

Optimising Waste Services in the City of Wanneroo

June 2018



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Scope of Engagement

Background

The City of Wanneroo (the City) is required to conduct a community survey to assist the City in understanding what its customers and stakeholders want and value in relation to the future of waste management.

The purpose of the Survey is to better understand the waste management requirements of residents and evaluate their preferences in line with current waste management options offered both internally and through contractors.

Metrix was engaged to conduct the survey in 2018.

The primary objectives of this engagement were to:



Determine the **community's preferences** regarding available **waste management options**.



Gain an **understanding** of levels of **community knowledge** regarding the outcome of recent waste audit results, current practices and benefits of waste management strategies.

Methodology

An online survey was used to capture community responses, and was made available through four channels. A control sample of the general population was used as those who respond to mail out and open invitations are typically the engaged and educated within the community.

Core Sample

1. A direct **mail invitation** was sent to **n=1,500** City residents inviting them to participate in an online survey.
2. An **open survey link** was made available on the **City website, social media pages, public notices, media releases and radio.**
3. An open survey link was made available within the Council building.
4. An additional 'control sample' survey of **n=100** was conducted through an independent **online panel.**

Sample Composition

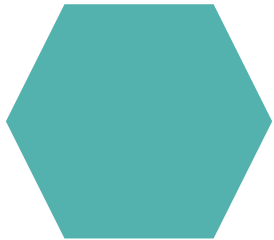
	Sample Size (n=)		Proportion of Sample	
	Core Sample	Control Sample	(weighted)	(unweighted)
Total	1,173	107	100%	100%
Male	358	25	49%	30%
Female	815	82	51%	70%
18 to 34 years	236	15	35%	27%
35 to 54 years	634	44	39%	53%
55+	213	48	26%	20%

All fieldwork was conducted from 4th May to 6th June 2018. Data was weighted by age, gender to reflect 2016 ABS Census statistics for the City of Wanneroo.

The **total sample** of 1,173 provides a maximum error margin of $\pm 2.86\%$ at the 95% confidence interval.

Executive Summary

Findings and considerations



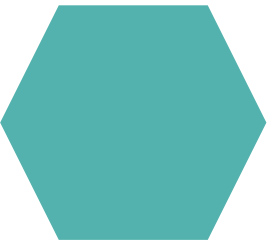
THERE IS OPPORTUNITY TO REFRESH THE CITY'S WASTE DISPOSAL STRATEGY

- Just half feel the community is performing well regarding waste disposal.
- Waste is seen to be an important issue, with all proposed initiatives ratings as highly important.
- Convenience is the key driver to improve waste disposal behaviours and should be central to any changes made to the current waste collection and disposal systems.



YOUNGER AGES ARE MORE SUPPORTIVE OF AN UPDATED WASTE DISPOSAL STRATEGY

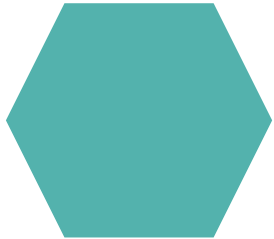
- Those aged 18 to 34 years have greater support for updating the current kerbside collection system to increase recycling services and introduce an organics bin.
- Though not all would be willing to pay for new services, they are also the least price sensitive from all age groups.
- However, when examining motivations to improve behaviours, financial incentives are key for this group.



THERE IS AN APPETITE FOR ADDITIONAL WASTE COMMUNICATIONS AND EDUCATION

- 50% don't feel they are receiving enough information relating to waste in the City.
- Additionally, when looking at motivations to change behaviour, 62% stated they would be motivated 'if I knew what to do'.
- Rates letters, email, and Facebook are seen as key channels to distribute waste information effectively.
- School programs and ad campaigns are seen as most appropriate to educate the community.

Findings and considerations



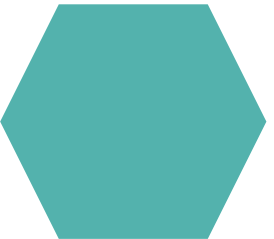
THOUGH THERE IS A DESIRE FOR GREATER RECYCLING SERVICES, FEW ARE HAPPY TO PAY FOR IT

- Weekly 240lt bin collections are preferred by the majority (59%). This increases to 65% for those aged 18 to 34 years.
- However, less than a third of those who desire weekly collections are willing to pay for an increased service.
- Similarly, 86% feel the City should increase recycling facilities in public places, but just 24% would pay.



AN ADDITIONAL GREEN WASTE BIN IS WELL SUPPORTED

- 75% desire an additional organics bin. This trends downwards with age, at 67% for those 55 years and more. When presented with alternate green waste disposal options, an additional kerbside bin remains as rank 1 preference.
- If an additional bin is introduced the expectation is to include both food and garden organics disposal.
- Few use the Wangara Facility, and do not feel the opening hours should be extended to allow for more green waste drop-offs.



THERE IS A LESSER DESIRE TO ALTER THE CURRENT BULK WASTE COLLECTION SYSTEM

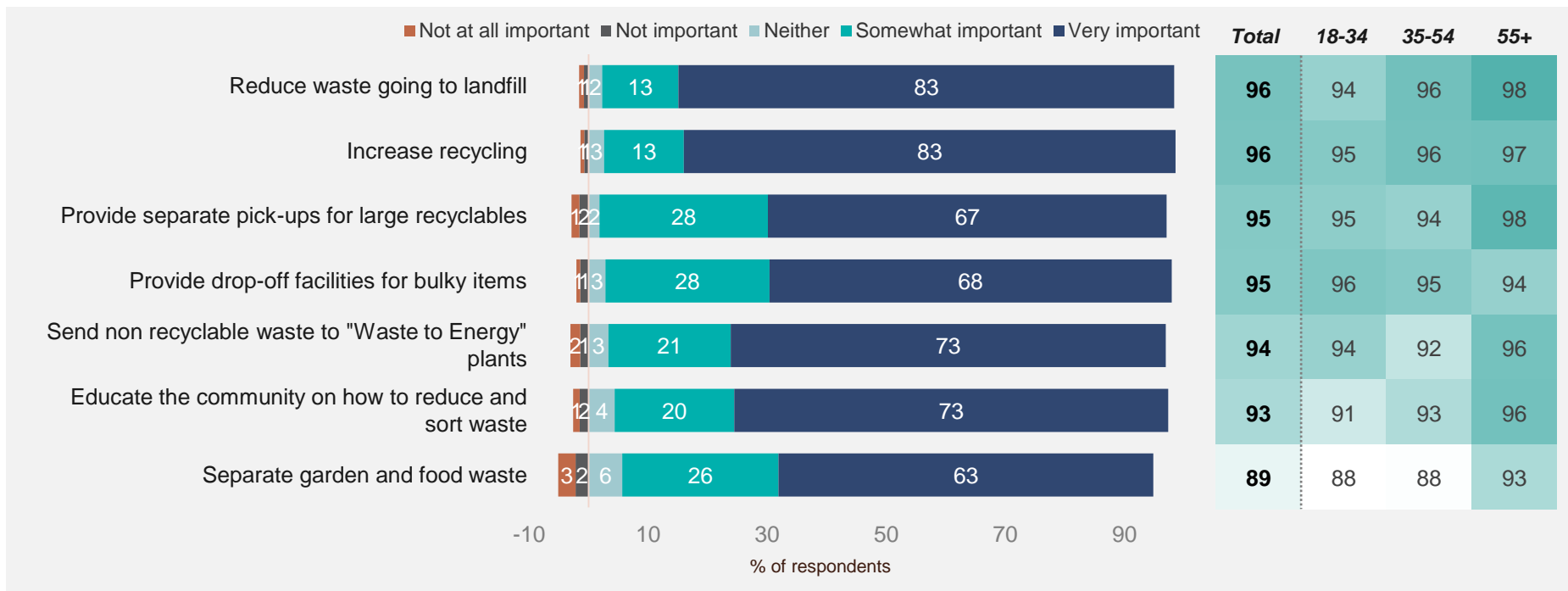
- Keeping the current verge collection for bulk waste is preferred by 47%.
- Implementing a drop-off facility system is the least preferred option, aligning with convenience being the highest motivation regarding waste behaviours.
- Just 19% would be willing to pay for an on-demand waste collection system. This remains low amongst those who selected an on-demand service as their bulk waste disposal preference.

Waste Perceptions and Behaviour

The community views waste as important, with all proposed initiatives rating high

Perceived importance trends upwards with age

Importance of Waste Initiatives

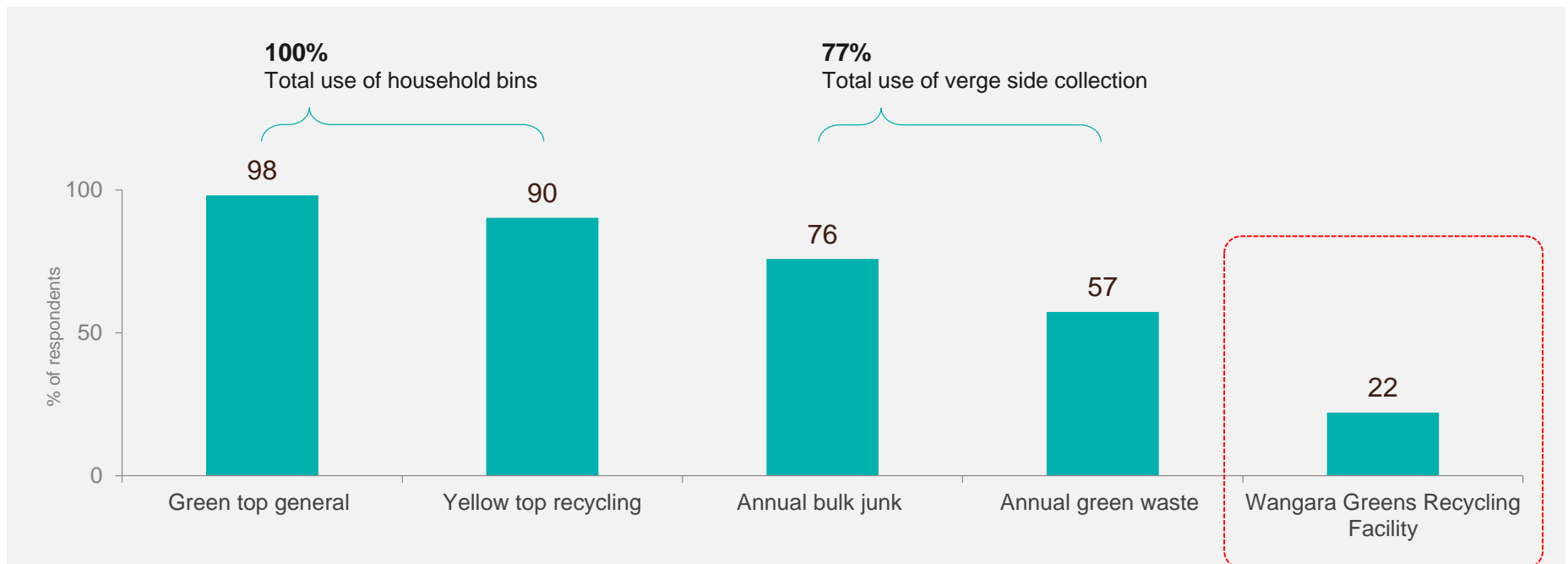


n= 1280 | Don't know responses have been excluded

Q3 Thinking about waste disposal in the City of Wanneroo, how important do you think the following actions are for the City and Community to address?

Whilst use of household bins and annual verge side collections is very high, use of the Wangara facility is limited

Disposal of Waste



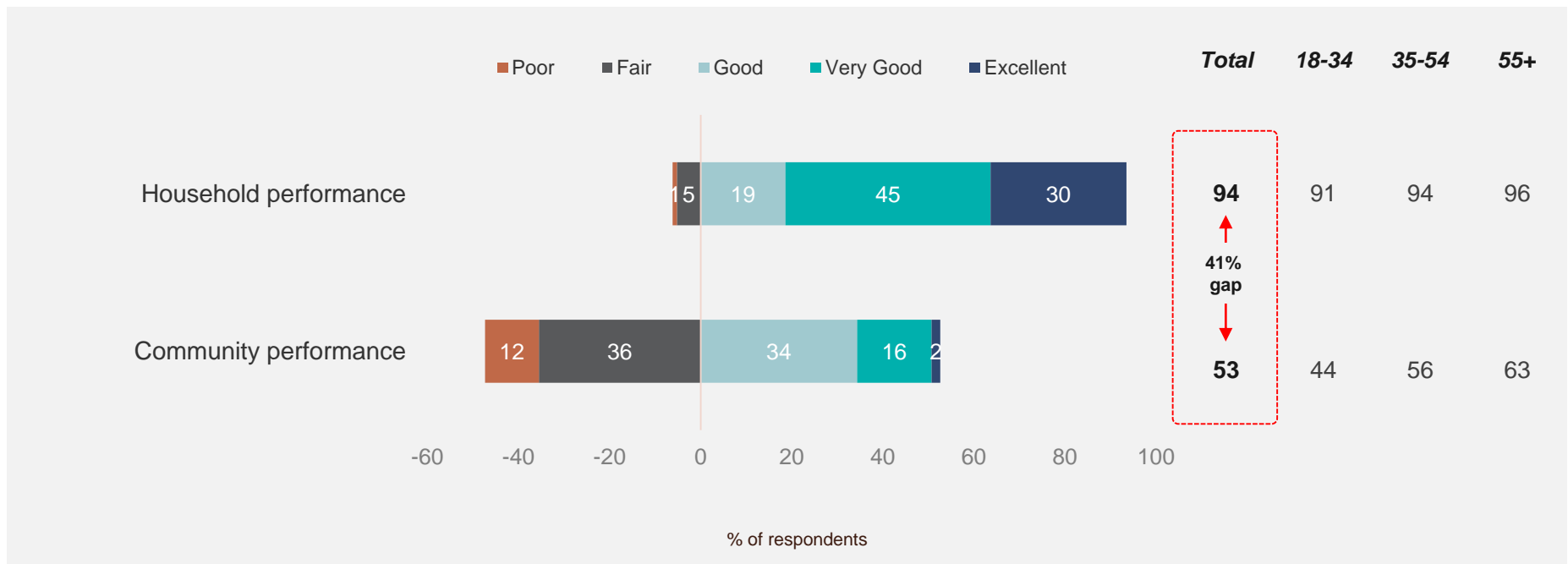
n=1253

Q1. Which of the following do you currently use to dispose of your household waste?

Households rate their own behaviour more positively than that of the wider community

Perceived performance of both personal and community waste disposal increases with age.

Perceptions of Correct Waste Disposal



n= 752

Q2a: Overall, how would you rate your household in terms of disposing of waste through the correct system (i.e. putting the right things into each bin)?

Q2b: Overall, how would you rate your local community in terms of disposing of waste through the correct system (i.e. putting the right things into each bin)?

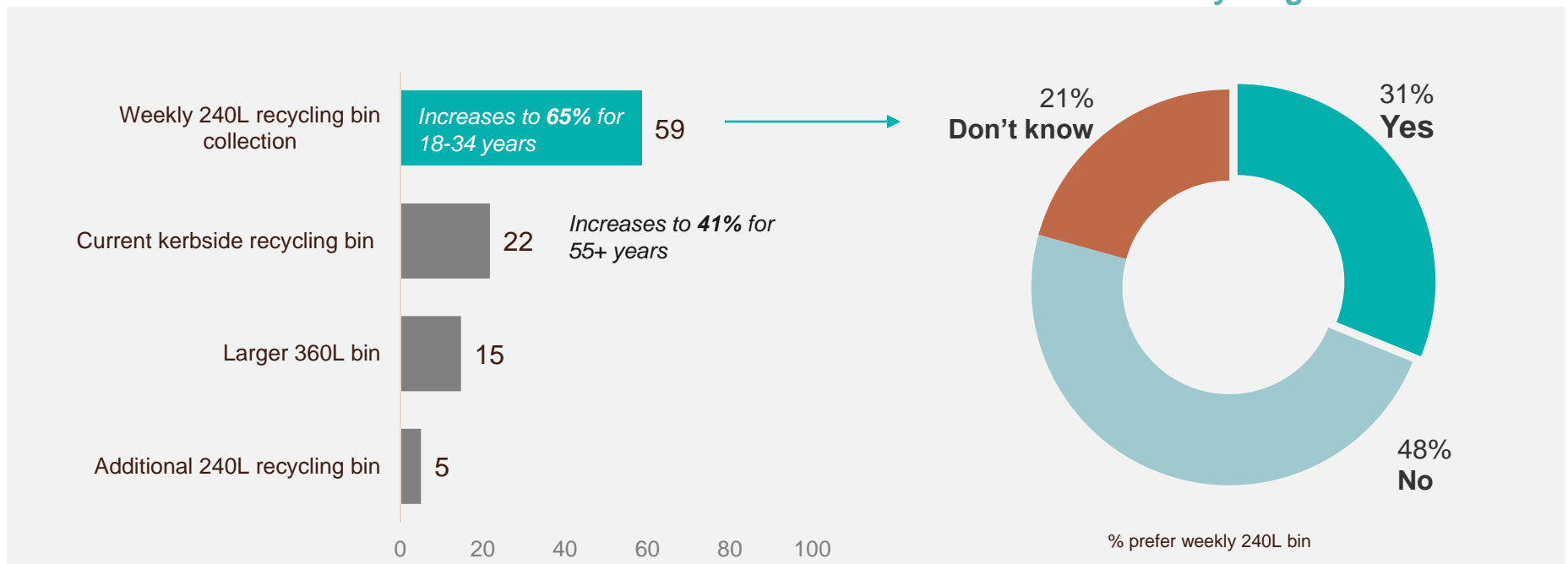
Recycling Preferences

Although the majority prefer **weekly recycling collections**, there is a reluctance to pay

Those aged 55 years or more would prefer to keep their current system. Willingness to pay is consistent across all age groups.

Recycling Preferences

Willingness to Pay for Weekly Recycling



n=1280 | n= 796

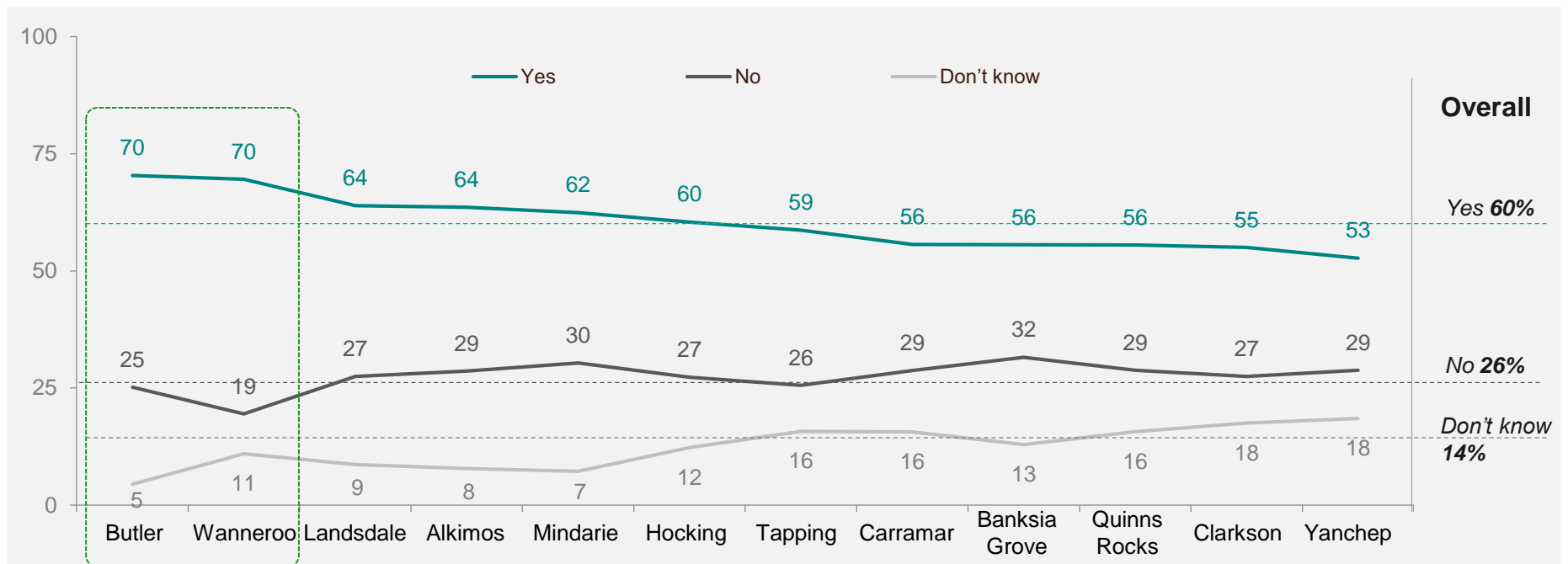
Q4a: To ensure residents have enough space to dispose of their recyclable materials, which of the following do you think the City should offer?

Q4b: Would you be willing to pay for a weekly recycling service, if City costs increased as a result?

If recycling collection points were introduced, six in ten would use them over curb side recycling

Intent varies dependant on suburb, with those in Butler and Wanneroo having the highest level of intent. Intent is consistent across all age groups.

Potential Intent to use Recycling Collection Points



n=1280

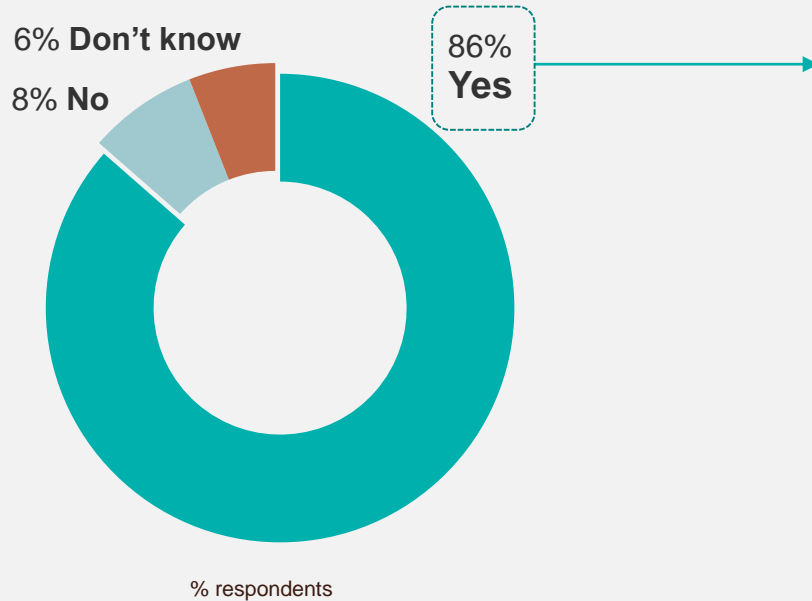
NOTE | Suburbs with a sample under n=50 have not been charted

Q4c. Do you think you would take your recycling to a collection point for a refund, rather than dispose of it in your yellow-top recycling bin?

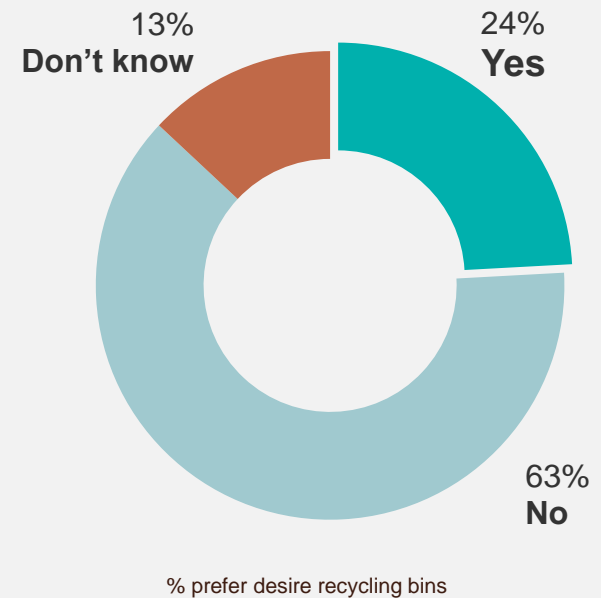
Although the majority support recycling in public places, there is a reluctance to pay

Price sensitivity increases with age.

Desire for Recycling Bins to be Installed in Public Places



Willingness to Pay for Increased Recycling Bins



n=1280 | n=1121

Q8a Would you like to see recycling bins installed at these locations?

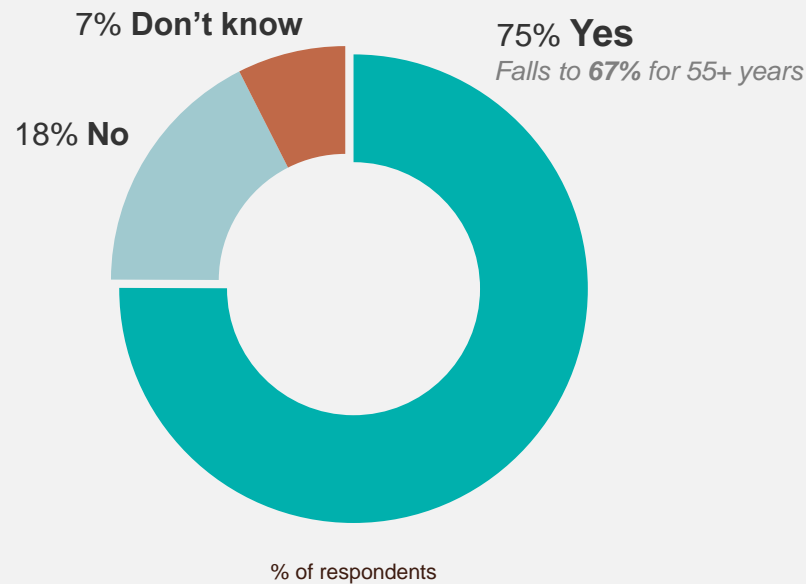
Q8b: Would you be willing to pay more for recycling bins at these locations?

Green and Bulk Waste Preferences

There is support for the introduction of a third green waste kerbside bin

The majority feel food and green waste should be included in this bin, though this trends downwards with age.

Support for Introduction of Green Waste Bin



Green Waste Preference



n=1280

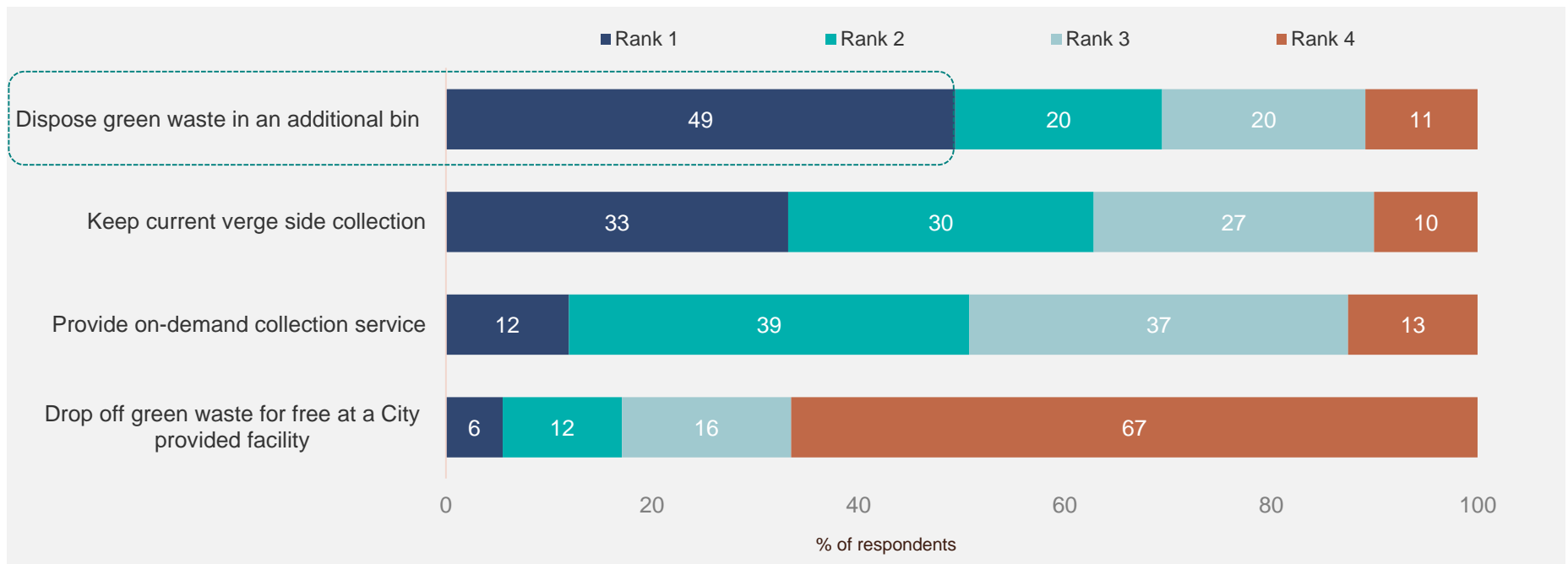
Q5a: Do you think the City should introduce a third household bin solely for the disposal of Organic Waste?

Q5b: If a third Organics Waste bin introduced, do you think the bin should be for green waste only, or also include food waste?

When prompted with green waste disposal alternatives, an additional kerbside bin remains the preference

Again, those aged 55 years or older are most resistant to change, with 45% preferring to keep the current verge side green waste collection.

Preference for Bulk Greens Collection



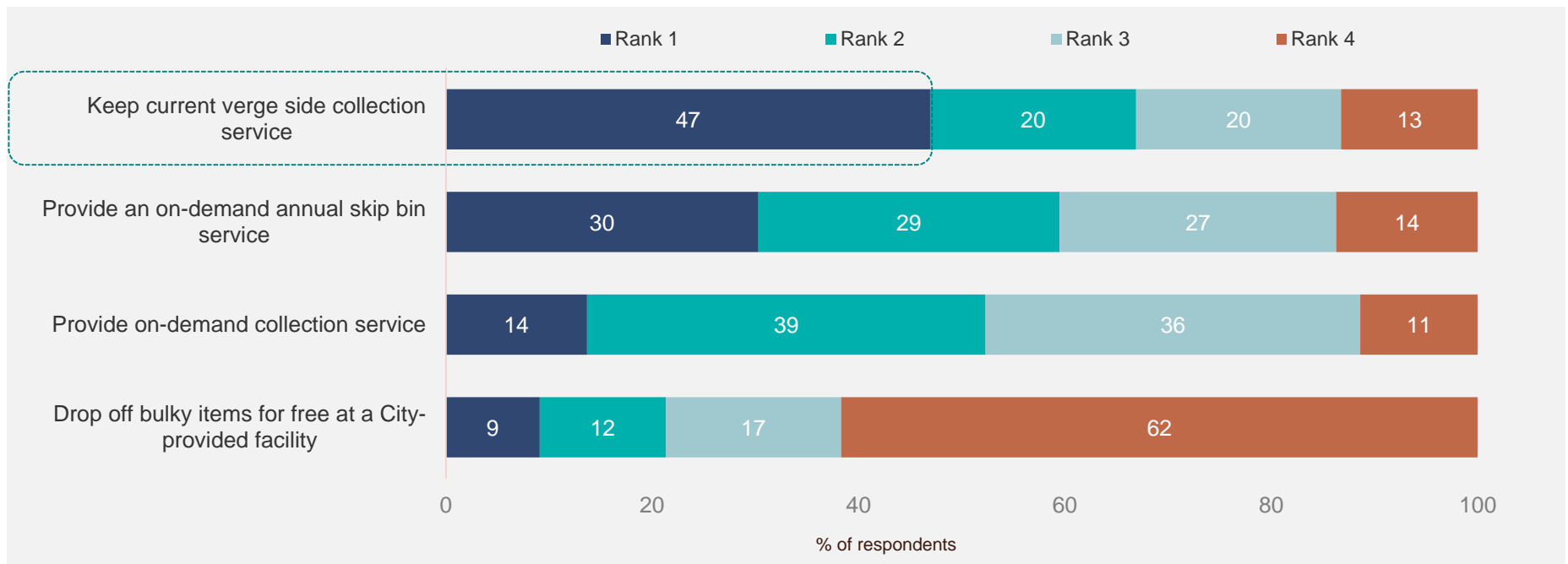
n=1280

Q6b: Please rank the following from your most preferred to least preferred option.

When prompted with bulk junk disposal alternatives, keeping the current verge collection is preferred

As with green waste, having a drop off facility is the least popular disposal option.

Preference for Bulk Junk Collection



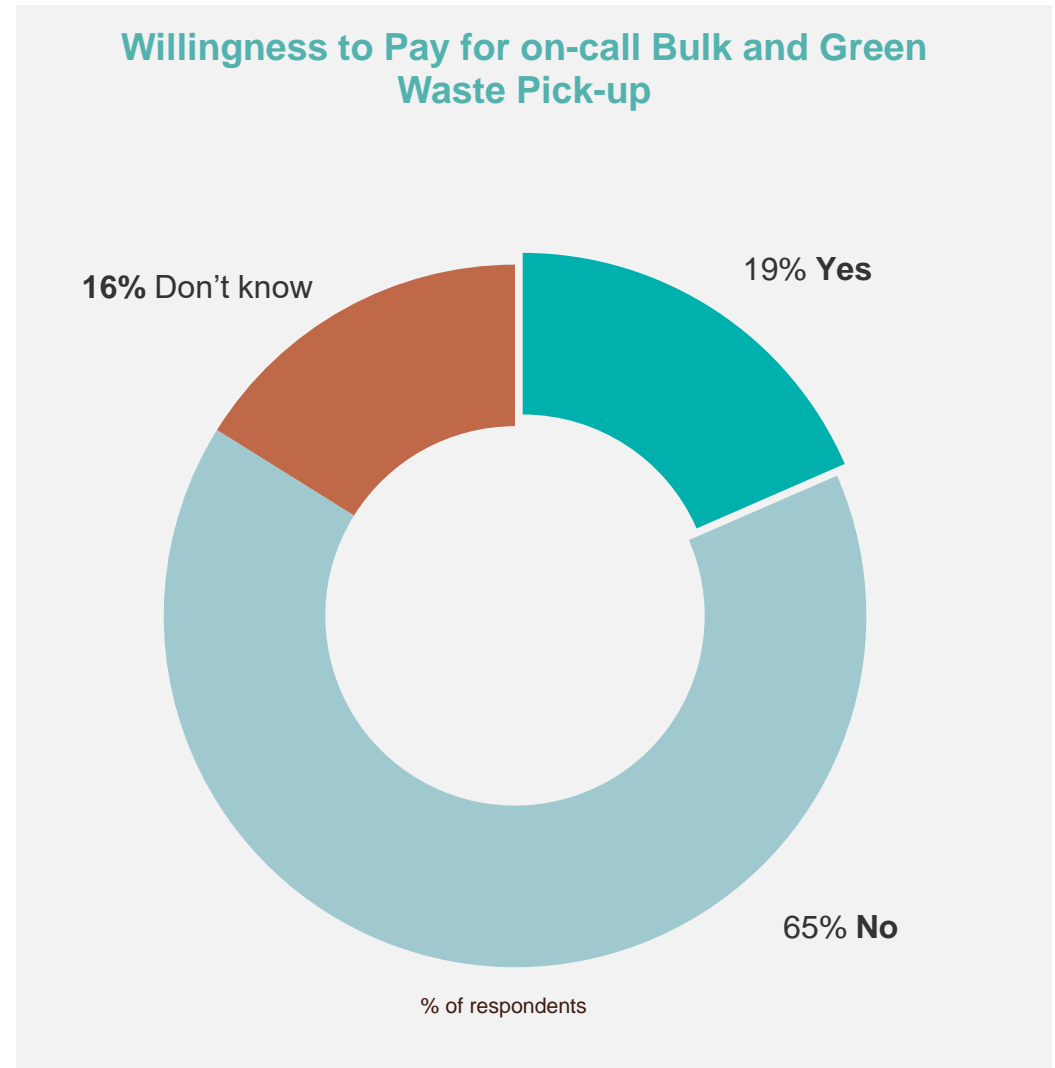
n=1280

Q6a: Please rank the following from your most preferred to least preferred option.

There are very few willing to pay for on-call bulk and green waste pick-up services

Even amongst the few who would prefer an on-call collection service, there is limited willingness to pay.

	Green Waste	Bulk Waste
On-demand collection Rank 1 preference	12%	14%
Willingness to pay % yes	19%	27%

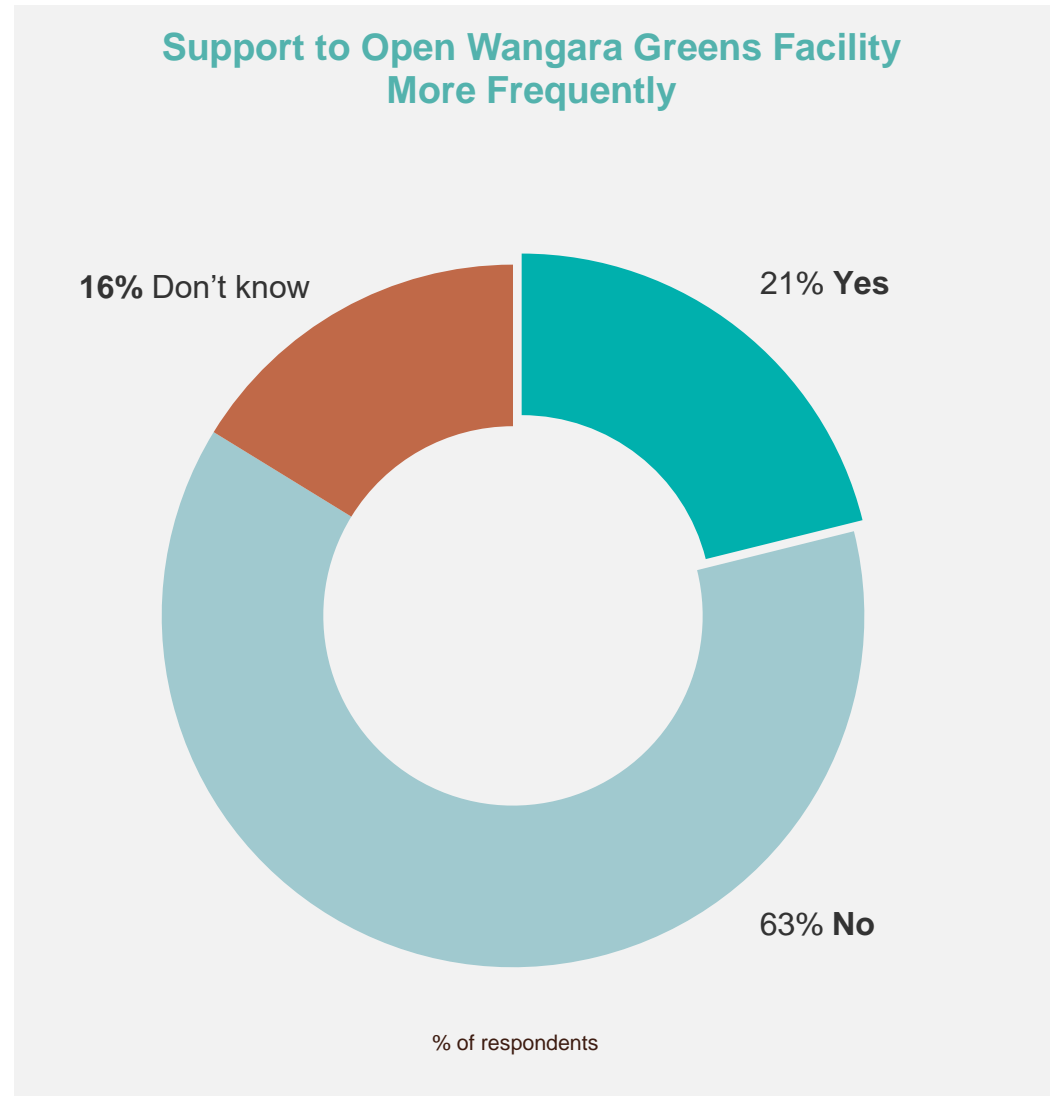


n=1280

Q6c: Would you be willing to pay extra for an on-call pick-up service for bulky materials at the vergeside?

There is limited desire for the Wangara Greens Facility to increase opening hours

Of those who use the facility, only 30% feel the opening hours should be increased.



n=1280

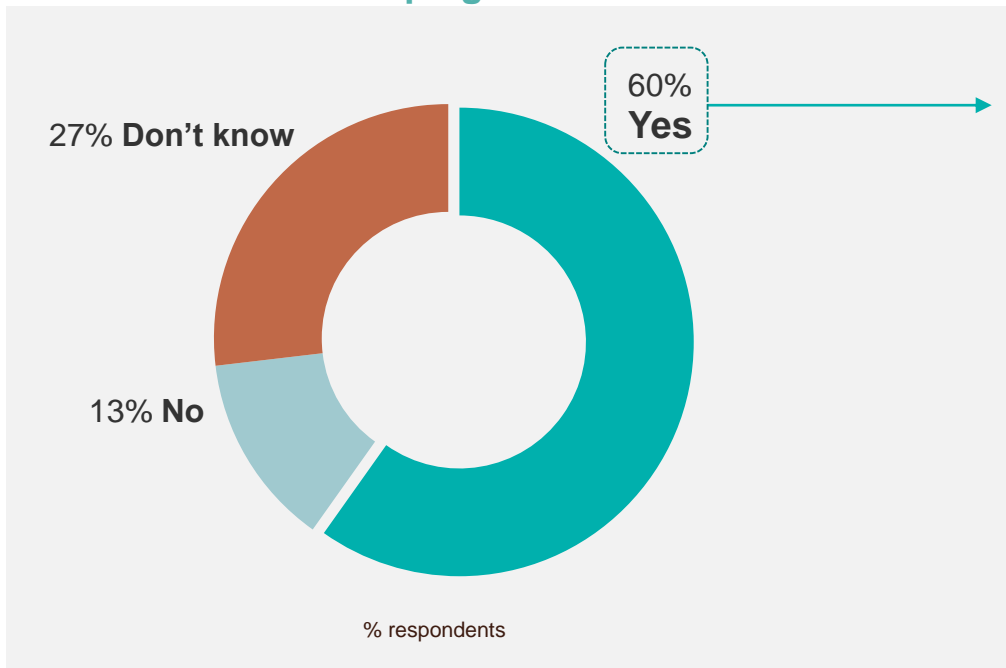
Q9: Would you prefer the facility to be open more frequently? (note: increasing the opening times is likely to increase the costs to the City)?

Illegal Dumping

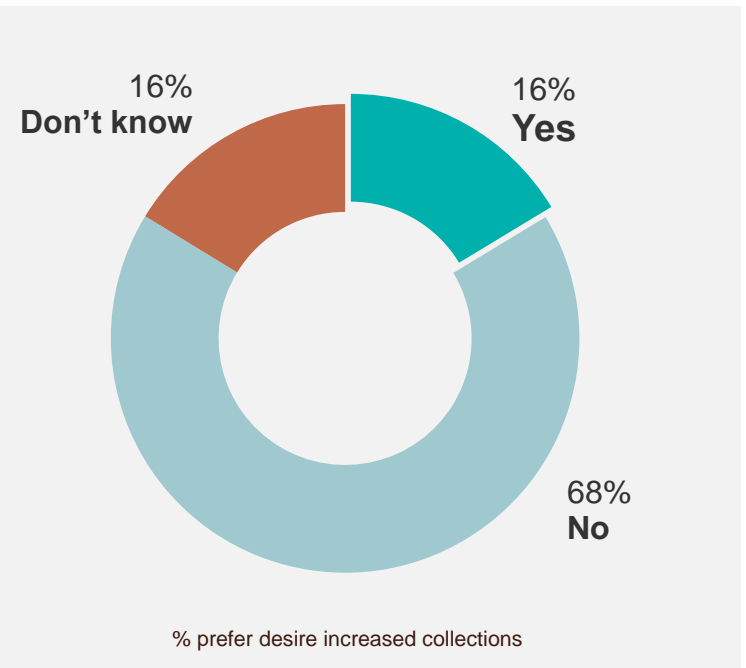
Though there is a desire for increased litter and illegal dumping collections, few will pay for this service

Residents aged 18-35 years, and those living in Alkimos and Yanchep have a greater desire for increased collections.

Desire for Increased Litter and Illegal Dumping Collections



Willingness to Pay for Increased Collections



n=1280 | n= 738

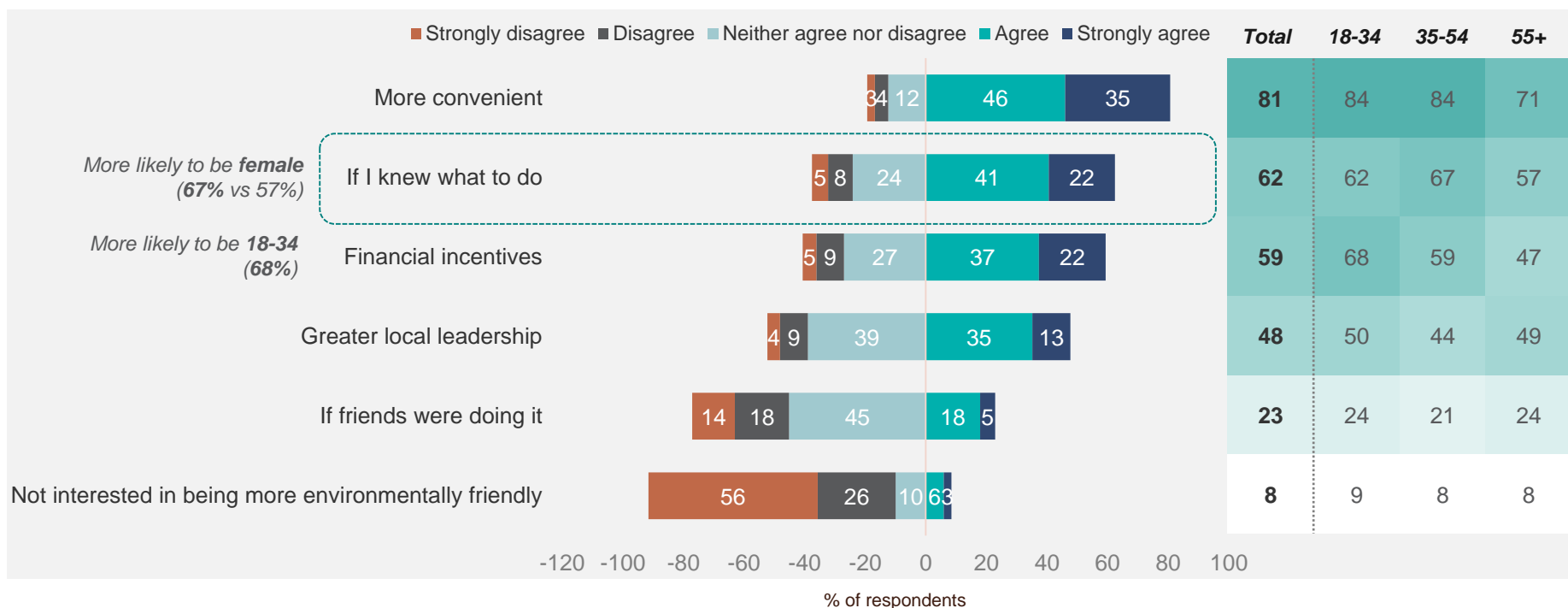
Q7a: Would you like to see an increased number of litter and illegal dumping collections throughout the City?
Q7b: Would you be willing to pay more for an increased illegal dumping and verge litter collection service?

Motivations and Information Preferences

Convenience is the primary motivator to increase environmentally friendly behaviour

There is opportunity for increased community education, with 62% stating they would change behaviour 'if they knew what to do'. Though younger residents are more open to paying for increased services, they are also most responsive to financial incentives.

Motivators of Environmentally Friendly Behaviour



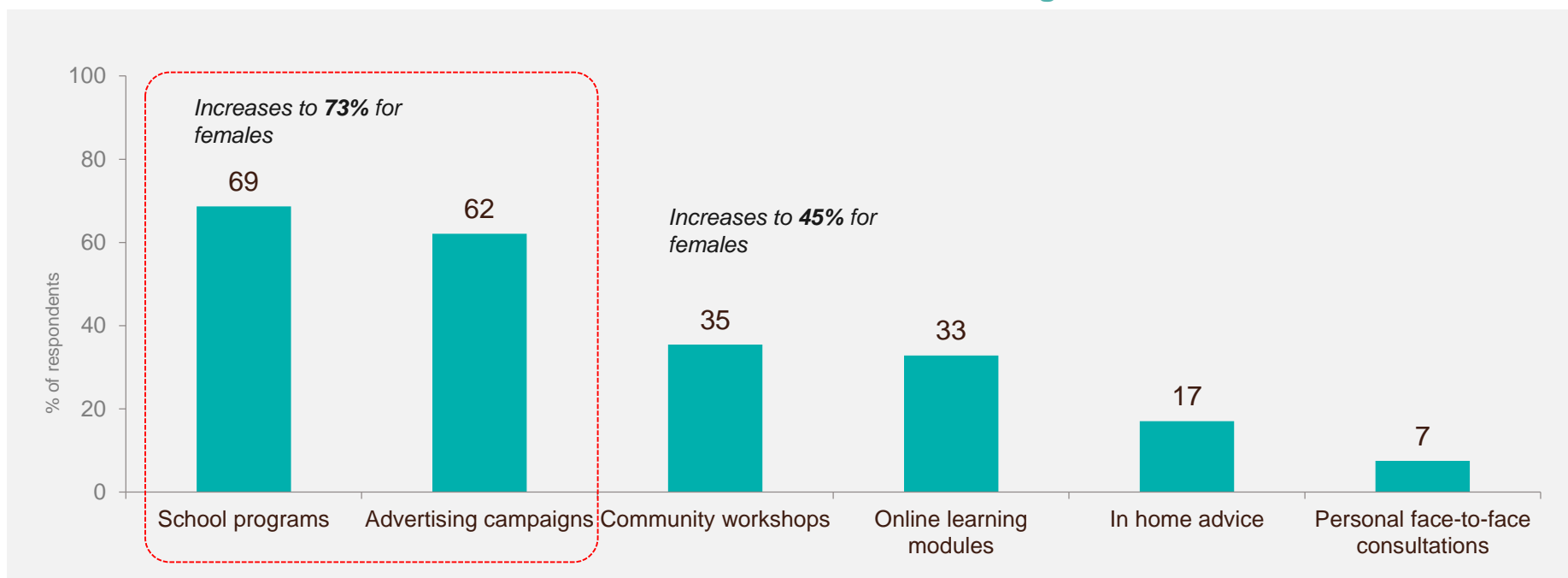
n=1280

Q11r: Thinking about the following statements, to what extent do you agree or disagree that they would motivate you to adopt more environmentally friendly behaviours?

School programs and advertising campaigns are the most desired channels to increase waste education

The top four preference education initiatives were consistent across each age group.

Preference for Waste Education Programs



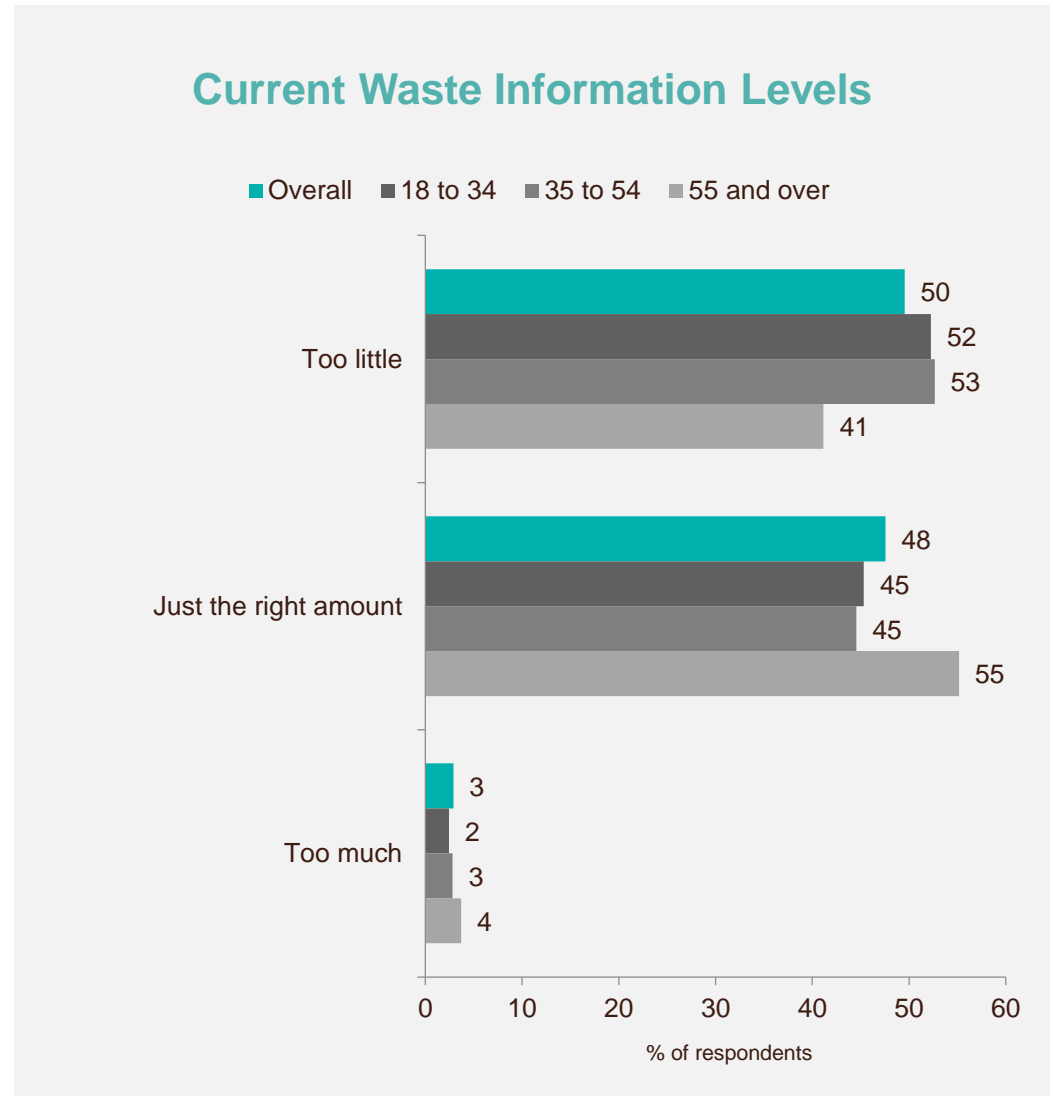
n=1280

Q10c. What kinds of waste education programs or services would you like the City of Wanneroo to deliver in the future?

Half believe they receive too little information on waste and recycling

Those aged 55 years or more are most likely to feel the current information levels are adequate.

Females are more likely to feel they are not receiving adequate information (54% vs 45%).

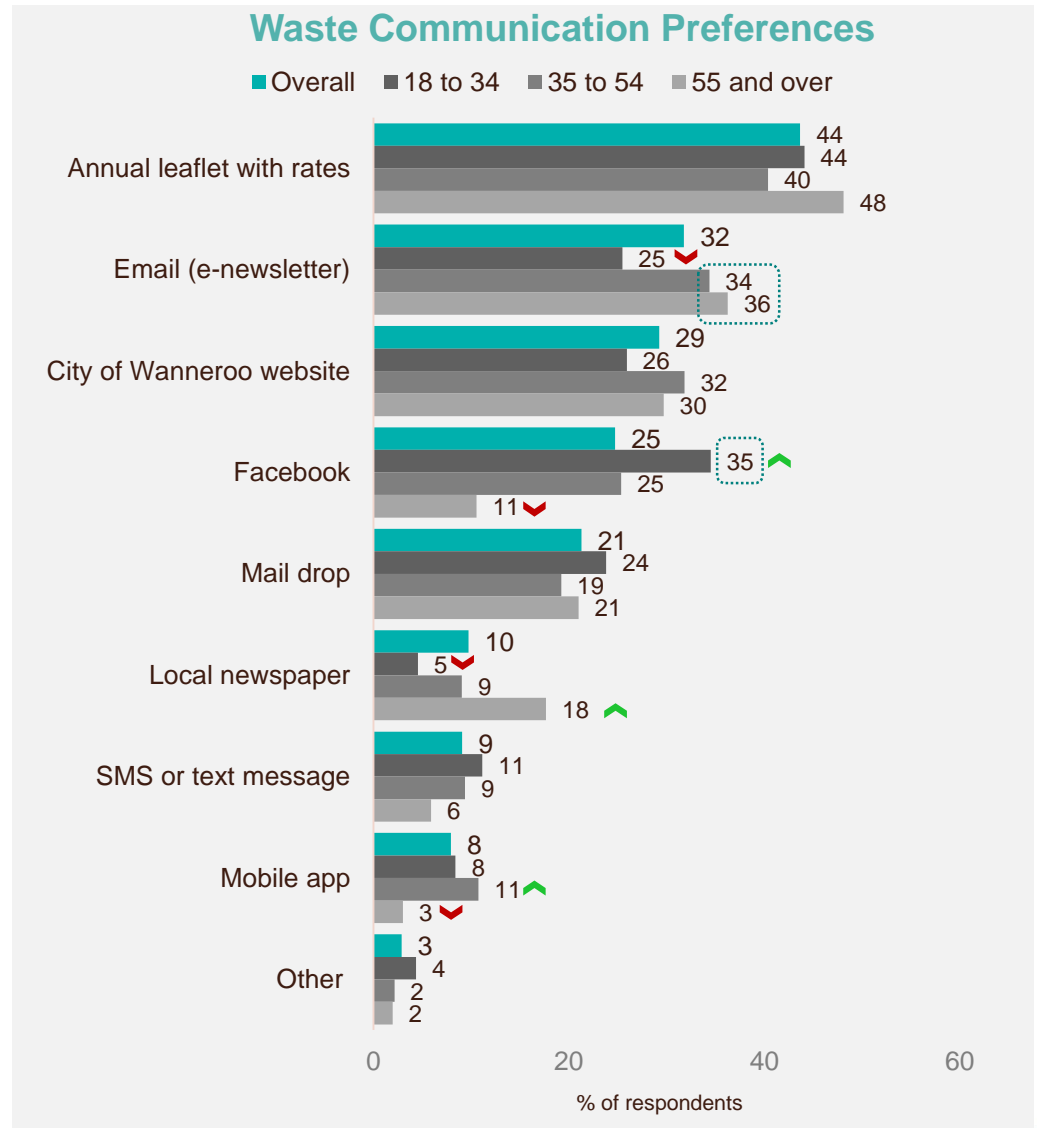


n=1280

Q10a: Thinking about the amount of information you receive about waste and recycling, do you feel like you get too much, too little or just the right amount of information?

Waste communication is desired in leaflets with annual rates notices

Email is also relevant for those aged 35 and over, whilst under 35's would prefer Facebook communication.



n=1280

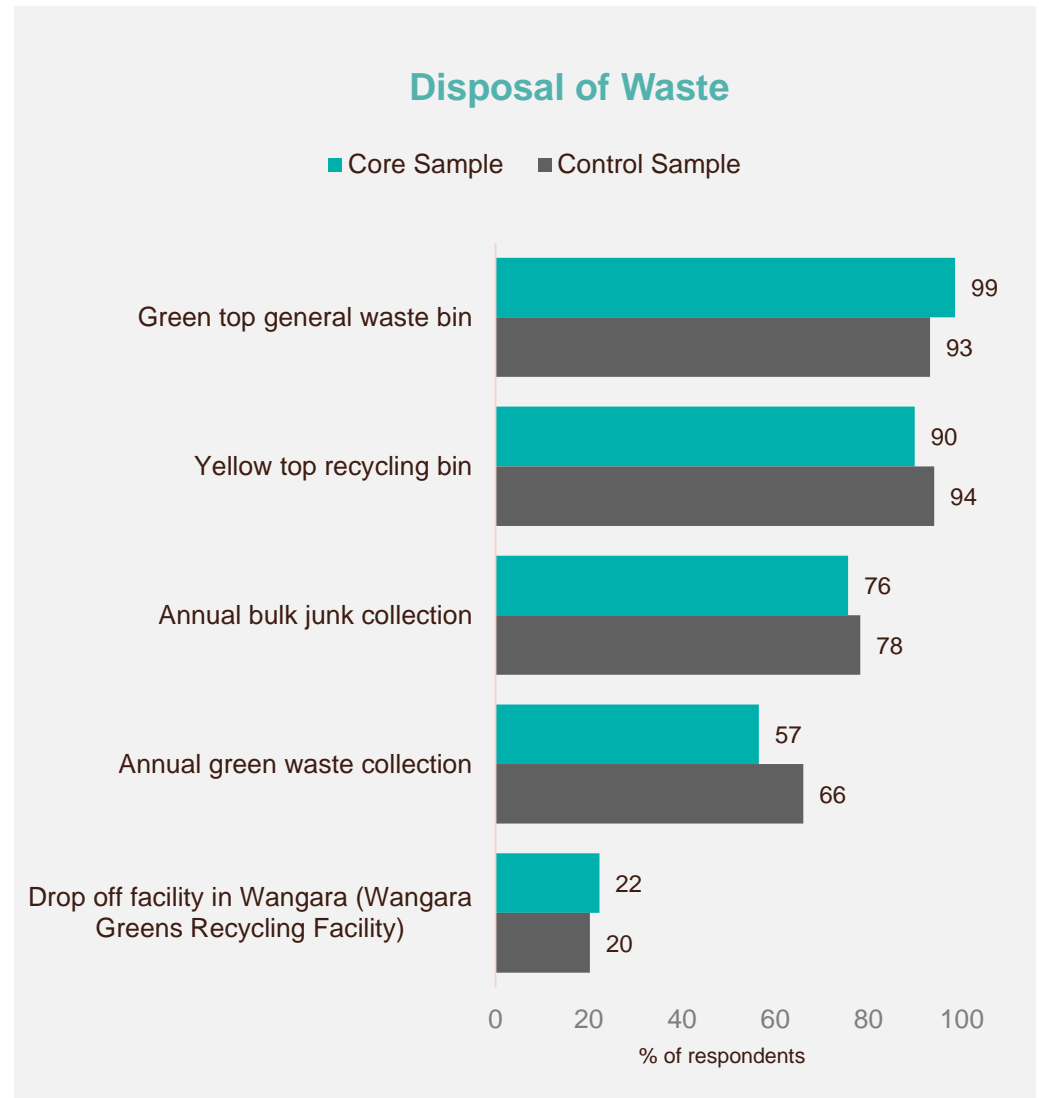
Q10b. How would you like to receive information about waste and recycling?

Appendix

Control sample comparisons



Waste disposal is consistent across both samples

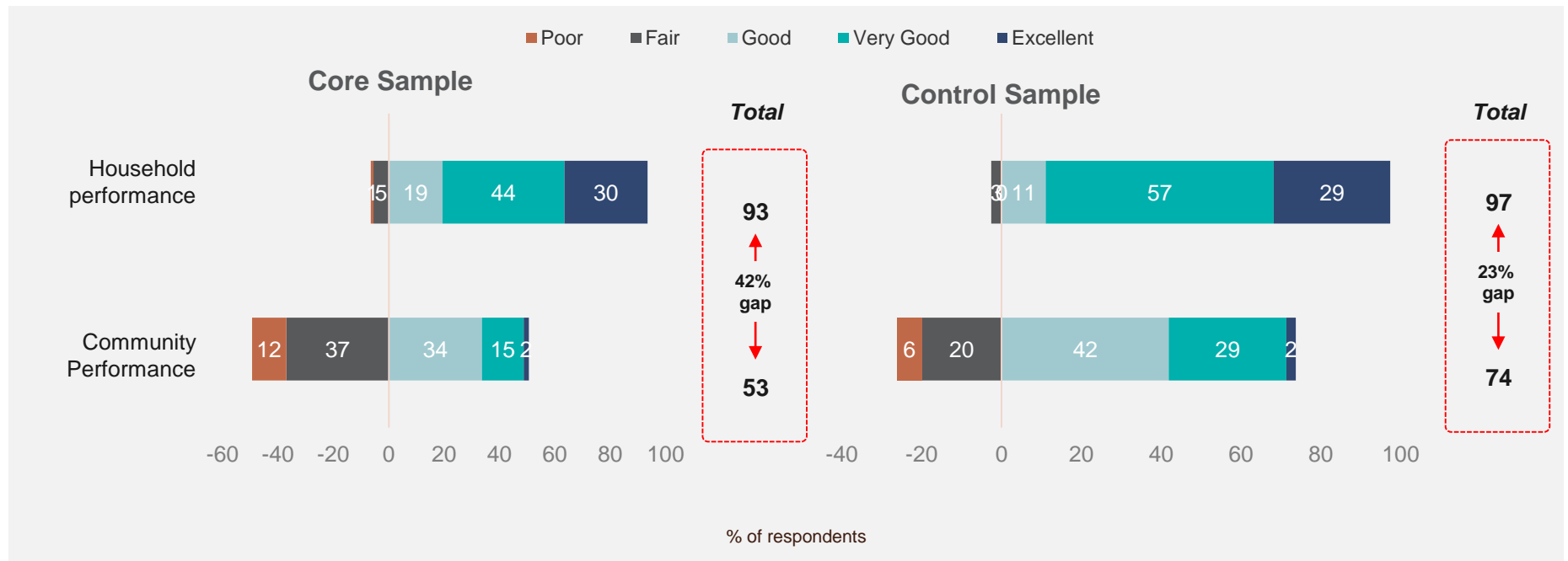


Core sample n=1146 | Control sample n=107

Q1. Which of the following do you currently use to dispose of your household waste?

Waste disposal performance ratings are higher in the control sample

Perceptions of Correct Waste Disposal



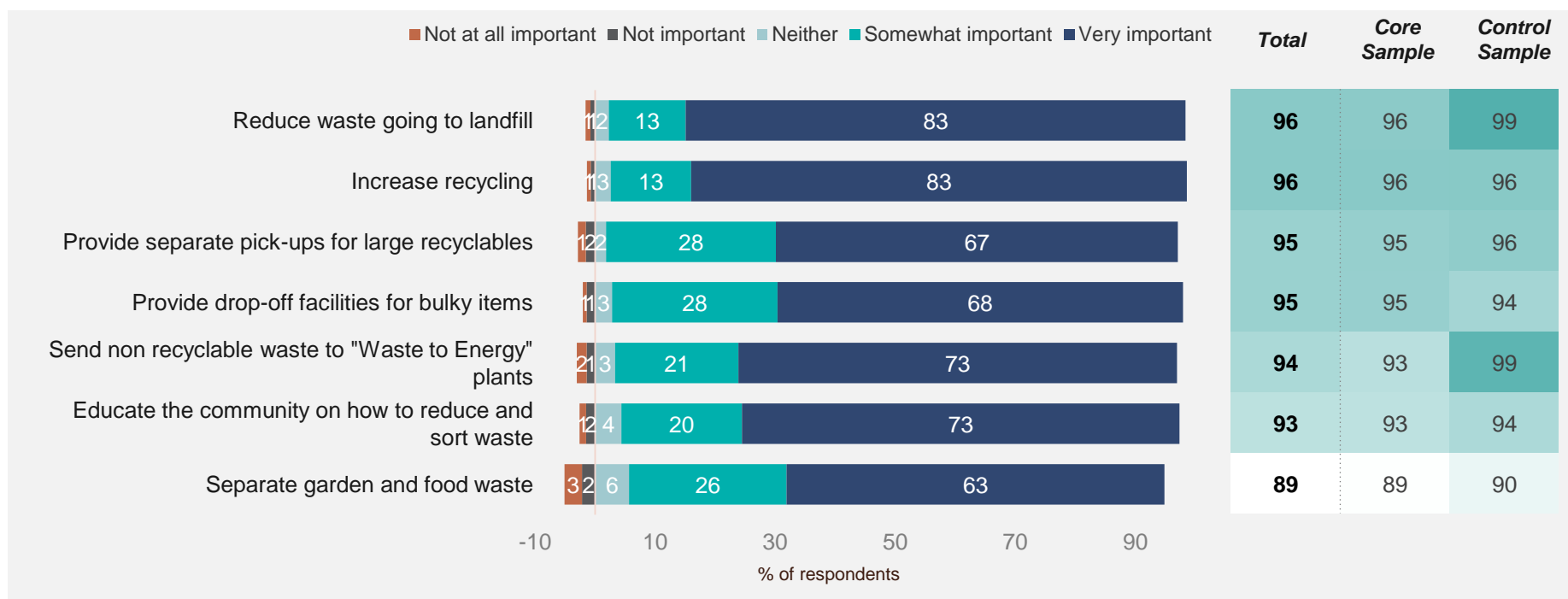
Core sample n=1146 | Control sample n=107

Q2a: Overall, how would you rate your household in terms of disposing of waste through the correct system (i.e. putting the right things into each bin)?

Q2b: Overall, how would you rate your local community in terms of disposing of waste through the correct system (i.e. putting the right things into each bin)?

Perceived importance of waste initiatives is high across both samples

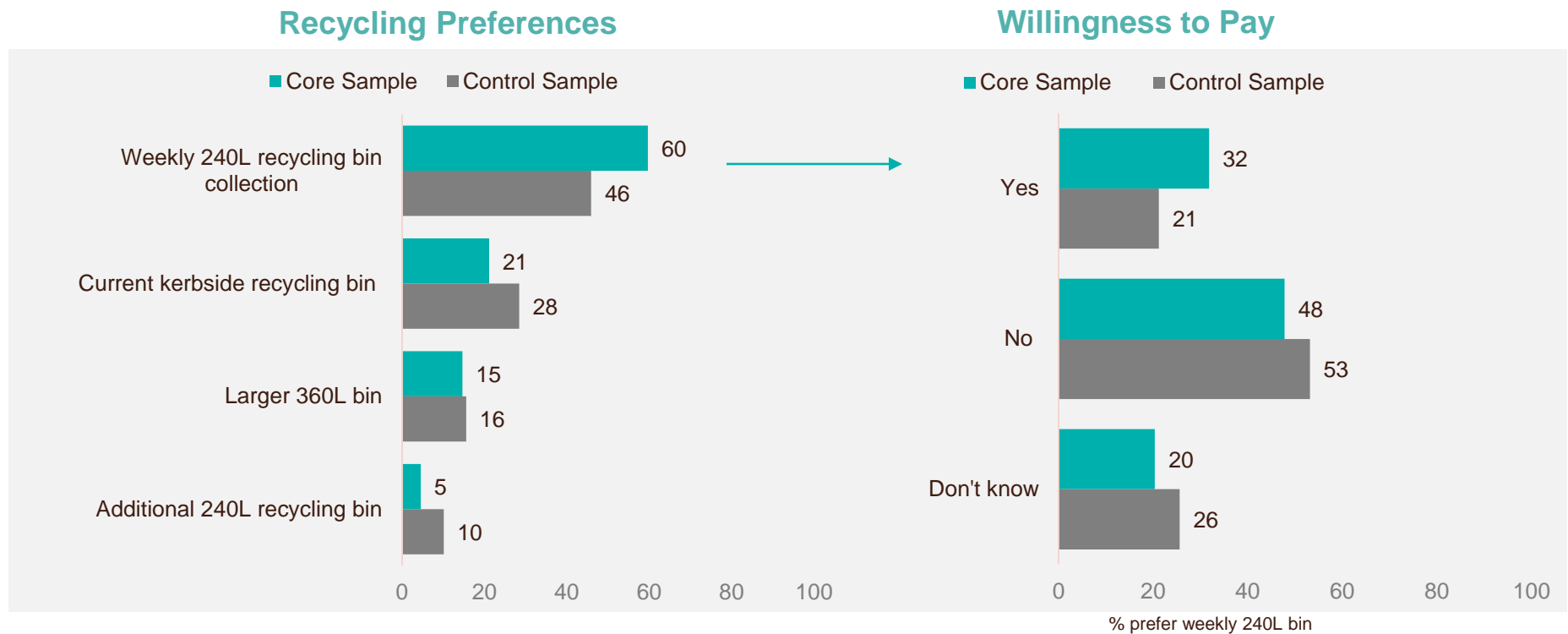
Importance of Waste Initiatives



Core sample n=1146 | Control sample n=107 | Don't know responses have been excluded

Q3 Thinking about waste disposal in the City of Wanneroo, how important do you think the following actions are for the City and Community to address?

Recycling preferences trend the same way across both samples

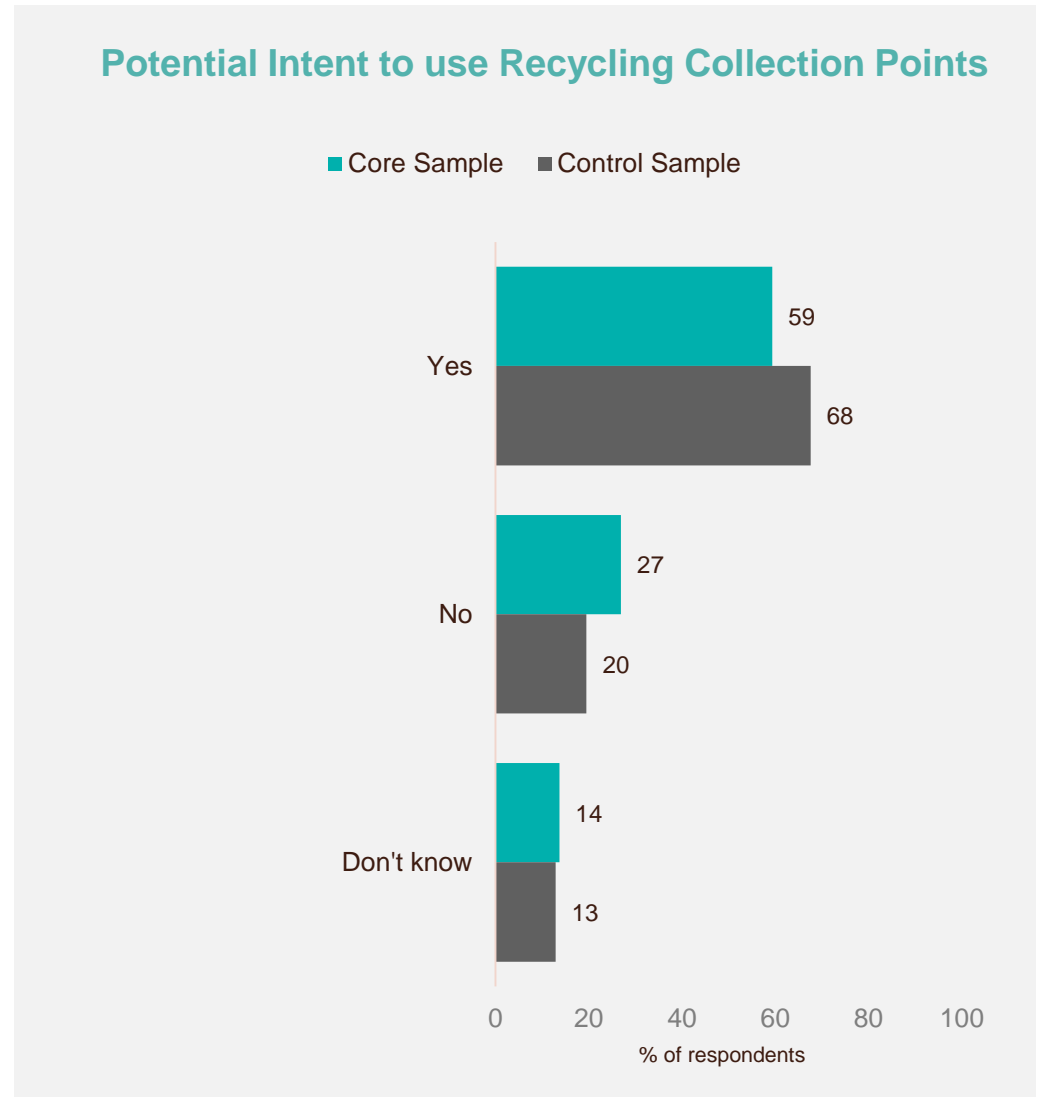


Core sample n=1146 | Control sample n=107

Q4a: To ensure residents have enough space to dispose of their recyclable materials, which of the following do you think the City should offer?

Q4b: Would you be willing to pay for a weekly recycling service, if City costs increased as a result?

Potential intent to use recycling collection points is consistent across samples

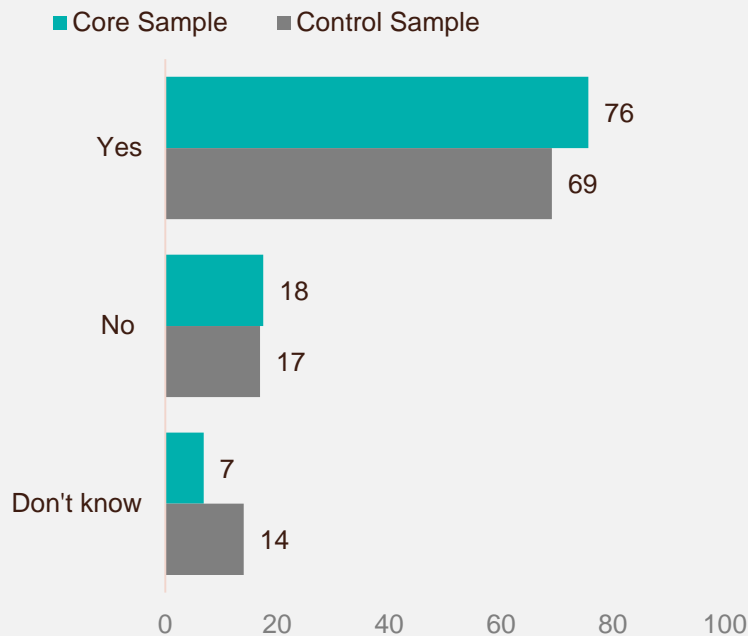


Core sample n=1146 | Control sample n=107

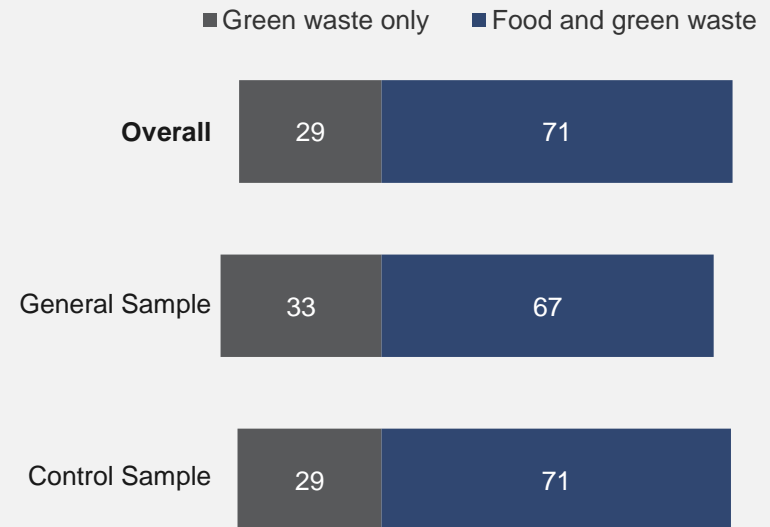
Q4c. Do you think you would take your recycling to a collection point for a refund, rather than dispose of it in your yellow-top recycling bin?

Preferences for a third green waste kerbside bin are consistent across samples

Support for Green Waste Bin



Green Waste Preference



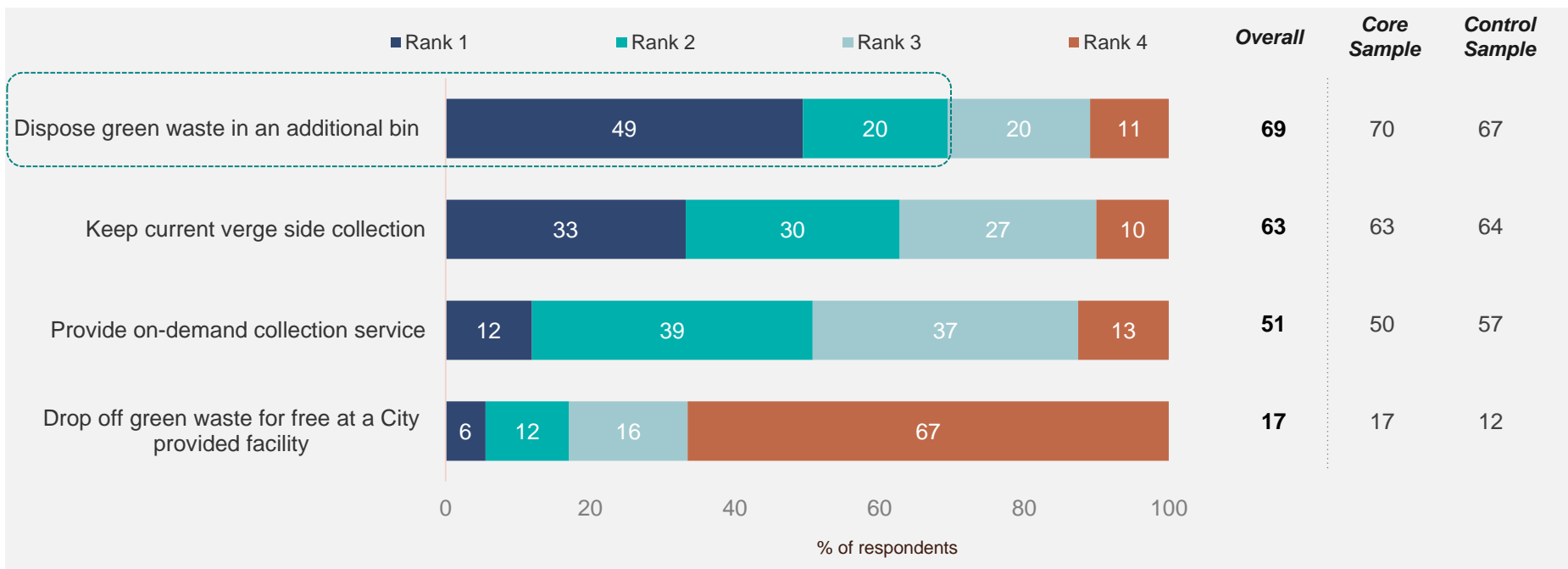
Core sample n=1146 | Control sample n=107

Q5a: Do you think the City should introduce a third household bin solely for the disposal of Organic Waste?

Q5b: If a third Organics Waste bin introduced, do you think the bin should be for green waste only, or also include food waste?

Green waste disposal preferences are consistent across samples

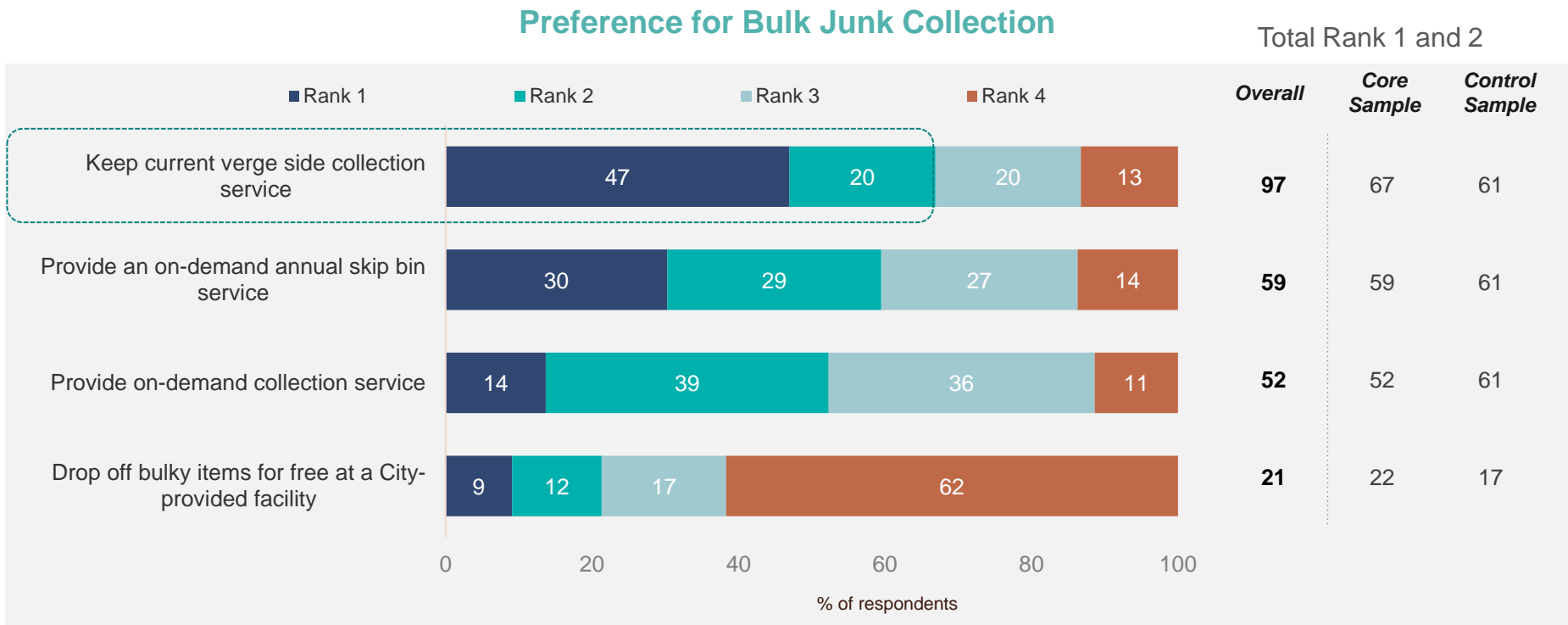
Preference for Bulk Greens Collection



Core sample n=1146 | Control sample n=107

Q6b: Please rank the following from your most preferred to least preferred option.

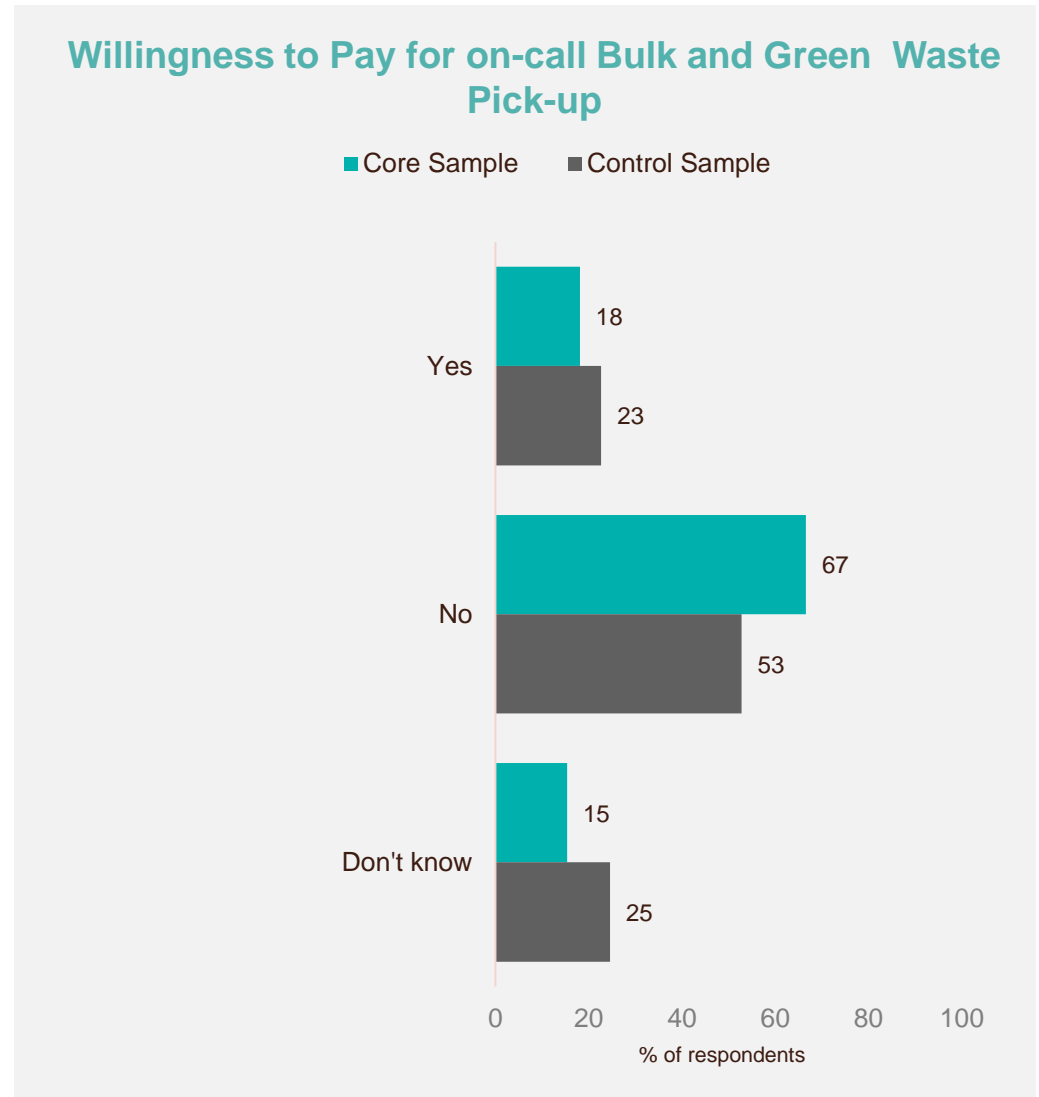
Bulk waste disposal preferences do not significantly change by sample, though control sample preferences are less differentiated



Core sample n=1146 | Control sample n=107

Q6a: Please rank the following from your most preferred to least preferred option.

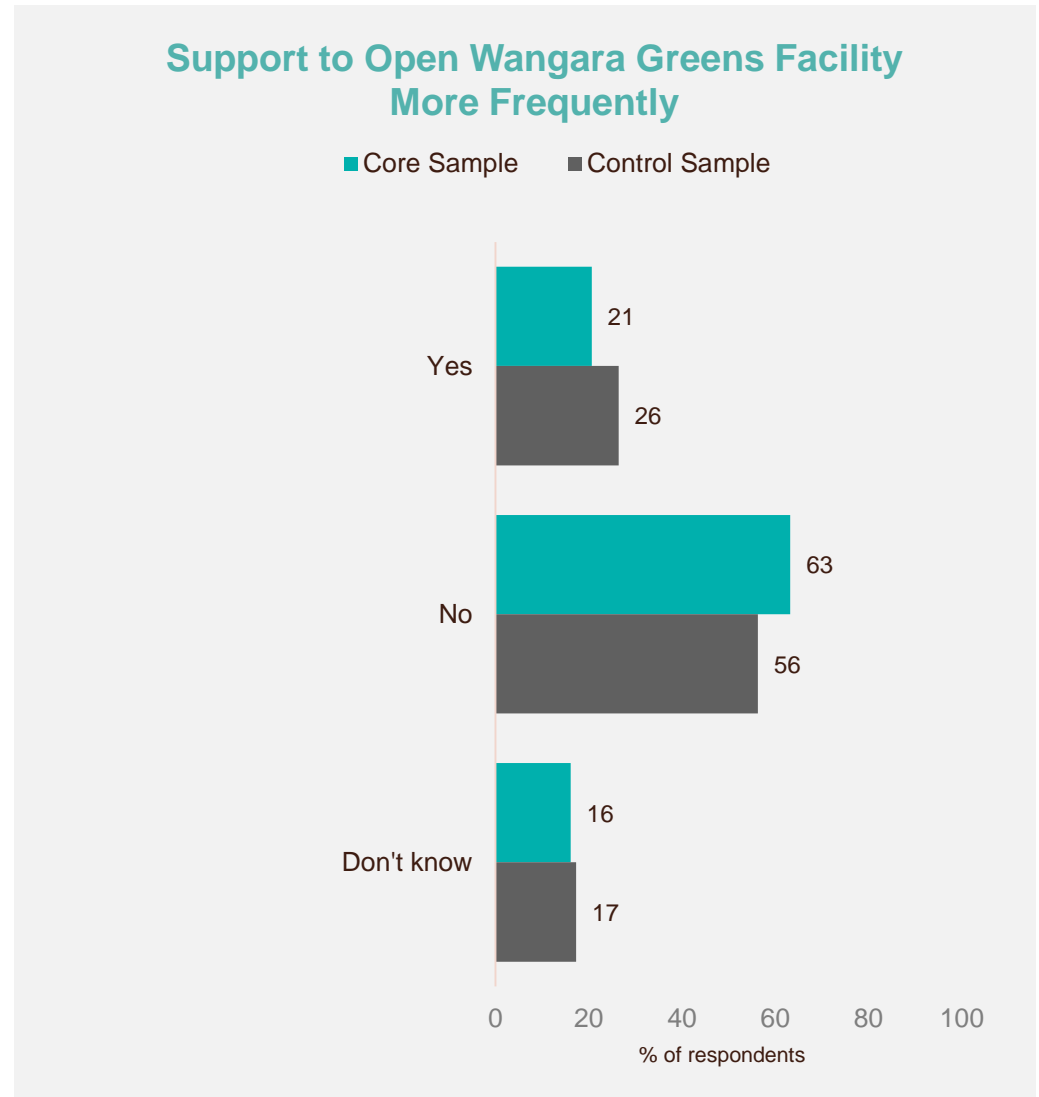
Few willing to pay for on-call bulk and green waste pick-up services across both samples



Core sample n=1146 | Control sample n=107

Q6c: Would you be willing to pay extra for an on-call pick-up service for bulky materials at the vergeside?

There is limited desire for the Wangara Greens Facility to increase opening hours across both samples



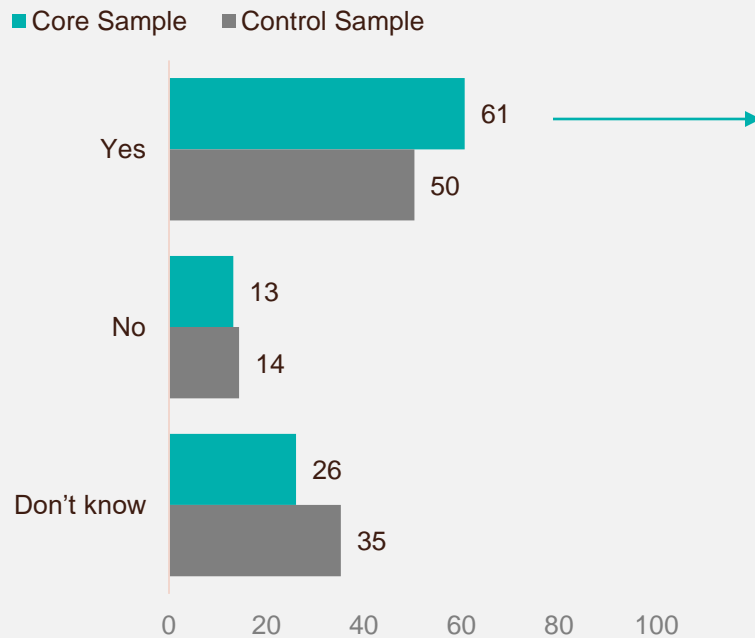
Core sample n=1146 | Control sample n=107

Q9: Would you prefer the facility to be open more frequently? (note: increasing the opening times is likely to increase the costs to the City)?

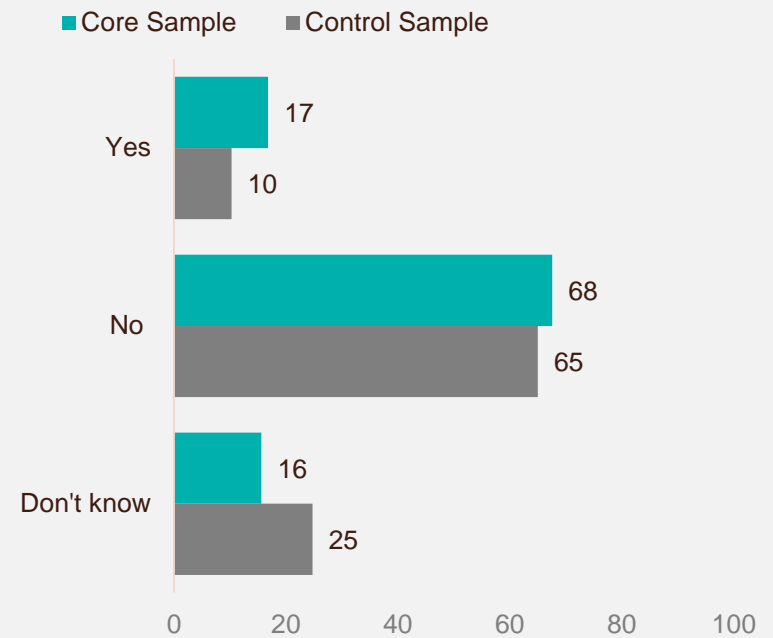
Desire and willingness to pay for increased litter collections is higher in the general sample

This is typical of the more engaged and informed audience who respond .

Desire for Increased Litter and Illegal Dumping Collections



Willingness to Pay for Increased Collections



% prefer/desire increased collections

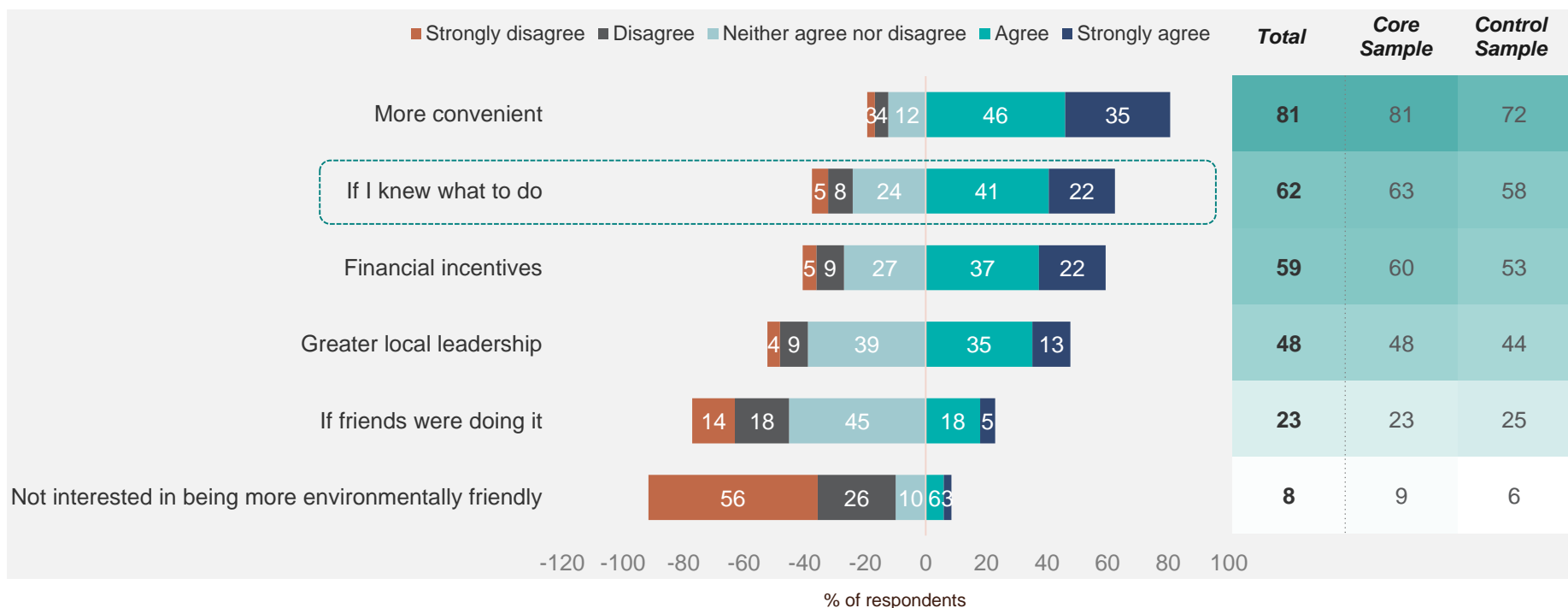
Core sample n=1146 | Control sample n=107

Q7a: Would you like to see an increased number of litter and illegal dumping collections throughout the City?

Q7b: Would you be willing to pay more for an increased illegal dumping and verge litter collection service?

Motivators to increase environmentally friendly behaviour are more pronounced in the Core Sample, though trends are consistent

Motivators of Environmentally Friendly Behaviour

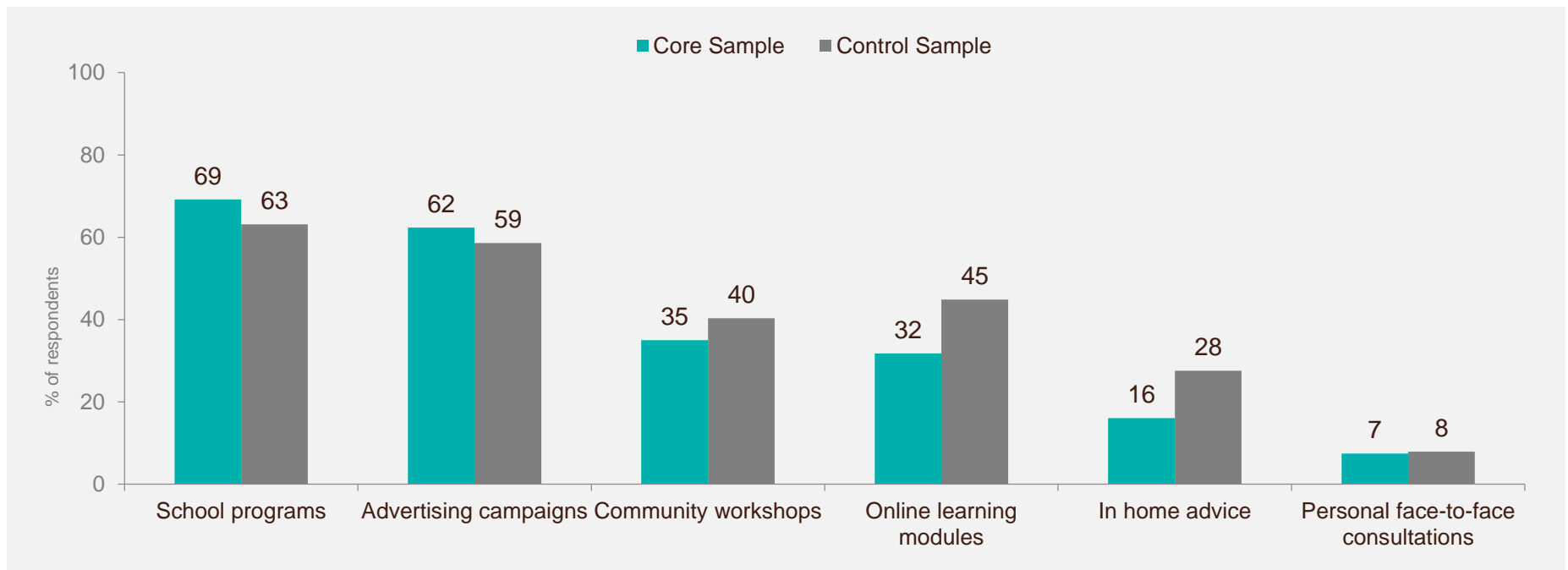


Core sample n=1146 | Control sample n=107

Q11r: Thinking about the following statements, to what extent do you agree or disagree that they would motivate you to adopt more environmentally friendly behaviours?

The Control Sample have a stronger preference for online learning and in home advice

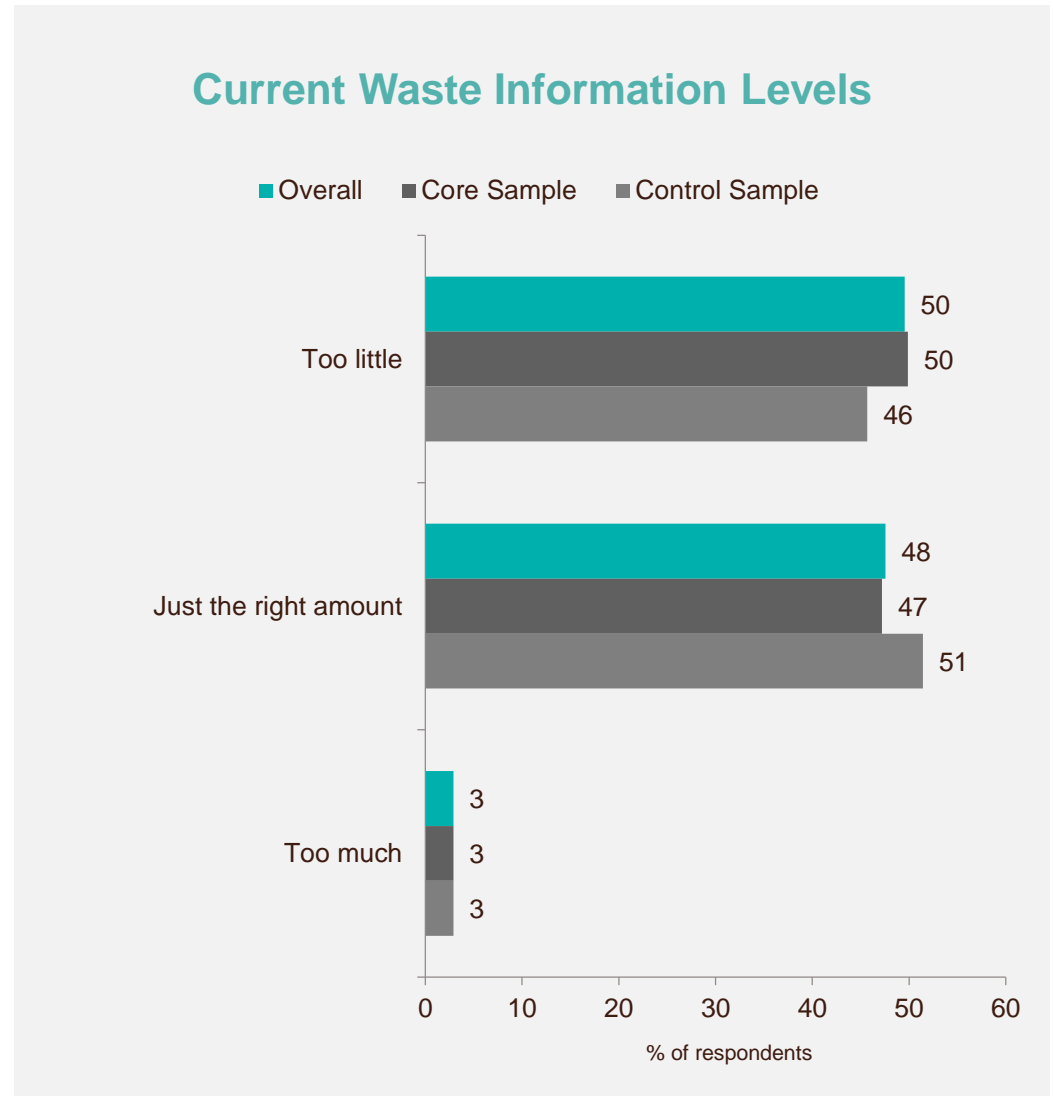
Preference for Waste Education Programs



Core sample n=1146 | Control sample n=107

Q10c. What kinds of waste education programs or services would you like the City of Wanneroo to deliver in the future?

Perceptions on current information levels are not significantly different between samples

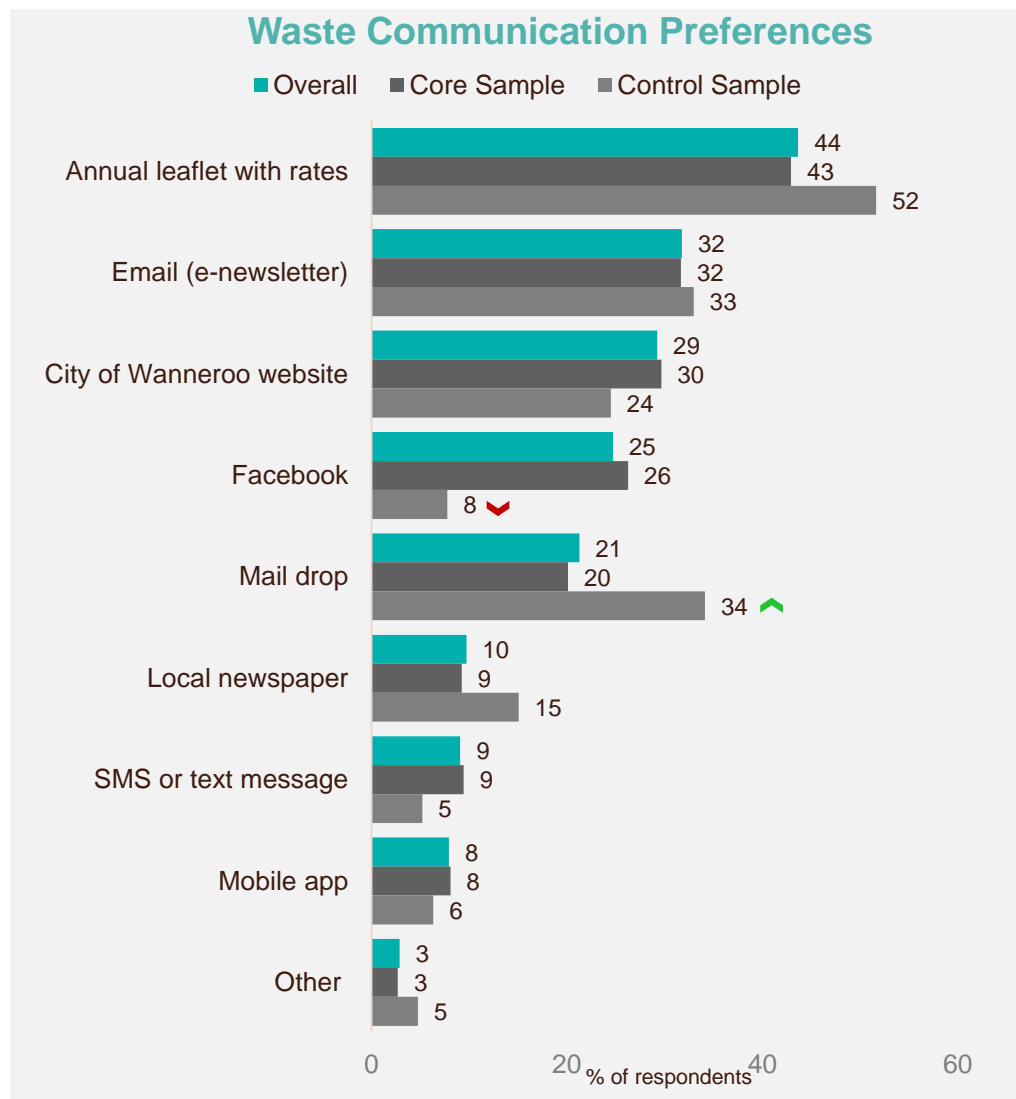


Core sample n=1146 | Control sample n=107

Q10a: Thinking about the amount of information you receive about waste and recycling, do you feel like you get too much, too little or just the right amount of information?

Communication preferences differ with mail drops preferred over Facebook in the Control Sample

This could be related to the general population not engaging with the City on social media.



Core sample n=1146 | Control sample n=107

Q10b. How would you like to receive information about waste and recycling?

Metrix

Melbourne | Perth | Sydney
metrixconsulting.com.au

