



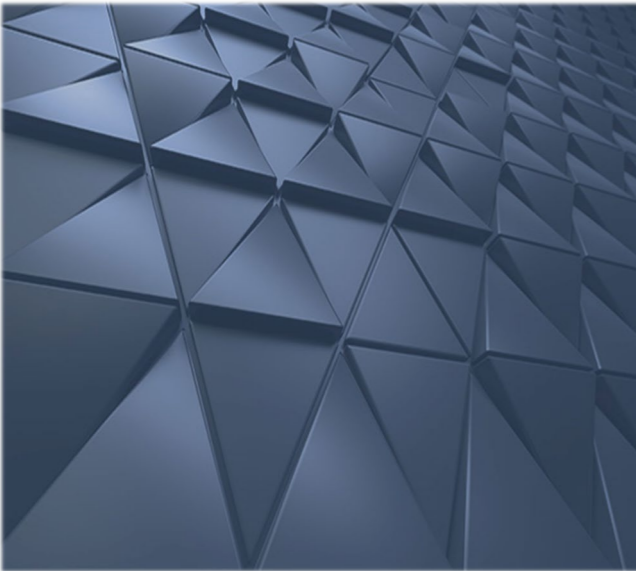
RPRA 2023 REGISTRANT SURVEY RESULTS

FINAL REPORT
JANUARY 18, 2024





Introduction



This report provides the results for the 2023 registrants tracking survey and the new baseline survey for Digital reporting.

- › The surveys were conducted from early November to mid-December 2023.
- › All RRCEA registrants were included in this year's tracking survey: Tires, Batteries, ITTAV, Blue Box, HSP, and Lighting. The latter is the newest registrant and so is not part of tracking data.
- › The survey for Digital Reporting includes both programs – Excess Soil and Hazardous Waste.

ORGANIZATION OF THE REPORT

- › Executive Summary and Key Performance Indicators (KPIs)
- › Part 1 of the report presents the tracking results for RRCEA programs
- › Part 2 presents those for the Digital Reporting programs.

Due to the small sizes of subsamples for program areas, great caution should be used in drawing conclusions on differences between them.

Results do not always add up to 100% due to rounding and/or exclusion of non-response.



Executive Summary – RRCEA Programs (1/2)

Overall, results from the 2023 survey are mixed. There's been improved feedback on the reporting process and the Registry, while performance-related indicators have dipped. Batteries and ITTAV are consistently more negative of other programs. The opposite can be said for Tires and Blue Box.

REPUTATION

Results on reputation metrics are mixed but not dramatically changed.

- › Overall reputation has seen an uptick in both favourable and unfavourable scores.
- › There has been improvement in perceptions of transparency, while trust and providing a level playing field have seen an increase in negatives.

PERFORMANCE

Performance metrics also reveal mixed results.

- › Ratings on RPRA fulfilling its mandate have worsened, as has feedback on support with compliance.
- › Ratings on helping registrant adapt to regulations has improved somewhat.
- › Satisfaction with the Compliance and Registry team has declined, as have ratings for reporting experience and interactions with RPRA.
- › Gaps on performance attributes have worsened notably in key areas (understanding registrant business needs, communications, fairness) but also improved in another important areas (responsiveness, providing tech support)





Executive Summary RRCEA Programs (2/2)



INTERACTION AND CONSULTATIONS

- › Usage of many communications products has declined, particularly email.
- › Ratings for these products is largely steady on a year-over- year basis.
- › Feedback on consultations has worsened somewhat on all dimensions measured.

REPORTING

- › While overall rating on reporting has worsened somewhat, other reporting metrics have improved.
- › There has been a 10-point improvement in positive ratings for the Registry – now at two-thirds.
- › Ratings on all dimensions of the reporting process (outside of payments) have improved.
- › Understanding of reporting requirements, however, has worsened notably, as has the number agreeing that RPRA provides good support to help registrants with their reporting requirements.

FEES

- › There has been a 10 point drop over the past three years in the number of Producers who say they understand how fees are set.
- › There is also growing disagreement with the notion that RPRA's fees are fair and reasonable.



Executive Summary – Digital Reporting Service Programs (1/2)



In general, feedback from digital reporting registrants is favourable with few areas for concern.

REPUTATION

RPRa enjoys reasonably positive feedback on reputational indicators with little negativity.

- › General impression sees a solid if unspectacular level of favourability.
- › Most (with an opinion) think RPRa is doing a good job of fulfilling its mandate.
- › Similar levels (6 in 10) of positivity towards trust, role adherence, and transparency.

PERFORMANCE

As with reputation, performance ratings are solid (6 in 10 positive with little negativity) if unspectacular.

- › This result holds for rating: interactions with RPRa; overall reporting experience; the effectiveness of training and guidance products, and; compliance support.
- › The HazTrack mobile app is the only area that sees a concerning level of negative feedback.
- › Satisfaction with the Compliance Support Officers runs high at three-quarters.



Executive Summary – Digital Reporting Service Programs (2/2)



INTERACTION AND CONSULTATIONS

- › Usage of communications products is much higher for ES as compared with HWP.
- › Ratings of communications products runs high.
- › There is generally favourable feedback on consultations but also a great deal of uncertainty/unfamiliarity.

REPORTING

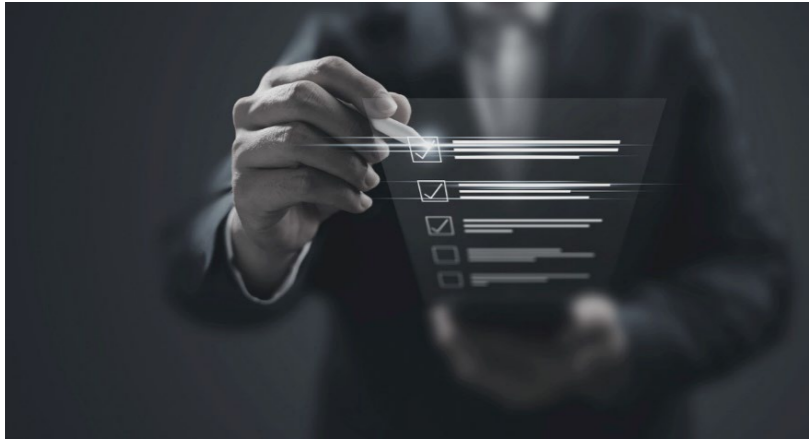
- › Ratings for different dimensions of the reporting process are strong (roughly two-thirds positive).
- › Almost three-quarters give the Registry a positive rating overall.
- › Most understand reporting requirements and are pleased with the support RPRA provides.
- › Newly developed indicators on public reporting reveal a great deal of uncertainty/unfamiliarity.

FEES

- › While few understand how fees are set, there is only a minor level of consternation as fewer than 1 in 10 disagree that RPRA's fees are fair and reasonable.

Executive Summary

Key Performance Indicators (KPIs) Results



RPRA has adopted several key performance indicators (KPIs) to measure the effectiveness in meeting the organization's strategic priorities and objectives. Three of the organization's KPIs are derived from the results of RPRA's annual registrant perception survey. The performance against each of these KPIs for 2023 is provided along with historical performance.

- › **Performance KPI:** measures registrant perception of RPRA's reputation, mandate fulfilment and support for compliance
- › **Registry Services KPI:** measures registrant perception of the performance of RPRA's Registry services
- › **Education and Awareness KPI:** measures registrant perception of RPRA's communications performance

Overall Trends

- › Blue Box and Tires registrants consistently rate RPRA most favourably compared to the other producer responsibility programs, while ITTAV and Batteries registrants provide the least favourable ratings comparatively.
- › The baseline KPI results for the digital reporting service programs are higher than producer responsibility programs, likely due RPRA's lack of compliance and enforcement role in supporting these programs.
- › Registrant perception of overall RPRA performance (Performance KPI) is flat year over year.
- › Registrant perception of the performance of RPRA's Registry (Registry Services KPI) has seen a notable positive increase over the past year.
- › Registrant perception of RPRA's communications performance (Education and Awareness KPI) has been declining steadily over the past two years.

Executive Summary

RRCEA Programs KPIs



PERFORMANCE KPI

The Performance KPI, which measures registrant perception of RPRA's reputation, mandate fulfilment and support for compliance, is flat year-over-year.

- › Overall reputation has seen an uptick in both favourable and unfavourable scores.
- › Ratings for RPRA fulfilling its mandate have dropped somewhat, as has rating for support with compliance.

REGISTRY SERVICES KPI

The Registry Services KPI, which measures registrant perception of the performance of RPRA's Registry, has seen a marked improvement over previous years.

- › Positive overall ratings for the Registry have improved by 10 points.
- › There have been improved ratings for each of the dimensions of the Registry – entering data, using the Registry, and the time and effort involved.

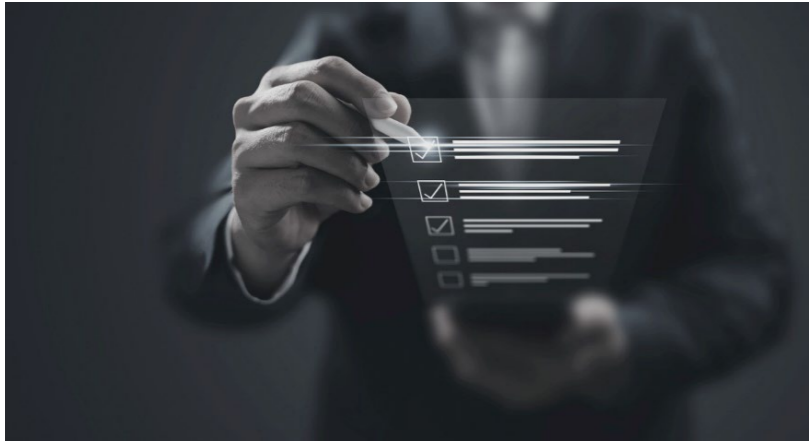
EDUCATION AND AWARENESS KPI

The Education and Awareness KPI which measures registrant perception of RPRA's communications performance has declined over the past three years.

- › Positive ratings for clarity of communications have declined by 11 points since 2021.
- › There has been a decrease in ratings for some communications products – most notably, email and program overview videos. That said, all products have at least two-thirds positive ratings.

Executive Summary

Digital Reporting Programs KPIs



The baseline results for Digital Reporting Services Program are strong. Their results are more positive than RRCEA programs on virtually all indicators. Importantly, these registrants provide highly positive ratings on the Registry.

PERFORMANCE KPI

The initial measurement of the Performance KPI, which measures registrant perception of RPRA's reputation, mandate fulfilment and support for compliance is notably higher than for RRCEA.

- › About 3 in 5 rate RPRA positively on all the metrics – overall reputation, fulfilling the mandate, and support with compliance.

REGISTRY SERVICES KPI

The Registry Services KPI, which measures the performance of RPRA's Registry services, is also higher than the RRCEA result.

- › Just under three-quarters give the Registry and overall positive rating.
- › Approximately two-thirds rate each dimension of the Registry favourably – using the Registry, time and effort, and entering data.

EDUCATION AND AWARENESS KPI

The Education and Awareness KPI is the most highly rated KPI for the Digital Reporting program registrants.

- › Very strong majorities rate each of the communications products favourably.
- › Just under two-thirds rate clarity of communications positively.

Executive Summary

Performance KPI – RRCEA

The performance KPI measures performance by RPRA using performance-related indicators.

The year-over-year results for RRCEA registrants show a small improvement in the performance KPI.

There is strong variation across the program areas with Tires and Blue Box program registrants provide the highest performance scores.

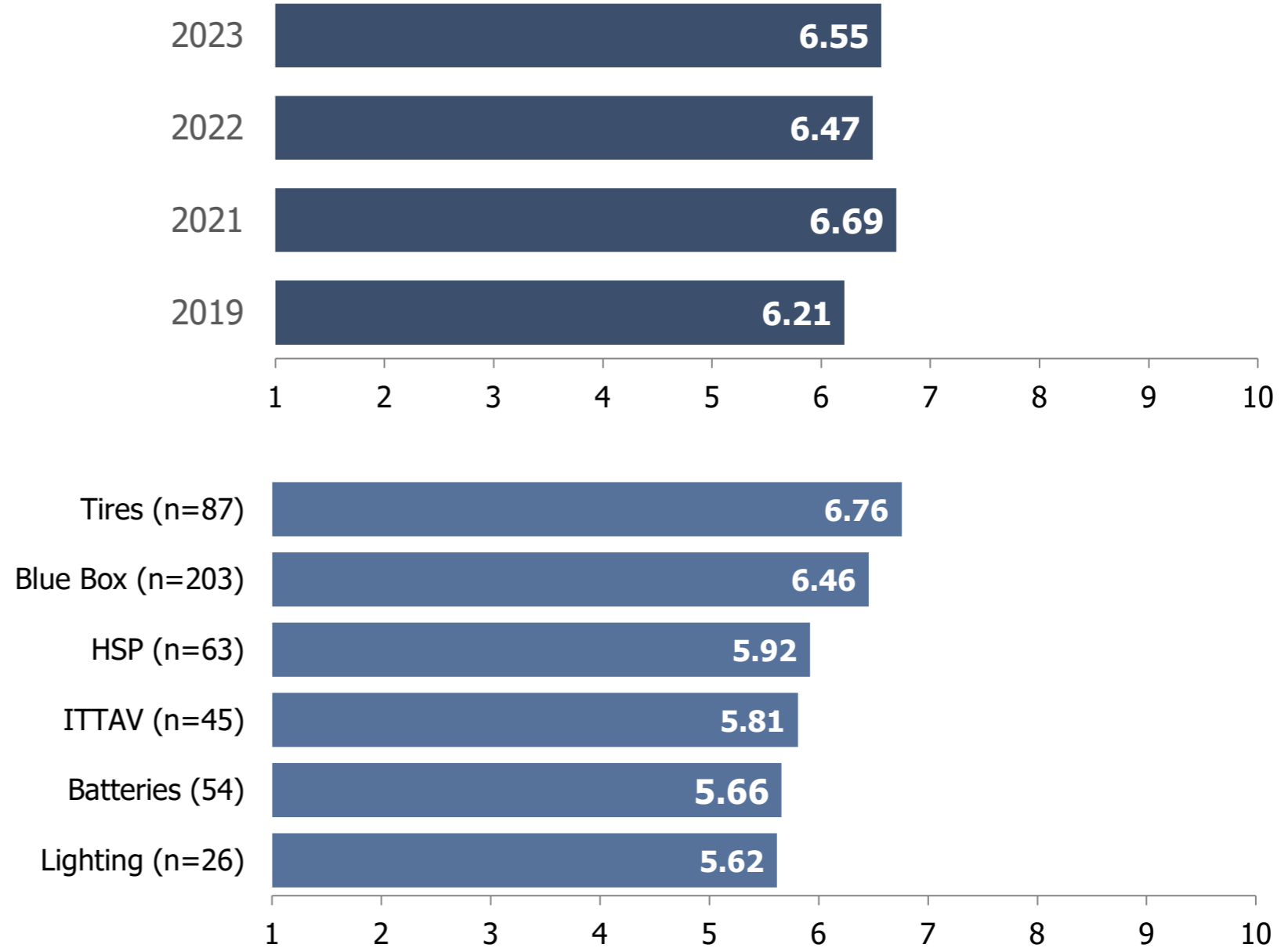
Three variables used for the KPI are:

- > Reputation: "Overall, based on everything you may have seen or heard, what is your general impression of RPRA?"
- > Mandate fulfillment: "Based on everything you may have heard or seen to date, how would you rate RPRA in terms of fulfilling its mandate?"
- > Support for compliance: "How do you rate RPRA on ... Supporting you to be compliant with regulatory requirements?"

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Performance KPI – RRCEA Program Registrants



Executive Summary

Performance KPI – Digital Reporting

The Performance KPI score for digital reporting programs is significantly higher than for RRCEA programs, likely reflecting that digital reporting registrants are not subjected to regulatory enforcement and compliance by RPRA.

This KPI reveals a fairly consistent trend in the digital reporting survey results: HWP provides a higher score than ES.

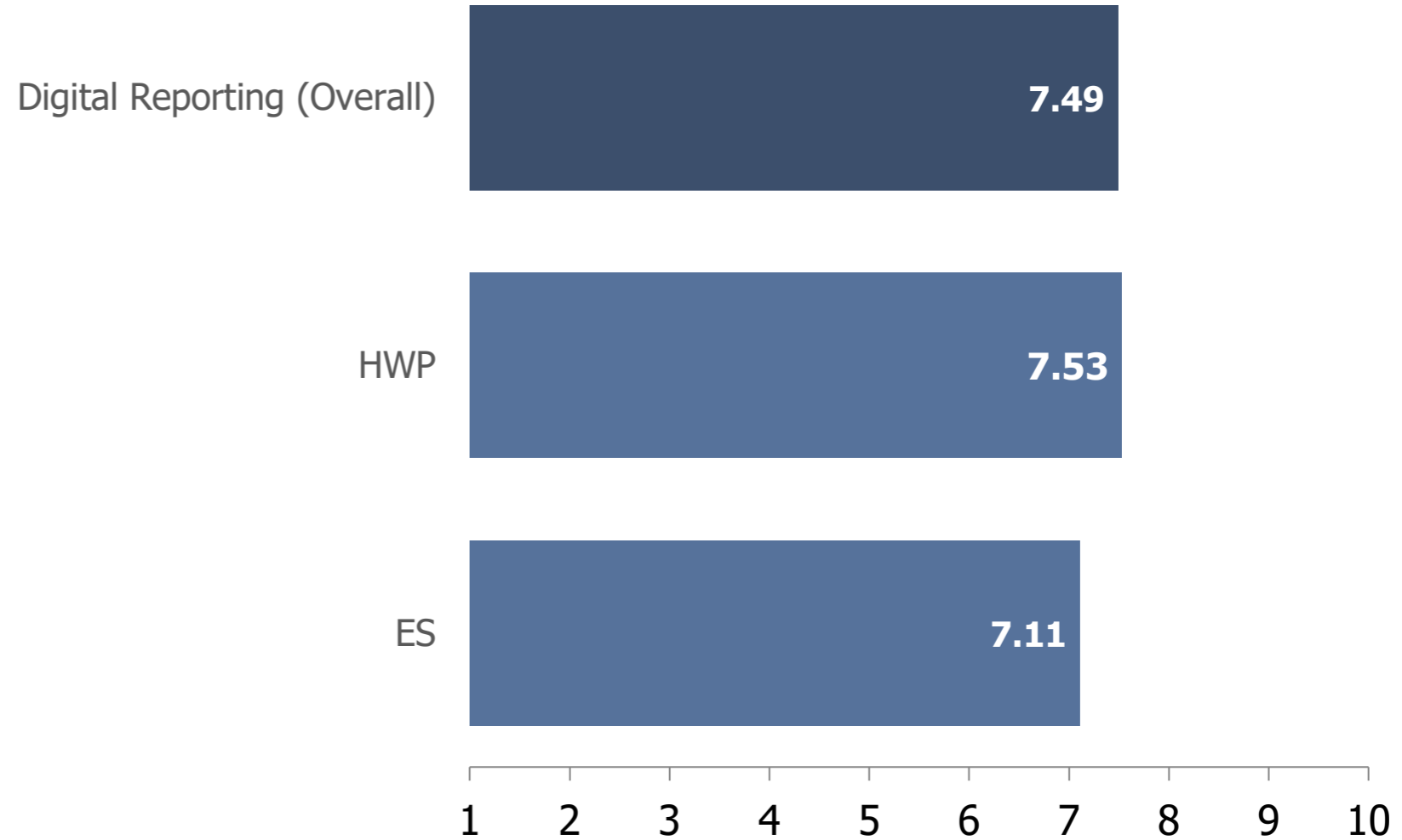
The Performance KPI is calculated the same way for both the RRCEA and digital reporting registrant surveys.

The variable, support for compliance (“How do you rate RPRA on ... Supporting you to be compliant with regulatory requirements?”), is included in the calculation of this KPI for the digital reporting programs despite the ministry continuing to oversee the program and be responsible for compliance and enforcement activities. RPRA’s role in operating the Registries and supporting registrants enables regulated persons to comply with the reporting requirements of the programs.

Further, it is important that the RRCEA and digital reporting KPIs are consistent to allow for aggregation once all programs RPRA is mandated to deliver have matured.



Performance KPI – Digital Reporting Program Registrants



Executive Summary

Registry Services KPI – RRCEA

The Registry Services KPI measures performance of RPRA’s Registry.

This KPI shows a notable improvement over the past two years.

As with other KPIs and survey results, Tires and Blue Box program registrants provide the highest performance scores.

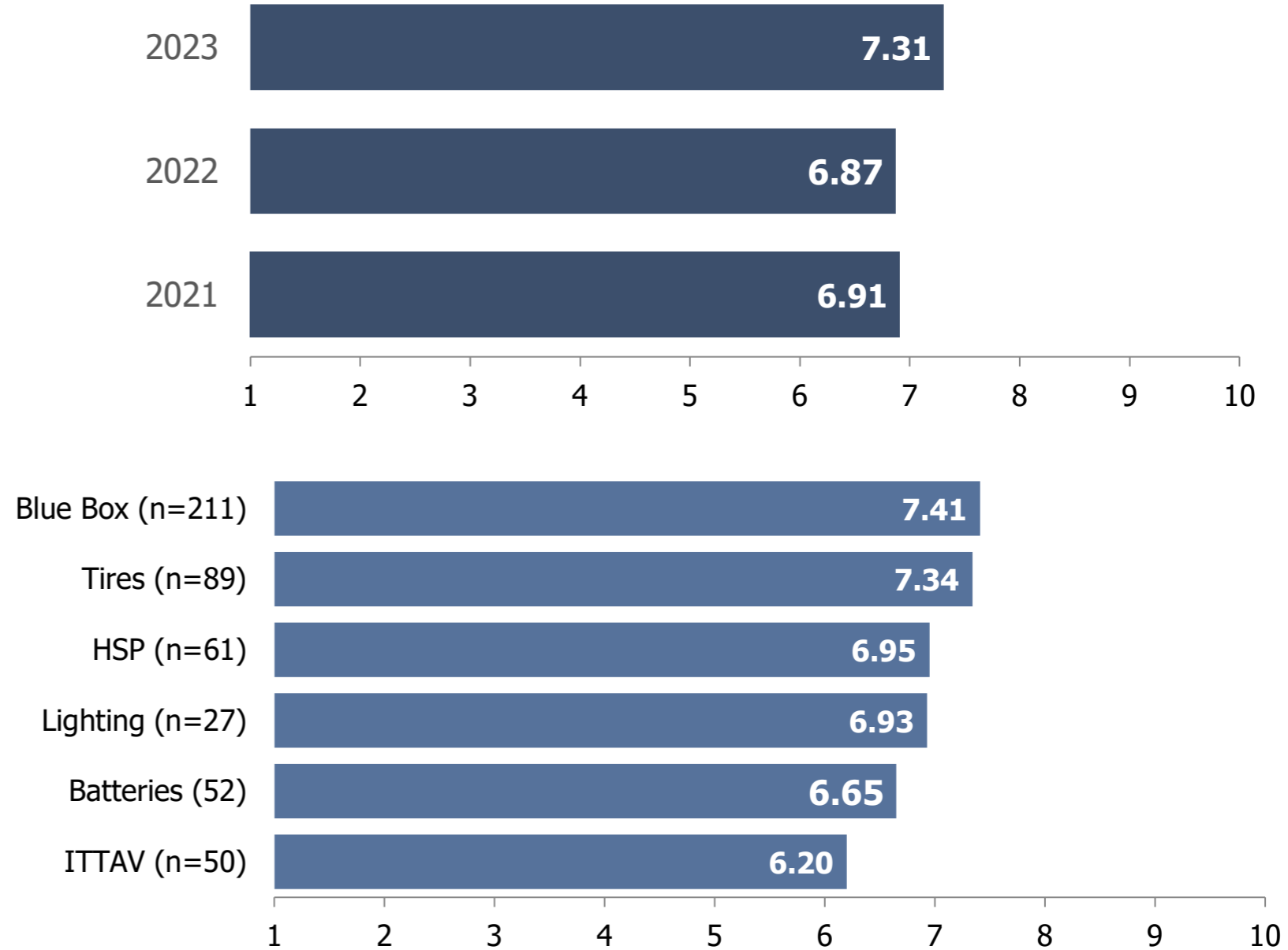
This KPI uses four ratings variables:

- > “Overall, how would you rate the Registry in terms of its user-friendliness?”
- > Rating the company’s experience with the Registry on the following dimensions:
 - “Logging in/using the Registry”
 - “Entering your data”
 - “The amount of time and effort it requires”

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Registry Services KPI – RRCEA



Executive Summary

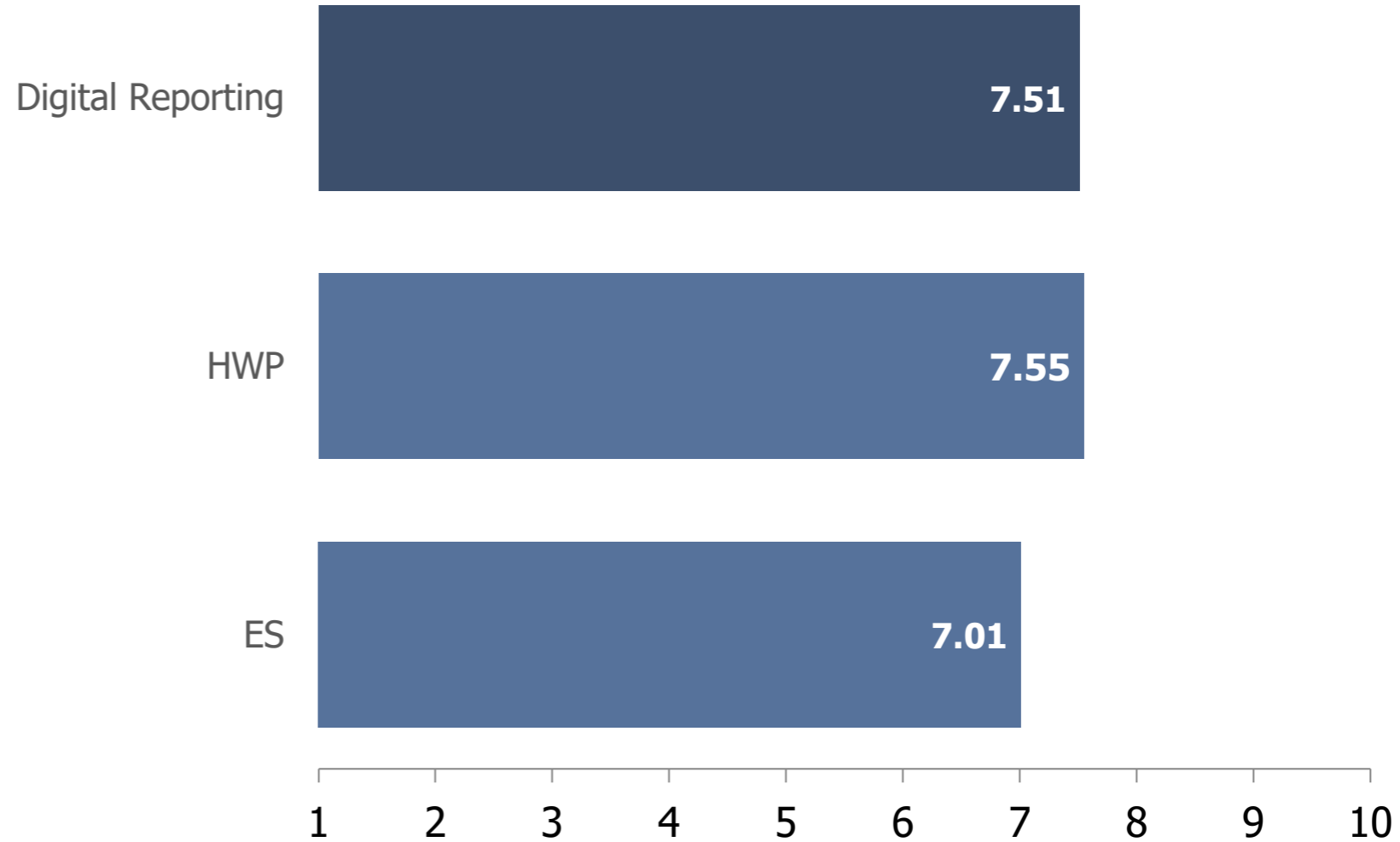
Registry Services KPI – Digital Reporting

Digital reporting registrants score RPRAs slightly higher than RRCEA registrants on the performance of RPRAs Registry.

This, however, is due to HWP; ES is below RRCEA’s overall 2023 score.



Registry Services KPI – Digital Reporting



Executive Summary

Education and Awareness KPI – RRCEA

The Education and Awareness KPI measures RPRA’s communications performance.

There has been a decline in this KPI over the past three years. As with most findings in the survey, Blue Box and Tires program registrants provide the highest performance scores.

The variables used for the Education and Awareness KPI are:

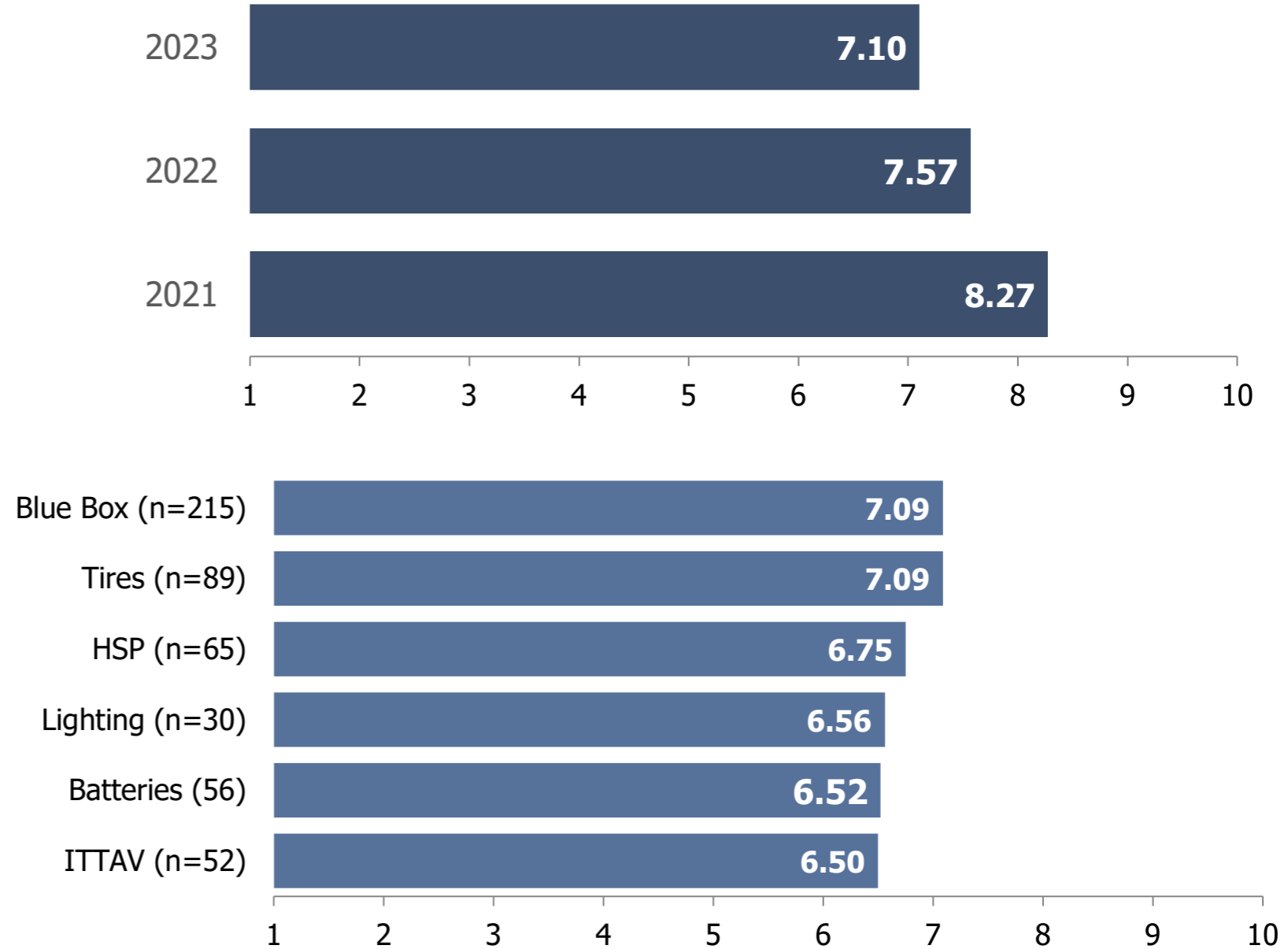
- > Rating of communications products: “How would you rate each of these in terms of their usefulness? (RPRA website, FAQs, reporting or registration guides, emails from RPRA, videos)”
- > Overall communications performance: “Still thinking about your interactions with RPRA, how would you rate your experience across the following dimensions? Being clear in its communications.”

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).

This KPI has been recalibrated to exclude engagement variables (usage of communications products), as these vary year-over-year and do not measure performance.



Education and Awareness KPI



Executive Summary

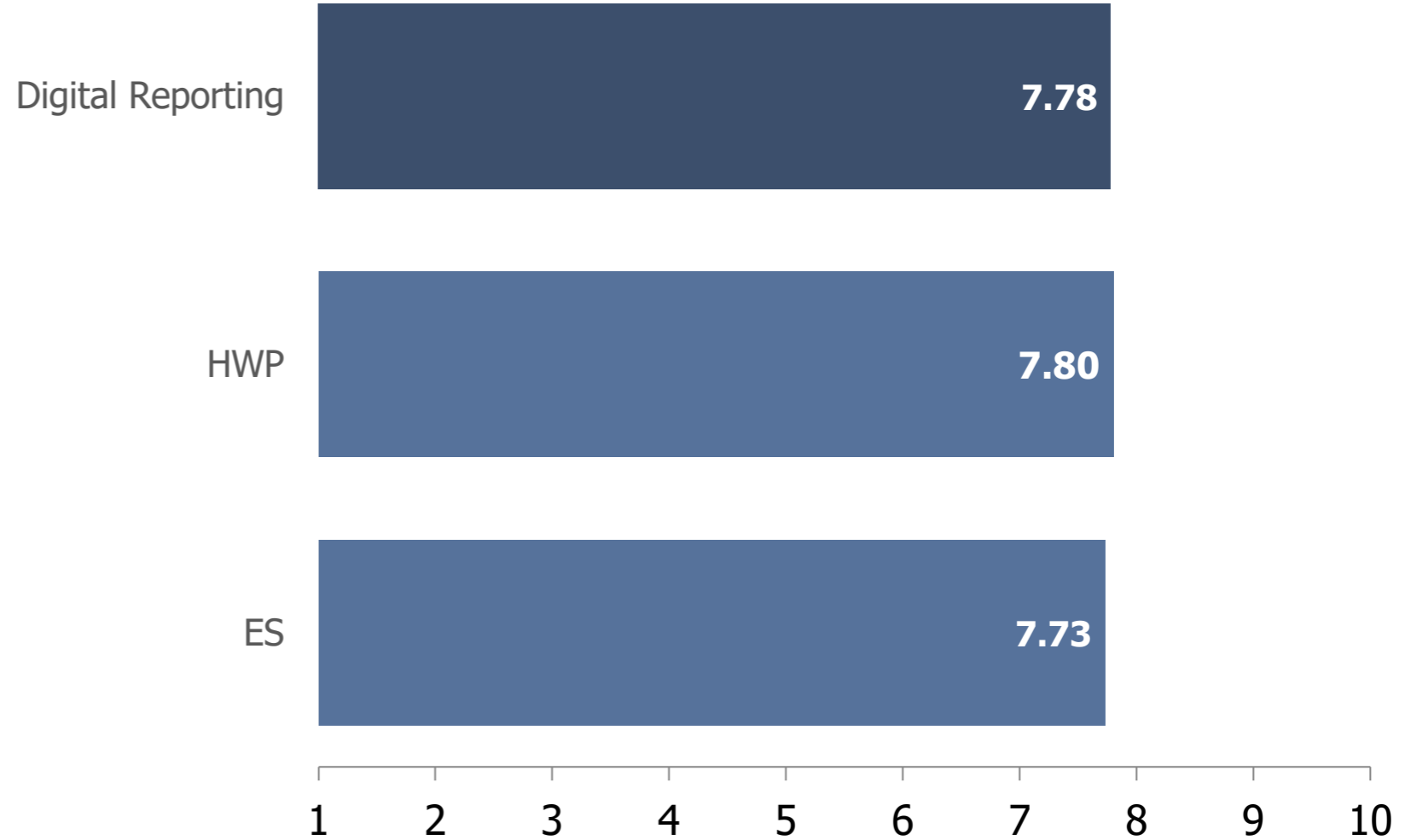
Education and Awareness KPI – Digital Reporting

As will the other KPIs, digital reporting registrants score RPRR higher than RRCEA program registrants.

The results for the Education and Awareness KPI show an overall strong score with virtually no difference between HWP and ES.



Education and Awareness KPI





Part 1: RRCEA Registrants Tracking Results

Survey Methodology – RRCEA Registrants



The survey used the same methodology as past RPRA EPR registrant surveys. To review, the following program areas were surveyed for each year:

- › 2019: Tires
- › 2021: Tires, Batteries, and ITTAV
- › 2022: Tires, Batteries, ITTAV, HSP, and Blue Box
- › 2023: Tires, Batteries, ITTAV, HSP, Blue Box, and Lighting

It is important to keep in mind that tracking data includes additional program areas each year. All respondents are RRCEA program registrants, but the program areas vary from year-to-year.

The survey ran from **November 2 to December 18, 2023**.

The overall sample for the survey is 390 cases. 4,622 invitations were sent for a **response rate of 8.5 per cent**. The margin of error for the overall data is plus or minus 4.8% at a 95 per cent confidence interval. Note: margin of error increases significantly for subgroups.

- › By program area, the sample breaks down as follows: Tires (100/1,112 or 9%), Batteries (60/502 or 12%), ITTAV (54/507 or 10.7%), HSP (70/812 or 8.6%), Blue Box (227/2,663 or 8.5%), and Lighting (31/180 or 17.2%). These numbers add to more than the overall sample, as some registrants participate in multiple programs.

The response rate to this survey is significantly lower than past years. Given that an identical methodology was used, this reflects registrant's lower interest in participating in the survey.



Key Performance Indicators

Performance KPI

The performance KPI measures performance by RPRA using performance-related indicators.

The year-over-year results show a small improvement in the performance KPI.

There is strong variation across the program areas with Tires and Blue Box well above all other programs.

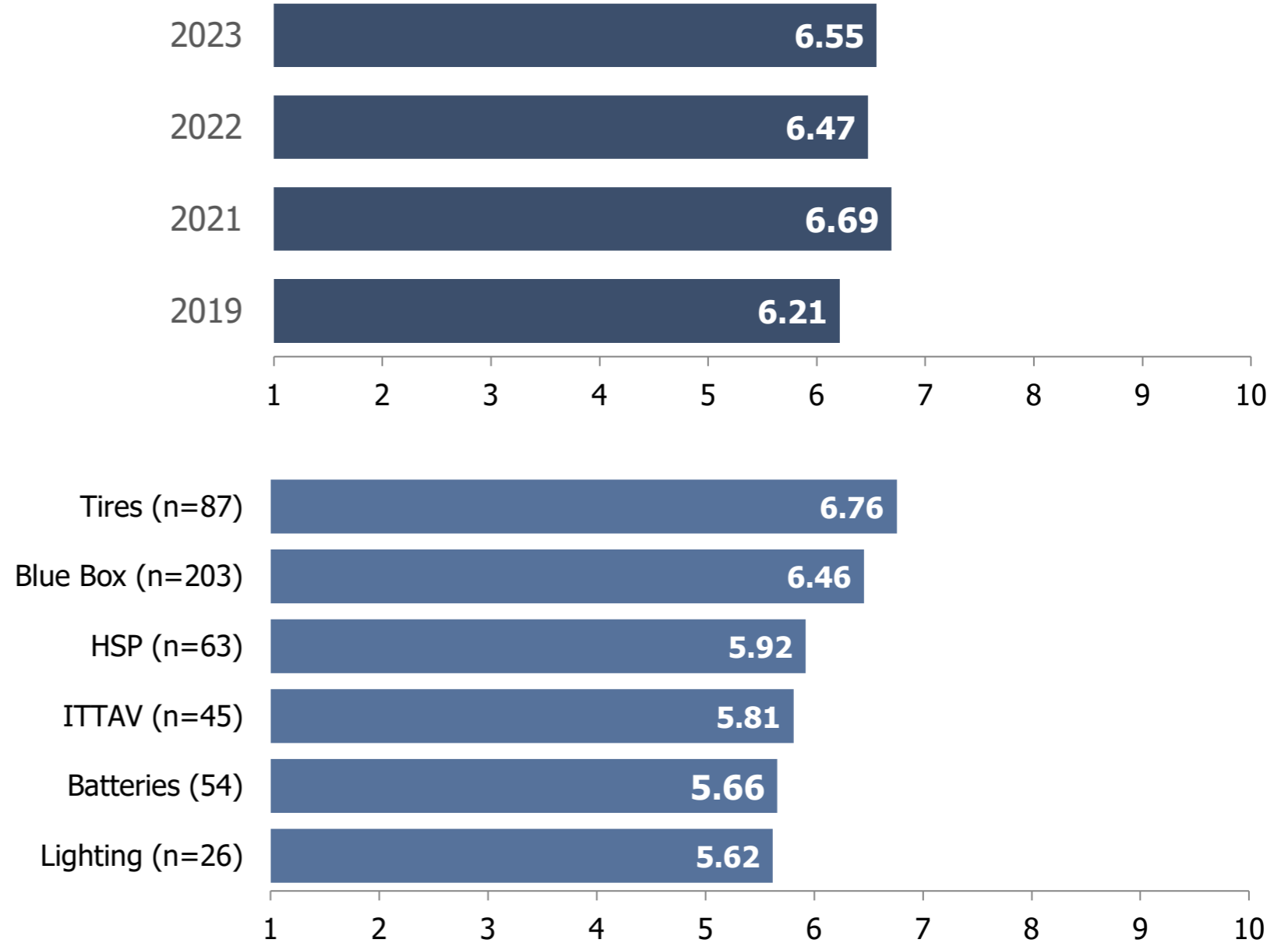
Three variables used for the KPI are:

- > Reputation: "Overall, based on everything you may have seen or heard, what is your general impression of RPRA?"
- > Mandate fulfillment: "Based on everything you may have heard or seen to date, how would you rate RPRA in terms of fulfilling its mandate?"
- > Support for compliance: "How do you rate RPRA on ... Supporting you to be compliant with regulatory requirements?"

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Performance KPI



Registry Services KPI

The Registry Services KPI measures performance of Registry services.

The Registry Services KPI shows a notable improvement over the past two years.

As with other KPIs and survey results, Tires and Blue Box are well above other program areas.

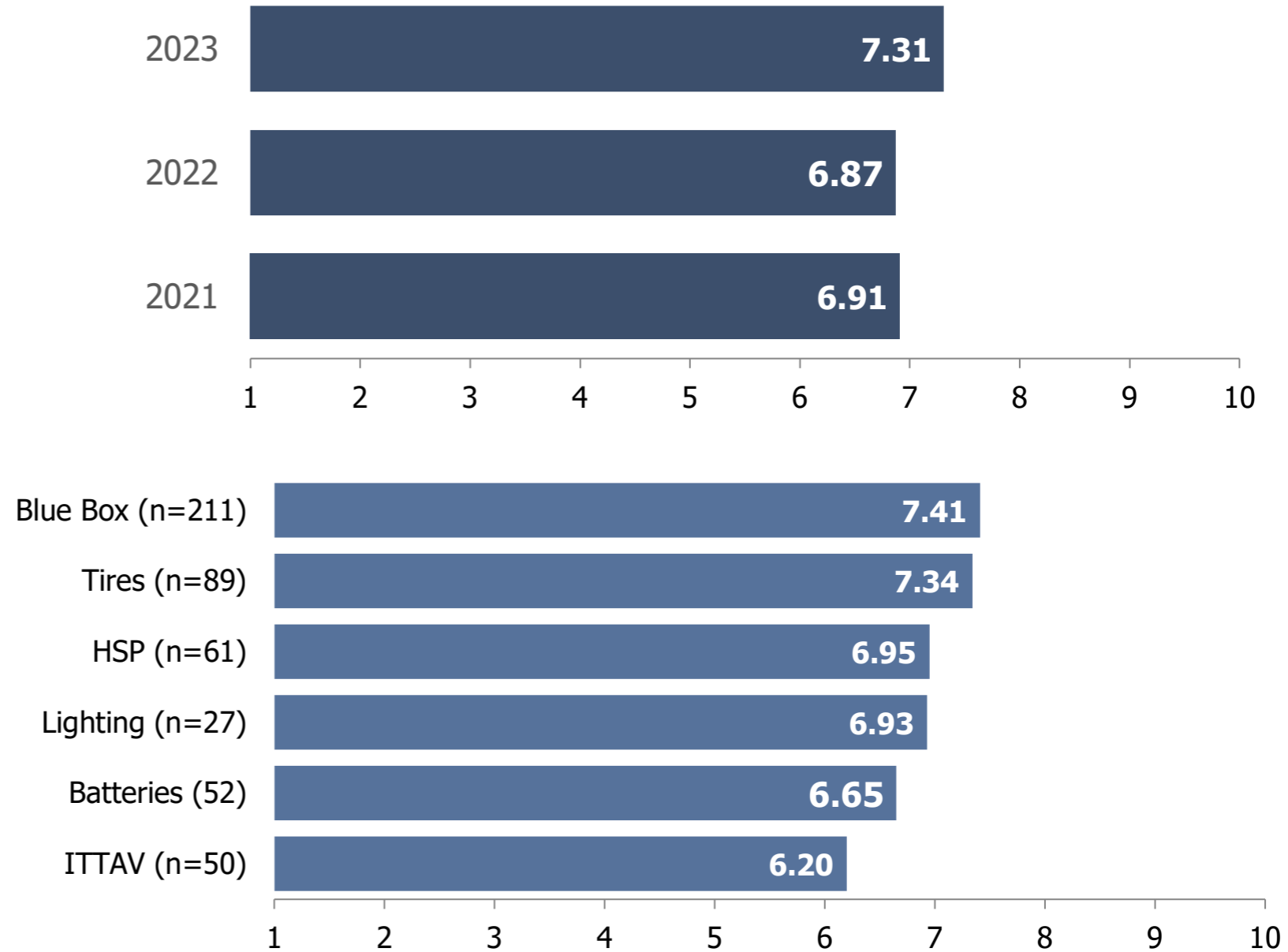
This KPI uses four ratings variables:

- > “Overall, how would you rate the Registry in terms of its user-friendliness?”
- > Rating the company’s experience with the Registry on the following dimensions:
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 - “Entering your data”
 - “The amount of time and effort it requires”

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Registry Services KPI



Education and Awareness KPI

The Education and Awareness KPI measures communications performance.

There has been a decline in this KPI over the past three years. As with most findings in the survey, Blue Box and Tires provide the highest performance scores.

The variables used for the Education and Awareness KPI are:

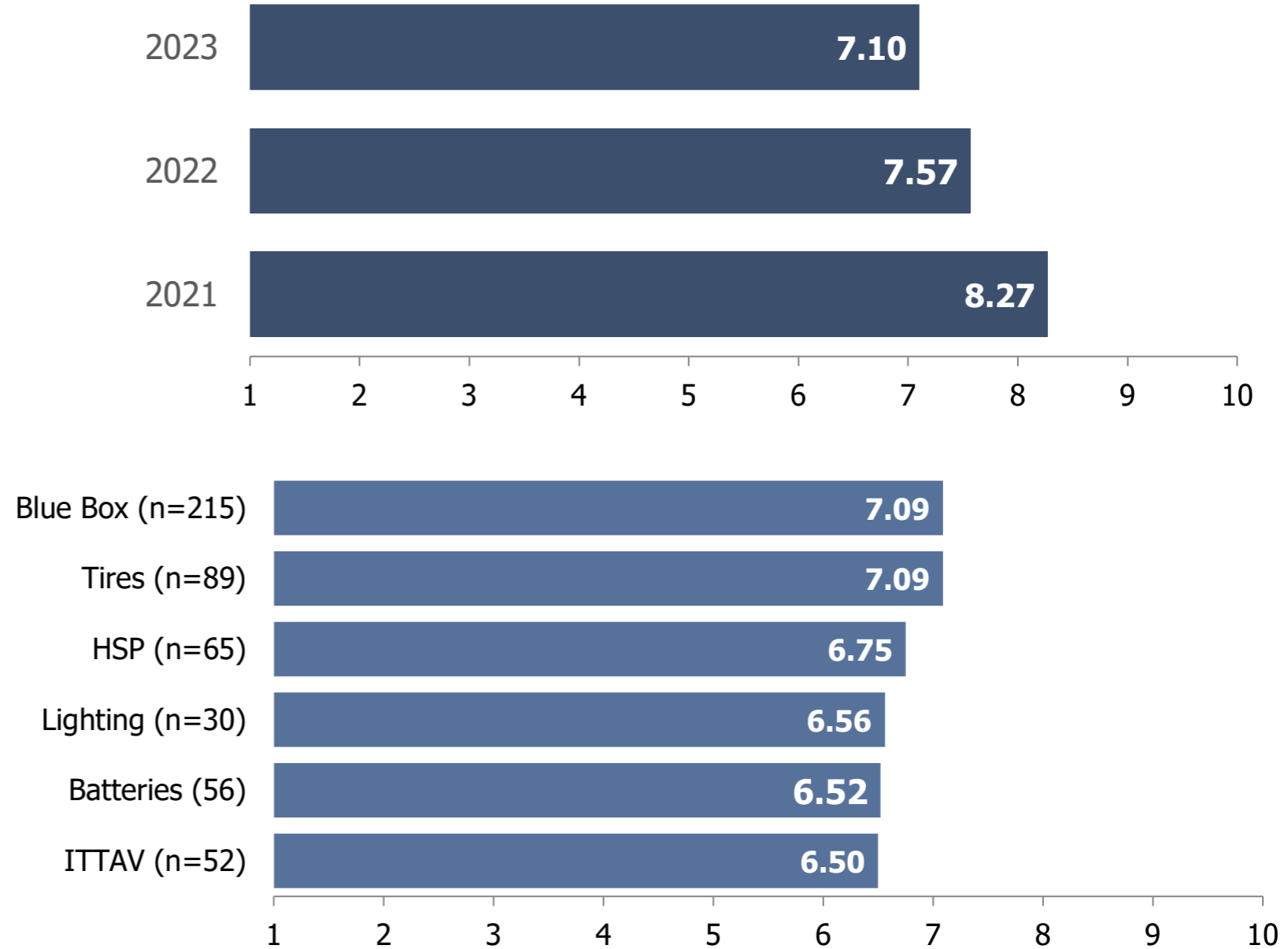
- > Rating of communications products: "How would you rate each of these in terms of their usefulness? (RPRA website, FAQs, reporting or registration guides, emails from RPRA, videos)"
- > Overall communications performance: "Still thinking about your interactions with RPRA, how would you rate your experience across the following dimensions? Being clear in its communications."

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).

This KPI has been recalibrated to exclude engagement variables (usage of communications products), as these vary year-over-year and do not measure performance.



Education and Awareness KPI





Reputation



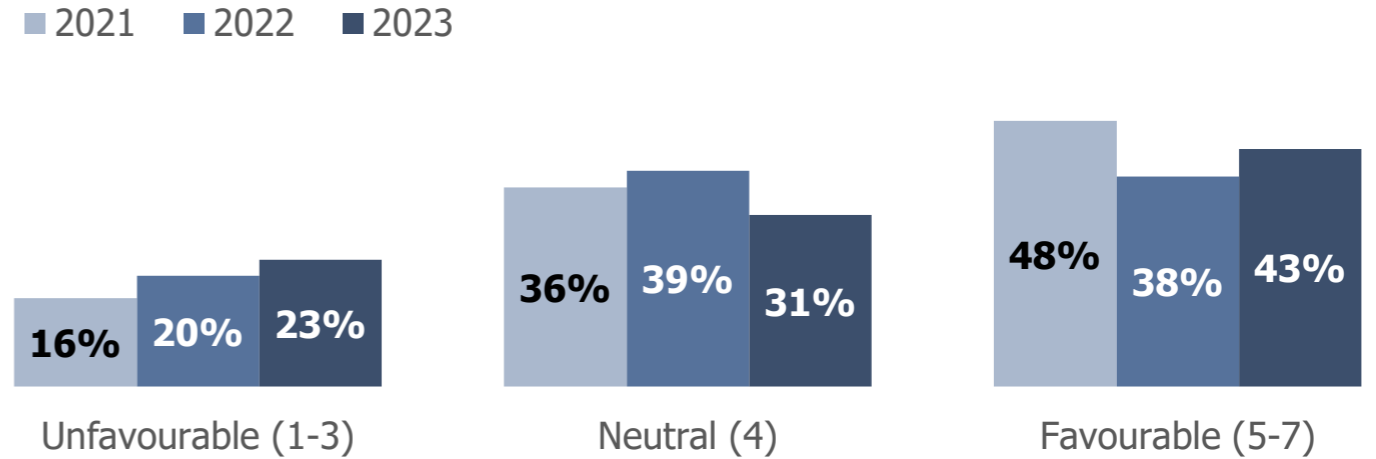
Overall, based on everything you may have seen or heard, what is your general impression of RPRA?

Overall Reputation

There has been at once an increase in favourable impressions of RPRA and unfavourable.

- > Tires and Blue Box have the most favourable impression, while HSP and ITTAV have the least favourable.

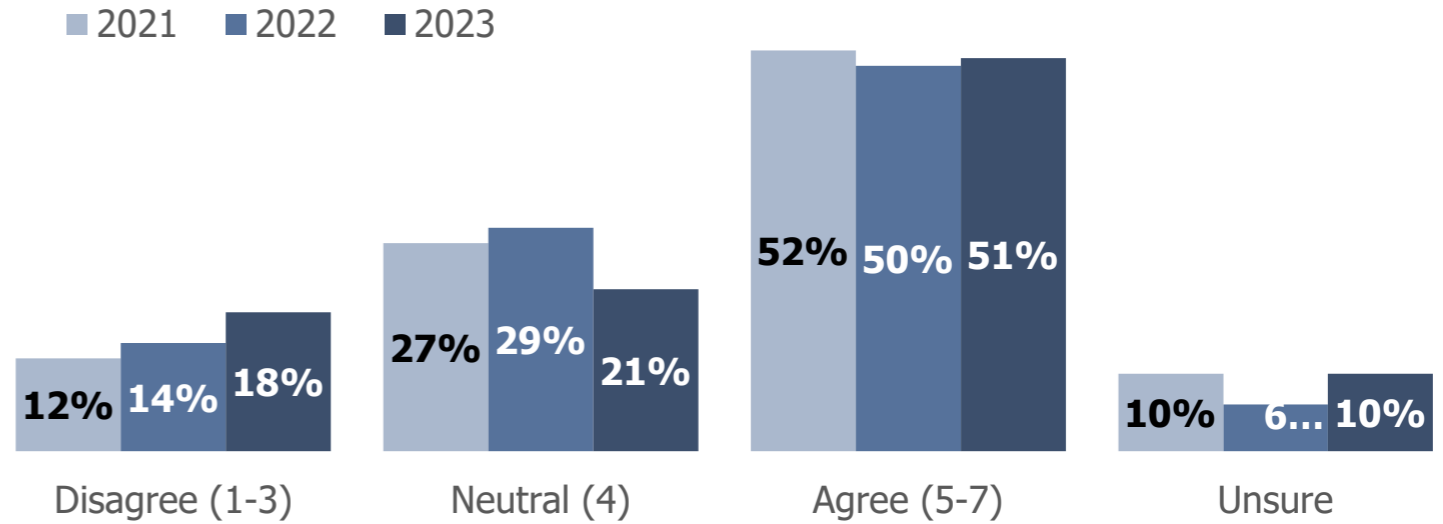
There are no meaningful differences between Service Providers and Producers on this indicator.



	Unfavourable	Neutral	Favourable
Batteries (n=60)	38%	23%	37%
Blue Box (n=227)	24%	30%	44%
HSP (n=70)	31%	34%	29%
ITTAV (n=54)	35%	28%	33%
Lighting (n=31)	39%	19%	35%
Tires (n=100)	24%	27%	45%



RPRA is a trusted authority.



Trusted authority

There has been no change in the number agreeing that RPRA is a trusted authority, but there has been an increase in disagreement.

- > As with most survey variables, Tires and Blue Box are most favourable, while Batteries and ITTAV are the least.
- > Service Providers are more likely than Producers to disagree – 20% vs. 11%, respectively.

	Disagree	Neutral	Agree
Batteries (n=60)	35%	22%	35%
Blue Box (n=227)	20%	19%	52%
HSP (n=70)	20%	24%	44%
ITTAV (n=54)	35%	24%	33%
Lighting (n=31)	35%	16%	42%
Tires (n=100)	17%	18%	54%

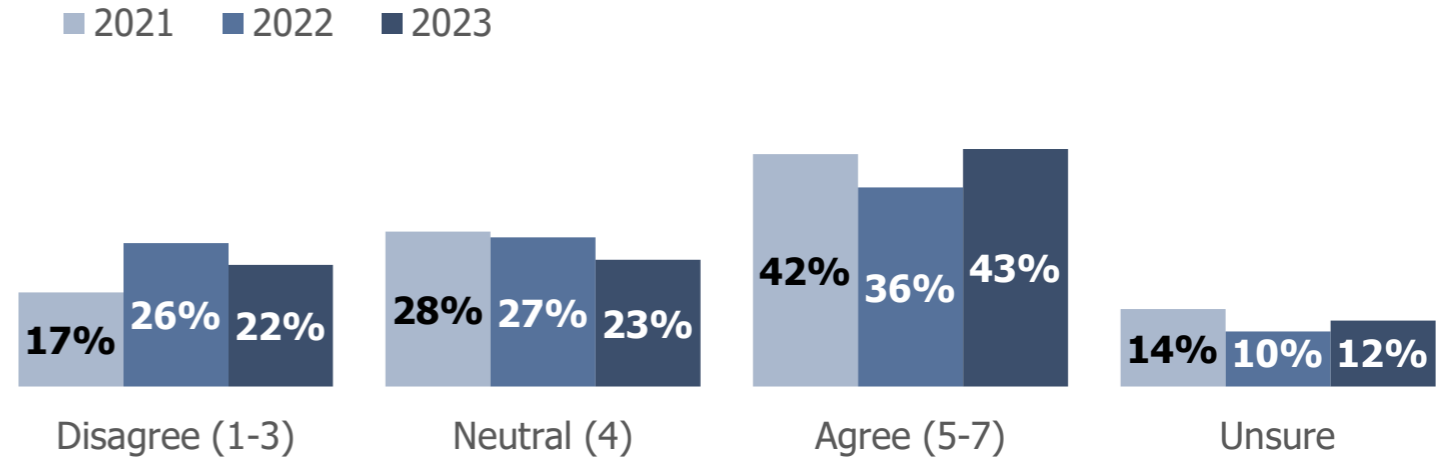


RPRA is transparent in how it makes decisions.

Transparency

An increased number of registrants agree that RPRA is transparent in its decision-making.

- > As elsewhere, Blue Box, Lighting and Tires have the highest levels of agreement, while Batteries and ITTAV have the highest disagreement.
- > Service Providers vs. Producers: 32% vs. 21% disagreement, respectively.



	Disagree	Neutral	Agree
Batteries (n=60)	28%	23%	40%
Blue Box (n=227)	14%	24%	54%
HSP (n=70)	11%	31%	46%
ITTAV (n=54)	28%	24%	41%
Lighting (n=31)	16%	26%	52%
Tires (n=100)	11%	26%	49%

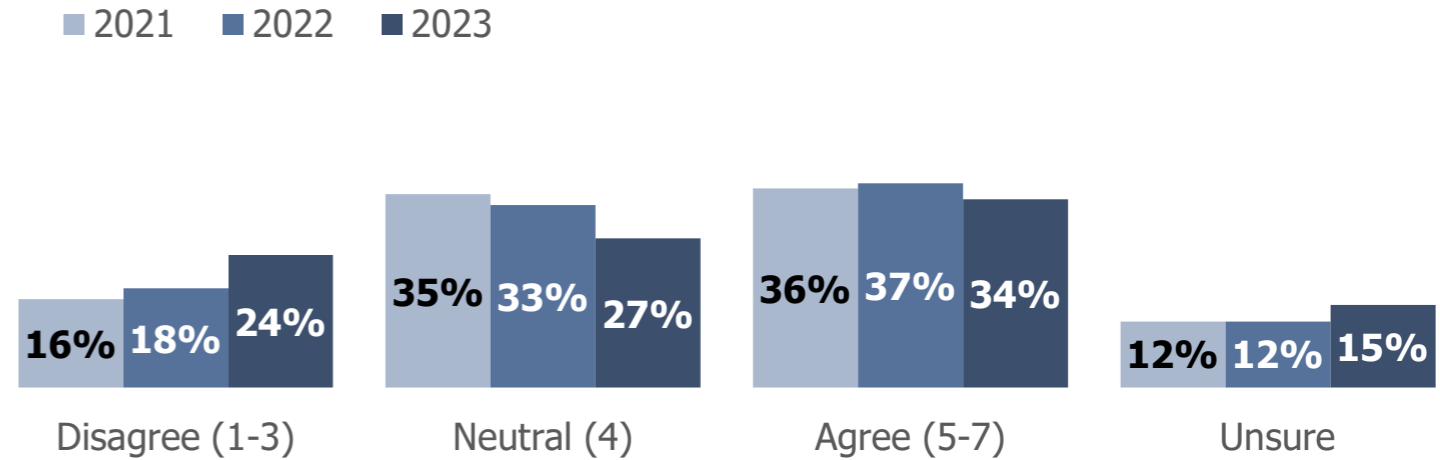


RPRA does a good job of ensuring a level playing field.

Ensuring a Level Playing Field

There has been an upswing in the number of registrants who do not think RPRA does a good job of ensuring a level playing field.

- > Batteries, ITTAV and Lighting have the strongest levels of disagreement.
- > Service Providers vs. Producers: 27% vs. 12%, respectively.



	Disagree	Neutral	Agree
Batteries (n=60)	43%	27%	23%
Blue Box (n=227)	25%	26%	37%
HSP (n=70)	36%	29%	27%
ITTAV (n=54)	43%	26%	24%
Lighting (n=31)	42%	23%	29%
Tires (n=100)	23%	26%	32%



Performance

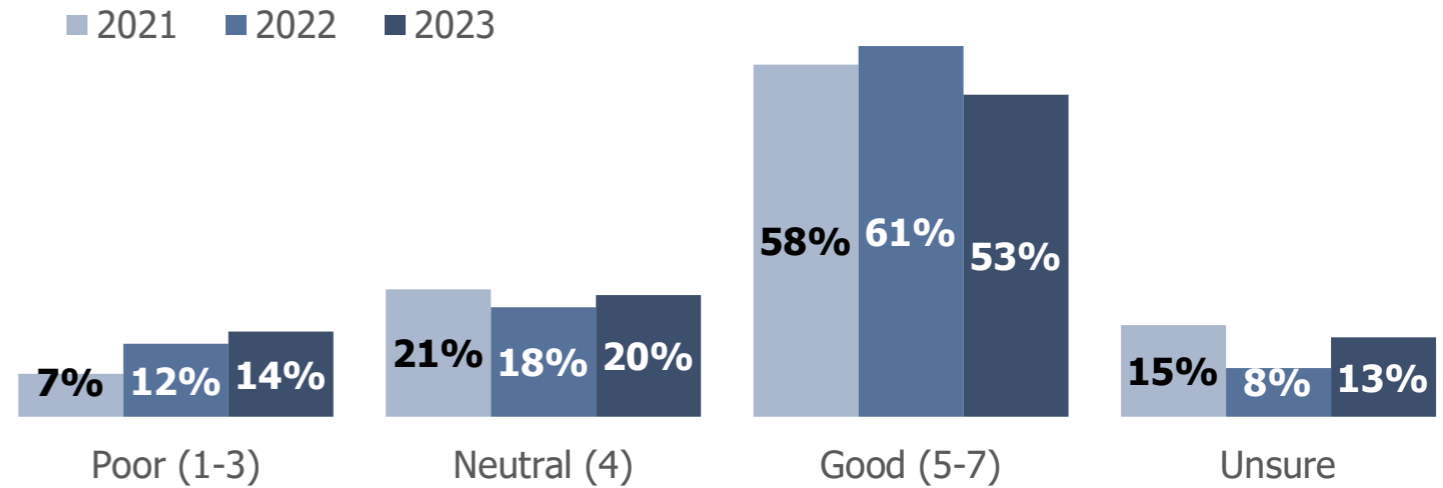


Based on everything you may have heard or seen to date, how would you rate RPPA in terms of fulfilling its mandate?

Rating RPPA on Fulfilling its Mandate

There has been a negative shift in the perception of RPPA fulfilling its mandate. Fewer agree today compared with last year and there is a small uptick in disagreement.

- > Blue Box and Tires rate most favourably on this indicator, while sizable numbers of Batteries, ITTAV and Lighting rate poor.



	Poor	Neutral	Good
Batteries (n=60)	30%	15%	45%
Blue Box (n=227)	17%	19%	54%
HSP (n=70)	16%	29%	46%
ITTAV (n=54)	24%	19%	41%
Lighting (n=31)	29%	10%	45%
Tires (n=100)	10%	20%	57%

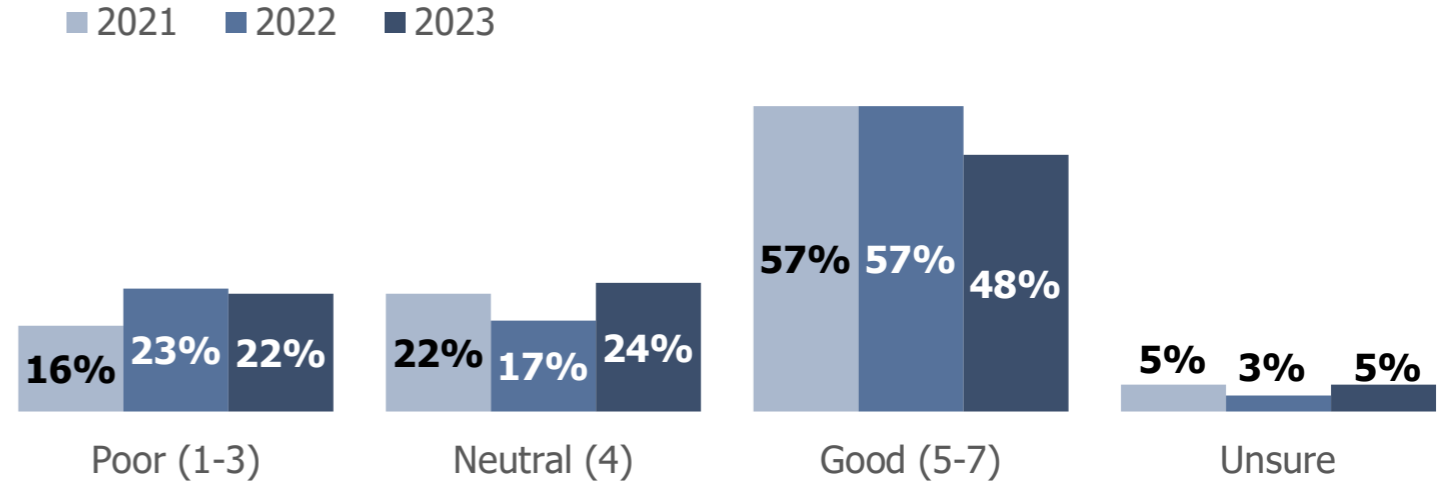


How would you rate RPRAs on each of the following? Supporting you to be compliant with regulatory requirements.

Compliance: Supporting you to be compliant with regulatory requirements

Fewer registrants rate RPRAs positively on support with compliance today compared with previous years.

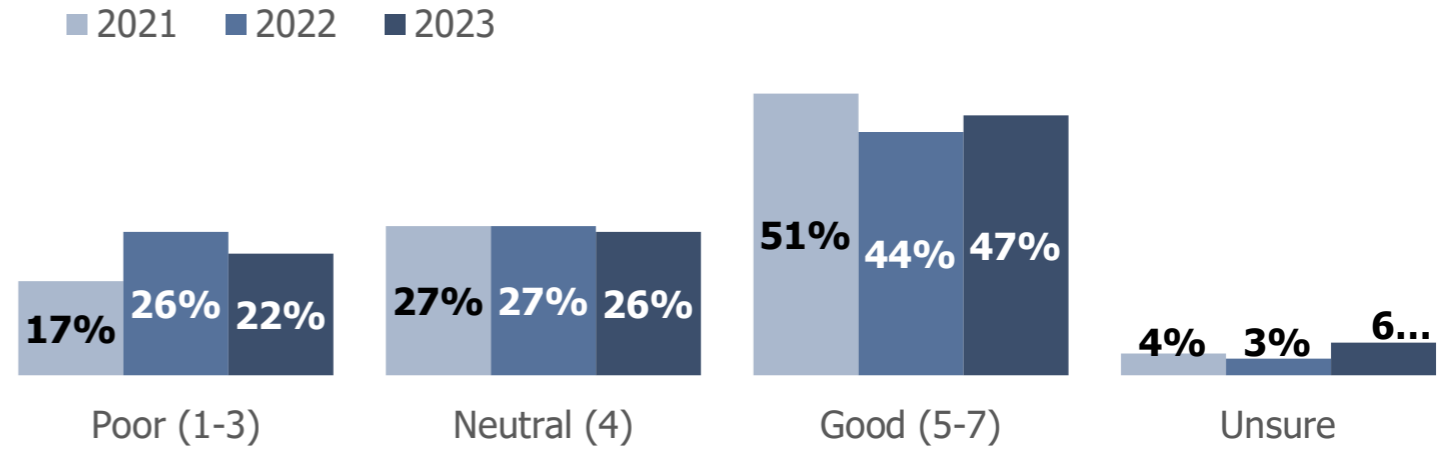
- > A plurality of Batteries and ITTAV rate RPRAs negatively on this indicator.



	Poor	Neutral	Good
Batteries (n=52)	40%	23%	33%
Blue Box (n=210)	23%	22%	52%
HSP (n=61)	31%	33%	29%
ITTAV (n=50)	43%	20%	33%
Lighting (n=26)	32%	32%	32%
Tires (n=89)	20%	25%	48%



How would you rate RPRAs on each of the following? Helping you adapt to the new regulations?



Compliance: Helping you adapt to the new regulations

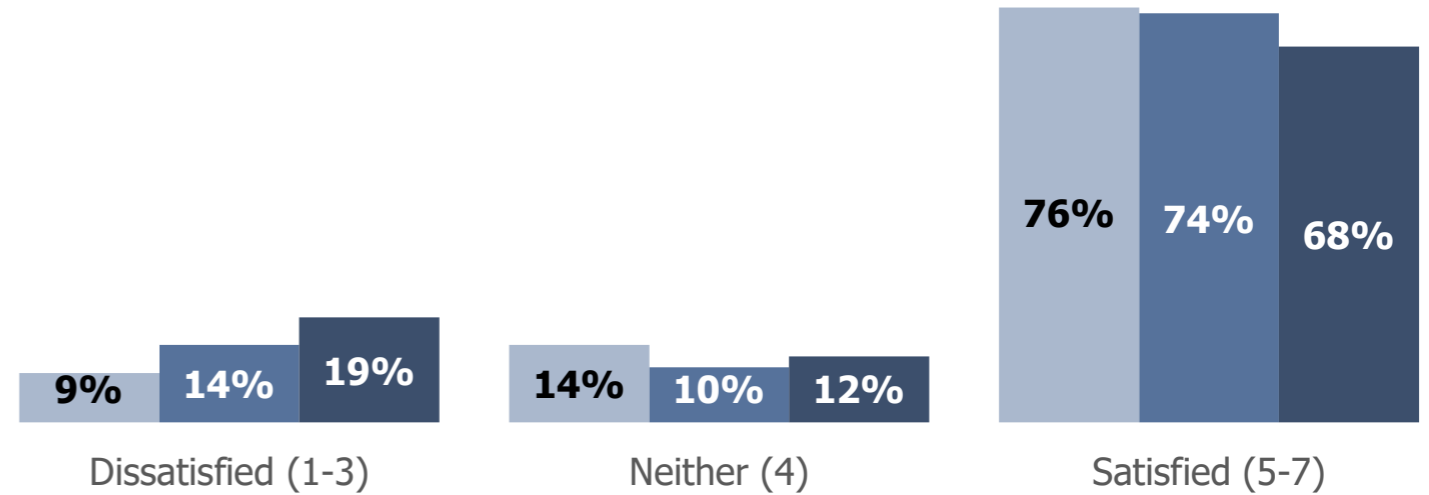
Just under half rate RPRAs positively on helping them adapt to the new regulations.

	Poor	Neutral	Good
Batteries (n=52)	30%	15%	45%
Blue Box (n=210)	17%	19%	54%
HSP (n=61)	16%	29%	46%
ITTAV (n=50)	24%	19%	41%
Lighting (n=26)	29%	10%	45%
Tires (n=89)	10%	20%	57%



How satisfied are you with the interaction you had with the Compliance and Registry team?

■ 2021 ■ 2022 ■ 2023



Satisfaction with Compliance and Registry Interaction

Over the past three years there has been growing dissatisfaction with registrants' interaction with the Compliance and Registry team. It now sits at just under 1 in 5. Two-thirds remain satisfied.

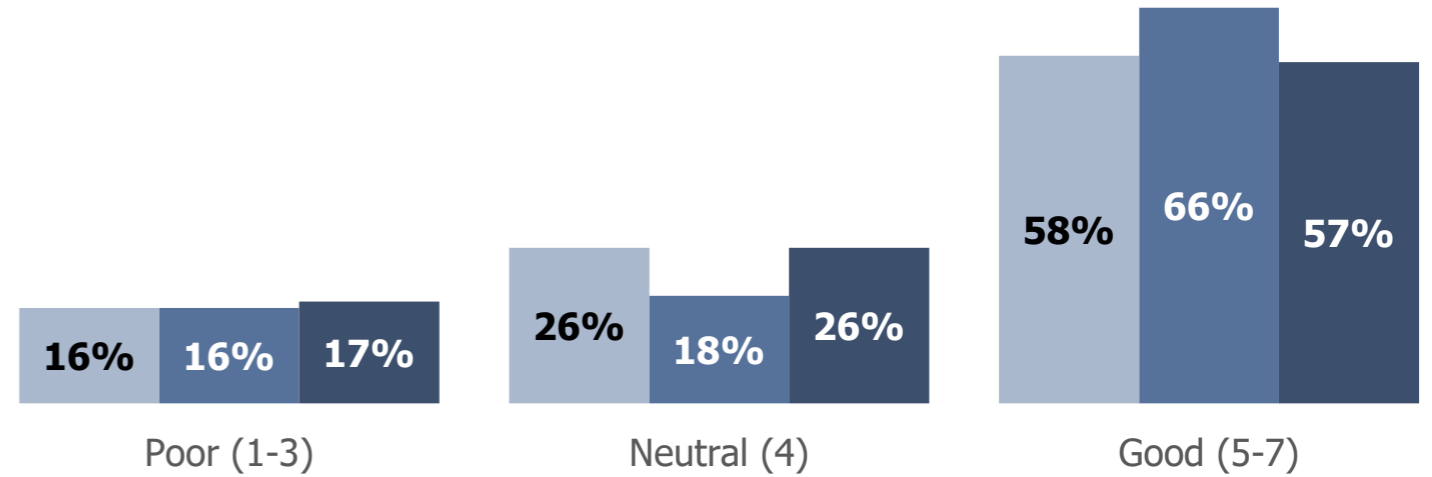
- > Dissatisfaction is highest among ITTAV and Lighting.

	Poor	Neutral	Good
Batteries (n=42)	36%	10%	52%
Blue Box (n=144)	22%	10%	68%
HSP (n=46)	35%	13%	50%
ITTAV (n=39)	41%	15%	41%
Lighting (n=22)	45%	5%	41%
Tires (n=53)	15%	13%	72%



Overall, how would you rate your company's reporting experience with RPRA?

■ 2021 ■ 2022 ■ 2023



Rating of Reporting Experience

Rating of registrants reporting experience has returned to 2021 levels with a just over half rating it positively.

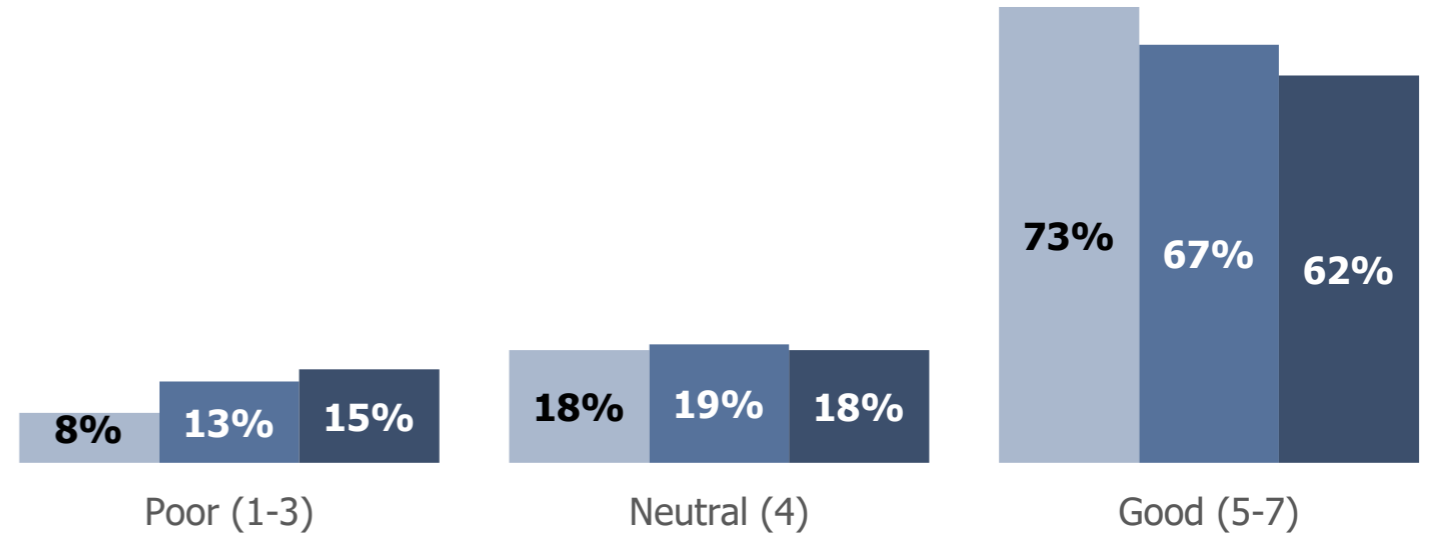
> Batteries and ITTAV are most negative.

	Poor	Neutral	Good
Batteries (n=52)	33%	21%	44%
Blue Box (n=215)	17%	26%	55%
HSP (n=63)	24%	33%	43%
ITTAV (n=51)	37%	25%	35%
Lighting (n=27)	38%	13%	50%
Tires (n=91)	14%	24%	59%



Thinking about the interactions you have had with RPRA to date, how would you rate these interactions overall.

■ 2021 ■ 2022 ■ 2023



Rating Interactions with RPRA Overall

Ratings for interactions with RPRA have declined over the past three years from almost three-quarters favourable to just under two-thirds. This decrease is partly the result of non-response increasing from 1% to 5% on this question.

- > As elsewhere in the survey, Batteries and ITTAV are the most negative across the programs.

	Poor	Neutral	Good
Batteries (n=60)	30%	20%	47%
Blue Box (n=227)	16%	16%	64%
HSP (n=70)	17%	26%	51%
ITTAV (n=54)	30%	24%	41%
Lighting (n=31)	26%	29%	42%
Tires (n=100)	14%	19%	60%



Performance versus Expectations

The survey measures expectations and performance on nine attributes. The gap analysis is created by subtracting the top-two box on expectations from the good ratings on performance.

This section shows the performance ratings and expectations first followed by the gap analysis.



Gaps: Performance versus Expectations

Gap Analysis

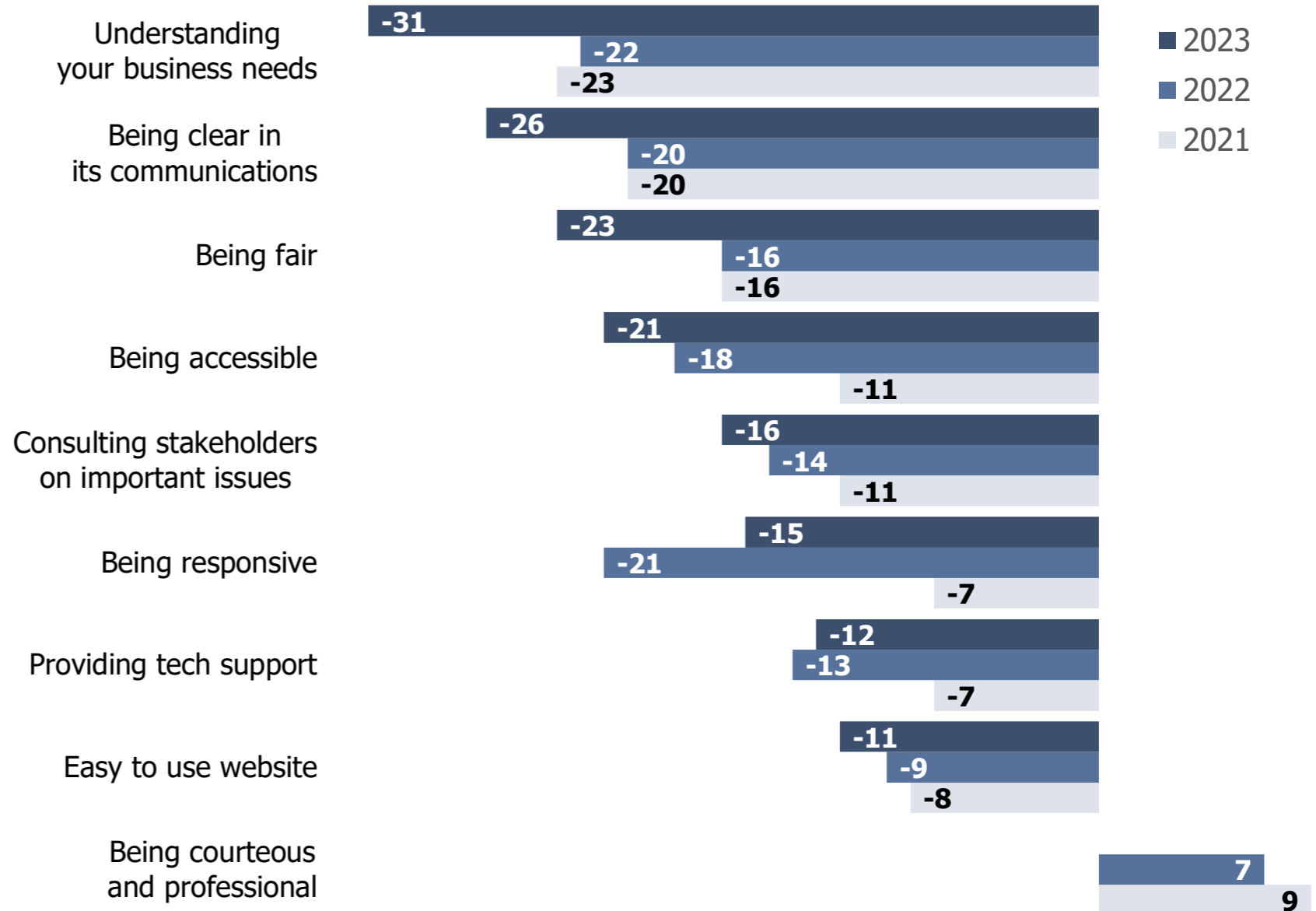
Looking at the deltas for performance versus expectations reveals key priority areas.

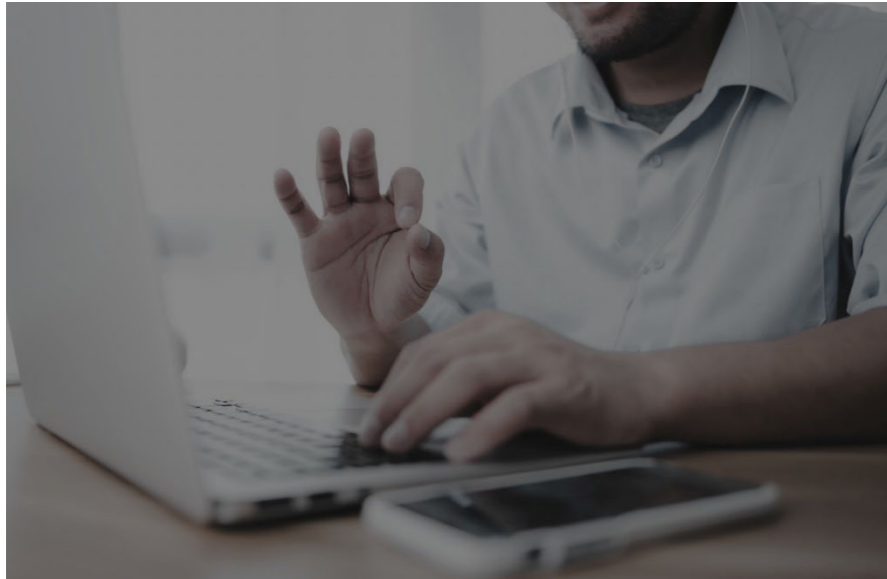
The top priorities among these attributes are:

- > Understanding business needs
- > Clarity of communications
- > Fairness
- > Accessibility

With the exception of fairness, each of these where high priorities in 2022.

There has been marked improvement in responsiveness since last year, however. A top gap in 2022, it is now well down the list.





Interaction and Consultations

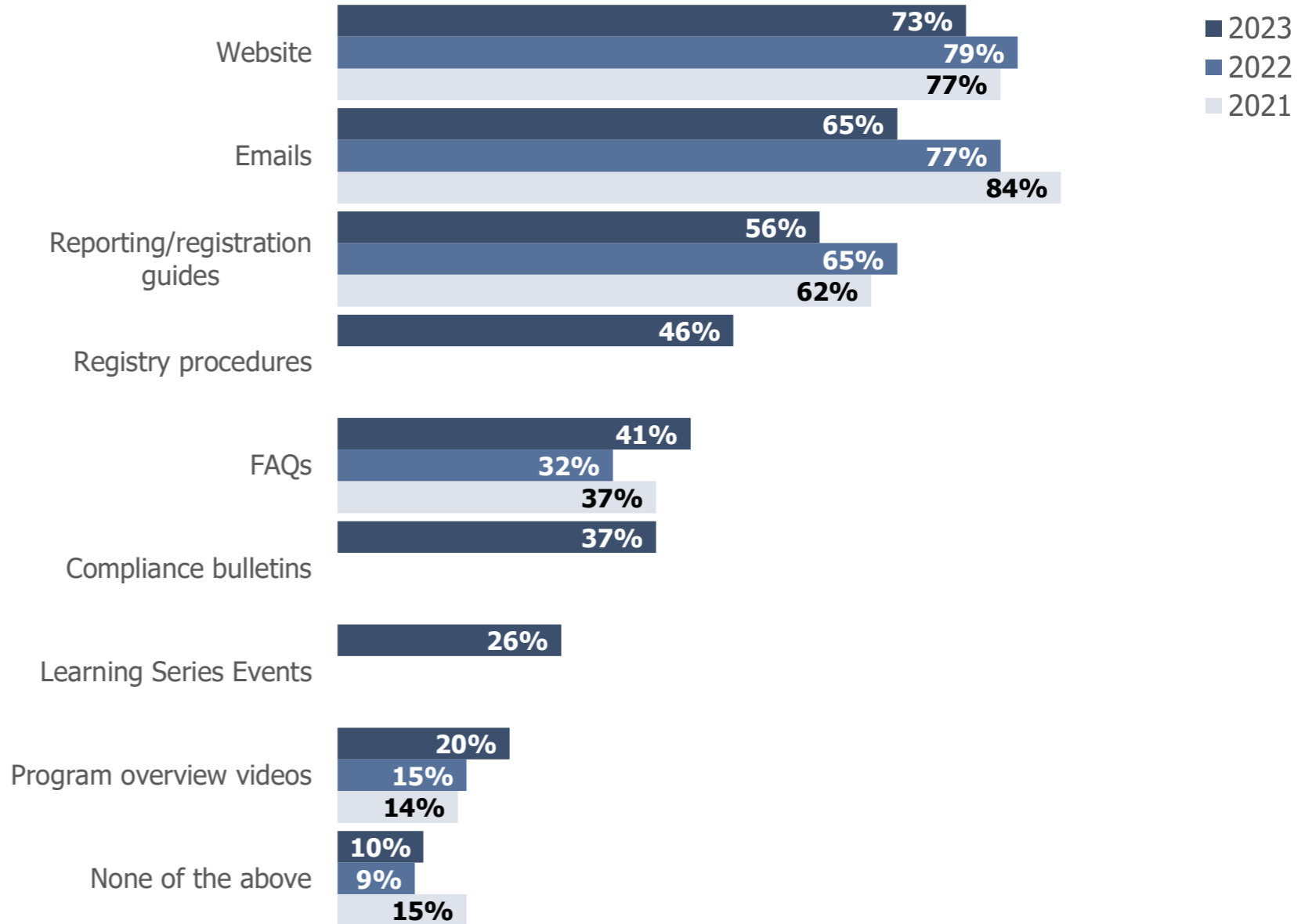
Usage of Communications Products

Usage of email, guides and, to a lesser extent, the website, have declined significantly over the past year.

This year's survey introduced three new products: registry procedures, compliance bulletins, and Learning Series Events.



Have you used or referenced any of the following RPRC communications products? Please select as many as apply.



Ratings of Communications Products

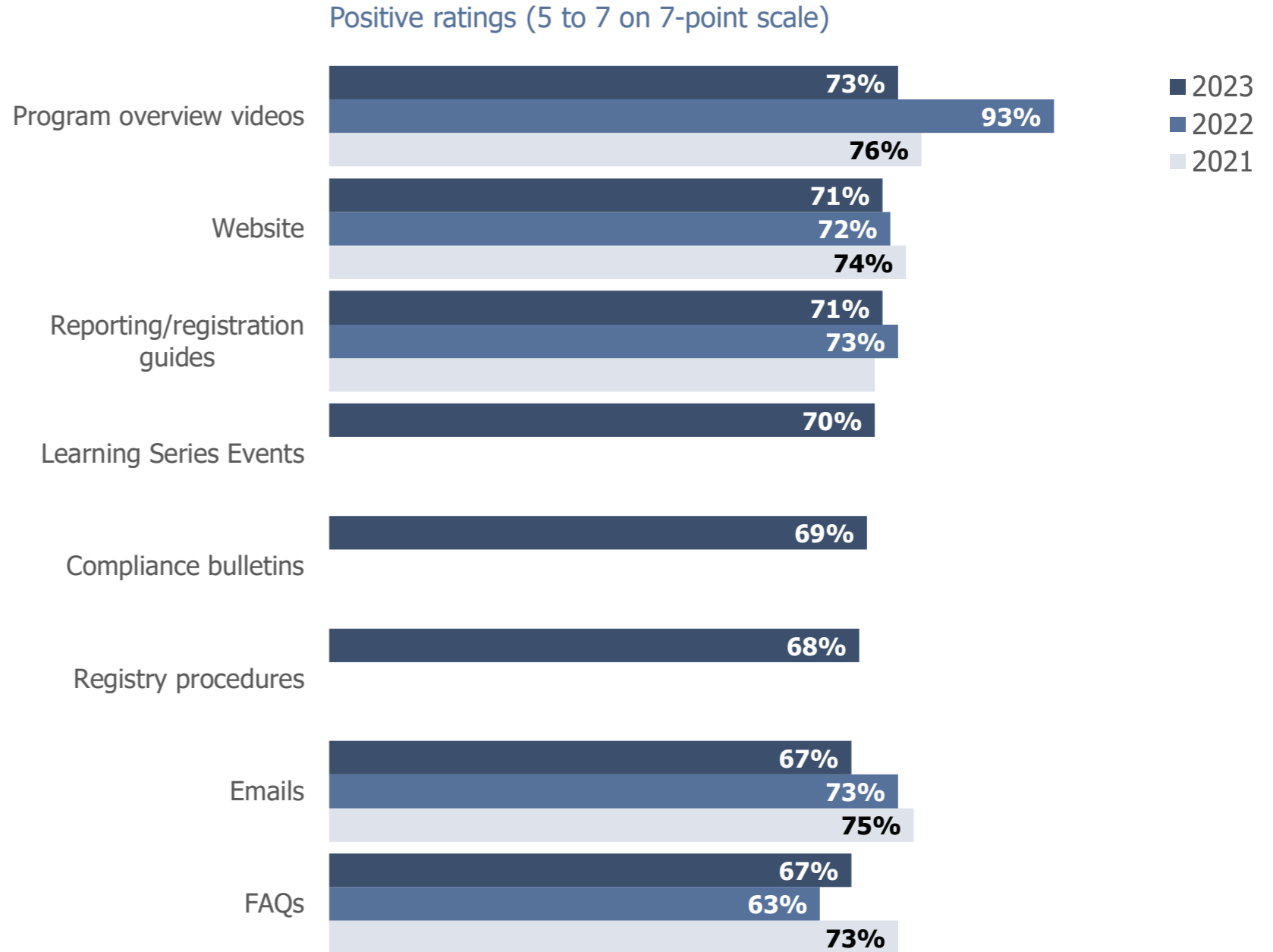
Ratings of communications products are largely consistent with previous years, albeit with a few minor dips.

Positive ratings for emails has declined significantly and sits at one-third.

The apparent large change in program overview videos is mostly the result of a very small subsample in 2022.



How would you rate each of these in terms of their usefulness?



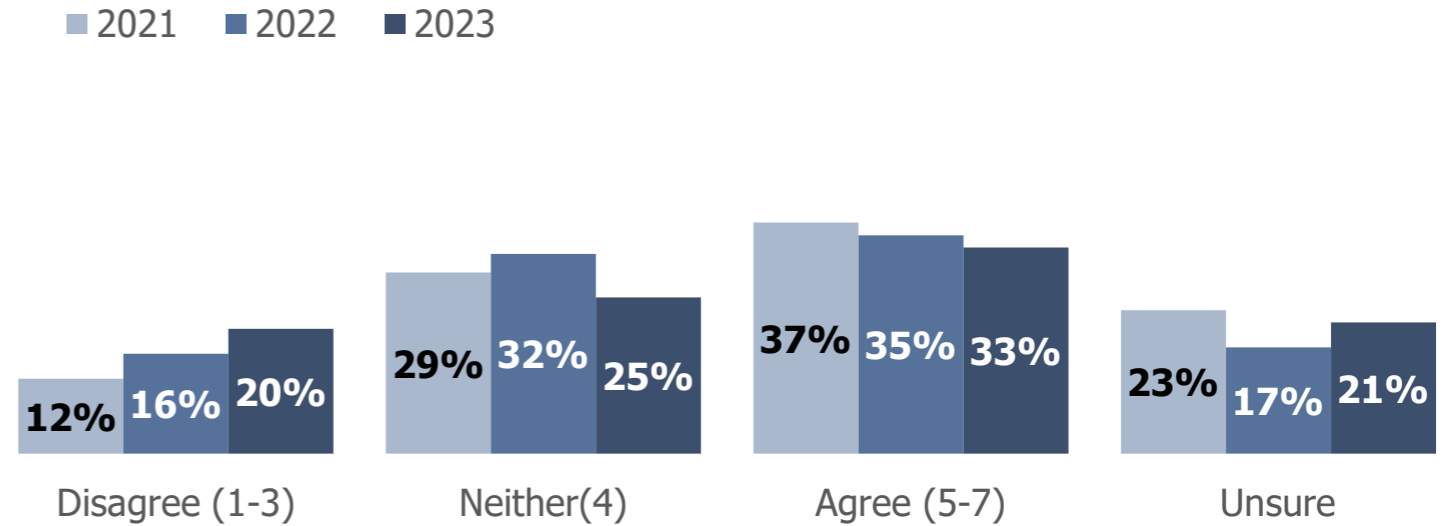


Thinking about any consultations that RPRA may conduct with its stakeholders, how strongly do you agree or disagree... RPRA is responsive to feedback received through consultations in their decision-making.

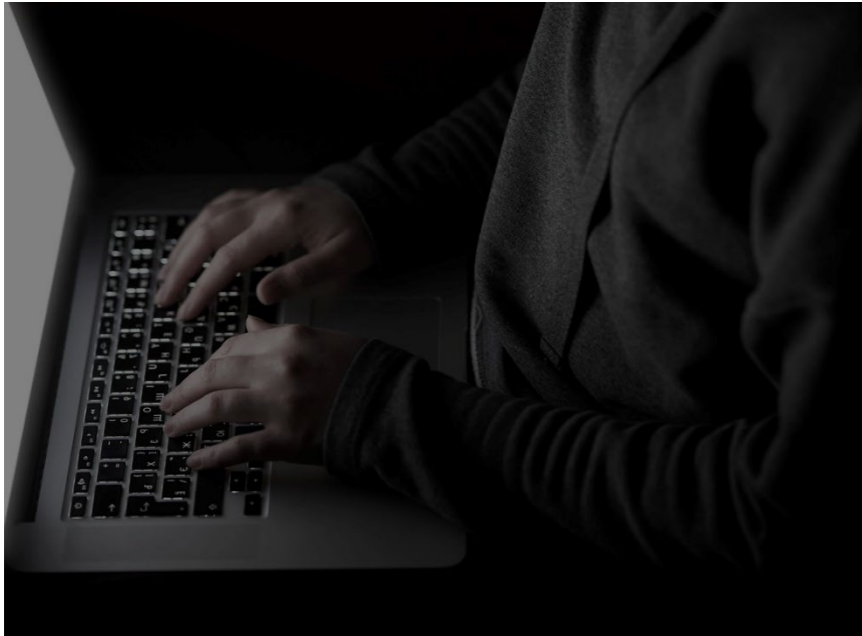
Consultations: Responsive to Feedback

An increasing number of registrants disagree that RPRA is responsive to feedback in their decision-making. Just one-third agree.

- > Batteries and ITTAV have a notably higher than average level of disagreement.



	Disagree	Neither	Agree
Batteries (n=60)	43%	17%	33%
Blue Box (n=227)	21%	26%	33%
HSP (n=70)	27%	33%	21%
ITTAV (n=54)	39%	15%	33%
Lighting (n=31)	29%	19%	48%
Tires (n=100)	17%	28%	32%



Reporting

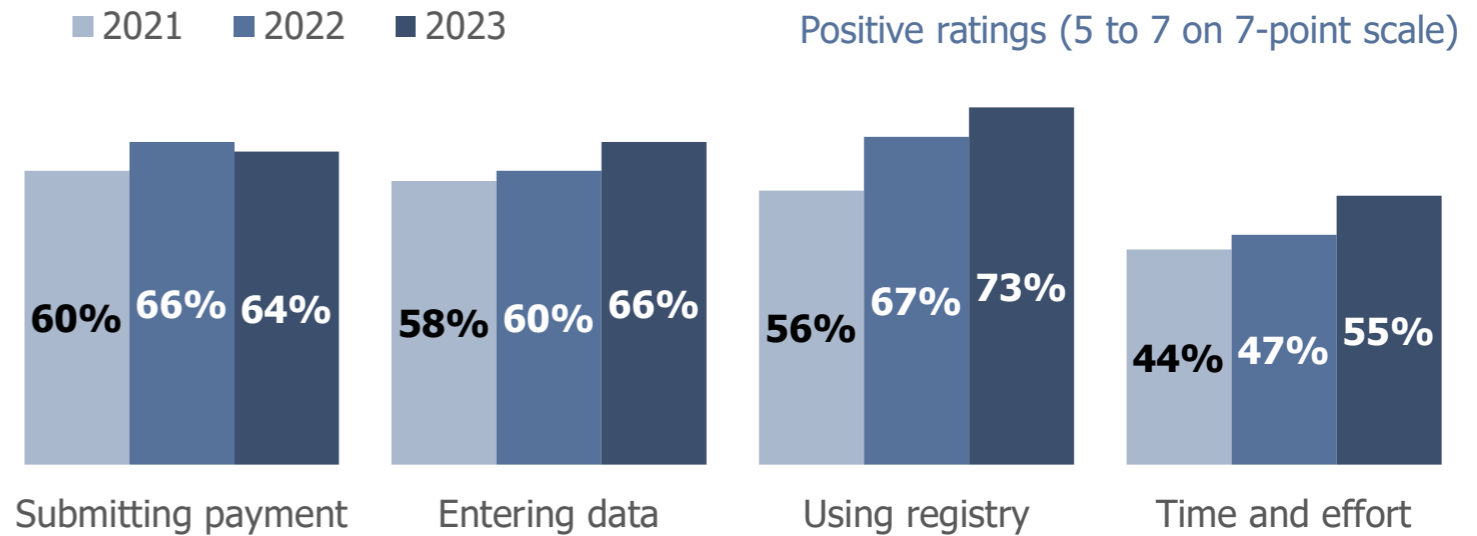


How would you rate your experience with each of the following aspects of the reporting process?

Rating Dimensions of Reporting Process

All dimensions of the reporting are now rated positively by a majority of registrants.

> Almost all dimensions have seen improvement.



	Submitting payment	Entering data	Using registry	Time and effort
Batteries (n=60)	48%	62%	73%	38%
Blue Box (n=227)	63%	70%	74%	57%
HSP (n=70)	52%	62%	71%	49%
ITTAV (n=54)	47%	49%	65%	39%
Lighting (n=31)	56%	56%	67%	48%
Tires (n=100)	60%	63%	70%	56%

Registry User-Friendliness

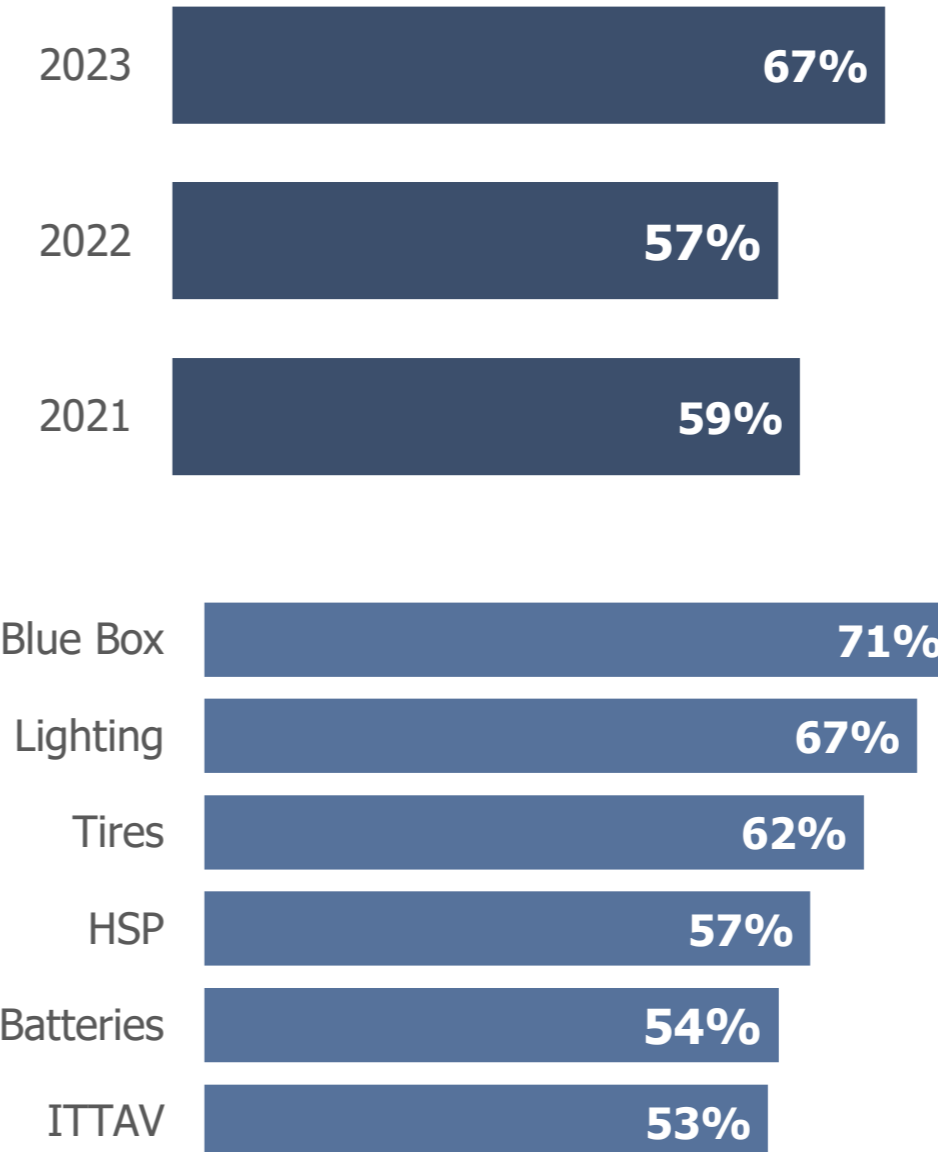
Ratings for the Registry's user-friendliness have improved significantly over previous years. There has been a full 10 point increase in positive ratings.

- > A majority of all programs rate it favourably with Blue Box most positive.



Overall, how would you rate the Registry in terms of its user-friendliness?

Positive ratings (5 to 7 on 7-point scale)

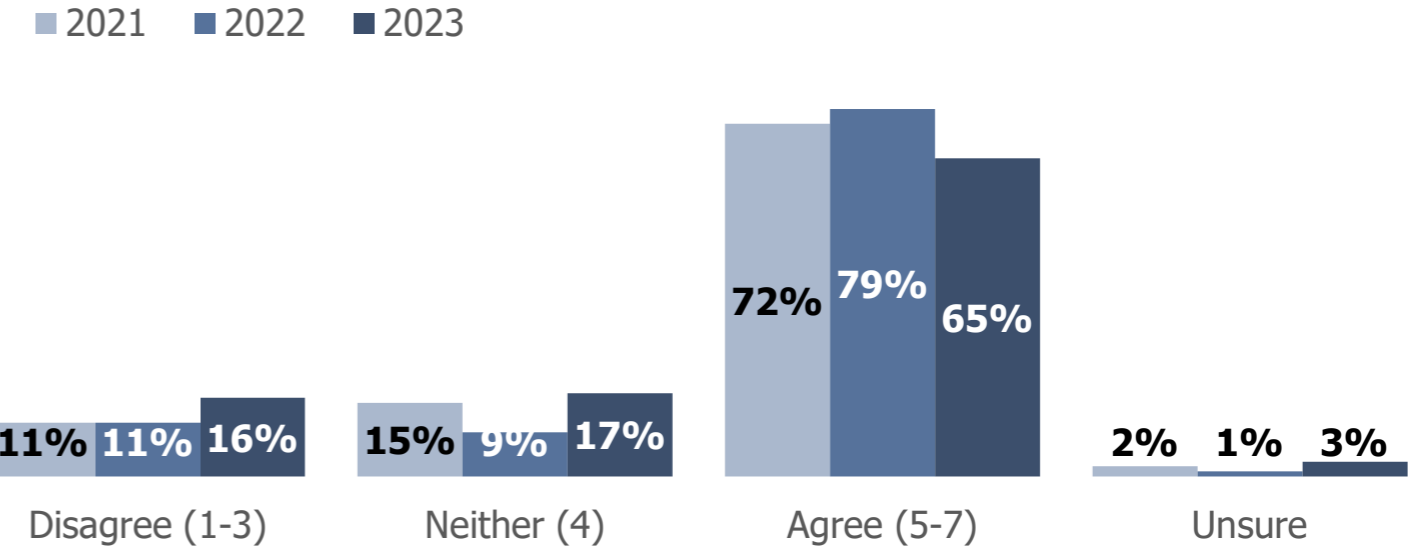


Understanding Reporting Requirements

Just under two-thirds now say they understand reporting requirements. This has dipped significantly from previous years.



My company understands what is required for reporting with RPRA.

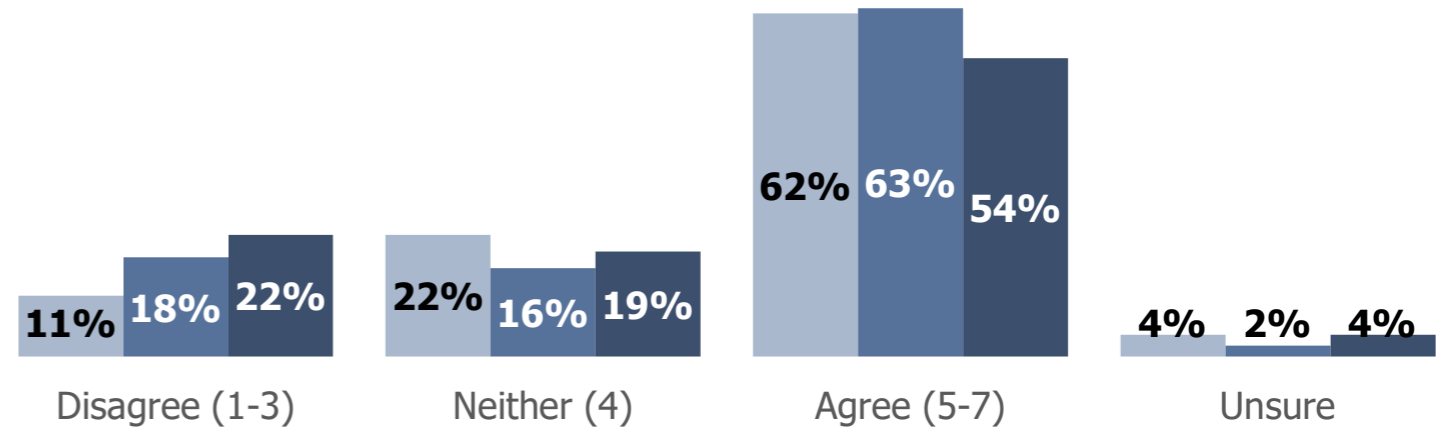


	Disagree	Neither	Agree
Batteries	17%	25%	58%
Blue Box	13%	16%	69%
HSP	21%	21%	56%
ITTAV	20%	18%	61%
Lighting	15%	15%	67%
Tires	19%	14%	65%



When needed, RPRA has provided good support to help us fulfill our reporting requirements.

■ 2021 ■ 2022 ■ 2023



RPRA Support with Fulfilling Reporting Requirements

There is also lower agreement with RPRA's support for registrants' reporting requirements. Since 2021, the number disagreeing with this statement has doubled.

- > All programs have a significant number disagreeing that RPRA provides good support to help registrants with their reporting requirements.

	Disagree	Neither	Agree
Batteries (n=60)	35%	12%	54%
Blue Box (n=227)	22%	18%	56%
HSP (n=70)	35%	13%	46%
ITTAV (n=54)	37%	22%	39%
Lighting (n=31)	37%	7%	52%
Tires (n=100)	19%	23%	54%



Fees

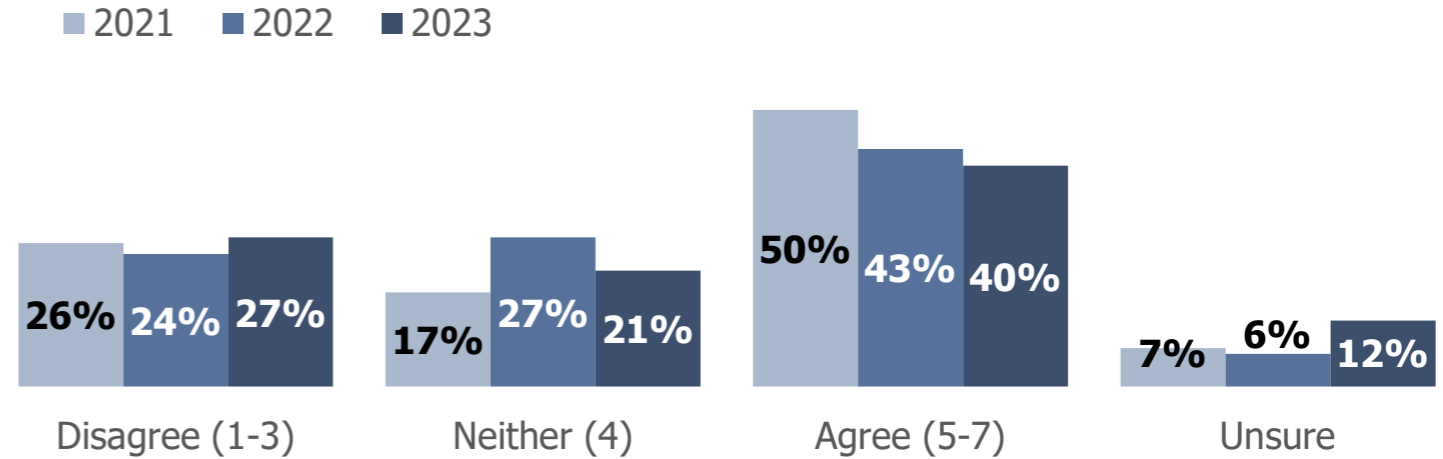


I understand how RPRA's fees are set.

Understanding Fees

Over the past three years, there has been a steady decline in understanding how fees are set.

> This result is consistent across programs.



	Disagree	Neither	Agree
Batteries (n=60)	25%	20%	40%
Blue Box (n=227)	28%	21%	41%
HSP (n=70)	26%	19%	40%
ITTAV (n=54)	24%	19%	41%
Lighting (n=31)	29%	16%	42%
Tires (n=100)	16%	25%	44%

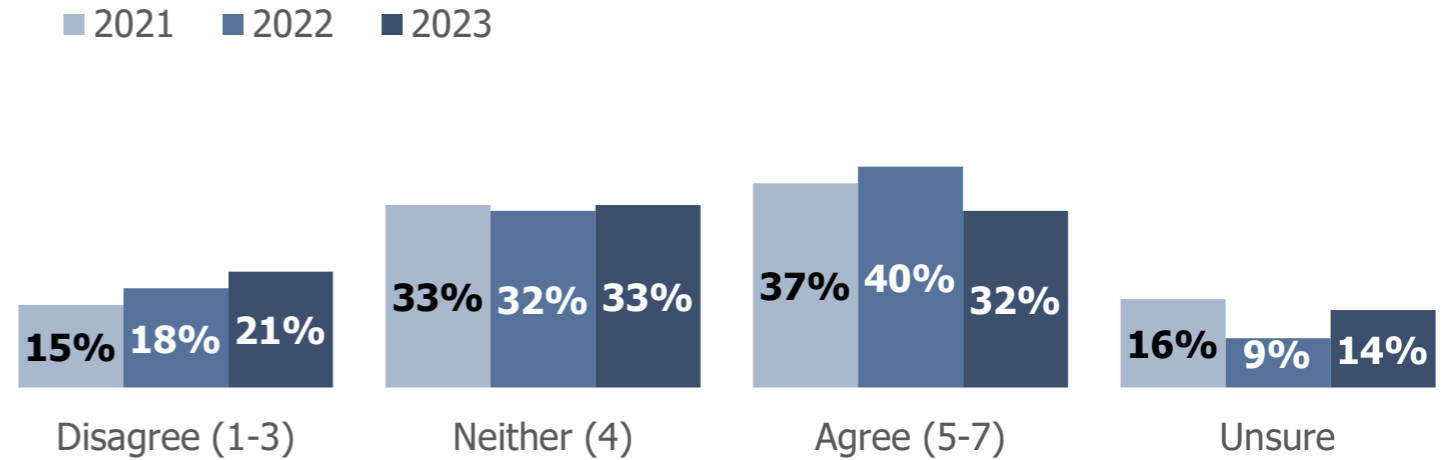


RPRA's fees are fair and reasonable.

Fair and Reasonable Fees

The number of Producers who think fees are unreasonable has gradually increased over the past three years.

- > The level of disagreement is high for Batteries, ITTAV and Lighting.



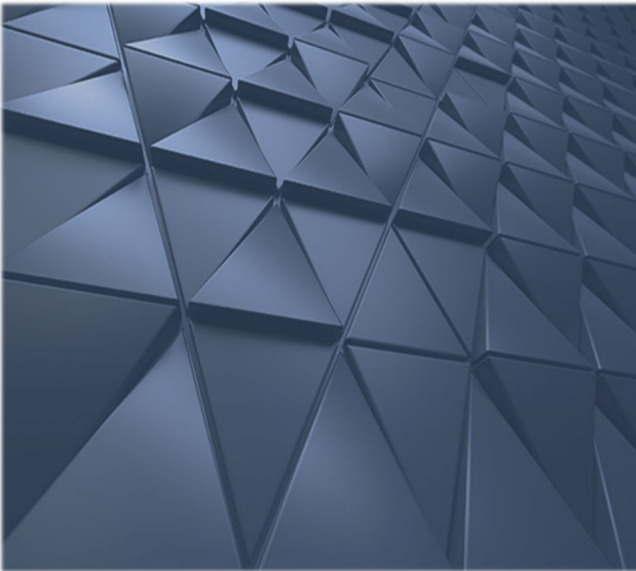
	Disagree	Neither	Agree
Batteries (n=60)	32%	28%	30%
Blue Box (n=227)	20%	33%	33%
HSP (n=70)	27%	30%	29%
ITTAV (n=54)	33%	31%	20%
Lighting (n=31)	32%	35%	23%
Tires (n=100)	16%	33%	35%



Part 2: Digital Reporting Service Programs Baseline Results



Introduction



Starting in 2023, RPRA began providing digital reporting services for Excess Soil and Hazardous Waste, replacing the legacy reporting to the Ministry of the Environment Conservation and Parks. Both Excess Soil (ES) and Hazardous Waste Programs (HWP) report using RPRA's Registry. In addition, HWP uses the HazTrack mobile app for waste pick-up and drop-off, and manifests.

While ES and HWP are not regulated entities like other RPRA registrants, they will be surveyed in similar fashion on an ongoing basis. This report provides the results of the initial baseline survey conducted with these two programs.

The report is organized thematically with survey findings presented in order of importance. Results do not always add up to 100% due to rounding and/or exclusion of non-response.

Survey Methodology – Digital Reporting Service Programs



The survey's methodology for HWP and Excess Soil program registrants is identical to that used for the producer responsibility programs.

- › The survey ran from **November 9 to December 18, 2023**. The overall sample for the survey is 1,269 cases. 27,474 invitations were sent for a **response rate of 4.6 per cent**. The margin of error for the overall data is plus or minus 2.7% at a 95 per cent confidence interval. Note: margin of error increases with subgroup results.
- › By program area, the sample breaks down as follows: Excess Soil (137/1,605 or 8.5%) and HWP (1,210/26,634 or 4.5%). There is some overlap between the two programs. These numbers add to more than the overall sample, as some registrants cover multiple programs.

The response rate to this survey is what would be expected for two populations with this type of interaction with RPRA.



Key Performance Indicators

Performance KPI

The performance KPI measures performance by RPRAs using performance-related indicators.

Reflecting a fairly consistent trend in the survey, HWP provides a higher score than ES.

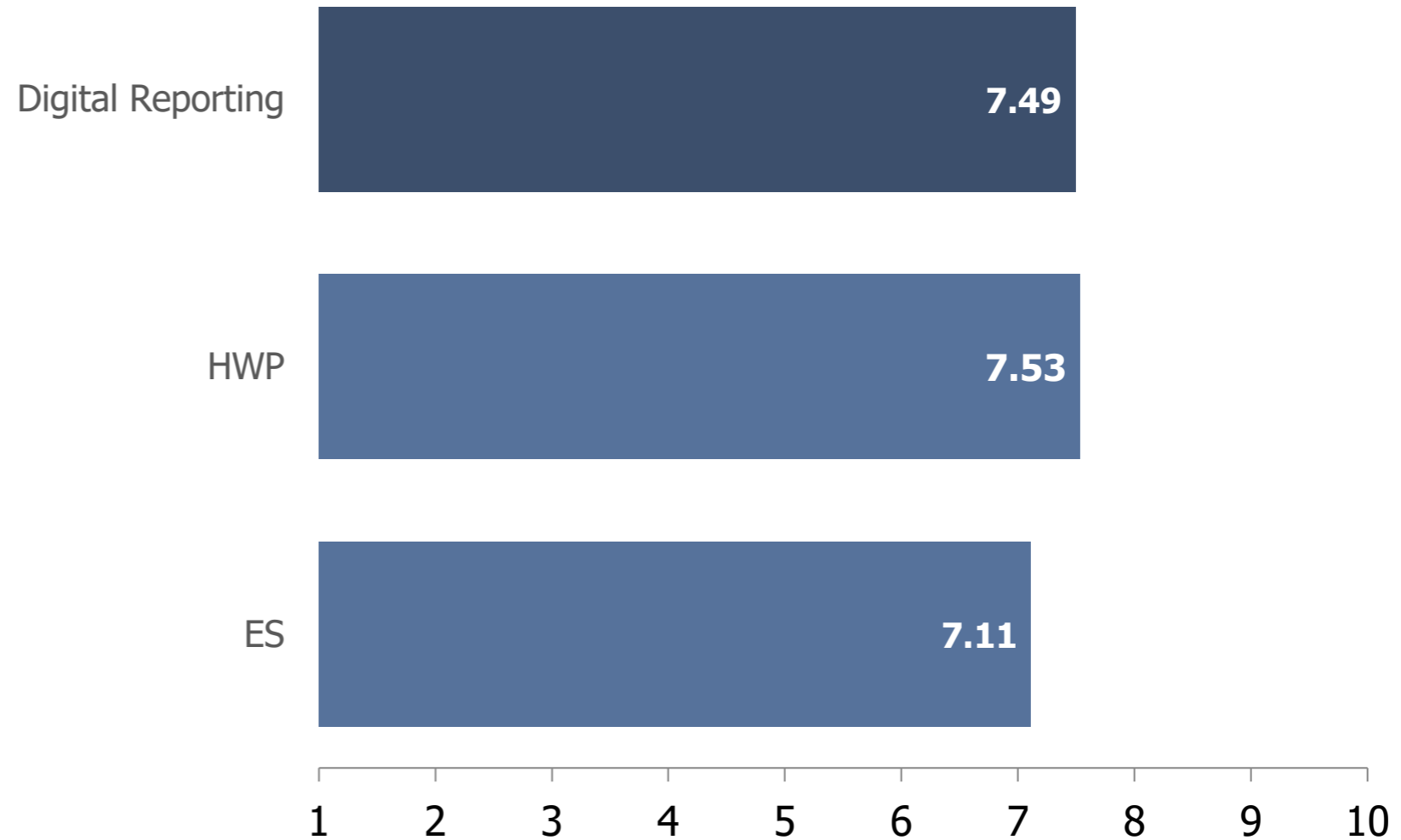
Three variables are used for the KPI are:

- > Reputation: "Overall, based on everything you may have seen or heard, what is your general impression of RPRAs?"
- > Mandate fulfillment: "Based on everything you may have heard or seen to date, how would you rate RPRAs in terms of fulfilling its mandate?"
- > Support for compliance: "How do you rate RPRAs on ... Supporting you to be compliant with regulatory requirements?"

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Performance KPI



Registry Services KPI

The Registry Services KPI measures performance of Registry services.

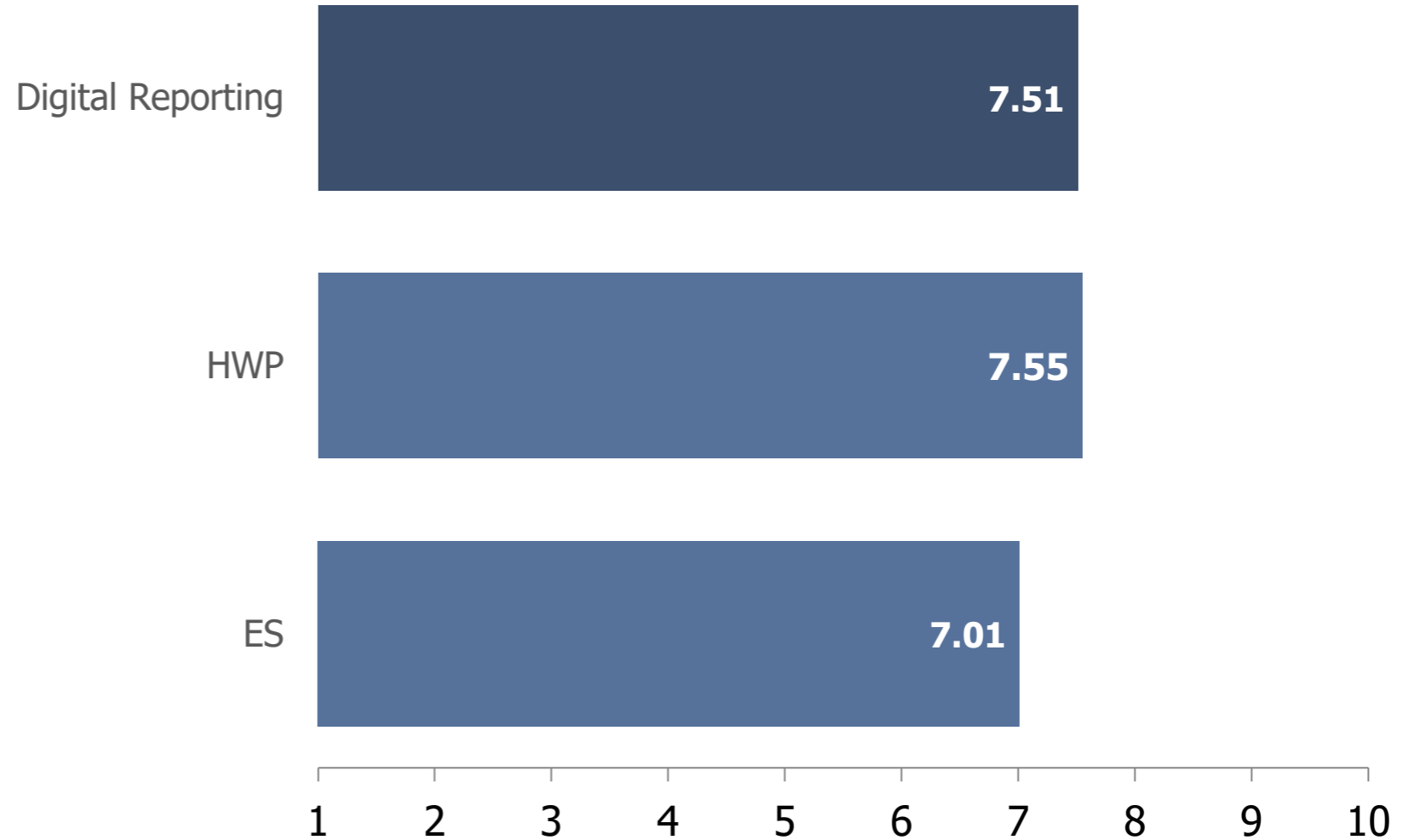
This KPI uses four ratings variables:

- > “Overall, how would you rate the Registry in terms of its user-friendliness?”
- > Rating the company’s experience with the Registry on the following dimensions:
 - “Logging in/using the Registry”
 - “Entering your data”
 - “The amount of time and effort it requires”

The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).



Registry Services KPI



Education and Awareness KPI

The Education and Awareness KPI measures communications performance.

The results for the KPI show an overall strong score with a virtually no difference between HWP and ES.

The variables used for the Education and Awareness KPI are:

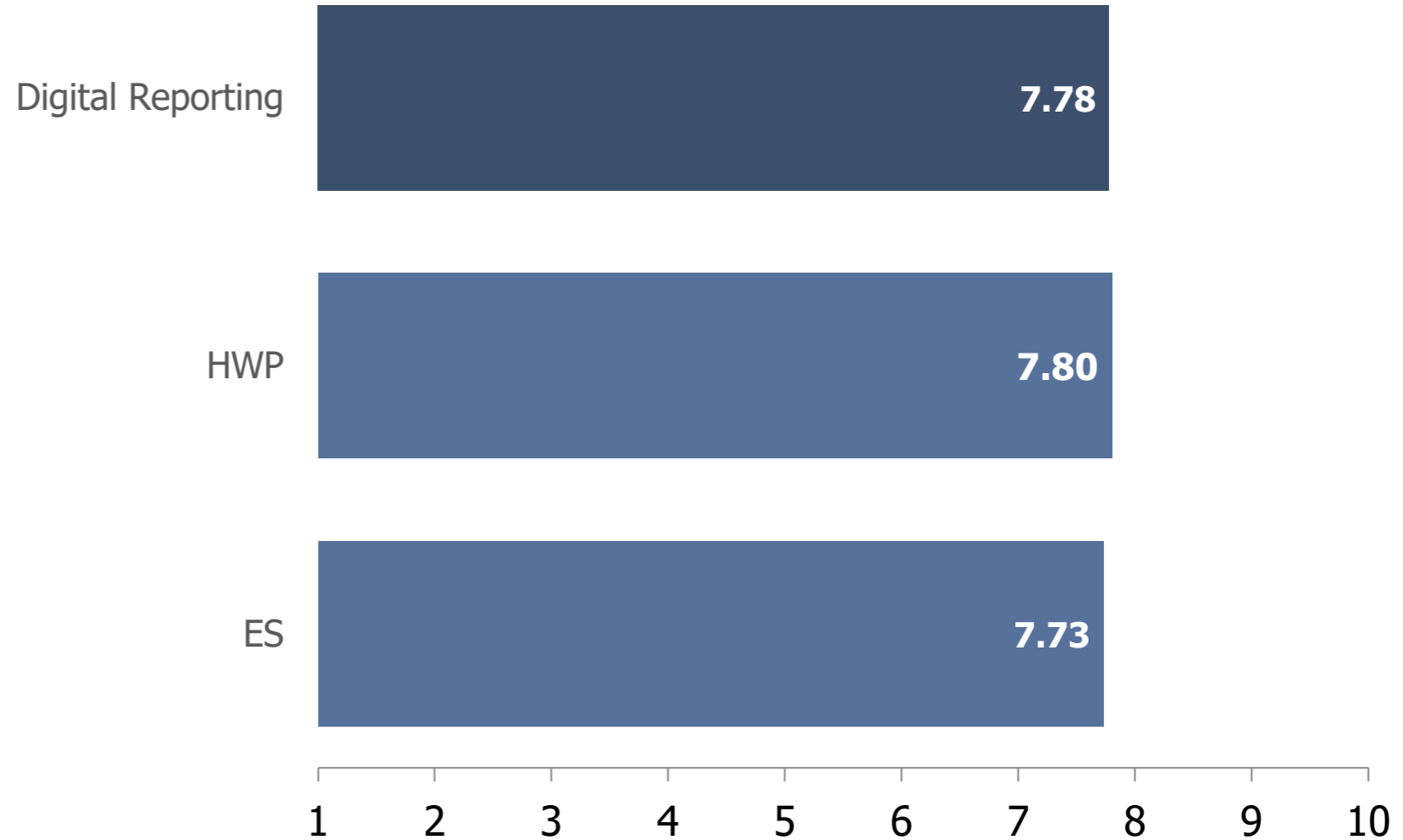
- > Rating of communications products: "How would you rate each of these in terms of their usefulness? (RPRA website, FAQs, reporting or registration guides, emails from RPRA, videos)"
- > Overall communications performance: "Still thinking about your interactions with RPRA, how would you rate your experience across the following dimensions? Being clear in its communications."

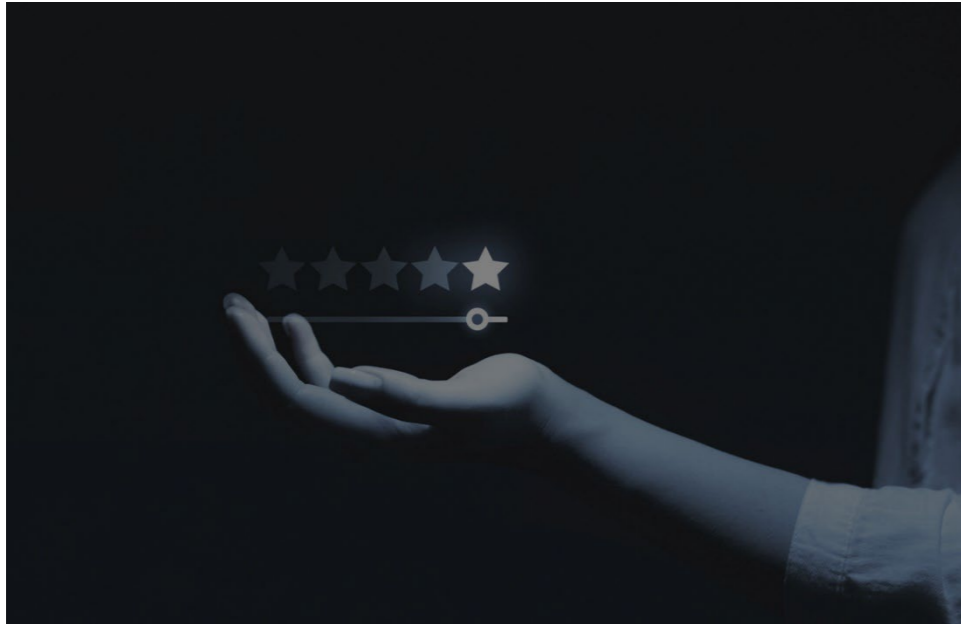
The KPI is calculated by taking an average of the mean scores for each of these variables and then calibrating it to be a score out of 10 (rather than the 7-point scale used for the means).

This KPI has been recalibrated to exclude engagement variables (usage of communications products), as these vary year-over-year and do not measure performance.



Education and Awareness KPI





Reputation

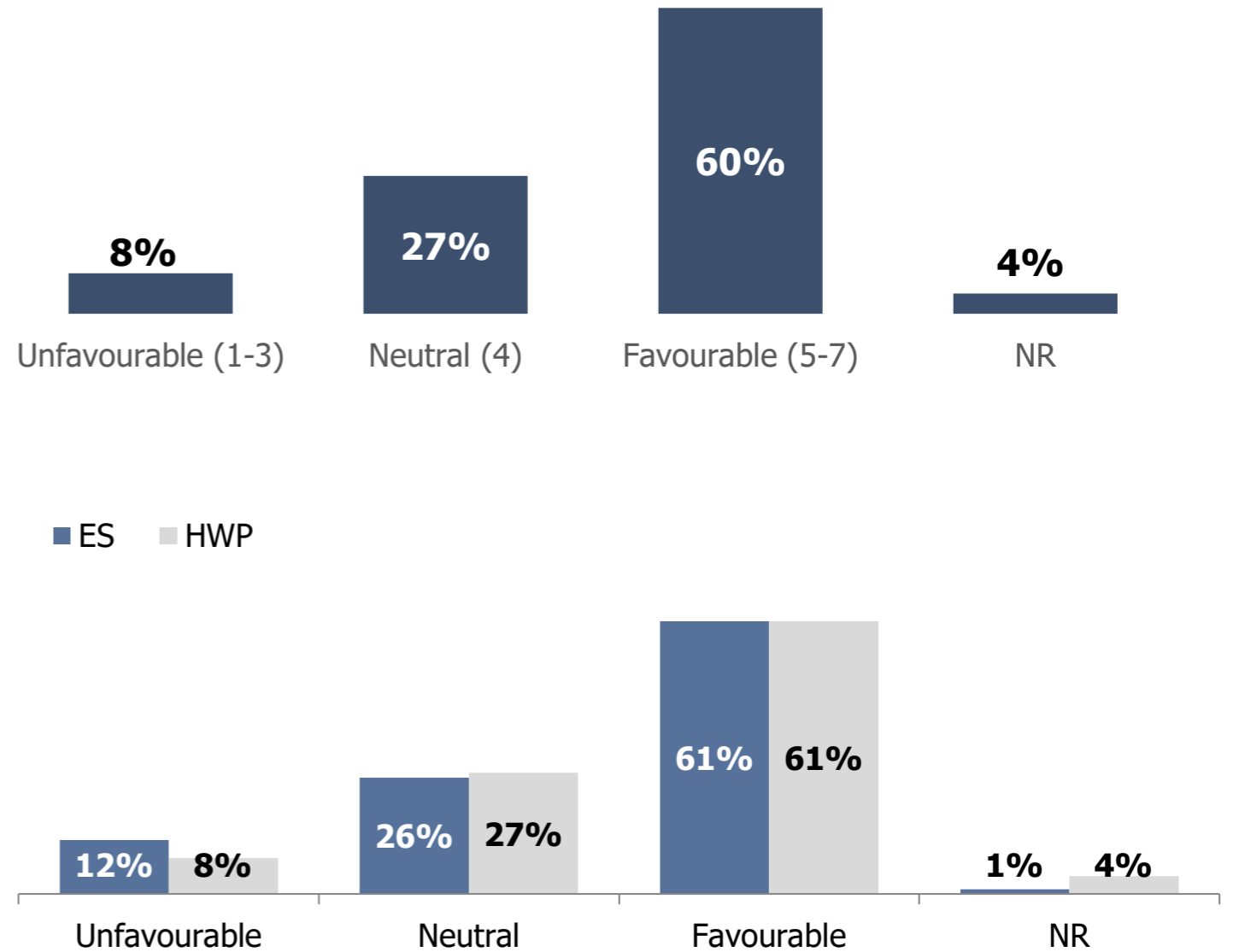


Overall, based on everything you may have seen or heard, what is your general impression of RPRA?

Overall Reputation

Digital reporting registrants are generally favourable about RPRA. Under 1 in 10 have an unfavourable impression.

- > The results are nearly identical for the two program areas.
- > Service Providers, however, are slightly more likely to say unfavourable than Generators – 12 vs. 8 per cent, respectively.



RPRA's Mandate

Respondents were provided with the following statement about RPRA's mandate:

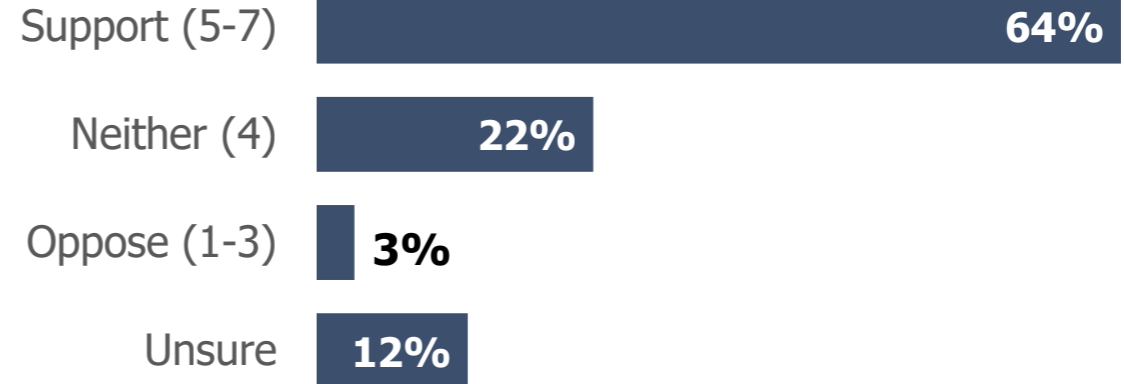
- > *RPRA is the regulator mandated by the Government of Ontario to enforce the province's circular economy laws. RPRA is responsible for the oversight of the wind up and transitioning of the legacy of waste diversion programs operated under the WDTA. For programs that have transitioned to the RRCEA, RPRA oversees the implementation of the new producer responsibility regulatory framework for waste diversion and resource recovery where producers are individually accountable and financially responsible for their products and packaging once consumers dispose of them. RPRA is also responsible for developing and operating digital reporting services for the Ministry of the Environment, Conservation and Parks excess soil and hazardous waste management programs.*

Just under two-thirds support the mandate, while most (outside of those uncertain or neutral) rate RPRA positively in terms of fulfilling the mandate.

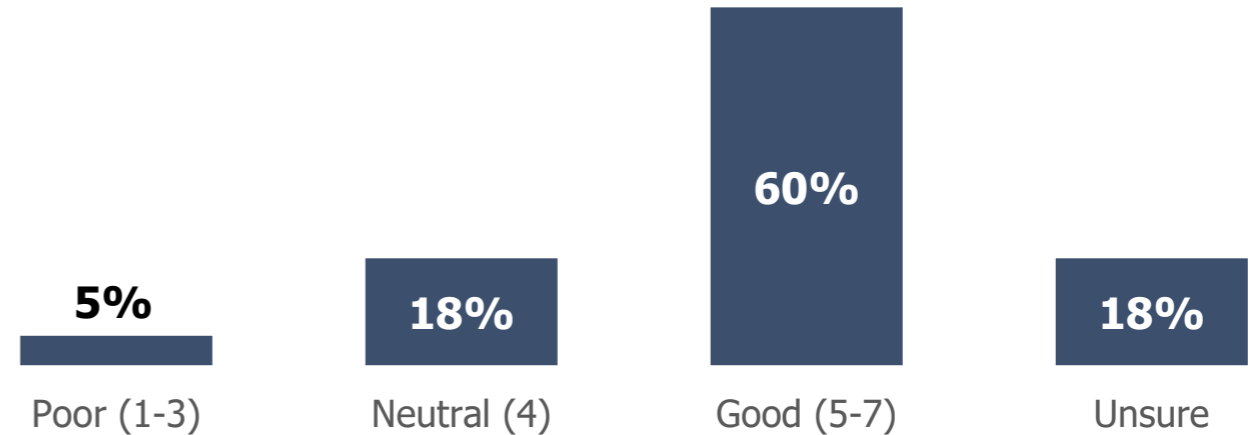
- > There are no meaningful differences for either of these results between the two programs or by Service Providers and Generators.



How strongly do you support or oppose this mandate?



Based on everything you may have heard or seen to date, how would you rate RPRA in terms of fulfilling its mandate?





How strongly do you agree or disagree with each of the following statements?

Trusted Authority

A solid majority say RPRA is a trusted authority.

- > ES is somewhat more likely than HWP to disagree (11% vs. 5%, respectively).

Adhering to Role

Somewhat fewer agree that RPRA adheres to its role.

Transparency

There is less certainty about transparency.

- > Here, ES is also more likely than HWP to disagree (12% vs. 6%, respectively).

There are no meaningful differences between Service Providers and Generators on these three indicators.

RPRA is a trusted authority



RPRA strictly adheres to its role implementing policy decisions made by the Ontario government and its legislated mandate



RPRA is transparent in how it makes decisions



■ NR ■ Disagree (1-3) ■ Neither (4) ■ Agree (5-7)



Performance

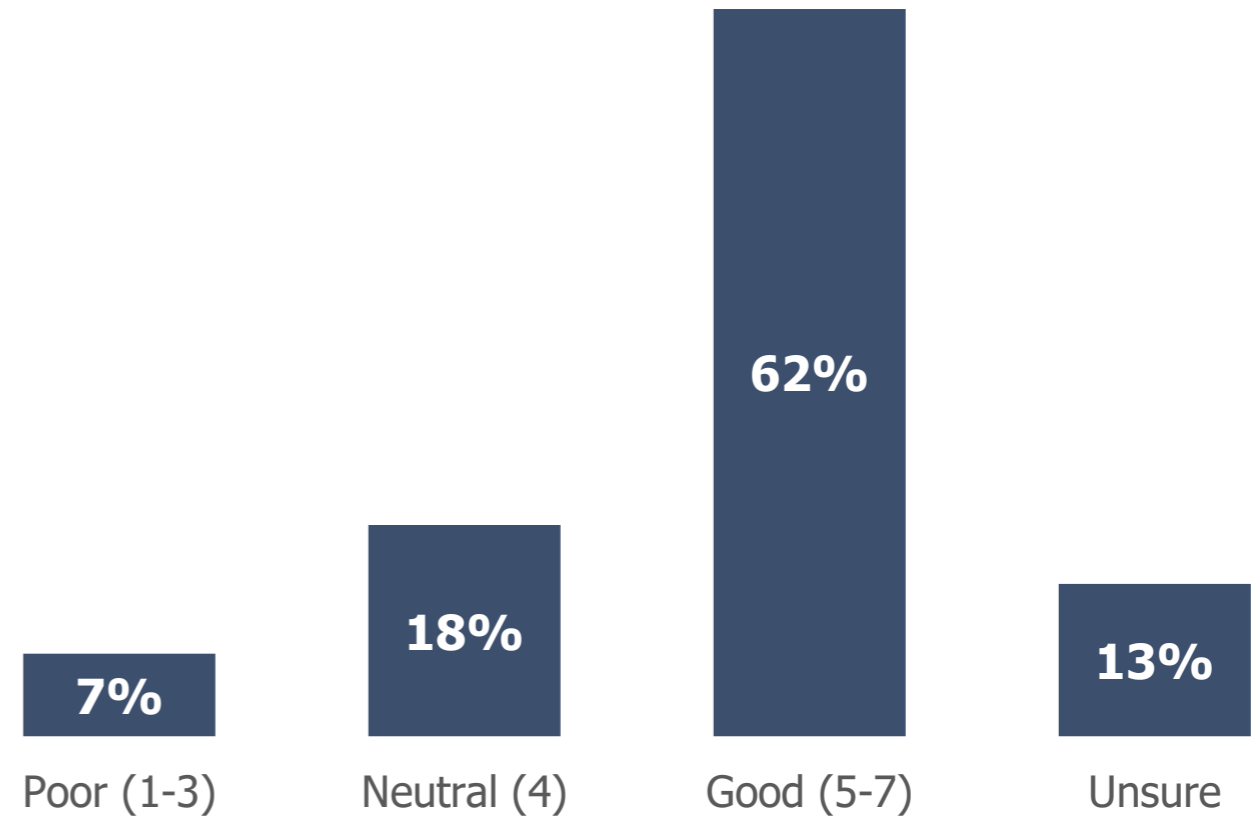


Thinking about the interactions you have had with RPRA to date, how would you rate these interactions overall?

Rating Interactions with RPRA

Digital reporting registrants are largely positive about their interactions with RPRA, although many are unsure or neutral (likely reflecting limited interactions for some).

- › Service Providers are slightly more negative than Generators on their interaction with RPRA – 11% vs. 7%, respectively.



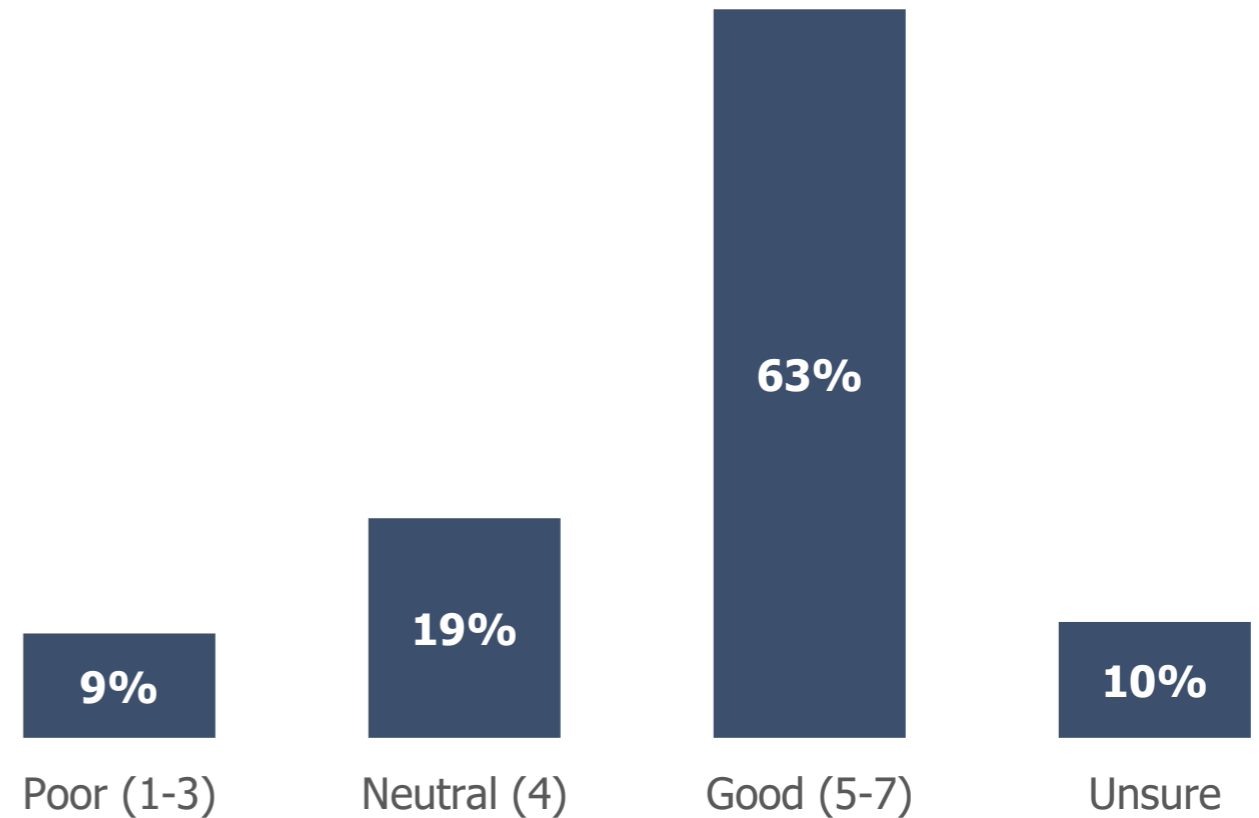


Overall, how would you rate your company's reporting experience with RPRA?

Rating of Reporting Experience

Just under two-thirds of digital reporting registrants rate their reporting experience positively.

- > There are no meaningful differences in this result across program area or role.





How do you rate RPRAs on each of the following?

Ratings for Compliance Support

The survey asked registrants to rate RPRAs on three dimensions of support with compliance: helping them adapt to new regulations, helping them understand how to comply with regulatory requirements, and support with being compliant.

Each dimension is rated nearly identically with just under 6 in 10 positive and about 1 in 10 negative.

While there are no differences between Service Providers and Generators on these indicators, ES is slightly more negative than HWP on helping them understand how to comply (20% vs. 11%, respectively) and support with compliance (16% vs. 9%, respectively).

Helping you adapt to the new regulations



Helping you understand what is needed to be compliant with regulatory requirements



Supporting you to be compliant with regulatory requirements



■ NR ■ Poor (1-3) ■ Neutral (4) ■ Good (5-7)

HazTrack Mobile App

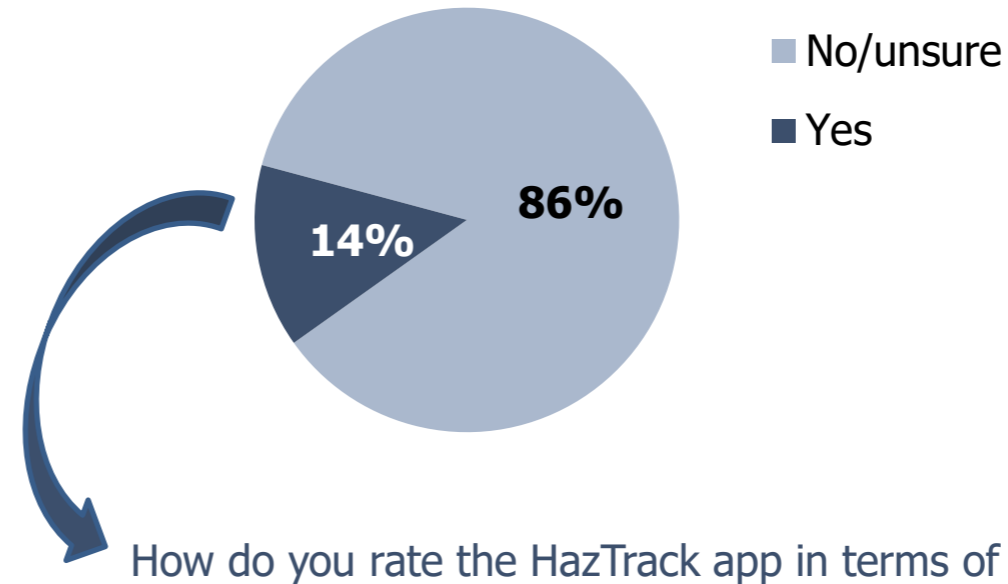
About 1 in 6 registrants use the HazTrack mobile app. It is important to note that the sample for this survey excludes drivers (who are the main users of the app).

Rating for the app sees a solid level of positive results, although almost a quarter rate the app negatively.

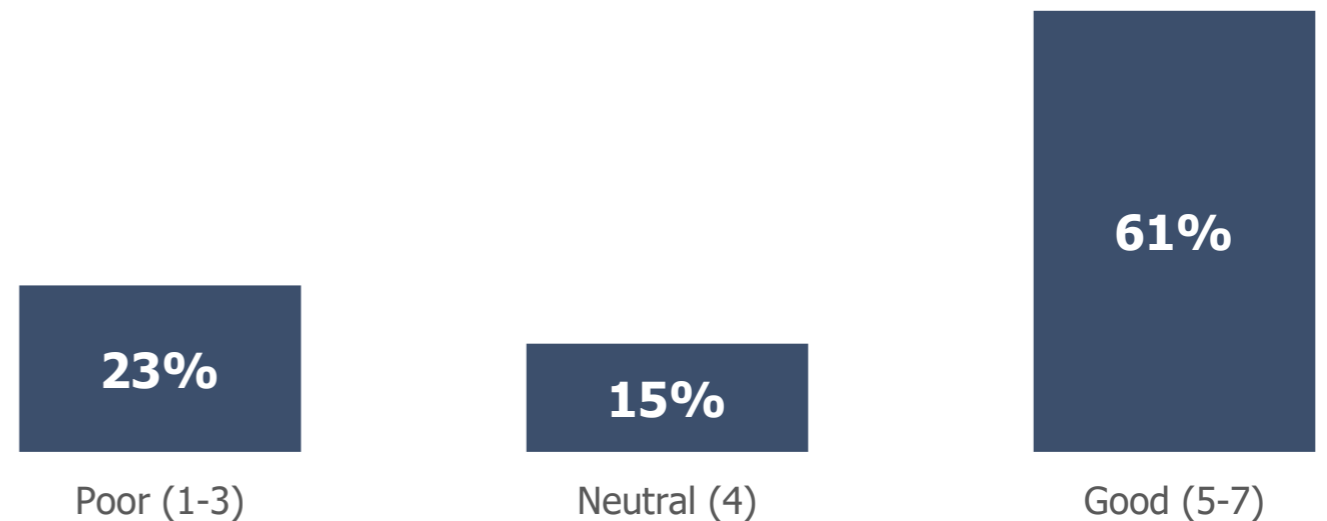
> The latter suggests this may need attention.



Have you ever used the HazTrack mobile app for hazardous waste program reporting?



How do you rate the HazTrack app in terms of its user-friendliness?





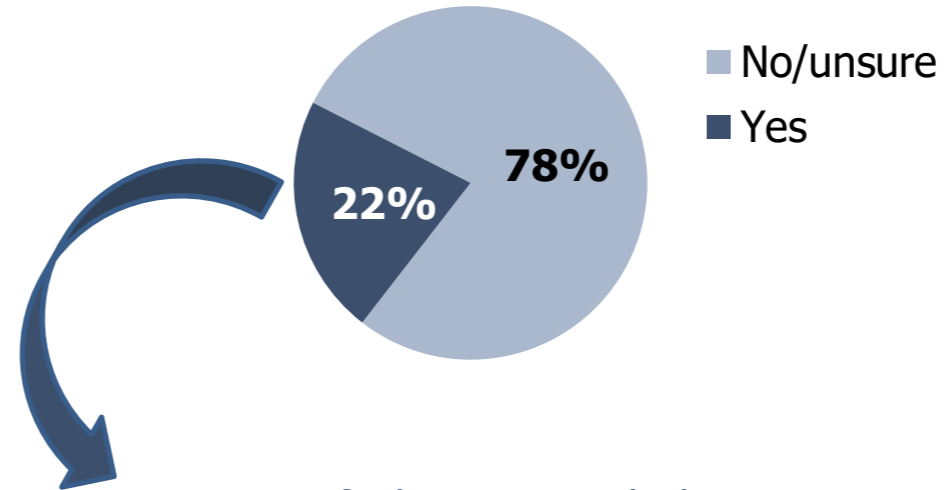
Have you been provided with assistance by a compliance support officer?

Compliance Support Officers

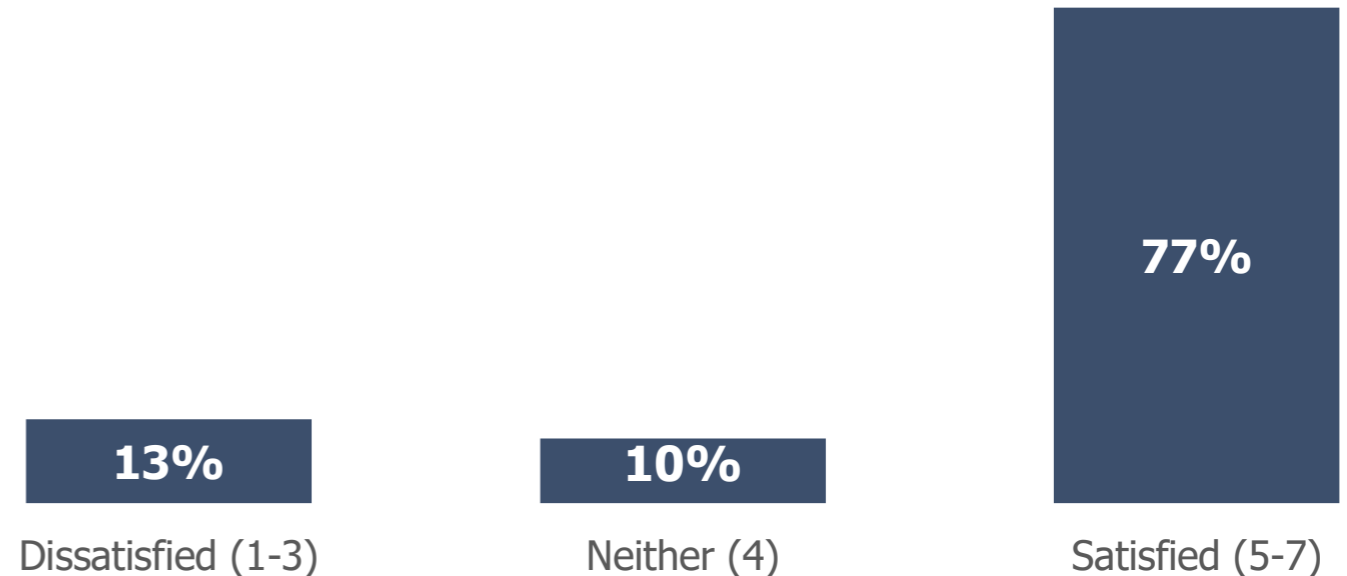
Under a quarter of digital reporting registrants have obtained assistance from a compliance support officer. Of these, a plurality has received assistance by both phone and email: email (31%), phone (25%), both (42%).

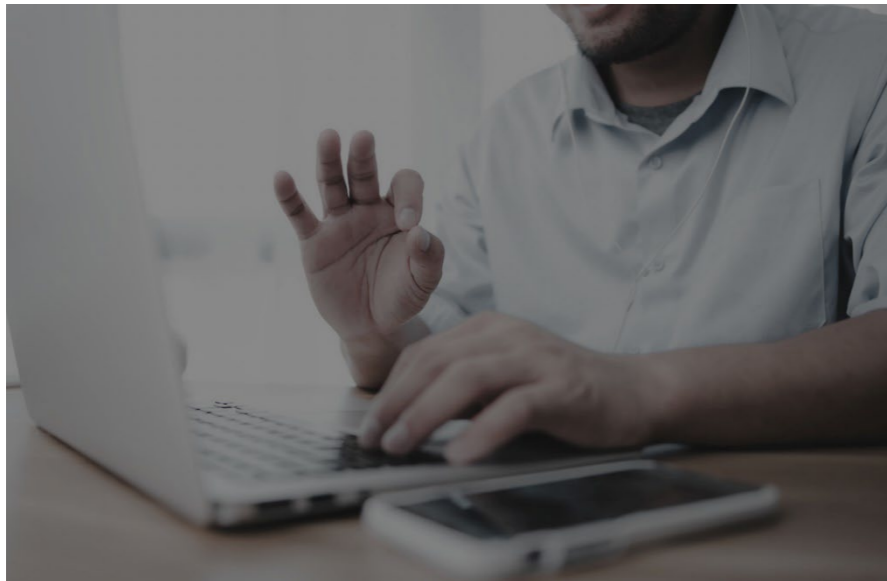
- > ES is more likely than HWP to rely on CSO assistance (33% vs. 22%, respectively).
- > The same holds for Service Providers and Generators (31% vs. 21%, respectively).

Satisfaction with CSO assistance runs high at three-quarters.



How satisfied are you with the interaction you had with the Compliance Team?





Interaction and Consultations

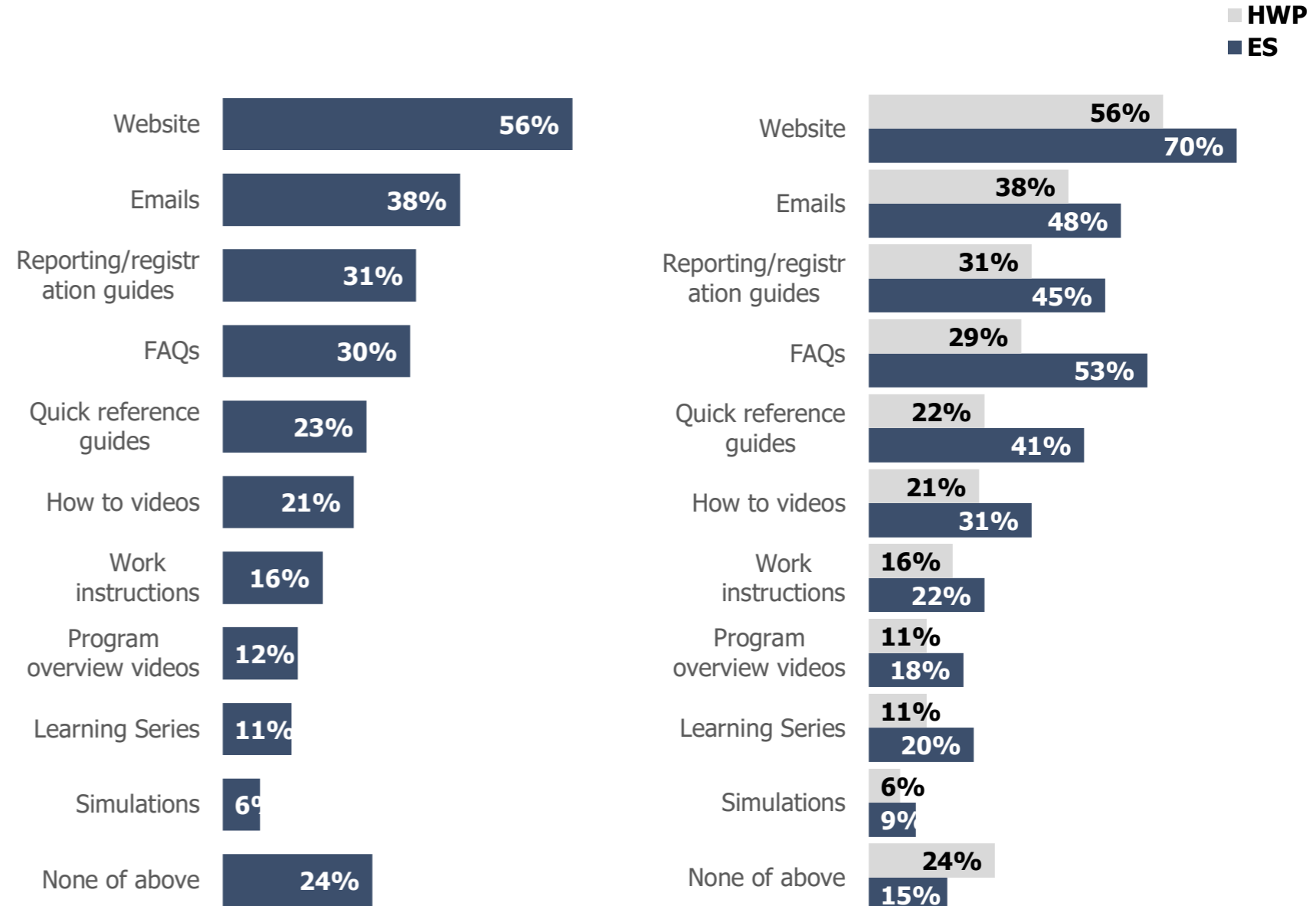
Usage of Communications Products

Overall, three-quarters of digital reporting registrants make use of at least one communications product. Beyond the website and email, reporting or registration guides and FAQs are the most popular products.

- > Usage varies substantially by program area.
- > ES is much more likely than HWP to make use of every product.
- > The same holds, albeit to a lesser degree, for Service Providers as compared with Generators.



Have you used or referenced any of the following RPRC communications products?
Please select as many as apply.



Rating the Usefulness of Communications Products

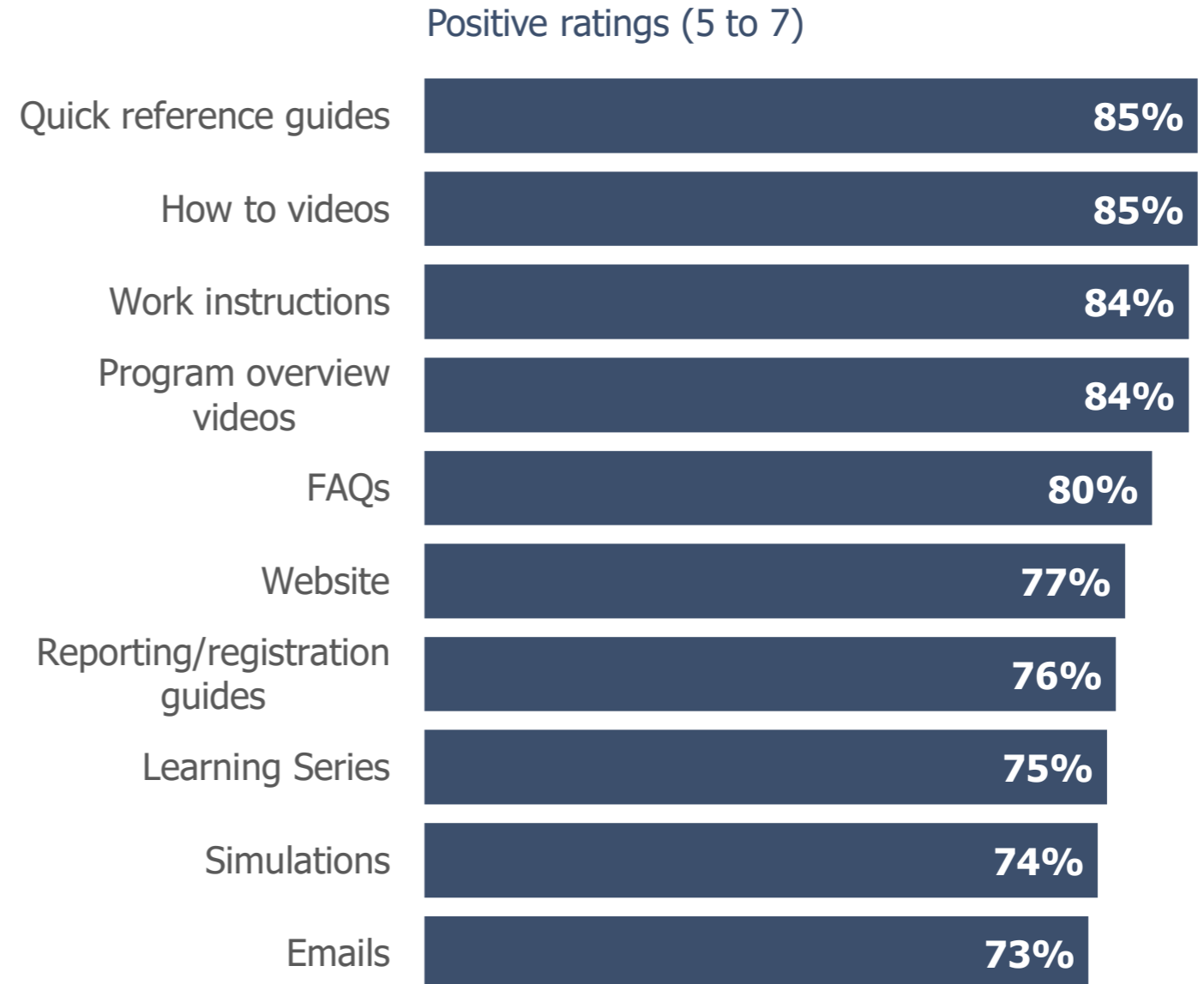
All communications products receive strongly positive ratings.

These results are generally consistent across program area and role with a few notable exceptions:

- > Generators are more likely to be positive than Service Providers on FAQs (80% vs. 69%, respectively) and on program overview videos (84% vs. 75%, respectively).



How would you rate each of these in terms of their usefulness?





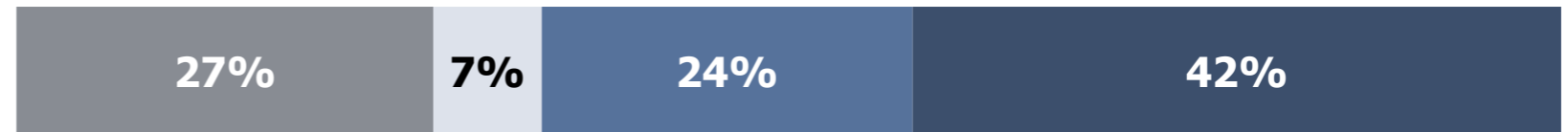
Thinking about any consultations that RPRA may conduct with its stakeholders, how strongly do you agree or disagree with each of the following statements?

RPRA Consultations

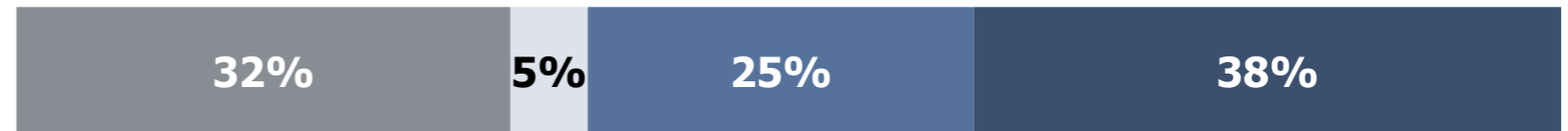
Respondents were presented with four positive statements on RPRA communications. In all instances, few disagree and less than a half agree. Notably, there are high levels of uncertainty and neutrality on each indicator, suggesting a lack of familiarity.

While the results are broadly consistent across program area and role, it is somewhat notable that ES is slightly more negative than HWP while the same holds for Service Providers versus Generators.

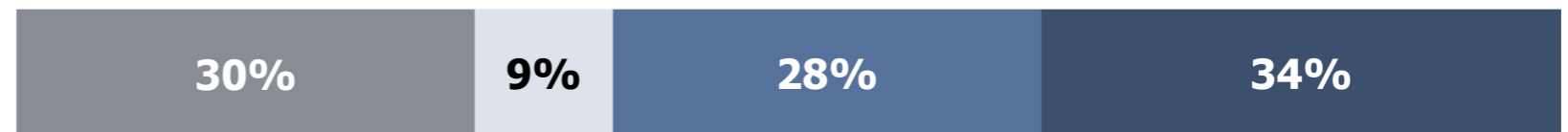
RPRA consultations are helpful in informing and engaging me on important issues



RPRA consultations are open and inclusive



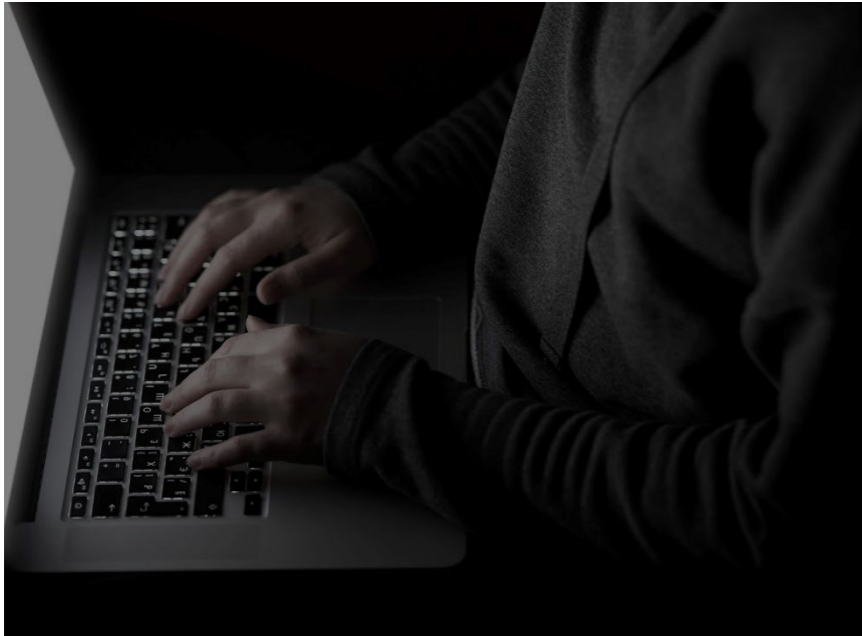
RPRA listens to the concerns of people like me



RPRA is responsive to feedback received through consultations in their decision-making



■ Unsure ■ Disagree (1-3) ■ Neither (4) ■ Agree (5-7)



Gap Analysis

Gap Analysis: Performance vs. Expectations

The survey measures expectations and performance on seven attributes. The gap analysis is created by subtracting the top-two box on expectations from the good ratings on performance.

Gap analysis is useful for identifying key priorities for stakeholder relations. The key priority areas identified from these results are:

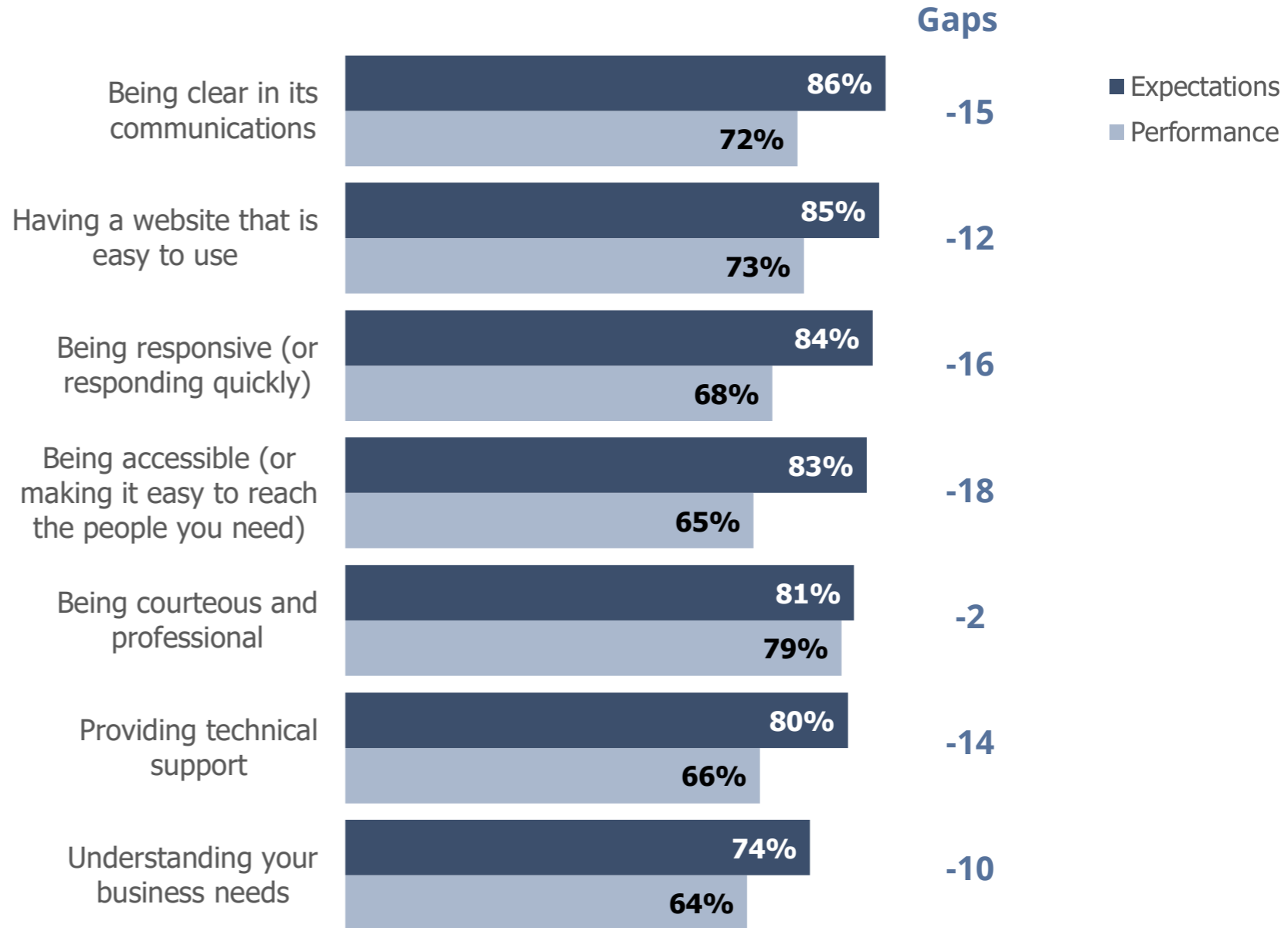
- > Being accessible;
- > Being responsive;
- > Clarity of communications, and;
- > Technical support.

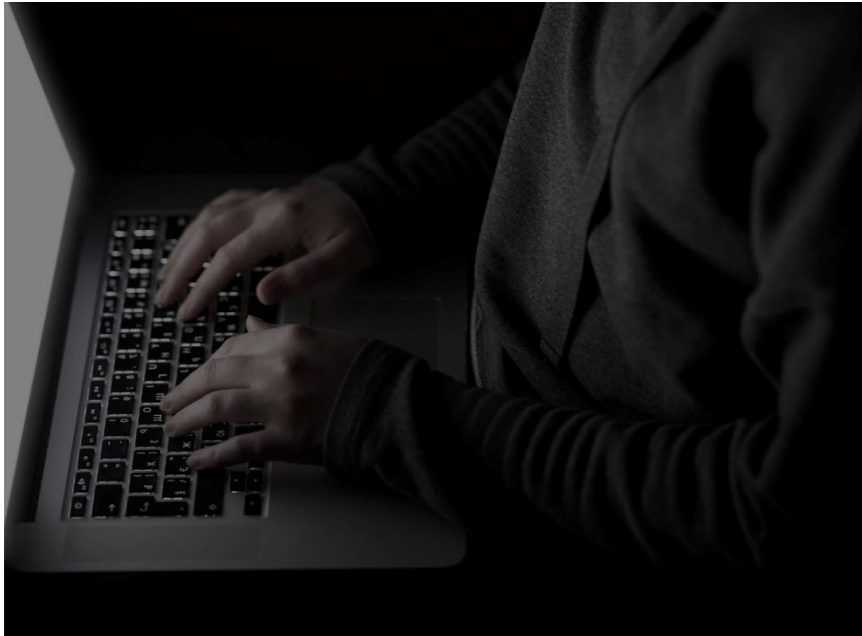
These priorities are similar to past results for RRCEA registrants with the notable exception of understanding business needs being a relatively much lower priority for digital reporting registrants while technical support is relatively much higher.



Expectations: How important are each of the following when dealing with RPRA? (6-7 on 7-point incremental scale)

Performance: Still thinking about your interactions with RPRA, how would you rate your experience across the following dimensions? (5-7 on 7-point Likert scale)





Reporting



How would you rate your experience with each of the following aspects of the reporting process?

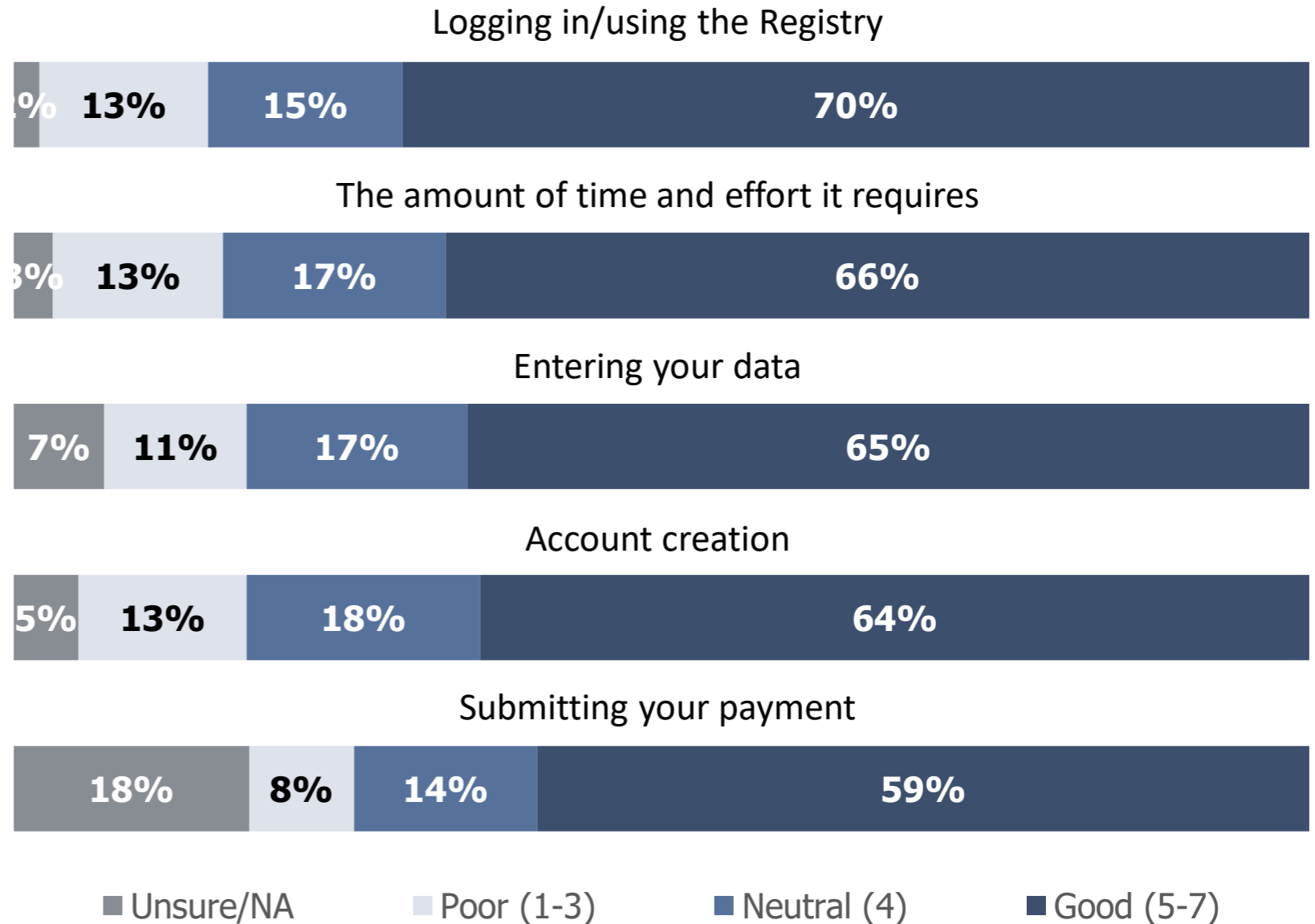
Rating Reporting Process

While each dimension of the reporting process receives solid levels of positive ratings, there is just over 1 in 10 negative in all but one instance (payments).

These results are consistent across role.

ES is generally less favourable than HWP, however.

- > For example, 23% vs. 13% negative on logging in/using the registry, respectively, with similar results on time and effort.



Understanding Reporting Requirements

Roughly two-thirds of digital reporting registrants say they understand what is required for reporting.

- > Service Providers are somewhat more likely than Generators to agree (75% vs. 68%, respectively).

Reporting Support from RPRA

A modest majority agree that RPRA provides good support with reporting.

RPRA Manages Data Responsibly

While fewer than half agree that RPRA manages data responsibly, there is a large amount of uncertainty.



How strongly do you agree or disagree with each of the following statements?

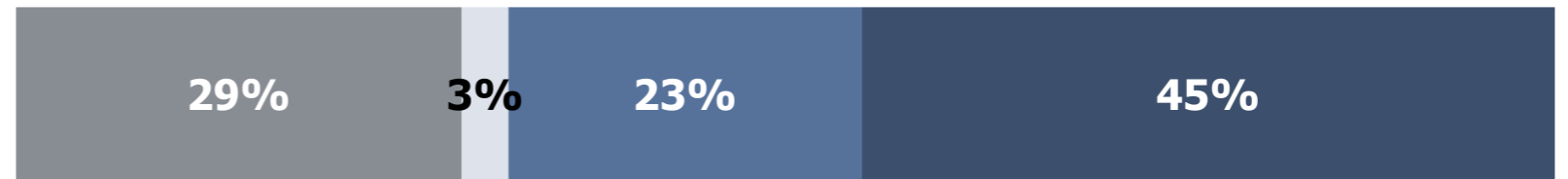
My company understands what is required for reporting with RPRA



RPRA has provided good support to help us fulfill our reporting requirements



RPRA responsibly manages the data it obtains from its stakeholders



■ Unsure ■ Disagree (1-3) ■ Neither (4) ■ Agree (5-7)



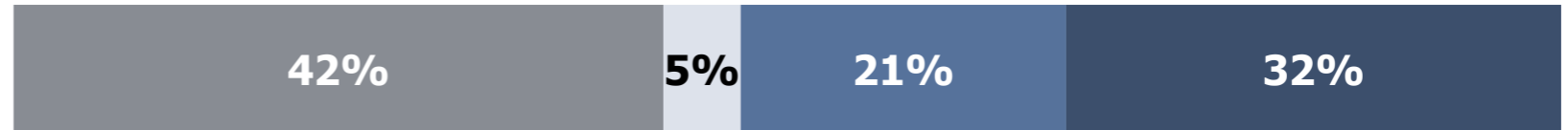
How would you rate RPRAs performance related to public reporting?

Performance of Public Reporting

As with expectations, digital reporting registrants rate each dimension of public reporting almost identically.

With these indicators there is an even higher level of uncertainty or non-response – in fact, it is the most popular response on all four variables.

Communicating to the public about Ontario's progress in advancing a circular economy



Analysis of reported information



Public reporting of RPRAs compliance activity information



Public reporting of resource recovery information reported in the registry



■ Unsure

■ Poor (1-3)

■ Neutral (4)

■ Good (5-7)



Fees

Fees

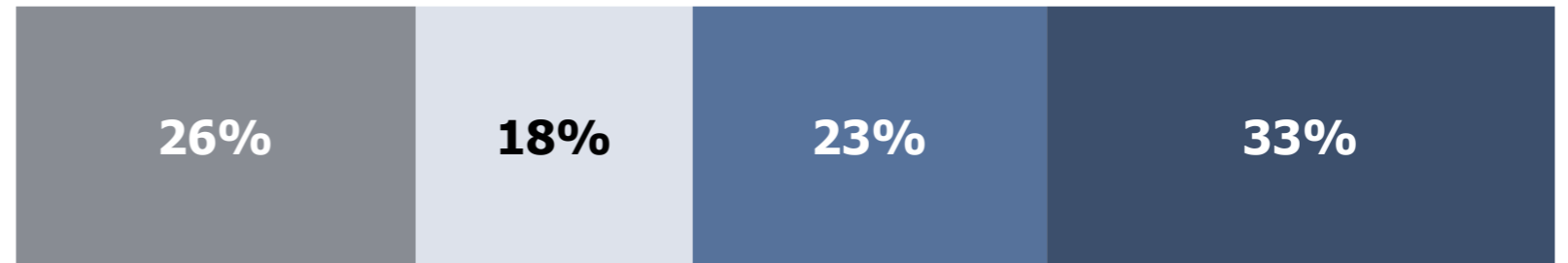
Only a third of digital reporting registrants say they understand how fees are set. This is consistent across program area and role.

While few understand how fees are set, there is only a minor level of consternation as fewer than 1 in 10 disagree that RPRA's fees are fair and reasonable.

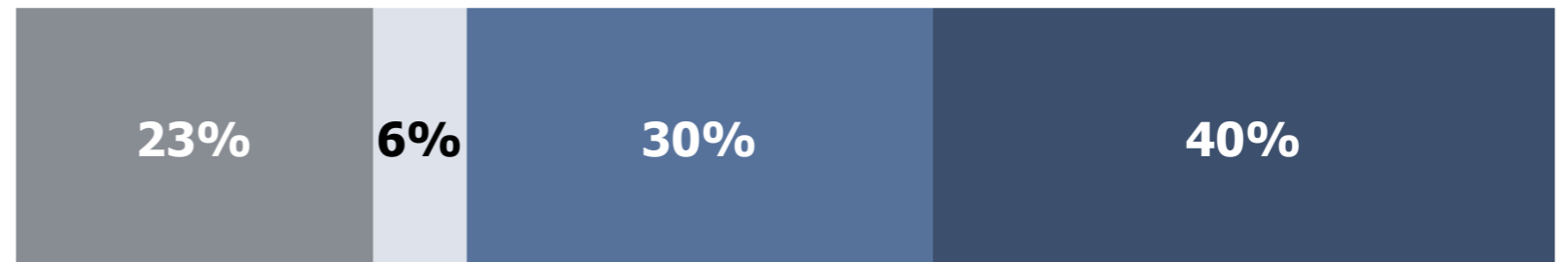


How strongly do you agree or disagree with each of the following statements?

I understand how RPRA's fees are set



RPRA's fees are fair and reasonable



■ Unsure

■ Disagree (1-3)

■ Neither (4)

■ Agree (5-7)



Modus
RESEARCH

Real answers from real people