Waste Management Surveys - Strategies to Engage the Public

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Overview of presentation

- Engaging the public – how?
- What did the public say?
- A two-way street – incorporating public feedback
Survey Approach (Review)

1. Setting the Stage
   Pre-Survey Public Engagement
   (October, 2015)

2. Taking the Temperature
   Survey
   (November to December, 2015)

3. Survey Summary and
   Recommended Next Steps
   (February/March, 2016)
• How do you initiate questions in a survey, before you release a survey?

• Why do you initiate early discussions with a community?

• Can you measure the value of early discussions with the community?
ENGAGEMENT & SURVEY OBJECTIVES

• Increase the public awareness of the current state of Solid Waste Management in Medicine Hat

• Provide information that will allow residents to provide informed responses during survey

• Engage residents on importance of waste diversion and solicit opinion on how diversion in Medicine Hat could change
Survey was conducted in-person on iPads as well as online through the City’s website.
Survey was divided into 3 sections:
  • Tell us about yourself
  • Tell us how we are doing
  • Tell us how we can improve
Mix of questions including Multiple choice, Rating questions, Open-ended questions, Yes/no questions
Advertising Survey

- Great West Home & Leisure Show
- MyWaste App
- Television (CHAT-TV)
- Promo/Education Video
- Newspaper Ads
- City Website
- Postcards
Survey Implementation

• Total of 893 responses (95%, +/- 3.21%)
• Online survey was active from November 16 to December 18, 2015
• Total of 681 respondents completed the online survey
• In-person survey was conducted from November 18 to 21, 2015
• Total of 212 respondents completed the in-person survey

“Go to the people”
SURVEY DEMOGRAPHICS
Key Findings

- Survey was very successful:
  - High response rate, good distribution and range (i.e. ages, geography, housing type)
  - Solid feedback and insight through qualitative responses
  - Data gathered may be utilized for future waste management related undertakings
Key Results

• 95% of respondents consider waste diversion either important or somewhat important.

• Curbside recycling was ranked highest of 8 potential program enhancements by a significant margin.

• High interest from members of the public to see continual improvement in the current systems.

• 75% of respondents stated they would like to see curbside collection implemented.

• 82% of respondents would like to see improvements to current diversion rate.

• 44% willing to pay more – conditional on cost-benefit
Key Points

• Administering the survey in person on iPads at local events
• Alternative to traditional public open houses
• Survey design – approach that worked for Medicine Hat
• In-person and online Surveys – why these two approaches worked
Incorporating Public Feedback

• Based on the results, there is a willingness by the public to explore potential alterations to existing waste management program – namely, augmenting curbside collection to include recyclables collection

• How will the City address these results?

• Key question to be answered for residents - “how much more?” with respect to fees

• Future Waste Management service changes – public is up-to-date/ Council is up-to-date