BANISTER RESEARCH AND CONSULTING INC.

2018 Waste Services Survey

Topline Results
January 31, 2018

Banister
Research & Consulting Inc.

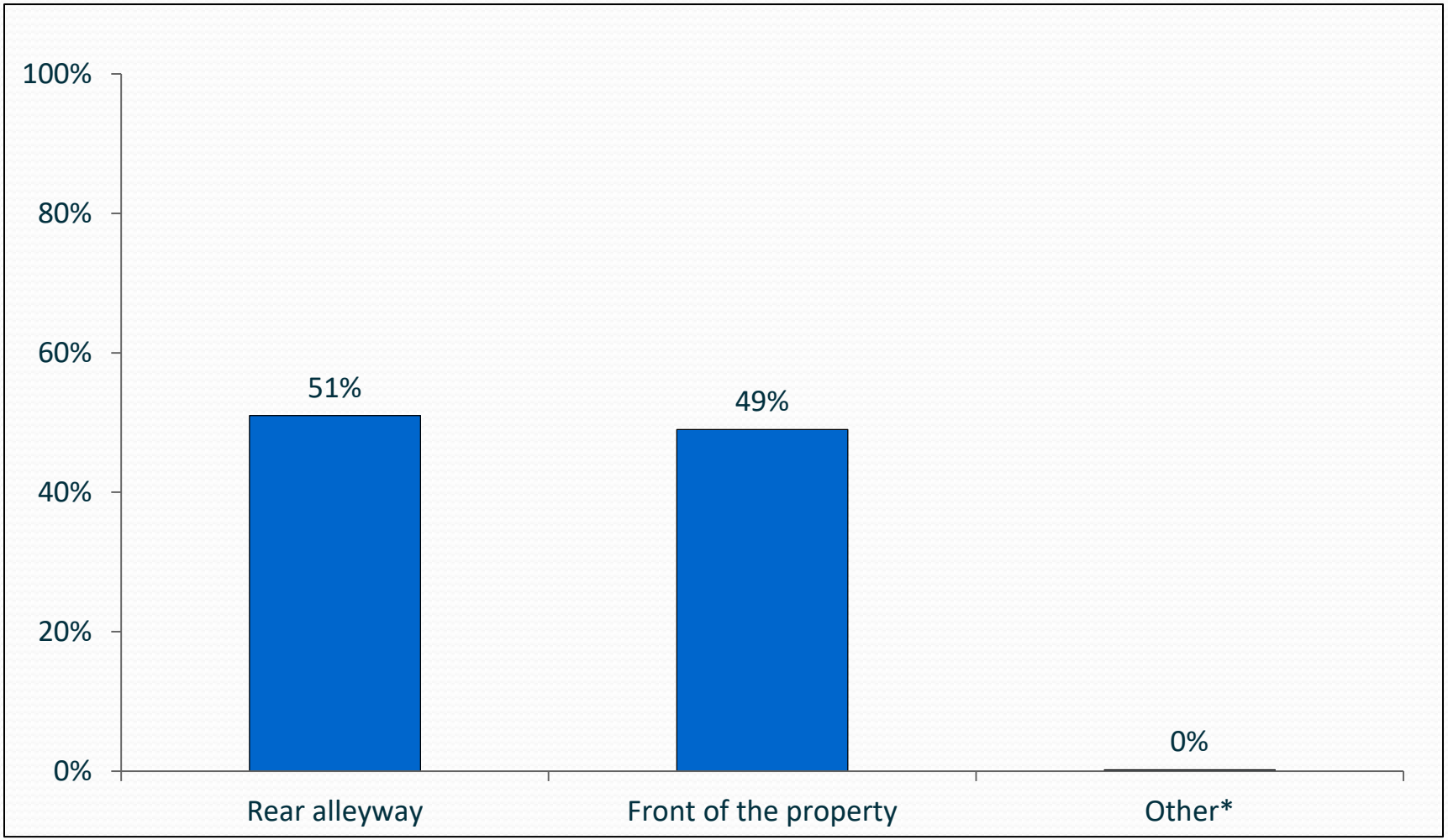
Executive Summary

- At least 7 out of 10 respondents have taken recycling to the Community Depots (70%), left grass clippings on the lawn (74%), taken items to an Eco Station (80%), collected other yard waste for pick-up (83%), and used the blue bag program (92%). Only 29% had composted in the past year.
- Respondents reported putting out a mean of 1.9 bags of garbage for collection in a typical week (1.4 bags of yard waste, 1.3 bags of recycling, and 0.7 bags of grass clippings).
- More than half (58%) were aware that the City has a policy to increase waste diversion. Nearly 9 in 10 (88%) agreed that it is good policy direction to increase waste diversion.
- 67% would support a program requiring residents to separate kitchen scraps from the rest of their garbage.
- 53% would support a proposal to no longer accept grass clippings for waste collection.
- 61% would support a seasonal leaf and yard waste pick-up schedule.
- 67% would support a seasonal leaf and yard waste pick-up schedule plus community drop off depots.
- 40% would support a requirement for residents to dispose of most of their garbage in clear bags.
- 36% would support a limit on the number of garbage bags that can be picked up.
- 11% would support a proposal to move garbage collection routes from back lanes to front streets.
- Overall, 79% were willing to do more at home in order to increase waste diversion.

Study Background & Methodology

- In 2018, the City of Edmonton and DIALOG contracted Banister Research to conduct a General Population Telephone Survey regarding City Waste Services.
- The objective of the survey was to understand respondents' behaviours and attitudes regarding current waste diversion activities, as well as assess level of support for potential waste diversion initiatives.
- The survey was conducted between January 8th and 27th, 2018.
  - The sample included a representative mix of age, gender, and ward (n=100 per City Ward). Data was weighted to reflect the population.
  - Based on a total of n=1,200 surveys, the margin of error is no greater than ±2.8% at the 95% confidence level, or 19 times out of 20.
  - Respondents were screened to ensure they lived in a home with garbage pickup, and a yard or lawn that they were responsible for maintaining.
- This presentation documents preliminary, closed-ended data from the Waste Services Survey.

Front Street vs. Back Alley Collection

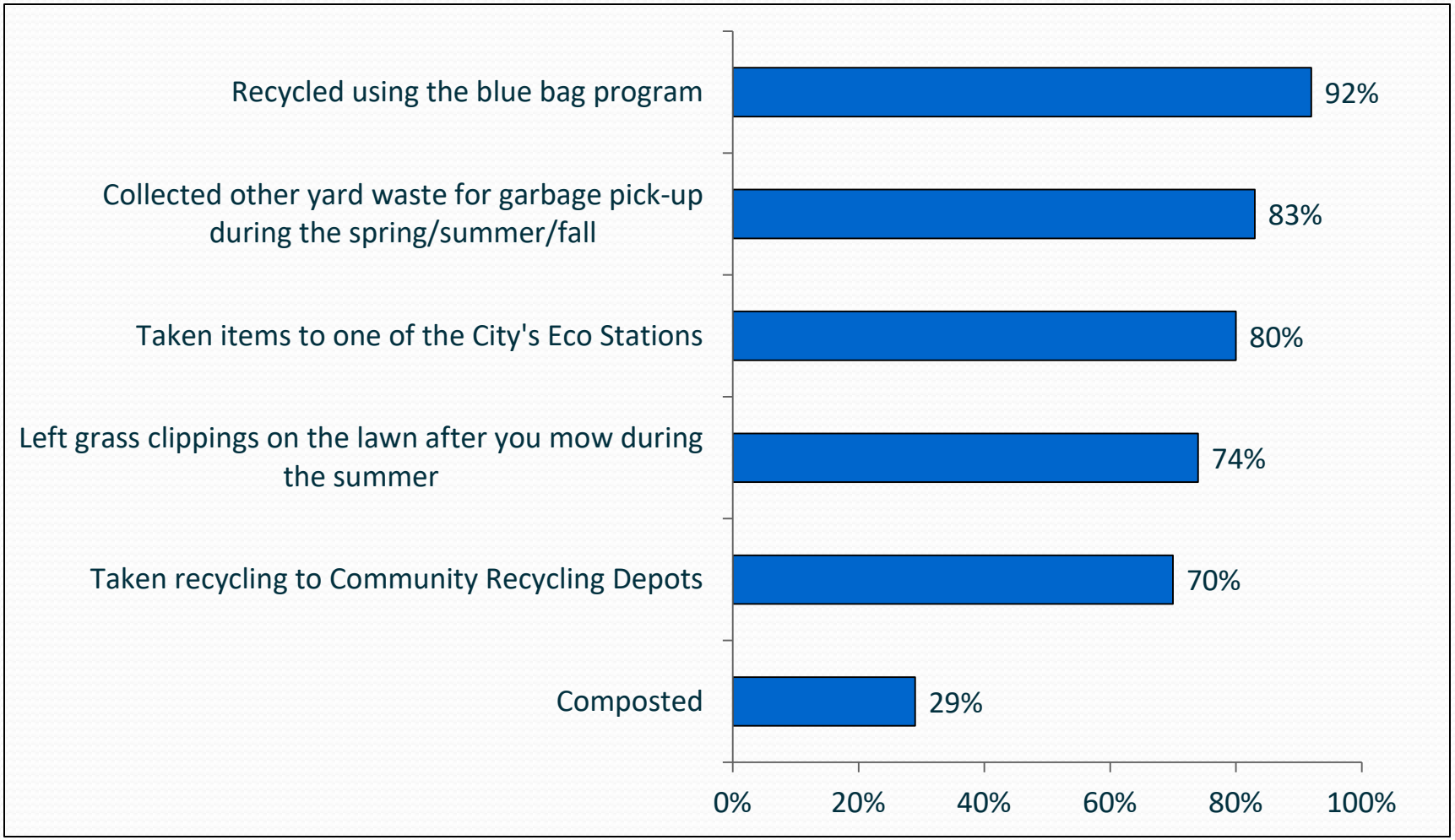


n=1,200

*Percentages may change slightly as 'other' responses are re-coded into the above categories (where applicable)

Q1. Where is your garbage collected?

Current Waste Behaviours



*Percent of respondents who reported 'yes' to each
n=1,200

Q2. Has your household done any of the following in the past 12 months?*

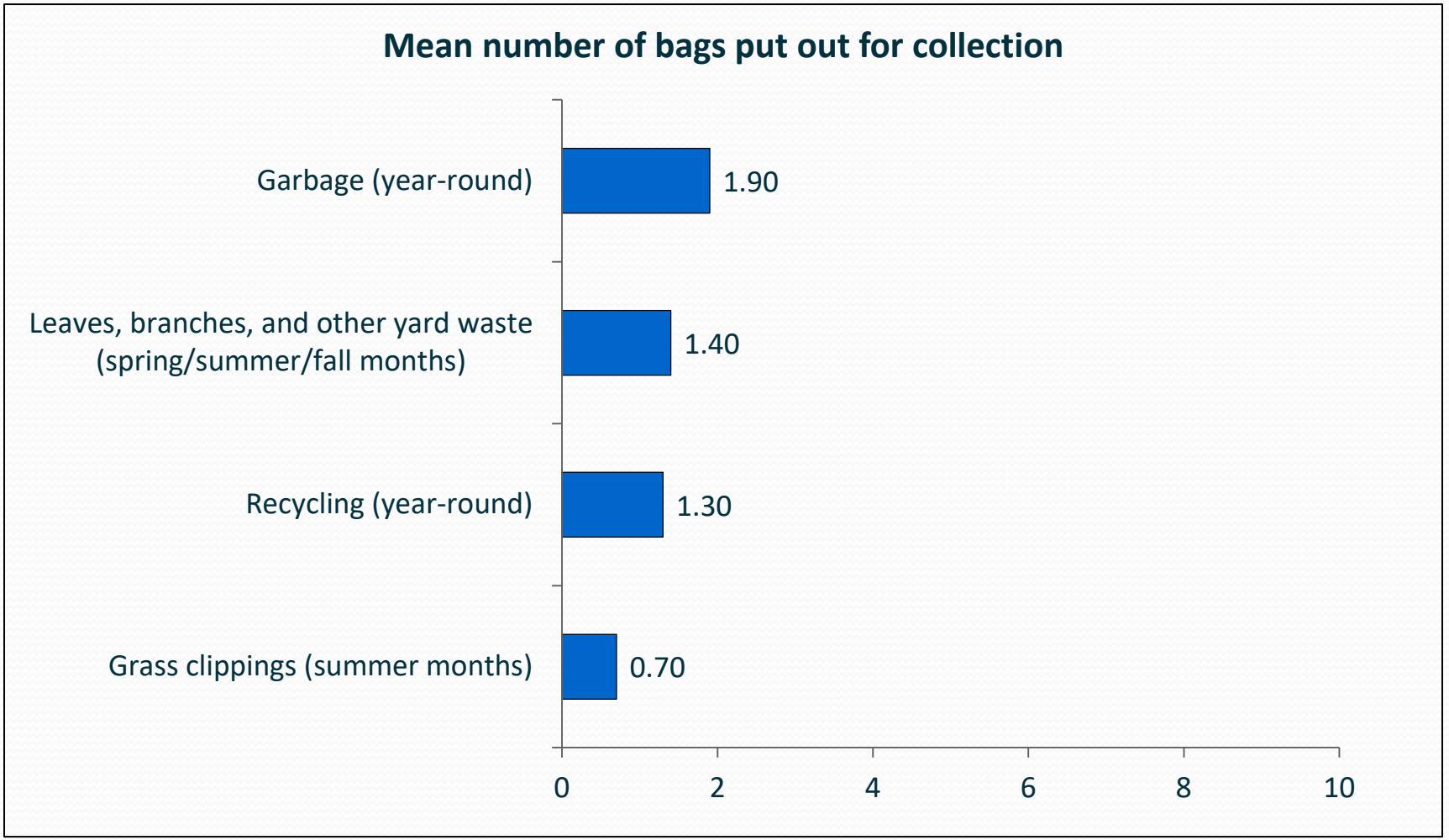
Current Waste Behaviours

	Once a week or more	One to three times a month	Once every few months	Once a year or less	Never	Don't Know
Composted (n=344)	57%	16%	17%	5%	2%	3%
Recycled using the blue bag program (n=1,108)	80%	16%	3%	1%	<1%	1%
Taken recycling to Community Recycling Depots (n=834)	3%	18%	47%	27%	4%	1%
Taken items to one of the City's Eco Stations (n=955)	1%	6%	49%	44%	1%	-
Left grass clippings on the lawn after you mow during the summer (n=892)	55%	31%	8%	2%	2%	2%
Collected other yard waste for pick-up during the spring/summer/fall (n=990)	15%	22%	41%	19%	1%	2%

Base: Respondents who responded ''yes'' to having done each of the above in the past 12 months, in the previous question.

Q3. [ASK FOR EACH 'YES IN Q2] How frequently does your household typically…?

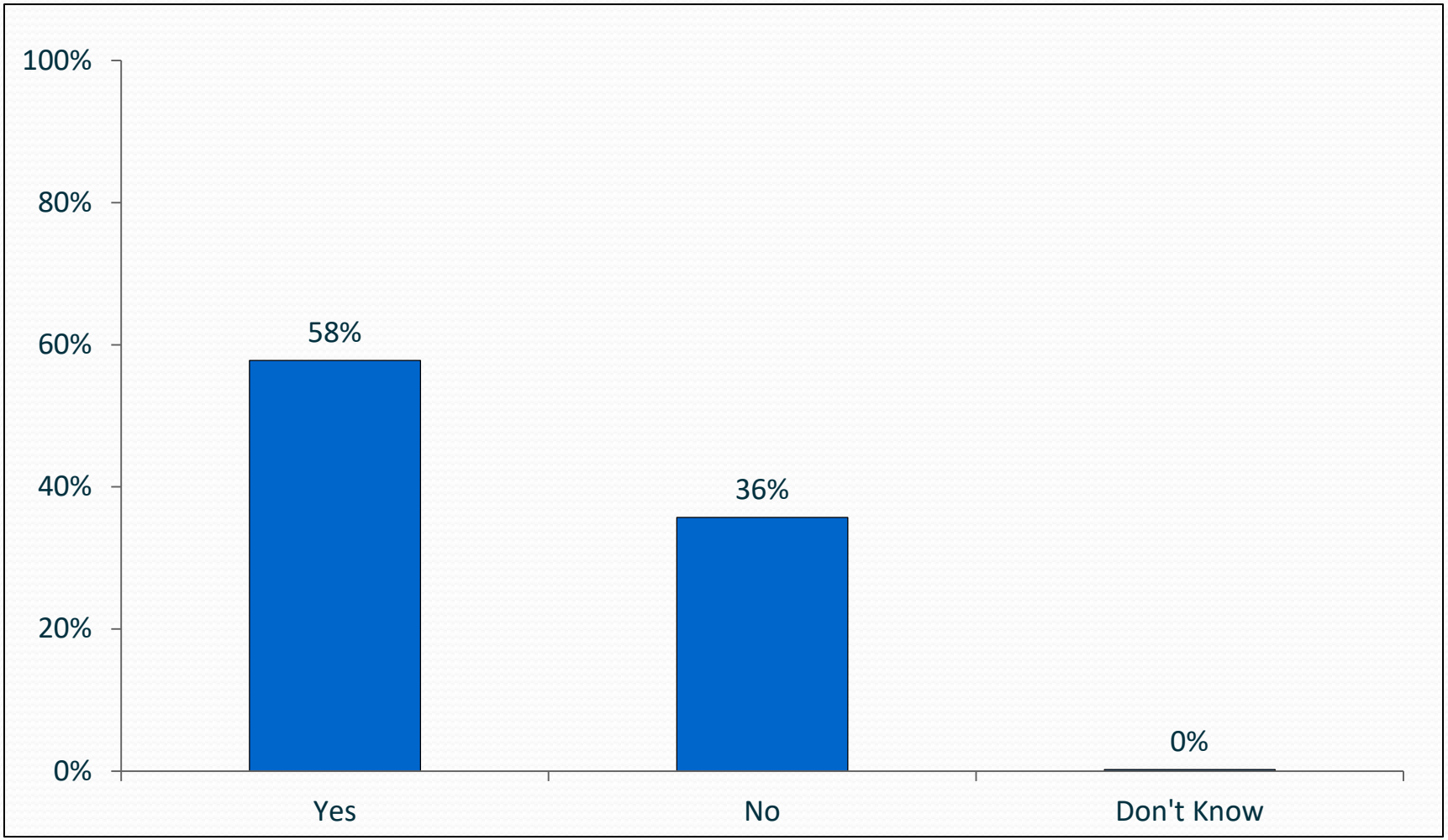
Current Waste Behaviours



n=1,200

Q4. In a typical week, how many of the bags of the following does your household usually put out for garbage collection?

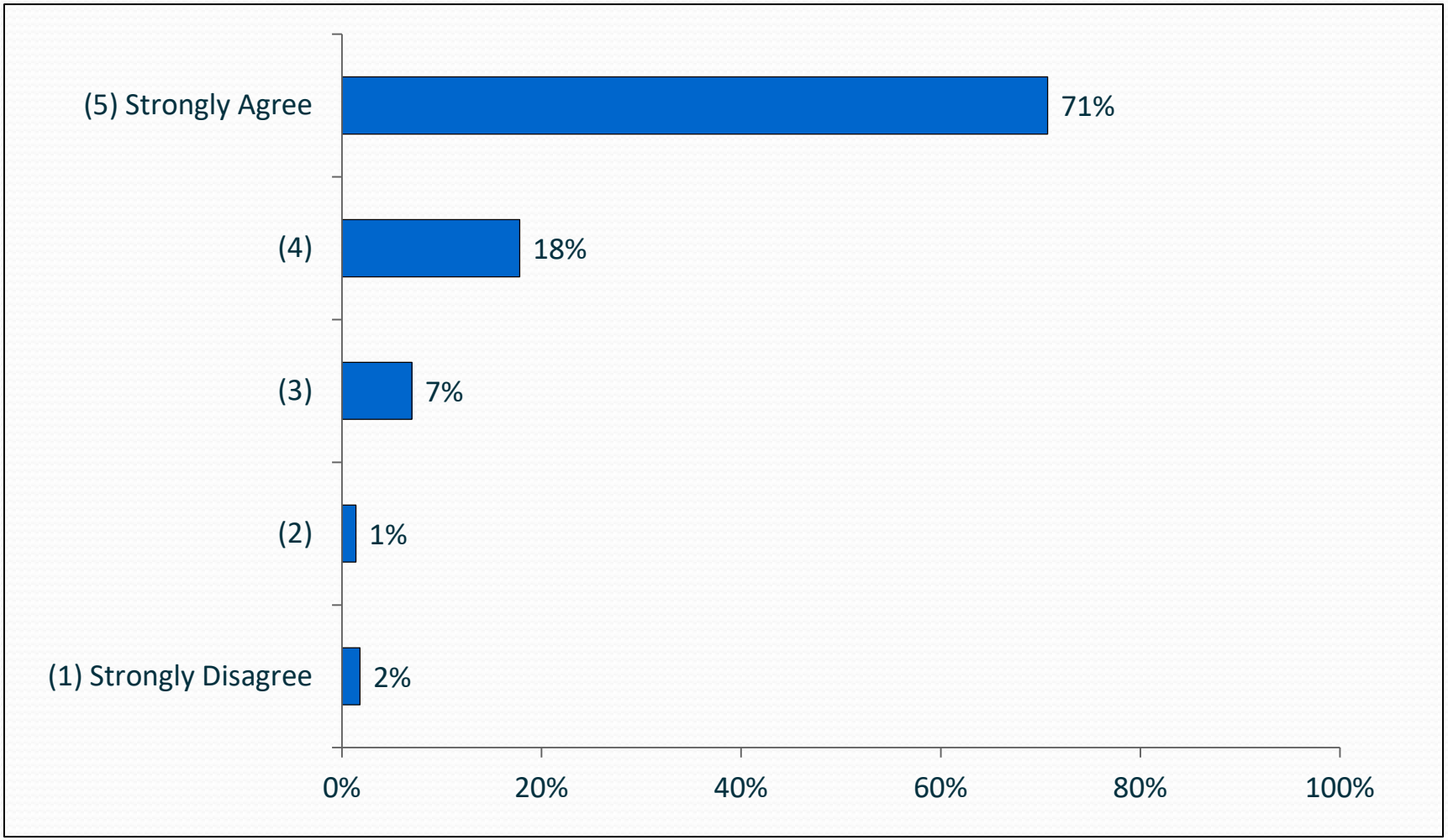
Waste Diversion Policy



n=1,200

Q5. Are you aware that the City of Edmonton has a policy to increase waste diversion?

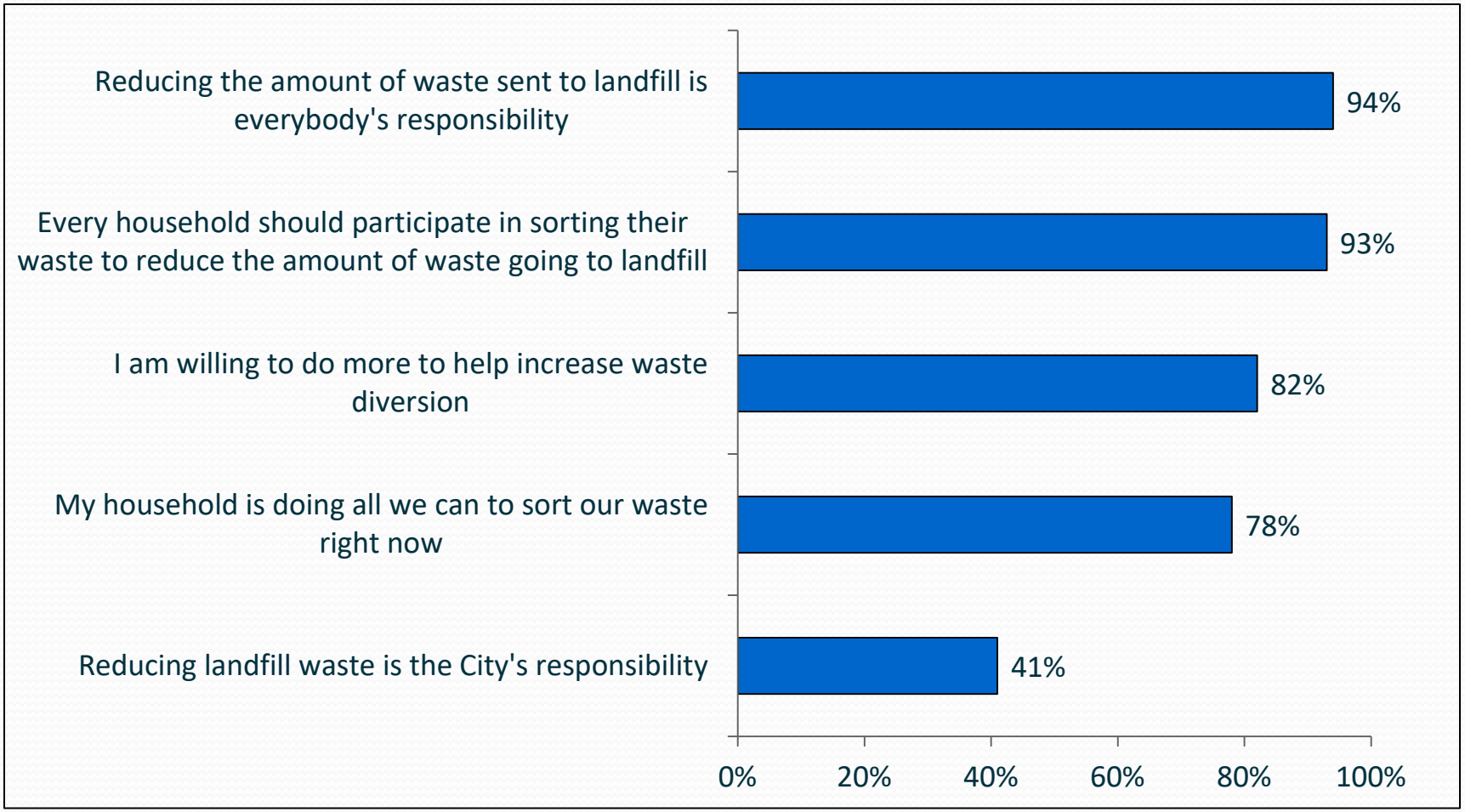
Waste Diversion Policy



n=1,200

Q6. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," how strongly do you agree that it is good policy direction to increase waste diversion?

Attitudes About Waste Diversion



*Percent of respondents who agreed with each statement (ratings of 4 or 5 out of 5)

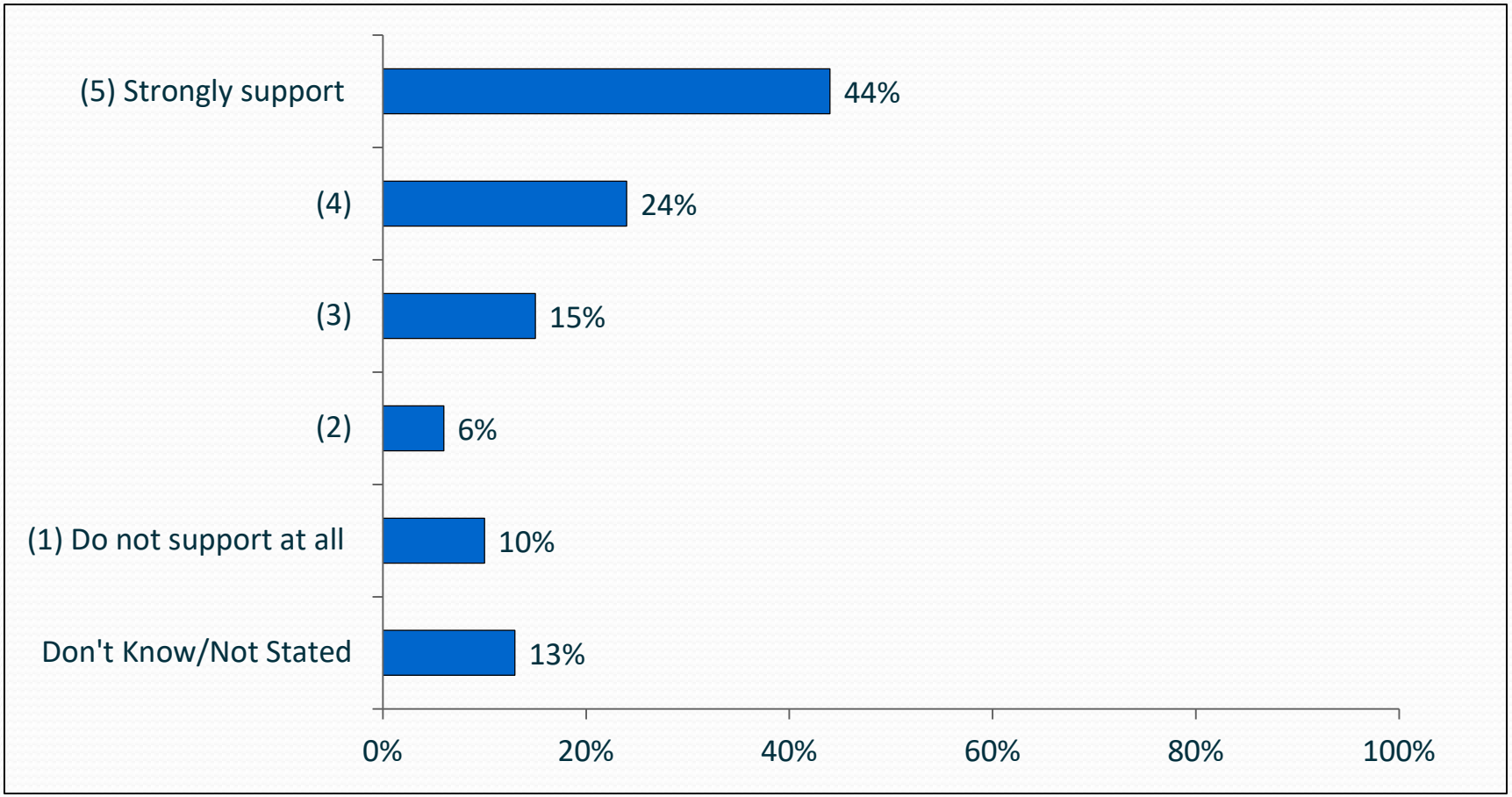
n=1,200

Q7. Diverting waste from landfill is something that is supported by the activities you do in your own household. Using the same 1 to 5 scale, how strongly do you agree with the following statements?* (statements randomized)

Separation of Organic Waste (Kitchen Scraps)*

- The City of Edmonton's goal is to divert 90% of residential waste from the landfill. Cities around the world are learning that reaching their waste diversion goals sometimes means that residents and households need to play a bigger role. The City has recently looked at some activities that other cities are doing, which could potentially happen here too. This could involve changing how residents sort and dispose of their waste at home. Better sorting of household waste is one of the biggest things that is seen to increase waste diversion.
- Many cities in Canada, including those in the metropolitan region, now require residents to separate kitchen scraps from their household garbage. Kitchen scraps are collected and placed in a green cart that can be wheeled to the curb or alley for pickup. Carts are picked up regularly through the year.
- This is different from Edmonton's system, where the sorting happens at the Edmonton Waste Management Centre.

Separation of Organic Waste (Kitchen Scraps)*



n=1,200

Q8. Given this information,* how strongly would you support a program that requires residents to separate kitchen scraps from the rest of their garbage – i.e., garbage that can't be composted or recycled? For the purposes of this question, we would like you to assume that this kind of program would have no bearing on your monthly waste utility rate. (**See notes)

*Kitchen scraps include bits of food leftover from cooking and meals.

Concerns with Separation of Organic Waste (Kitchen Scraps)

- Top responses included:*
  - Inconvenience/extra step
  - Smell, bugs
  - Limited waste to separately store kitchen waste
  - Cost increase as a result of the change

n=380

Base: Respondents who were neutral or did not support this proposal (ratings of 1 to 3 out of 5) in the previous question.

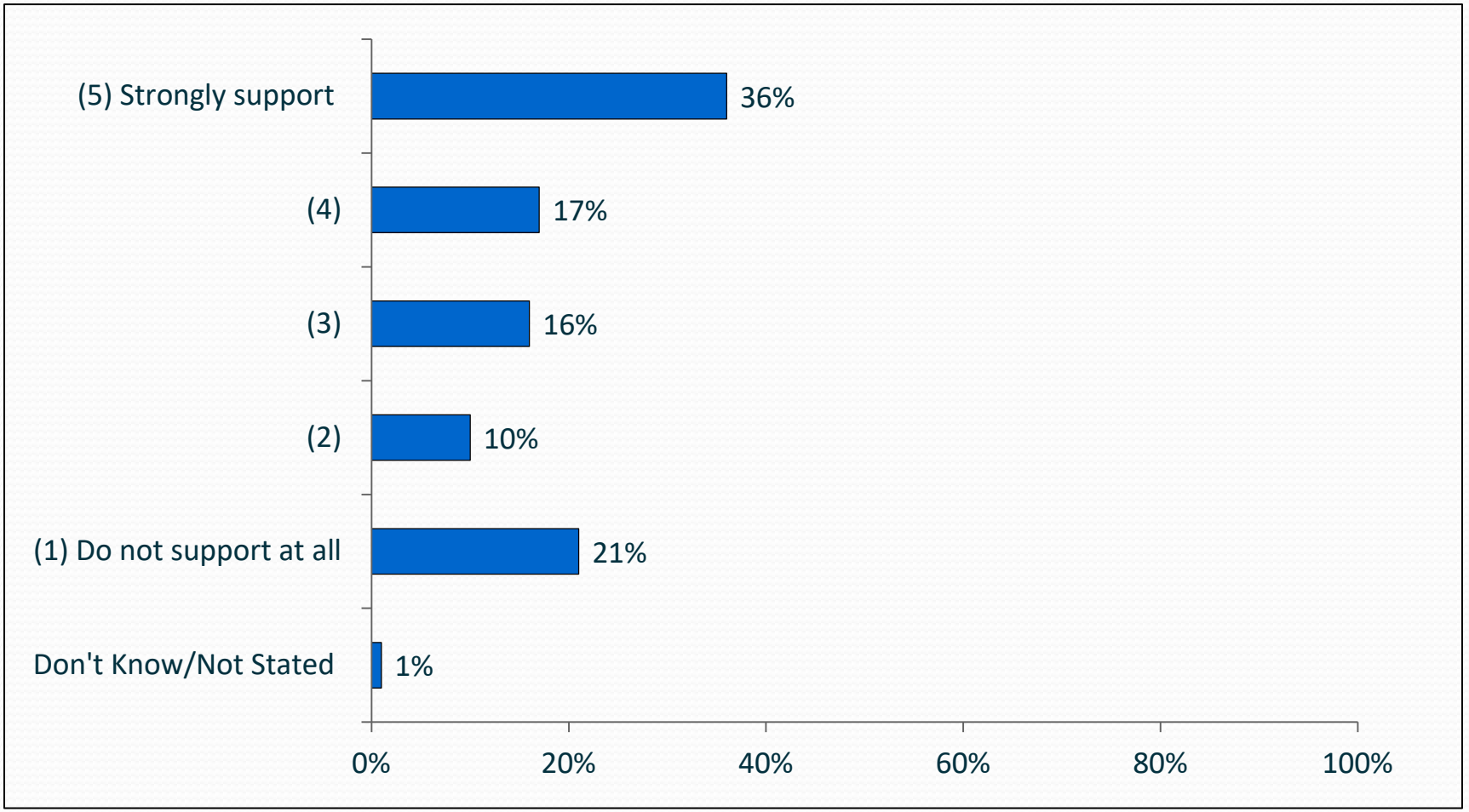
***Note that responses as demonstrated above are not representative of the entire data set, and reflect those most frequently mentioned amongst the pre-coded responses. The final response set will be included in the written report.**

Q9. [ASK IF RATING OF 1-3 IN Q8] What concerns would you have with a proposal that required residents to separate kitchen scraps from the rest of their garbage?*

Ceasing Grass Clippings Pickup

- In order to reduce waste, some Canadian cities do not pickup grass clippings and yard waste, including branches, leaves, and garden waste, as part of regular waste collection. This may mean that:
- Grass clippings are not collected in bags or carts at the curb. Instead, residents are asked to leave grass clippings on the lawn after they mow.
- Yard waste (branches, leaves, and garden waste) may be collected seasonally or annually, instead of being picked up as part of regular garbage collection. Some cities also offer community collection bins for residents to drop-off yard waste outside of their collection schedule.

Ceasing Grass Clippings Pickup



n=1,200

Q10-a. Do you think Edmonton should consider similar programs?* Using a scale of 1 to 5, where 1 means "do not support at all" and 5 means "strongly support," how strongly do you support the following? No longer accepting grass clippings for waste collection. This would require residents to leave their grass clippings on the lawn. (*See notes)

Concerns with Ceasing Pickup of Grass Clippings

- Top responses included:*
  - Too much material on lawn
  - Messy
  - Concerns about mess/unsightly/community standards for poorly kept
  - Wet, matted grass/concerns about causing thatch

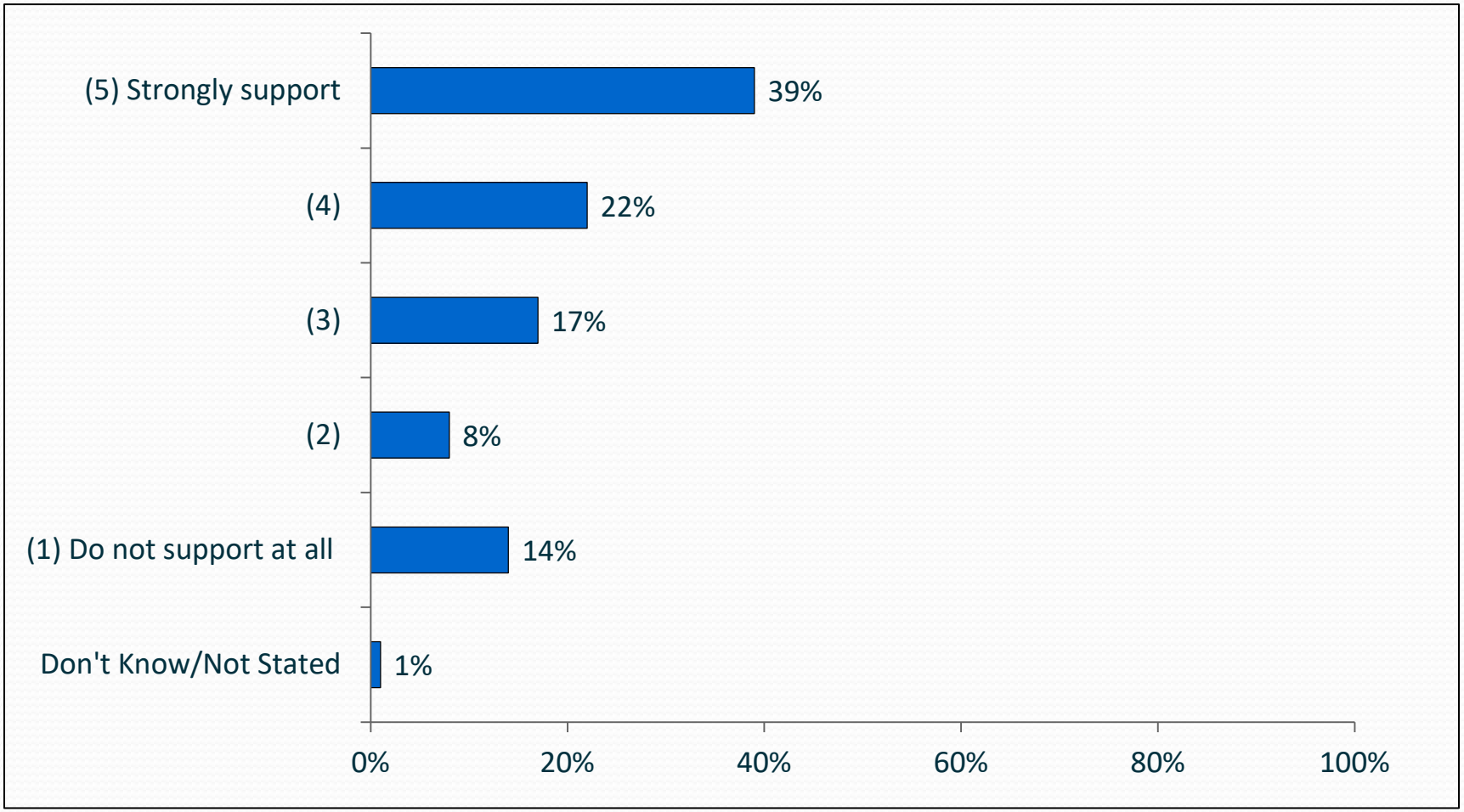
n=560

Base: Respondents who were neutral or did not support this proposal (ratings of 1 to 3 out of 5) in the previous question

***Note that responses as demonstrated above are not representative of the entire data set, and reflect those most frequently mentioned amongst the pre-coded responses. The final response set will be included in the written report.**

Q11. [ASK IF RATING OF 1-3 IN Q10-a/no grass clipping pickup] What concerns would you have about a proposal to no longer pickup grass clipping waste?*

Seasonal Leaf and Yard Waste Pickup



n=1,200

Q10-b. Do you think Edmonton should consider similar programs?* Using a scale of 1 to 5, where 1 means "do not support at all" and 5 means "strongly support," how strongly do you support the following? Seasonal leaf and yard waste pickup schedule. This would mean that yard waste would only be collected on specific days throughout the year, and collected less often than your garbage.

Concerns with Seasonal Leaf and Yard Waste Collection

- Top responses included:*
  - Too much material to save up for limited collection schedule
  - Concerns about mess/unsightly/community standards for poorly kept
  - Not enough room to store material on-site
  - Concerns about smells/rot/rodents/other wildlife

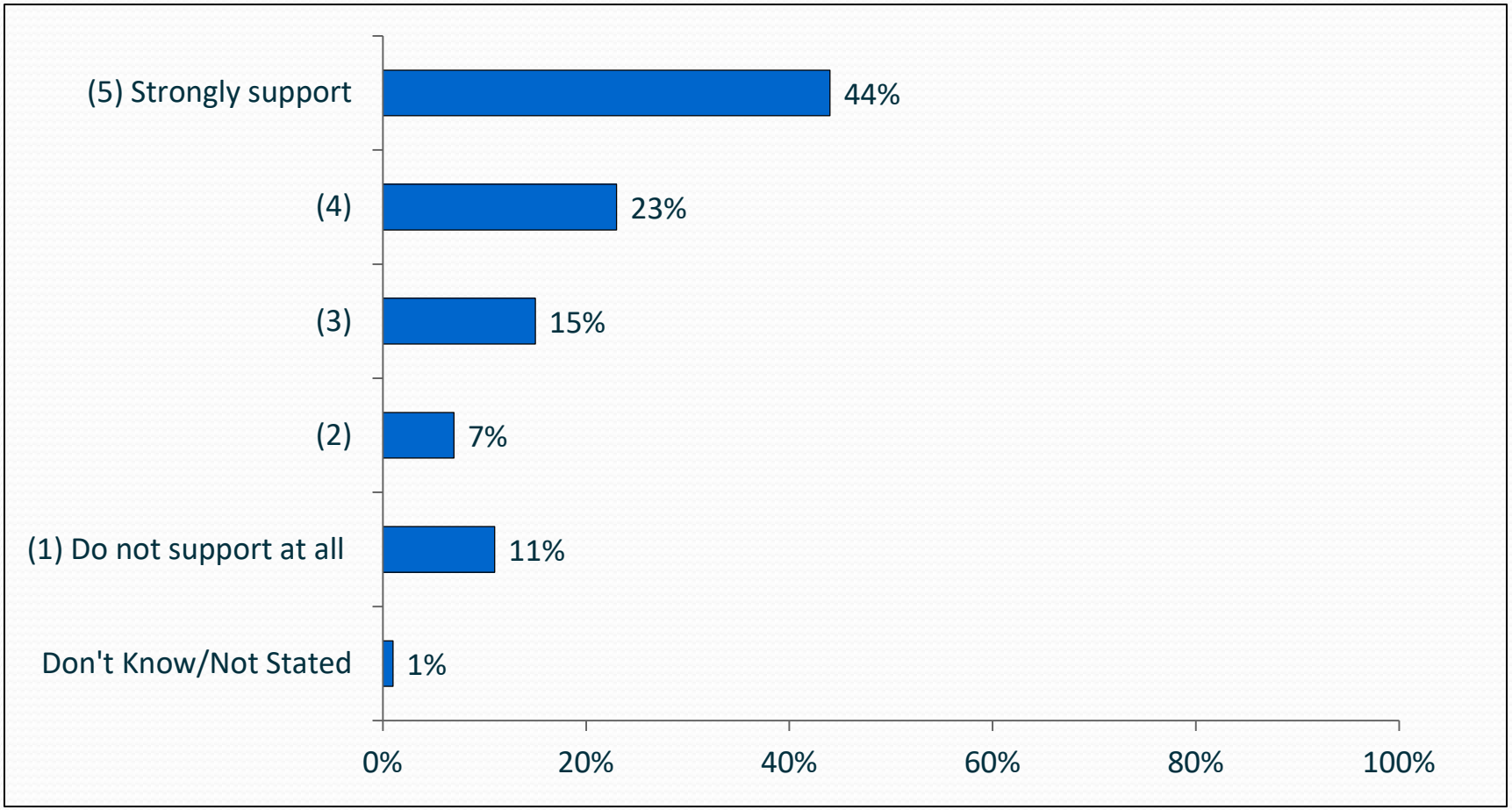
n=462

Base: Respondents who were neutral or did not support this proposal (ratings of 1 to 3 out of 5) in the previous question

***Note that responses as demonstrated above are not representative of the entire data set, and reflect those most frequently mentioned amongst the pre-coded responses. The final response set will be included in the written report.**

Q12. [ASK IF RATING OF 1-3 IN Q1-b/seasonal yard waste pickup] What concerns would you have about a proposal for separate seasonal collection of leaf and yard waste?*

Seasonal Leaf and Yard Waste Pickup with Community Drop-offs



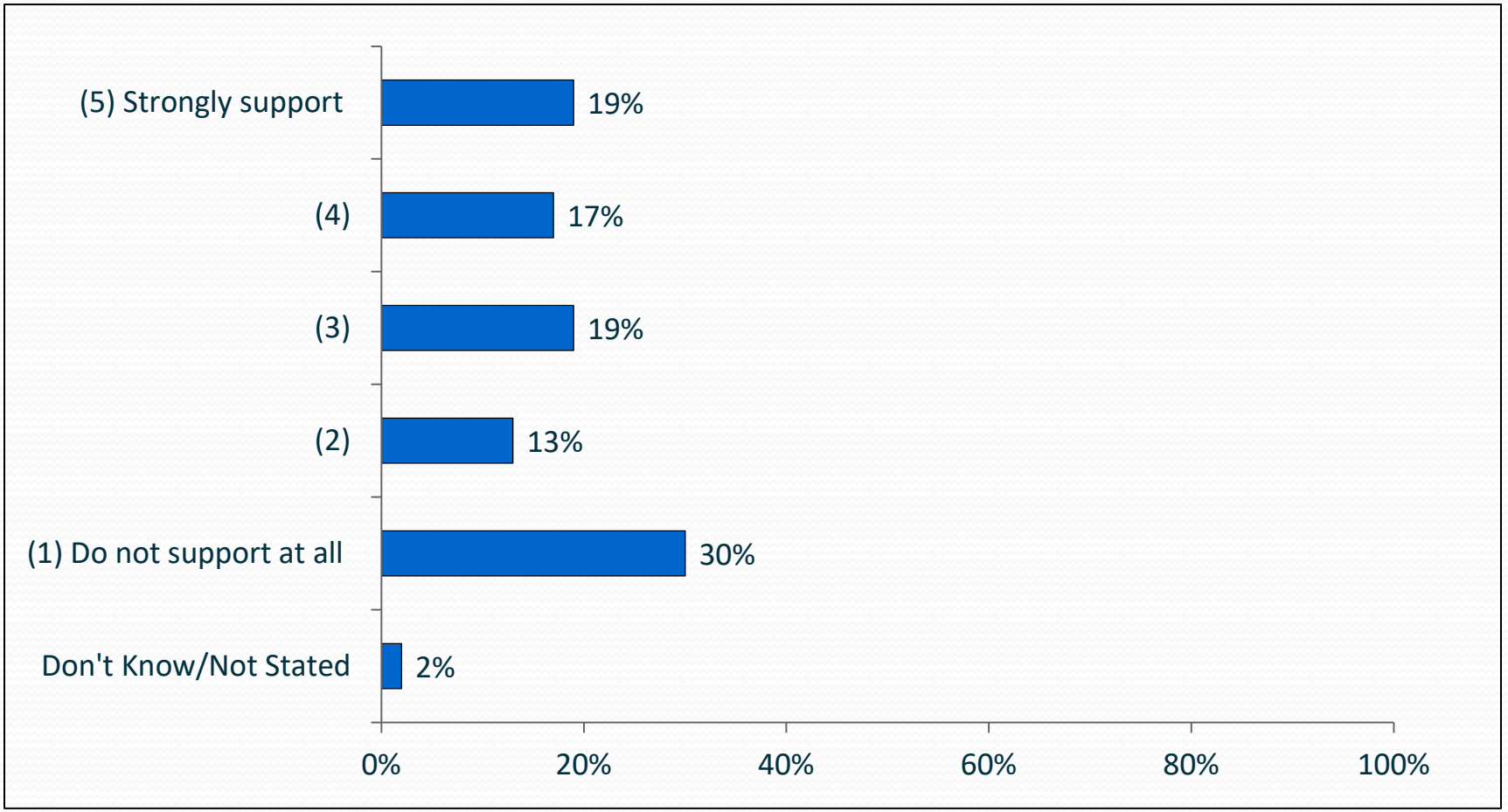
n=1,200

Q10-c. Do you think Edmonton should consider similar programs?* Using a scale of 1 to 5, where 1 means "do not support at all" and 5 means "strongly support," how strongly do you support the following? Seasonal leaf and yard waste pickup schedule, plus community drop-off depots. Yard waste would only be collected on specific days. Community depots would provide an alternative option for residents who don't want to wait until collection day to drop off yard waste.

Limits for Number of Garbage Bags

- Some cities have introduced a clear bag program for household garbage. Residents are asked to dispose of their garbage in clear bags, to ensure that unaccepted items, such as yard waste, kitchen scraps, and recyclables, aren't being placed in the garbage. For people who worry about privacy, cities generally allow some use of one or two black "privacy" bags.
- This type of system would also involve setting limits on how many bags of garbage could be placed at the curb for collection. The City of Edmonton does not currently limit the amount of black garbage bags that can be set out on collection day.

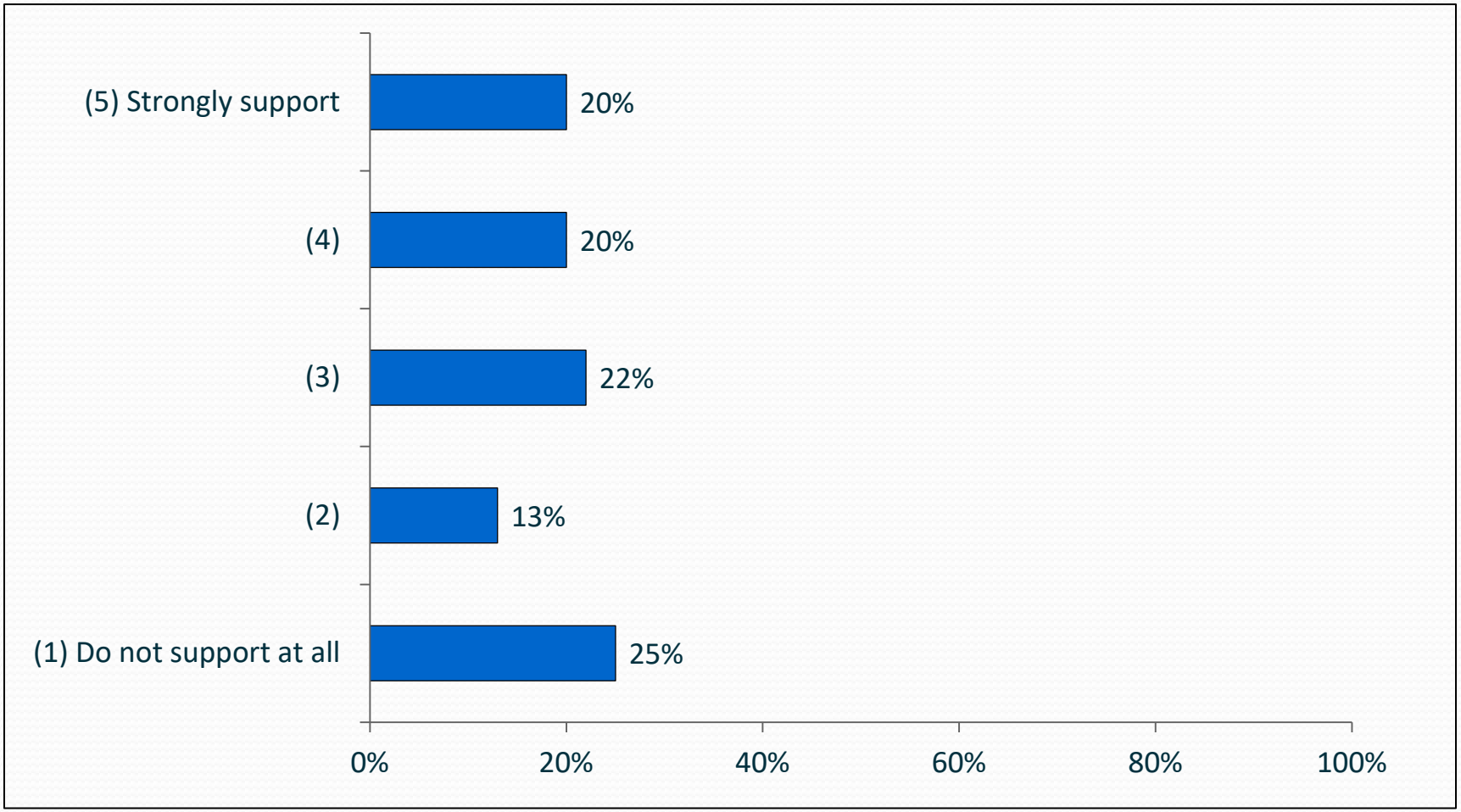
Limits for Number of Garbage Bags



n=1,200

Q13-b. Given this information,* how strongly would you support the following types of program changes, assuming that this would have no bearing on monthly waste utility rates? A limit on the number of garbage bags that can be picked up each collection day. (*See notes)

Clear Bags for Garbage Disposal



n=1,200

Q13-a. Given this information,* how strongly would you support the following types of program changes, assuming that this would have no bearing on monthly waste utility rates? A requirement for residents to dispose of most of their garbage in clear bags. (*See notes)

Concerns with Clear Bags

- Top responses included:*
  - Not enough personal privacy/security concerns
  - Extra cost for clear bags

n=719

Base: Respondents who were neutral or did not support this proposal (ratings of 1 to 3 out of 5) in the previous question

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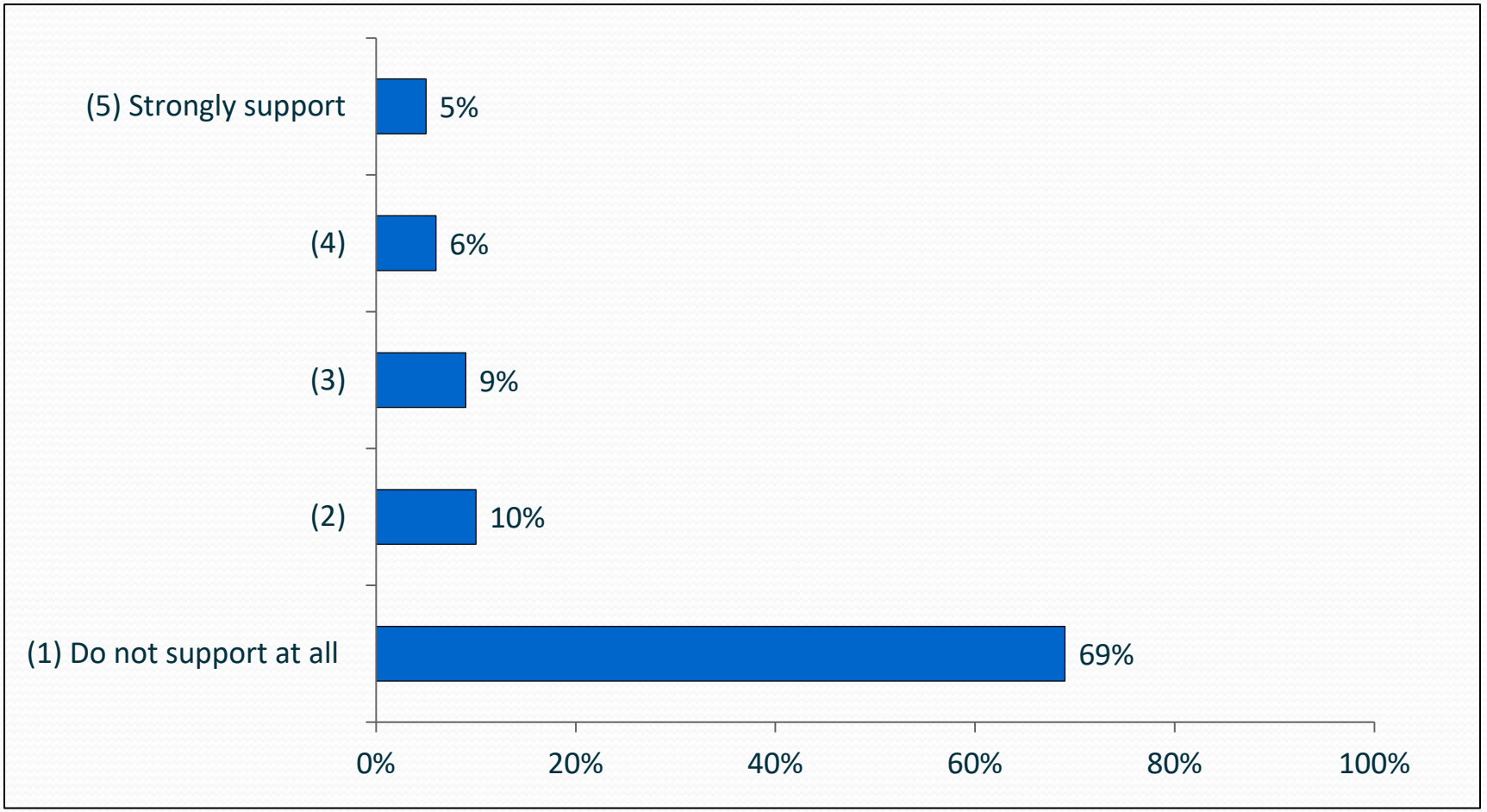
Q14. [ASK IF RATING OF 1-3 IN Q13-a/clear bags] What concerns would you have about a proposal that requires residents to collect garbage in clear bags?*

Back Lane to Front Street Collection

- In recent years, there has been some discussion about the use of back alleys compared with front streets for waste collection. If garbage collection routes were moved from back lanes to front streets, where possible, this would shift waste collection truck traffic from back alleys to front streets. Front street collection requires residents to put waste at their front curb the night before collection, and would also involve front street parking restrictions on collection day, in order to allow enough space for workers to collect waste.

Back Lane to Front Street Collection



n=609

Base: Respondents who receive back alley garbage collection

Q15. Given this information,* how strongly would you support a proposal to move garbage collection routes from back lanes to front streets? (*See notes)

Concerns with Moving to Front Street Collection

- Top responses included:*
  - Parking restrictions concerns
  - Unsightly
  - Lack of space at front

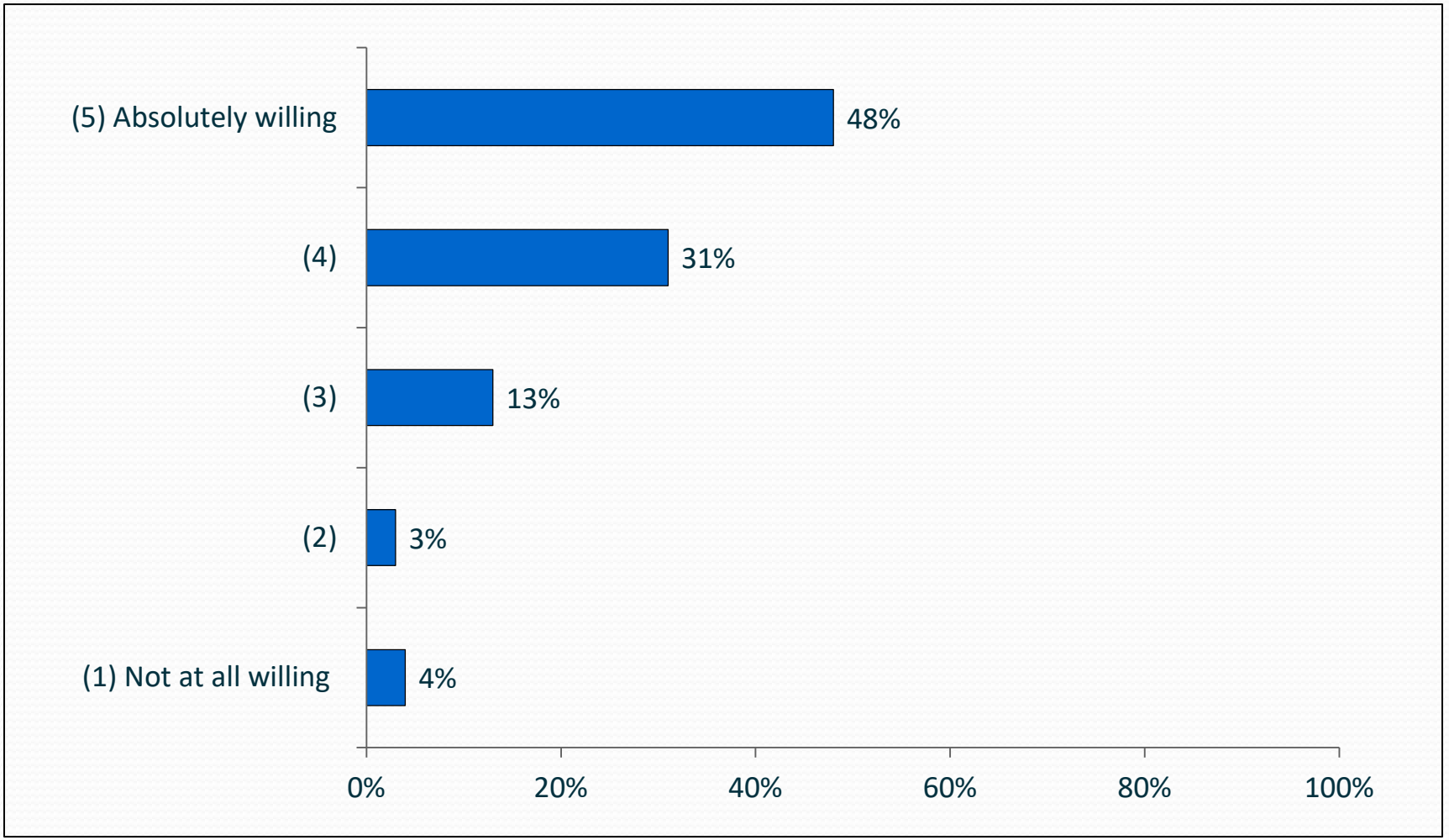
n=539

Base: Respondents who were neutral or did not support this proposal (ratings of 1 to 3 out of 5) in the previous question

***Note that responses as demonstrated above are not representative of the entire data set, and reflect those most frequently mentioned amongst the pre-coded responses. The final response set will be included in the written report.**

Q16. [ASK IF RATING OF 1-3 IN Q15] What concerns would you have about a proposal to move garbage collection routes from back lanes to front streets?*

Increasing Waste Diversion



n=1,200

Q17. After hearing about a range of potential changes that could be required to support a higher level of waste diversion, how willing are you to do more at home in order to increase waste diversion?

Respondent Demographics

- Gender
  - Male – 49%
  - Female – 51%

- Age
  - 18 to 34 years old* – 17%
  - 35 to 54 years old – 40%
  - 55 years and older – 43%

- Ward – n=100 each (approx. 8%).

- Q19. What type of a dwelling do you live in?
  - Single detached home – 92%
  - Townhouse, duplex, or fourplex – 7%
  - Condo – <1%
  - Other – 2%*

n=1,200

*Due to the screening criteria (i.e., respondents were required to live in a residence with garbage pick-up and have a yard they are responsible for maintaining, the naturally-occurring proportion of 18 to 34 year olds who meet these criteria is lower than amongst those in that age group across all types of housing.

Respondent Demographics

- Q20. How long have you lived in Edmonton?
  - Less than 1 year – 1%
  - 1 to 5 years – 5%
  - 6 to 10 years – 8%
  - Over 10 years – 86%

- Q21. What is your primary mode of transportation?
  - Car or other personal vehicle (as a driver) – 86%
  - Car or other personal vehicle (as a passenger) – 3%
  - Public transit (Bus or LRT) – 6%
  - Walking – 1%
  - Cycling – 1%
  - Other – 2%

- Q22. Which of the following best describes your household composition?
  - Single person without children – 13%
  - Single person with children under 18 years – 4%
  - Married or cohabiting without children – 32%
  - Married or cohabiting with children under 18 years – 26%
  - More than 2 adults – 23%
  - Prefer not to say – 1%

n=1,200

*Percentages may change slightly as 'other' responses are re-coded into the above categories (where applicable)

Respondent Demographics

- Q23. Are any of your children…? (n=352; Base: Respondents with children)
  - Under 5 years old – 33%
  - 5 to 9 years old – 42%
  - 10 to 17 years old – 55%

- Q24. What is the highest level of education you have obtained?
  - Grade school or some high school – 5%
  - Completed high school – 17%
  - Some university or college – 13%
  - Completed college diploma or university degree – 48%
  - Post-graduate degree – 15%
  - Other – 1%

- Q25. What is your current employment status?
  - Working FT, including self-employment – 51%
  - Working PT, including self-employment – 13%
  - Homemaker – 3%
  - Student – 3%
  - Not employed – 4%
  - Retired – 25%

n=1,200

Respondent Demographics

- Q26. Which of the following languages are spoken at home?*
  - English only (primary, first language) – 86%
  - English (ESL, or second language) – 9%
  - Arabic – 1%
  - Cantonese – 2%
  - French – 5%
  - German – 2%
  - Mandarin – 1%
  - North American Indigenous – <1%
  - Punjabi – 2%
  - Spanish – 2%
  - Tagalog (Pilipino, Filipino) – 2%
  - Ukrainian – 3%
  - Other – 11%**
  - Prefer not to say – <1%

- Q27. Where would you place your total household income, before taxes, for 2017?
  - Less than $60,000 – 16%
  - $60,000 to less than $100,000 – 19%
  - $100,000 to less than $125,000 – 12%
  - $125,000 to less than $150,000 – 9%
  - $150,000 to less than $200,000 – 9%
  - $200,000 or greater – 7%
  - Prefer not to say – 22%

n=1,200
*Multiple responses permitted
***Percentages may change slightly as 'other' responses are re-coded into the above categories (where applicable)

Appendix – Final Questionnaire

2018 City of Edmonton Waste Services Survey

Landline Introduction

Hello, this is _____ with Banister Research, a professional research company. We have been contracted to conduct a survey on behalf of the City of Edmonton regarding waste services. Results of the survey will help inform the City's Waste Management Strategy. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study.

[**RESPONDENT/CREDIBILITY CONCERNS**: If you have any concerns about the legitimacy of this survey, please contact 311]

A. For this study, I need to speak to the male or female head of household aged 18 or older, who is primarily responsible for managing your household's waste. Is that person available?

1.	Yes, speaking	
2.	Yes, I'll get him/her	**[Repeat Intro and Continue]**
3.	Not now	**[Arrange callback and record first name of respondent]**

B. This interview will take approximately 12 to 15 minutes, depending on your responses. Is this a convenient time for us to talk, or should we call you back?

1.	Convenient time	**CONTINUE**
2.	Not convenient time	**ARRANGE CALL-BACK**

C. To ensure that we get proper representation from all age groups, could you please tell me in what year you were born? [**WATCH AGE MINIMUMS; SCREEN FOR 18-34 CATEGORY FIRST**]

1. ___ [**ENTER YEAR OF BIRTH**]

Age Categories:

1. 18 to 34
2. 35 to 54
3. 55+

D. May I please confirm that you live in the City of Edmonton? (i.e., you pay your taxes to the City of Edmonton)

1. Yes	**CONTINUE**
2. No	**THANK AND TERMINATE**
F5. (Don't Know)	**THANK AND TERMINATE**

E. Do you…?

1. Live in a residence with garbage pickup from cans or bags on the property? ***OR***
2. Live in an apartment or condo where garbage is placed in a common bin for pick-up? **[TERMINATE]**
3. Other: _____
F5. Don't Know/Not Stated **[TERMINATE]**

F. Do you have a yard or lawn that you are responsible for maintaining, either in front of or behind your property? This excludes any common or shared properties that you are not personally responsible for maintaining (e.g., condo association might maintain a shared lawn space).

1. Yes
2. No **[TERMINATE]**
F5. Don't Know/Not Stated **[TERMINATE]**

G. To ensure we have representation from all parts of the City, what is your 6-digit postal code?

1. ___ [ENTER POSTAL CODE]

H. **CHECK WARD QUOTAS:**

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6
7. Ward 7
8. Ward 8
9. Ward 9
10. Ward 10
11. Ward 11
12. Ward 12

I. **RECORD GENDER [DO NOT READ] – WATCH QUOTAS – 50/50**

1. Male
2. Female

Cell Phone Introduction

- **n=600 respondents; must be sourced from CP sample, but can be completed via landline**

Hello, this is _____ with Banister Research, a professional research company. We have been contracted to conduct a survey on behalf of the City of Edmonton regarding waste services. Results of the survey will help inform the City's Waste Management Strategy.

[**RESPONDENT/CREDIBILITY CONCERNS**: If you have any concerns about the legitimacy of this survey, please contact 311]

J. May I please confirm that we have reached you via cell phone?

1. Yes, this is a cell phone [**CONTINUE**]
2. No, this is a landline [**CONTINUE WITH LANDLINE INTRO, BUT REMOVE FROM CELL PHONE SAMPLE/COUNT TOWARD LANDLINE SAMPLE**]

K. For this study, I need to speak with someone 18 or older who is primarily responsible for managing your household's waste. May I confirm that you are at least 18 and can speak to us about this topic?

1. Yes [**READ**: Are you comfortable speaking with me via cell phone, or would you prefer I call you back on a landline?

   i. Yes, cell phone [**CONTINUE**]
   ii. Yes, landline [**RECORD LANDLINE NUMBER AND CALL BACK**]
   iii. No [**THANK AND TERMINATE**]

2. No [**READ**: Would it be possible to speak the male or female head of household who is at least 18 years old, who handles the majority of garbage and recycling at home and can speak to us about waste services? Do they have a landline or cell phone number we may reach them at?]

   i. Yes, landline [**RECORD NAME AND PHONE NUMBER, SCHEDULE CALLBACK, GO TO LANDLINE INTRODUCTION**]
   ii. Yes, cell phone [**RECORD NAME AND PHONE NUMBER, SCHEDULE CALLBACK, GO TO CELL PHONE INTRODUCTION**]
   iii. No [**THANK AND TERMINATE**]

L. This interview will take approximately 12 to 15 minutes, depending on your responses. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **CONTINUE**
2. Not convenient time **ARRANGE CALL-BACK**

M. To ensure that we get proper representation from all age groups, could you please tell me in what year you were born? **[WATCH AGE MINIMUMS; SCREEN FOR 18-34 CATEGORY FIRST]**

1. ___ **[ENTER YEAR OF BIRTH]**

Age Categories:

1. 18 to 34
2. 35 to 54
3. 55+

N. May I please confirm that you live in the City of Edmonton? (i.e., you pay your taxes to the City of Edmonton)

1. Yes	**GO TO QP**
2. No	**GO TO QO, THEN TERMINATE**
3. F5. (Don't Know)	**GO TO QO, THEN TERMINATE**

O. In which municipality do you live and/or pay your taxes to?

1. _____ → **THANK AND TERMINATE**

P. Do you…?

1. Live in a residence with garbage pickup from cans or bags on the property? ***OR***
2. Live in an apartment or condo where garbage is placed in a common bin for pick-up? **[TERMINATE]**
3. Other: _____

F5. Don't Know/Not Stated **[TERMINATE]**

Q. Do you have a yard or lawn that you are responsible for maintaining, either in front of or behind your property? This excludes any common or shared properties that you are not personally responsible for maintaining (e.g., condo association might maintain a shared lawn space).

1. Yes
2. No **[TERMINATE]**
F5. Don't Know/Not Stated **[TERMINATE]**

R. To ensure we have representation from all parts of the City, what is your 6-digit postal code?

1. ___ **[ENTER POSTAL CODE]**

S. **CHECK WARD QUOTAS:**

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6
7. Ward 7
8. Ward 8
9. Ward 9
10. Ward 10
11. Ward 11
12. Ward 12

T. **RECORD GENDER [DO NOT READ] – WATCH QUOTAS – 50/50**

1. Male
2. Female

U. Are you in a safe and legal position to speak with me? I would like to ensure that you are not currently driving or prohibited from speaking on your cell phone.

1. Yes **[CONTINUE]**
2. No **[ARRANGE CALLBACK: When can I call you back? Would you prefer if I call you later on a landline?]**

   i. Yes, callback on cell phone **[SCHEDULE CALLBACK]**
   ii. Yes, callback on landline **[RECORD LANDLINE NUMBER AND START AGAIN FROM LANDLINE INTRO]**
   iii. No **[THANK AND TERMINATE]**

V. Before we continue, I would also like to confirm that this survey will not be conducted at a cost to you, for example by charging you long-distance. May I confirm that our time on the phone will not cost you anything?

1. Yes, no charge **[CONTINUE]**
2. No, there is a charge **[ARRANGE CALLBACK: May I call you back on a landline so that we do not incur any costs for you?]**

   i. Yes **[RECORD LANDLINE NUMBER AND SCHEDULE CALLBACK]**
   ii. No **[THANK AND TERMINATE]**

IF "YES" TO ALL CELL PHONE QUESTIONS, CONTINUE WITH SCRIPT

W. **[ASK ALL]** Do you, or any members of your household work for…?

1. Yes **[TERMINATE IF YES TO ANY]**
2. No/Don't Know

a) City of Edmonton Waste Services
b) A market research firm
c) A marketing or advertising firm
d) A newspaper, TV, or radio station or any other media source

SECTION 1: CURRENT WASTE BEHAVIOUR

We'd like to start by asking you about your residence and your household's waste collection.

1) Where is your garbage collected?

   1. In the rear alleyway
   2. At the front of the property
   3. Other; specify: _____
   F5. Don't Know/Not Stated

2) Has your household done any of the following in the past 12 months?

   1. Yes
   2. No
   F5. Don't Know/Not Stated

   a) Composted (e.g., Backyard composting)
   b) Recycled using the blue bag program
   c) Taken recycling to Community Recycling Depots
   d) Taken items to one of the City's Eco Stations
   e) Left grass clippings on the lawn after you mow during the summer
   f) Collected other yard waste, including leaves or branches, for garbage pick-up, during the spring, summer, or fall

INTERVIEWER NOTES:

- For the purposes of the survey, "recycling" means recycling of non-organic items, including metals, mixed paper and newspaper, plastics, glass and cardboard.
- Eco Stations accept household hazardous waste, electronics, recyclables, yard waste, and large items like appliances and furniture.

3) [**ASK FOR EACH 'YES' IN Q2**] How frequently does your household typically…?

1. Once a week or more
2. One (1) to three (3) times a month
3. Once every few months
4. Once a year or less
5. Never

F5. Don't Know/Not Stated

a) Compost (e.g., Backyard composting)
b) Recycle using the blue bag program
c) Take recycling to Community Recycling Depots
d) Take items to one of the City's Eco Stations
e) Leave grass clippings on the lawn after you mow during the summer
f) Collect other yard waste, including leaves or branches, for garbage pick-up, during the spring, summer, or fall

4) In a typical week, how many bags of the following does your household usually put out for garbage collection?

1. _____ bags

F5. Don't Know/Not Stated

1) Garbage (year-round)
2) Recycling (year-round)
3) Grass clippings (during the summer months)
4) Leaves, branches and other yard waste (during the spring, summer and fall months – note that branches may be bundled; 1 bundle = 1 bag)

SECTION 2: ATTITUDES

For the following questions, we are going to talk about the idea of **waste diversion or landfill diversion**. When we use these terms, we are talking about the amount of household waste that is sent to landfill. When you participate in activities like recycling, composting or taking items to a local Eco Station, this increases waste diversion, meaning that less of your household waste goes to landfill.

5) Are you aware that the City of Edmonton has a policy to increase waste diversion?

1. Yes
2. No
3. I'm not sure

F5. Don't Know/Not Stated

6) Using a scale of 1 to 5 where 1 means "strongly disagree" and 5 means "strongly agree," how strongly do you agree that it is a good policy direction to increase waste diversion?

1. Strongly disagree
2. …
3. …
4. …
5. Strongly agree

F5. Don't Know/Not Stated

7) Diverting waste from landfill is something that is supported by the activities you do in your own household. Using the same 1 to 5 scale, how strongly do you agree with the following statements? **[RANDOMLY ROTATE ITEMS]**

1. Strongly disagree
2. …
3. …
4. …
5. Strongly agree

F5. Don't Know/Not Stated

a) Every household should participate in sorting their waste to reduce the amount of waste going to landfill.
b) Reducing the amount of waste sent to landfill is everybody's responsibility
c) My household is doing all we can to sort our waste right now.
d) Reducing landfill waste is the City's responsibility
e) I am willing to do more to help increase waste diversion

SECTION 3: SEPARATION OF ORGANIC WASTE

Before we continue, I am going to read you some information:

The City of Edmonton's goal is to divert 90% of residential waste from the landfill. Cities around the world are learning that reaching their waste diversion goals sometimes means that residents and households need to play a bigger role. The City has recently looked at some activities that other cities are doing, which could potentially happen here too. This could involve changing how residents sort and dispose of their waste at home. Better sorting of household waste is one of the biggest things that is seen to increase waste diversion.

Many cities in Canada, including those in the metropolitan region, now require residents to separate kitchen scraps from their household garbage. Kitchen scraps are collected and placed in a green cart that can be wheeled to the curb or alley for pickup. Carts are picked up regularly through the year.

This is different from Edmonton's system, where the sorting happens at the Edmonton Waste Management Centre.

Interviewer Notes – DO NOT READ TO RESPONDENT UNLESS ASKED:

- Other Canadian cities have made changes to their residential waste systems, in order to increase their waste diversion. Some of the changes presented in this survey have been implemented in cities that report high waste diversion rates.
- Most cities ask households to use certified compostable bags to make it easier to transfer kitchen scraps to a green cart for disposal.
- Processing organic materials for composting is a costly and intensive process -- not all of the organic material in the garbage is able to be completely sorted out. If residents separated their compostable materials at home, the City could divert more waste from landfill.

8) Given this information, how strongly would you support a program that requires residents to separate kitchen scraps from the rest of their garbage – i.e., garbage that can't be composted or recycled? For the purposes of this question, we would like you to assume that this kind of program would have no bearing on your monthly waste utility rate. [**READ SCALE**]

1. Do not support at all
2. …
3. …
4. …
5. Strongly support

F5. Don't Know/Not Stated

Interviewer Notes – DO NOT READ TO RESPONDENT UNLESS ASKED:

- The waste utility rate is the monthly amount that Edmonton households pay for service. This rate covers all residential waste programs and services, including garbage and recycling collection, recycling depots, Eco Stations, Big Bin events, education programs, and more.

9) [**ASK IF RATING OF 1-3 IN 8**] What concerns would you have with a proposal that required residents to separate kitchen scraps from the rest of their garbage? [**PRE-CODES ONLY; DO NOT READ**] [**MULTIPLE MENTIONS**]

1. Smell, bugs
2. Cost (of compostable kitchen bags)
3. Inconvenience/extra step
4. Limited space to separately store kitchen waste
5. Use of cart (concerns with size, storage)
6. Concerns with mobility issues (having to wheel large cart)
7. Want to put other compostable items in not just kitchen scraps (e.g., paper towels, toothpicks, pet hair, etc.)
8. Schedule/if pickup is reduced to every two weeks in winter
9. Cost increase as a result of the change
10. Other; specify_____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

SECTION 4: GRASS AND YARD WASTE

In order to reduce waste, some Canadian cities do not pickup grass clippings and yard waste, including branches, leaves, and garden waste, as part of regular waste collection. This may mean that:

- Grass clippings are not collected in bags or carts at the curb. Instead, residents are asked to leave grass clippings on the lawn after they mow.
- Yard waste (branches, leaves, and garden waste) may be collected seasonally or annually, instead of being picked up as part of regular garbage collection. Some cities also offer community collection bins for residents to drop-off yard waste outside of their collection schedule.

Interviewer Notes – DO NOT READ TO RESPONDENT UNLESS ASKED:

The reasons for not collecting grass and yard waste with garbage are that:

- Grass clippings are wet and heavy, and make up about 50% of Edmonton's residential garbage in the summer. By not collecting grass clippings, this would reduce Edmonton's waste overall.
- Collecting, transporting, and processing grass clippings uses up a lot of energy and resources.
- Leaving grass clippings on the lawn supports a healthier lawn.

10) Do you think Edmonton should consider similar programs? Using a scale of 1 to 5, where 1 means "do not support at all" and 5 means "strongly support," how strongly do you support the following?

1. Do not support at all
2. ...
3. ...
4. ...
5. Strongly support

F5. Don't Know/Not Stated

a) No longer accepting grass clippings for waste collection. This would require residents to leave their grass clippings on the lawn.
b) Seasonal leaf and yard waste pickup schedule. This would mean that yard waste would only be collected on specific days throughout the year, and collected less often than your garbage.
c) Seasonal leaf and yard waste pickup, plus community drop-off depots. Yard waste would only be collected on specific days. Community depots would provide an alternate option for residents who don't want to wait until collection day to drop off yard waste.

11) [**ASK IF RATING OF 1-3 IN Q10-a/no grass clipping pickup**] What concerns would you have about a proposal to no longer pickup grass clipping waste? [**PRE-CODES ONLY; DO NOT READ**] [**MULTIPLE MENTIONS**]

1. Too much material on lawn
2. Wet, matted grass/concerns about causing thatch
3. Messy: grass gets everywhere (sidewalks, in home, etc.)
4. Concerns about grass clogging street drains/catchment basins
5. Concerns about mess/unsightly/community standards for poorly kept properties
6. Don't have a mulching mower
7. Don't know how to do this properly
8. Can't afford to have someone haul material away
9. If residents are still expected to mow/maintain boulevard lawn
10. Concerns about illegal dumping
11. Other; specify_____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

12) [**ASK IF RATING OF 1-3 IN Q10-b/seasonal yard waste pickup**] What concerns would you have about a proposal for separate seasonal collection of leaf and yard waste? [**PRE-CODES ONLY; DO NOT READ**] [**MULTIPLE MENTIONS**]

1. Too much material to save up for limited collection schedule
2. Not enough room to store material on-site
3. Concerns about smells/rot/rodents/other wildlife
4. Concerns about mess/unsightly/community standards for poorly kept properties
5. Concerns about fire hazards (keeping dry branch/leaf piles in dry conditions)
6. Mobility issues/physical limitations for moving/transporting/storing
7. Can't afford to have someone haul material away
8. Cost increases for service
9. Don't have a car/vehicle (no option to transport off-site)
10. If residents are still expected to maintain boulevard trees
11. Concerns about illegal dumping
12. Other; specify_____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

SECTION 5: CLEAR BAGS AND BAG LIMITS

Some cities have introduced a clear bag program for household garbage. Residents are asked to dispose of their garbage in clear bags, to ensure that unaccepted items, such as yard waste, kitchen scraps, and recyclables, aren't being placed in the garbage. For people who worry about privacy, cities generally allow some use of one or two black "privacy" bags.

This type of system would also involve setting limits on how many bags of garbage could be placed at the curb for collection. The City of Edmonton does not currently limit the amount of black garbage bags that can be set out on collection day.

13) Given this information, how strongly would you support the following types of program changes, assuming that this would have no bearing on monthly waste utility rates?

1. Do not support at all
2. ...
3. ...
4. ...
5. Strongly support

F5. Don't Know/Not Stated

a) A requirement for residents to dispose of most of their garbage in clear bags.
b) A limit on the number of garbage bags that can be picked up each collection day.

14) [**ASK IF RATING OF 1-3 IN Q13-a/clear bags**] What concerns would you have about a proposal that requires residents to collect garbage in clear bags? [**PRE-CODES ONLY; DO NOT READ**] [**MULTIPLE MENTIONS**]

1. Extra cost for clear bags
2. Where to find clear bags
3. Not enough personal privacy/security concerns
4. Why would we still stick with garbage bags? Most cities have moved to using carts for garbage (e.g., automated collection systems)
5. Environmental concerns - continue to use plastic bags for garbage
6. Mess from garbage pickers
7. Bags pulled apart by wildlife
8. City should provide cans for garbage
9. Implies lack of trust in residents to do the right thing (feels too "big brother")
10. Other; specify_____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

SECTION 6: FRONT VS. BACK ALLEY COLLECTION

[ASK SECTION 6 IF RESPONDENT HAS BACK ALLEY COLLECTION – Q1=1/Rear alleyway – OTHERWISE SKIP TO SECTION 7]

In recent years, there has been some discussion about the use of back alleys compared with front streets for waste collection. If garbage collection routes were moved from back lanes to front streets, where possible, this would shift waste collection truck traffic from back alleys to front streets. Front street collection requires residents to put waste at their front curb the night before collection, and would also involve front street parking restrictions on collection day, in order to allow enough space for workers to collect waste.

15) Given this information, how strongly would you support a proposal to move garbage collection routes from back lanes to front streets?

1. Do not support at all
2. …
3. …
4. …
5. Strongly support

F5. Don't Know/Not Stated

16) [**ASK IF RATING OF 1-3 IN Q15**] What concerns would you have about a proposal to move garbage collection routes from back lanes to front streets? [**PRE-CODES ONLY; DO NOT READ**] [**MULTIPLE MENTIONS**]

1. Increased front street traffic
2. Increased wear and tear on front street
3. Safety/noise concerns
4. Parking restrictions concerns
5. Snow removal/snow piles concerns
6. Mobility issues (hauling garbage to front is too much work)
7. Lack of space at front
8. Unsightly
9. Costs (e.g., to maintain streets)
10. Other; specify_____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

SECTION 7: FINAL COMMENTS

17) After hearing about a range of potential changes that could be required to support a higher level of waste diversion, how willing are you to do more at home in order to increase waste diversion?

1. Not at all willing
2. ...
3. ...
4. ...
5. Absolutely willing

F5. Don't Know/Not Stated

18) Do you have any final comments or suggestions for the City of Edmonton regarding the topics in this survey?

1. _____**RECORD VERBATIM**
2. None/no additional comments

F5. Don't Know/Not Stated

SECTION 8: DEMOGRAPHICS

Finally, we have a few demographic questions so that we can categorize you with the other people answering the survey. Please be assured that responses will only be reported in aggregate, and individual responses will be kept confidential.

19) What type of a dwelling do you live in?

1. Single detached home
2. Townhouse, duplex or fourplex
3. Apartment
4. Condo
5. Other; specify: _____ **RECORD VERBATIM**

F5. Don't Know/Not Stated

20) How long have you lived in Edmonton?

1. Less than 1 year
2. 1 to 5 years
3. 6 to 10 years
4. Over 10 years

F5. Don't Know/Not Stated

21) What is your primary mode of transportation?

1. Car or other personal vehicle – as a driver
2. Car or other personal vehicle – as a passenger
3. Public transit (bus and/or LRT)
4. Walking
5. Cycling
6. Other; specify: _____

F5. Don't Know/Not Stated

22) Which of the following best describes your household composition?

1. Single person without children
2. Single person with children under 18 years
3. Married or cohabiting without children
4. Married or cohabiting with children under 18 years
5. More than 2 adults
6. Prefer not to say

F5. Don't Know/Not Stated

23) [**ASK IF Q22=2 OR 4/HAS CHILDREN**] Are any of your children…?

1. Yes
2. No

F5. Don't Know/Not Stated

a) Under 5 years old
b) 5 to 9 years old
c) 10 to 17 years old

24) What is the highest level of education you have obtained?

1. Grade school or some high school
2. Completed high school
3. Some university or college
4. Completed college diploma or university degree
5. Post-graduate degree
6. Other, specify: _____

F5. Don't Know/Not Stated

25) What is your current employment status?

1. Working full time, including self-employment
2. Working part time, including self-employment
3. Homemaker
4. Student
5. Not employed
6. Retired
7. Permanently unable to work

F5. Don't Know/Not Stated

26) People living in Canada come from many different backgrounds, and speak many languages. Which of the following languages are spoken at home? [**MULTIPLE RESPONSES**]

1. English only (primary, first language)
2. English (ESL, or second language)
3. Arabic
4. Cantonese
5. French
6. German
7. Mandarin
8. North American Indigenous
9. Punjabi
10. Spanish
11. Tagalog (Pilipino, Filipino)
12. Ukrainian
13. Other, specify: _____
14. Prefer not to say

F5. Don't Know/Not Stated

27) Where would you place your total household income, **before taxes**, for 2017?

1. Less than $60,000
2. $60,000 to less than $100,000
3. $100,000 to less than $125,000
4. $125,000 to less than $150,000
5. $150,000 to less than $200,000
6. $200,000 or greater
7. Prefer not to say

F5. Don't Know/Not Stated

RELEASE FORM [ALL Qs MANDATORY]

28) As part of the research, Banister Research will also be conducting a series of focus groups with Edmontonians on the topics covered in this survey. Would you be interested in participating in a paid focus group later this month?

1. Yes
2. No **[THANK AND TERMINATE]**

Please provide your name, e-mail address, telephone number where we can contact you. Personal information will **only** be used for the purposes of additional research for the City of Edmonton and will not be provided to any third parties without your consent. The personal information (name, phone number, and/or e-mail address) provided is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act.

First Name or Initial: _____
Last Name: _____
E-mail Address: _____
Phone Number: _____

[**MANDATORY**] Please confirm that you give permission for Banister Research to contact you for potential follow-up research opportunities. Again, please be assured your personal information will only be used for the purposes stated above, and will **NOT** be linked to your survey responses today.

1. I agree
2. I do not agree

That's all of the questions we have for you today. Your feedback is greatly appreciated and on behalf of the City of Edmonton, we would like to thank you for your time and cooperation.