



**Water and Waste Department • Service des eaux et des déchets**

**Waste and Diversion Advisory Committee (WDAC)  
Meeting #1 Notes**

**Date:** Tuesday April 21 2015, 5 – 7 pm

**Location:** St. Boniface Library, 100-131 Provencher Blvd, 2nd Floor

**Attendees:**

William Dowie	Green Action Centre
Tanya Suderman	Spence Neighbourhood Association
Greg Cherwonick	Manitoba Housing and Community Development
Vinh Huynh	Winnipeg School Division
Mario Lopes	Professional Property Managers Association
Jim Ferguson	Green Manitoba
Lindsay Mierau	City of Winnipeg
Brandy Bobier	Citizen Representative
Melissa Dupuis	Citizen Representative
Lindsay Storie	Citizen Representative
Richard Sawchuk	Citizen Representative
Dwayne Capon	Citizen Representative
Randy Park	City of Winnipeg
Tiffany Skomro	City of Winnipeg
Justin Lee	City of Winnipeg
Darcy Strandberg	City of Winnipeg
Michelle Kuly Holland	Facilitator, First Person Strategies
Ruth Marr	Notetaker, Marr Consulting International Ltd.

**Regrets:** Sue Hayduk Red River College

**Agenda:**

1. Session opening, welcome & introductions
2. Presentation: Garbage and Recycling Master Plan
  - Overview
  - Progress to-date
3. Getting to know you: Committee member values, interests and perspectives
4. Q&A: Expectations, role and responsibilities for committee
5. Session closing

## Summary:

The first meeting of the Waste Diversion Advisory Committee (WDAC) was held on Tuesday 21 April, 2015. The purpose of this initial meeting was:

- To kick off the committee process and share background on the Garbage and Recycling Master Plan;
- To get to know each other and the values, interests and perspectives of representatives on the committee; and
- Ensure a clear, shared understanding of committee roles, responsibilities and expectations.

All participants were very positive about WDAC and the first meeting. Many expressed not only their own interest, but also commented on the diversity represented among the group, and the high level of knowledge, understanding and involvement.

A presentation was made about the Garbage and Recycling Master Plan (GRMP), ensuring that all participants gained a good appreciation of the current status and future plans. Following the presentation, committee members engaged in World Café-style small group discussions to gather input and perspectives on garbage and recycling services in Winnipeg. The results of these discussions are recorded in Appendix A.

The Terms of Reference for the Committee were discussed, and committee members had a chance to ask questions. The facilitator noted that the time period for the commitment for participation is 2015 – 2018, and that meeting frequency will depend on what projects and issues emerge for the committee's consideration, but will be two meetings per year at minimum. In 2015 the City anticipates calling quarterly committee meetings, as there is a new focus on organics diversion in the near-term.

## Key themes:

Several themes emerged, particularly during the small group discussions.

- **Education and Community Based Social Marketing:** There is a very strong desire to see more education and community based social marketing. Already committee members had suggestions for improvement. The point was made by several that this is a continual process, and information often has to be repeated, and that the differences among communities needs to be recognized. Specific opportunities committee members identified include:
  - **Website:** Making important information as easy to find and access on the web
  - **Schools:** Focus on education and engagement with kids in schools
  - **Festivals and events:** Take the message to where people are already gathering
  - **Reaching transient populations:** Need to repeat, reprint, use community networks in areas of city with more transient populations
  - **Moral imperative:** Messaging needs to include both the “how to” & the “why”
  - **Culture shift/rebrand:** Move away from language of “garbage” and towards “resource”

- **Celebrate and share successes:** There was recognition of successes with current services, especially the recent changes to pick-up equipment and systems and on the recycling front. However some noted that successes and achievements are not often celebrated publicly and the public does not understand the big picture, both challenges and opportunities.
- **Other streams:** There was a very strong desire to make it easier to recycle or responsibly dispose of hazardous waste and other streams such as plastic bags, light bulbs, electronic waste, etc. As one committee member put it “you have to really want to” recycle those things, and there was a strong interest in understanding possibilities for more accessible, curbside or blue box approaches.
- **Align City, partner and community efforts:** There is a need to ensure alignment between City, producer, partner, and community-based programs (e.g. composting), to continue to expand these programs, build relationships and address processes which either are not working well or are not yet included. Participants noted consistency and communication is required among programs and agencies.
- **Equitable access to service for all citizens:** Several committee members noted the principle of equitable access to service. In practical terms, committee members suggested this means considering barriers faced by citizens who don’t have cars to drive to depots, who can’t afford fees for bulky pickup, or who face language or cultural barriers to more fulsome participation in garbage and recycling programs.
- **Future oriented:** All groups noted the importance of planning with future generations in mind and ensuring plans are clearly oriented to the future to adequately address changes and challenges posed by climate change.
- **Regional opportunities:** Committee members suggested opportunities for collaboration within the region (not just within the city boundaries) be considered in order to maximize cost-benefit, efficiency and impact of programs and resource recovery centres.
- **Cost transparency:** There is a strong desire to improve understanding and transparency around costs and fees for garbage and recycling.

#### **SUMMARY OF ACTION ITEMS:**

1. **CITY:** Ensure the Waste and Diversion Advisory Committee’s webpage includes reference to the diversity of representation on the committee.
2. **CITY:** Prepare an overview of current education and promotion practices for waste and diversion for an upcoming committee meeting.
3. **FACILITATOR:** Send out a survey requesting feedback on the meeting and scheduling.

## Appendix A – Small Group Discussion Results: Committee values, interests and perspectives

### 1) When you think about garbage and recycling in Winnipeg, what is important to you?

- Efficient and cost effective
- User friendly, consistent
- Maximum diversion
- Clean neighbourhoods
- Hazardous waste stream, understanding regulations
- New organics programs complement existing community-based programs that are already working well
- Clear understanding about personal responsibility
- Awareness specific to bulky waste options
- Re-brand: shouldn't be about garbage – use plain language and visuals
- City wide and accessible
- Education “to those who do not know”, new audiences
- Become a leader
- Using less natural resources = less pollution because of recycling
- Encourage behaviour change also through negative reinforcement
- Dealing with the little things not easily dealt with
- Education
- Dream big – vision, future generations, legacy

### 2) Thinking about current garbage and recycling services in Winnipeg

#### a. What is working well?

- Yard waste pick up
- Industry recycling programs
- Giveaway weekends
- Recycling “learning” is happening (e.g. with newcomer Canadians)
- Cart size = more recycling, less garbage
- Fewer bin fires
- Rain barrels
- High diversion rate
- Involving communities (e.g. arson prevention program, multi-lingual communication etc.)
- New pick up service and bins

#### b. What could be improved?

- Miss free bulk pick up
- Website is hard to navigate
- Use plain language, less jargon
- Use festivals and events for education
- Inconsistent on master composter program

- Regional coordination
- Garbage cart should be smaller than recycling cart
- Lack of consideration for those without cars
- Source separated organics
- Plastic bag drop off
- Hazardous waste pick up – Info and depots are inconvenient, “You have to *really* want to” dispose of these items properly
- Education, target kids
- Promotion and exposure
- Work on diversion on more streams, more consistency (e.g. hazardous, bulky items pick up)

**3) Thinking about current services, and the plans highlighted in the presentation today, what is important for the City to consider in continually improve current services, or rolling out new services?**

- Climate change impacts
- Make it user friendly
- More materials accepted in blue box (e.g. batteries, light bulbs)
- Further develop hazardous materials depots and curb side hazardous waste pickup
- Green bins
- Programs for things that don’t fit in carts
- Transparency about how \$55 fee is used (should this be increased to encourage more diversion programs?)
- Equity in accessibility (e.g. access to 4R depots)
- Low user fees – link to income?
- Composting shouldn’t cost money
- Keep “deep” costs in check
- Partnerships/work with communities
- Pressure Province for EPR (extended producer responsibility) accountability
- How will organics processing be expanded?
- Better use for glass recycling
- Target workplaces and neighbourhood associations
- Strong and continuous education, promotion and feedback
- Two-way communication (i.e. make park benches out of recycled materials)
- Resend brochure – people are transient
- “How to do it, but also why” – what is the moral imperative/business case?
- Advertise benefits
- Regional - Capital Region tipping fees, partnerships, cost-sharing programs
- Fees and interaction among programs; transparency around how fees work
- Knowing that communities are different – ensuring equity in access to service
- Inform people of, and celebrate, successes and achievements