

Appendix 3: Pilot Communication and Engagement Summary

Administration conducted an extensive communication and engagement plan to gather feedback from pilot participants to inform the recommendations for the city-wide food and yard waste service. The goal of this phased approach was to ensure residents' understanding of the new service and encourage participation throughout all four seasons.

Pilot Phases

Phase 1: Pre-rollout awareness and engagement

This phase provided education about the new service and the purpose of the pilot project using Regina.ca, social media and media releases and event. Administration launched a project page on the BeHeard Regina engagement platform where pilot participants could take part in engagement surveys, learn more about the service, view resource material and view an educational video. Approximately 600 participants are registered on the BeHeard project page.

Letters were mailed to all participating households and landlords inviting them to attend one of three virtual information sessions where they could ask questions from City experts prior to the rollout of the green carts. The City conducted a pre-pilot engagement survey to establish a benchmark for participant expectations. The City received 224 completed survey responses. The results showed strong support for the food and yard waste service, with 93 per cent indicating support.

Phase 2: Pilot rollout education

In this phase, green carts were rolled out with welcome package educational materials. The package included a pilot guide, collection calendar, sorting guide magnet and a food waste reduction brochure. Feedback will be used to revise creative material and messaging prior to the city-wide roll out.

Phase 3: Pilot implementation

Throughout the pilot, continuous and open two-way communication with pilot participants was available through BeHeard Regina and Service Regina. Quarterly newsletters were sent out through BeHeard to educate participants on survey results, sorting tips as well as seasonal collections tips. A mid-way pilot survey was conducted to check in on the participants' experiences and ease of participation. There were 304 surveys completed.

Respondents showed strong satisfaction with the service, with 81 per cent being very or somewhat satisfied. There was strong satisfaction with the information package on sorting guide with 94 per cent of respondents feeling like they were well informed about how to use the service.

Project updates to the public on how the pilot was going were provided on Regina.ca, media releases and social media.

Phase 4: Pilot results

Towards the end of the pilot, a final survey was conducted to again check participants' experiences and probe specific issues around compostable bags and mess and odour concerns. The survey also provided information that allowed for comparison among the

three scenarios for mix of brown and green cart sizes. There were 300 survey responses in the final survey. Satisfaction with the service increased from the mid-way service to 85 per cent satisfaction.

Participant Feedback Summary

Highlights of the feedback received from communication and engagement with pilot participants are as follows:

- Strong satisfaction with the food and yard waste service
- Strong satisfaction with the information provided about the new service
- Strong support for biweekly green cart collection in the winter
- Strong preference for retaining the larger brown carts and a relationship between satisfaction with the green cart size and having access to the larger brown cart
- Strong support for accepting compostable bags but mixed willingness to pay for those bags
- Expressed concern for increased mess, odour and pests during the spring and summer but also expression that this did not impact their use of the green cart
- Shift in confidence on the percentage of material in the garbage cart that can be diverted to the green cart