

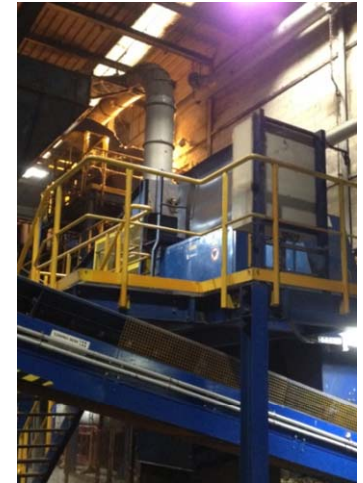


Waste Management Surveys - Strategies to Engage the Public

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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)



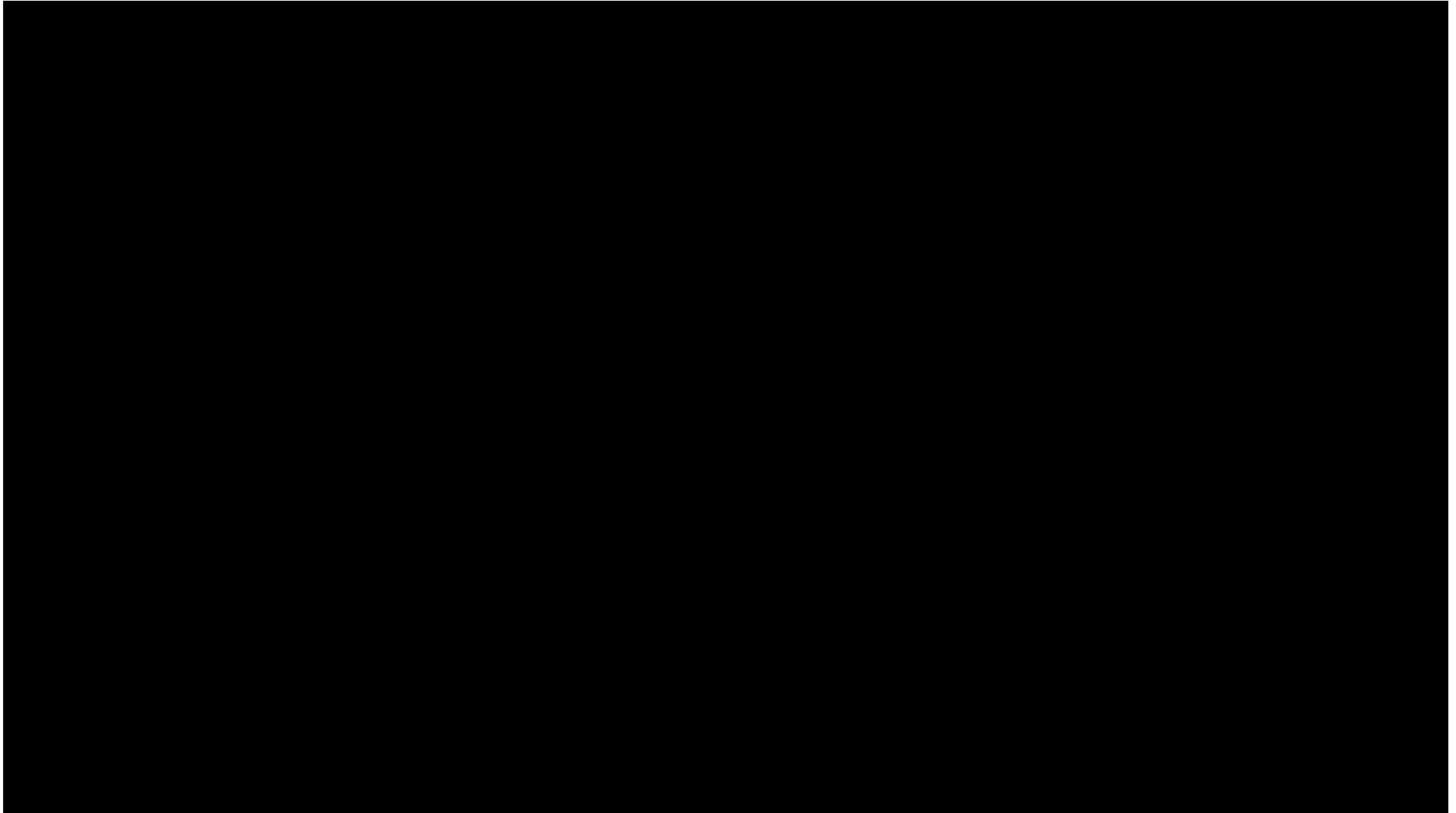
Medicine Hat
The Gas City



SETTING THE STAGE

- 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?

Advertising Survey – Video



Medicine Hat
The Gas City



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

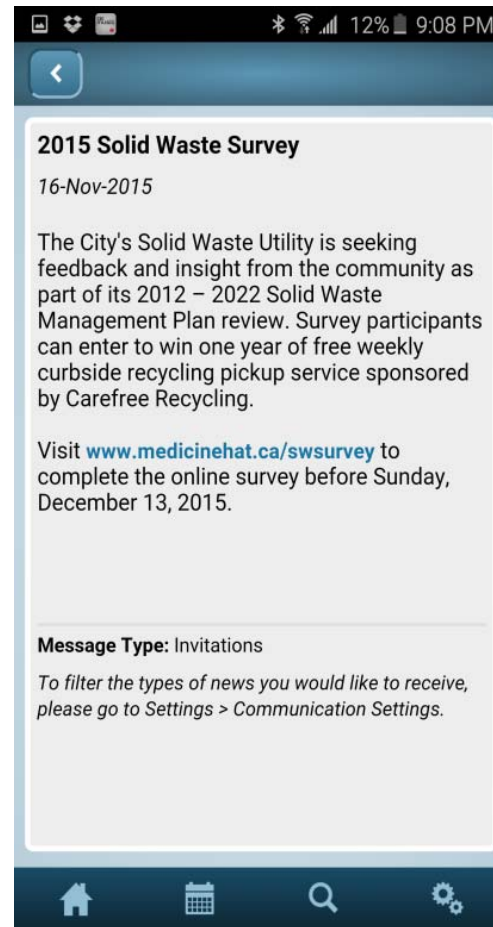
RESIDENTIAL WASTE MANAGEMENT SURVEY - APPROACH



- 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*
 - *Tel 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

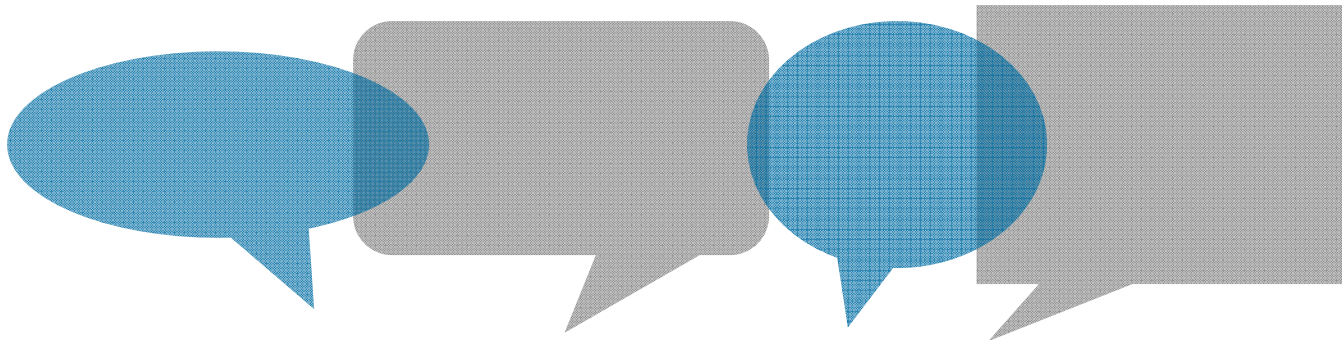


Note: Points represent postal codes provided by the survey respondents and do not represent exact locations



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



