



Let's Talk Organics

Community Engagement Summary Report

Curbside Organic Waste Collection Project

Phase 1 Summary of Community Engagement and Communication Activities


Phase 1 - Information Gathering (September 2020–June 2021)

Phase 1 of the Curbside Organic Waste Collection Program—Information Gathering—included a period of public and stakeholder consultation activities between January and June 2021. A comprehensive community engagement plan utilized several tools to inform, consult, and involve the public/stakeholders using the framework of the International Association for Public Participation (IAP2) Spectrum of Participation, as shown below.

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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The following tables respectively outline (Table 1) the engagement activities, level of engagement (per the IAP2 Spectrum), and associated metrics on participation and (Table 2) the communication and media activities associated with promoting project awareness and participation in engagement activities in order to garner as much feedback as possible from as wide a range of demographics and neighbourhoods as possible.

Table 1: Engagement Activities

Engagement Activity	Level of Engagement (IAP2 Spectrum of Public Participation)	Timeline/Dates	Associated Metrics
Let's Talk Web Page			
LetsTalk.Kamloops.ca/Organics Background info, downloadable documents, links, project timelines, Who's Listening (contact info), subscribe to receive project updates, and FAQs (version 1)	Inform	Launched February 5, 2021	As of June 2021: <ul style="list-style-type: none"> • 11,600 web page visits • 5,619 engaged participants. • 6,438 informed participants, and 9,101 aware participants* • 119 project subscribers
Q&A + questions received directly at civicooperations@kamloops.ca (listed in the "Who's Listening" section of the Let's Talk [LT] website)	Involve	February 5–March 5	<ul style="list-style-type: none"> • 118 questions asked by 112 contributors (45 publicly answered and 75 privately answered if repetitive or unclear); top 3 themes: opt-outs for current composters, user fees/ cost, and wildlife • 38 questions received by email and answered directly
Quick Poll: Do you support a curbside residential organic waste program in Kamloops?	Consult	February 5–March 16	<ul style="list-style-type: none"> • 1,555 responses; 84% yes, 11% no, 5% unsure/open
Updated (version 2) FAQ (additions based on top questions received in Q&A)	Inform	March	<ul style="list-style-type: none"> • 30 FAQs added in total • 415 people visited FAQ page as of June 2021
Community survey	Consult	April 6–May 18 (six weeks)	<ul style="list-style-type: none"> • 4,308 contributions (surveys) taken, including 26 paper surveys** • 1,800+ comments • Note: See Summary of Survey Data section below for key details on survey data
Public Information Sessions			
Public Information Sessions x2 (alternatively scheduled day/evening on different dates) <ul style="list-style-type: none"> • Recordings of the two sessions were uploaded onto the LT page in a video gallery 	Inform, Consult	<ul style="list-style-type: none"> • April 14, 12–1pm • April 29, 6–7pm 	<ul style="list-style-type: none"> • 16 attendees • 12 attendees • 9 additional views of the recordings as of June 2021

Engagement Activity	Level of Engagement (IAP2 Spectrum of Public Participation)	Timeline/Dates	Associated Metrics
Stakeholder Engagement			
Stakeholder Engagement (meetings, phone calls, and/or emails to build awareness and canvass support among community partners and to request letters of support for the project grant application) <ul style="list-style-type: none"> • T'Kemplúps te Secwépemc (TteS) • Thompson-Nicola Regional District (TNRD) • Thompson Rivers University (TRU) • Kamloops Food Policy Council (KFPC) • BC Sustainable Energy Association (BCSEA) • Transition Kamloops (local grassroots organization focused on resiliency in food/water/energy) • Friendly Composting (local composting pickup business) 	Inform, Consult, Involve	<ul style="list-style-type: none"> • TteS: December 16 meeting with Band and City operations staff • Friendly Composting: February 10 meeting to discuss collaborative approach to composting market • Emails to TRU, TNRD, KFPC, BCSEA, and Transition Kamloops 	<ul style="list-style-type: none"> • six letters of support received from TteS, TNRD, TRU, KFPC, and BCSEA

*On the Let's Talk platform, **engaged participants** for this project would be participants who took the survey, the quick poll, or asked a question; **informed participants** include are those that viewed a video, downloaded a document, visited multiple pages on the site, or contributed to a tool as an engaged participant; and **aware participants** are those that visited at least one web page on the site.

**In an effort to remain as accessible to all demographics and needs as possible, there was a publicized option for people who wanted a paper survey to request one by calling the Civic Operations Centre; a paper survey was then mailed out with instructions on how/when to return.

Table 2: Communication Activities

Communication Activity	Call to Action (Objective)	Timeline/Dates	Associated Metrics
Quarterly Sustainability e-Newsletter	Organics program/ engagement coming soon; stay tuned	January 28	528 opened (1,592 recipients)
Press Release - City Seeking Input on Residential Organic Waste Collection Program	Visit the LT website for more information and to ask a question, take quick poll, read FAQs, and sign up to receive project updates	February 5	Articles/coverage from 3 local media outlets: Kamloops This Week (KTW), CFJC Today, and Castanet
City Newsletter (utility notice insert)	Visit the LT website for more background information, to subscribe to receive project updates, and to stay tuned for upcoming engagement activities to have your say	February	Utility bill recipients (25K +)
CityNet (City intranet for employees) ad		February–March	n/a
City Page (KTW) Ad		February 17	KTW circulation
In-Person Presentation to “Rivers Club” (newer eco-focused club)		February 18	12 people attended
Let’s Talk Project Update newsletter (to all LT Kamloops subscribers to all projects)		February 23	567 opened (1,017 recipients)
Activity Guide Ad		March (Spring) edition	Activity Guide circulation
Captive Media posters (washroom stall posters)		February–summer	Various locations coordinated by Captive Media
Press Release - City Launches Survey and Information Sessions for Curbside Organic Waste Collection Program		April 6	Articles/coverage from three local media outlets: KTW, CFJC Today, Castanet
Community Postcard (and addressed postcard to select postal routes)		Mailed early April	27,835 postcards sent (27,782 homes general maildrop + 53 additional addressed)
Let’s Talk Project e-Newsletter		April 7	120 opened (139 recipients)

Quarterly Sustainability e-Newsletter	Visit the LT website to take survey and find out details on the public (virtual) info sessions	April 21	555 opened (1,629 recipients); 57 clicks on Organics story
Emails to Neighbourhood Associations to share with membership/social pages		April 13	There are 16 neighbourhood associations in Kamloops
City Page (KTW) Ad		April 7, 14, 28; May 5, 12	KTW circulation
Radio Campaign (five stations rotating, five weeks)		April 12–May 16	Radio listenership
Digital Campaign (Castanet)		April 8–May 18	275,234 impressions; 132 click-throughs
Social Media Campaign (Facebook, Instagram, Twitter, LinkedIn)		April 6–May 13	24 posts (13 posts and 11 "stories"); 24,733 views/impressions; 168 "likes", 64 shares, and 425 "engagements" (link clicks)
Waste Wise App Notifications		April 10, 14, 24, 29; May 8, 17	95,358 total notifications sent (15,893 x 6 notifications)
City Slack Channel (internal employee notices)		April 7, 27	n/a
CityNet (City intranet for employees) ad		April–May	n/a
Let's Talk Project e-Newsletter	Last chance to take survey; recorded info sessions now available	May 12	117 opened (190 recipients)
City Newsletter (utility notice insert)	Engagement closed, thanks for having your say; watch a recording of info sessions on the site; and stay tuned for announcement of pilot program routes	Late May	Utility bill recipients (25K +)

Summary of Key Survey Findings

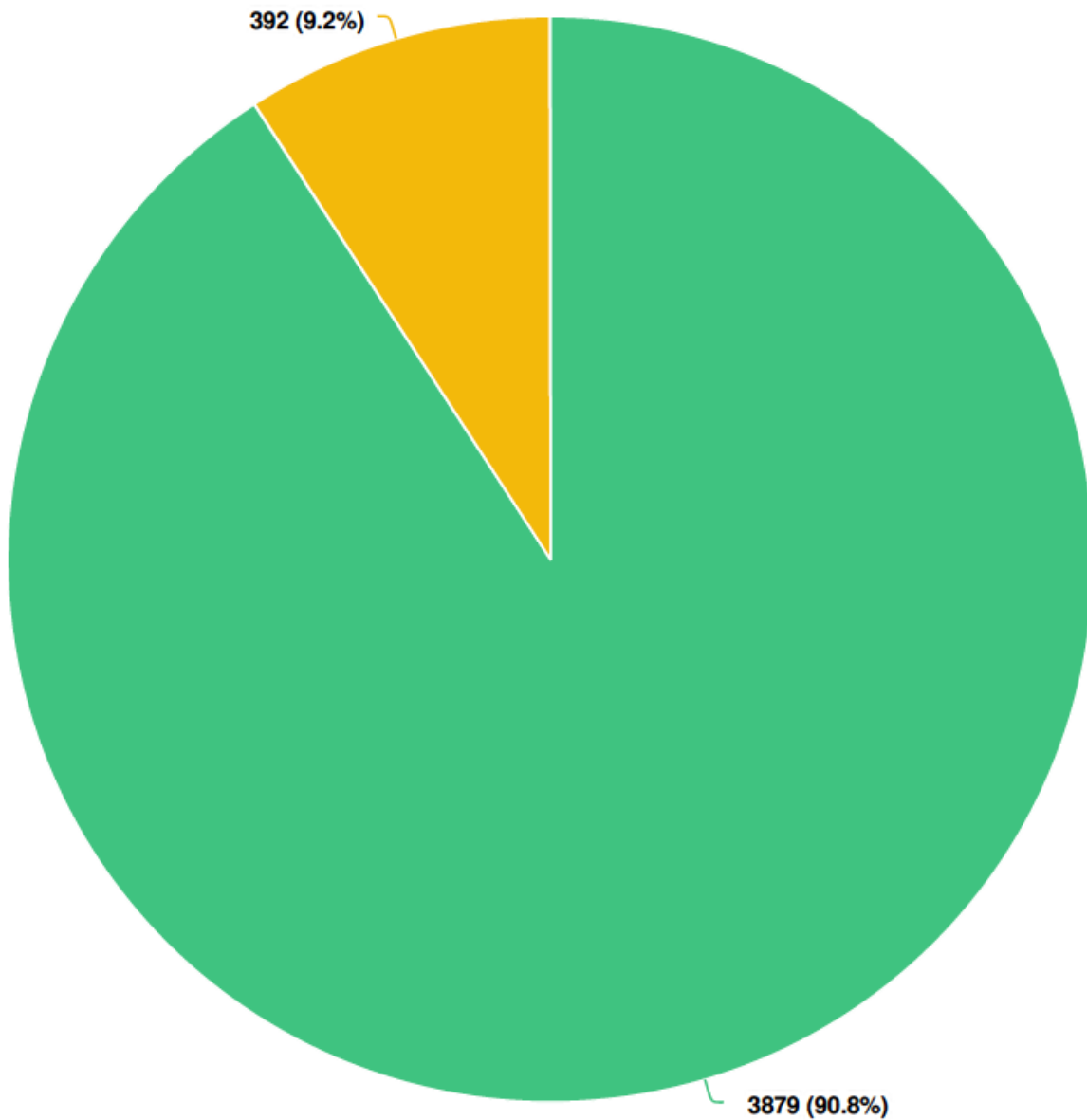
A public survey was available from April 6 to May 18, 2021, through the Let's Talk Organics engagement website. A total of 4,308 surveys were submitted during this period. A total of 3,879 respondents indicated that they were from households that receive curbside collection (see Chart 1), which represents 16% of total households across Kamloops (this is important to note because the program is currently only focused on single-family/curbside residential properties; multi-family complexes will be addressed in the future).

In comparing the survey neighbourhood demographic results with actual neighbourhood demographics, the distribution of the results very closely align with the population distribution, so staff are confident that the survey is representative of the community at large. It should be noted that the summary results presented in this report represent the total data set, but for a more precise internal survey analysis, the data set was narrowed slightly to only include those on curbside collection.

The survey results showed that 80% of households support organic waste collection (see Chart 2), 14% were opposed, and the remaining 6% were neutral. The survey asked residents about their concerns related to organic waste collection (see Chart 3). When asked what their **top** concern was, just over 24% of respondents indicated concern about attracting insects, rodents, and wildlife, while nearly 24% said new fees. Of those surveyed, 19% of respondents indicated they did not have any concerns. Following that, 8% of respondents said that their top concern was that they already compost and do not want a curbside program.

Chart 1:

Survey question: "Do you currently receive curbside collection?"



Question options

- Yes, my household is on curbside collection (i.e., I have my own waste containers for my household only)
- No, my household is NOT on curbside collection (i.e., I have multi-family collection/shared waste collection containers)

Chart 2:

Survey question: "Overall, please indicate your level of support for a residential curbside organic waste collection program."

Definitely support and somewhat support show a total of 80.1% (3,445 responses).

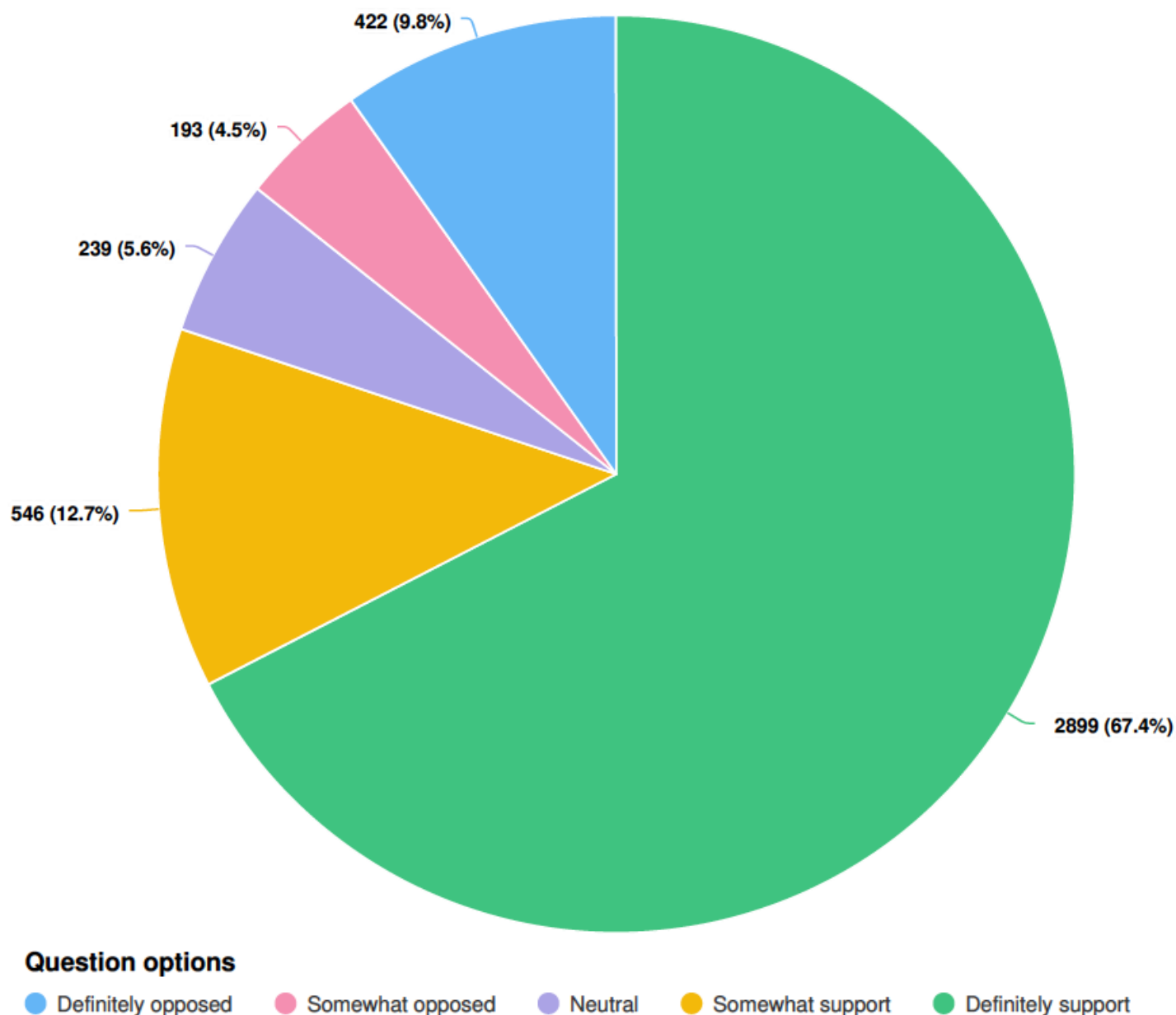
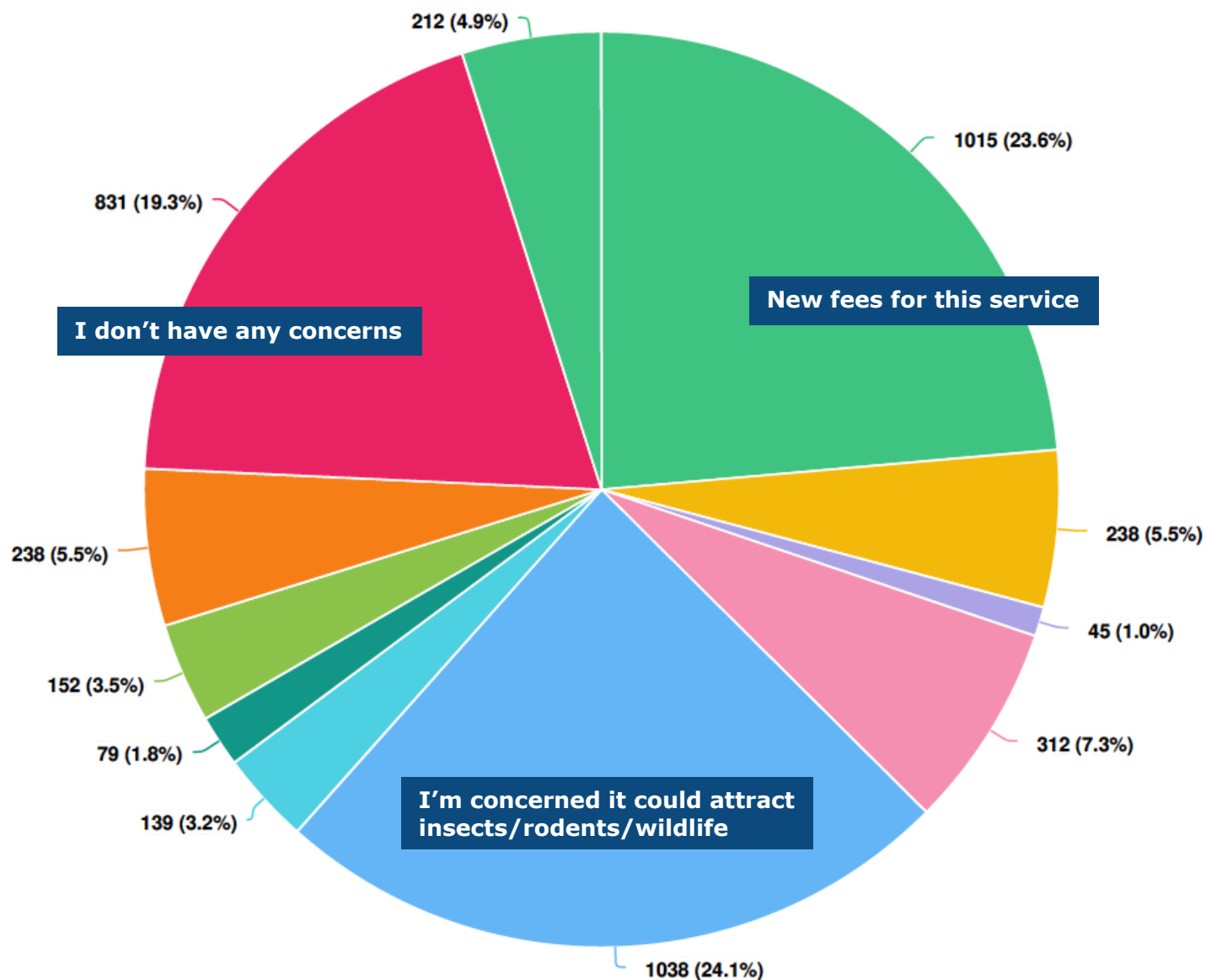


Chart 3:

Survey question: "Based on our research and public feedback to date, we've identified some potential concerns that residents may have. From the list below please indicate your TOP concern."



Question options

- Other (please specify)
- I don't have any concerns
- Understanding how to use/what goes in it
- Odours outside
- Space in the kitchen
- Space for another curbside container
- I'm concerned it could attract insects/rodents/wildlife
- I already do my own composting and don't want a curbside collection program
- Too much work/inconvenient
- Odours/mess in the house
- New fees for this service

During the pilot program, there will be no additional fees for pilot participants, and City staff will be monitoring the testing operations with the intent of presenting a proposed future collection fee structure and with a priority of keeping user fees low, with further investigation into whether there is rationale for an opt-out option for current composters.

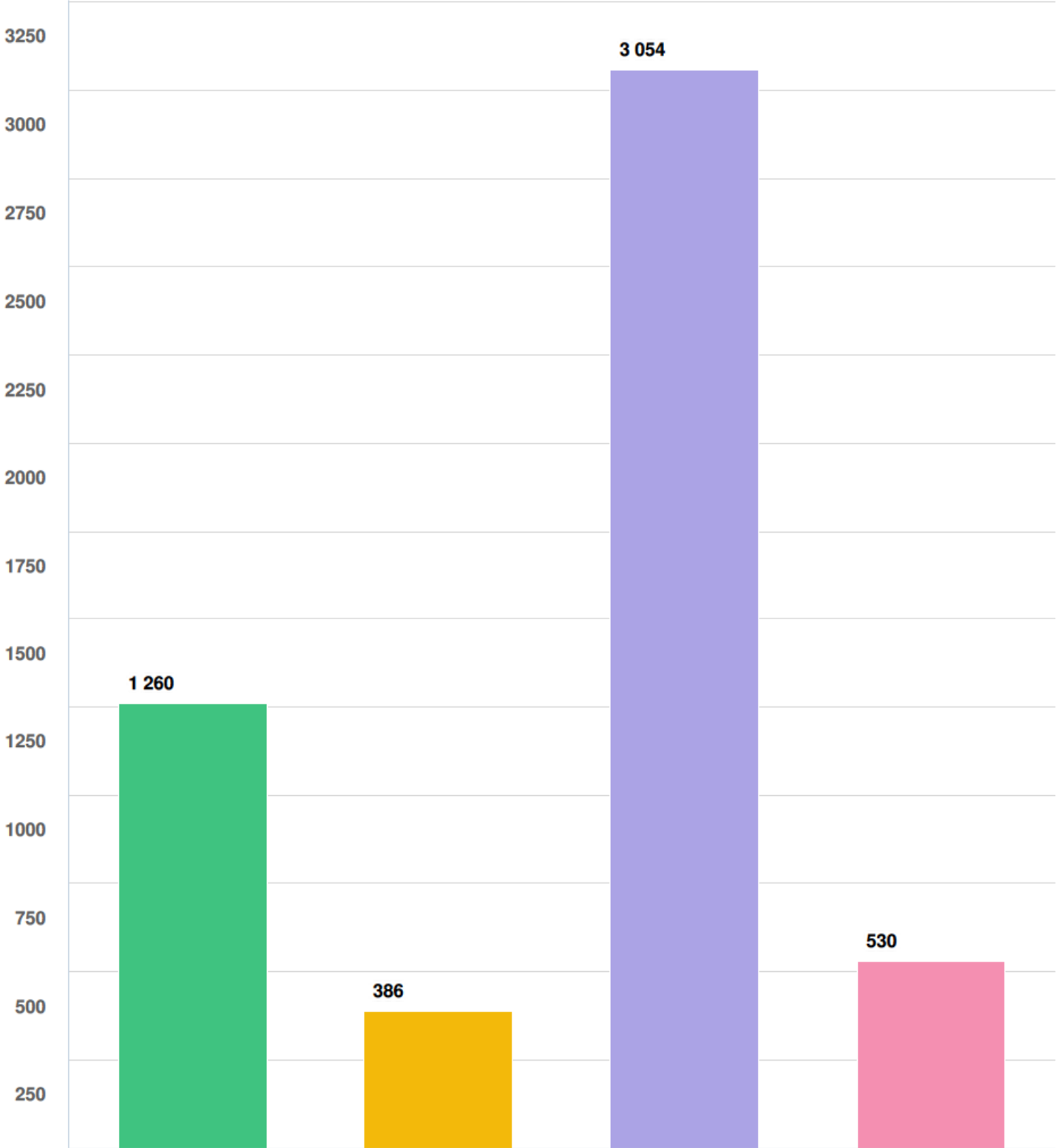
Use of resources (i.e. frequency of garbage collection and associated staff time) will impact the future cost. During the pilot program, the proposed testing collection schedule for organics is weekly, whereas garbage (and recycling) collection will shift to biweekly. This format follows many other municipalities who currently operate an organics program and testing it will be important in order to address respondents' top concern of keeping fees low.

Further rationale for a shift to biweekly garbage collection in Kamloops is that historical garbage audits across City collection routes have consistently shown that between 38% and 43% of residential garbage is organic material that can be composted. The latest garbage audit conducted in spring 2021 showed that number was 43%.

The audit data aligns with survey data demonstrating that most residents currently throw their food waste and soiled paper products in the garbage (see Charts 4 and 5). Therefore, a shift to biweekly garbage collection is supported as organic waste that was previously thrown in the garbage would instead be transferred to the organics bin.

Chart 4:

Survey question: "What do you currently do with your food waste? (Select all that apply.)"

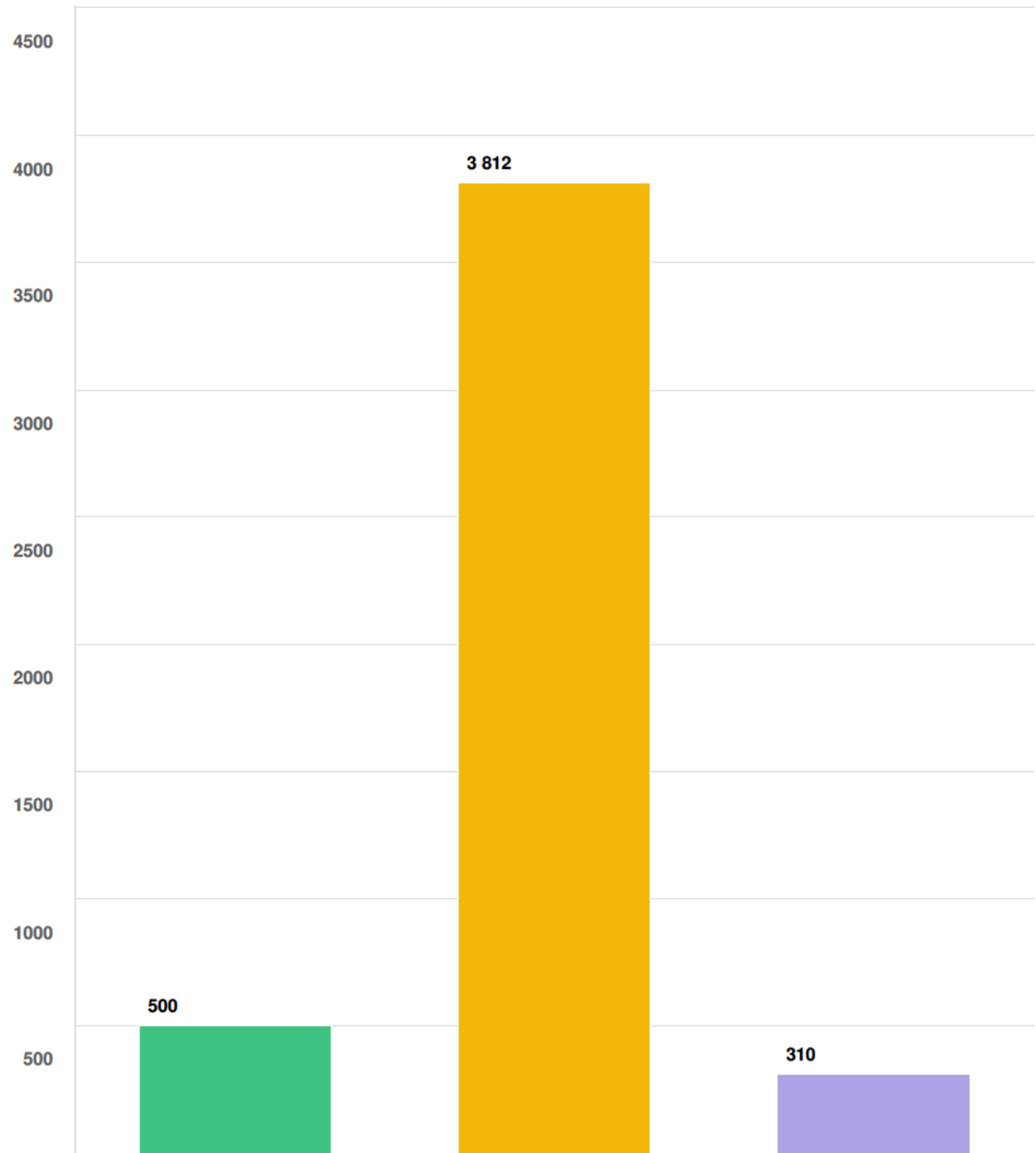


Question options

- Other (ie. private compost collector; use it for animal feed)
- Throw it in the garbage
- Put it in my garburator
- Use a food composter

Chart 5:

Survey question: "What do you do with soiled paper? (e.g. napkins, paper towels, paper plates, dirty pizza boxes, and parchment paper)? (Select all that apply.)"



Question options

Other (e.g. private compost pickup) Throw it in the garbage Compost at home

When asked whether a shift to biweekly garbage collection would be a concern (see Chart 6a), a majority of respondents (1,899) said they were not concerned; however, when combined, nearly 2,400 respondents indicated that they were either somewhat or very concerned. The response for a shift to biweekly recycling was similar (see Chart 6b).

During the pilot phase, the City will be keen to learn from testing a biweekly garbage and recycling collection format, as data and research into other municipalities suggests that after a period of education and adjustment, residents can successfully adapt to such a shift.

This assumption can further be supported by the strong support indicated for an organics program (see Chart 2). In addition, it can be assumed that when asked if reducing what goes in the landfill is the right thing to do, an overwhelming majority of respondents definitely agreed (see Chart 7), which indicates a willingness to change behavior (i.e. adjust to biweekly garbage and recycling collection) in order to match their desire to support an organics program. Furthermore, as mentioned earlier, a shift to biweekly garbage and recycling collection with weekly organics collection will also support low user fees.

The City monitors recycling cart volumes through ongoing inspections. Based on recent inspections of nearly 9,000 recycling carts across all collection zones, 57% of carts were observed to be half full or less, with 29% of those being carts not set out for collection. The pilot program will be an opportunity to understand the impacts of biweekly recycling collection on residents.

Chart 6:

Survey question: “Many communities with organic waste collection have (alternating) biweekly garbage and recycling collection, with weekly organics collection. Thinking about your household’s garbage and recycling habits, would shifting from weekly to biweekly garbage be a concern for your household?”

Chart 6a



Chart 6b

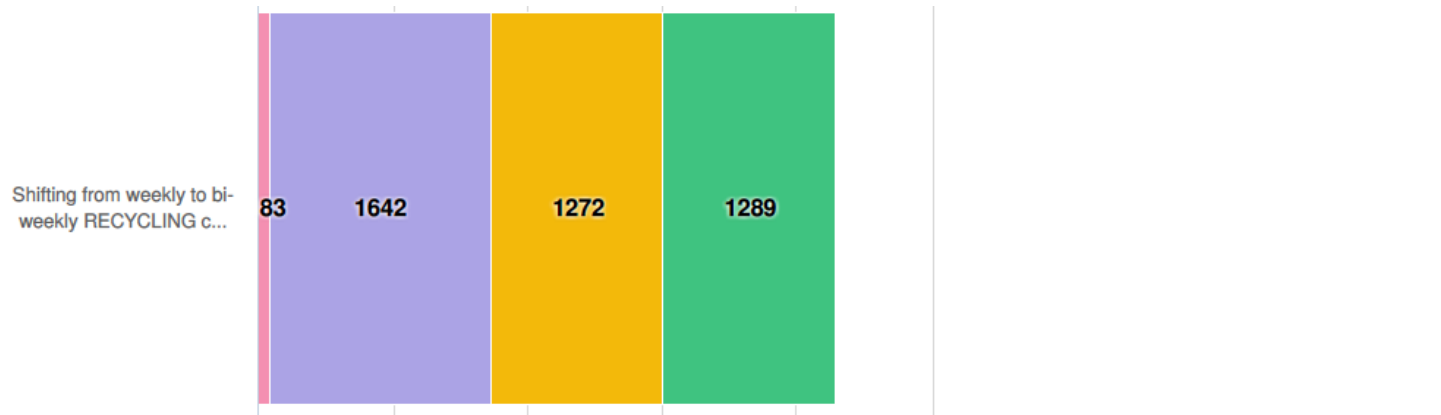
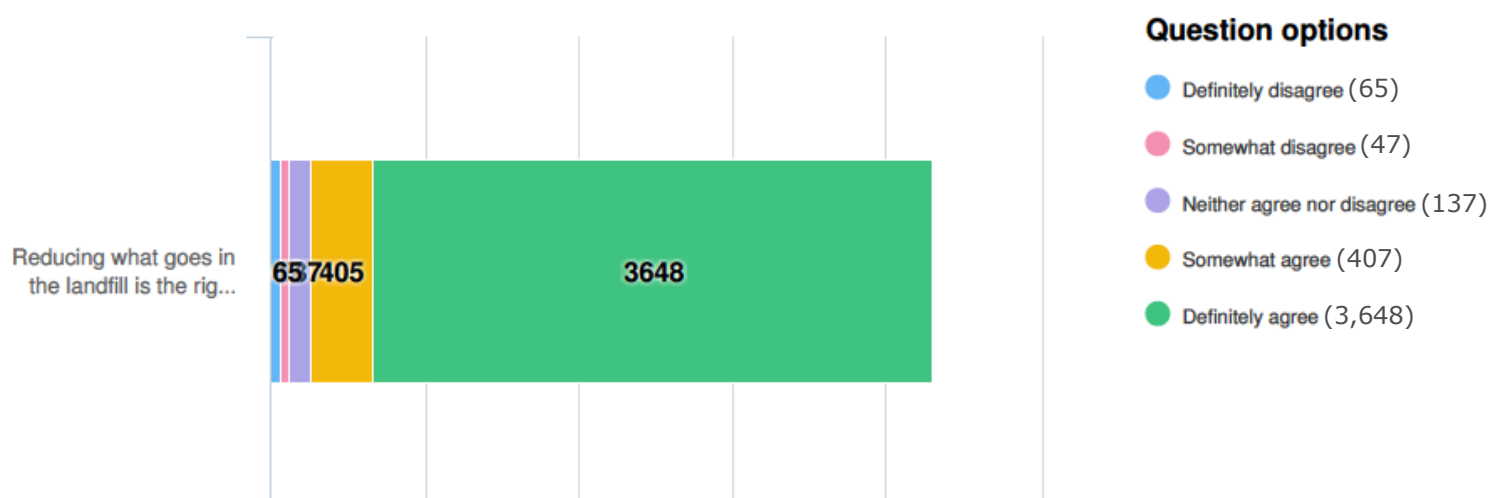


Chart 7:

Survey question: "Please indicate your level of agreement with the statement 'Reducing what goes in the landfill is the right thing to do'"



Finally, a key survey finding of note is how respondents ranked what they felt the City's priorities should be when considering and implementing an organic waste collection program (see Chart 8). This data is important because it will be a key piece of information that Council takes in to consideration in the future during their decision making on community-wide implementation.

Chart 8:

Survey question: "There are many things the City needs to consider in the design of this program, some of which are listed below. Please rank the list below in order of importance from 1 to 8 (1 represents what you feel should be the City's highest priority)."

Priority	Options	Average Rank
1	Keeping user fees low	3.28
2	Simple rules about what can go in the organics bin	3.77
3	Reducing greenhouse gas emissions	4.42
4	Large public awareness campaign(s) to educate residents about the program	4.62
5	Extending the life of the landfill	4.69
6	Continuous education to help residents understand best practices for wildlife management	4.86
7	Allowing people who already compost their food waste to opt out	4.87
8	Having a choice about my organic collection curbside bin size	5.08

The above survey summary offers some key insights gleaned from the data. A detailed survey report is available on the Let's Talk website.

LetsTalk.Kamloops.ca/Organics