

SOLID WASTE ACTION PLAN: WHAT WE HEARD REPORT 2022



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1.1 BACKGROUND:

The current City of Whitehorse Solid Waste Action Plan (SWAP) was last updated in 2013. It was created with the goal of reaching 50% waste diversion by 2015. The plan focused on maximizing diversion while ensuring that waste management services were financially self-sufficient. Almost ten years later, waste diversion has plateaued at 33%. A full assessment of diversion programs and an update to the SWAP is required in order to continue to achieve our targets. Ensuring that waste services are maintained and considered for all continued growth is important. With support of external funding, the City has been able to successfully expand organics collection to roughly 6000 homes receiving curbside collection and launch the Commercial Organics Program that supports 300 multi-unit residences and businesses throughout the City. Combined, the City diverts nearly 3000 tonnes of organics from the landfill a year from these programs. The City continues to offer education programs and diversion services both internally and for the community at large (e.g. HHW collection days, City facilities recycling/composting, etc.).

1.2 PLANNING PROCESS:

During the first phase of engagement, the primary method of engagement was via the EngageWhitehorse platform. This engagement platform was designed and launched as a way for the City to directly engage with Whitehorse residents on City of Whitehorse projects. There was a survey released for each of the targeted sectors: institutional, commercial and industrial (ICI); construction and demolition (C&D); multi-unit housing, and the general public. There were also prompts for public input and an interactive map that allowed for input on locations where illegal dumping is observed. The interactive map allowed for public feedback on where more waste bins throughout the City core could be located.

Once the SWAP engagement page on EngageWhitehorse was operational, participation was prompted through emails sent to commercial organics participants and community neighbourhood network groups with information and a link to the engagement site. Construction and demolition companies; schools and daycares; the Chamber of Commerce; various condo corps and property management groups were also notified. The SWAP engagement page on EngageWhitehorse was advertised through social media, radio and newspapers along with in person engagement at the Fireweed Market through the summer and fall.

Timeline of SWAP Engagement Process:

Spring 2022	Summer 2022	Fall 2022	Winter 2022	Winter 2023	Spring/Summer 2023
2013 SWAP Review	Engagement site in operation	What we heard report 1	In person engagement workshops	What we heard report 2	SWAP 2023
Preparation of engagement site	Fireweed Market in person engagement		Target C&D, ICI and Multi-units for education		Bylaw amendments to facilitate diversion

1.3 PUBLIC ENGAGEMENT:

Online and in-person engagement took place between July and September to gain feedback on current diversion programs. Multi-unit housing, businesses and schools, as well as the construction and demolition sector and waste haulers were also targeted for engagement. In-person feedback was gathered from the Fireweed Market in-person engagement sessions. Overall, participation across the sectors was lower than the project team's projections.

The engagement site analytics regarding the participants and the site visitors are shown below:

Engagement Site Visits:

Traffic Channels	Aware Visits	Informed Visits	Engaged Visits
Direct	515	183	90
Social	471	164	79
Email	13	6	3
Search Engine	63	36	10
Government Sites	0	0	0
Referrals	77	37	23

Engagement Site Visitors Summary:

Total Visits	Max Visitors per day	Engaged Visitors	Informed Visitors	Aware Visitors
1100	70	212	392	966

1.4 IN-PERSON ENGAGEMENT:

The SWAP project team held engagement sessions at ten Fireweed markets during summer to bring awareness to the City run waste programs and collect public feedback on the current SWAP (2013). This engagement brought about a lot of public feedback. The common themes from the market interactions are summarized below:

- Reduce plastic packaging
- Give incentives to recycle
- Make box stores be accountable for their packaging or force a switch to compostable packaging (Extended Producer Responsibility)
- Offer curbside recycling services
- Glass recycling
- More Household Hazardous Waste days
- City wide participation and cooperation
- Increasing education efforts
- Onsite inspections-waste audits
- More stringent bylaws - fine people
- Styrofoam recycling or ban
- Staff run free store
- Bear resistant bins- reducing human-wildlife interactions

Feedback also revealed that multi-unit residents had issues with how City services are provided. Issues that were identified include: who will bring the carts out for collection and why multi-unit residences cannot shift to waste carts instead of bins. Residents felt that large volume waste bins allow for the guilt-free toss of anything at any time. More multi-unit residence engagement is required through the winter months. Other feedback received was about the logistics of getting to the landfill or to a recycling facility to drop their goods when they do not drive or are using alternative transportation methods.

1.5 FUTURE ENGAGEMENT:

Due to the underwhelming participation of the C&D industry and the ICI sector, in-person workshops to target these sectors will take place throughout the winter months. Additional efforts will be made with multi-unit residences to increase education and to try to resolve current issues that exist. Once the SWAP feedback is reviewed, there will be proposed changes to the Waste Management Bylaw. Additional engagement will occur with the four targeted sectors to educate and create awareness surrounding any proposed changes.

The Commercial Organics Program has seen increased participation from businesses and

multi-units but there is still work to be done. Efforts will be made to see continuous participation across the ICI sector and multi-unit residences. Education efforts will be a focus of future engagement to increase school programs and target the curriculum where waste is discussed. Problem areas in multi-unit residences and with the C&D industry will be further explored through in-person meetings with property managers and with waste haulers. These efforts will help bring awareness to the importance of reducing waste in general.

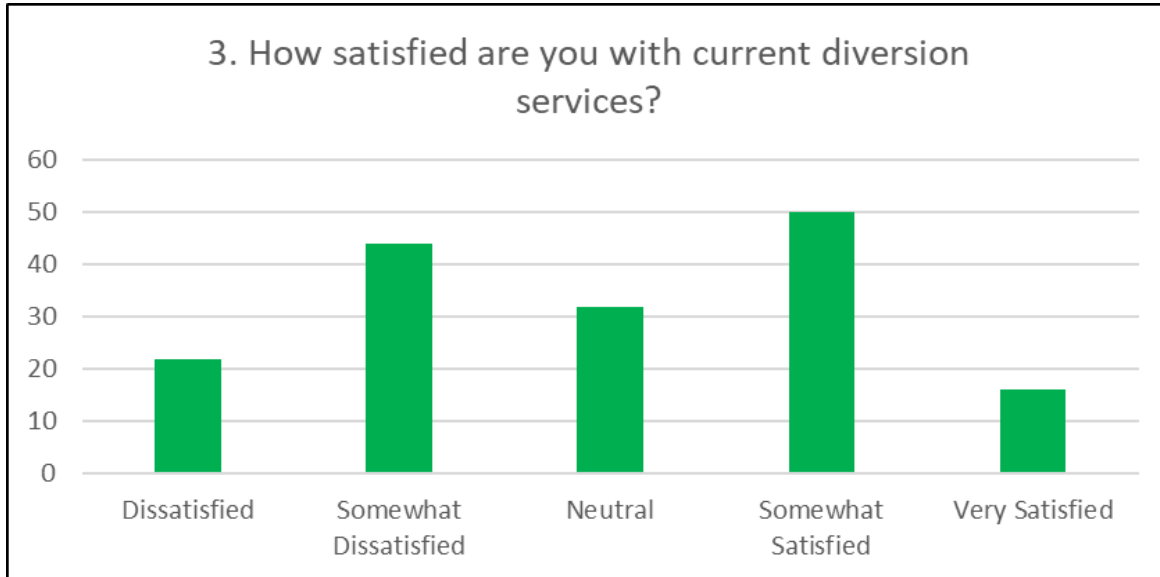
2.0 SURVEY RESULTS - COMMON THEMES:

The following summarizes the survey participation and viewing results.

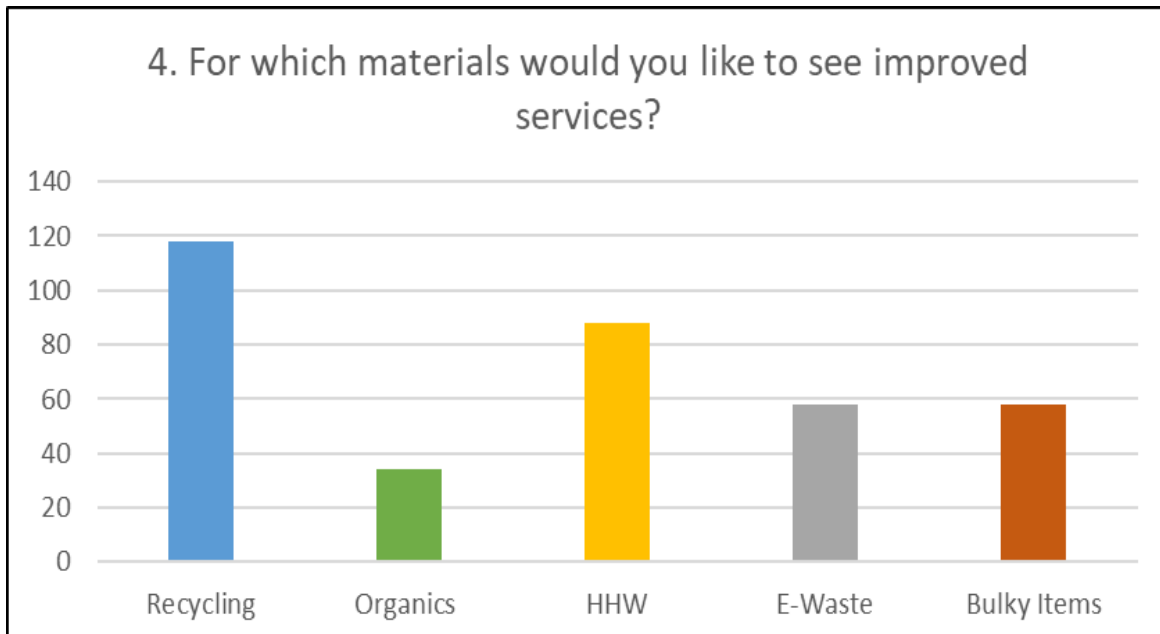
Total number of engaged participants in the Public Sector survey	164
Total number of visitors to Public Sector survey	284
Total number of engaged participants in the Multi-Unit Sector survey	29
Total number of visitors to the Multi-Unit Sector survey	74
Total number of engaged participants in the Construction and Demolition Industry Sector survey	6
Total number of visitors to the Construction and Demolition Industry Sector survey	77
Total number of engaged participants in the Business and Commercial Sector survey	2
Total number of visitors to the Business and Commercial Sector survey	36

2.1 RESULTS FOR THE PUBLIC SURVEY - COMMON THEMES:

Public Survey results: Summary of results to question 3



Public Survey Results: Summary of results to question 4



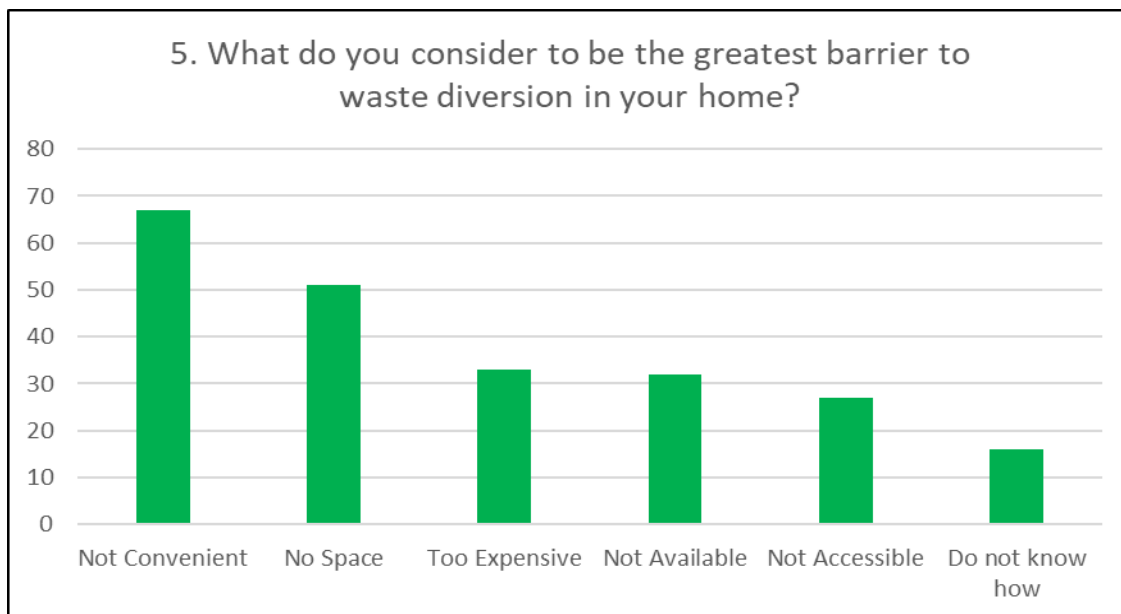
General Public Survey 'Other' responses:

Other responses are suggested by the participant. There were 71 'other' comments to question 4 (For which materials would you like to see improved diversion services?)

Some common themes of these comments are listed below:

- Construction waste
- Glass
- Textiles
- Recycling
- Commercial waste
- Bulky and white goods for residents that cannot move them or have no vehicles
- Styrofoam
- Free store with staff
- Reduce Packaging at the source
- More HHW days

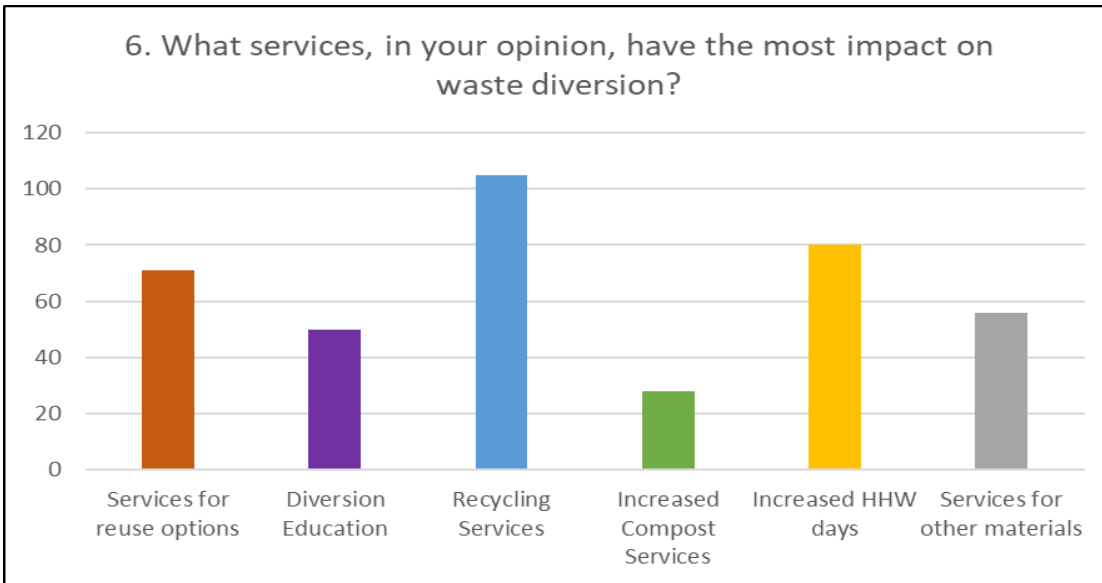
Public Survey Results: Summary of results to question 5



Other responses were suggested by the participants. There were 36 'other' responses from question 5 (What do you consider to be your greatest barrier to waste diversion in your home?) Some common themes of these comments are listed below:

- Packaging
- Metals
- Glass
- Recycling services
- Reuse options
- More HHW days

Public Survey Results: Summary of results to question 6

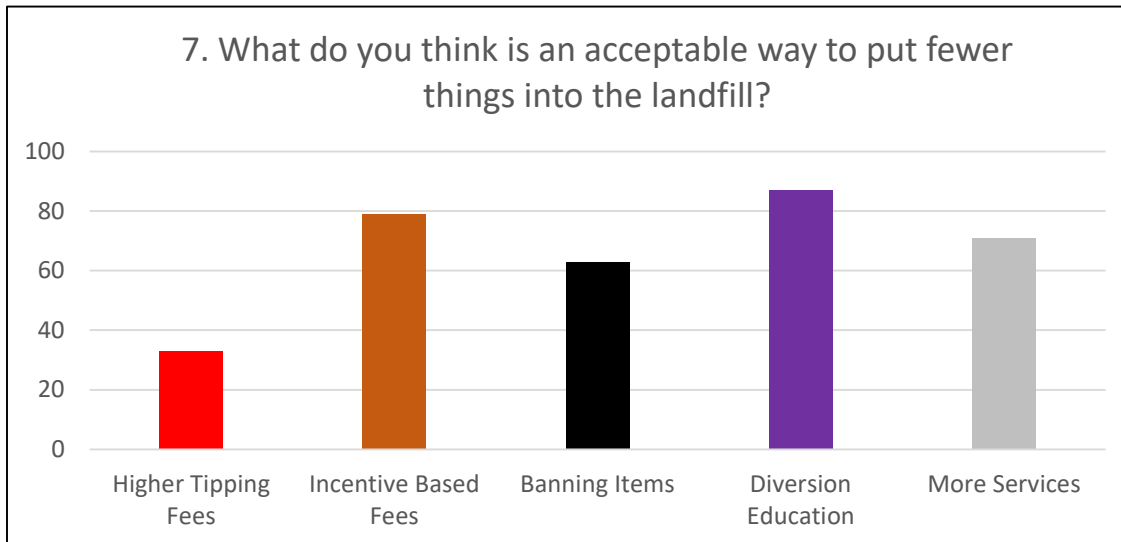


Other responses were suggested by the participants. There were 26 'other' responses from question 6 (What services do you feel have the most impact of waste diversion?)

Some common themes of these comments are listed below:

- Education for reuse and diversion
- Recycling
- Free store
-
- More HHW days
- Packaging
- Compost for out of town residents

Public Survey Results: Summary of results to question 7



Other responses were suggested by the participants. There were 50 ‘other’ responses from question 7 (What is, in your opinion, acceptable to encourage diversion?) Some common themes of these comments are listed below:

- Free store
- Reuse options
- Packaging
- Commercial and construction waste diversion efforts
- More HHW days
- Recycling
- Glass

2.2 ICI SECTOR SURVEY RESULTS:

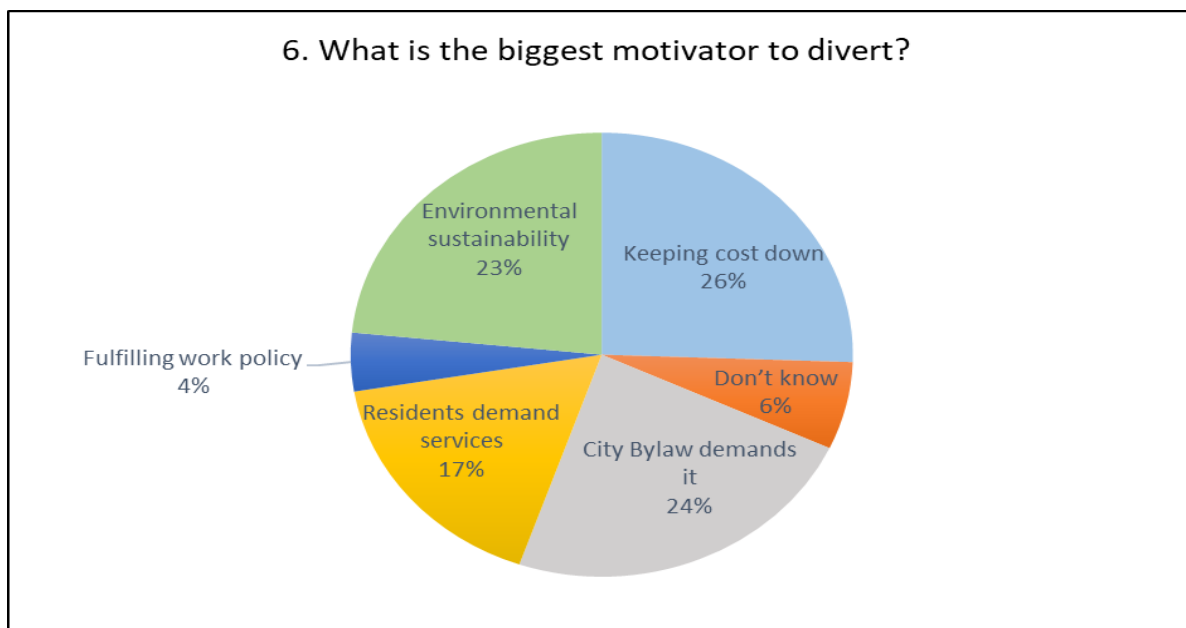
There were not enough participants (2) to summarize any themes from the surveys therefore further in-person engagement will be planned with these sectors in the upcoming future. Please see full summary of survey results in Appendix A.

2.3 MULTI-UNIT RESIDENCES SURVEY RESULTS:

Results of the multi-unit residences that have low participation have not been summarized. Please see full summary of survey results in Appendix A.

- Have mixed feelings about their multi-units’ diversion progress
- Feels environmentally sustainability, residents request and keeping costs of waste disposal down drive the multi-units’ diversion practices
- Feels curbside recycling services and increased compost services along with education towards diversion in multi-units are what is needed to help facilitate increased diversion
- Feels there is no room in their units to properly divert waste
- Thinks bins should be required at all multi-units and services should be more convenient to use
- Feel they do not have the services available to divert more waste

Summary of results from Question 6



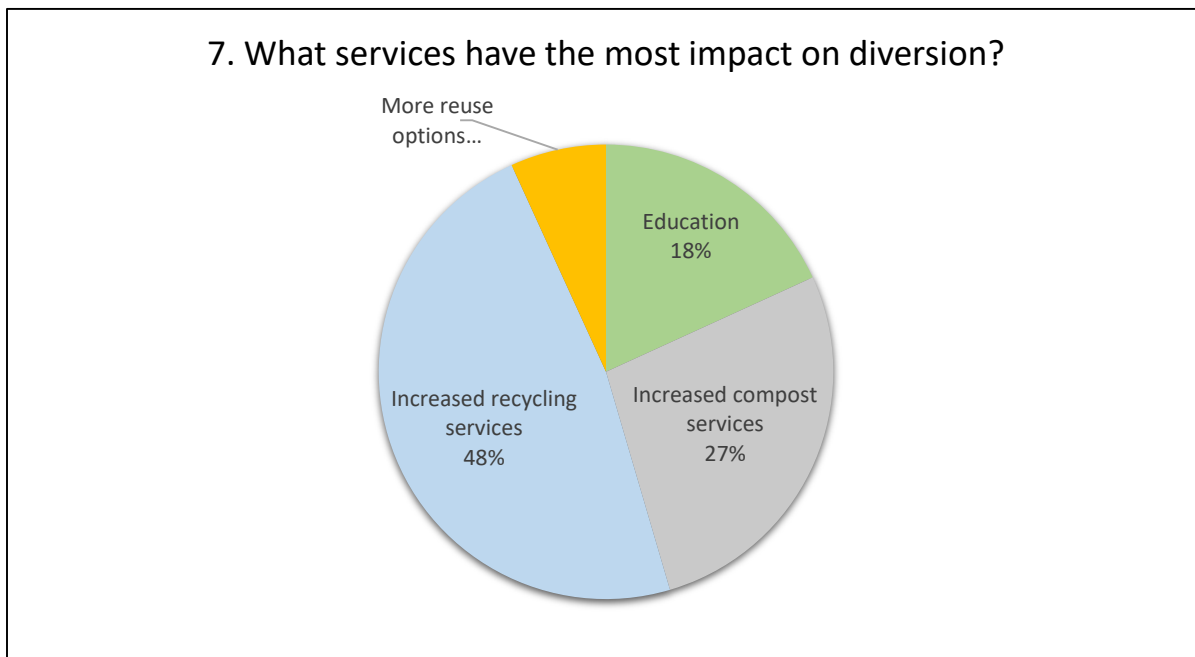
Other responses were suggested by the participants. There were 4 'other' responses from question 6 (What is the biggest motivator to divert?) Some common themes of these comments are listed below:

- No motivation for multi-units (private waste bins allow for infinite disposal of items)
- No responsibility or incentives for tenants to participate
- No incentives to recycle

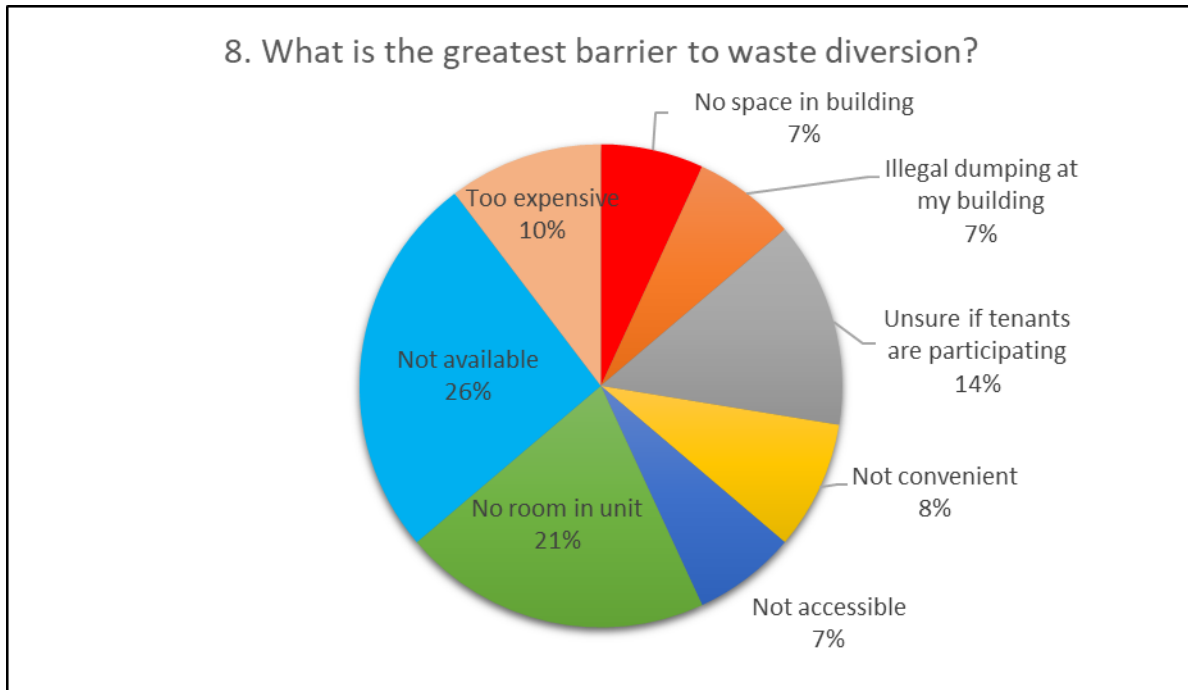
Summary of results from Question 7

Other responses were suggested by the participants There were 5 'other' responses from question 7 (What services have the most impact on diversion?) Some common themes of these comments are listed below:

- Fines for illegal dumping
- Free compost drop off at landfill
- Smaller waste bins at condo units
- Curbside recycling services



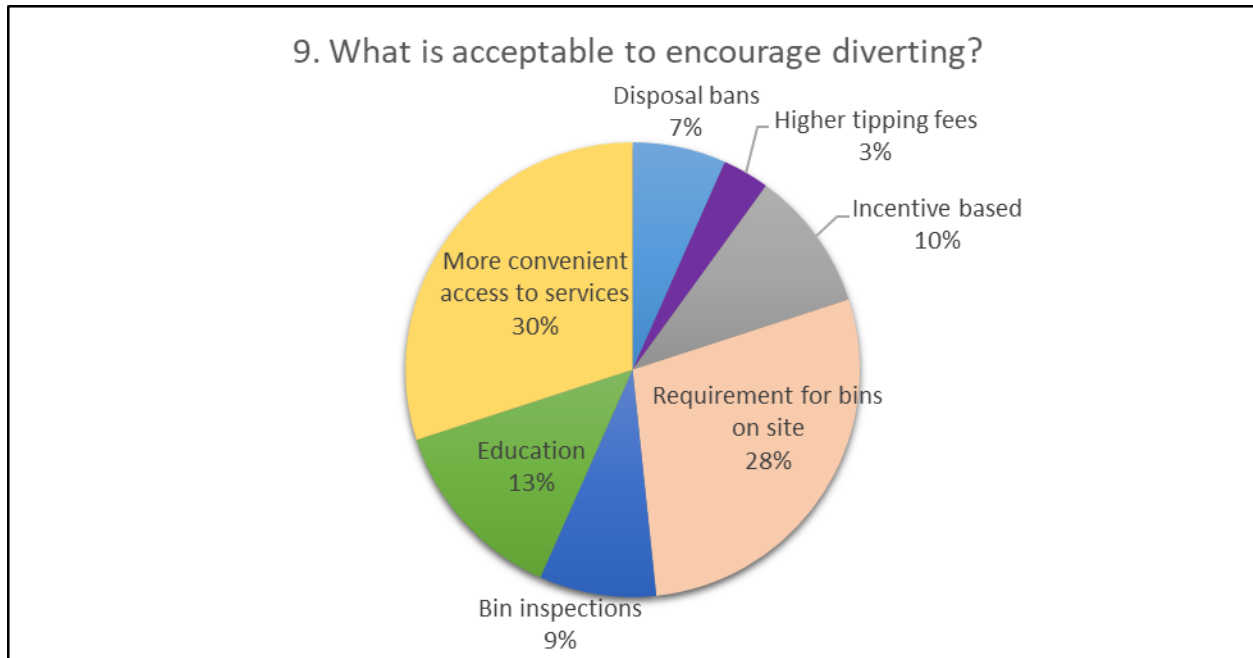
Summary of results from Question 8



Other responses were suggested by the participant. There were 5 'other' responses from question 8 (What is the greatest barrier to waste diversion?) Some common themes of these comments are listed below:

- Smaller waste bins for condos
- Curbside recycling services
- City run sorting center

Summary of results from Question 9



Other responses were suggested by the participants. There were 7 'other' responses from question 9 (What is acceptable to encourage diversion?) Some common themes of these comments are listed below:

- Smaller waste bins for condos
- City sorting services for all streams
- Recycling services for everyone

2.4 C&D SECTOR SURVEY RESULTS:

The Construction and Demolition Sector Survey had 6 responses. Further in-person engagement will occur with this sector to determine if there are any issues with the existing services.

Common Themes:

- The participants feel the biggest motivator to divert waste (Question 4) is environmental sustainability and keeping the costs down.
- The services which the participants feel would have the most impact to diversion (Question 5) is curbside recycling services and more reuse options.
- The participants feel the greatest barrier to diversion (Question 6) is labor costs.

Other responses were suggested by the participants. There were 2 'other' responses from question 5 (What services have the most impact on diversion?) These comments are summarized below:

- Incentives for the construction industry to participate, costs more in labor to sort, easier to just dump unsorted
- Demolition and construction materials diversion strategy/bylaw
- Fines for unsorted loads

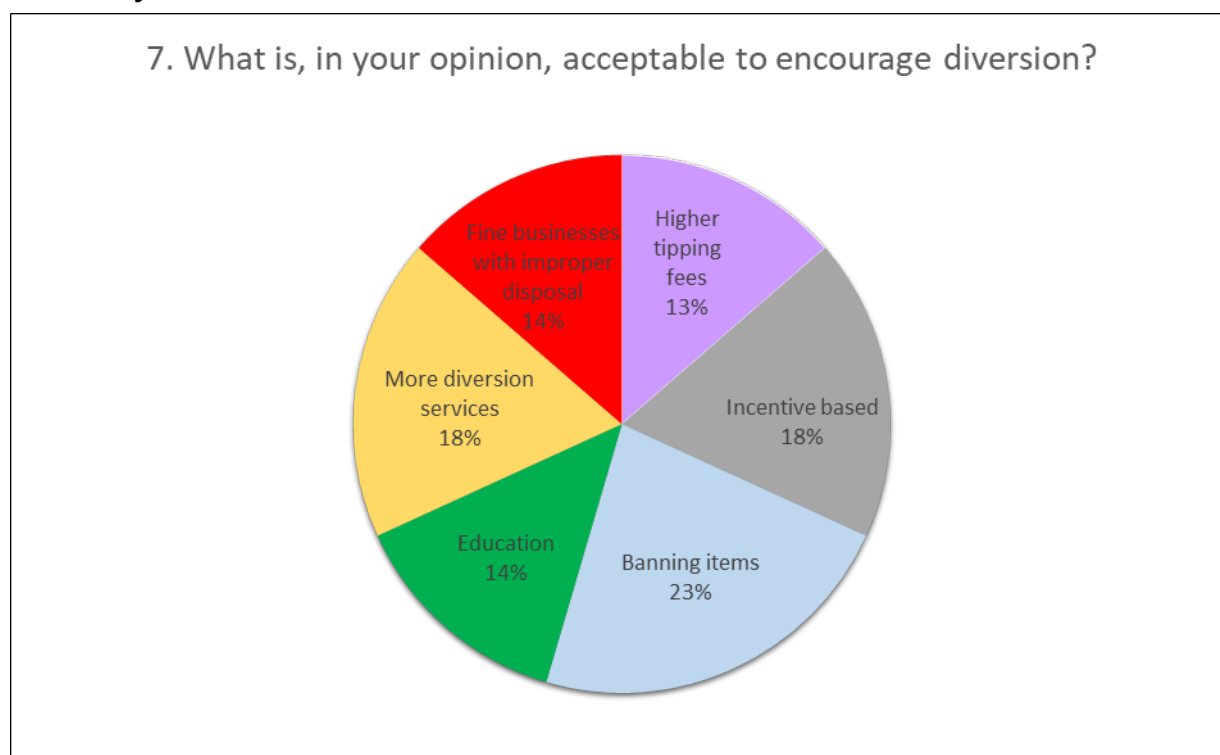
There were 3 'other' responses from question 6 (What is the greatest barrier to waste diversion?) These comments are summarized below:

- Creating change at the management level
- Education
- Contamination of bins, illegal dumping

There were 3 'other' responses from question 7 (What is acceptable to encourage diversion?) These comments are summarized below:

- Space for salvaged materials
- Demolition and construction materials diversion strategy/bylaw at the permit level
- Incentives to sort at site

Summary of results from Question 7



2.5 SOCIAL MEDIA COMMENTS:

Social media comments followed the timing of advertisements for the SWAP engagement page on EngageWhitehorse. These comments are summarized below:

- Have sorting bins throughout town (recycling, paper, compost and waste)
- City staffed free store
- Construction and demolition waste initiatives (diversion strategies)
- Reuse of clean wood and construction supplies
- Salvaging at landfill
- Recycling services
- Glass recycling

- Styrofoam recycling
- Reduce packaging at local and box stores (including cannabis packaging)
- Increased education efforts

Other comments were to reduce the number of waste bins accessible to public in attempt to reduce illegal dumping; increase metal recycling; and to investigate a rebuild center and incinerator like the UK has.

2.6 IDEA SECTION: WHAT DOES THE FUTURE OF WASTE MANAGEMENT LOOK TO YOU?

This was an open prompt to initiate public feedback.

Total number of visitors	16
Total number of participants that engaged	7

Participants who engaged in the Ideas Section left the following comments:

Bring back the free store. Unfortunate we lost it because of one incident. Hire someone to vet items or have drop-off times.
They expect the public to jump on board and drive our materials to Raven wasting gas and people with no cars can't do it but they don't recycle themselves? That's dark ages stuff. Poor people who don't have cars can't do that and they certainly won't pay blue bin to pick up for them. Even if there was a blue bin neighbourhood pick up on corners the non-driving people could go to. Yes, I know the people who phantom dump household garbage would dump in there but fake cameras could help prevent that...or make them convenient for walkers but not cars.
Ability to salvage wood brought to the dump would be great!
I am wondering about why there are no places to put bottles and cans on Main street or in the parks. People put recycling materials into the garbage. They buy a Pelligrino at Baked, walk up the road and throw the can out. Shame.
It needs to start at home first. Green Box for compost at EVERY home and apt bldg ... blue box for paper products at EVERY home and apt bldg... make it mandatory or implement fines, much like most other southern cities. Make it easier for public access to reuse. Free store for both household and otherwise, "use at your own risk" and advertise it well !!!! Put out a contract to have 1 to 2 people manage this - will ultimately cost less!
Start up a ReStore for usable construction/ renovating materials and supplies. Usable kitchens, bathrooms, smashed in landfill is such a waste
How much recycling is going into the landfill? If the amount of recycling going into the landfill is significant, consider improving access to recycling for residents (e.g. curb side pickup). Surely the City is monitoring how much recycling is going into household garbage bins. If it is not monitoring the amount of recycling going into the landfill in household bins, it should start.
Bring back the free store and allow people to take from the metal pile. Added household hazardous waste days are needed.

People would deliver their old furniture to the dump but they have no truck to take it there and it cost 15 bucks to get rid of a mattress etc. so instead they put them on their decks in their yards in the bush in other people's parking lots - we should have a system to call the city to pick up large items with a limit of three per week or something like that so people who have no vehicles can get rid of stuff. I borrow a truck every few months and ask my tenants for their unwanted crap and take it to the dump for them because if it's going to cost them money and they don't have a truck they will just leave it on their decks indefinitely.

Sometimes people throw perfectly good stuff away because they are moving and can't be bothered to put it on Facebook - if we had a free store in town that was only for furniture I think people would use it. I know they are a lot of work when there are small items and clothing but I saw a housing co-op who had a covered open area where tenants put large items and people took stuff constantly it seemed to work. I am sure some items never got taken but it could be that a sticker gets put on things that sits there too long and gets picked up once a month or something.

Free dump days are good for people who have vehicles. People who don't can't get there. Surrey has a week where you put stuff on the curb for people to take then after a certain time the city picks it up.

If the city could pick up recycling items for Raven and work with them to deal with the items that Raven recycles I am sure people who don't drive would put out a lot of items. If this could happen more than once a year it would be good. Same with old paint and toxics.

Kwanlin dun put bins on their neighbourhoods so that people could clean up their yards -it worked and so if there were public bins on the streets in the spring for a couple of weeks' lots of the phantom dumping that happens on Main in apartment dumpsters or industrial areas might slow down those weeks as people from out of town use them which is good too but it would give people a chance to clean up their area. Even if people found large things in the bush they could report it if they didn't want to pick it up and city people could find it and simply toss it in a local dumpster without having to drive to the dump. I am sure residents might even organize on their Facebook pages and get together to do a neighbourhood clean up.

2.7 GUEST BOOK: OPEN TO PUBLIC COMMENTS

The people who are against things being more expensive are often the most vocal. I just wanted to put my name forward as someone who is delighted to pay more for more! Please, charge me money to manage my waste well!!!!

While residential and consumer efforts are important, work must also be done for the industrial and commercial sector. For residential diversion, allow more frequent hazardous waste drop off times and have more frequent "clean-up" times when residents can drop big or bulky items more easily. Sometimes I think items get dumped in the bush because it's not convenient or too expensive. I'd prefer to see a fee at purchase rather than at disposal to hopefully help reduce that. Or perhaps a deposit system, similar to refundable drink containers. Pay \$100 at purchase for a fridge, get back \$75 when disposed of correctly.

2.8 ILLEGAL DUMPING AND FUTURE WASTE BIN MAP:

This was open to public to add a pin of illegal dumping areas and where the public wants

to see additional waste bins.

Total number of visitors	51
Total number of participants	12
Total number of pins on map	23

Pins on the map regarding illegal dumping were entered into a spreadsheet and clips of the locations added with the data. This data was sent to the Bylaw Department biweekly or as needed.

Pins on the map regarding new waste bins were entered into a spreadsheet and clips of the locations added with the data. This data is to be sent to the Parks and Recreation Department.

2.9 CONCLUSION:

Further in-person engagement is required with multi-unit residences, the ICI sector and the C&D sectors. Feedback from the SWAP “What We Heard” report will be reviewed and compiled. Based on this feedback and further in-person engagements, changes to the SWAP and the Waste Management Bylaw will be proposed.