

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON SEPTEMBER 25, 2018
FROM:	KELLY SCHERR, P.ENG., MBA, FEC MANAGING DIRECTOR, ENVIRONMENTAL & ENGINEERING SERVICES & CITY ENGINEER
SUBJECT:	60% WASTE DIVERSION ACTION PLAN – UPDATED COMMUNITY FEEDBACK

RECOMMENDATION

That on the recommendation of the Managing Director, Environmental & Engineering Services and City Engineer, this report and additional public input received between September 10 and September 21, 2018 **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Relevant reports that can be found at www.london.ca under City Hall (Meetings) include:

- Public Participation Meeting – 60% Waste Diversion Action Plan – Additional Information (September 25, 2018 meeting of the Civic Works Committee (CWC), Item #3.2)
- 60% Waste Diversion Action Plan (July 17, 2018 meeting of the CWC, Item #3.1)
- Update and Next Steps – Resource Recovery Strategy and Residual Waste Disposal Strategy as part of the Environmental Assessment Process (February 7, 2017 meeting of the CWC, Item #10)

Relevant reports that can be found at www.london.ca under City Hall (Meetings – Advisory and other Committees) include:

- Decision Report #8 – 60% Waste Diversion Action Plan (July 13, 2018 meeting of the Waste Management Working Group (WMWG), Item #2.1)
- Background Report #3 - Development of 60% Waste Diversion Action Plan (March 8, 2018 meeting of the WMWG, Item #3.3)

COUNCIL’S 2015-2019 STRATEGIC PLAN

Municipal Council has recognized the importance of solid waste management in its 2015-2019 - Strategic Plan for the City of London ([2015 – 2019 Strategic Plan](#)) as follows:

Building a Sustainable City

- Strong and healthy environment
- Robust infrastructure

Growing our Economy

- Local, regional, and global innovation
- Strategic, collaborative partnerships

Leading in Public Service

- Proactive financial management
- Innovative & supportive organizational practices
- Collaborative, engaged leadership
- Excellent service delivery

BACKGROUND

PURPOSE

This report provides updated community feedback received by City staff regarding the 60% Waste Diversion Action Plan. The new information was received between September 10 and September 21, 2018 and has been incorporated into the results and feedback.

CONTEXT

The table below highlights the three CWC reports produced for the 60% Waste Diversion Action Plan including the most recent provided as an “added report” for the September 25, 2018 public participation meeting on these matters.

Date	CWC Agenda Item	Activity	Comment
July 17, 2018	3.1	60% Waste Diversion Action Plan submitted to CWC	The report was approved for community engagement between July 24 and September 27, 2018
September 25, 2018	3.2	City staff prepared a report for CWC highlighting community engagement input	This report contains information provided by the community up to September 10, 2018
September 25, 2018	To be determined	City staff prepared an “added” report highlighting additional community engagement input	This report includes information provided by the community up to September 21, 2018

DISCUSSION

The community engagement activities between July 24 and September 10, 2018 are contained in CWC report entitled Public Participation Meeting – 60% Waste Diversion Action Plan – Additional Information.

The number of people that have provided feedback since September 10, 2018 has increased as follows and noted on Table 1:

- 290 people have now completed an on-line feedback form, up from 92 people
- 160 people have now provided comments, up from 62 people

Table 1 – Updated - Community Engagement for Draft 60% Waste Diversion Action Plan

Community Engagement Activity	Outcome
Provide feedback opportunities on WhyWaste Resource Recovery Strategy website	<ul style="list-style-type: none"> • Advertised feedback opportunities in print and on-line media (e.g., London Free Press, The Londoner and Latino) • Advertised feedback opportunities on social media (e.g., Facebook) • Advertised feedback opportunities on radio and CTV • Notified persons on project contact list (about 250) of feedback opportunities
	<ul style="list-style-type: none"> • 290 people completed an on-line feedback form and comments were provided by 160 residents at the time of preparing this report (as of September 21, 2018) • Feedback is generally supportive of Action Plan

Summary of Recent Community Engagement (July to September 2018)

The results of WhyWaste website on-line feedback form as of September 21, 2018 are identified in Appendix A. Demographics are also provided in Appendix A. All Londoners over the age of 18 were invited to respond if they were aware of the request for feedback.

It is important to note that this is on-line feedback across a series of questions. The data is not random therefore statistical validity cannot be calculated. It is not possible to generalize the results with statistical precision.

In the July CWC staff report, the results of a waste diversion survey undertaken by Ipsos Public Affairs were provided. In total, 301 London residents participated in the Ipsos survey between May 31 and June 4, 2018. The precision of Ipsos online surveys is calculated via a credibility interval. In this case, the sample is considered accurate within +/- 6.4 percentage points, 19 times out of 20, had all London residents been surveyed.

Below are the updated percentages to include all information received on the on-line feedback form. It is worth noting that there is very little change in the percentages since September 10, 2018.

- General support for the overall plan at 82% (67% Strongly Support and 15% Support);
- New recycling and composting initiatives were considered Somewhat Important to Very Important by 65% to 90% of respondents depending on the initiative;
- Green Bin was considered Very Important by 75% of respondents with 16% indicating Not Important at all;
- Implement a mixed waste processing pilot (to recover organics and other materials) on a portion of the waste from multi-residential homes was considered Very Important by 49% of respondents with 12% indicating Not Important at All;
- 76% of respondents considered reducing container limits to be Somewhat Important to Very Important; and
- Mixed support for user pay (fees) and clear bags for garbage.

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Appendix A
Updated - Results of Community Feedback on the 60% Waste Diversion
Action Plan

Table A-1 Updated - Level of Support for Overall Plan

	Responses (% ^a and #)				
	Strongly Support	Support	Do Not Support	Strongly Do Not Support	Un-decided
General					
Considering the requirements, benefits, and costs, do you support or not support the overall 60% Waste Diversion Action Plan.	67%	15%	6%	8%	4%
	195	44	18	22	11

Notes: a) May not add to 100 percent due to rounding.

Table A-2 Updated - How Important are the 21 Actions to Achieve 60% Residential Waste Diversion

How Important is this action to you?	Responses (% ^a and #)				
	Very	Some what	Not Very	Not at all	Don't Know
Blue Box (Blue Cart) Programs					
1. Increase capture of recyclables from 63% to 75% (less placed in garbage)	88%	10%	0%	2%	0%
	215	24	0	4	0
New (or Expanded) Recycling Programs and Initiatives					
2. Bulky Plastics a) Continue with existing pilot project b) Consider implementation of an expanded program once long-term, stable markets have developed	59%	31%	6%	3%	1%
	144	75	15	7	2
3. Carpets a) Wait to see if the Province develops a provincial program for carpets under the Waste-Free Ontario Act as there are limited markets for recycling carpets in the province b) If no provincial program exists by 2021, implement a pilot project	33%	34%	21%	9%	2%
	81	83	52	23	4
4. Ceramics a) Provide a drop-off location for ceramics at no cost at the City's EnviroDepots b) Ban collection of toilets at the curb	37%	32%	18%	10%	2%
	91	79	44	25	4

Table A-2 Updated - How Important are the 21 Actions to Achieve 60% Residential Waste Diversion

How Important is this action to you?	Responses (% ^a and #)				
	Very	Some what	Not Very	Not at all	Don't Know
5. Clothing and Textiles					
a) Develop a textile awareness strategy to promote existing reuse opportunities for all Londoners	44%	32%	12%	11%	0%
b) Pilot depot collection at select multi-residential buildings	108	78	30	27	0
6. Small Metal (Small Appliances/Electrical Tools/Scrap Metal)					
a) Implement semi-annual curbside collection of small metal items	50%	34%	8%	8%	0%
b) Pilot depot collection at select multi-residential buildings	121	83	19	19	1
7. Furniture					
a) Begin semi-annual collection of wooden furniture	45%	34%	10%	9%	1%
b) Provide a drop-off location at W12A EnviroDepot for wooden furniture					
c) Ban wooden furniture from curbside garbage collection	110	83	24	23	3
8. Mattresses					
a) Wait to see if the Province develops a provincial program for mattresses under the Waste-Free Ontario Act as there are limited markets for recycling mattresses in the province	41%	32%	15%	11%	1%
b) If no provincial program exists by 2021, implement a pilot project	99	78	36	27	3
Curbside Organics Management Program					
9. Implement a curbside (residential) Green Bin program	75%	5%	4%	16%	0%
	176	11	10	38	0
10. Implement bi-weekly (same day) garbage collection	44%	20%	14%	20%	2%
	104	46	33	47	5
Multi-Residential Organics Management Program					
11. Implement a mixed waste processing pilot (to recover organics and other materials) on a portion of the waste from multi-residential homes	49%	28%	8%	12%	4%
	115	65	18	28	9
Other Organics Management Programs					
12. Develop and implement a food waste avoidance strategy	51%	26%	7%	14%	1%
	121	61	17	34	2

Table A-2 Updated - How Important are the 21 Actions to Achieve 60% Residential Waste Diversion

How Important is this action to you?	Responses (% ^a and #)				
	Very	Some what	Not Very	Not at all	Don't Know
13. Reduce the cost of composters at the EnviroDepots and undertake additional sale events at select community locations	37%	32%	17%	11%	2%
	89	75	40	27	4
14. Provide financial support to community groups or environmental organizations that want to set up a community composting program	38%	33%	13%	14%	1%
	90	77	32	33	3
Waste Reduction and Reuse Initiatives and Policies					
15. Create a Waste Reduction and Reuse Coordinator position within the Solid Waste Management Division	35%	33%	12%	17%	3%
	83	77	28	41	6
16. Provide financial support for community waste reduction and reuse initiatives	36%	36%	14%	12%	2%
	85	84	33	29	4
17. Reduce the container limit to two or three containers per collection when the Green Bin program with bi-weekly garbage collection is operational	51%	25%	6%	16%	2%
	120	58	15	37	5
18. Further explore the use of clear bags for garbage collection if London does not move to a roll-out cart based garbage collection system	25%	27%	20%	26%	3
	57	64	47	62	2
19. Further explore a full user pay garbage system if London moves to a roll-out cart based garbage collection system	21%	20%	21%	33%	5
	50	48	49	77	11
20. Further examine other incentive and disincentive initiatives (best practices) from other municipalities (e.g., mandatory recycling by-law, reward systems, user fees, etc.)	37%	30%	13%	18%	2%
	88	71	30	42	4
21. Provide additional feedback approaches to residents (including how waste reduction and waste diversion are calculated when providing waste management progress reports)	39%	40%	11%	9%	2%
	92	93	25	21	4

Notes: a) May not add to 100 percent due to rounding.

On-line Feedback Demographics

The total percentage for each question is less than 100%. "Prefer not to answer" has not been listed.

Q2 What is your age?

- 18 – 34 27%
- 35 – 54 44%
- 55+ 28%

Q3 Do you rent or own?

- Rent 15%
- Own 83%

Q4 How long have you lived in the City of London?

- Less than 1 year 4%
- 1 to less than 5 years 12%
- 5 to less than 10 years 12%
- 10 to less than 20 years 20%
- 20 years or more 52%

Q5 In which type of residential property do you live?

- House (single family dwelling) 83%
- House (multiple unit dwelling) 5%
- Apartment 5%
- Condo 6%
- Other 1%

Q6 Would you say that your total household income before taxes is...?

- Less than \$25,000 4%
- \$25,000 to less than \$50,000 9%
- \$50,000 to less than \$75,000 17%
- \$75,000 to less than \$100,000 18%
- \$100,000 to less than \$150,000 20%
- \$150,000 or more 14%

Q7 What is the highest level of education you have completed?

- Less than high school graduation 1%
- Completed high school 3%
- Some/completed trade/technical school 2%
- Some/completed college 21%
- Some/completed university 26%
- Graduate/professional studies 44%