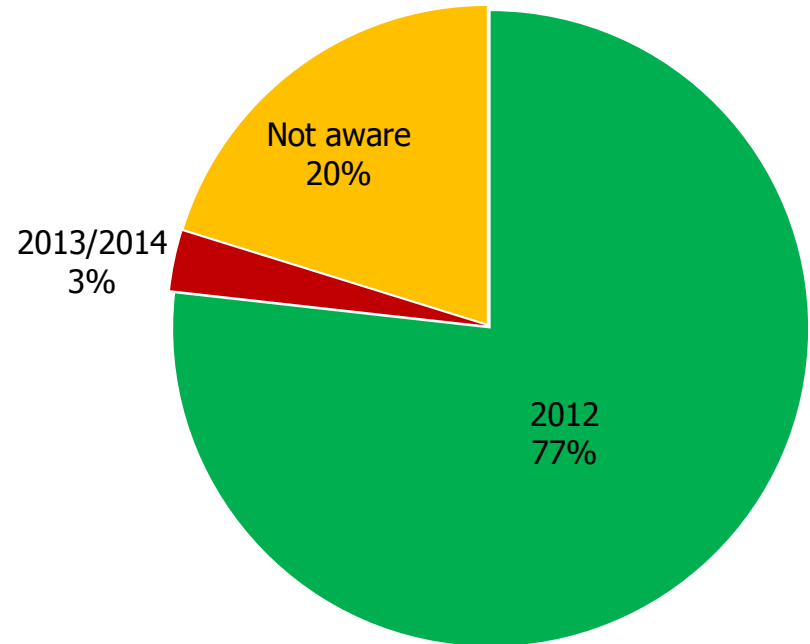
Program awareness (n=411)



Awareness

- *The carts will be delivered to Guelph households in three stages. The first group will receive carts this fall, the second next year, and the third and final group in 2014. Are you aware when your home will receive carts?*
- A little over three-quarters of residents (77%) were able to correctly tell us when they would receive their carts
- 1 in 5 households were not aware

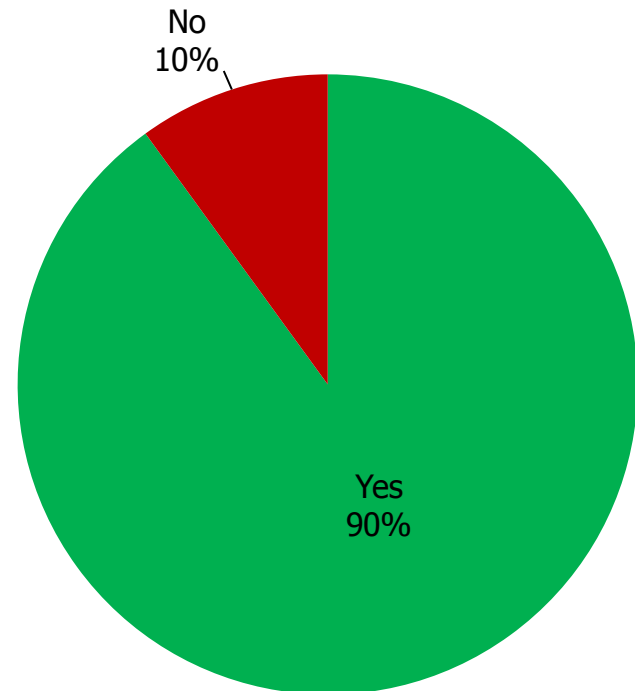
Program Start Date (n=411)



Information Package

- *An information package about the new waste collection carts was delivered to your home during the week of April 30th. Do you remember receiving it?*
- 9 out of 10 households recall receiving an information package about the new waste collection carts

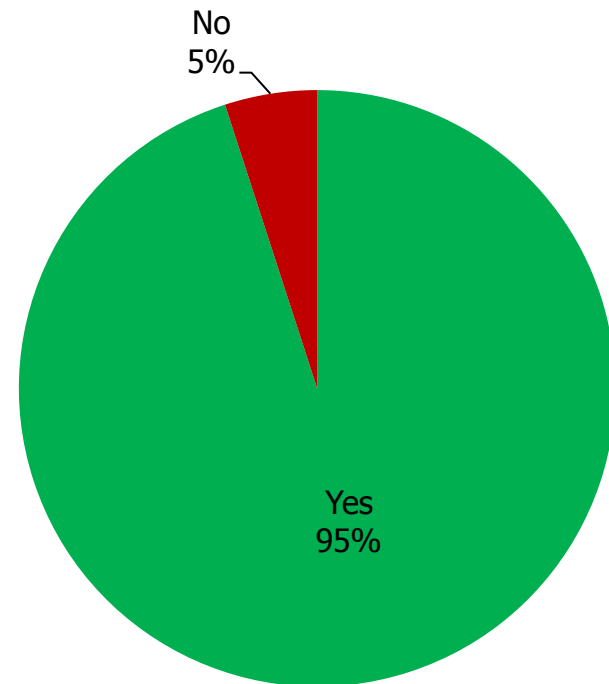
Recall Receiving Package?
(n=411)



Information Package

- *Did you read the brochure that came with the information package?*
- Most residents read the brochure (95%), which translates to 86% of all households when those who didn't recall receiving it are included

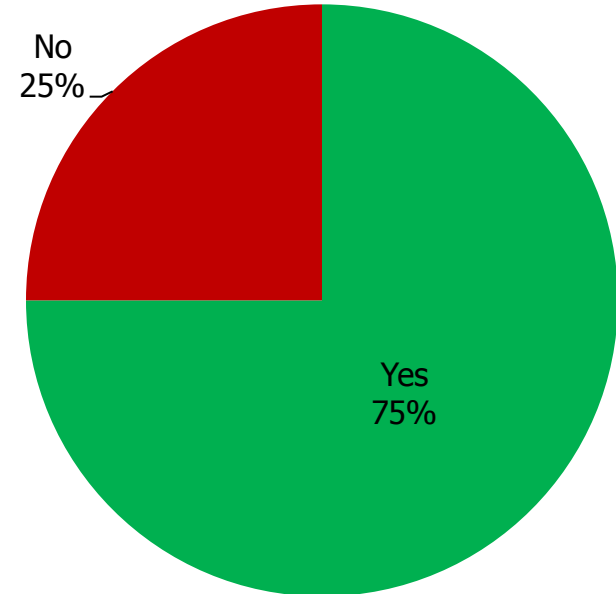
Did you read the brochure?
(Base=Those who recall receiving – n=370)



Cart Size Selection Form

- *Did you complete and submit the cart size selection form that was in that package?*
- Three-quarters (75%) of residents who recall receiving the information package claim to have completed and sent in the Cart Size Selection Form
- This is equivalent to 68% of the population, including those who don't recall receiving the information package

Completed Form?
(Base=Those who recall receiving – n=370)



Cart Size Selection Form

- *Why did you NOT fill out and submit the Cart Size Selection Form? (Unaided)*
- Almost half (45%) of those who did not complete the form are satisfied with the default size they would receive

<i>(Rank order by did not complete form)</i>	Among those who did not complete form (n=93)	As a percentage of population (n=411)
Satisfied with default size	45%	10%
Didn't get around to it	27%	6%
Did not notice the form/didn't receive the form	17%	4%
Didn't understand what to do	4%	1%
Forgot/didn't do it	4%	1%
Completed it online	4%	1%
Don't like/want to do it	3%	<1%
Called it in instead	2%	<1%
Wasn't sure of the sizes	2%	<1%

Getting Information

New Waste Collection Carts

- Residents primarily learned about the new program through the information delivered to their home, and would like to be reaching that way in the future
- The Guelph Tribune was second in both categories
- There is some appetite for getting e-mail updates in the future
- In total, 37% of residents had viewed information about the carts on the city website, when asked directly

<i>Rank order by how they heard about the carts (Base-n=411)</i>	<i>How did you hear about the carts?</i>	<i>How would you like to get information in the future?</i>
Information delivered to home	52%	81%
Guelph Tribune	42%	19%
Guelph Mercury	28%	7%
Word of mouth	21%	--
Radio	5%	10%
Community event	4%	1%
City of Guelph website	3%	4%
Library/other community building	2%	--
E-mail	--	10%
Twitter	--	4%
Facebook	--	2%

Community Events

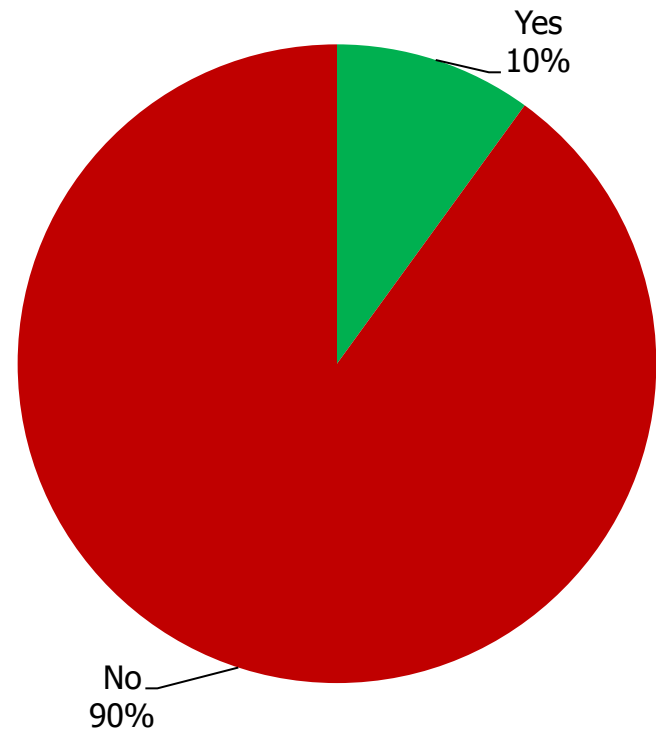
- *Which community events, if any, are you planning to attend in the coming months?*
- About 7 in 10 residents we interviewed were not planning to attend specific community events, if any
- Canada Day festivities were the largest, followed by Ribfest and the Multicultural Festival

(Base n=411)	%
None/Don't know	71%
Canada Day Festivities	23%
Ribfest	7%
Multicultural Festival	7%
Sunlight Festival	2%
Jazz Festival	1%
Hillside Festival	1%
Italian Festival	1%
Fairy Festival	<1%
Other, single mentions	4%

Contacting Guelph

- *Have you contacted the City of Guelph with any questions relating to the new waste collection carts?*
- About 1 in 10 (10%) of residents claim to have made contact with the City of Guelph about the new waste collection carts
- Most of those who contacted the city (78%) contacted via phone, the balance via e-mail or in person

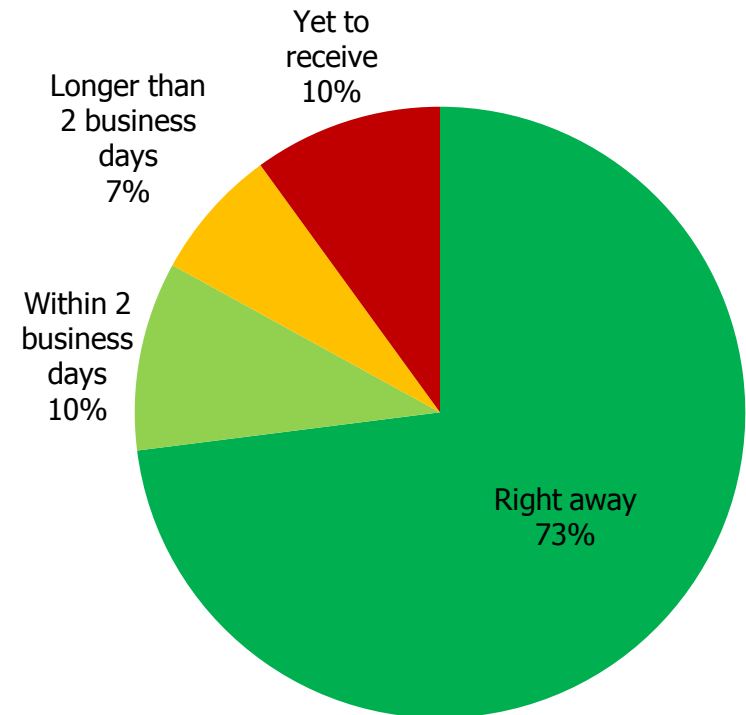
Contacted City of Guelph?
(n=411)



Contacting Guelph

- *Did you receive a response to your question?*
- Most residents received a response right away when they called, some took longer
- 10% (4 residents) have yet to receive a response
- 22% (8 residents) were not satisfied with their response:
 - because the answers were not readily available OR
 - because the resident wanted to lodge a complaint or disagree with the program

Received response? (n=41)



Guelph Transit

- 13% of the residents in this research are using Guelph Transit
- Within that group, less than half (39%) are using Guelph Transit weekly or more often

	Percent of transit riders (n=54)	Percent of total sample (n=411)
Daily	17%	2%
Weekly	22%	3%
Monthly	22%	3%
Less	39%	5%
Don't ride	--	87%