

Calgary



# Green Cart Implementation Research: Wave 2

Final Report

**Prepared for The City of Calgary by:**

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## Methodology

- ❖ Ipsos conducted a telephone survey 500 single family residents aged 18 years and older between June 7<sup>th</sup> and 24<sup>th</sup>, 2018.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 11 minutes.
- ❖ Single family residents are defined as those who live in a single-family home, duplex, triplex or fourplex.
- ❖ The final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population of single family residents aged 18 or older according to the most recent Census data.
- ❖ The margin of error (MOE) for the total sample of 500 is  $\pm 4.4$  percentage points, 19 times out of 20.
  - The margin of error is larger by quadrant and other sub-groupings of the survey population.
- ❖ Where possible, results are compared to the pre-implementation iteration of the survey (Wave 1) fielded in April 2016.



## Key Findings





# Key Takeaways



**Support for implementation of the Green Cart program is extremely high and increased from pre-implementation.**



**The perceived value of the \$6.50/per month Green Cart fee is solid.**



**Overall satisfaction with the Green Cart program is very high.**



**Satisfaction with two collection days is solid but leaves room for improvement. Given that less than half of single family residents use a reminder tool, increased messaging around the reminder tools available from The City might increase satisfaction.**



**Satisfaction with the collection frequency is strong; this should continue to be monitored given the new winter collection schedule.**



**Satisfaction with Green, Black and Blue cart sizes is moderate and supports the introduction of variable cart sizes.**

**Use of the Green Cart to dispose of paper items and pet waste lags food and yard waste, and top-of-mind awareness that paper and pet items are accepted in the Green Cart is low. The City should continue to educate the public that these types of waste should be disposed of in Green Carts.**



**The City should continue messaging regarding the environmental harm arising from disposal of food and yard waste in landfills.**



# Key Metrics

April 2016

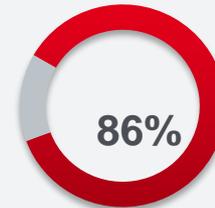
June 2018

Support for the Green Cart Program

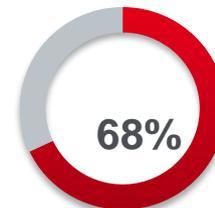
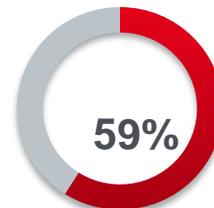


Satisfaction with the Green Cart Program

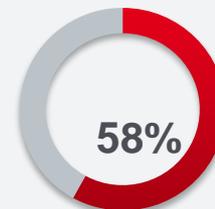
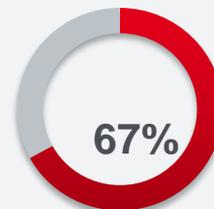
n/a



Good Value for the Green Cart Fee



Agree that *disposing of food and yard waste in landfills is okay because it is biodegradable and breaks down over time*





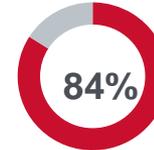
# Key Metrics

## Disposal of Compostable Waste

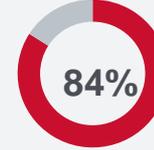
Throw them in the **Garbage**  
 (% always or most of the time)

Put them in the **Green Cart**  
 (% always or most of the time)

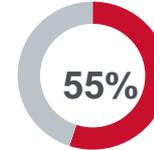
Food waste such as fruits and vegetables, egg shells, and coffee grinds or filters



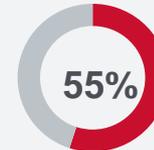
Food waste such as meat, fish, bones, dairy products, pasta, breads and table scraps



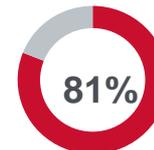
Paper items such as used paper plates, napkins, Kleenex and tissue paper



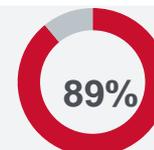
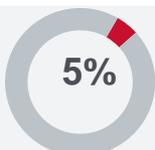
Pet waste, kitty litter and animal bedding



Grass clippings



Yard waste such as leaves, plants, flowers, branches, twigs or weeds





## Program Logistics

April 2016

June 2018

Green Cart is the Right Size

n/a

66%

Black Cart is the Right Size

76%

61%

Blue Cart is the Right Size

74%

73%

Satisfaction with Collection Frequency

78%

81%

Satisfaction with Two Collection Days

52%

74%



# The City and the Environment



## Satisfaction with The City's environmental performance remains very high.

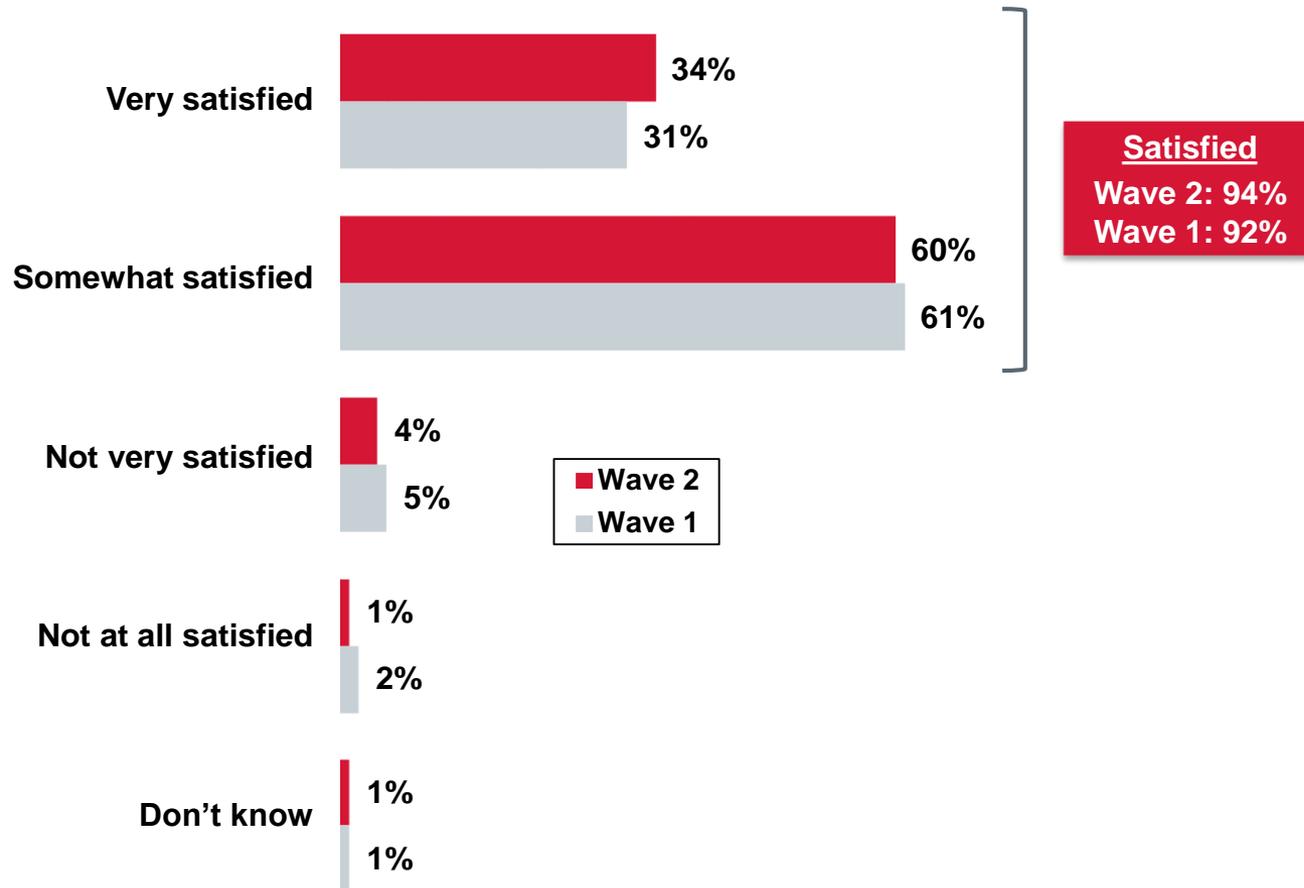
- ❖ More than nine-in-ten (94%) Calgarians in single family homes are satisfied with the job The City of Calgary is currently doing to protect the environment (on par with 92% in Wave 1). Satisfaction is somewhat tempered, however, with just one-third (34%) saying they are 'very satisfied'.

## Satisfaction with City programs to help Calgarians reduce their environmental impact is also high.

- ❖ Nine-in-ten (89%) Calgarians in single family homes are satisfied with The City's programs and services aimed at helping Calgarians reduce their environmental impact (32% are 'very satisfied'), while just 10% are dissatisfied.
  - It is notable that satisfaction is identical to the Wave 1 pre-implementation measure.
- ❖ Among the small minority who are dissatisfied, key reasons are:
  - Lack of awareness – 23% “more advertising/ awareness of programs and services”;
  - Cost issues – 22% “price/ additional fees/ tax”, 10% “waste of money”, and 5% “no value/ not getting money's worth”; and,
  - Various concerns with the Green/ Blue/ Black cart programs – 20% “concerns with the collection schedule”, 13% “concerns with the composting/ recycling/ garbage program”, and 12% “program/ service is inefficient”.



# Satisfaction with The City's Environmental Performance

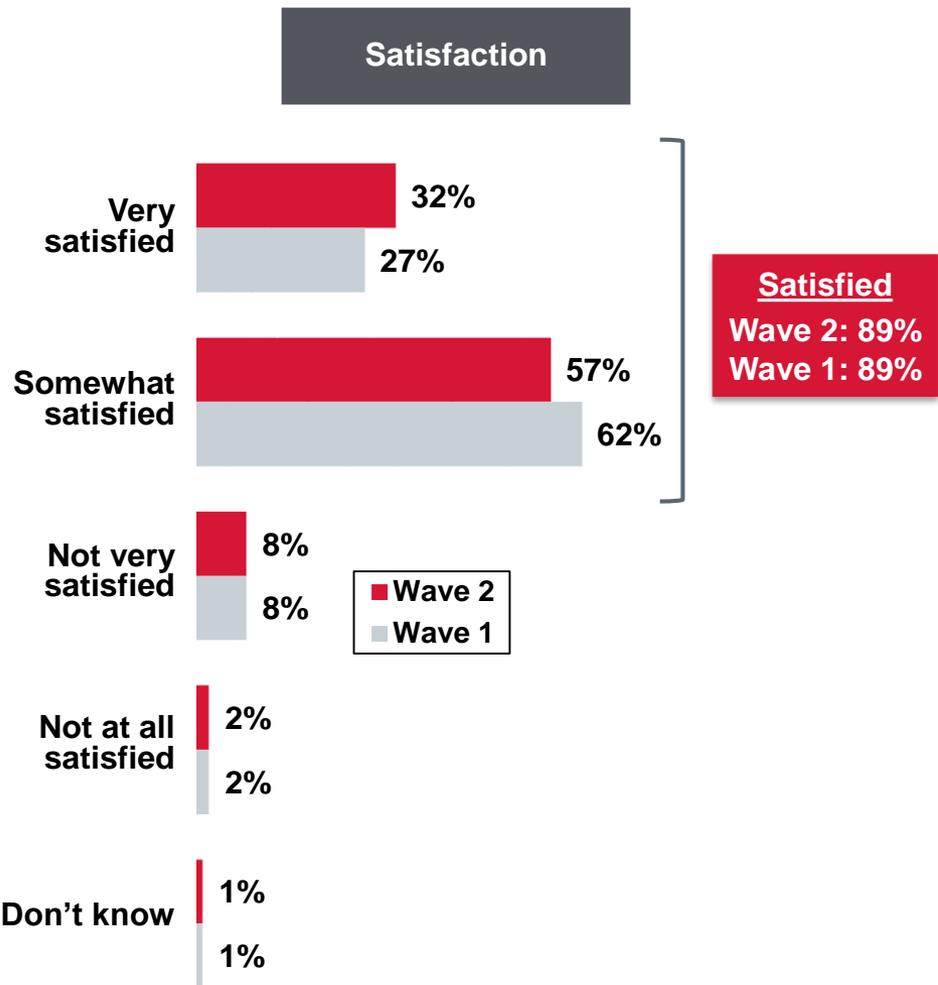


Q1. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: All respondents (Wave 2: n=500 / Wave 1: n=660)

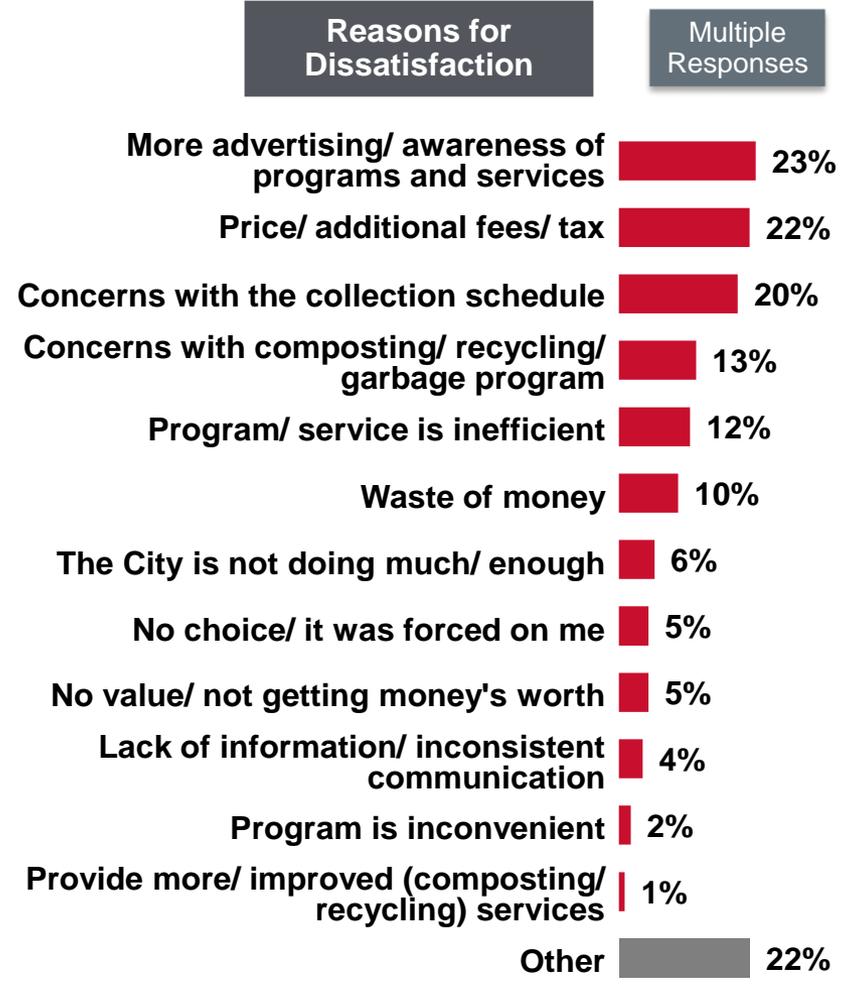


# Satisfaction with City Programs and Services to Help Calgarians Reduce their Environmental Impact



Q2. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: All respondents (Wave 2: n=500 / Wave 1: n=660)



Q3. Why are you dissatisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Not satisfied (n=58\*)

**\*Small base size**



# Food and Yard Waste Behaviours





# Awareness of Accepted Materials and Green Cart, Garbage Disposal and Backyard Composter Usage

## Awareness of materials accepted in the Green Cart is up markedly.

- ❖ Top-of-mind awareness of what materials can be put in the Green Cart has increased significantly for most accepted items. Of particular note are increased mentions of:
  - “Yard waste” (up 28 percentage points from 48% in Wave 1 to 76% in Wave 2), and specifically, “grass/ grass clippings” (up 23 points from 29% to 52%) and “branches/ twigs/ hedge trimmings” (up 14 points from 6% to 20%);
  - “Meat/ fish/ shellfish/ poultry/ bones and scraps” – up 21 percentage points from 8% in Wave 1 to 29% in Wave 2;
  - “Kitty litter/ dog waste/ pet waste” – up 18 points from 1% to 19% (it is noteworthy that mentions increase to 31% among pet owners); and,
  - “(Food-soiled) paper plates/ towels/ napkins/ tissues” – up 17 points from 6% to 23%.

## Virtually all households (98%) say they ever put their Green Cart out for collection, though frequency of use is higher in the summer than the winter months.

- ❖ Among households that ever use their Green Cart, three-quarters (76%) put it out for collection weekly in the summer months, while this drops to less than half (46%) in the winter months. In fact, one-in-five (20%) say they put their Green Cart out once a month or less in the winter (vs. 5% in the summer).

## Incidence of using in-sink garbage disposals and backyard composters is low.

- ❖ Overall, 9% of single-family residents use their in-sink garbage disposal to dispose of vegetable and fruit scraps ‘always’ or ‘most of the time’.
- ❖ Just over one-in-ten (12%) use a backyard composter to compost food waste and/or grass or other yard waste.



# Knowledge of Materials Accepted in the Green Cart

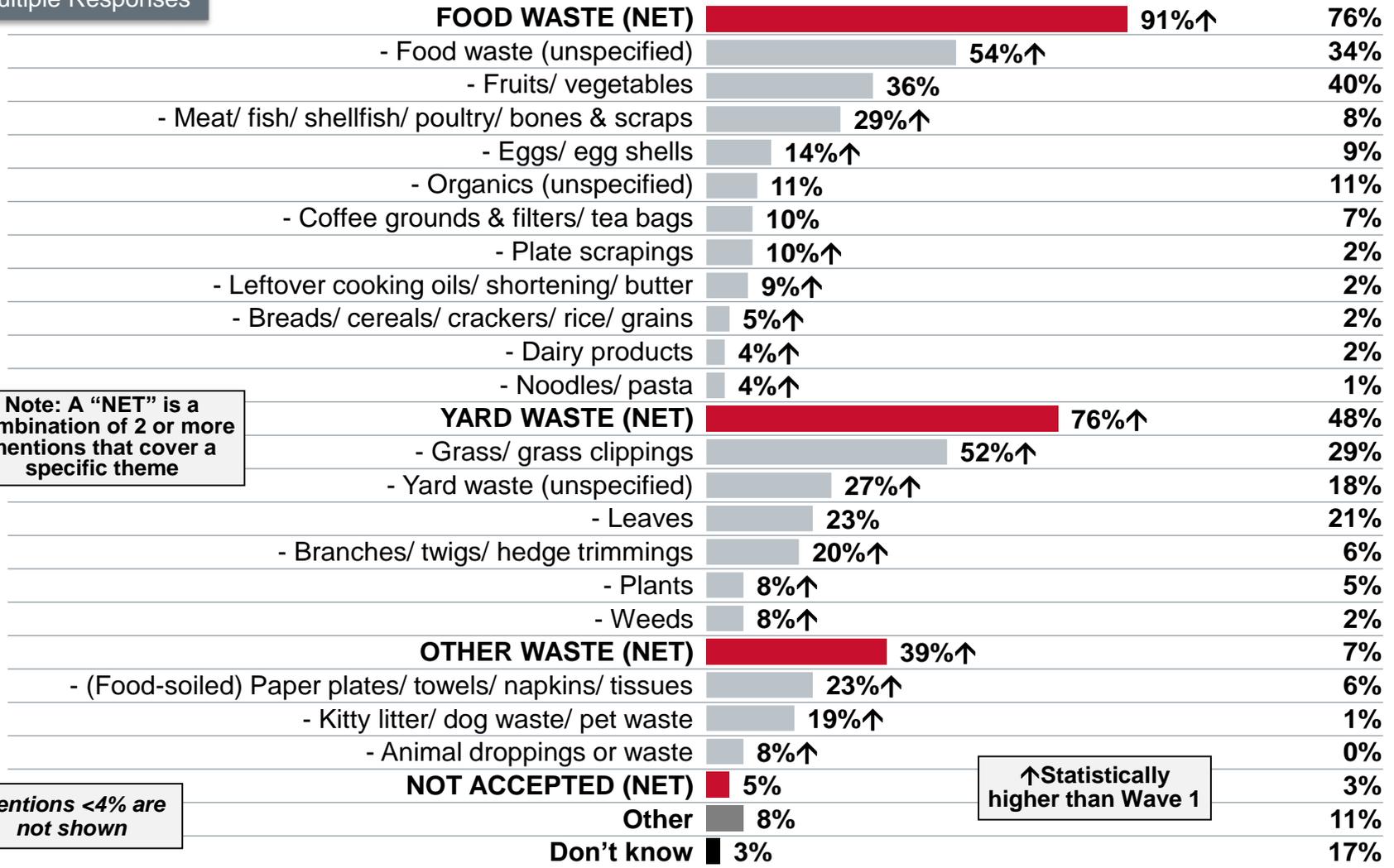
Wave 1

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Mentions <4% are not shown

↑ Statistically higher than Wave 1



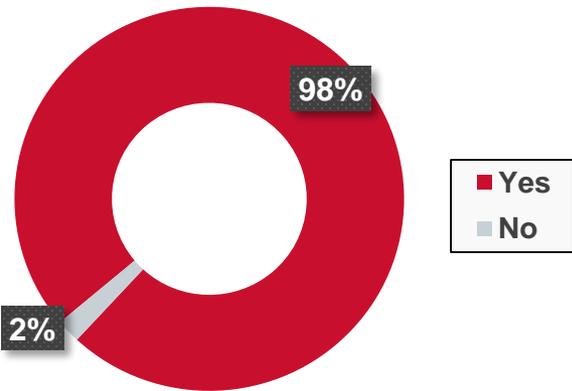
Q8C. Thinking about food waste, yard waste and other types of waste, to the best of your knowledge, what materials can be put in the Green Carts?

Base: All respondents (n=500)



# Green Cart Usage

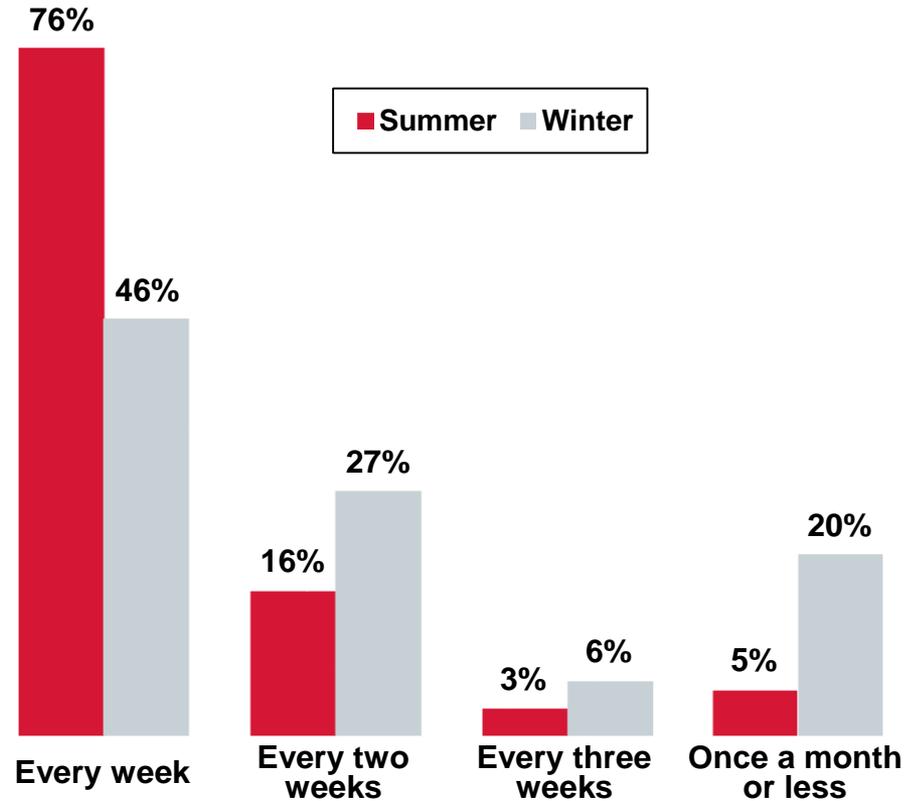
## Ever Use the Green Cart



Q8A. As you may know, in 2017 The City implemented the Green Cart Food and Yard Waste program for single-family homes. Is your household currently taking part in the program – that is, do you ever put out your Green Cart for collection?

Base: All respondents (n=500)

## Frequency of Putting Green Cart Out for Collection



Q29A. How often do you put your Green Cart out for collection in the summer months? And, how about in the winter months?

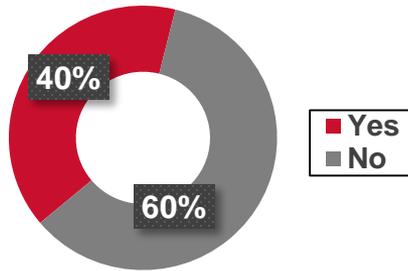
Base: Green cart users (n=490)



# In-Sink Garbage Disposal and Backyard Composter Usage

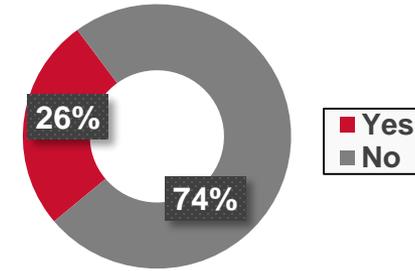
## In-Sink Garbage Disposal

### Have

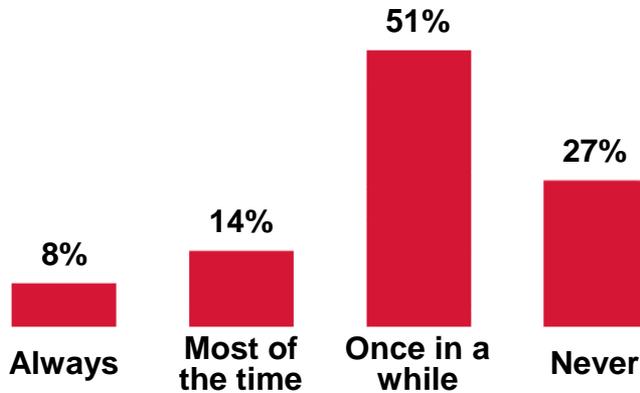


## Backyard Composter

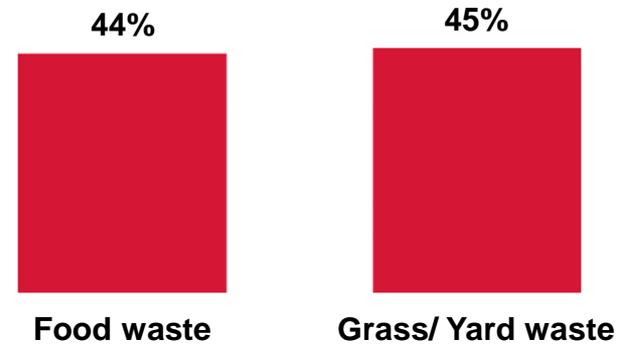
### Have



### Frequency of Using to Dispose of Vegetable and Fruit Scraps



### Use to Compost Food Waste and Grass or Other Yard Waste



Q9. Does your home have an in-sink garbage disposal or garburator?  
 Base: All respondents (n=500) / Q9A. How often do you use your in-sink garbage disposal or garburator to dispose of vegetable and fruit scraps?  
 Base: Have a garbage disposal (n=196)

Q9. Does your home have a backyard composter? Base: All respondents (n=500) / Q9B. Do you currently use your backyard composter to compost food waste / grass or other yard waste?  
 Base: Have a backyard composter (n=140)



# Disposal of Food Waste, Paper Items and Pet Waste

**More than eight-in-ten single family residents say they dispose of food waste in their Green Cart 'always' or 'most of the time', while fewer (just over half) do so for paper items and pet waste.**

- ❖ Six-in-ten (59%) say they 'always' dispose of *food waste such as fruits and vegetables, egg shells, and coffee grinds or filters* in their Green Cart, while another 25% say they do so 'most of the time.'
  - It is interesting that reported incidence of 'always' using their Green Cart for these items is significantly higher among university educated (65% vs. 45% high school or less) and more affluent residents (71% among those with a household income of \$120K or more vs. 50% of those earning less than \$80K).
  - Also of note, is that Green Cart usage for these items is lower among backyard composters, though two-thirds do use their Green Cart 'always' (29%) or 'most of the time' (37%).
- ❖ Six-in-ten (61%) also say they 'always' dispose of *food waste such as meat, fish, shellfish, bones, dairy products, pasta, breads and table scraps* in their Green Cart, while 23% say they do so 'most of the time.'
- ❖ Green Cart usage is lower for *paper items such as used paper plates, napkins, kleenex and tissue paper*, with 22% 'always' using their Green Cart for these items and 33% doing so 'most of the time' – one-quarter (24%), throw these items in the garbage 'always' or 'most of the time'.
- ❖ Among pet owners, 40% 'always' use their Green Cart for *pet waste, kitty litter and animal bedding*, while 14% do so 'most of the time' – more than one-third (37%), however, throw these items in the garbage 'always' or 'most of the time'.

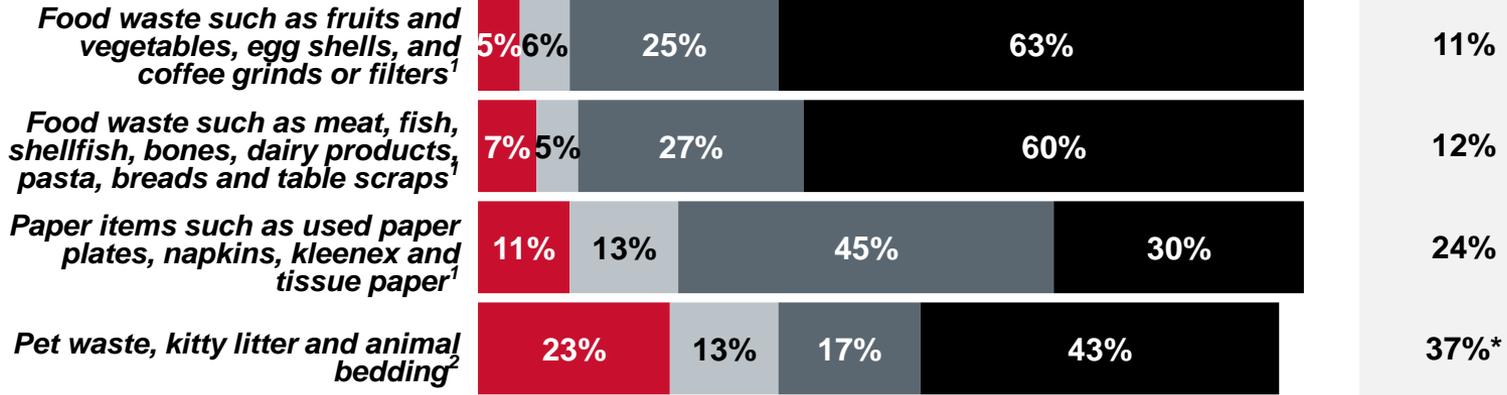


# Disposal of Food Waste, Paper Items and Pet Waste

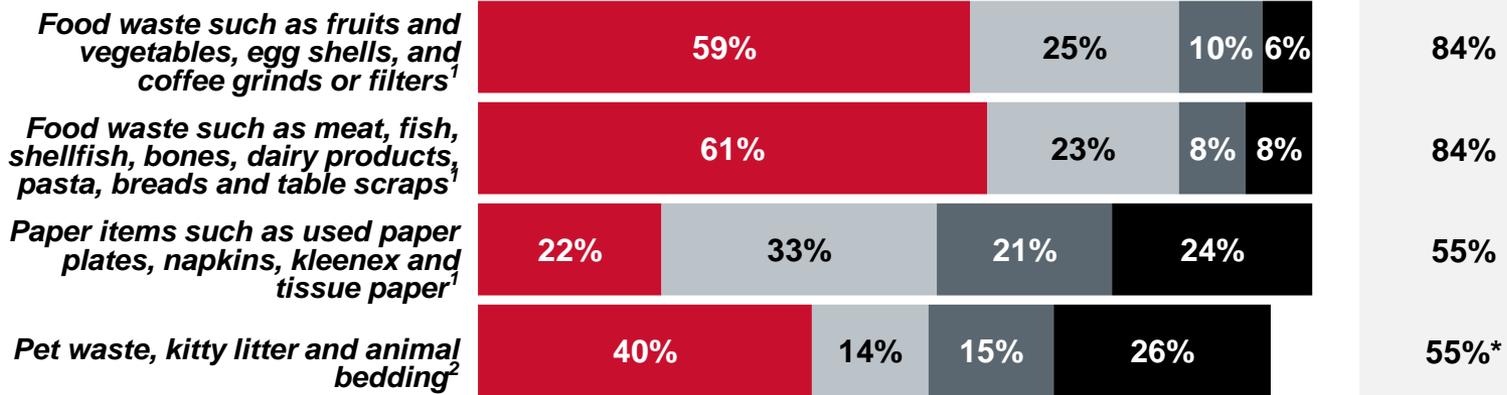
■ Always ■ Most of the time ■ Once in a while ■ Never

% Always/ most of the time

Throw them in the garbage



Put them in your Green Cart



\*Rounding

Q11/11A/11B/11D. Thinking about food waste such as fruits and vegetables, egg shells, teabags, and coffee grinds or filters food waste such as meat, fish, shellfish, bones, dairy products, pasta, breads and table scraps / paper items such as used paper plates, napkins, kleenex and tissue paper / pet waste, kitty litter and animal bedding, how often does your household dispose of them in each of the following ways? Base: <sup>1</sup>Green cart users (n=490) / <sup>2</sup>Green cart users with pets (n=248)



## Green Cart usage for disposal of yard waste and grass clippings is extremely high.

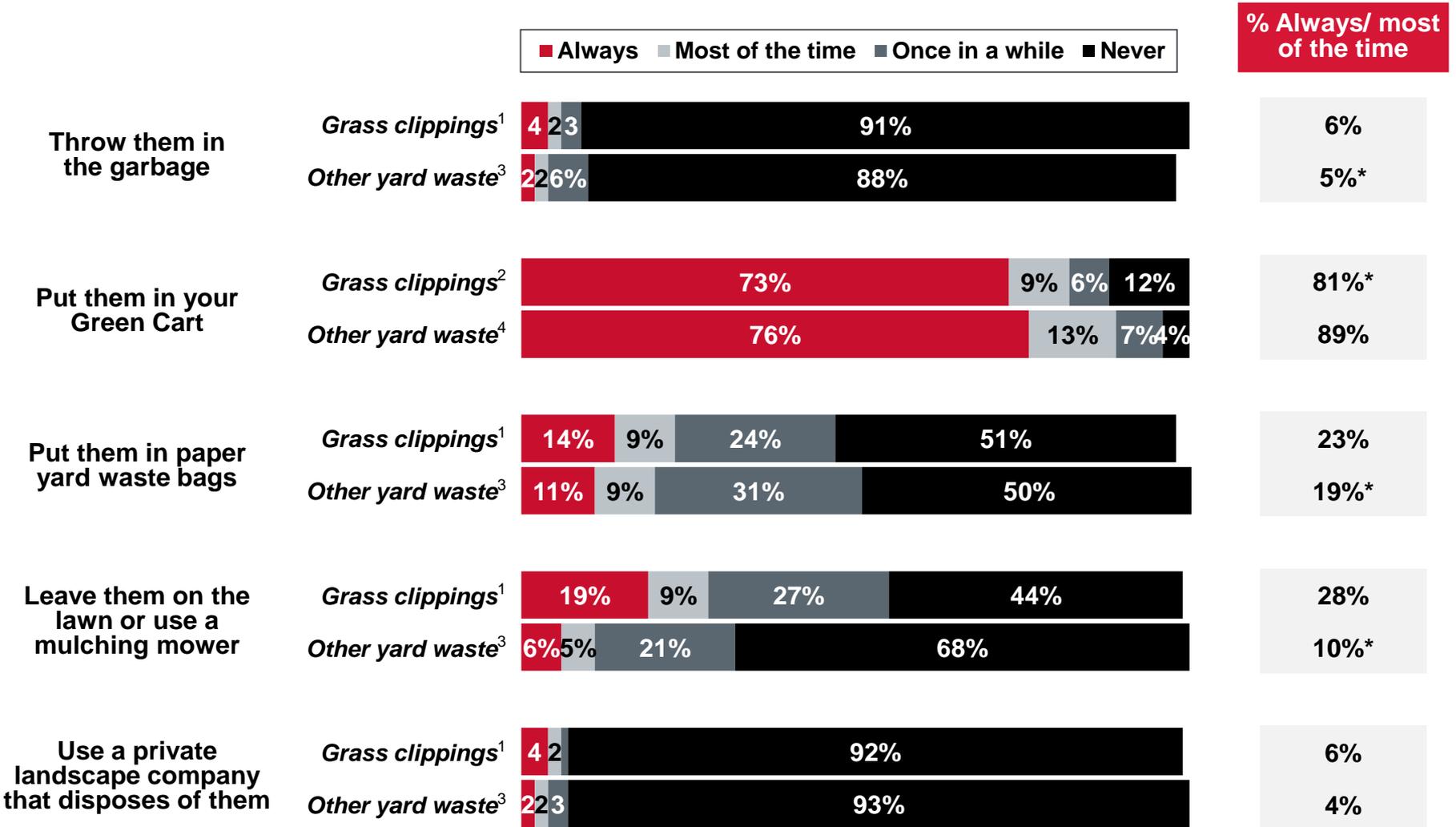
- ❖ Three-quarters (76%) of single family residents say they ‘always’ dispose of *yard waste such as leaves, plants, flowers, branches, twigs or weeds* in their Green Cart and another 13% say they do so ‘most of the time’.
  - One-in-five (19%) put these items in paper yard waste bags, while just 5% throw them in the garbage ‘always’ or ‘most of the time’.
- ❖ Just under three-quarters (73%) say they ‘always’ dispose of *grass clippings* in their Green Cart and another 9% say they do so ‘most of the time’.
  - One-in-three (28%) leave them on the lawn or use a mulching mower and 23% put them in paper yard waste bags, while just 6% throw them in the garbage ‘always’ or ‘most of the time’.

## Incidence of having a live Christmas trees is low, and most who do, dispose of them using City programs.

- ❖ Two-in-ten (20%) single family residents say they had a live Christmas tree in the past year.
- ❖ Among them, 40% disposed of it via The City’s Christmas tree drop-off, while 33% disposed of it in their Green Cart – relatively few disposed of it in their Black (7%) or Blue (1%) Cart.



# Disposal of Yard Waste



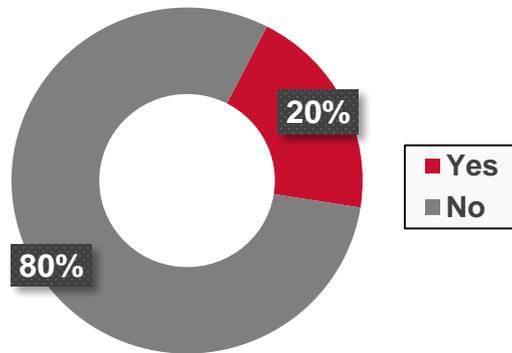
\*Rounding

Q14/14A. Thinking about grass clippings / yard waste such as leaves, plants, flowers, branches, twigs or weeds, how often does your household dispose of them in each of the following ways? Base: <sup>1</sup>Have a lawn (n=469) / <sup>2</sup>Green cart users who have a lawn (n=461) / <sup>3</sup>Have yard waste other than grass (n=423) / <sup>4</sup>Green cart users who have yard waste other than grass (n=418)



# Disposal of Live Christmas Trees

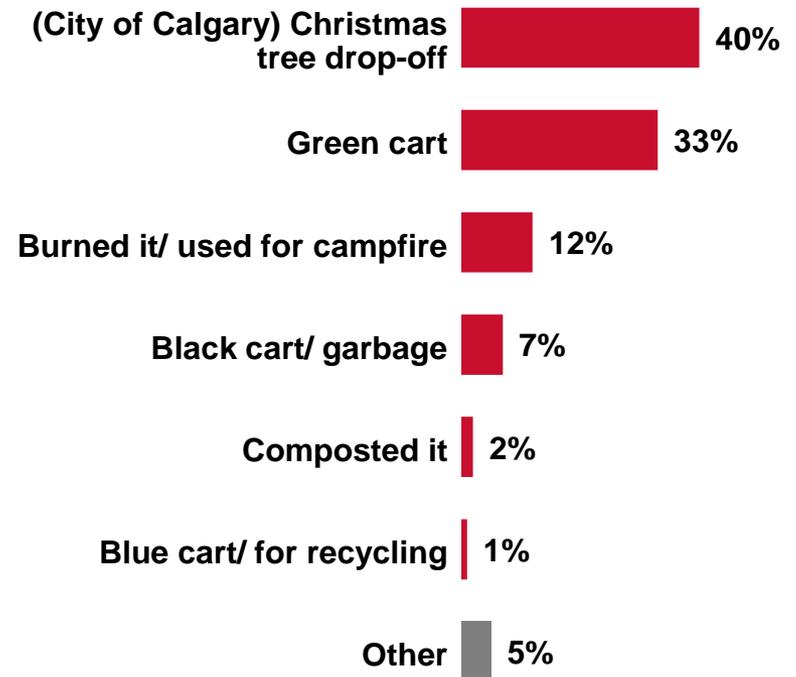
## Had a Live Christmas Tree in Past Year



Q14B. In the past year, has your household had a live Christmas tree?

Base: All respondents (n=500)

## Disposal of Live Christmas Tree



Q14C. How did you dispose of your live Christmas tree?

Base: Had a live Christmas tree in the past year (n=85)



# Satisfaction With and Support For the Green Cart Program





# Satisfaction with and Support for the Green Cart Program

## Satisfaction with the Green Cart program is extremely high.

- ❖ Close to nine-in-ten (86%) single family residents say they are satisfied with the Green Cart program – in fact, more than half (53%) say they are ‘very satisfied’.
  - Satisfaction is significantly higher among younger residents: 18 to 34 years – 99% satisfied (65% very) versus 35 to 54 years – 84% satisfied (50% very) versus 55 years or older – 76% satisfied (42% very).
  - It is interesting to note that satisfaction is slightly lower but remains high among those who use a backyard composter for food (80% satisfied) and/or yard (77% satisfied) waste.
- ❖ Just 13% say they are dissatisfied with the program (4% ‘not at all satisfied’)
  - The most frequent reasons given for dissatisfaction are “cart is too big” (19%), “waste of money” (19%), “Green Cart fee” (18%), and “produces odours/ smells bad” (15%).
  - It is notable that Green Cart usage is lower among those dissatisfied – 57% of them put out their Green Cart for collection weekly in the summer (vs. 79% of those satisfied) and 50% put their Green Cart out once a month or less in the winter (vs. 16% satisfied).

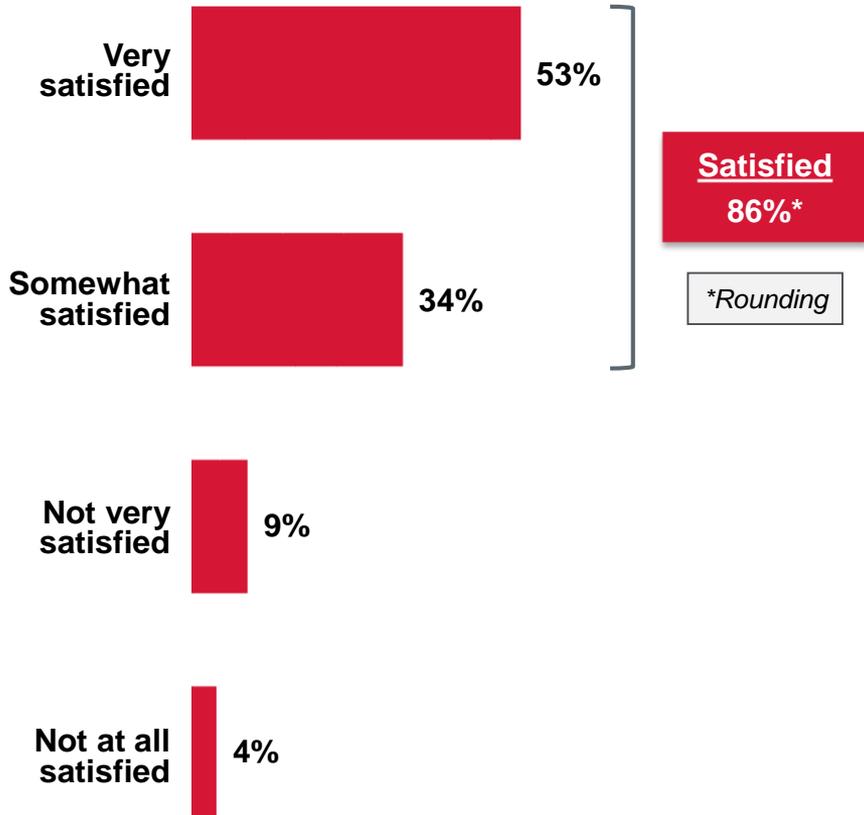
## Support for the Green Cart program tops the ninety percent mark and is up significantly from pre-implementation.

- ❖ Overall support for the Green Cart program is now near universal at 95% – up 6 percentage points from the Wave 1 pre-implementation measure (89%), while the percentage who ‘strongly oppose’ the program has dropped 6 percentage points (from 8% to 2%). Three-quarters (74%) of single family residents ‘strongly support’ the program (unchanged from pre-implementation).
  - As with satisfaction, support is also significantly higher among younger residents: 18 to 34 years – 100% support (83% strongly) versus 35 to 54 years – 94% support (72% strongly) versus 55 years or older – 92% support (68% strongly).
  - Support for the program remains above the ninety percent mark among those who use a backyard composter for food (92% support) and/or yard (91% support) waste.



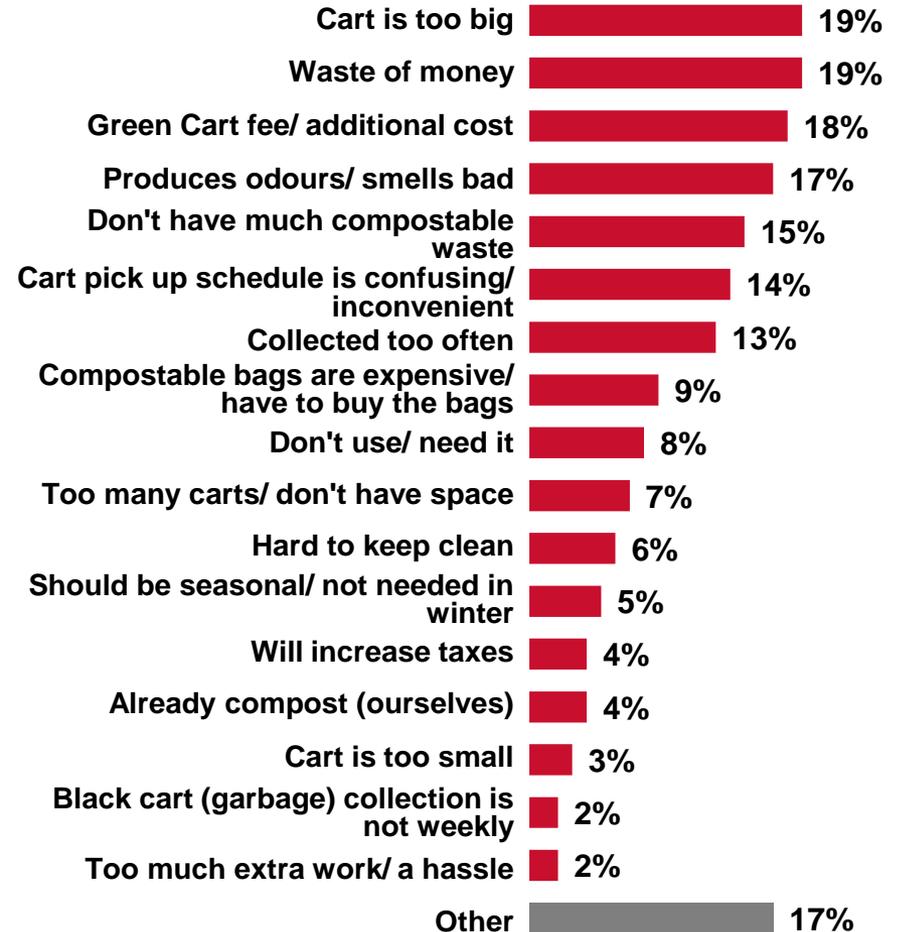
# Satisfaction with the Green Cart Program

## Satisfaction



## Reasons for Dissatisfaction

## Multiple Responses

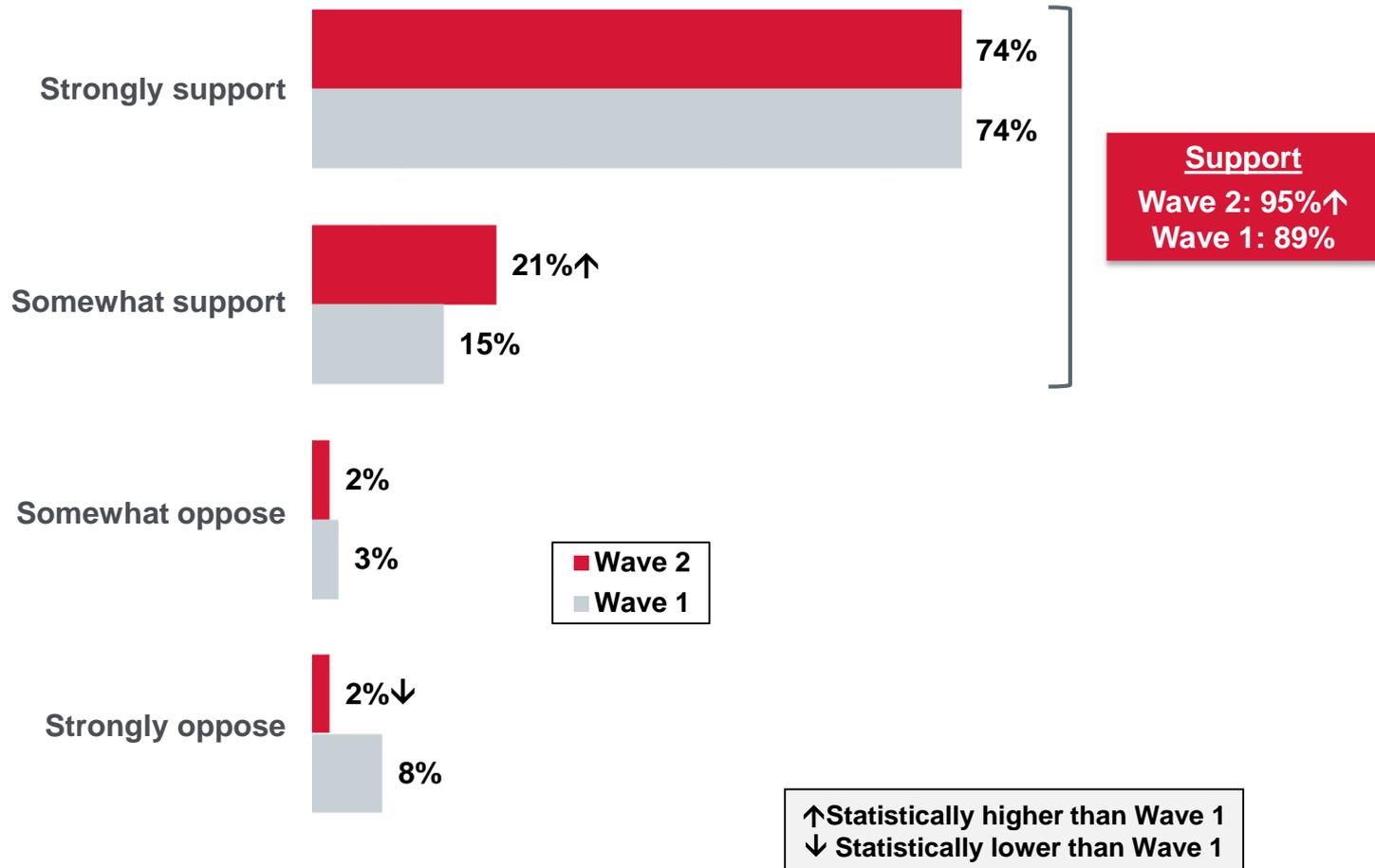


Q23A. Overall, how satisfied are you with the Green Cart Food and Yard Waste program?  
Base: All respondents (n=500)

Q23B. What are the main reasons you are dissatisfied with the Green Cart program? Base: Not satisfied (n=90)



# Support for the Green Cart Program



Q23. Do you personally support or oppose the implementation of the Green Cart program by The City of Calgary?  
 Base: All respondents (Wave 2: n=500 / Wave 1: n=660)



# Reasons for Opposing the Green Cart Program and Concerns among Supporters

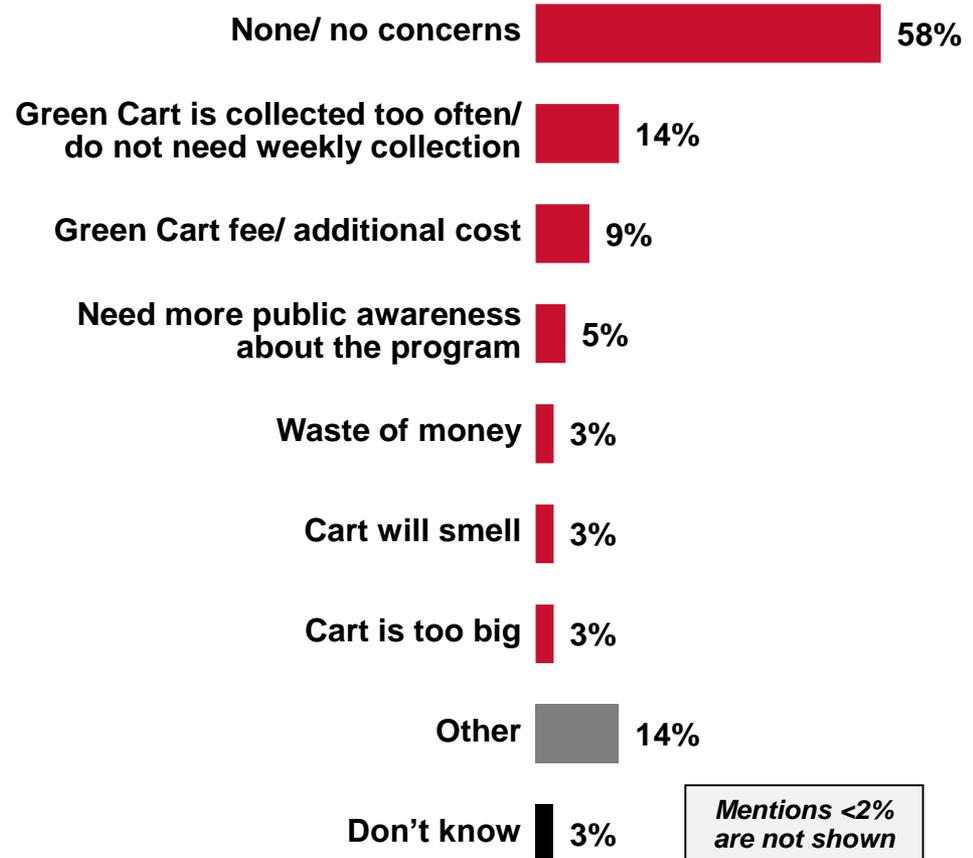
## Reasons for Opposing the Green Cart Program

## Multiple Responses

## Concerns about the Green Cart Program among Supporters

Green Cart fee/ additional cost	n=7
Unnecessary/ no value	n=7
Waste of money	n=5
Will increase taxes	n=3
Too much work/ not worth the effort	n=3
People should compost by themselves	n=3
Already backyard compost (ourselves)	n=2
Don't want another cart/ don't have space	n=2
Green Cart is collected too often/ do not need weekly collection	n=2
Decomposes anyways/ breaks down in the landfill	n=1
Cart smells	n=1
Other	n=8
Don't know	n=1

*\*Small base size*



Q24A. Why do you oppose the Green Cart program? Do you have any other concerns about the program?

Base: Oppose the Green Cart program (n=33\*)

Q25. Do you have any concerns about the Green Cart program?

Base: Support the Green Cart program (n=466)



# Program Logistics





## Impressions of Cart Size

**The majority of single family residents say their Green, Black and Blue Carts are about the right size, though impressions have shifted post-implementation.**

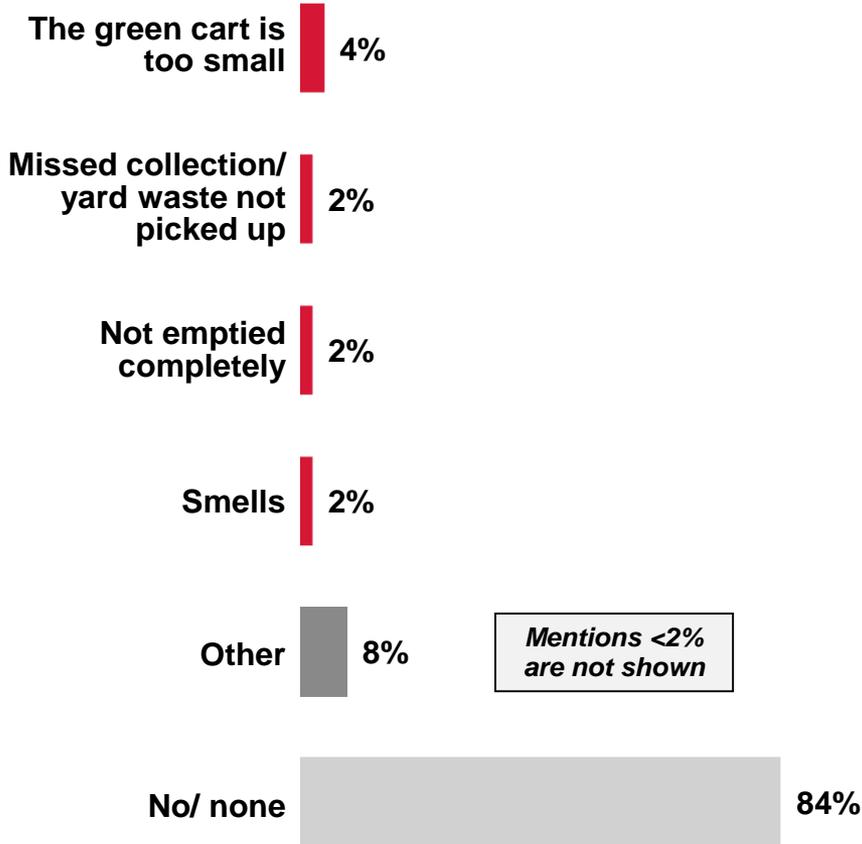
- ❖ Two-thirds (66%) say their Green Cart is about the right size, while 28% say it is too big and just 4% say it is too small.
  - Relatively few (16%) residents have had issues or problems disposing of yard waste using the Green Cart program, with the most frequently identified issue being the Green Cart is too small (4%).
- ❖ Currently, 61% say their Black Cart is about the right size (a significant 15 percentage point drop from 76% pre-implementation) – more now say it is too big (21%, up 8 percentage points from 13% pre-implementation) or too small (19%, up 10 percentage points from 9% pre-implementation).
- ❖ Just under three-quarters (73%) say their Blue Cart is about the same size – on par with 74% pre-implementation, however, more say it is too small (21%, up 7 percentage points from 14% pre-implementation) and fewer say it is too big (5%, down 5 percentage points from pre-implementation).
  - These changes are curious given that Blue Cart collection frequency has remained the same.



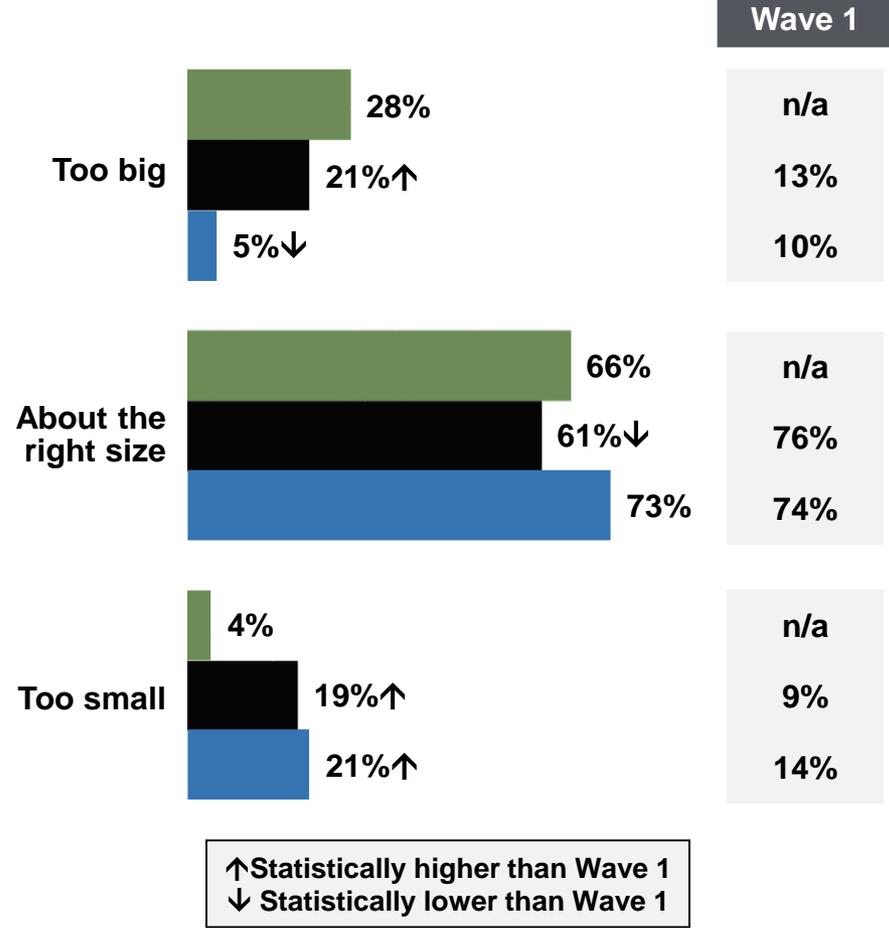
# Issues Disposing of Yard Waste and Perceptions of Cart Size

Multiple Responses

## Issues Disposing of Yard Waste Using the Green Cart Program



## Perceptions of Cart Size



Wave 1
n/a
13%
10%
n/a
76%
74%
n/a
9%
14%

Q25A. Have you encountered any issues or problems disposing of yard waste using the Green Cart program?  
Base: Green Cart users with a lawn or yard waste (n=475)

Q29. Would you say your [Green Cart / Black Cart / Blue Cart] is too big, about the right size or too small?  
Base: Green cart users (n=490)

# Cart Collection Frequency

**Satisfaction with the current cart collection frequency is strong, with excess garbage being the key driver of dissatisfaction.**

- ❖ Eight-in-ten (81%) single family residents are satisfied with weekly collection of Green and Blue Carts and bi-weekly collection of Black Carts (on par with 78% anticipated satisfaction pre-implementation). Moreover, close to half (46%) say they are 'very satisfied', a significant 6 percentage point increase from pre-implementation (40%).
- ❖ Still, a sizeable minority (19%) are dissatisfied, with the main reason being excess garbage – “household has too much garbage/ can't dispose all of it” (32%), “Black Cart should be picked up weekly/ more often” (25%), and “Black Cart is usually full/ have excess garbage” (17%).
- ❖ Among those who say their Black Cart is too small, 50% are dissatisfied with the collection frequency.

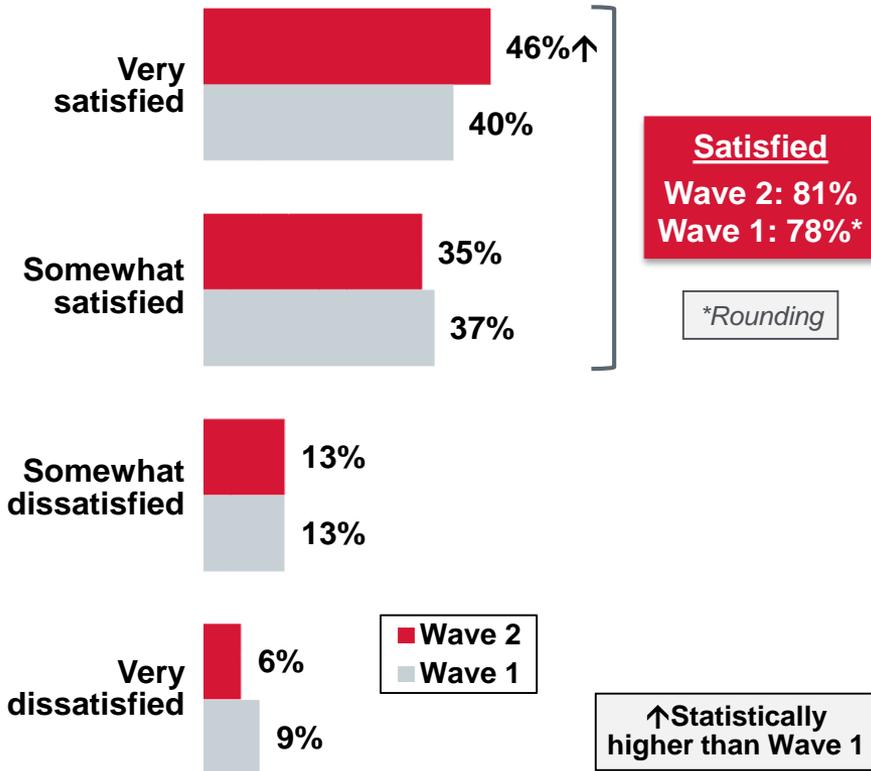
**Anticipated satisfaction with the winter collection schedule is very high.**

- ❖ Nine-in-ten (89%) single family residents think they will be satisfied with Green Carts being collected every second week during the winter months with more than half (57%) anticipating they will be 'very satisfied'.
- ❖ Among the 9% who think they will be dissatisfied, key reasons are “Green cart should be collected weekly/ need weekly collection” (37%), “cart will smell” (28%), and “less value for money/ still paying for weekly collection” (22%).



# Satisfaction with Cart Collection Frequency

## Satisfaction [Wave 2] / Anticipated Satisfaction [Wave 1] with Cart Collection Frequency

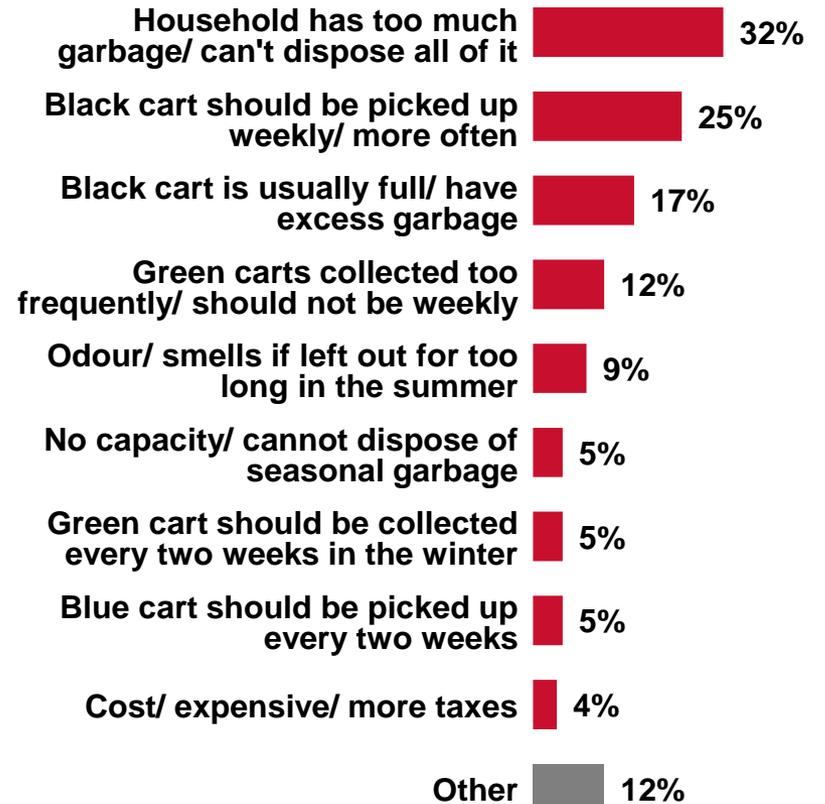


Q30. As you may know, Blue Carts and Green Carts are collected every week, while Black Carts are collected every second week since the majority of household waste can be recycled or composted. How satisfied are you with this collection frequency?

Base: Wave 2 – Green Cart users (n=490) /  
Wave 1 – All respondents (n=660)

## Reasons for Dissatisfaction

### Multiple Responses

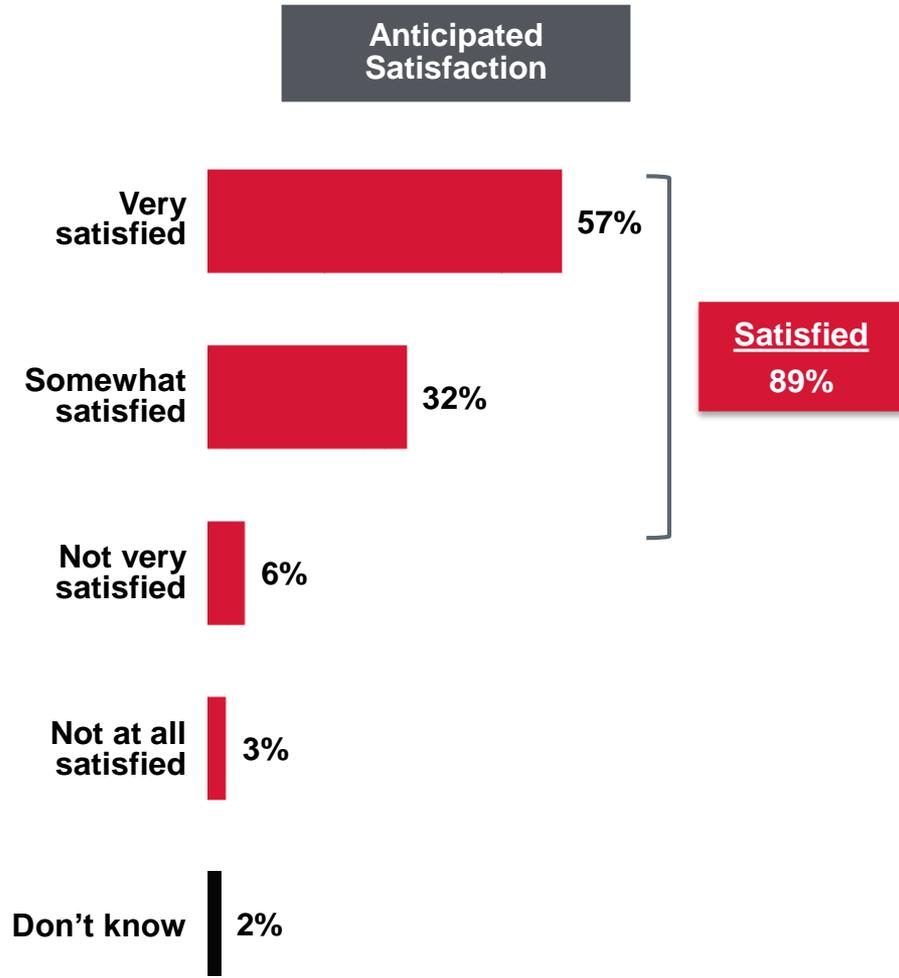


Q30A. Why are you dissatisfied with this collection frequency?

Base: Dissatisfied with collection frequency (n=98)

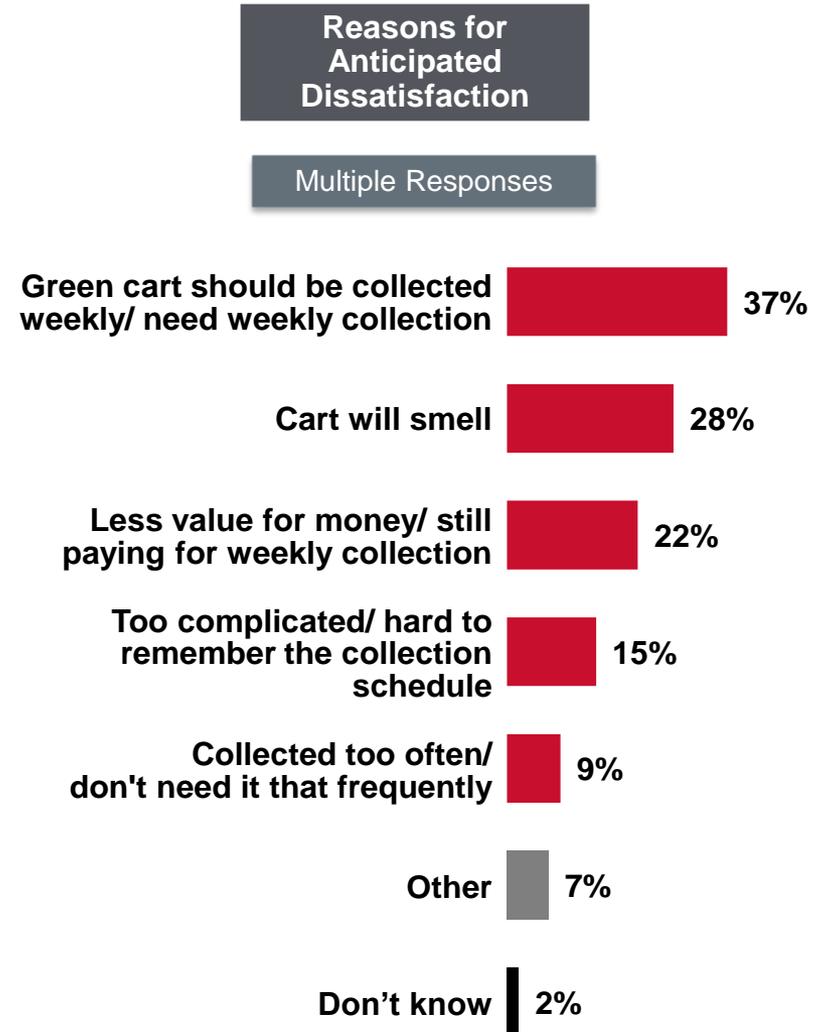


# Anticipated Satisfaction with Winter Collection Schedule



Q30B. Starting in November 2018, Green Carts will be collected every second week during the winter months. Weekly Green Cart collection will resume in April. How satisfied do you think you will be with this new winter collection schedule?

Base: Green cart users (n=490)



Q30C. Why do you think you will be dissatisfied with this new winter collection schedule?

Base: Not satisfied (n=47\*)

**\*Small base size**



# Satisfaction with Two Collection Days and Use of Reminder Tools

## Satisfaction with two collection days is significantly higher than anticipated.

- ❖ Pre-implementation, just 52% of single family residents thought they would be satisfied with having two collection days (one for Green and Blue Carts, and a different day for Black Carts). Currently, three-quarters (74%) say they are satisfied, a significant 22 percentage point increase. Further, 'very satisfied' ratings are also up from 18% pre-implementation to 34% currently.
- ❖ That said, one-quarter (26%) are dissatisfied with having two collection days.

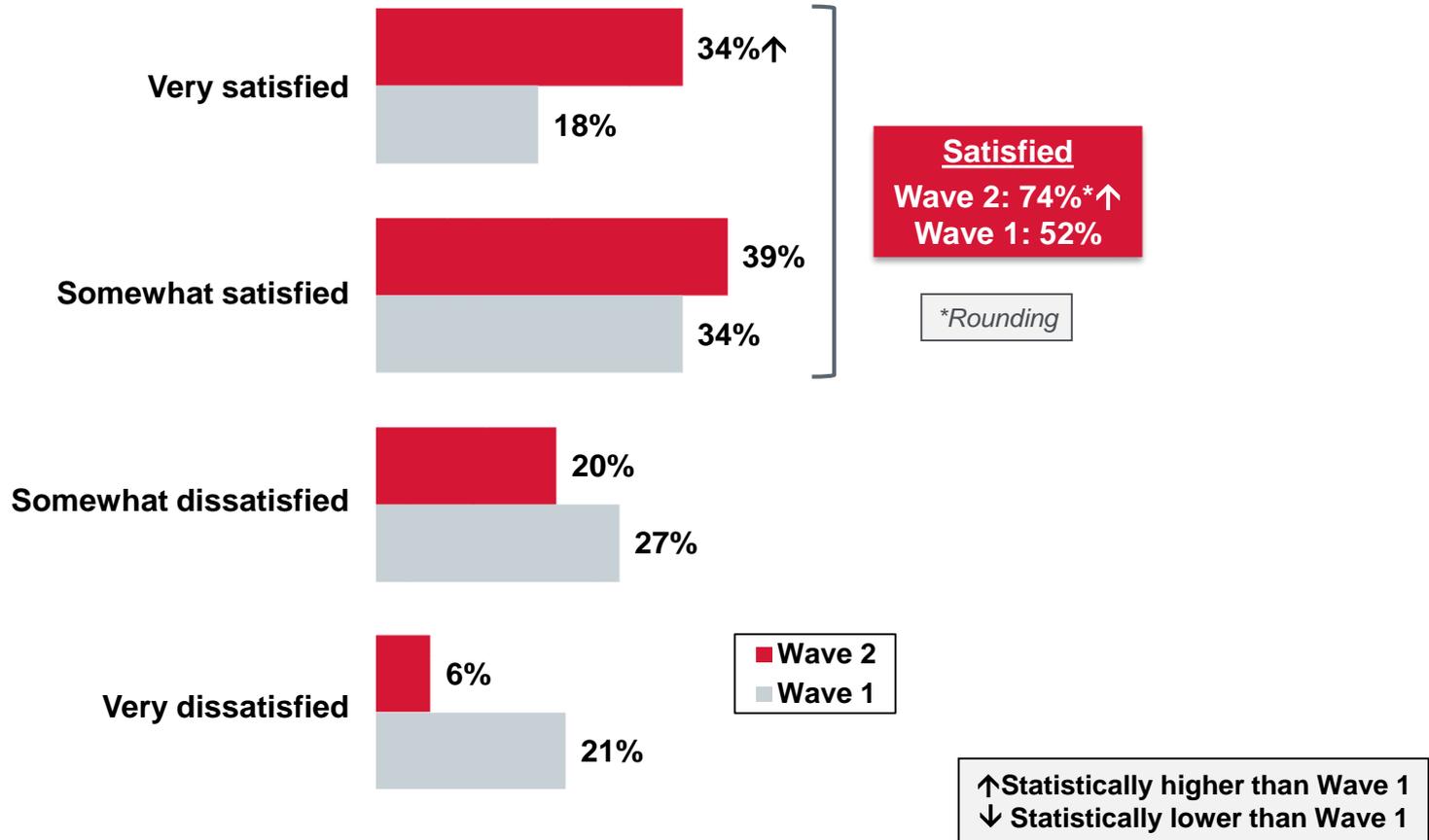
## Use of reminder tools is not prevalent.

- ❖ Overall, less than half (45%) of single family residents use a reminder tool to help keep track of their collection schedule.
  - Among those satisfied with two collection days, 49% use a reminder tool, while this drops to 36% among those dissatisfied with two collection days.
- ❖ The most frequent tools used are The (City's) Garbage Day App (26%) and adding a reminder to their own digital or printed calendar (22%).



# Satisfaction with Two Collection Days

Satisfaction [Wave 2] / Anticipated Satisfaction [Wave 1]



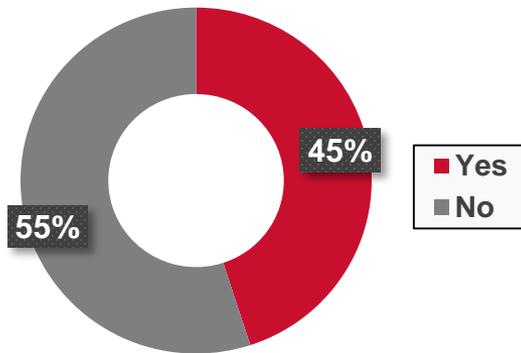
Q31. As you may know, Blue Carts and Green Carts are collected on the same day of the week, while Black Carts are collected on a different day. How satisfied are you [Wave 2] / do you think you will be [Wave 1] having two collection days?

Base: Wave 2 – Green Cart users (n=490) / Wave 1 – All respondents (n=660)



# Reminder Tools

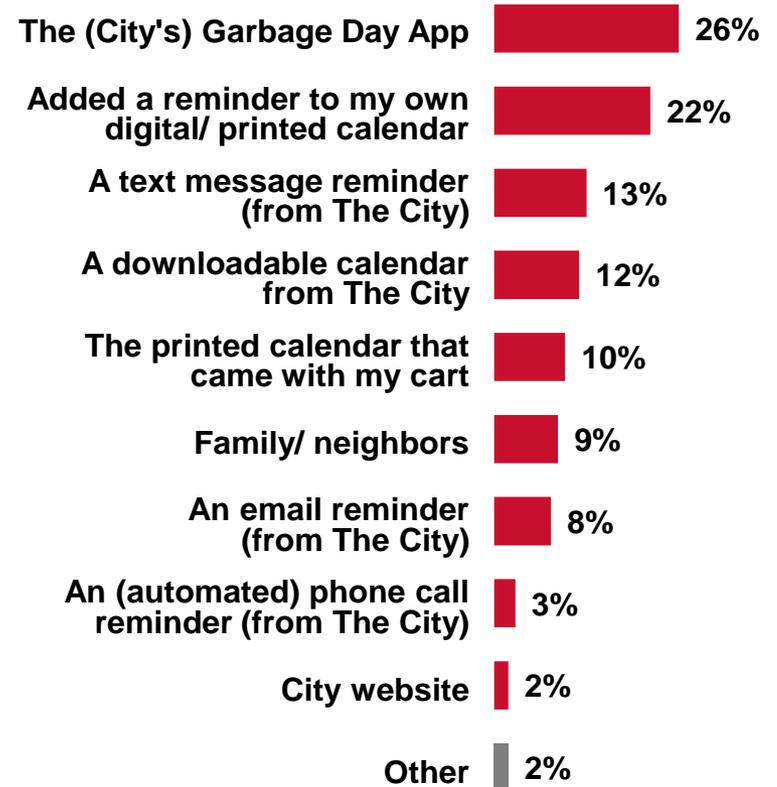
## Use a Reminder Tool



Q31A. Do you use a reminder tool to help keep track of your collection schedule?

Base: Green cart users (n=490)

## Type of Reminder Tool Used



Q31B. What type of reminder tool do you use?

Base: Use a reminder tool (n=242)



## Attitudes, Motivators and Barriers





# Attitudes Regarding Waste Reduction and Landfills

**Single family residents are in strong agreement that the amount of waste going to landfills should be reduced, and are gaining more clarity as to why waste diversion is important.**

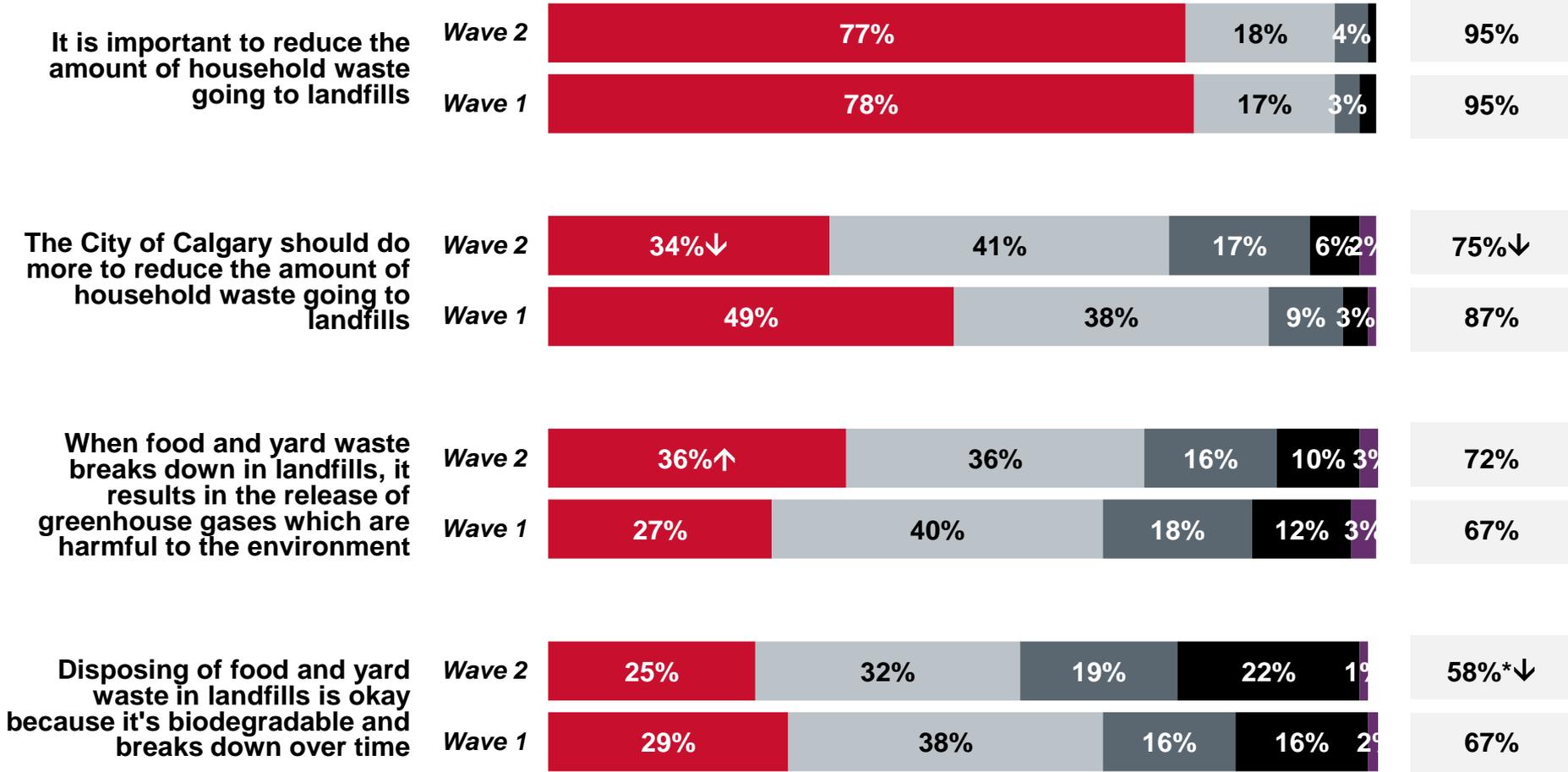
- ❖ There is a definite consensus (95% agree) that *it is important to reduce the amount of household waste going to landfills*.
  - In fact, 77% of respondents 'strongly agree' with the statement.
- ❖ Although the majority (58%) still agree that *disposing of food and yard waste in landfills is okay because it's biodegradable and breaks down over time*, this is a significant 9 percentage point decrease from pre-implementation (67%).
  - It is notable that agreement is higher among those who say their Black Cart is too small (70%) as well as among those who oppose the Green Cart program (81%).
- ❖ Just over seven-in-ten (72%) continue to agree that *when food and yard waste breaks down in landfills, it results in the release of greenhouse gases which are harmful to the environment*.
  - While agreement is on par with pre-implementation (67%), 'strongly agree' ratings see a significant 9 percentage point gain (from 27% pre-implementation to 36% currently).
- ❖ Though agreement is still high, it is notable that fewer single family residents agree that *The City of Calgary should do more to reduce the amount of household waste going to landfills* – 75% agree (vs. 87% pre-implementation) and 34% 'strongly agree' (vs. 49% pre-implementation).



# Attitudes Regarding Waste Reduction and Landfills

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

**% Agree**



Q8. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Base: All respondents (Wave 2: n=500 / Wave 1: n=660)

↑ Statistically higher than Wave 1  
 ↓ Statistically lower than Wave 1

\*Rounding



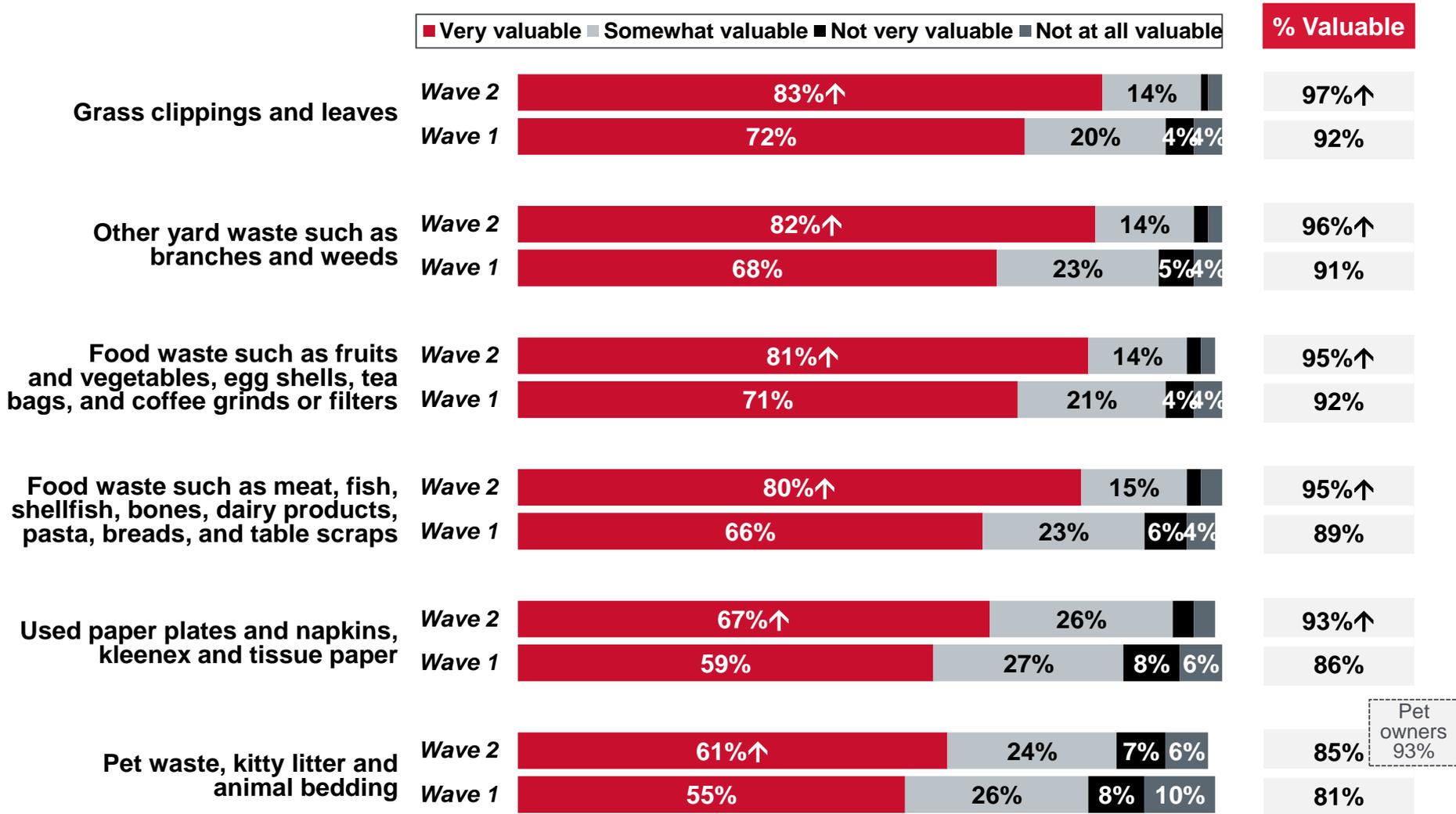
# Value of Specific Items Accepted in the Green Cart Program

## The perceived value of all categories of items accepted in the Green Cart program is up significantly from pre-implementation

- ❖ When asked to rate the value of different types of items accepted in the Green Cart program, more than nine-in-ten single family residents say all of the items are valuable, with the exception of pet waste (though this tops the ninety percent mark among pet owners).
- ❖ Further, 'very valuable' ratings have increased significantly from pre-implementation for all items, with the biggest gains seen for items that cannot be composted in a backyard composter.
- ❖ Looking at 'very valuable' ratings, the highest rated items are yard and food waste:
  - Grass clippings and leaves – 83%, up 11 percentage points from pre-implementation.
  - Other yard waste such as branches and weeds – 82%, up 14 percentage points from pre-implementation.
  - Food waste such as fruits and vegetables, egg shells, tea bags and coffee grinds or filters – 81%, up 10 percentage points from pre-implementation.
  - Food waste such as meat, fish, shellfish, bones, dairy products, pasta, breads and table scraps – 80%, up 14 percentage points from pre-implementation.
- ❖ Comparatively lower are ratings for paper and pet products:
  - Used paper plates and napkins, kleenex and tissue paper – 67% 'very valuable', up 8 percentage points from pre-implementation.
  - Pet waste, kitty litter and animal bedding – 61% 'very valuable', up 6 percentage points from pre-implementation.
    - Ratings are significantly higher among pet owners (67%) than non-owners (54%).



# Value of Specific Items Accepted in the Green Cart Program



Pet owners 93%

Q26. Would you say that it is very valuable, somewhat valuable, not very valuable or not at all valuable that the Green Cart program accepts the following items for composting? Base: All respondents (Wave 2: n=500 / Wave 1: n=660)

↑Statistically higher than Wave 1

\*Rounding



# Importance of Program Elements

**All six program elements evaluated are deemed important for their support of the Green Cart program by more than eight-in-ten single family residents.**

- ❖ Considering 'very important' ratings, one message emerges on top: *the collected food and yard waste will be turned into nutrient rich compost and used to improve soil in gardens, parks and farms* (80% 'very important').
  - It is interesting, however, that *having access to free compost produced through the Green Cart program* is only deemed 'very important' by 40% of single family residents.
- ❖ This is followed by *the Green Cart accepts a wider range of food and yard waste than can be composted in a backyard composter*, with **more residents** now recognizing the importance of this element – 62% 'very important' versus 56% pre-implementation; and *extra yard waste can be placed in large paper yard waste bags for collection* (59% 'very important').
- ❖ 'Comparatively lower is *separate collection of food and yard waste reduces the amount we throw away so it allows for garbage collection frequency to be reduced to once every two weeks* (49% 'very' important).
- ❖ A significant 19 percentage point **decrease** is seen for *the Green Cart is collected weekly* – 45% 'very important' versus 64% pre-implementation.

**Awareness that Calgarians have access to compost produced through the program is moderate, while awareness of the City's compost giveaways falls below the fifty percent mark.**

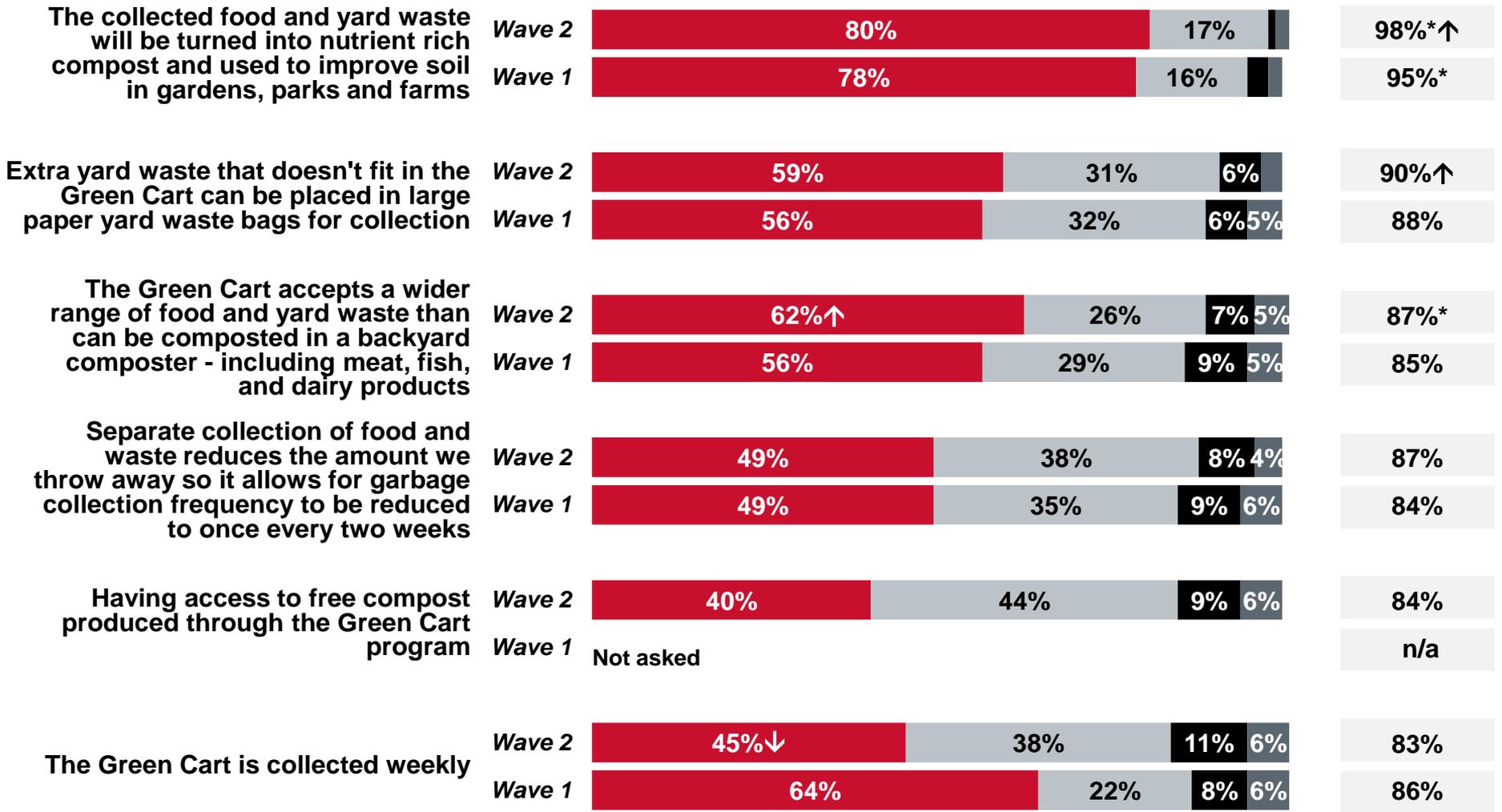
- ❖ Overall, 71% of single family residents are aware that Calgarians have access to compost produced through the Green Cart program, 44% are aware of the compost giveaway, and 5% picked up free compost.
- ❖ Impressions of the compost giveaway were generally positive.



# Importance of Program Elements for Support of the Green Cart Program

■ Very important 
 ■ Somewhat important 
 ■ Not very important 
 ■ Not at all important

**% Important**



Q32. 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: All respondents (Wave 2: n=500 / Wave 1: n=660)

↑ Statistically higher than Wave 1  
 ↓ Statistically lower than Wave 1

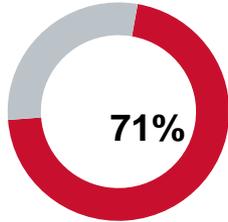
\*Rounding



# Compost Giveaway

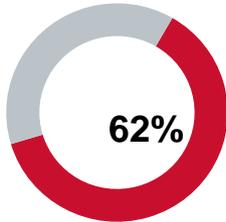
**Aware  
Calgarians  
Have Access  
to Compost**

All respondents  
(n=500)

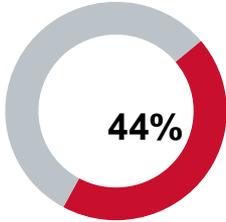


**Aware of the  
Compost  
Giveaway**

Aware Calgarians  
have access to  
compost (n=362)

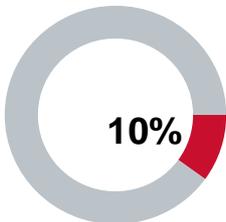


All respondents  
(n=500)

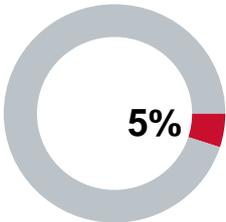


**Picked Up  
Free  
Compost**

Aware of the  
compost  
giveaway (n=242)

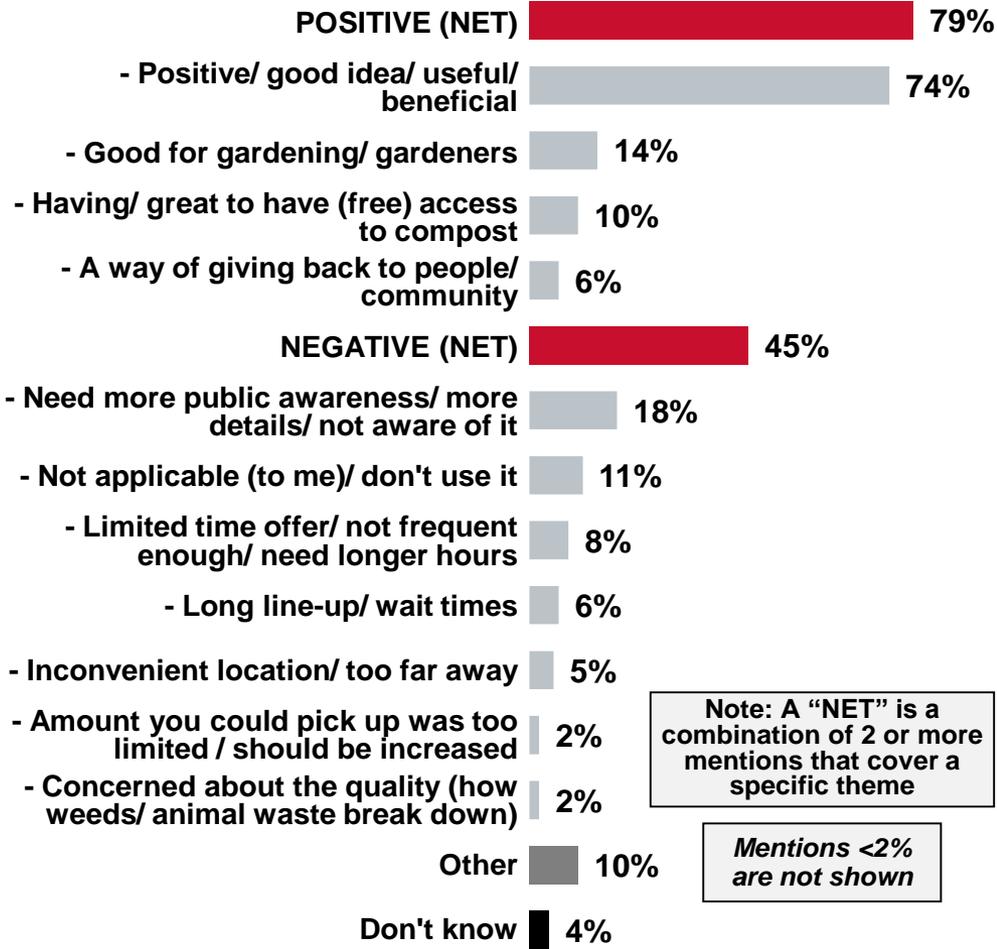


All respondents  
(n=500)



## Impressions of the Compost Giveaway

Multiple Responses



Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Mentions <2% are not shown

Q32A. To the best of your knowledge, do Calgarians have access to the compost produced through the Green Cart program? / Q32B. In the past three months, have you read, seen or heard anything about the Green Cart compost giveaway? / Q32C. Did you pick up free compost offered during the compost giveaway?

Q32D. As you may know, in May 2018, The City of Calgary offered free compost to residents to use in their yards and gardens. Residents were able to go to the composting facility and get up to 100 litres of compost each Saturday in May. What are your impressions - positive or negative - of the compost giveaway? Base: All respondents (n=500)



## Value for Taxes and Fees



# Perceived Value of Taxes and Fees

**Perceived value of municipal property tax dollars as well as waste and recycling taxes and fees have declined significantly over the past two years, likely due to the economic downturn.**

- ❖ Just over half (53%) of single family home owners give The City a ‘good value’ rating for the value of their property tax dollars – an 8 percentage point decrease from 61% in April 2016 (Wave 1).
- ❖ This increases slightly to 57% with regard to taxes and fees paid for The City’s waste and recycling services, though this metric is down 10 percentage points from 67% in April 2016 (Wave 1).

**The perceived value of the existing Blue Cart fee is moderate.**

- ❖ Just over six-in-ten (63%) single family home owners say they receive ‘good value’ for the \$8.50 per month Blue Cart recycling fee, statistically consistent with April 2016 (Wave 1).

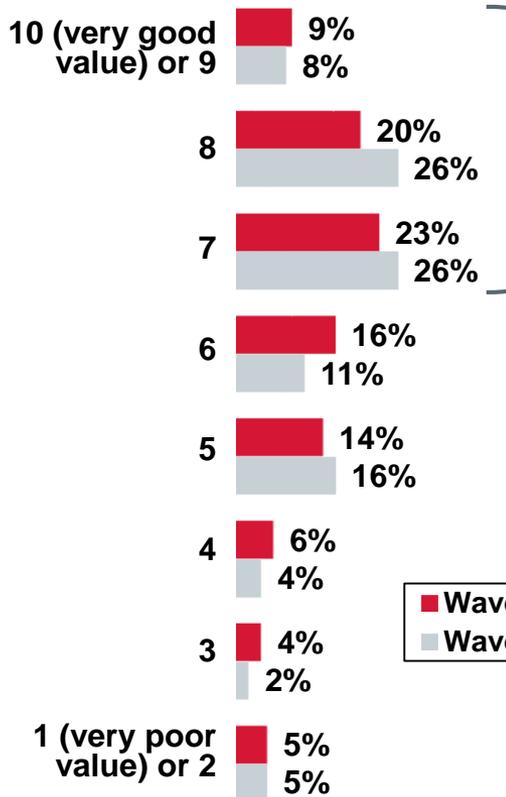
**The perceived value of the current Green Cart fee is up significantly from the anticipated pre-implementation value .**

- ❖ Seven-in-ten (68%) single family home owners say they receive ‘good value’ for the \$6.50 per month Blue Cart recycling fee, a significant 9 percentage point increase from the April 2016 pre-implementation measure (59%).
  - Further, close to one-quarter (23%) give a rating of 10 (*very good value*) on a 10-point scale.



# Perceived Value of Taxes and Fees

## Property Taxes



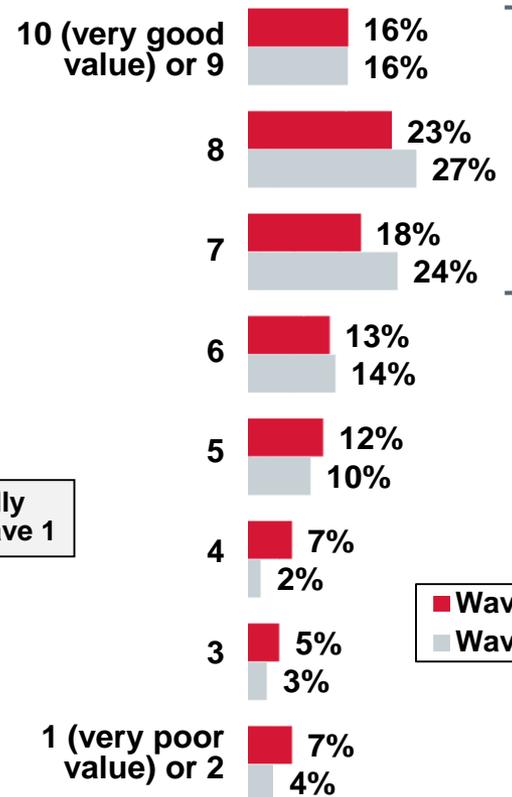
**Good Value**  
Wave 2: 53%\*  
Wave 1: 61%\*

\*Rounding

↓ Statistically lower than Wave 1

■ Wave 2  
■ Wave 1

## Taxes and Fees for Waste and Recycling Services



**Good Value**  
Wave 2: 57%  
Wave 1: 67%

Q4. 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.

Q5. 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.

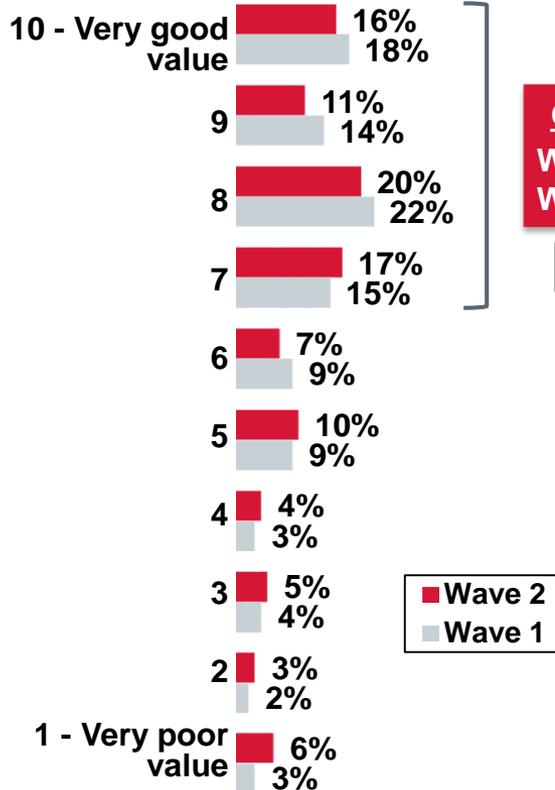
Base: Home owners (Wave 2: n=430 / Wave 1: n=556)

Base: Home owners (Wave 2: n=430 / Wave 1: n=556)



# Perceived Value of Blue and Green Cart Fees

## Current Blue Cart Fee

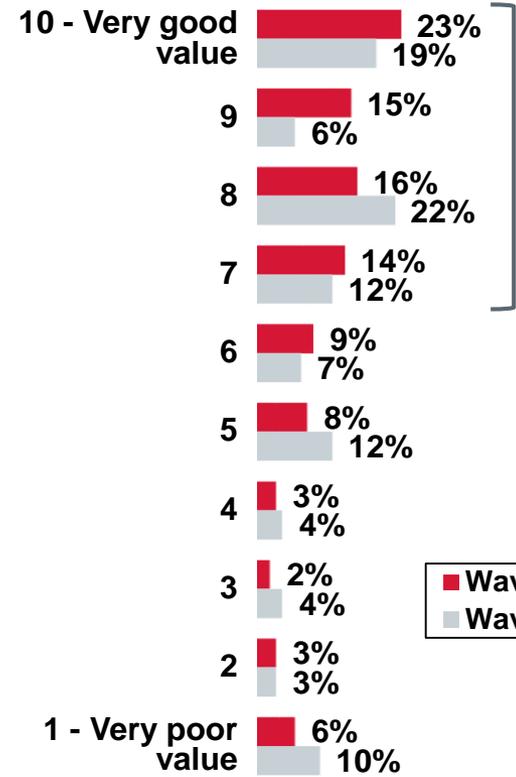


**Good Value**  
Wave 2: 63%\*  
Wave 1: 68%\*

\*Rounding

■ Wave 2  
■ Wave 1

## Current [Wave 2] / Anticipated [Wave 1] Green Cart Fee



**Good Value**  
Wave 2: 68%↑  
Wave 1: 59%

■ Wave 2  
■ Wave 1

↑ Statistically higher than Wave 1

Q6. As you June know, households receiving Blue Cart recycling service are charged a fee of \$8.50 (Wave 2) / \$8.10 (Wave 1) per month. In your opinion, how much value do households receive for this \$8.50 / \$8.10 per month per household Blue Cart recycling fee?

Base: Home owners (Wave 2: n=430 / Wave 1: n=556)

Q28. Wave 2: As you may know, households receiving Green Cart food an yard waste collection are charged a fee of \$6.50 per month. In your opinion, how much value do households receive for this \$6.50 per month per household Green Cart fee?

Wave 1: For the Green Cart program, if households were charged a similar amount as the Blue Cart, how much value do you think households would receive for the program fee?

Base: Home owners (Wave 2: n=430 / Wave 1: n=556)

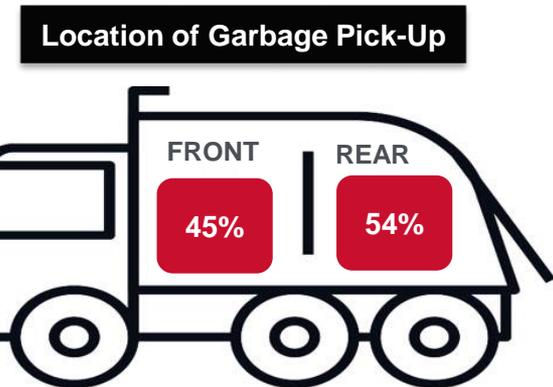
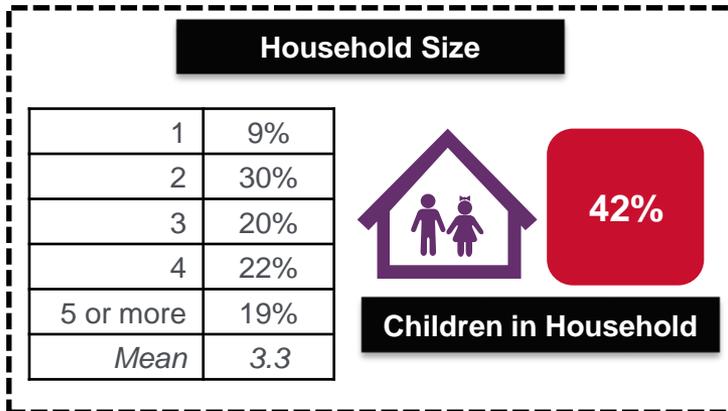
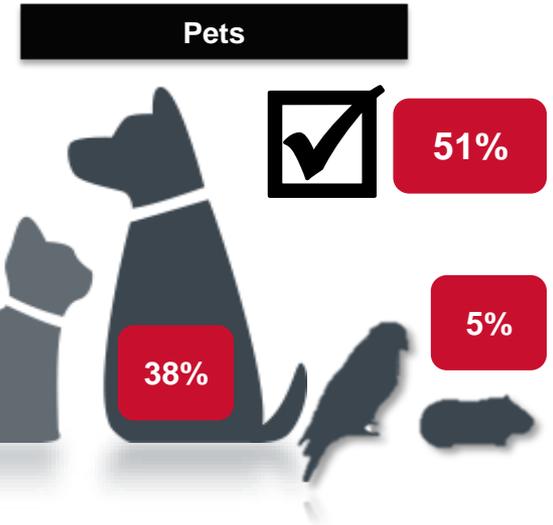
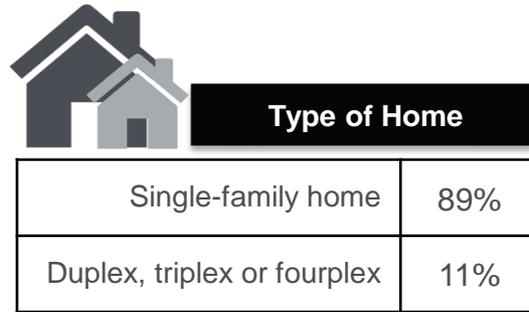
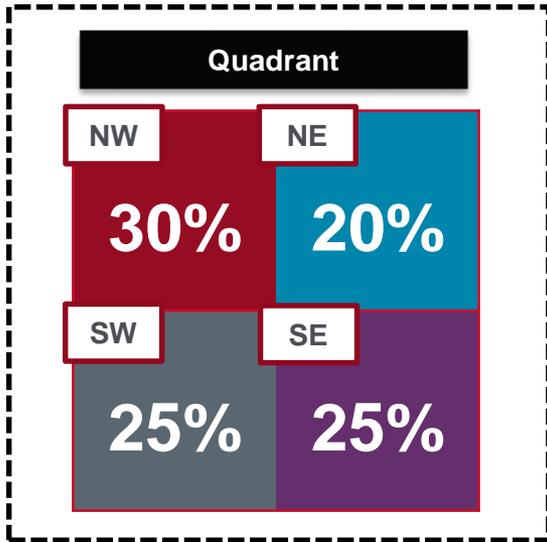


# Respondent Profile





# Demographics



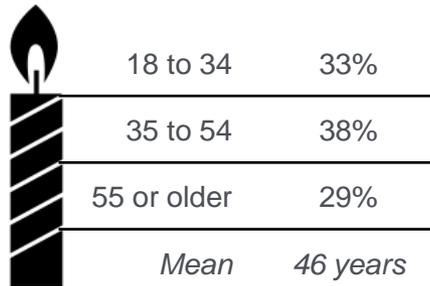
Base: Base: All respondents (n=500)



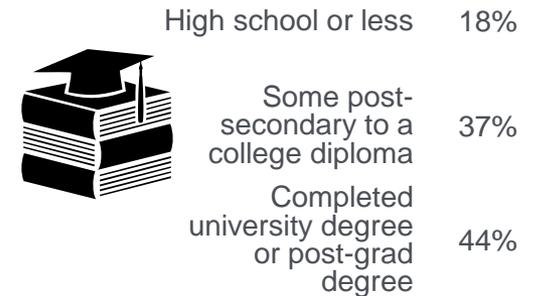
## Gender



## Age



## Education



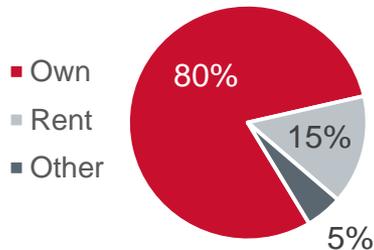
## Tenure in Calgary

5 or less	5%
6 to 10	13%
11 to 20	23%
21 to 30	23%
31 to 40	15%
More than 40	21%
Mean	27

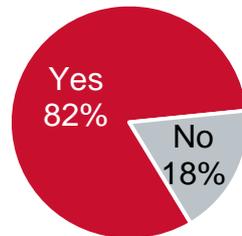
## Income



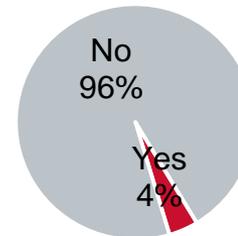
## Own or Rent



## Responsible for Taxes or Rent



## Challenges with English



Base: Base: All respondents (n=500)



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