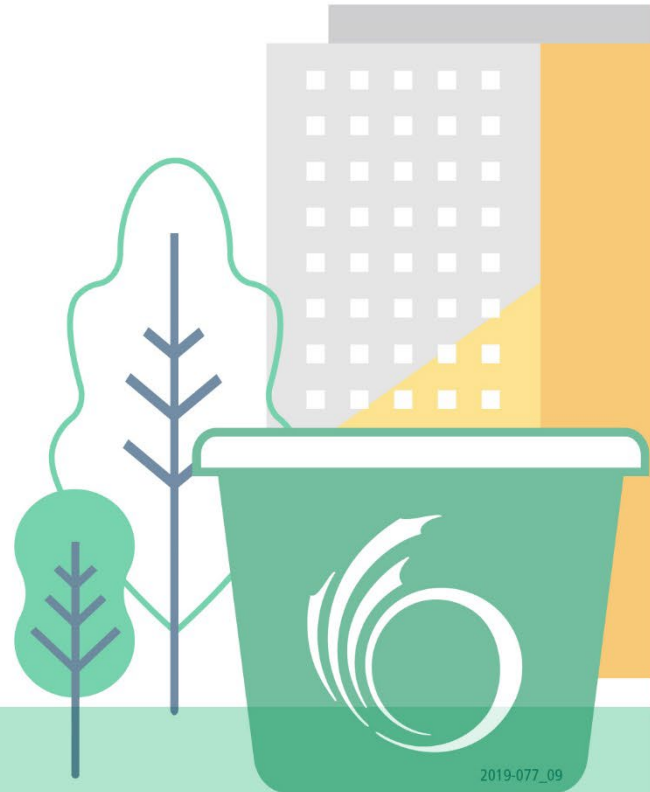




Solid Waste Master Plan Engagement Series 3

What We Learned Report

June 2024





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1.0 Introduction

In June 2019, Ottawa City Council approved the development of a new 30-year Solid Waste Master Plan (hereafter, the Waste Plan). The Waste Plan provides the framework for how the City will manage and ensure that the City can meet its responsibilities for waste management services in a sustainable way over the next 30 years.

The Waste Plan has been developed over the last four years using an industry best practice phased approach, with each phase based on a solid foundation of research and data.

The Waste Plan was built with input from stakeholder groups and the public throughout each stage of its development. Waste management impacts everyone, and meaningful engagement helped ensure the Waste Plan was built to reflect community needs and desires. A multi-phased engagement approach was used to receive valuable feedback at specific times during the development of the Waste Plan to align with technical deliverables.

Over the previous two Engagement Series, staff heard from over 4,790 residents through the public survey, online dialogue sessions, and focus groups. The feedback received was used to develop the draft Waste Plan, which was presented to Committee and Council in Q3 of 2023.

The-City applied an [Equity Lens](#) when identifying a comprehensive list of key stakeholders that would be affected by the new City of Ottawa Waste Plan.

Engagement Series 3 supported ongoing Waste Plan engagement with residents. The series reinforced the value of the feedback received from previous engagement series,



acknowledged the invaluable participation from residents over the past four years and reviewed how feedback was included in the final Waste Plan.

The feedback shared through this final engagement series has been consolidated and provided to Council to help inform decision making on the final Waste Plan. The engagement received was intended to provide Council with confidence that the community supports the Waste Plan and identifies the plan's core challenges for some residents.

The engagement strategy was a comprehensive, evidence-based communications plan – informed by best practices and market research.

Throughout engagement, residents and stakeholders were reminded that the Waste Plan is a 'living document' that will be refreshed and engaged with periodically to gauge community buy-in.

This **What We Learned Report** provides an overview of the Waste Plan's final engagement series, Engagement Series 3. This series took place between February and March of 2024 and included in-person and virtual public engagement activities to inform residents of the Waste Plan and to solicit input from multiple sources on the Waste Plan's final draft.

1.1 Executive Summary

Feedback from Engagement Series 3 highlighted both concern and awareness about how much waste residents produce, and the impact excess waste has on the landfill. Residents consistently prioritized waste reduction, the 5 Rs (reduce, reuse, recycle, recovery, residuals) and Take it Back! Programs. There was a keen awareness that a



solution needs to be found to address the remaining Trail Waste Facility Landfill capacity, whether through landfill expansion or through new technologies. From the residents who participated in Engagement Series 3, incineration or waste-to-energy technologies were largely supported as a means to address waste management in the City.

Of the Action Suites presented, residents would most easily be able to participate in recycling, composting, waste reduction, and Take it Back! programs. Residents asked that Take it Back! programs, Household Hazardous Waste Depots, and Repair Cafes be equally accessible across the City and held more frequently. Some residents noted a challenge in limiting their households to a garbage bag limit due to larger family homes, unavoidable food waste excess packaging, and health conditions. Packaging was mentioned by many residents as being a point of frustration, with a call to action to make businesses accountable for packaging waste and to make packaging more recyclable.

Residents noted struggling with understanding the Waste Plan in its entirety, with a few comments highlighting that it was too long or technical, difficult to understand without a technical background or missing key information such as detailed financials. Residents found that it was difficult to support the Waste Plan without fully understanding the associated costs to implement as well as the projected increase in taxes. Residents were very interested in understanding the reasoning behind certain recommendations and action suites, as well as getting a better understanding of how and when the plan will be implemented. Through discussions and through survey feedback, most residents who participated in Engagement Series 3 were satisfied with how their feedback was incorporated in the Waste Plan, and most said they would participate in future engagement opportunities.

A high-level summary of all engagement feedback collected is outlined below in section 4.1.



1.2 Context - The Waste Plan’s Technical Phases of Development

Work on the new Waste Plan was undertaken in three technical phases, with three engagement series conducted during key stages of the process. The figure below presents a high-level overview of the technical work involved and when the engagement series took place.



2.0 The Waste Plan’s Engagement Series 3 Process

The below section provides an overview of the objectives for Engagement Series 3, the key audiences and how Engagement Series 3 fits into the overall Waste Plan engagement process.

2.1 Overview and Objectives

A Communications and Engagement Strategy was developed for Engagement Series 3 both to raise awareness among residents of the Waste Plan and to ensure residents and stakeholders were able to provide final input into the Waste Plan’s development. More specifically, the Waste Plan’s final engagement process was intended to:



- Ensure high participation in engagement opportunities driven by communications and outreach efforts.
- Provide residents and stakeholders with the necessary information for them to participate meaningfully in engagement opportunities.
- Enable stakeholders to participate fully at key steps of the decision-making process.
- Inform residents and stakeholders on how their input contributed to the development of the final draft Waste Plan.
- Ensure the final Waste Plan is supported by the community and takes their concerns, ideas, and feedback into account.

The Communications and Engagement Strategy was comprised of a wide range of tactics that were multi-channel, inclusive and accessible. These activities were supported by significant promotion to connect with populations that are difficult to reach.

These activities included four in-person public information sessions at accessible locations across the City, two virtual information sessions, and online engagement through the City’s online platform Engage Ottawa. The public survey was provided in five languages, English, French, Arabic, Simplified Chinese, Spanish, as well as two-pagers about the Waste Plan was developed in 10 languages, English, French, Arabic, Simplified Chinese, Spanish, Inuktitut, Anishinaabemowin, Farsi, and Turkish. Information sessions with key stakeholders, and focus groups with residents and organizations representing equity-seeking groups were also completed.

2.2 Key Audiences

To ensure that Engagement Series 3 of the final Waste Plan is supported by the community, it was critical that City staff applied an Equity and Inclusion lens in reaching out to a robust list of stakeholders that are representative of Ottawa’s diverse



demographics as well as the many businesses, associations, and organizations that contribute to Ottawa’s economic, social, and environmental well-being.

Key audiences from all three phases of engagement included:

- Residents, including equity and inclusion groups, and multi-residential residents
- Associations, including those representing diverse perspectives and resident interests
- Businesses, including Business Improvement Associations, coalitions, construction businesses, demolition businesses, for-profit businesses, businesses receiving City services, multi-residential property managers and owners, local boards, and waste service providers
- Educational Institutions, including universities, colleges, and school boards
- Environmental groups and non-governmental organizations, including both urban and rural associations and organizations
- Government and waste management associations
- City staff
- City Council
- Members of the City’s Environmental Stewardship Advisory Committee (ESAC)

To ensure key stakeholders, members of Council, and relevant City staff were engaged at major milestones throughout the Waste Plan’s development, the following groups were developed and consulted in all three phases:

- **Stakeholder Sounding Board (SSB):** Consisting of individuals and organizations from across the city that represent a broad range of resident and stakeholder perspectives, including differing demographics and housing types. The SSB provides a forum for mutual learning and enhanced discussion on topics related to the Waste Plan.
- **Council Sponsors Group (CSG):** A standing committee of Council was established and includes the Chair and Vice-Chair of the Standing Committee on Environmental Protection, Water, and Waste Management; a representative from the Mayor’s Office;



and two additional members of Council. The CSG provides vital input, and strategic advice to staff supporting the Waste Plan's development and acts as a champion to help see the project through to its completion.

- **City Champions Group (CCG):** The CCG consists of City staff from across the organization that are leaders and subject-matter experts. Members help support the project team by providing input into the Waste Plan based on their respective areas of expertise. The group was also consulted to ensure the plan's alignment with other departmental objectives and operational requirements.

2.3 Phases of Engagement

The Solid Waste Master Plan engagement process began with a pre-consultative phase in 2020. This took place simultaneously with the Waste Plan's Technical Phase 1 and involved stakeholder analysis and the development of the Communications and Engagement Strategy. The Strategy outlined a process by which communications and engagement activities will occur during the Waste Plan. The goal of the Strategy was to ensure that City staff and Councillors, residents, and stakeholders have numerous opportunities to provide meaningful input that would inform the Waste Plan's development.

Engagement Series 1: took place at the beginning of Phase 2 from May to September 2020 to obtain feedback on:

- The current state of waste management in Ottawa and desired future state.
- Options required to move the City forward towards desired state.
- The vision, guiding principles and goals of the Waste Plan.



Engagement Series 2: took place at the beginning of Phase 3 from February to May 2022 to obtain feedback on:

- The prioritization of the various recommended Actions for the Waste Plan.
- How far and how fast the Actions should be implemented in order to reach the vision and goals of the Waste Plan.
- How much more residents would be willing to pay for a waste management system that achieves the goals of the Waste Plan.

Engagement Series 3: Aligned with the final technical phase (Phase 3) of the Waste Plan's development, which consisted of the drafting of the Solid Waste Master Plan and short-term (5-year) implementation plan, development of a fully costed business case for the recommended short-term options, and development of a financial plan for the first 10 years of the Waste Plan's execution.

The objectives for this phase of engagement were to:

- Provide an opportunity for residents and stakeholders to review the final draft Waste Plan and provide their feedback before it was presented to Council.
- Let residents and stakeholders know what will happen next and how they can remain informed on implementation engagement.
- Remind residents that the Waste Plan will be revisited every five years.

2.4 Promotion

A robust communications program was developed to reach a broad range of residents and stakeholders. Communications activities included targeted print and online advertising, news releases, public service announcements (PSAs), media releases, social media, promotional kits for Councillors and stakeholders, features on Ottawa.ca,



e-Newsletters, and advertisements on City assets. Furthermore, applying the City's Equity and Inclusion Lens, staff developed connections with several groups that are at risk of exclusion to disseminate information about engagement opportunities and to encourage individuals to participate in online focus groups. All Councillors were regularly updated by way of information and briefings throughout the course of the Waste Plan development. Councillors were also provided with resources to include in their ward newsletters and constituent communications. City Staff were also available to provide one-on-one meetings with Councillors to respond to their questions and obtain their input throughout the process.

3.0 Engagement Series 3 Overview

This section provides more specific information on the methodology and tactics used for Engagement Series 3.

3.1 Approach and Methodology for Engagement Series 3

As noted above, Engagement Series 3 took place between February 6, and March 6, 2024.

Specific **communications tactics and activities** included:

- Use of Engage Ottawa platform - ottawa.ca/swmp
- Newsletter features; in Solid Waste Master Plan eNewsletter, with a subscriber base of 4,133 and open rate of 60 per cent
- Other featured newsletters such as Climate Change eNewsletter, Accessibility Spotlight eNewsletter and City Builders eNewsletter
- Multi-language backgrounders, documents and technical memos available for download
- Feature stories posted on the City's [website](#)



- Social media posts on Facebook; X; LinkedIn; Instagram; including in multi-languages
- Advertising digital and print; including Community newspapers
- Earned media coverage from City reaching out to media outlets
- News release and PSA
- Councillor information kits including key messages, social media graphics, social media copy, and photos
- Featured web banner on ottawa.ca
- Featured on City owned assets such as billboards and digital television screens at City Hall, recreation facilities and parking garages

Promotional efforts were designed to raise broad awareness of the opportunities to participate, as well as to establish a shared understanding of the final waste plan and share with residents how their feedback was incorporated into the development of the draft waste plan.

Engagement activities included virtual information sessions, surveys, in-person information sessions and focus groups. More information on the specific activities is provided below. Engagement was designed to obtain feedback on the Waste Plan's five areas of focus:

- Reduction and reuse of waste
- Recycling
- Waste and energy recovery, and the management of waste that remains after recyclable waste has been separated
- Operational advancements
- Fostering a zero-waste culture across the city

Equity and Inclusion

In keeping with the project commitment to reach diverse communities, participation in Series 3 included a broad range of residents from across Ottawa. This included



ensuring residents were able to participate regardless of their primary language, or ability.

Staff also applied the City's Equity and Inclusion lens to develop connections with various groups that are at risk for exclusion to disseminate information about engagement opportunities and encourage participation in these opportunities. This was done through working with the consultant, Hill and Knowlton, to target several community groups and reach equity-seeking groups. Communications and educational materials in multiple languages were also created. Surveys were available to be completed in five languages, English, French, Arabic, Simplified Chinese, Spanish. Two-pagers were developed in 10 languages: English, French, Arabic, Simplified Chinese, Spanish, Inuktitut, Anishinaabemowin, Farsi, and Turkish.

In addition, a range of engagement methods were utilized to encourage broad participation, including focus groups with the specific equity-seeking groups listed above.

Over the period of February to March, the following activities were conducted as part of Engagement Series 3:

February 6 to March 7 – launched print and digital advertising campaign, distributed public information toolkit to all Councilors, an online survey hosted on the City of Ottawa's Engage Ottawa platform, completed by 377 members of the public; as mentioned above, surveys were available to be completed in five languages, English, French, Arabic, Simplified Chinese, Spanish, as well as providing two-pagers developed in 10 languages, English, French, Arabic, Simplified Chinese, Spanish, Inuktitut, Anishinaabemowin, Farsi, and Turkish. Ongoing monitoring of Waste Plan inbox for receiving and tracking feedback, questions, and responding to inquiries.

February 15 to March 4 – hosted four in-person open-houses at City facilities; including Nepean Sportsplex, Cardel Recreation Complex, Tom Brown Arena, Ray Friel Recreation Centre, attended by 68 members of the public. Attendees were able to view



the draft Waste Plan on 33 display boards, participate in conversations with Solid Waste subject matter experts and learn about green bin and waste reduction at an information booth.

February 29 and March 6 - Virtual information sessions, hosted in webinar format on Zoom, attended by 77 members of the public. The virtual information session allowed participants to learn about the Draft Waste Plan and how feedback was included from the previous engagement series. The session also featured a Q&A period and a chance to share feedback on the Draft Waste Plan with subject matter experts.

February 7 to March 7 – The following supporting documents were published on Engage Ottawa and received a combined total of 4,172 public downloads: Draft Waste Plan Executive Summary, Two-pager Summary of Solid Waste Master Plan, Waste Plan 50 Action Descriptions, Draft Solid Waste Master Plan (Phase 3) Report and Current Waste Management System.

April 1 to April 11 – One Equity, Diversion and Inclusion focus group, one key informant interview and email feedback from one EDI group.

Ongoing – meetings with Councillors.

4.0 What We Learned – Engagement Series 3

The analysis below presents high-level comments shared by residents and stakeholders to provide a snapshot of what was learned during Engagement Series 3. All feedback received from Engagement Series 1, 2 and 3 was analyzed to inform the development of the final Waste Plan. Section 5.0 of the report describes how input from Engagement Series 3 has been used.



4.1. High-Level Overall Observations

Comments received over the course of Engagement Series 3 are summarized in this section. Over 520 residents and stakeholders provided feedback as part of Engagement Series 3, through surveys, in-person open-houses, virtual information sessions, focus groups, emails, and comments.

The online open-ended survey conducted on Engage Ottawa solicited the greatest number of comments from the public, with 377 people participating. The purpose of the survey was to gauge general support of the Waste Plan and to show how feedback from residents and stakeholders during Engagement Series 1 and 2 was incorporated. The survey also provided an opportunity for residents to comment on which actions they feel are the most important, which actions they will be able to participate in most easily, and which may be more difficult for them and why.

Feedback summary

Feedback from Engagement Series 3 highlighted that overall, there is concern and awareness about how much waste residents produce, and about the impact excess waste has on the landfill. Residents prioritized waste reduction, the 5 Rs (reduce, reuse, recycle, recovery, and residuals) and Take it Back! programs in every form of engagement from Engagement Series 3. There was a keen awareness that a solution needs to be found to address the remaining Trail Waste Facility Landfill capacity, whether through landfill expansion or through new technologies. Residents who participated in Engagement Series 3, largely supported addressing waste management through incineration or waste to energy technologies

Of the Action Suites presented, residents would most easily be able to participate in recycling, composting, waste reduction, and Take it Back! programs. Take it Back! programs, Household Hazardous Waste Depots, and Repair Cafes were mentioned



throughout the engagement series, with an emphasis on a need for programs to be equally accessible across the City and with increased frequency. It was expressed, largely through the survey, that some residents may struggle to adhere to a garbage bag limit due to various reasons such as larger family homes, unavoidable food waste excess packaging, and health conditions, etc. Packaging was mentioned by many residents as being a point of frustration, with a call to action to make businesses accountable and packaging more recyclable.

Feedback did indicate that residents struggled with understanding the Waste Plan in its entirety, with a few comments highlighting that it was too long or technical, inaccessible, or missing key information such as financials. Regarding inaccessibility, residents commented that the Waste Plan document was too technical in language to be accessible to the average resident, making it hard to understand the plan. Financially, residents found that it was difficult to support the Waste Plan without fully understanding the associated costs to implement as well as the projected increase in taxes. Residents were very interested in understanding the reasoning behind certain recommendations and action suites, as well as getting a better understanding of how the plan will be implemented and when. Overall, through discussions and survey feedback, most residents who participated in Engagement Series 3 were satisfied with how their feedback shared during the development of the Waste Plan was incorporated in the Waste Plan, and most said they would participate in future engagement opportunities.

A high-level summary of all engagement feedback collected is outlined below.

Survey questions included:

1. Over the next 30 years, as the City continues to grow, do you support the recommendations outlined in the draft Solid Waste Master Plan which will help the City manage residential, multi-residential and City facility waste in a more sustainable way? Yes or No. If no, why not?



2. What do you think is the most important issue facing the City in the next 30 years that is addressed in the Waste Plan?
3. Which actions do you support the most in the Waste Plan?
4. Which actions will you be able to participate in most easily? Why?
5. Which actions may be difficult for you to participate in? And why? And what supports might you need?
6. Is there anything you don't understand in the Waste Plan? Please explain.
7. Are you satisfied with how public feedback was incorporated into the Waste Plan?
8. Based on your experience, will you participate in Waste Plan engagement when we refresh the plan in the future? Yes or No. If No, why not?



Statistics on the demographics of survey respondents

Identification	Engagement Series Three Response %	Ottawa StatsCan Census Data %
<i>Indigenous</i>	0.6%	2.6% (26,395 of 1,000,935)
<i>Francophone</i>	6.3%	12.51% (126,030 of 1,006,965)
<i>2SLGBTQIA+</i>	4.2%	N/A
<i>Immigrant</i>	6.6%	25.89% (259,215 of 1,000,940)
<i>Older Adult (65 years and older)</i>	10.3%	16.9%
<i>Persons with a disability</i>	8.2%	N/A
<i>Persons living in poverty</i>	1.5%	8.9% prevalence of low income based on the Low-income measure, after tax (LIM-AT)
<i>Racialized person</i>	3.9%	32.46% (324,960 of 1,000,935)
<i>Rural</i>	6.6%	N/A
<i>Women</i>	18.1%	N/A
<i>Youth (29 years old and under)</i>	1.5%	0-14 years = 16.4% 15-64 years = 66.7%
<i>Do not identify</i>	15.7%	N/A
<i>Prefer not to answer</i>	13.0%	N/A
<i>Identify as other</i>	3.3%	N/A



*Stats Canada information sourced from [Profile table, Census Profile, 2021 Census of Population - Ottawa, City \(CV\) \[Census subdivision\], Ontario \(statcan.gc.ca\)](#)

- Ward representation: (1.9%) Ward 1, (1.9%) Ward 2, (0.5%) Ward 4, (6.4%) Ward 7, (3.4%) Ward 9, (2.1%) Ward 10, (1.1%) Ward 11, (3.7%) Ward 12, (1.9%) Ward 13, (4.0%) Ward 14, (3.7%) Ward 15, (4.8%) Ward 17, (1.9%) Ward 18, (1.3%) Ward 19, (1.1%) Ward 20, (0.3%) Ward 22, (4.0%) Ward 23, (45.1%) Other*.

*The % for Ward representation “Other” is due to postal codes falling under multiple ward districts or on the line of multiple ward districts.

The following is the summarized compilation of high-level comments provided over the course of Engagement Series 3. Results are listed in the following order: Most, Many, Some, Few. For qualitative categories: 0-10% Few, 11-15% Several, 16-50% Many, 51-100% Most. For quantitative categories percentages are used.

High-level survey results

Over the next 30 years, as the City continues to grow, do you support the recommendations outlined in the draft Solid Waste Master Plan which will help the City manage residential, multi-residential and City facility waste in a more sustainable way? Yes or No If no, why not?

- Many survey respondents answered “**Yes**” in support of the recommendations currently outlined in the Waste Plan.
- Many survey respondents answered “**No**” or were **undecided** in support of the recommendations currently outlined in the Waste Plan.

What do you think is the most important issue facing the City in the next 30 years that is addressed in the Waste Plan?

-



- Many survey respondents believe the most important issue is reducing waste and **following the 5 Rs hierarchy** (reduce, reuse, recycle, recovery, residuals).
- Several survey respondents believe the most important issue is **increasing participation in waste diversion programs** (green bin, blue bin, and black bin).
- Several survey respondents believe the most important issue is **reaching landfill capacity and extending the life of the landfill**.
- Several survey respondents believe the most important issue is **implementing a waste to energy or incineration facility to manage our waste**.
- Several survey respondents believe the most important issue is **looking into new technologies** to manage our waste.
- Few respondents highlighted that community **education** is an ongoing issue facing waste management, followed by residents and the City facing an **increase of waste** due to packaging material and increased population.

Which actions do you support the most in the Waste Plan?

- Many survey respondents support actions in the Waste Plan that tackle **waste reduction and put emphasis on the 5 Rs** (reduce, reuse, recycle, recovery, residuals) through increased Take it Back! programs and reuse events, to continue and improve participation in current recycling programs.
- Several survey respondents support **incineration and waste to energy technologies**.
- Several survey respondents support **education** initiatives and campaigns to continue spreading recycling and reuse awareness throughout the City.
- Few survey respondents echoed support for **enforced source separation**, research into **new technologies** for waste management, improving and supporting **multi-residential waste diversion programs**, and the implementation and enforcement of **garbage bag limits**.



Which actions will you be able to participate in most easily? Why?

- Many survey respondents listed **recycling** as an action they could most easily participate in.
- Many survey respondents listed **composting** as an action they could most easily participate in.
- Several survey respondents listed using **Take it Back! programs or reuse events** as an action they could most easily participate in.
- Several survey respondents listed **waste reduction** as an action they could most easily participate in.
- Few respondents indicated they could participate in **all actions** and that they could participate in **education initiatives** listed in the Waste Plan.

Which actions may be difficult for you to participate in? And why? And what supports might you need?

- Several survey respondents said they would have **no difficulty participating** in any of the actions listed in the Waste Plan.
- Several survey respondents said it would be difficult to participate in **garbage bag limits** due to family size, excess non-recyclable packaging, and health and accessibility reasons.
- Several survey respondents said they would have difficulty participating in **Take it Back! programs, Repair Cafés, or Household Hazardous Waste Depots** largely due to where the events or depots are located.
- Few respondents listed **reducing waste** would be difficult due to non-recyclable material, followed by participating in **multi-residential diversion programs** and **composting**.

Is there anything you don't understand in the Waste plan? Please explain.

- Several survey respondents said they **need further explanation** regarding the Waste plan.



- Several survey respondents said they understood the Waste Plan and **no further explanation needed**.
- For respondents that indicated they required further explanation, the common topics mentioned were in relation to **incineration, how the plan will be financed, how much taxes will increase and the technical language**.

Are you satisfied with how public feedback was incorporated into the Waste Plan?

- Many survey respondents said **Yes**, they were satisfied.
- Several survey respondents said **No**, they were not satisfied.

Based on your experience, will you participate in Waste Plan engagement when we refresh the plan in the future? Yes or No. If No, why not?

- Most survey respondents said **Yes**, they would participate in future Waste Plan engagement.
- Few survey respondents said **No**, they would not participate in future Waste Plan engagement. For respondents that said **No**, the top reasons were time commitment and general skepticism of the process.

In-Person Engagement Series 3 events (68 attendees)

Locations: Nepean Sportsplex February 15, Cardel Recreation Complex February 23, Tom Brown Arena February 26, Ray-Friel Recreation Complex March 4.

General feedback from the sessions:

- Some of attendees had questions and comments about composting that brought forward confusion around what is acceptable in the green bin and how to limit the “ick” factor of composting.
- Some of attendees inquired about increasing education for recycling programs and if that was a priority for the Waste Plan.
- Other conversations and questions from the event touched on the following:
 - Financial analysis of the Waste Plan.



- Defining zero waste in the context of the Waste Plan.
- How enforcement of the Waste Plan will work.
- Defining and expanding on circular economy.
- General questions about incineration.
- General questions about recycling.

Zoom Information Sessions (77 attendees)

Most of the feedback collected from the virtual Zoom sessions was regarding the requirement for further explanation of some aspects of the Waste Plan. Many of the questions were inquiries requesting further elaboration of: the Waste Plan methodology, implementation management and planning; composting programs and requirements; education planning and campaigns; financial analysis and taxes; producer and business responsibility; enforcement measures; and further explanation on incineration and new technologies.

Feedback from Equity, Diversion, and Inclusion Groups

Over 22 Equity, Diversion and Inclusion groups were invited to participate in an online focus group to provide feedback on the Waste Plan.

Initial EDI outreach efforts were focused on community-deserving groups who had previously participated in the consultation process and had shown a keen interest in the Solid Waste Master Plan. These groups would be more likely to participate and provide valuable feedback, given their existing relationship and knowledge of the plan. Time constraints from several groups were flagged, in many cases due to competing priorities (personal and/or professional) as well as time of year.

After reaching out to previously engaged groups, EDI outreach was broadened to other community-deserving groups of interest. However, since these groups were not



previously approached in other Waste Plan public engagement, they were less familiar with the plan, therefore participating required an increase in the time commitment. Several of the broadened groups also flagged capacity constraints, which caused difficulties in overall participation.

An online focus group was held with Youth Ottawa with 9 participants representing the group. An online meeting was held with one member of the Canadian Council of the Blind and email feedback was received detailing input from several members of the Ottawa Disability Coalition.

The below list summarizes the feedback received from these Equity, Diversity and Inclusion groups.

What parts of the Waste Plan resonate most with you? Is there anything you don't understand about the Waste Plan?

- The plan generally makes sense and it also makes sense to prioritize waste reduction.
- Curbside collection is important and will impact many people.
- Need to make it clearer that waste from the Industrial, Commercial and Institutional (IC&I) sector is regulated by the provincial government and, therefore municipal influence in this area is limited.
- Enforcement will be hard and increased costs will be a burden to taxpayers.
- Need to make it clearer in the plan how the actions were prioritized and how this plan will be paid for.
- The Waste to Energy Incinerator action needs to be clearly explained, especially in terms of the timeline and what the City is researching right now.
- The technologies, in general, are hard to understand, and the plan doesn't talk much about emerging technologies and where they are applicable.



What parts of the Solid Waste Master Plan do you think it will be easier for you to participate in, or harder for you to participate in?

- Not clear how the circular economy action will impact residents and what opportunities there will be to participate e.g. more Repair Cafes and options to reuse items.
- Behaviour change in general is going to be hard for a lot of people.
- It will be easier to participate if the City works with the community and external stakeholders as they can help make things more accessible and connect people together.
- Separation of items into different bags is hard for some people.
- Generally, increased costs will be the most difficult part.
- Some actions will be difficult if accessibility considerations are not taken into account:
 - Handling large bins can be hard.
 - Using the waste explorer is difficult if you don't have access.
 - Taking back items to several locations when you don't drive or have a vehicle is difficult.

How do you feel about the overall direction of the Waste Plan?

- It will work if focused on multiple actions including community engagement, affordability, accessibility, and education.
- Everyone needs to be part of the solution so provide everyone with the education and the resources.
- Emphasis on waste reduction and circular economy is beneficial.
- Continued engagement is important, including engagement with youth and schools.
- Make sure people understand the challenges and key considerations, including the issue with landfill capacity.



In general:

- Education will be a big key to success, it needs to start early and should be consistent and ongoing.
- Make sure accessibility considerations are taken into account during the planning phases, not as actions are being implemented.
- Needs to be a focus on construction and demolition waste, for example, the Building Code needs to be changed, and contractors should salvage as much as possible.

Other (Email and Stakeholder Data)

Residents were able to email Waste Plan staff with any inquiries about the survey and engagement sessions or to provide feedback about the Waste Plan. Some of the correspondence highlighted a need for targeting manufacturing packaging and requiring businesses to produce recyclable material, which is out of the control of local municipalities. Other inquiries touched on further elaboration on the new Individual Producer Responsibility (IPR) program, incineration, acceptable recycling material, and Take it Back! programs.

During the Engagement Series, other forms of feedback were collected through public blogs and articles that were posted online. The general feedback highlighted a need for more Take it Back! programs and depots around the City so that hazardous waste material and textiles were more easily recyclable.

5.0 How feedback was used – Engagement Series 3

Engagement Series 3 focused on informing residents about the draft Waste Plan, providing an opportunity for residents to ask questions of Solid Waste Service staff on the plan, and allowing residents to provide general feedback before the final Waste Plan



is tabled for Council in June 2024. The feedback received will be instrumental when planning for the implementation of many of the Waste Plan actions and was also used to help shape the final Waste Plan itself.

The table below presents the main questions asked of the public during Engagement Series 3, the common themes that were frequently heard, and how that feedback:

- a) was used to help inform development of the final the Waste Plan.
- b) will be considered as relevant the Waste Plan actions are planned and implemented.

Staff also considered relevant feedback from both Engagement Series 1 and 2 when making any changes to the final Waste Plan. Over 5,600 residents provided input over the course of the first two engagement series and the feedback from Engagement Series 3 confirmed the main concerns and priorities that were expressed throughout Waste Plan engagement.



Table 1: Common themes from Engagement Series 3 and how the feedback was used

Question	Common answers and feedback themes	How the input was used or will be used
<p>What do you think is the most important issue facing the City in the next 30 years that is addressed in the Waste Plan?</p>	<ul style="list-style-type: none"> • Reduce waste and focus on the waste hierarchy. • Increase participation in waste diversion programs. • New technologies, including researching feasibility of Waste to Energy Incineration. • Extending the life of the Trail Waste Facility Landfill (TWFL). • Education (of sustainable waste management practices). • Expanding the number and type of materials in diversion programs. • Cost of Solid Waste Services for the taxpayer. 	<p>The Waste Plan was adapted to ensure the waste hierarchy, and waste reduction in particular, are strongly emphasized in the plan. A short-term timeline was added that more clearly presents which actions at the top of the waste hierarchy are recommended for early planning and implementation.</p> <p>An explanation was added to the Waste Plan that clearly explains the importance of the Trail Road Waste Facility Landfill and why the life of this asset should be prolonged as much as possible.</p> <p>An appendix was also added providing more details about each of the recommended Waste Plan actions.</p>



		<p>Costs associated with each Action Suite were also added to the plan. In addition, the number of new Full-time Equivalent (FTEs) required to plan and implement the SWMP was also added.</p> <p>More details on the costs for the Waste Plan as a whole, and future capital costs for Solid Waste Services in general, will be provided in the Long-Range Financial Plan tabled alongside the Waste Plan.</p>
<p>Which actions do you support the most in the Waste Plan?</p>	<ul style="list-style-type: none"> • Enhanced / enforced source separation • Multi-residential diversion programs • New technologies • Promotion and Education • Waste reduction and reuse • Circular Economy 	<p>All of these actions are prioritized for early planning and/or implementation following the Council approval of the Waste Plan.</p>



<p>Which actions will you be able to participate in most easily?</p>	<ul style="list-style-type: none"> • Promotion and Education • Take it Back! Programs • Green Bin Program / Composting • Recycling 	<p>Feedback showed that existing solid waste programs are seen as the actions that respondents felt they could participate in most easily in the future. This highlights the importance of the Promotion and Education Action Suite in the plan, as these actions are central to ensuring new/adapted programs and policies are more easily understood and accessible for residents. This Action Suite is recommended for early planning and implementation.</p>
<p>Which actions may be difficult for you to participate in?</p>	<ul style="list-style-type: none"> • Reducing packaging • Garbage item limits • Multi-residential diversion programs • Recycling • Repair Cafes and Household Hazardous Waste collection • Actions where accessibility considerations are not thoroughly considered 	<p>Feedback will be used to assist with implementation planning. Specific and general comments will be considered as implementation planning commences for the various actions to help ensure any barriers to participation are addressed.</p>



<p>Is there anything you don't understand in the Waste Plan?</p>	<ul style="list-style-type: none"> • Waste-to-Energy Incineration is complicated (as well as other new technologies, including AD, automated collection and Radio-frequency Identification (RFID)). • the Waste Plan is too long. • How the Waste Plan will be financed. • Potential GHG emission reductions with the Waste Plan. • How Individual Producer Responsibility will impact the plan. • Why businesses have not been targeted. • Zero Waste is confusing because how can we reduce waste to nothing. • How did research play a role in development of the plan. • Not sure how enforcement fits into some of the actions. • What we are doing for construction and demolition waste. 	<p>An Executive Summary was developed to accompany the draft Waste Plan to provide a high-level overview for a more accessible read. Given the feedback from Engagement Series 3, several other summary documents were created to provide high-level overviews of some of the more technical pieces in the plan.</p> <p>Specifically, two new documents were added to Engage Ottawa in response to this feedback. One document provides a summary of the GHG analyses that were conducted as part of the Waste Plan development, and the second document provides a summary of the Waste Plan's financial analysis.</p> <p>An appendix was also added to the Waste Plan that provides more detail about each of</p>



		<p>the recommended Waste Plan actions that acts as a reference for residents who would like more information. This includes a description of Waste-to-Energy technologies, as well as Anerobic Digestion and collection technologies.</p> <p>Sections in the Waste Plan that provide explanations of Individual Producer Responsibility, the definition of Zero Waste and the role of the City in influencing waste from the Industrial, Commercial and Institutional sector were all reviewed and adapted where necessary to aid understanding of these concepts.</p> <p>An additional section was added to the plan to explain how extensive research and municipal scans were used to inform development of the Waste Plan, particularly in the early stages of the Plan's development.</p>
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<p>Based on your experience, will you participate in Waste Plan engagement when we refresh the plan in the future?</p>	<p>The vast majority of respondents answered yes to this question (74%).</p>	<p>This feedback highlights the importance of continued engagement with residents and stakeholders after the Waste Plan is finalized. Planning and implementation of many of the Waste Plan actions will involve further engagement as those specific strategies are scoped out. This is highlighted in the Waste Plan as well as on the Engage Ottawa website.</p>
<p>Other frequent comments</p>	<p>Keys to success will be:</p> <ul style="list-style-type: none"> • Partnerships with community. • Education. • Ongoing engagement (including with Equity, Diversity and Inclusion groups). • Considering accessibility considerations • Influence other sectors as much as possible, including IC&I and construction and demolition waste sector. • Explaining why costs are necessary and how the plan will be financed to ensure community buy-in. 	<p>The Waste Plan includes a section on “Keys to Success” which stresses the importance of public education and participation from stakeholders across the City and the entire community, as well as collaboration with other levels of government. This section also highlights the importance of sustainable long-term financing and that a Long-Range Financial Plan will accompany the final Waste Plan, which will outline strategies for how to sustainably fund the plan’s initiatives.</p>