



TO: Angela Porteous, City of Kawartha Lakes  
FROM: Dave Faris Yousif, Reclay StewardEdge  
DATE: March 23, 2017  
RE: **City of Kawartha Lakes Investigation of Options for Curbside Collection: Workplan**

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## 1. Objective

The City of Kawartha Lakes (City) has selected Reclay StewardEdge Inc. (RSE) to investigate the most efficient approach to curbside collection. The investigation will be in alignment with the City curbside collection options identified in the waste management strategy and RFQ 2016-011.

## 2. Curbside Waste Audit

The following outlines the methodology for the curbside waste audit:

- Audit will be based on a one-week collection schedule (Monday to Thursday) during the containers blue box collection week.
- City staff will identify the audit locations, 20 sample points in the five designated areas (Lindsay, Fenelon Falls, Bobvaygeon, Bethany and Coboconk), spread out over 4 days. A total of 100 set out locations will be collected and sorted.
- The collection of material from set out on a street identified by the City be based on a randomized interval. For example, material will be collected from every third set out point.
- Consideration should be given by the City to identify contingency sample points in the event that materials are not available for pick-up from designated sample points.
- The City will coordinate with collection service provider Miller to delay pick-up to allow auditors collection of sample materials.
- Compositional audits to be performed at the City's Lindsay Ops landfill transfer station building utilizing similar methodology as used by Stewardship Ontario in their curbside audits.

In conjunction with this study's audit, RSE will utilize previous curbside audits to calculate up to date generation and capture rates.

### *Material Assessment Categories*

The compositional audit will be based on the following audit categories:

Major Category	Sub Categories
Paper	Newspapers including Inserts and Flyers; Magazines, Catalogues, and Telephone Directories; Office Paper
Paper Packaging	Corrugated Cardboard & Kraft Paper; Boxboard & Molded



	Pulp; Gable top cartons; Aseptic cartons; Paper cups; Paper ice cream containers; Other laminated packaging; Composite cans
<b>Plastics</b>	Clear PET bottles, jugs and jars; PET thermoforms; Opaque PET; HDPE bottles, jugs and jars; PVC Containers; LDPE/HDPE Film; Plastic laminates; #4 LDPE – Rigid; #5 PP - bottles and jugs; #6 PS - Expanded polystyrene; #6 PS - Non-expanded; Single serve coffee pods (Keurig, Tassimo); Black Plastic; Other Rigid Plastic Packaging; Large HDPE & PP Pails & Lids; Other Plastics - non-packaging/durable
<b>Metals</b>	Aluminum food and beverage cans; Aluminum foil & Aerosols; Steel food and beverage cans; Steel aerosol containers; Other metal containers
<b>Glass</b>	Clear Glass food and beverage containers; Colored/Mixed Glass food and beverage containers; Non-recognizable glass
<b>Organic Waste</b>	Food or liquid waste (found within a container); Food or liquid waste (not within a container)
<b>Electronics</b>	All waste electronics
<b>Household Waste</b>	All household hazardous waste including propane tanks, needles, CFL bulbs, etc.
<b>Other</b>	Other Non Recyclables

## *Audit Timeline*

The week of May 29 to June 1 has been identified as the week to carry out the one-week waste audit.

### 3. Consultations with Municipalities

Consultations will be carried out with a minimum of ten Ontario municipalities. Information generated from the municipal consultations will include a summary of the municipality's waste collection program (e.g. weekly vs. bi-weekly, one bag vs. multi-bag). The municipalities identified for the consultations do not include any municipalities with a collection program for source separated organics. These same municipalities currently encourage backyard composting initiatives, thus it will be important to understand the tools and measures provided that support backyard composting. RSE will also collect relevant examples of previously issued public tenders and RFP for curbside collection.

The proposed list of municipalities to be consulted are:

<b>County of Northumberland</b>	<b>Haldimand County</b>
<b>City of Peterborough</b>	<b>City of Owen Sound</b>



<b>Dysart et al</b>	<b>Municipality of West Grey</b>
<b>City of Belleville</b>	<b>City of Stratford</b>
<b>City of Brockville</b>	<b>City of Cornwall</b>

## 4. Consultations with the Public

RSE sees the public consultations as an avenue that allow the public to freely comment on the below identified curbside collection options and share their thoughts on program priorities. Ideally, RSE will work with City staff to implement the online and in-print surveys in order to gauge residential opinions on:

- The proposed curbside collection changes and potential participation;
- Support and buy in for proposed curbside collection changes; and
- Preferred curbside collection options.

The survey questions will most likely require the public to provide responses through ranking and multiple-choice, with only one or two opportunities to provide general feedback through open-ended questions. A survey consisting of primarily closed questions will produce standardized information, which will be easier to summarize and analyze.

The surveys will focus on the following curbside collection options:

- Curbside bag limit reduction
- Bi-weekly curbside waste collection
- Clear bag collection of waste<sup>1</sup>
- Weekly collection of recyclables maintaining two streams
- Weekly collection of recyclables using a single stream
- Increase curbside commercial recycling limits
- Consideration for an annual bag tag distribution program
- Seasonality frequency considerations

This also may be an opportunity to ask about construction and demolition (C&D) waste diversion. A positive response from the surveys would provide additional impetus for a C&D diversion program.

Survey format is as follows:

- Introduction (purpose of survey, completion details (e.g. 10 questions and 10 minutes to complete), submission details (e.g. drop off location, email, or online survey))

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<sup>1</sup> Question here will gauge satisfaction levels for the clear bag change.



- About the person being surveyed (age, gender, part of the City they live in, type of dwelling, household size)
- Curbside collection options

## *Survey Timeline*

A draft of the survey questions will be presented to the City for their review by April 10, 2017. The survey questions and content will also be discussed during the April 19, 2017 Task Force meeting. Consultation with the public will then be undertaken from April 24 to May 5, 2017. If public engagement is limited, the surveys response timeframe will be extended by one week. Analysis of survey responses will take place following the end of the response time frame.

## *Online Survey*

The online survey questionnaire would be developed by RSE with the City's input. It is important that the question wording and placement are as close to identical to the in-print survey as possible so that results can be compared between the two surveys. It would include the same demographic questions, so that the results of the two surveys can be compared based on key demographic criteria such as age and household composition and size.

RSE would use the data from the surveys to generate a wide range of computer tables complete with detailed cross tabulations. This would include tables based on key demographic criteria, location (Lindsay, Fenelon Falls, etc.), rural or urban, seasonal or permanent, level of participation and support for curbside collection options, and preferred options.

The online survey will be valuable in providing input from segments of the population that are geared to social media and who possibly no longer have landlines. The success of the online survey in delivering a large number of completions is dependent on attracting a sizable sample. RSE will prepare the survey (format, questions, etc.) and ask that the City assist in disseminating the survey to the public. Here are some suggestions for the City to support and promote the online survey:

- Insert a prominent survey link on the City's home webpage
- Support the survey with social media (Twitter and Facebook accounts)
- Publicize the survey in local newspapers and at other City events and public meetings
- My waste app
- Email to City staff
- Email to the cottage associations to reach seasonal residents

## *In-Person Survey*

Utilizing a similar survey structure as the online survey, the in-print surveys provide a non-



electronic user the ability to complete the survey. Hard copies<sup>2</sup> of the surveys will be made available for completion at local community locations such as libraries and recreational centres. Surveys could also be provided at public waste drop off locations. Completed surveys would be returned to designated locations for collection. The data from the hard copy surveys will be incorporated with data from the online surveys.

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<sup>2</sup> Link to the online survey will be included on the hard copy version of the survey.



## 5. Project Timeline

