

## **Attachment A**

### **Qualitative and Quantitative Methodology**

As the methodology for this project used a combination of qualitative and quantitative methods, this provides a brief overview of the methodology. The main data collection activities for the engagement included:

- A [ten-question questionnaire/survey](#) that was available on the Town's website, and in paper form at Town Hall, Finance Officer, and Oliver Parks and Recreation with both qualitative (e.g., open ended) and quantitative (e.g., yes/no, agree/disagree) questions (see attachments),
- Pop up engagement booths at [No Frills](#) and [Buy Low Foods](#), both located in Oliver, to speak directly with residents and the Town's solid waste customers, and
- A public phone number, webpage, and email address that members of the public could contact with questions, issues, concerns, and suggestions.

The engagement opportunities were advertised through (see Appendix A for examples):

- A Committee of the Whole presentation to Town Council as the engagement activities started in early April 2024 (this is a [link to the report](#)),
- The Town's social media channels,
- The Town's website,
- Pop up engagement booths at local businesses,
- News articles in the media,
- An article in the quarterly Town newsletter,
- A story in the email with the quarterly utility invoice emailed to solid waste customers,
- A radio interview on Bounce Radio,
- A three day radio advertisement on Bounce Radio, and
- An email reach out to community partners, such as local social services providers, to specifically seek input from individuals that may not traditionally participate in these engagement activities.

### **Quantitative Methods**

The quantitative methods focused on two primary elements:

- A questionnaire that included both qualitative and quantitative questions with this section focuses primarily on the quantitative questions, and
- A count of the number of individuals that were engaged through the survey and pop up engagement events.

For the questionnaire, there are several frequently asked questions about the methodology. These are answered here.

### *Is the sample size large enough?*

Generally, there are two ways to think about if a sample size is sufficient. For scientific studies, this typically includes either a minimum number of participants (e.g., 200 individuals answer a questionnaire) or that there is a specific number of participants relative to each question/topic (e.g., there should be a ratio of five or larger; for example, if you have 10 questions/topics then you must have a minimum of 50 participants) (Beavers et al., 2013; Gorsuch, 1990).

For this project, there were seven quantitative questions. With the over 300 participants in the questionnaire, and that the ratio far exceeded the minimum (the minimum is 5 participants per question/topic; this questionnaire had a ratio of over 42-to-1 or about 8.5 times larger than the minimum). While it is always helpful to have a larger sample size, generally, the number of participants in this questionnaire meets or exceeds the recommendations from several sources/guides.

### *What if someone has more input than just answering a yes/no type question?*

There were several opportunities for participants to provide additional input through open ended and qualitative-type questions. This allows the Town to understand some of the context behind the responses, in addition to, the in-person engagement activities in the community.

### *How do we know the over 300 responses are representative of the community?*

The purpose of the quantitative answers are to help inform Town decision making. They act as one input into the recommendations that Town staff make to Town Council, who is the ultimate decision maker. As noted above, for the number of quantitative questions and size of the community, over 300 participants is generally meeting and exceeding the minimum recommendations from guidelines (e.g., Beavers et al., 2013; Gorsuch, 1990).

Some of the other inputs into the decision making include:

- Research on what other local governments are doing,
- Studies and plans conducted by the regional district,
- Council's previous decisions on the topic,
- Recommendations in the Town's climate plans, and
- The funding that the Town of Oliver has received from the Province.

### *How were questions selected?*

Town staff met on several occasions to identify the topics that required input from the community. Once these topics/areas were identified, a list of potential questions were brainstormed by both staff and by looking at previous questionnaires completed by other local governments on similar topics. These draft questions were then refined and edited so questions

aligned with the information being sought from the community. Additionally, questions were focused on helping inform the design of the program; as the decision to implement the program was already made in 2019 and 2020.

*What ethical considerations were included in the engagement?*

The engagement questions, including the survey questions, were conducted in alignment with the [Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans \(TCPS2 2022\)](#).

## **Qualitative Methods**

The qualitative methods focused on two primary elements:

- A questionnaire that included both qualitative and quantitative questions with this section focused primarily on the qualitative questions, and
- Conversations during pop up engagement events in the community:
  - 75 total people engaged, with about 25 deep conversations and approximately 50 individuals that said they did not live in Oliver (e.g., live in Osoyoos, visiting).

For the questionnaire and notes from the pop up engagement events in the community, themes were identified from all of the qualitative data using the following general process (adapted from Parameswaran et al., 2019, and Williams & Moser, 2019). All of the qualitative data was compiled into a single document. The lead data analyst followed the below process, while two other project team members were provided the qualitative data and asked to independently identify 5-10 themes from the qualitative data. As noted, the lead data analyst using the following process:

- The data was read over from start to finish one time,
- The data was read a second time and key words, terms, and phrases were coded,
- Preliminary data coded in the second review were then combined to create mini themes during the third review of the data, and
- A fourth and final review of the data was completed to identify the key themes from all of the qualitative data.

Additionally, any questions in the qualitative data were removed using a different process and compiled into a single sheet/document. Town of Oliver staff then went through and answered each unique question(s) so that the questions and answers can be shared publicly with members of the public as part of the latter parts of the project.

Notes were kept from the pop up engagement conversations – there were no material different themes from the qualitative answers in the questionnaire from the responses during the pop up engagement conversations. Therefore, for ease of analysis, the data from the questionnaires was used as the main data for the qualitative analysis process.

## Appendix A – Copies of Promotions for the Engagement Phase

### Survey Webpage

URL: [www.oliver.ca/organics](http://www.oliver.ca/organics)



### Social Media Post on the Town's Facebook Page Promoting the Survey

URL:

<https://www.facebook.com/TownofOliver/posts/pfbid02qsMwfRJK8RfZt6fbc9t5Nb2vvYbvajQmGffj2xu4Bko3ZEGF6Vqs1RTYnaPXo1tLl>



*Social Media Post on the Town's Social Media about one of the Pop Up Engagement Events*

URL:

<https://www.facebook.com/TownofOliver/posts/pfbid02yYW5yVbhAGExLRtVujsjc4X9Gm5UYsvUyQTHiryBueKGzWalLt2Y7yzeZu4ZR6sil>



*Example of a News Article about the Engagement and Education Phase of the Project (on Castanet)*

URL: <https://www.castanet.net/news/Oliver-Osoyoos/484992/Town-of-Oliver-seeks-input-on-organic-waste-collection-before-program-begins>

## GREEN BINS COMING SOON

# Town of Oliver seeks input on organic waste collection before program begins

Sarah Crookall - Apr 30, 2024 / 7:00 pm | Story: 484992



Photo: Contributed

The Town of Oliver wants to know residents' thoughts on organic waste collection ahead of organic waste collection starting in April of 2025.

As such, the town has launched an online anonymous [survey](#) and will be holding public engagement events for the program over the next couple of weeks.

"This initiative is crucial for extending the lifespan of the Oliver landfill, modernizing the Town's solid waste program and aligning with a program already embraced by approximately 3.7 million British Columbia residents," reads a statement from the Town of Oliver.

"The Town is gathering input to shape the final design of the organic waste collection program, which is tentatively scheduled for launch in April 2025."

Currently, Oliver residents see their green bins picked up on a bi-weekly basis from March to November. Food scraps are picked up with the weekly garbage collection, or composted at home.

In 2021, the Town of Oliver made the decision to move to the organic waste collection program. The town says that since the Organics Compost Facility has been constructed, curb-side organic waste collection can begin.

"As of April 2025, waste such as kitchen food scraps will be collected in the green bins on a weekly basis once the new organic waste collection program launches," Adam Goodwin with the Town of Oliver, said in an email.

As part of engagement for the organic waste collection program, the town is hosting pop-up events where residents can share their thoughts in-person.

The Oliver-based events are on Thursday at No Frills from 2 to 5 p.m. and on May 13 at Buy-Low Foods from 2 to 6 p.m.

Town staff will be available to answer questions and residents can fill out the survey, which is open until May 24 at 4 p.m.

To find out more about organic waste collection and to fill out the survey [click here](#).

## **Bibliography/References**

- Beavers, A. S., Lounsbury, J. W., Richards, J. K., Huck, S. W., Skolits, G. J., & Esquivel, S. L. (2013). Practical considerations for using exploratory factor analysis in educational research. *Practical Assessment, Research & Evaluation, 18*(6).
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- Parameswaran, U. D., Ozawa-Kirk, J. L., & Latendresse, G. (2019). To live (code) or to not: A new method for coding in qualitative research. *Qualitative Social Work, 19*(4), 630-644.
- Williams, M., & Moser, T. (2019). The art of coding and thematic exploration in qualitative research. *International Management Review, 15*(1), 45-55.