



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Operations Division**

<b>TO:</b>	Chair and Members Public Works Committee
<b>COMMITTEE DATE:</b>	October 17, 2016
<b>SUBJECT/REPORT NO:</b>	Waste Management System Development – Public Engagement Strategy (PW16059a) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Raffaella Morello 905-546-2424 Extension 3926
<b>SUBMITTED BY:</b>	Betty Matthews-Malone, P.Eng. Director, Operations Division Public Works Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the public engagement strategy and methodology for the development of the City's 2020 waste management system, as outlined in Report PW16059(a), be approved; and,
- (b) That the proposed survey subjects, as outlined in Appendix A to Report PW16059(a), be approved.

**EXECUTIVE SUMMARY**

The purpose of this report is to outline the methodology for the public engagement strategy which will be used to gather information on the community's perspectives regarding the City's waste management services.

Through Report PW16059, Council supported the use of public engagement as part of the planning process for the City's 2020 waste management system. The public engagement strategy will include conducting public opinion surveys to gauge the public's views on the City's current waste management services and potential alternatives for the future system. The results from the public opinion surveys will provide valuable information on the priorities and preferences of residents concerning the City's current and future waste management services.

The City retained Metroline Research Group Inc. ("Metroline") through the City's competitive procurement process to assist with the development and deployment of a public engagement strategy. Their proposed methodology includes survey completion by telephone, in-person, and online. Metroline's project team developed the proposed survey content summarized in Appendix A. Survey content is being provided for Council's review and approval before conducting the public opinion surveys in

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November 2016. The survey results along with the preliminary alternatives for the City's future waste management system will be presented to Council in Q1-2017.

***Alternatives for Consideration – See Page 5***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: The cost to undertake the public engagement strategy will be funded from the Operations Division's capital budget.

Staffing: The existing staff complement will be used to support the public engagement strategy.

An external consulting firm, Metroline, has been retained through the City's competitive procurement process to develop and deploy the public engagement strategy.

Legal: Not applicable at this time.

**HISTORICAL BACKGROUND**

Overview

This is the second in a series of reports related to the City's 2020 waste management system review. The first report, PW16059, included an overview of the City's existing waste management contracts, briefing notes from consultation meetings with Public Works Committee members, and a recommendation to develop a public engagement strategy to solicit public input on the City's waste management programs. Through Report PW16059, Council approved retaining an external consultant to undertake a public engagement strategy.

In the past, the City used telephone surveys, in-person surveys, and focus groups to gather information from the public before launching new waste management programs or to seek input on the performance of existing services. It has been several years since the City has completed a survey of the City's waste management programs; therefore, the proposed public engagement strategy provides an excellent opportunity to determine how residents feel about the City's waste management services.

Procurement Process

The City used a competitive procurement process to seek proposals from companies which offer market research services. RFP C11-33-16 was issued on July 8, 2016 and closed on August 4, 2016, resulting in the submission of eight proposals. The RFP specifications allowed the proponents the flexibility to recommend various survey techniques.

The proposals were scored based on evaluation criteria described in RFP C11-33-16, which included the company's experience, their project team, and proposed work plan to undertake the public engagement survey. The successful proponent was Metroline. Metroline offers a wide range of services including market research and public consultation. Their project team has considerable experience related to municipal

waste management surveys, public sector research projects, and private sector advertising analysis. Metroline's previous experience includes completing public surveys for waste management services in the Region of Waterloo and the City of Guelph.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

The public engagement strategy supports the City's Solid Waste Management Master Plan's guiding principle, "The City of Hamilton must lead and encourage the changes necessary to adopt the principle of Waste Reduction."

## **RELEVANT CONSULTATION**

In Q1-2016, Staff held meetings with the Waste Management Advisory Committee (WMAC) and Public Works Committee members as part of the 2020 waste management system planning. During those meetings, several Councillors were supportive of using a public engagement strategy to assess the public's views on the City's waste management services.

Updates on the 2020 waste management system planning process are reviewed at WMAC meetings. The WMAC's meetings held in July and September included project updates on the proposed public engagement strategy.

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The public engagement strategy provides residents the opportunity to offer feedback on Hamilton's waste management services. The objectives of the public engagement strategy include:

- Understanding the public's perceptions about the current waste management programs and services;
- Obtaining information on the public's priorities for future solid waste management programs and services; and
- Determining if there is interest in amending specific waste management programs.

### Survey Methodology

Metroline's proposed public consultation strategy incorporates data capture through telephone surveys, in-person surveys, and an online survey. The purpose of using more than one survey method is to ensure the survey results are demographically representative of the population as well as to allow input from a broad spectrum of the community.

The proposed survey will gather information on the following topics:

- Waste collection programs – i.e. participation in the City's waste collection programs including the recycling program and green cart program, waste set out practices, etc.;

- Waste management facilities – i.e. visits to the City’s community recycling centres;
- Community outreach – i.e. method of receiving waste management information from the City; and
- Service quality – i.e. comments on waste management services.

The proposed survey content is included in Appendix A. The same questions will be used for all survey methods to ensure consistency. The survey results from each survey method will be tracked separately to assess potential differences in the responses from the three survey methods. The proposed survey questions were pre-tested by Metroline using a control group to ensure accuracy of the data and that questions do not create potential bias. Metroline plans on conducting the surveys in November 2016.

Staff’s goal is to have the public opinion surveys available for residents across the City so the City receives a broad spectrum of opinions. The target completion rate is approximately 800 telephone surveys and 100 in-person surveys. It is anticipated that at least 200 surveys will be completed online based on the experience for similar surveys in other municipalities. Metroline’s proposal is to complete the in-person surveys at a minimum of three public locations. Potential locations may include Municipal Service Centres, public libraries and community centres.

The survey will be designed so that it is representative of the general population and is statistically accurate to within approximately +/-3.5%, 95% of the time. For example, if the survey results indicate that 90% of respondents are satisfied with the City’s recycling program, the real result lies between 86.5% to 93.5% (i.e.  $90\% - 3.5\% = 86.5\%$  or  $90\% + 3.5\% = 93.5\%$ ). This is known as the confidence interval, which represents the range that customer satisfaction is expected to fall 95 times out of 100.

#### Survey Advertising

The public opinion survey will be advertised through several channels including the City website, social media (i.e. Twitter, Facebook), local newspapers, and information handouts. The objective of the advertising strategy is to inform the public that the City is conducting the survey and to encourage residents to take part in the survey. As part of the advertising strategy, the link to the on-line public opinion survey will be shared with Councillors so they can communicate this information to their constituents.

#### Next Steps

The survey results will be presented to Council in Q1-2017 along with recommendations of preliminary alternatives for the City’s waste management system. The analysis from the public engagement strategy, combined with staff’s research and Council’s feedback will be used to further develop the options for the City’s future waste management system. A comprehensive report on the overall 2020 strategy and procurement process for the City’s waste management contracts will be presented to Council in Q2-2017.

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## **ALTERNATIVES FOR CONSIDERATION**

The City may proceed with developing the waste management system without public consultation. This option is not recommended since the public opinion surveys will provide valuable insight on the public's views on the City's waste management services.

## **ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

### **Community Engagement & Participation**

*Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.*

### **Clean and Green**

*Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.*

### **Our People and Performance**

*Hamiltonians have a high level of trust and confidence in their City government.*

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix "A" to Report PW16059a - Summary of Public Opinion Survey Content