



# Evolution of the Green Cart Communication Program



# Outline

- Program Overview
- Program Participation
- Program Communications
- Community Engagement

# Program Overview

## City of Calgary

- Facility Owner

## Chinook Resources Management Group (CRMG)

- Partnership between:
  - Bird Construction & Maple Reinders (Construction)
  - Stantec – Design
  - AIM Environmental Group – Operations, Maintenance & Rehabilitation
- Design-Build-Operate-Maintain-Construction Finance (DBOMf) Model
- 10 years of operations and maintenance
- Marketing and sales

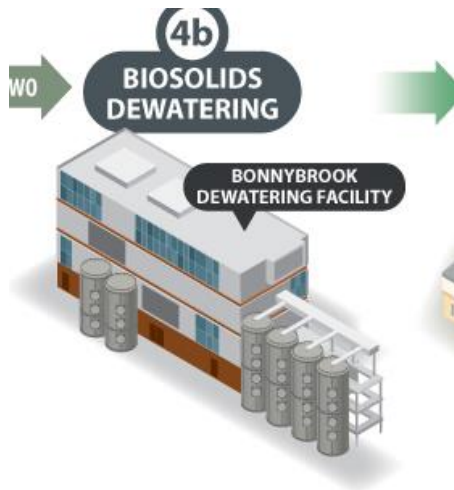


# Program Overview

## Feedstock



- City of Calgary residential Green Cart Source Separated Organics (SSO)
  - ICI from City Commercial Collections (<1%)
  - Leaf & Yard, Food waste
  - Compostable bags accepted

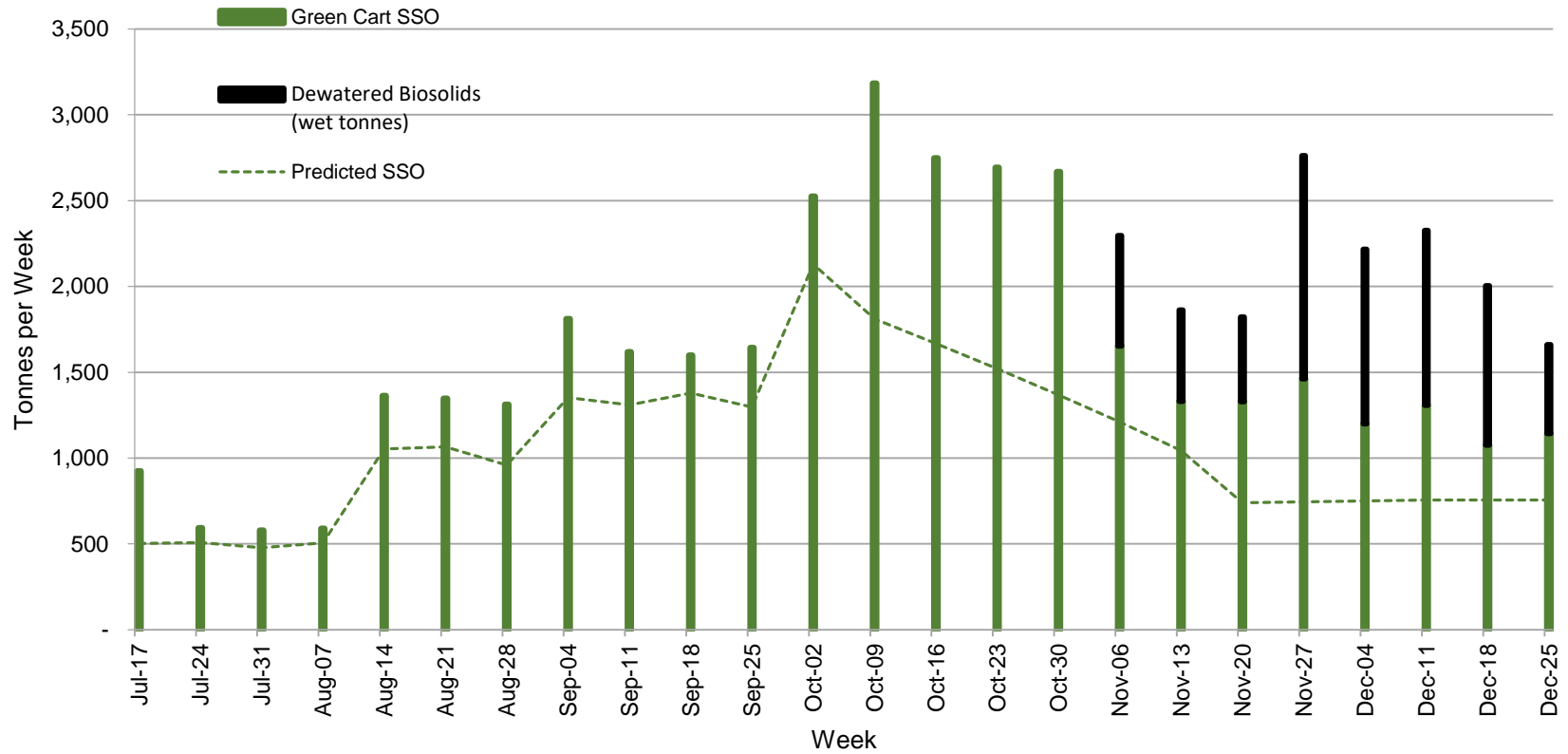


- Dewatered municipal biosolids
  - Seasonally – Oct to Apr



# Program Participation

## Composting Facility 2017 Feedstock Received

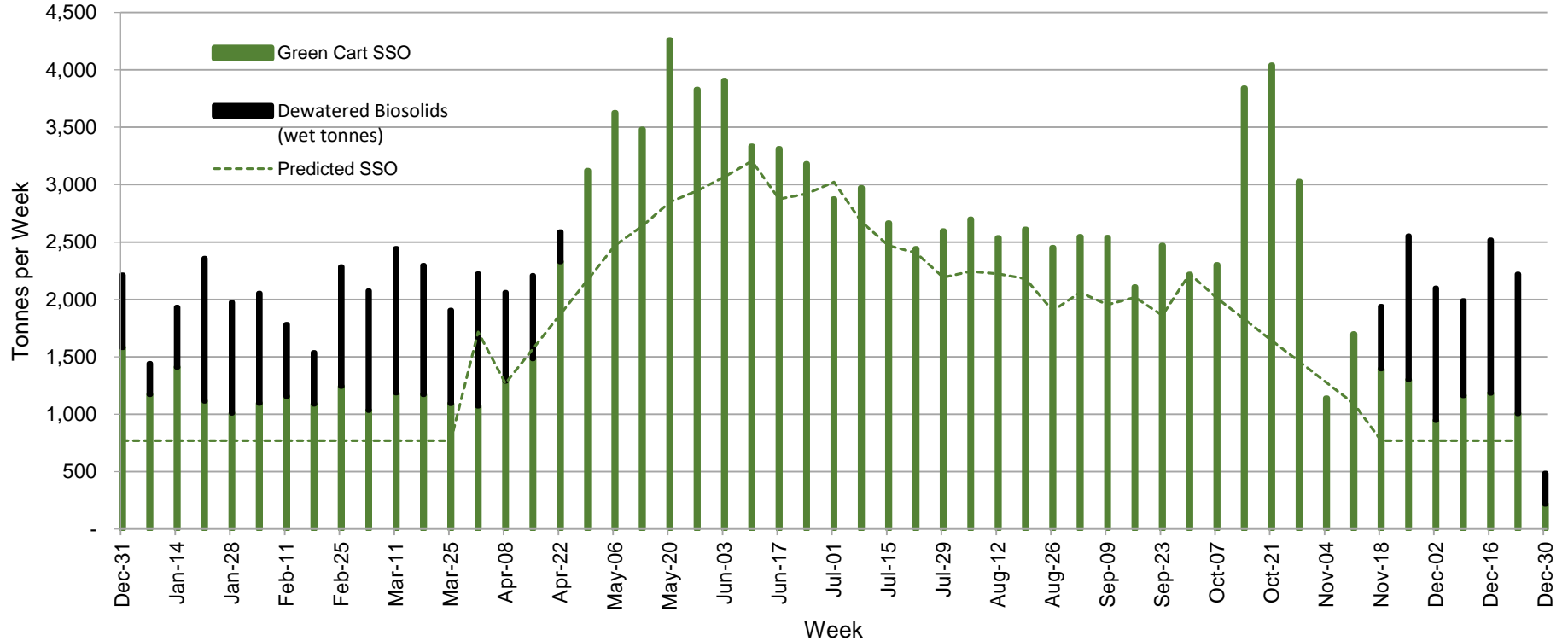






# Program Participation

## Composting Facility 2018 Feedstock Received



# Program Participation

## SSO Tonnages:

- 2018 – 112,549
- 2019 – 121,897
- 8% increase



# Program Participation

## Participation Rate (field audits)

- 75%

## Citizen Satisfaction (2018 IPSOS survey)

- 86% satisfaction
- 95% support implementation  
(↑ from 89% prior to roll out)







# Program Communications

- Survey results used to better understand
  - Motivations for participation or non-participation
  - How people are using the carts
  - General knowledge of the program
  - Challenges or barriers to participation
- Used to tailor communications



# Program Communications

- 3 phases
  - Pre-rollout = Excitement
  - Rollout = Details
  - Post-rollout = Encouragement
- Common concerns:
  - Why is the program important?
  - Households that use a backyard composter
  - Using compostable bags

# Program Communications

## Initial (Pre roll-out)

- Focus on importance and benefits of program
- Goal was to encourage participation and counter misinformation and assumptions
- Too Good to Waste – Winner Municipal Video category for the 2019 Municipal World Awards of Distinction





# Program Communications

## Recent (post roll-out) - General

- Focus on proper use of cart
- Reducing contamination (Plastics!)



### Compost right



**Yes**  
Flowers and plants



**No**  
Bedding trays or plant pots

[calgary.ca/compostright](http://calgary.ca/compostright)



### Keep them separated

Separate food scraps from packaging before composting.



**Yes**  
Food scraps



**No**  
Containers



## Use certified compostable bags for your green cart



When buying compostable bags, look for these certified compostable logos printed on the box and on the bags.



### Why can't I use plastic bags or biodegradable bags?

These bags do not break down and end up as small pieces of plastic that will contaminate the finished compost. **Keep plastic and biodegradable bags out of your green cart.**



# Program Communications

## Recent (post roll-out) – One Year Anniversary



City of Calgary

@cityofcalgary

Follow

On

Calgary, today is the 1 year anniversary of the Green Cart program & you've made it an incredible success!

🌿 111,000,000 kg of food/yard waste collected

🏠 325,000+ households provided w/ green carts

🗑️ 46% reduction in black cart garbage

👍 86% resident satisfaction

#yycgreencart

8:30 AM - 4 Oct 2018

35 Retweets 100 Likes



7

35

100



111 mil kilograms of food & yard waste collected



ary  
uccess!

➤ 46% reduction in black cart garbage

to pick up  
rams of compost

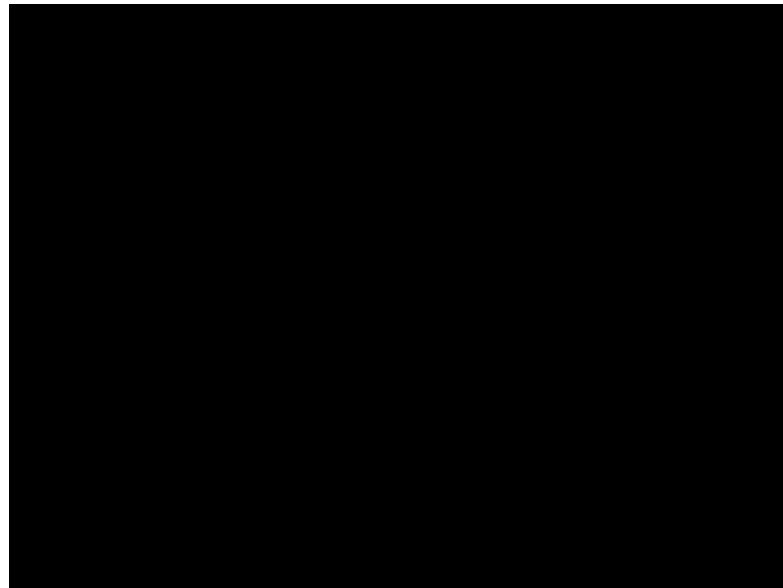


# Program Communications

## Recent (post roll-out) – How Composting Works

- Virtual tour video available on Calgary.ca
- Calgary.ca → search “how the composting facility works”

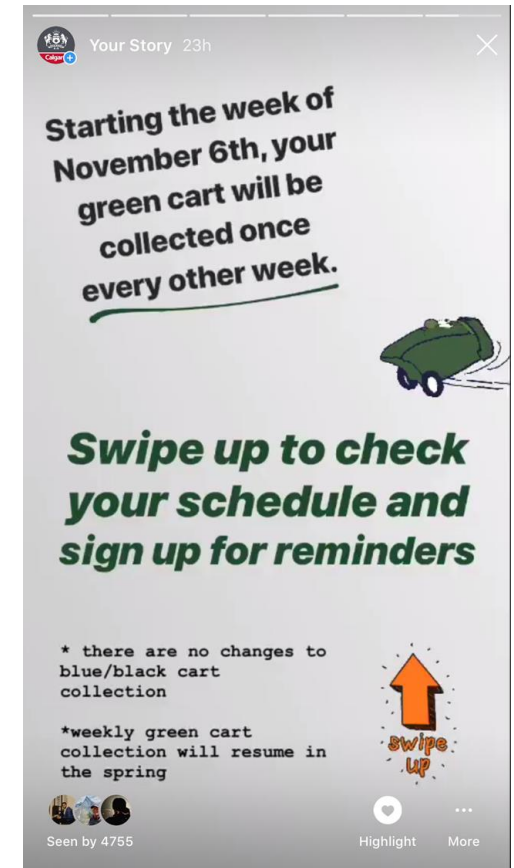
(<https://www.calgary.ca/UEP/WRS/Pages/Recycling-information/Residential-services/Green-cart/Green-Cart-organics-composting-facility.aspx> )



# Program Communications

## Recent (post roll-out) – Every-Other-Week (EOW)

- First change - 2018:
  - Radio
  - Print
  - TV
  - Billboards
  - Portable signs
  - Social media
  - Online ads
- Confusion over “missed” collections
- “Where is my discount?”



# Program Communications

## Recent (post roll-out) – Every-Other-Week (EOW)

- Second change - 2019:
  - Reduced communications
  - Reduced confusion



# Program Communications

## Recent (post roll-out) – Re-Collect App

- Used by over 40% of households
- Schedule change notifications  
paperless 2020 onward to save \$ and paper
- Reminders essential for day changes  
and special notices



# Program Communications

## Future

- Reduce contamination
  - Targeted communication based on cart spot-check program
  - More visual messaging to transcend language barriers
- Emphasize reduction of waste
  - Reduce food waste
  - Grass-cycling







# Community Engagement

## Educational Program

- Average 3,000 students each year
- Includes tour of landfill
- Emphasizes importance of diversion, waste reduction and the composting process

## Doors Open YYC

- Over 600 visitors in two years
- Virtual tour to engage Calgarians and promote a deeper understanding of what happens to waste after it is collected

# Community Engagement

## Community Gardens

- City donates compost to community gardens, community associations, schools and other community groups with access to complimentary Category A compost.
- Over 2,300 tonnes donated in 2019



Hillhurst-Sunnyside  
community garden  
Calgary

# Community Engagement

## Citizen Give-Aways

- Held weekends in May
- Intent:
  - “Close the loop” on Green Cart program – emphasize the valuable product produced
  - Educate citizens on compost (it is not “Dirt”!)
  - “Thank-you” to citizens for participation





# Community Engagement

## Citizen Give-Aways

- 2018:
  - 4 days
  - Over 13,000 visits
  - Over 1.5 million kg compost given away
- 2019:
  - 3 days
  - Over 8,000 visits
  - Over 1.2 million kg compost given away





# Community Engagement



Tee  
@tina\_b88

Follow

High five to @cityofcalgary for this super smooth process, took 30mins from leaving my house in #auburnbay to arriving back home

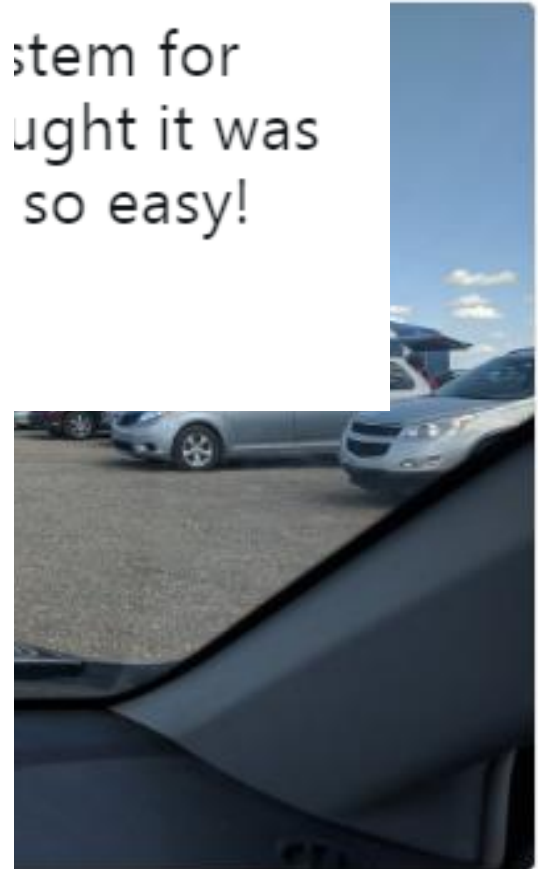
#compostgiveaway #yyc #yyccompost  
#useyourgreenbin #gardening  
#squarefootgarden #squarefootgardening  
#yardwork #hardscape #d... ift.tt/2rVonDG



Follow

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stem for  
ught it was  
so easy!







# Community Engagement



Julie Reader



Pro tip: c  
sun while  
absolute



Mr. PatriotCanuck  
@kanadapatriot

Follow

ng in the

@cityofcalgary @nenshi Save from pollution by having compost delivered to several sites than having huge traffic come to one location. Prime locations in the 4 quads.

1:27 PM - 19 May 2018

44



Jenn Hewitt Yes it is definitely a bit smelly!!

Like · Reply · 4d

9:51 AM - 5 May 2018 from Calgary, Alberta

2 Retweets 5 Likes



5 2 5



front  
aby  
yyccc



# Summary

- Participation does not appear to be an issue.
- Next steps:
  - Reducing contamination
  - Educating citizens about compost
  - Improving our product



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