

# Green Cart Food and Yard Waste Program

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Prepared for The City of Calgary by:

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## Methodology

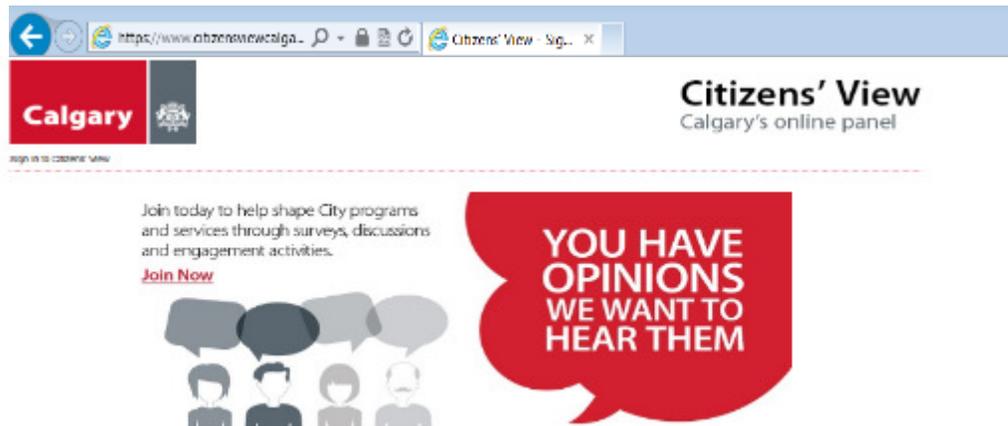
# Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on November 13, 2017 to 3,158 panelists and closed on November 22, 2017. A total of 1,023 panelists completed the survey and an additional 90 panelists started the survey but did not complete it. Results in this report are based on all valid responses from participants who completed the entire survey.

**The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**



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## Key Findings



## Key Findings

- ❖ Citizens' View panelists are generally satisfied with the job The City of Calgary is doing to protect the environment, and with the city's environmental programs and services. Around nine-in-ten panelists are very or somewhat satisfied on both of these counts. These levels of satisfaction are comparable to the attitudes of citizens overall.
- ❖ Panelists are not quite as positive in their regard for the perceived value of property taxes and of the waste and recycling services. Around two-thirds of panelists provide a score from 7 to 10 on a 10-point scale for value.
- ❖ Perceived value of the proposed Green Cart fee of \$6.50 per month is lower, with four-in-ten panelists providing a positive score (from 7 to 10 on a 10-point scale).
- ❖ Usage of the Green Cart is high: three-quarters of panelists that currently have Green Cart service tell us that they throw vegetable and fruit scraps into the Green Cart always or most of the time.
- ❖ Two-thirds of panelists with Green Cart service put their Green Cart out three times a month or more often. Many of those who put it out less often do so because it isn't full enough, while others compost.
- ❖ Eighty-six percent of panelists support the Green Cart program either strongly or somewhat. Among those who are not supporters, key reasons are the cost, and they do not see why it is necessary. Some are concerned about the frequency of collections, while others compost themselves.
- ❖ When it comes to collection frequency for all carts, six-in-ten are very or somewhat satisfied. Key reasons for dissatisfaction are the garbage odor (particularly in the summer), and having too much garbage to be accommodated with bi-weekly black cart collection.
- ❖ A similar proportion (62%) are satisfied with having two collection days.
- ❖ Satisfaction with having the information needed to participate in the Green Cart program is high, with 85% being satisfied. This is borne out by the high level of understanding demonstrated by panelists when it comes to what they can (and cannot) put in their Green Carts.
- ❖ One-half of panelists use a reminder tool, either independently or one provided by the City. The City of Calgary's Garbage Day app is used most frequently, by 35% of those using a tool. At 95%, satisfaction with the Garbage Day app is extremely high.
- ❖ Other panelists use the printed calendar that came with the cart, the city's text message or email reminder services or the City of Calgary's downloadable calendar.

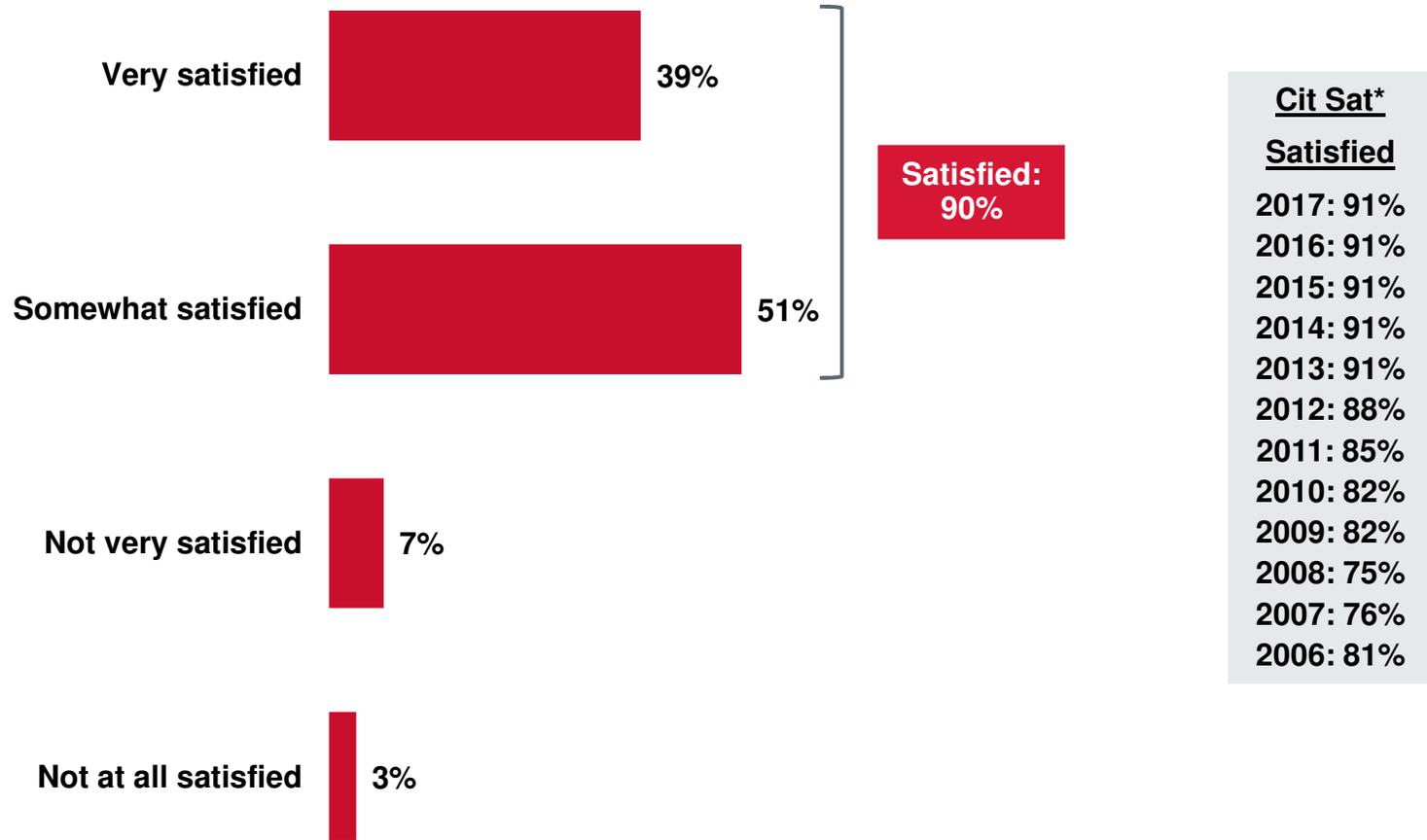
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## Satisfaction and Value



# Satisfaction with The City's Environmental Performance



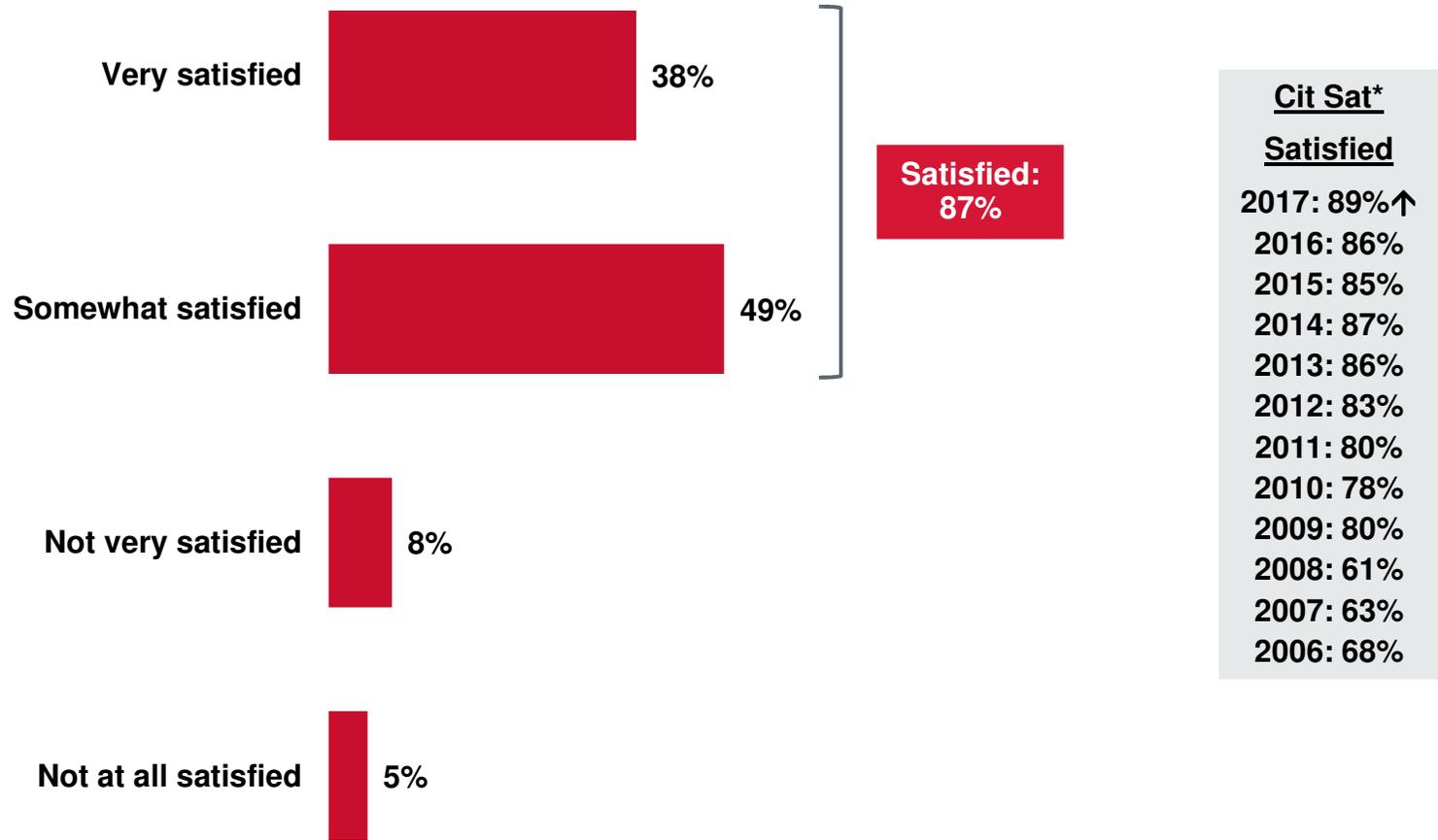
\* Data from the 2017 Quality of Life and Citizen Satisfaction Survey provided for context.

Q3 How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid Respondents (n=970)



# Satisfaction with The City's Environmental Programs and Services



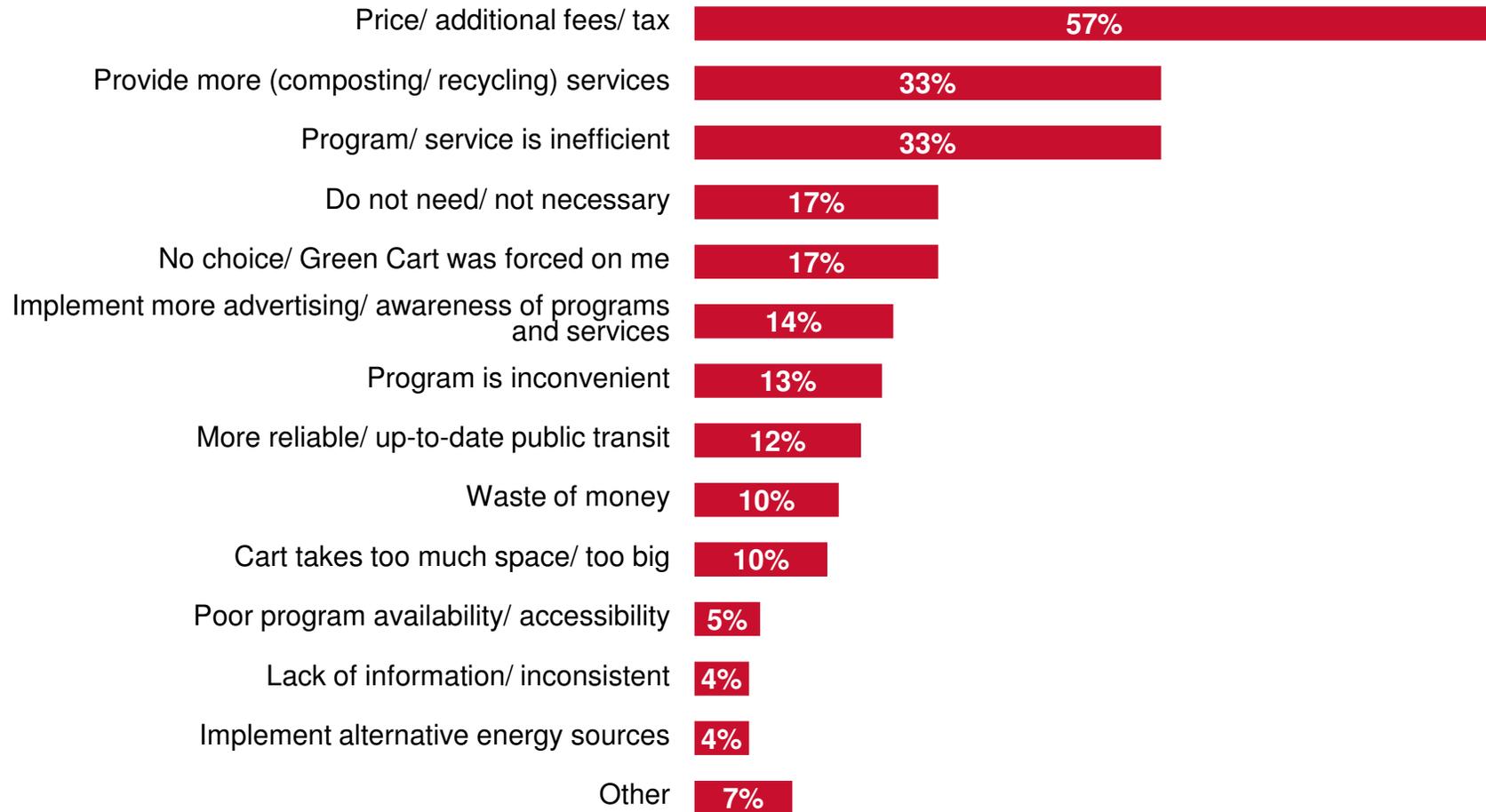
\* Data from the 2017 Quality of Life and Citizen Satisfaction Survey provided for context.

Q4 How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid Respondents (n=990)



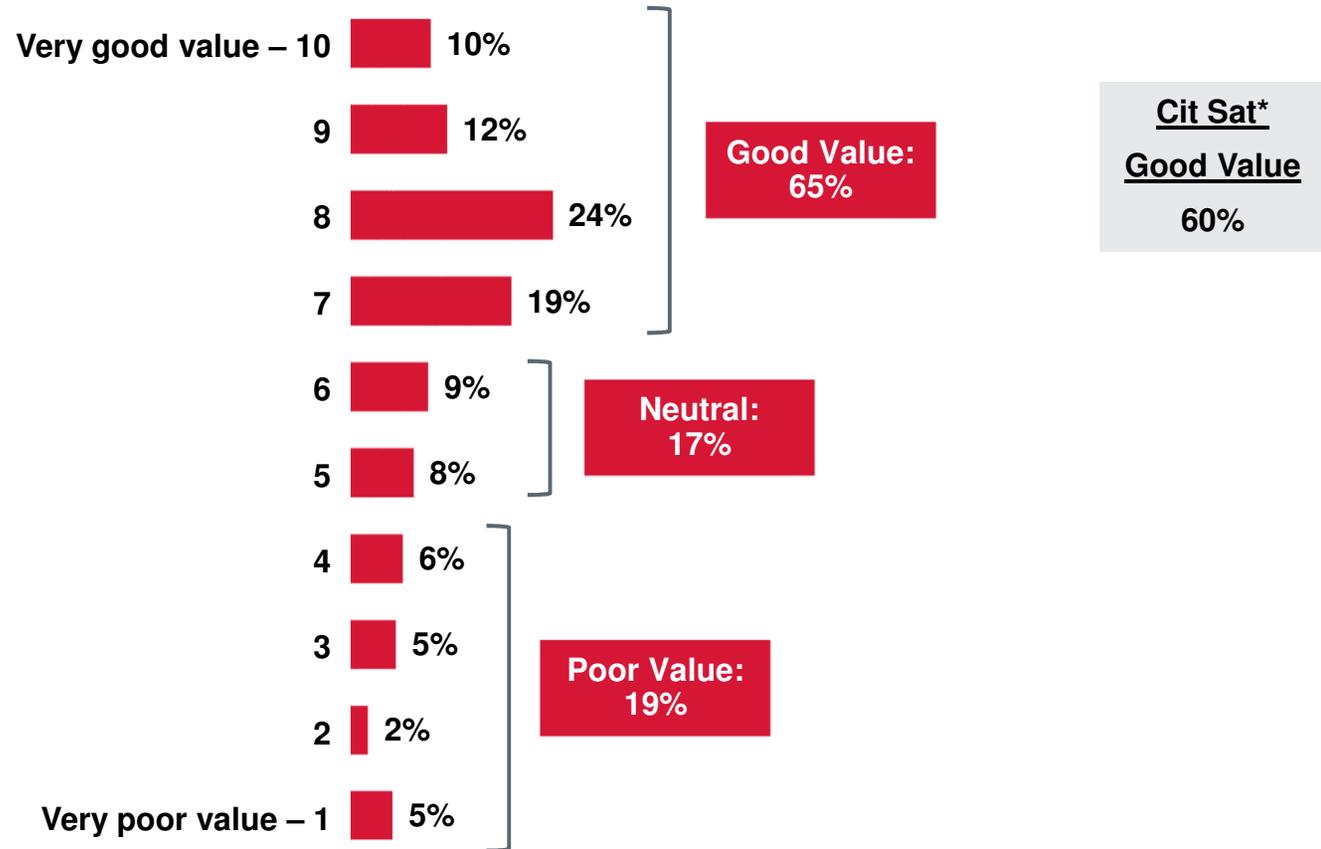
## Reasons for Dissatisfaction with Environmental Programs and Services



Q5. Why are you dissatisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Respondents who are not very or not at all satisfied with The City of Calgary's programs and services (n=126)

# Perceived Value of Property Taxes



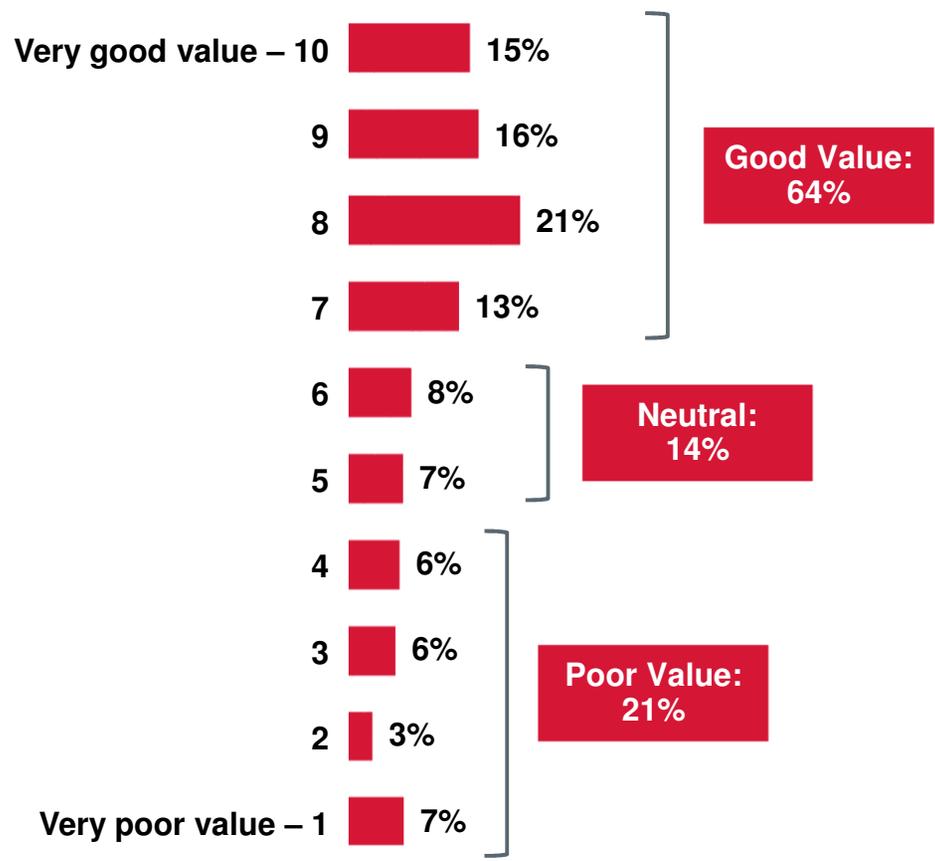
\* Data from the 2017 Quality of Life and Citizen Satisfaction Survey provided for context.

Q6. Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents (n=982)



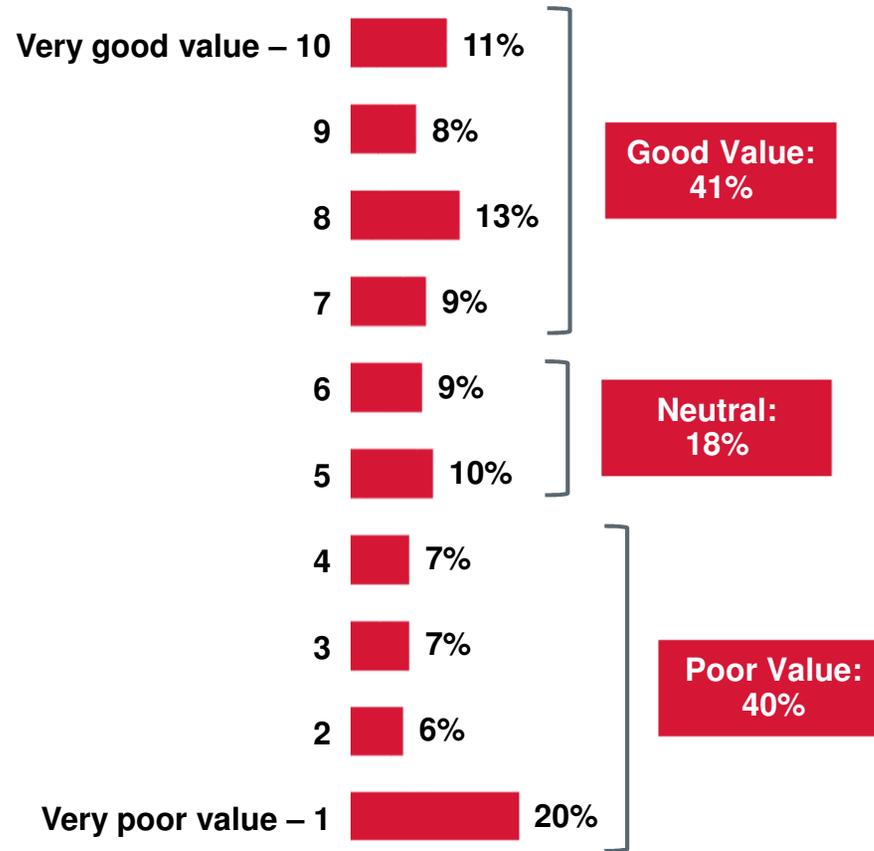
# Value for City's Waste and Recycling Services



Q7. Thinking specifically about The City's waste and recycling services only, please rate the value you feel you receive for what you pay – including taxes and fees.

Base: Valid Respondents (n=974)

# Perceived Value of Green Cart Fee



Q8. Starting in 2018, households will be charged a Green Cart fee of \$6.50 per month. Based on your experience with the Green Cart program so far, how much value do you feel you will receive for this fee?

Base: Valid respondents who have Green Cart service (n=845)

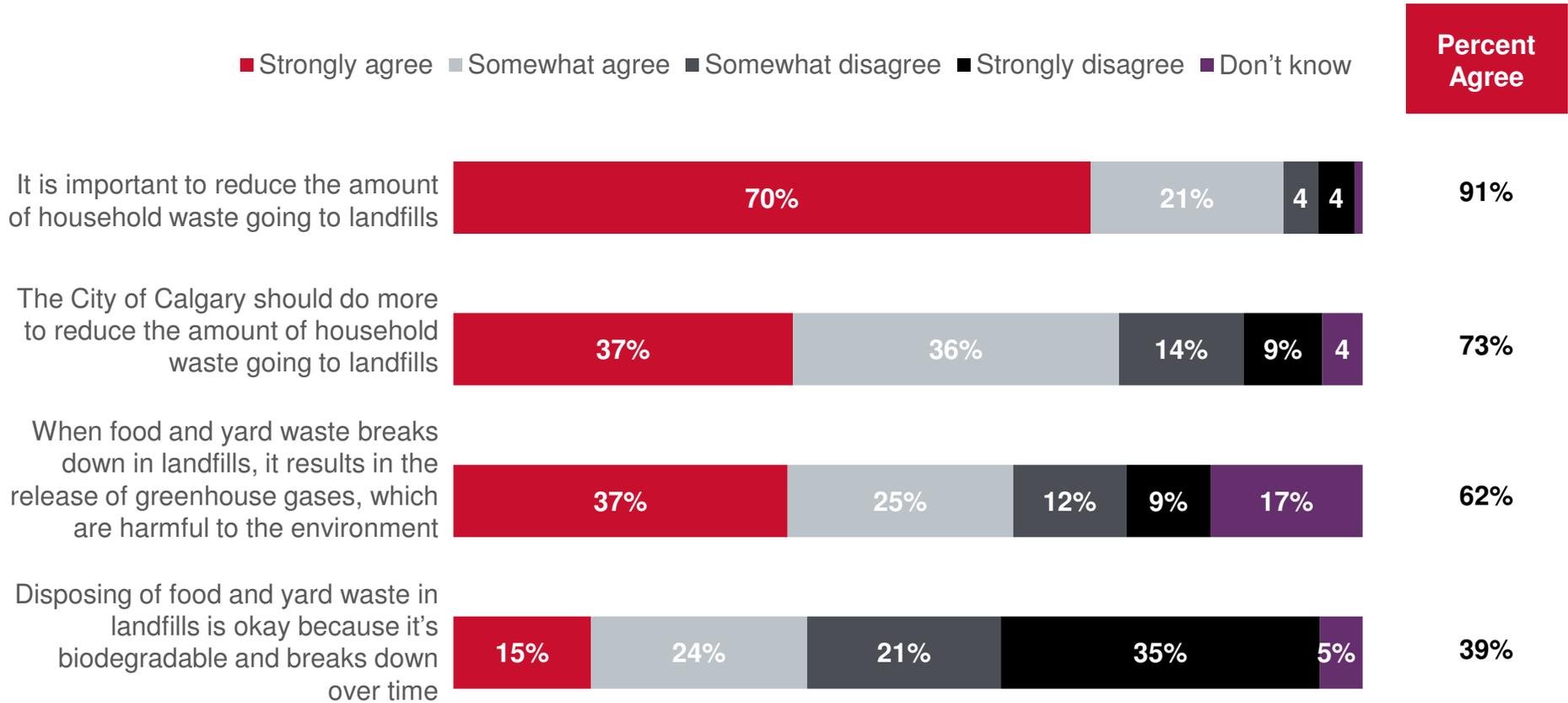
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## Disposing of Food and Yard Waste



# Agreement with Statements about Food and Yard Waste

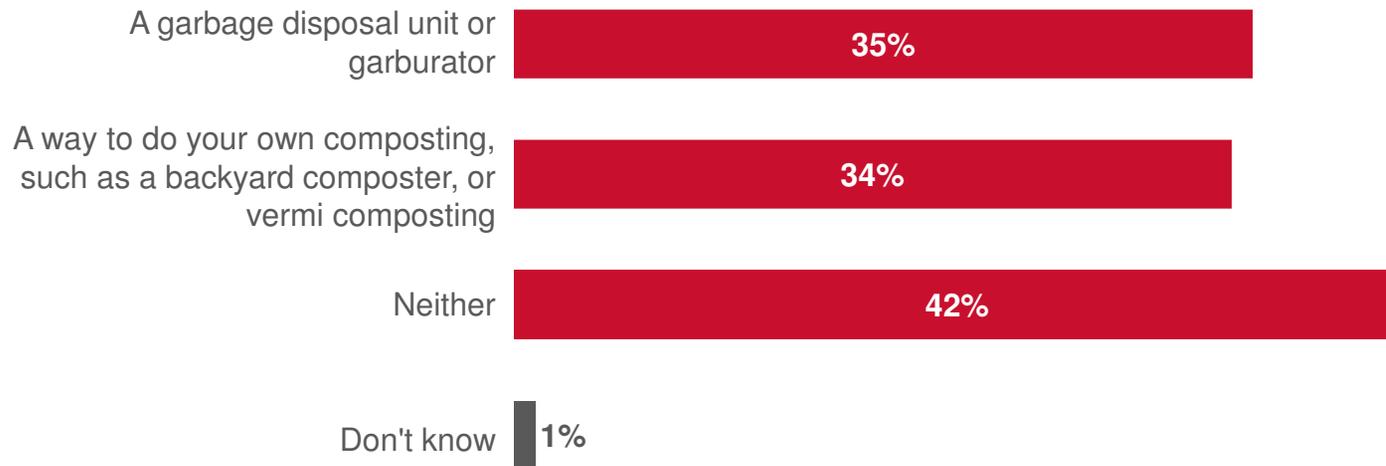


Q9. Please indicate how strongly you agree or disagree with each of the following statements.

Base: Total respondents (n=1023)

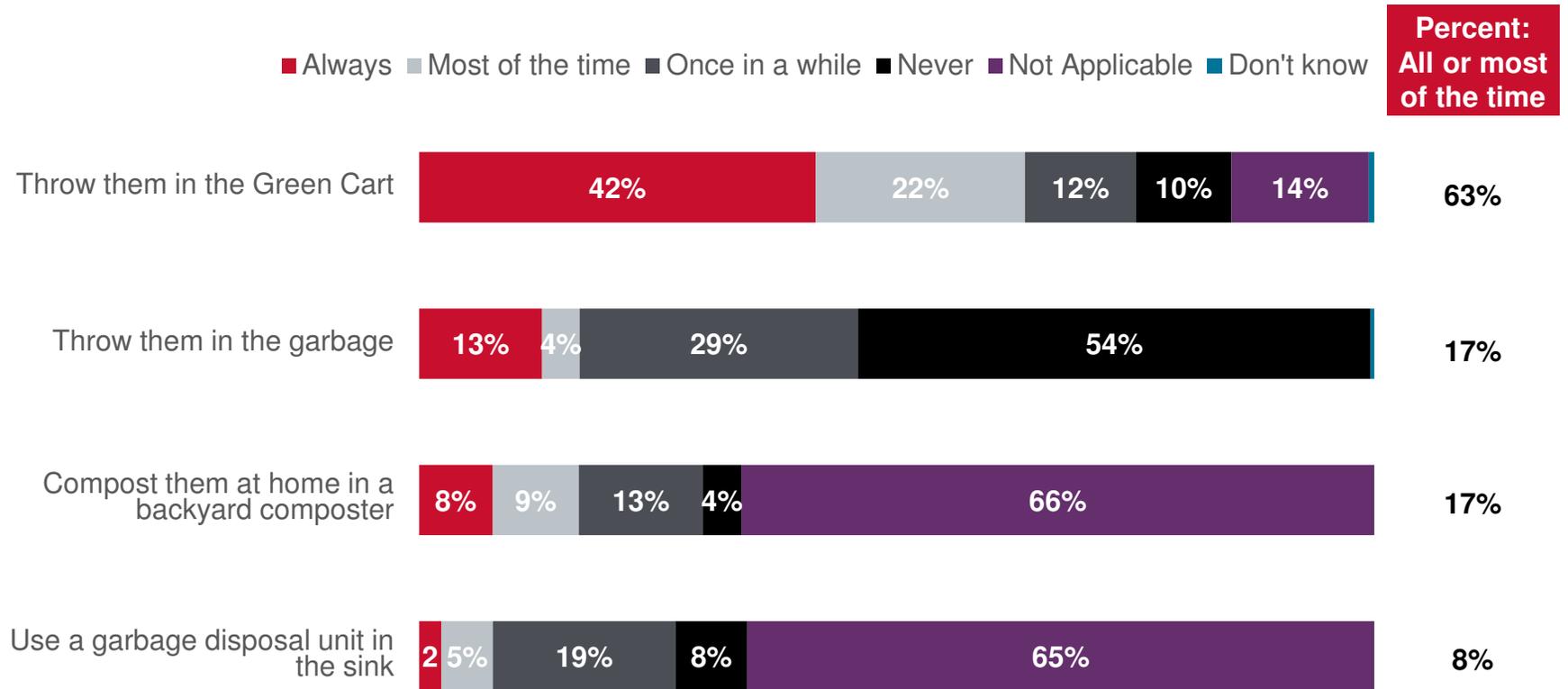


## Resources for Discarding Food Waste



Q10. Does your home have: ('Select all that apply)  
Base: Total Respondents (n=1023)

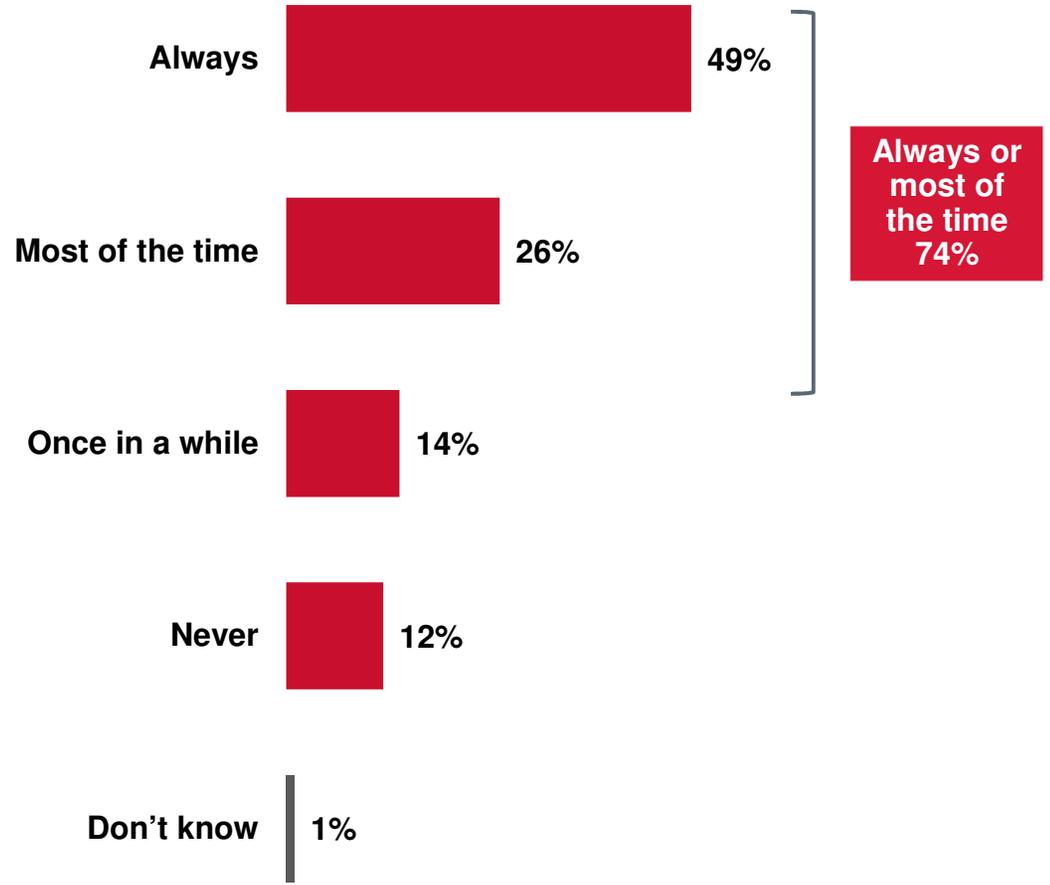
# Means of Disposing of Vegetable and Fruit Scraps



Q11. Thinking about vegetable and fruit scraps, how often does your household dispose of them in each of the following ways?  
 Base: Total respondents (n=1023)



# Means of Disposing of Vegetable and Fruit Scraps Among Those with Green Cart Service



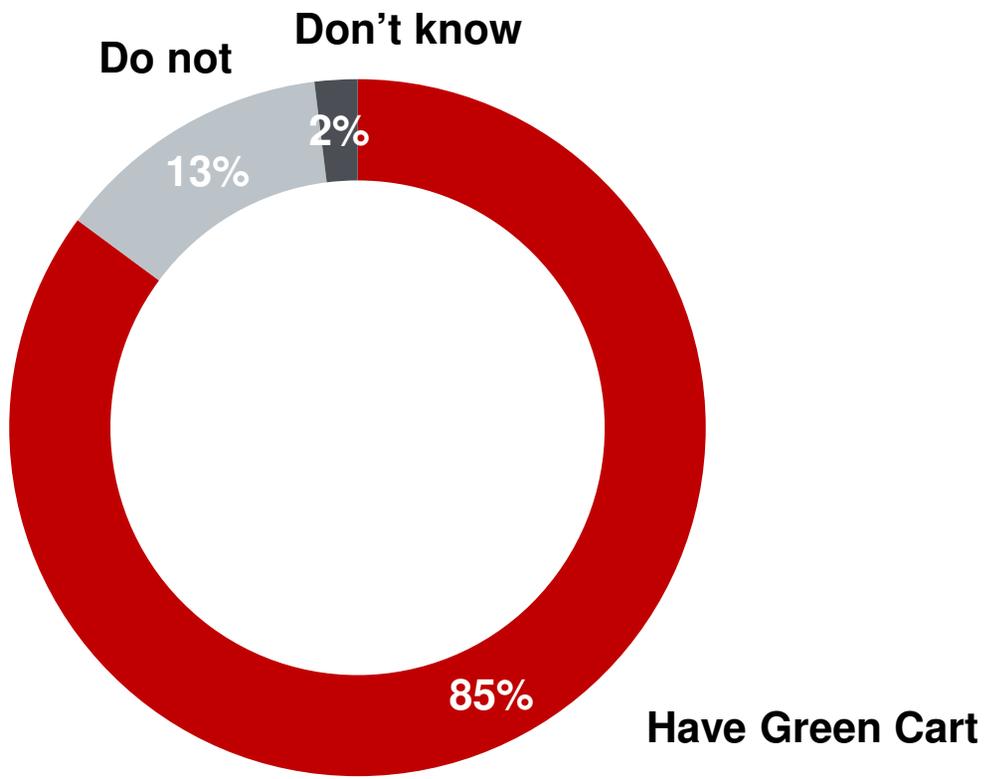
Q11. Thinking about vegetable and fruit scraps, how often does your household dispose of them in each of the following ways?  
Base: Respondents with Green Cart service (n=876)

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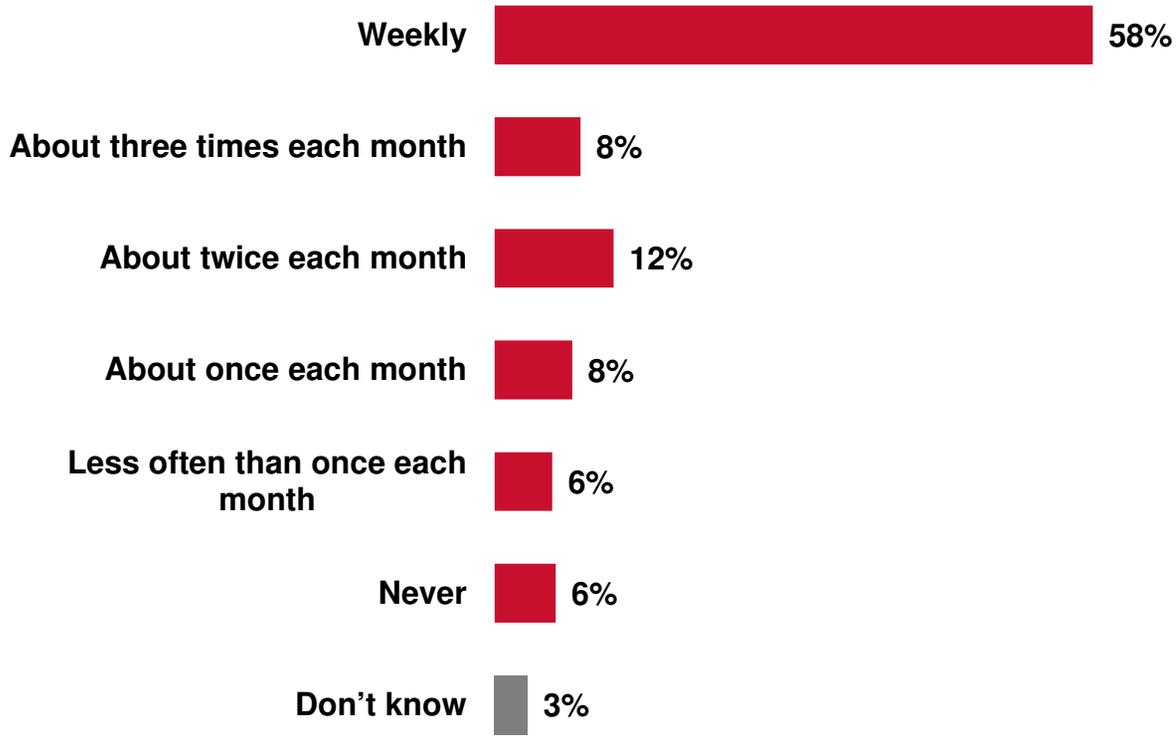
## Green Cart: Usage and Attitudes

# Whether Currently have Green Cart Service



Q2. Do you currently have Green Cart Food and Yard Waste program from the City of Calgary?  
Base: Total Respondents (n=1023)

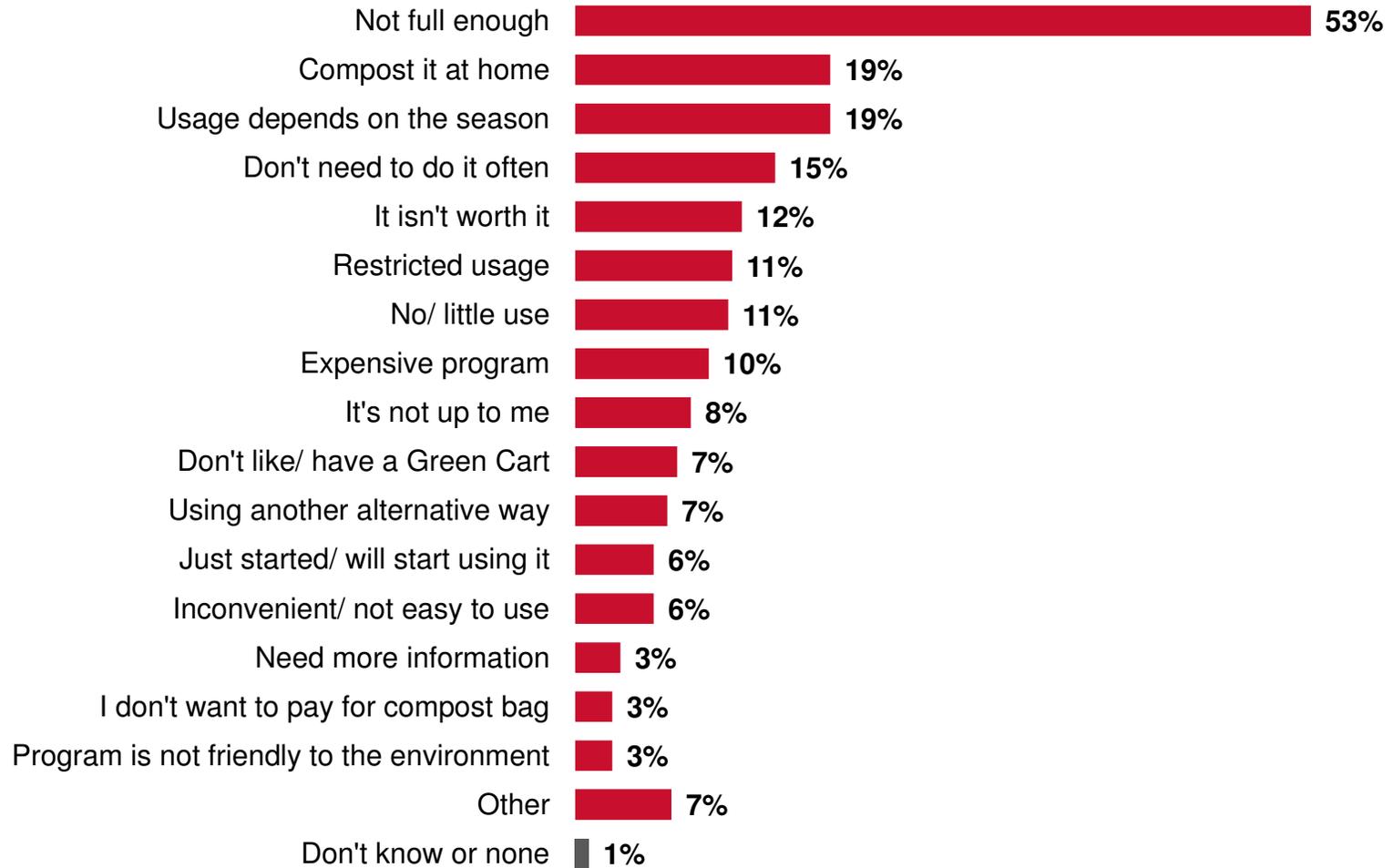
# Frequency of Putting out Green Cart



Q12. Since Green Cart collection began for you, how frequently have you put out your Green Cart on collection day?  
Base: Respondents with Green Cart service (n=876)



## Reasons Don't Put Green Cart Out More Often

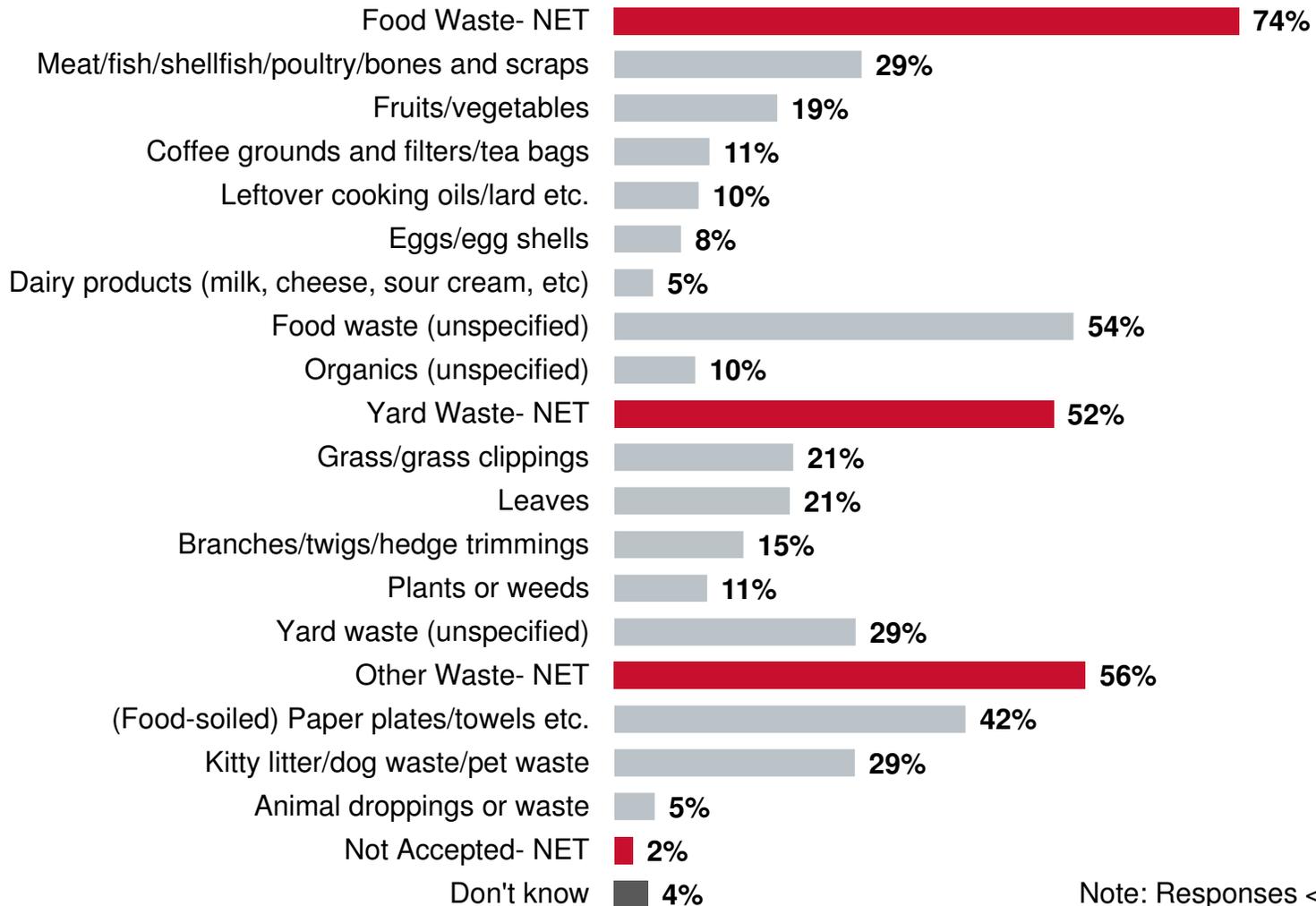


Q13. Why are you not putting your Green Cart out more often?

Base: Respondents who put Green Cart out less than three times per month (n=296)



# Knowledge of Materials Accepted in Green Carts



Note: Responses <4% not shown.

Q14. Thinking about food waste, yard waste and other types of waste, to the best of your knowledge, what materials can be put in the Green Carts?  
 Base: Total respondents (n=1023)

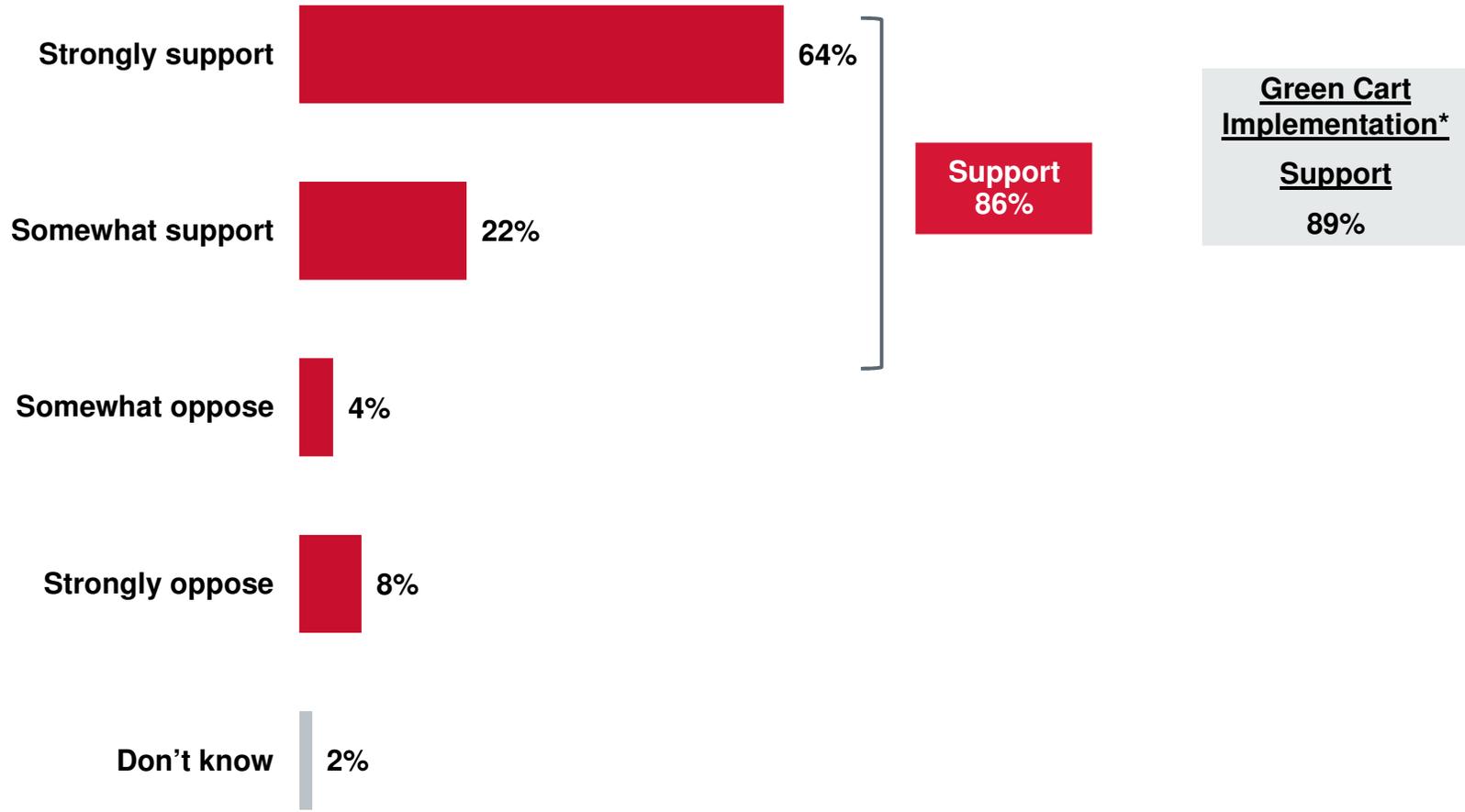


## Green Cart Program Description

*The Green Cart program provides weekly collection of food and yard waste. All food waste will be collected through the program. This includes materials that can be composted in a backyard composter such as fruits and vegetables, egg shells, tea bags and coffee grinds, as well as additional items such as meat, fish, bones, dairy products, pasta, breads and table scraps. Yard waste collected through the program will include grass clippings, leaves, plants, weeds and branches. Other items that can go in the Green Cart include paper towels and tissues, dog waste, kitty litter and animal bedding. The materials collected will be sent to a processing plant and converted into nutrient rich compost.*



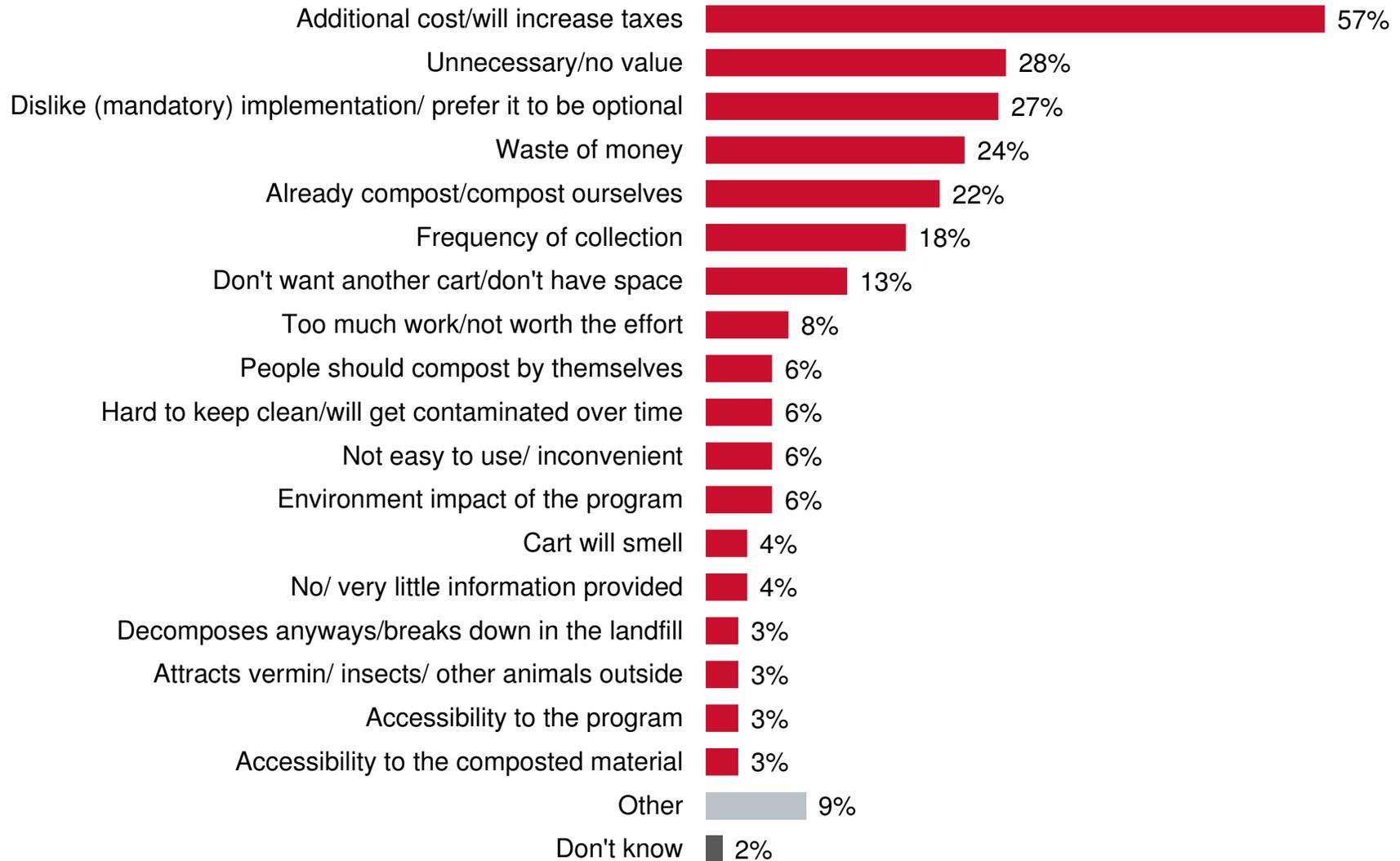
# Support for the Green Cart Program



\* Data from the 2016 Green Cart Implementation Research: Wave 1 report provided for context.  
Q15. Do you personally support or oppose the City of Calgary's Green Cart program?  
Base: Total respondents (n=1023)



# Reasons for Opposing the Green Cart Program

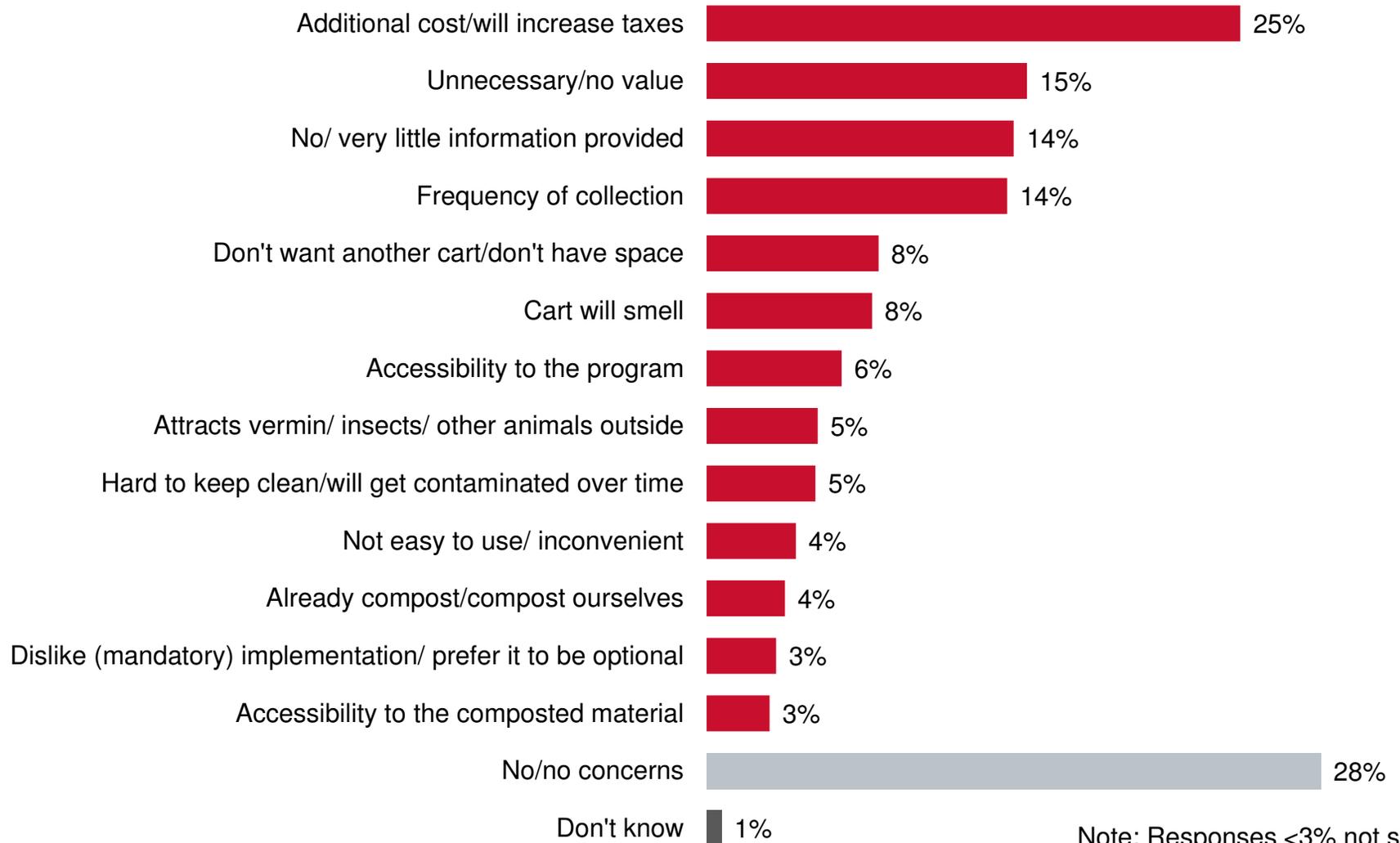


Q16. Why do you oppose the Green Cart program?

Base: Respondents who oppose the Green Cart program (n=130)



## Concerns about the Green Cart Program among Supporters



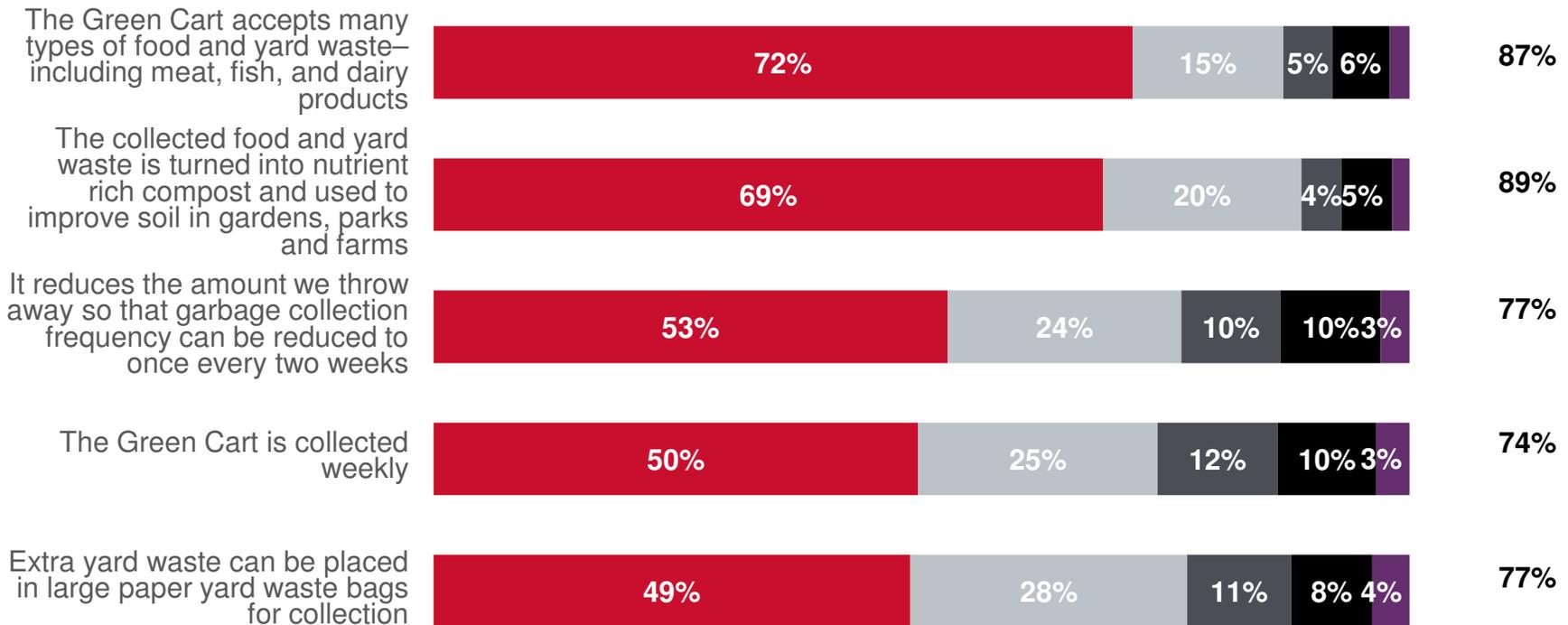
Q18. Do you have any concerns about the Green Cart program?

Base: Respondents who support the Green Cart program or don't know (n=893)

# Importance of Program Elements in Supporting the Green Cart Program

■ Very important 
 ■ Somewhat important 
 ■ Not very important 
 ■ Not at all important 
 ■ Don't know

**Percent Important**



Q29. Please indicate if each of the following is very important, somewhat important, not very important or not at all important to your support of the Green Cart program.

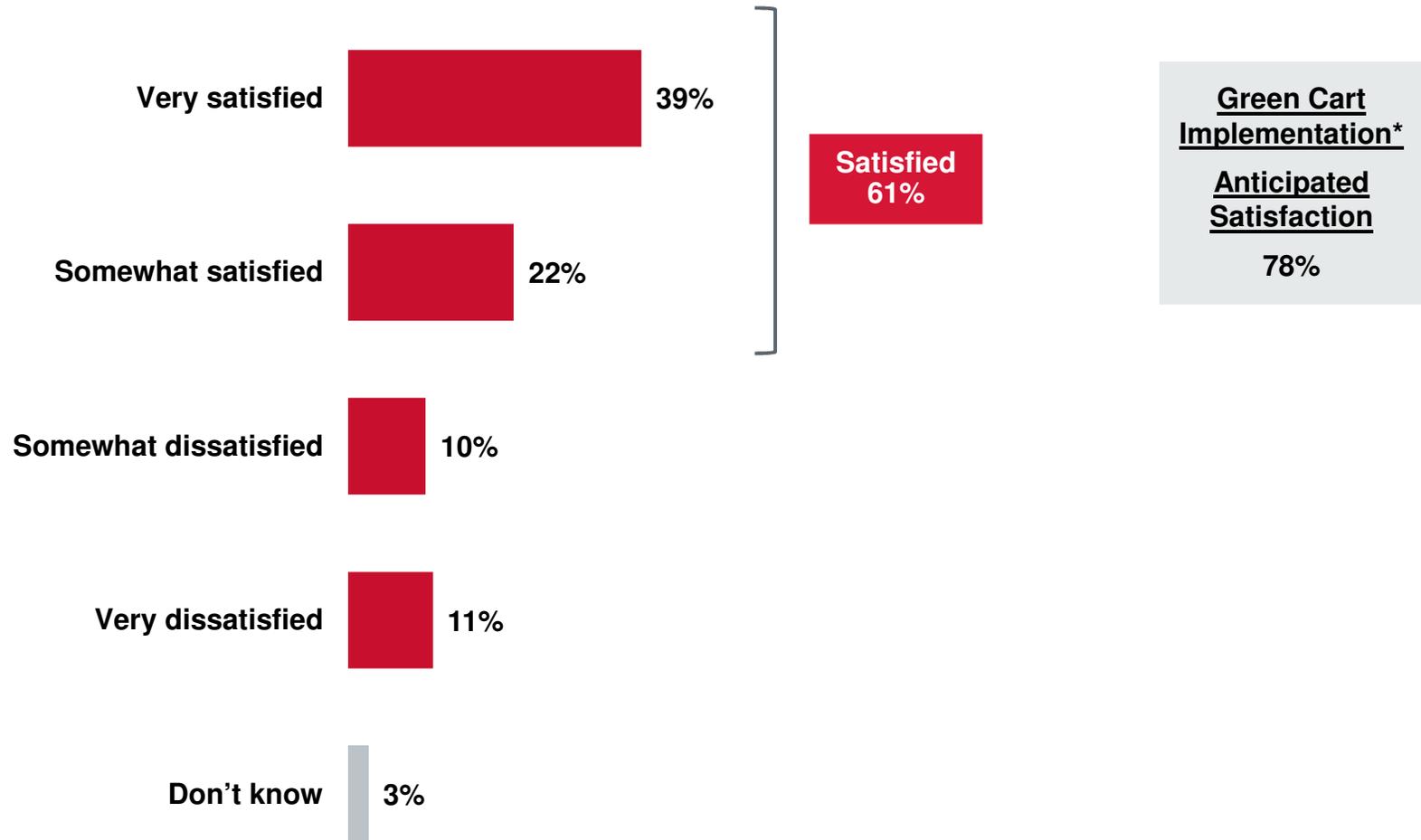
Base: Total Respondents (n=1023)

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## Satisfaction with Collection Frequency

# Satisfaction with New Collection Frequency

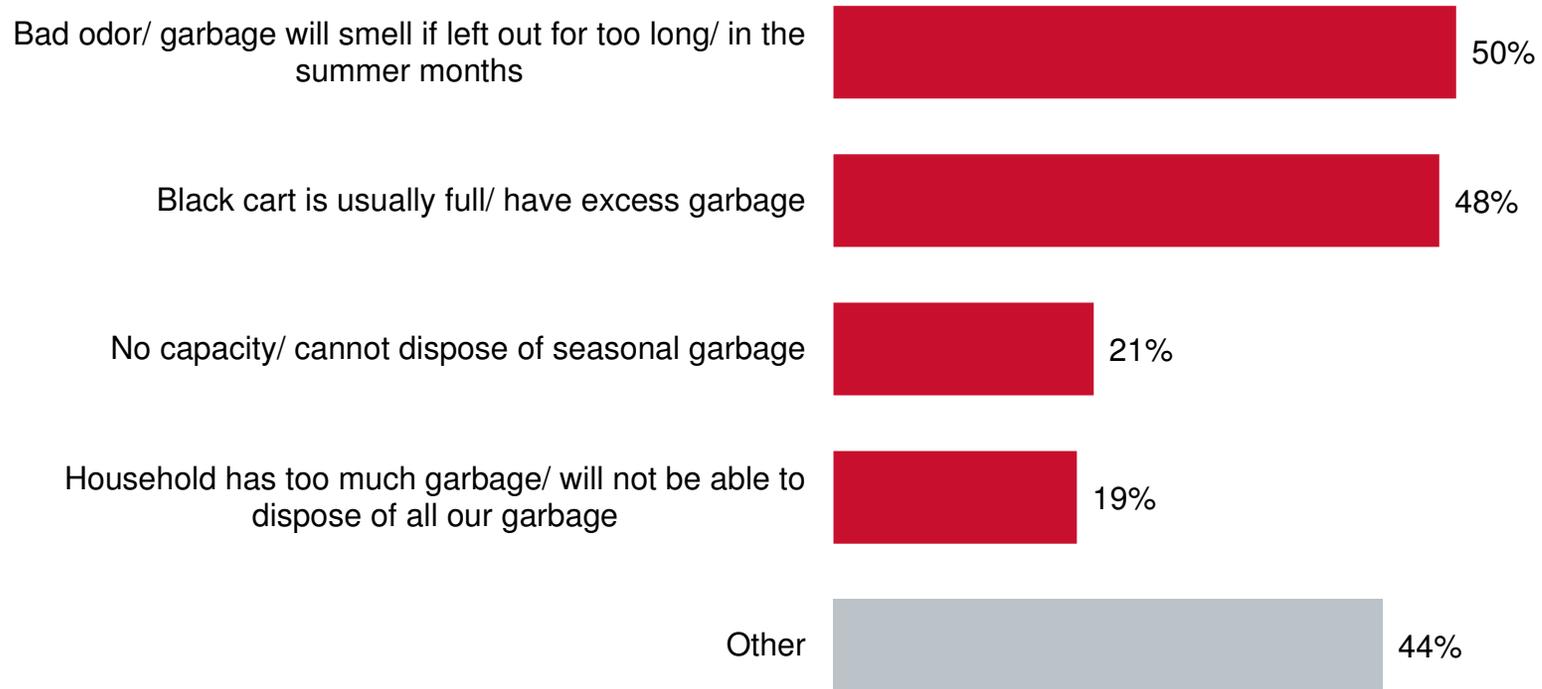


\* Data from the 2016 Green Cart Implementation Research: Wave 1 report provided for context

Q21. Now that the Green Cart program has started, the Blue Carts and Green Carts are collected every week, while Black Carts are collected every second week since the majority of household waste can be recycled or composted. How satisfied are you with this new collection frequency?

Base: Have Green Cart service (n=876)

## Reasons for Dissatisfaction with New Collection Schedule

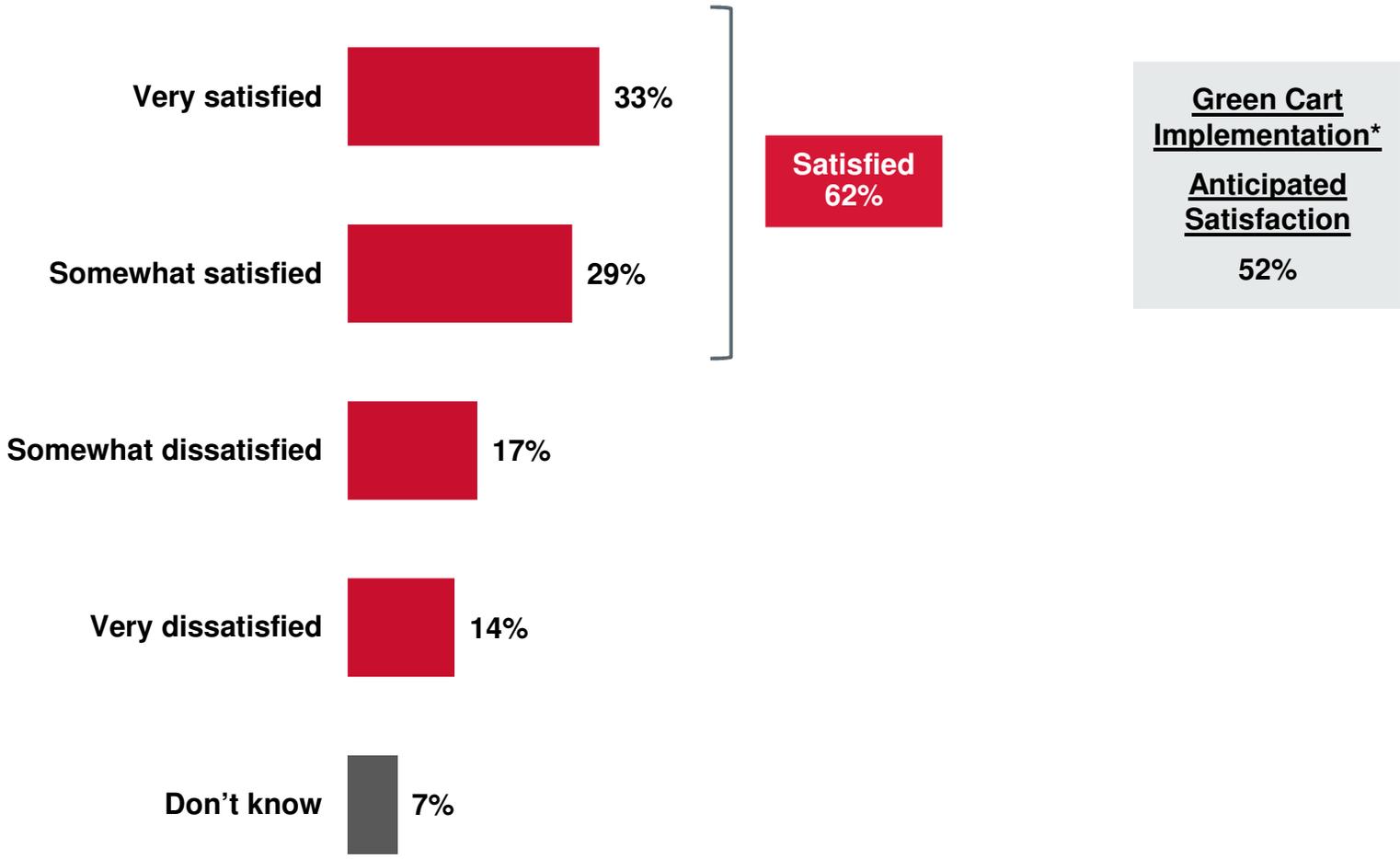


Q22. Why are you dissatisfied?

Base: Respondents who are dissatisfied with the new collection schedule (n=222)



# Satisfaction with Having Two Collection Days



\* Data from the 2016 Green Cart Implementation Research: Wave 1 report provided for context  
Q23. Blue Carts and Green Carts are collected on the same day of the week, while Black Carts are collected on a different day. How satisfied are you with having two collection days?  
Base: Have Green Cart service (n=876)

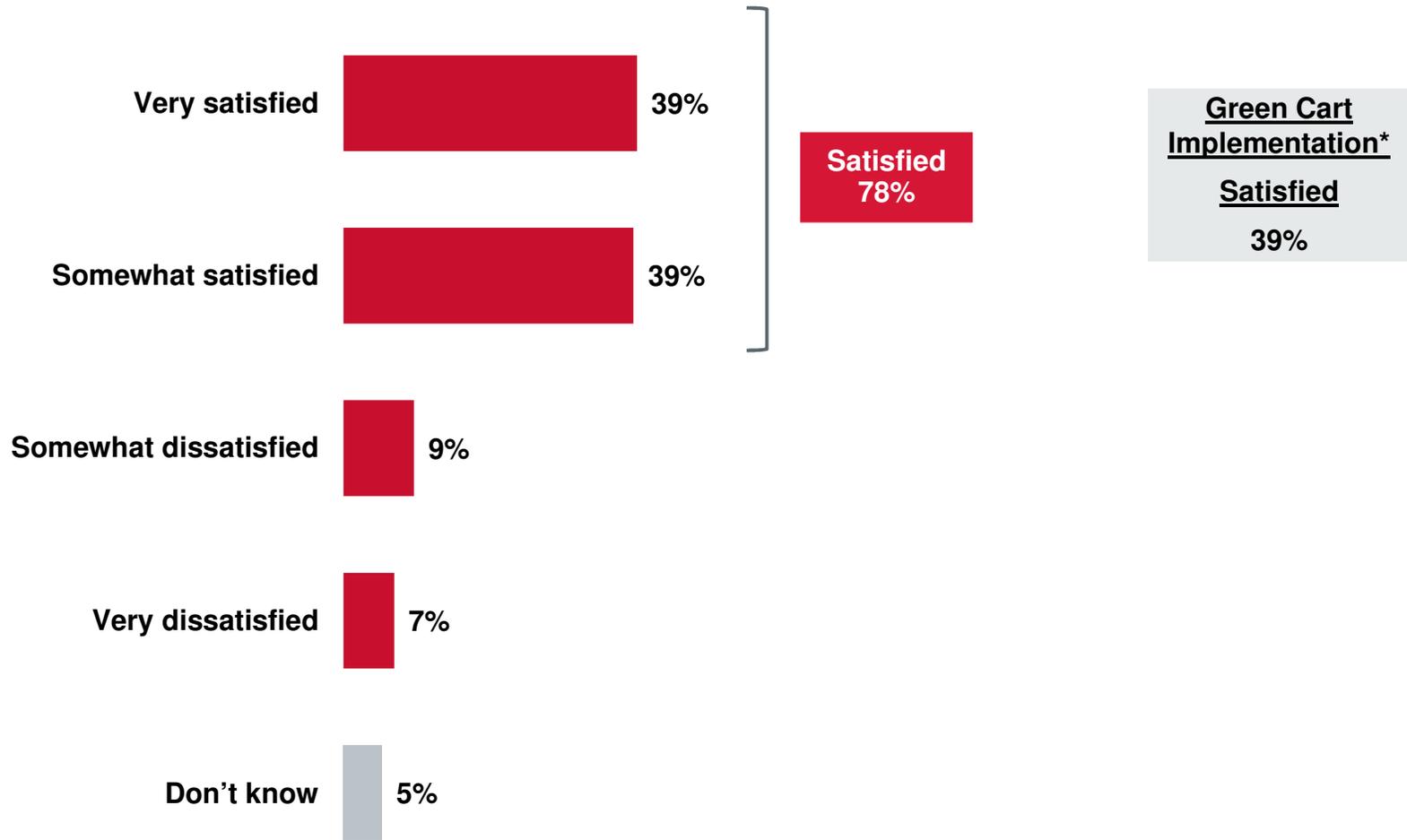
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## City Communications and Reminders



# Satisfaction with City Communications about Green Cart



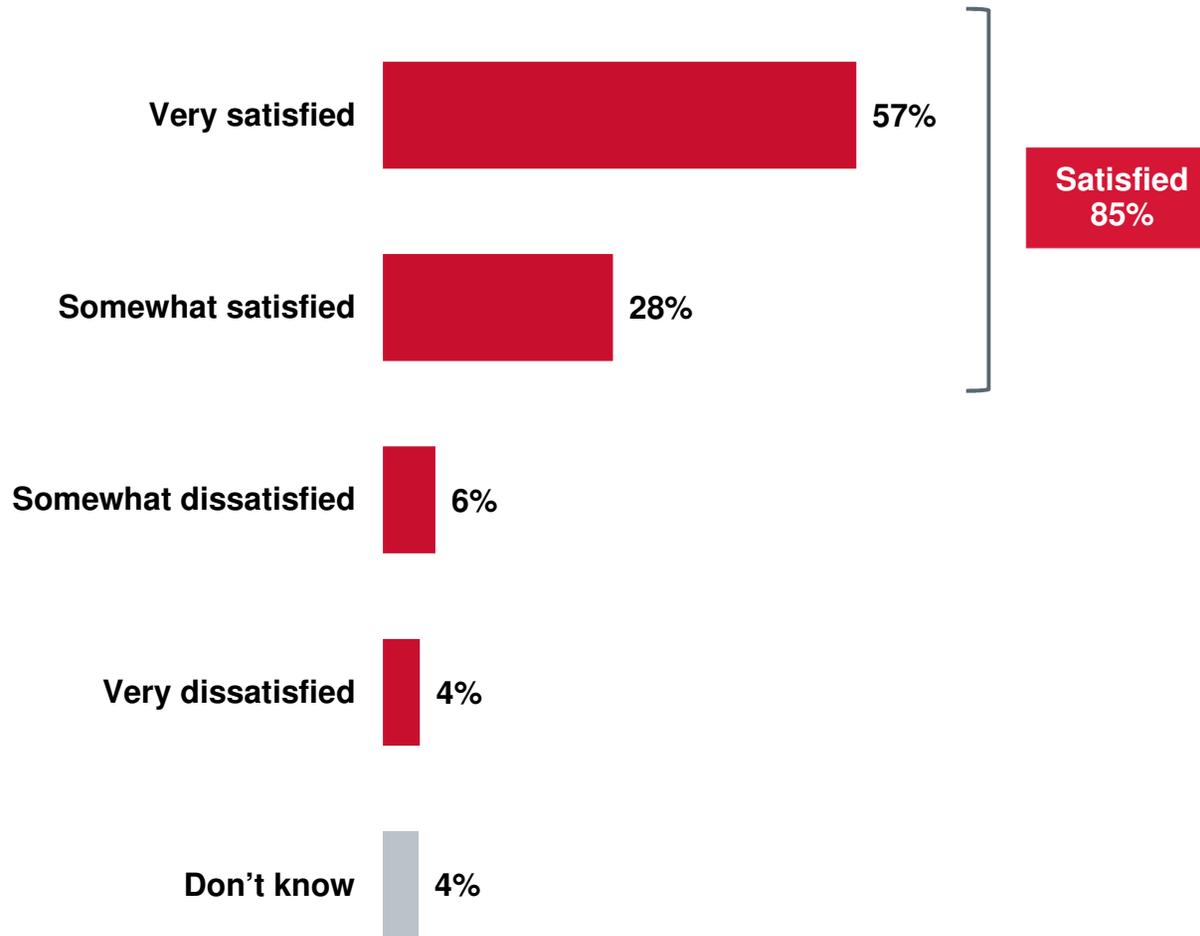
\* Data from the 2016 Green Cart Implementation Research: Wave 1 report provided for context.

Q19. Overall, how satisfied are you with City communications about the Green Cart program?

Base: Total respondents (n=1023)



## Satisfaction with Having the Information Needed to Participate in the Green Cart Program

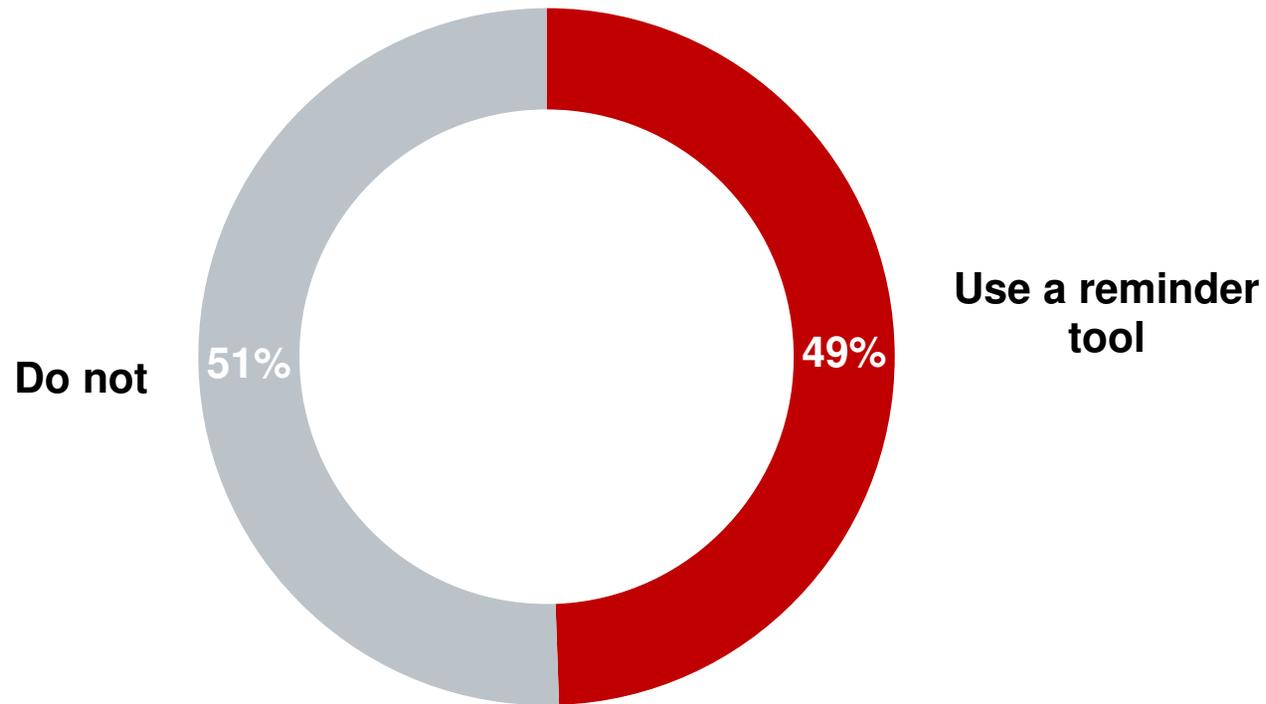


20. How satisfied are you that you [INSERT IF Q2 GREEN CART ≠ 'YES': will] have the information you need to participate in the Green Cart program?

Base: Total respondents (n=1023)



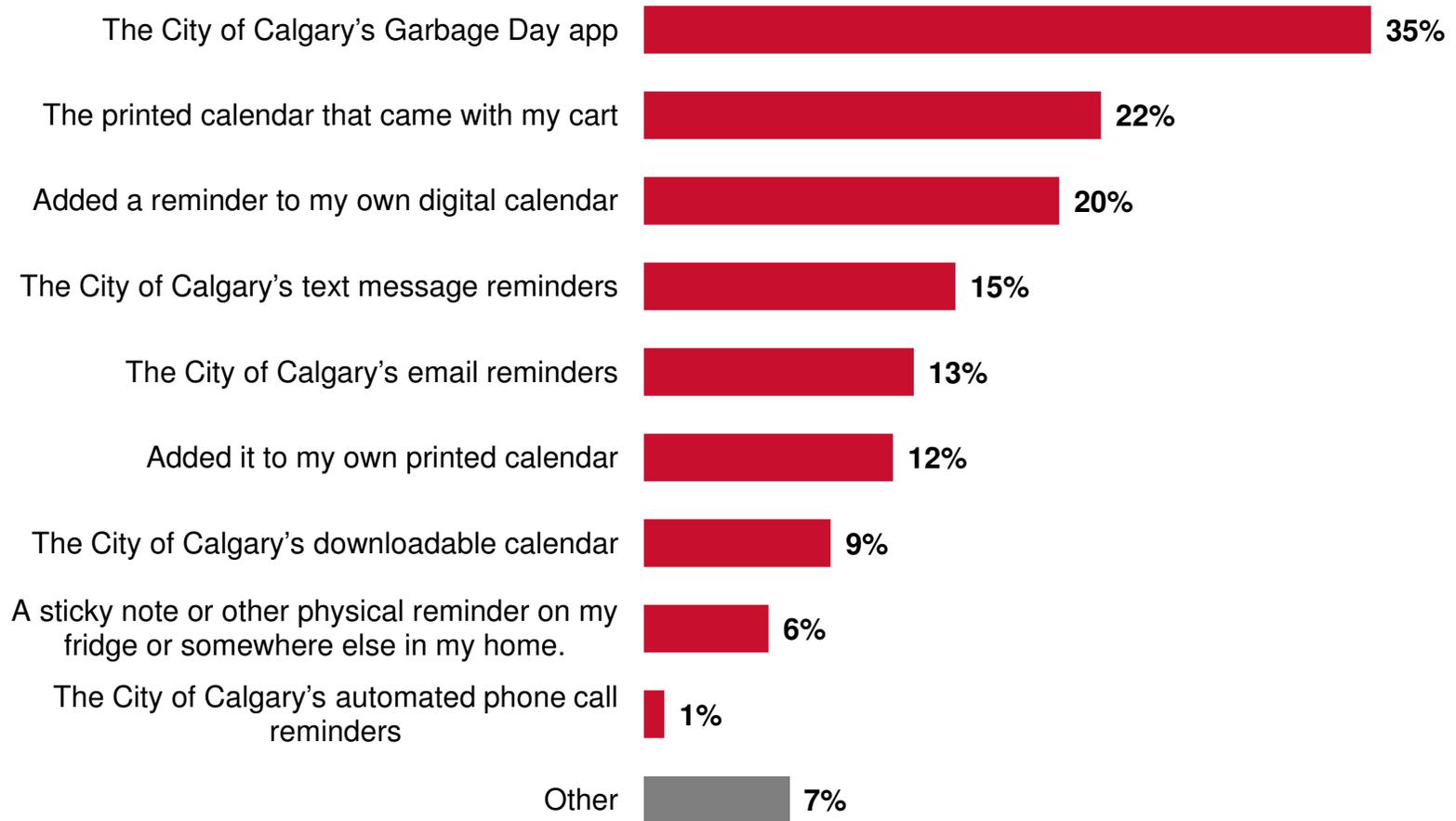
## Whether Use a Reminder Tool to Keep Track of New Collection Schedule



Q24. Are you using a reminder tool to keep track of your new collection schedule?  
Base: Have Green Cart service (n=876)



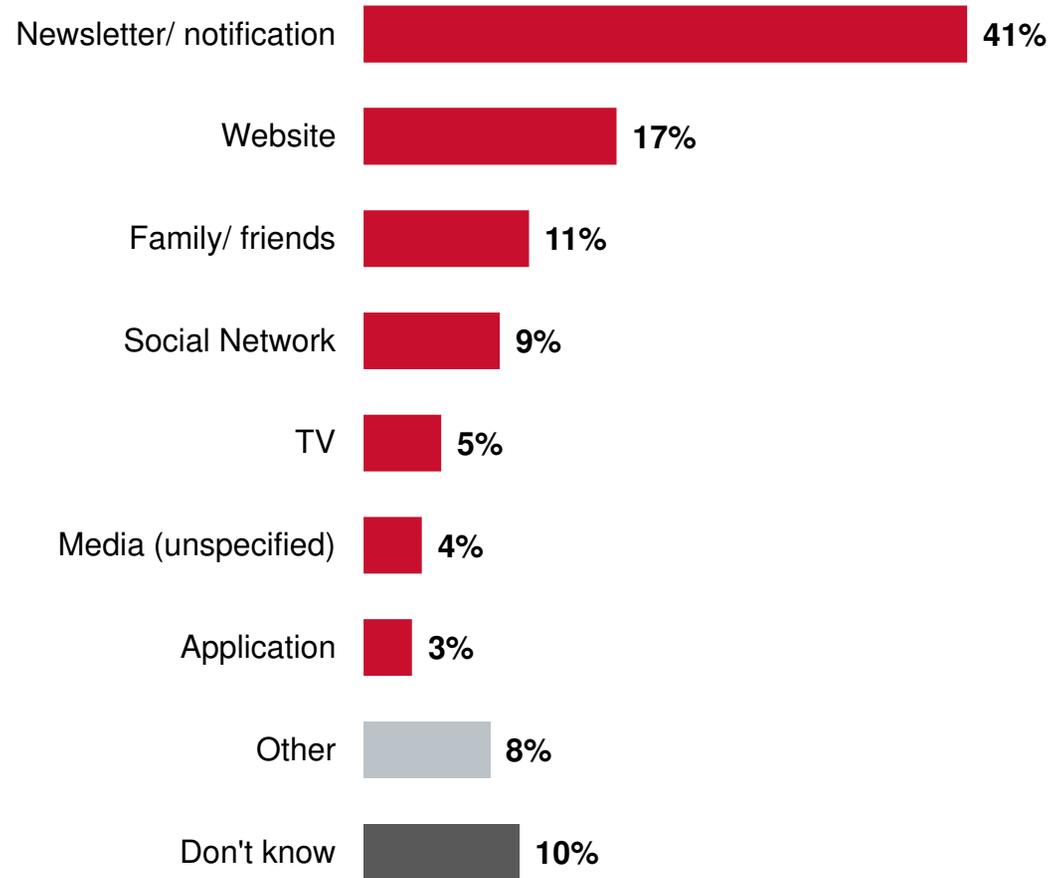
## Reminder Tools Used



Q25. Which type of reminder tool(s) are you using?

Base: Use reminder tool to keep track of new collection schedule (n=433)

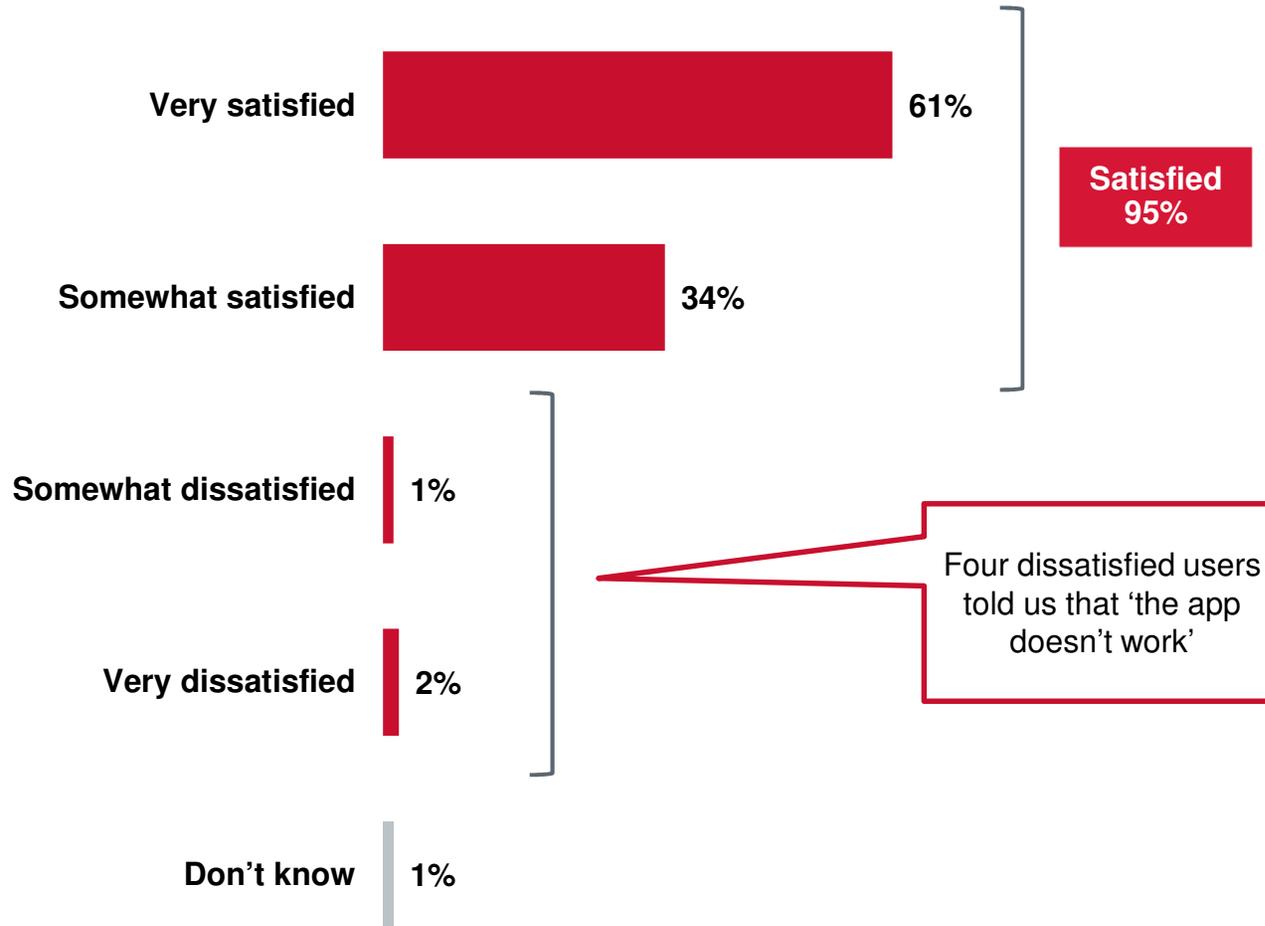
# Source of Awareness of Garbage Day App



Q26. How did you hear about the app?

Base: Use the City of Calgary's Garbage Day app (n=153)

# Satisfaction with City of Calgary's Garbage Day App

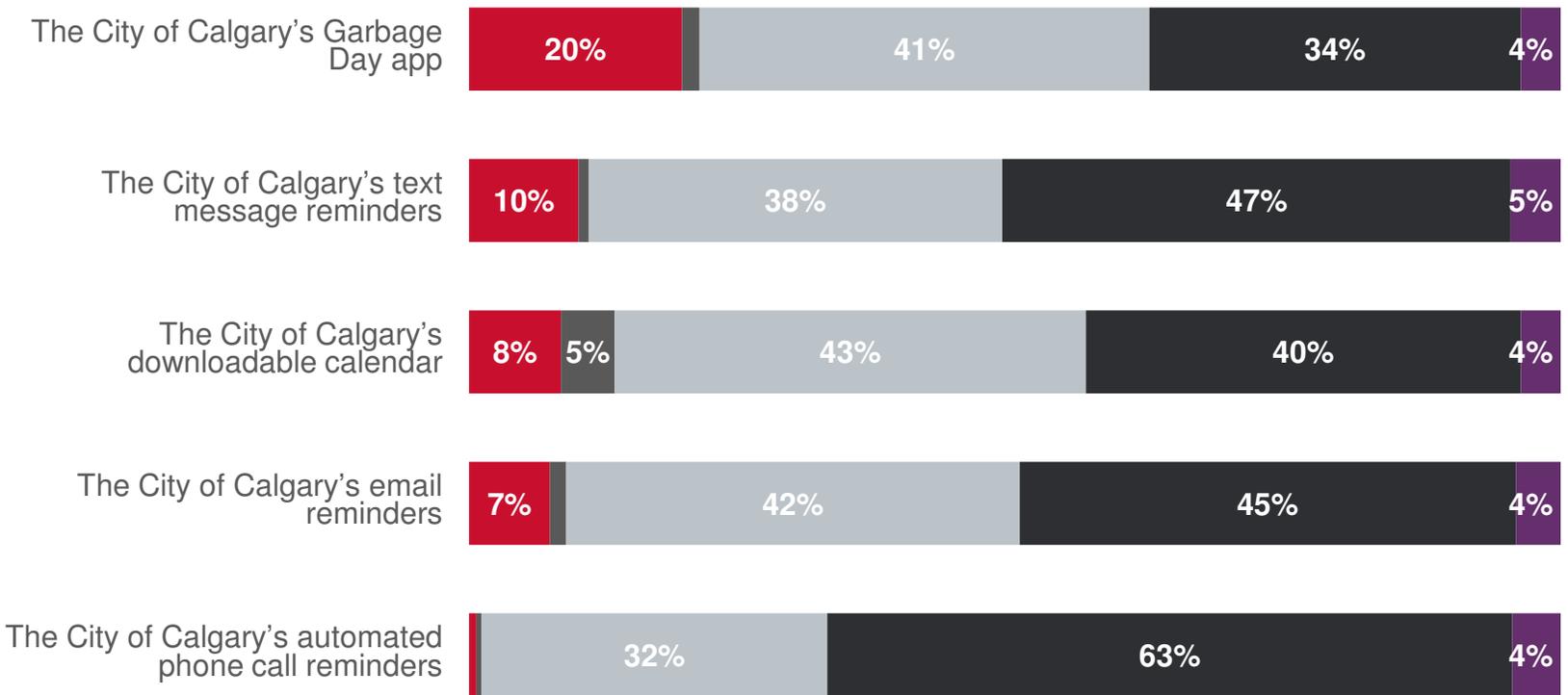


Q27a. How satisfied are you with the app?  
 Base: Use the City of Calgary's Garbage Day app (n=153)



# Awareness and Usage of Reminder Tools Offered by the City

■ Use regularly ■ Tried, but don't use ■ Heard of, haven't tried ■ Never heard of ■ Don't know



Q28a. Have you heard or seen anything about the following tools offered by the City to remind you about garbage and recycling days? Have you tried them? (Please check all that apply) Note: Includes tools used in Q25.

Base: Respondents with Green Cart service (n-876)

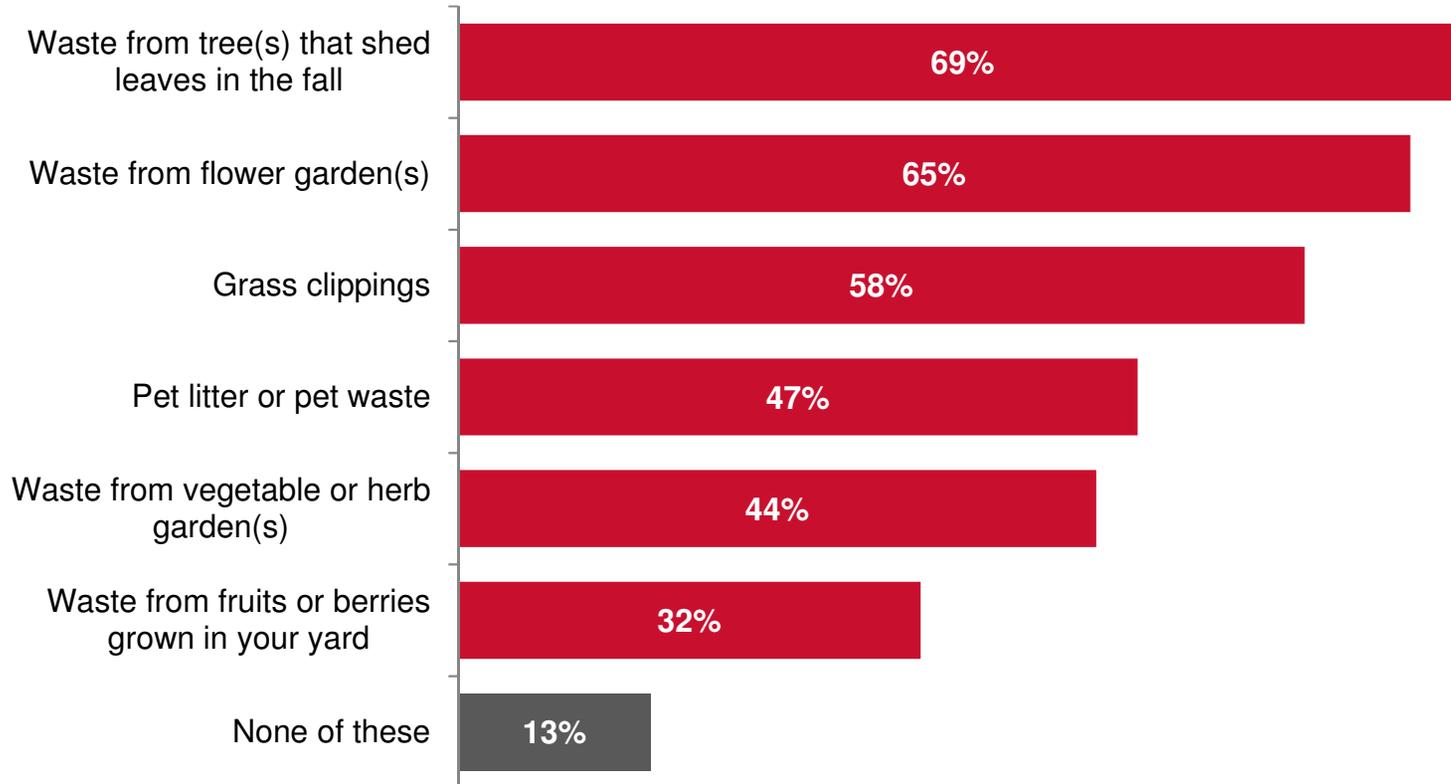
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## Characteristics



# Types of Waste of which Household Disposes



Q31. Does your household dispose of the following types of waste?  
 Base: Total Respondents (n=1023)



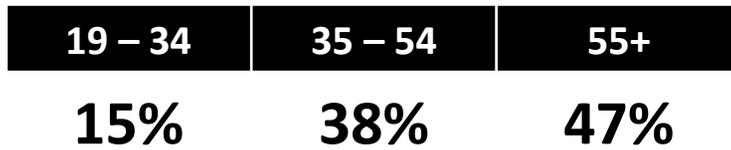
# Demographic Characteristics

## Gender



(Prefer not to answer 3%)

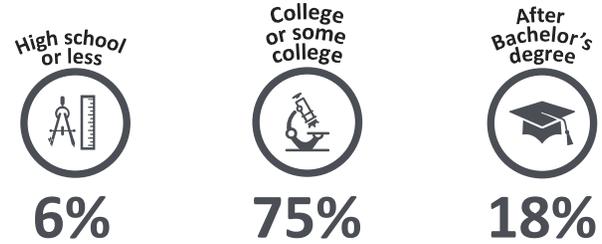
## Age



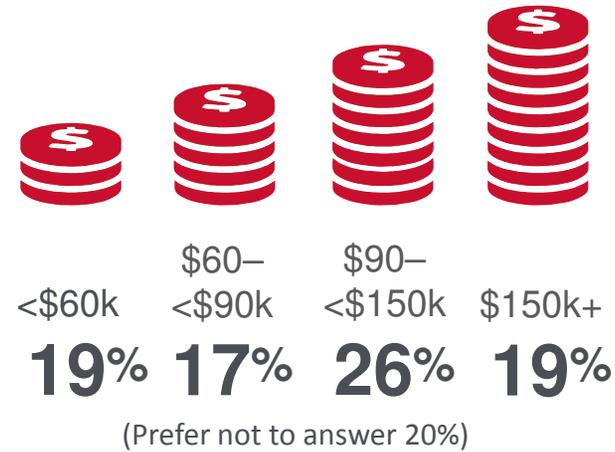
## Pets

Cats	23%
Dogs	33%
Other	5%
No Pets	47%

## Education



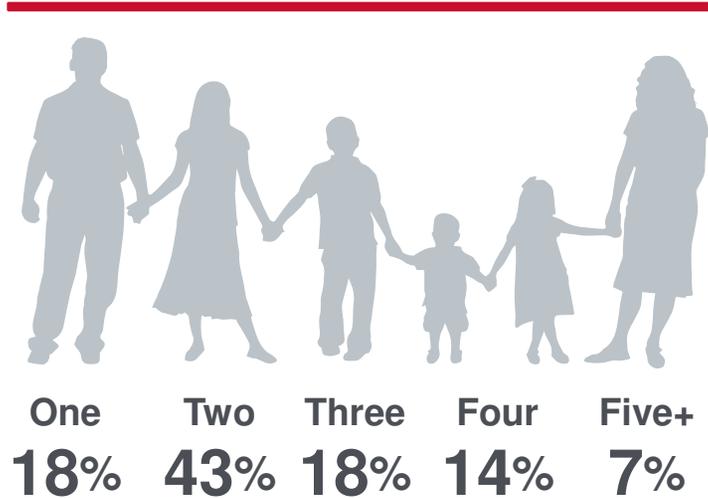
## Income





# Family Characteristics

## Household Size



Type of Home:	Percent
Single-family detached home	70%
Duplex, triplex or fourplex	9%
Townhouse or rowhouse (more than four units)	6%
Apartment building or other multi-family complex	15%





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