

Strathcona County's Green Routine

To diversion, infinity & beyond...

RCA CONFERENCE

SEPT 29, 2016

JASPER, AB

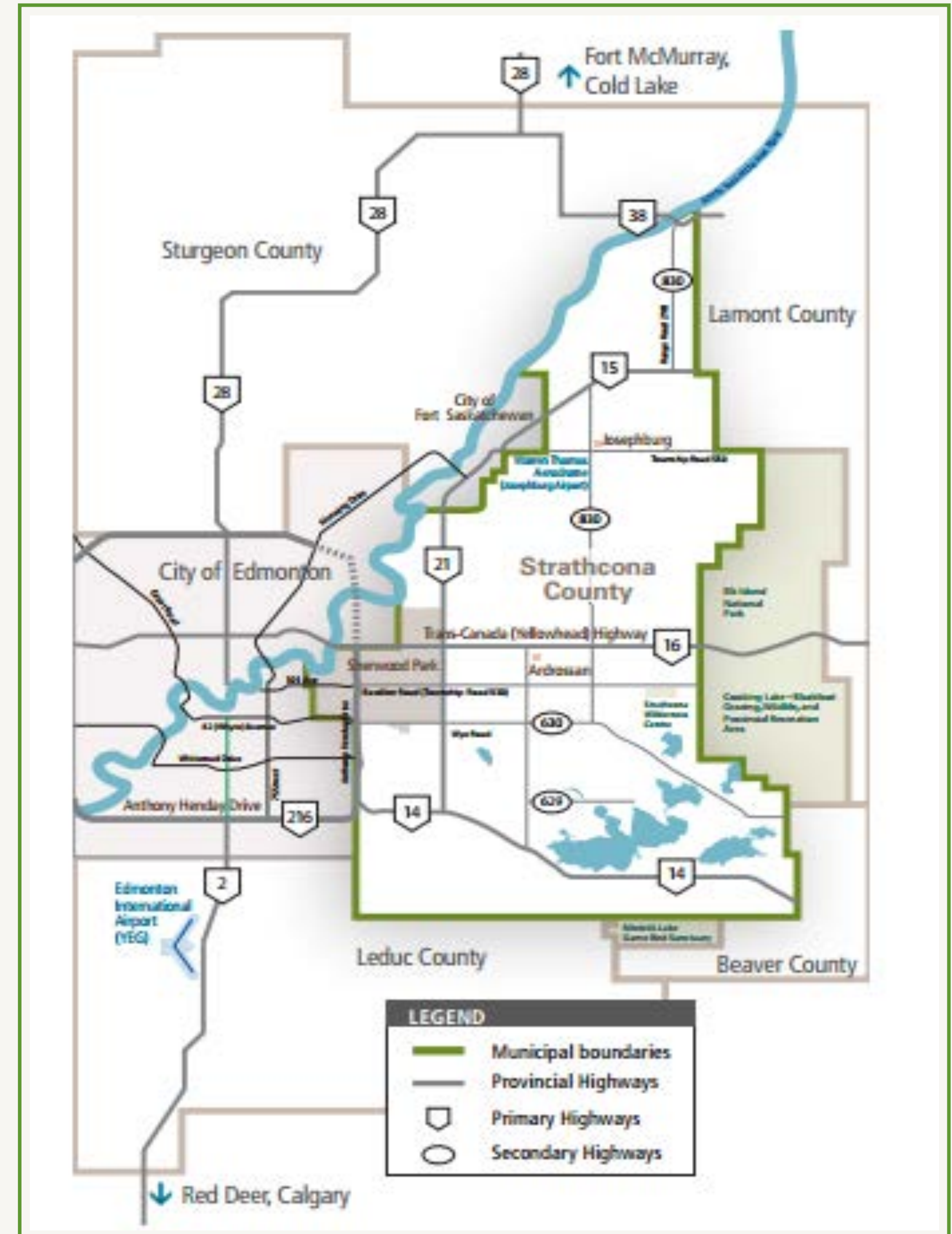
ABOUT US

Specialized Municipality (95, 597)

- Urban Sherwood Park (68,782)
- Rural Hamlets, Acreages & Farms (26,815)

1,262 square kilometres

- Agriculture (70%)
- Residential (15%)
- Industry (7%)
- Commercial (2%)
- Other (7%)





OUR ADVENTURE

HOW ORDINARY CITIZENS BECAME
EVERYDAY SUPERHEROES!

MEET THE VILLIANS



Landfill Lover

**NO
LIMITS**



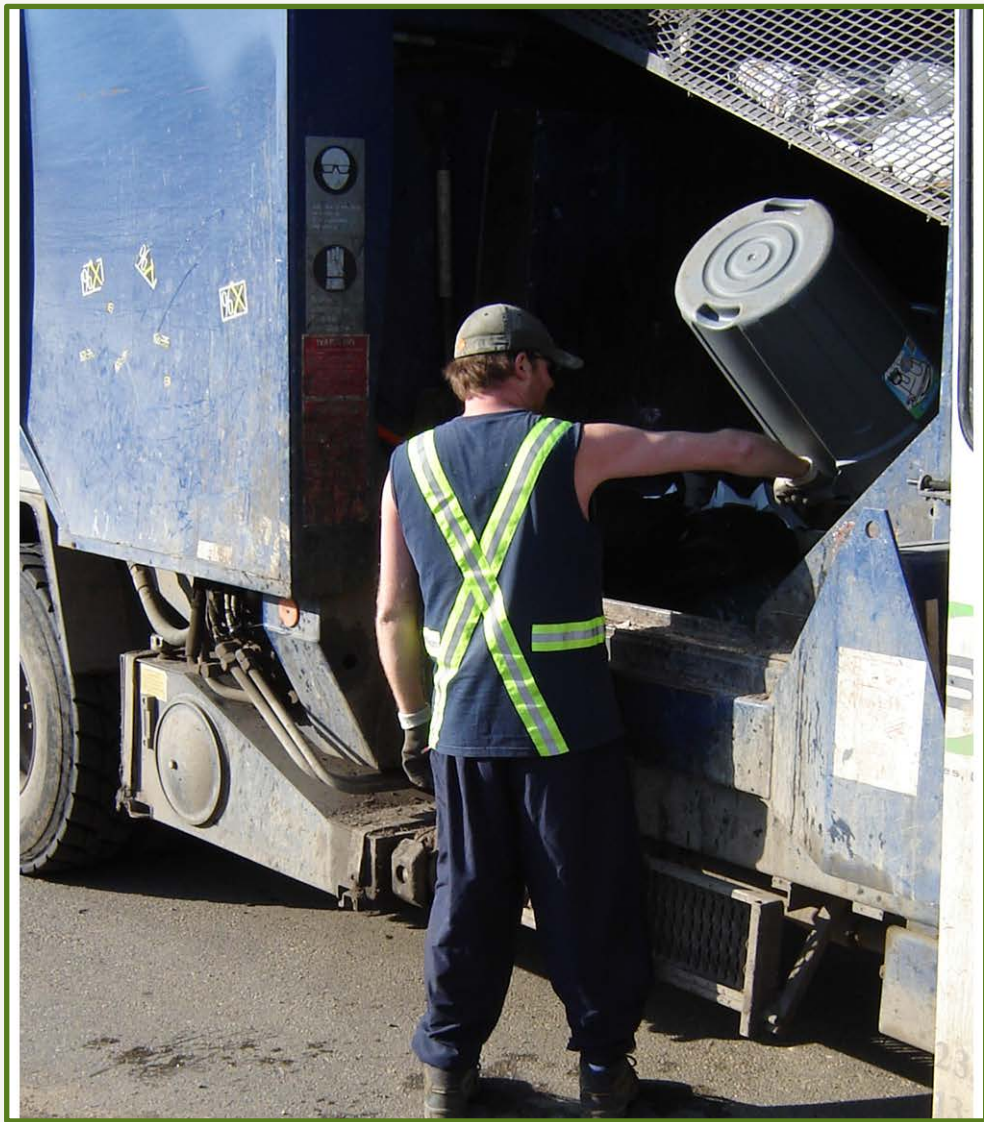
Wasteful Washout

**RANDOM
ITEMS**



Titanic Tosser

**OVERSIZED
CONTAINERS**



Back Breaker

**MANUAL
COLLECTION**

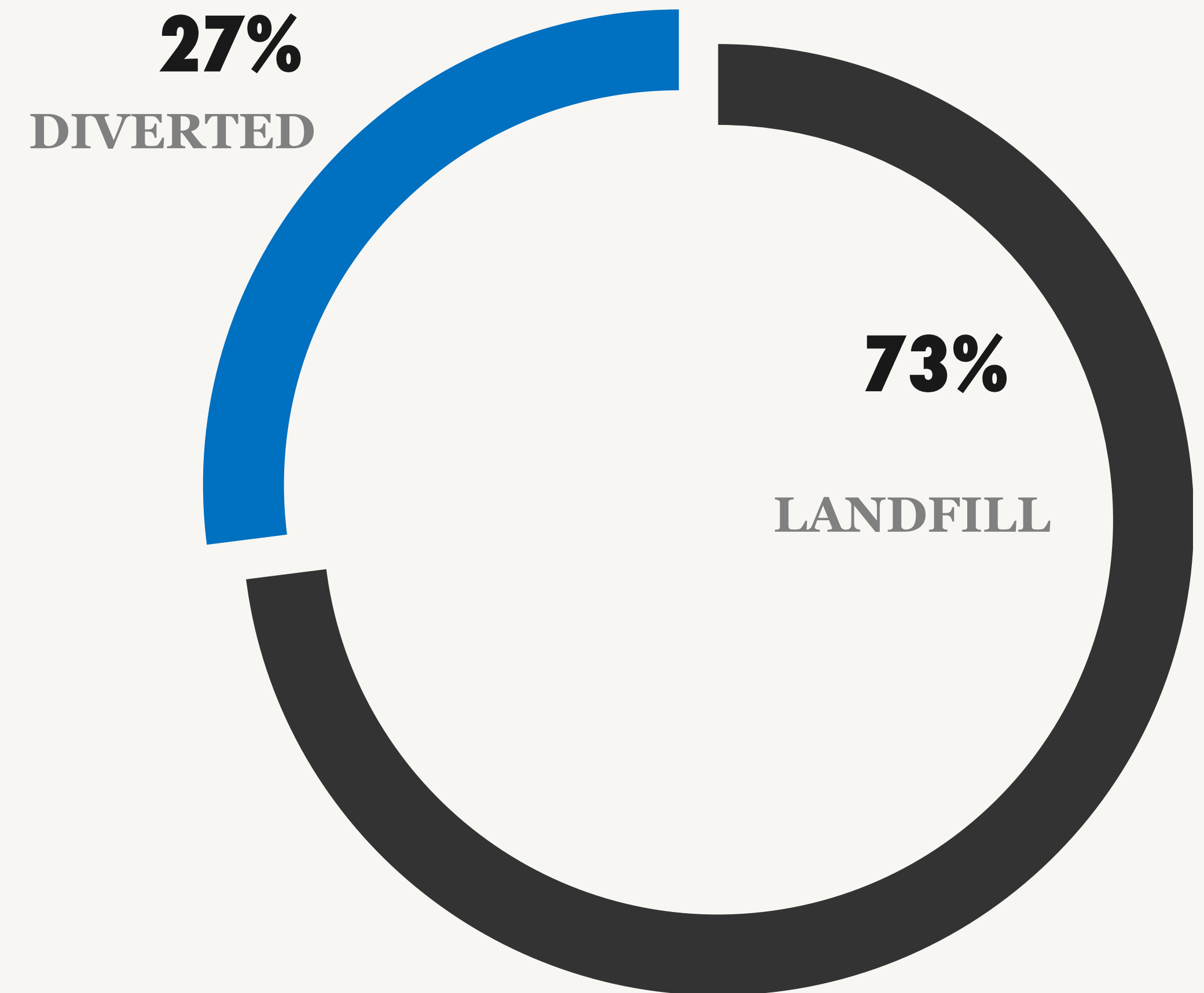
LIMITED RECYCLING

CURBSIDE | COMMUNITY

In the late '90s and early 2000s, Strathcona County provided limited curbside recycling for newspaper and grass clippings only. Community recycle stations were also available for the avid recyclers.



NOT SO SUPER





Get with the

GREEN ROUTINE!

OUR HERO

In 2008, Strathcona County attacked our waste calamity by introducing our local hero “The Green Routine”. This branded program was our response to residents’ cries for help and the desire and need to take action against waste.



THE SIDEKICKS



EXTRA YARD WASTE EVENTS

Time to get rid of
that **old couch?**



Large Item Pickup is here!

LARGE ITEM COLLECTION

Recycle your
Christmas tree



CHRISTMAS TREES



COMMUNITY RECYCLING

SUPERHERO TRANSFORMATION

INVEST | CHANGING BEHAVIORS

The philosophy and goals of the Green Routine program are based in a need to create change at the source of the behaviour. Our desired future state is a community that endorses the program by learning it and living it.

Strathcona County acts as change managers by helping our residents adapt and take action with ease and purpose.



OUR PROGRESS



1990s-2007

SOLID WASTE

With the implementation of the Green Routine, Strathcona County residents became waste heroes in the province of Alberta

~60%

5 years

WE'VE PLATEAUED

Our 2020 goal is to reach 70% diversion in our residential program. How do we achieve this and how do we take our residents to infinity and beyond?

70%

to infinity & beyond



TBD

ZERO WASTE

Over the last 5 years, the program has plateaued at 60%. We are now exploring how we can continue to improve on our diversion.



2008

DIVERSION SUCCESS

Low diversion rates, impending landfill closure and resident requests steered us to a new path.

27%

PINPOINTING BEHAVIOURS



OVERFILLED

Residents slowly allowed their lids to creep up causing overfilled carts, too much waste to landfill and messes in neighbourhoods.



MISUSE

Organics carts are being used for waste either out of blatant disregard for the program or new residents not understanding the system.



CONTAMINATION

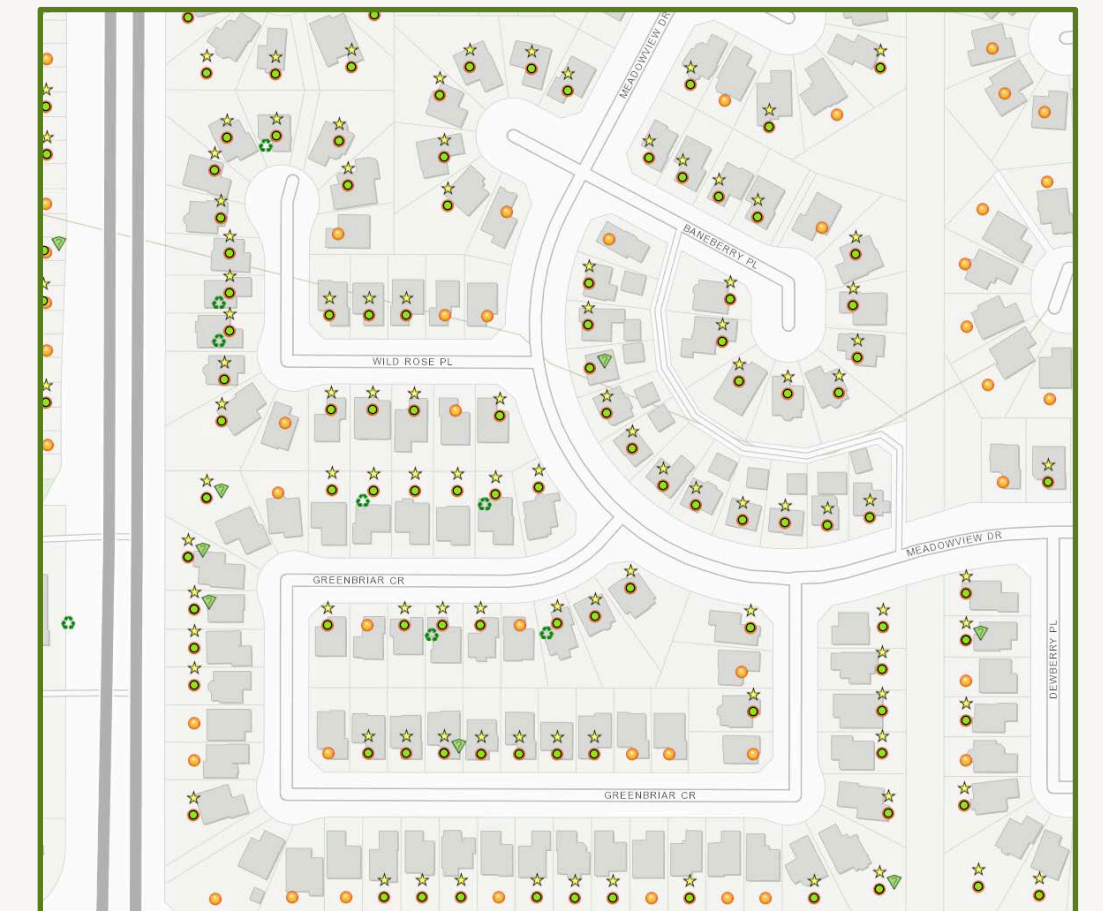
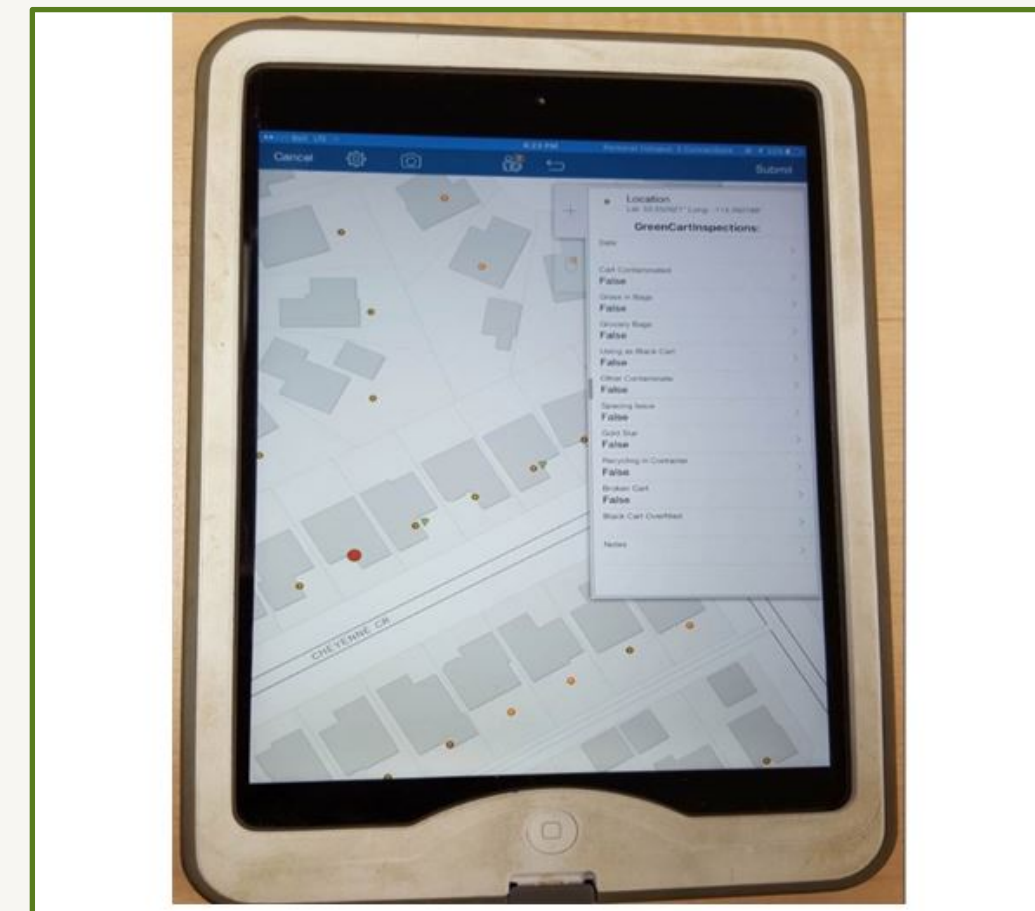
Food packaging and the misuse of plastic versus compostable bags is the number one issue when using the organics cart.

CURBSIDE CRUSADE



AUDITING | STREET TEAM

We initiated an auditing program to collect metrics. The direct observations and interactions on the street provide valuable insight into behaviours which forms the basis of our programming. A GIS application was developed to support our street team in the collection of data.



COMMUNITY BASED SOCIAL MARKETING



PROMPTS | POSITIVE REINFORCEMENT

Positive reinforcement is a powerful behaviour shaper, as these positive cues reassure our residents that they are on the right course and should continue. It also creates community visibility for a sustainable act that will inspire others to do the same...



INCREASED COMMUNITY RECYCLING



ENVIROSERVICE

A new dedicated building for HHW, electronics, paint, oil, batteries, tires and other materials that require special recycling or disposal.



EFFICIENCIES


Introduced compactors to increase efficiencies at the community recycle stations.



EASY, CONVENIENT

Our new site provides convenient, easy and safe access to disposing items such as brush, yard waste and recyclables.

THINK OUTSIDE THE CART



The image shows a smartphone on the left displaying a Strathcona County website with the heading "When is collection day?" and a search bar. To its right is a black rotary telephone. A green speech bubble above the phone says "Never miss garbage day again!".

Have you ever remembered it was garbage day just after the truck drove by? Sign up to get reminders about your collection schedule, information about waste collection and service disruptions.

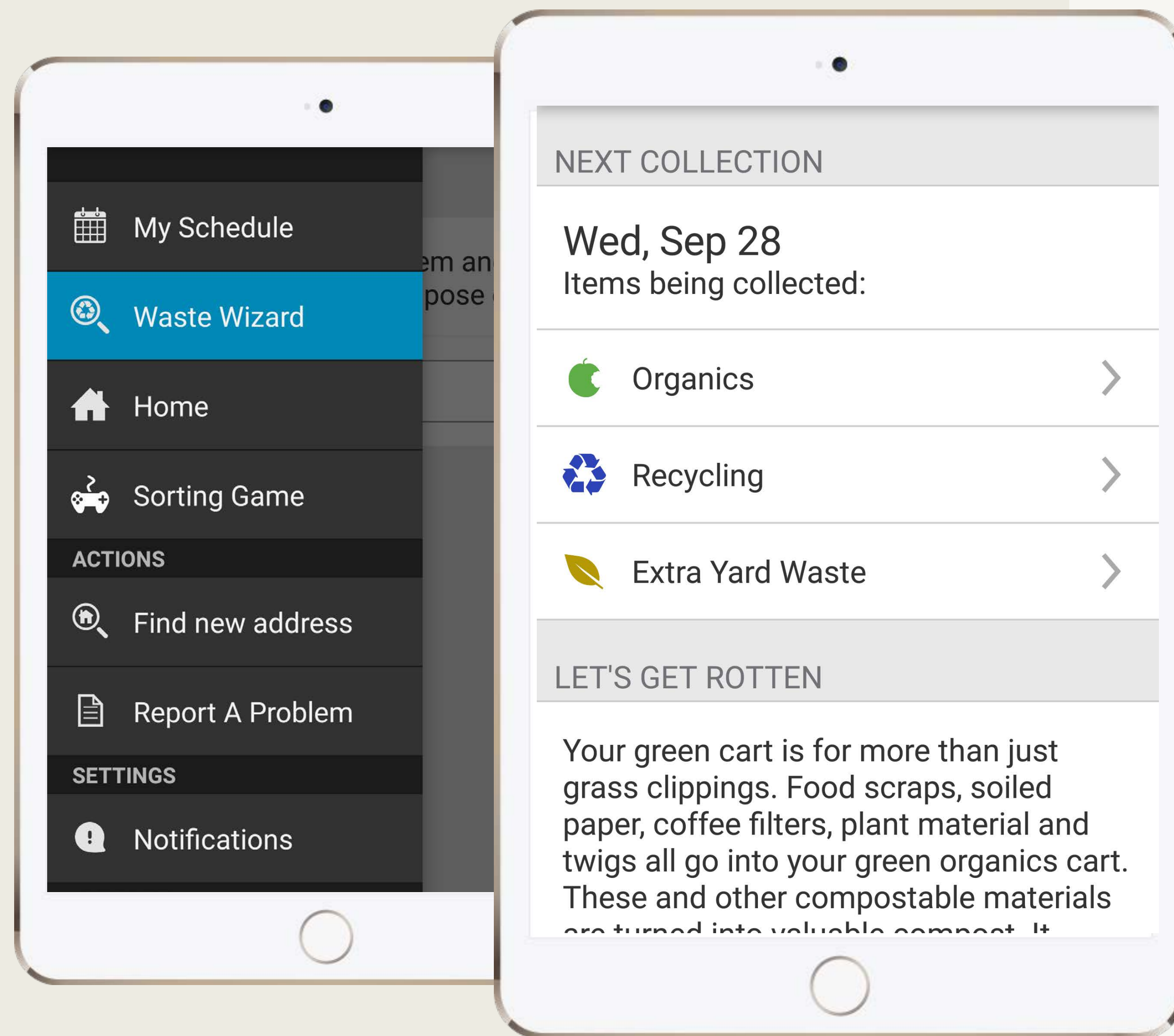
You can receive reminders any or all of the following ways:

✓ Email	✓ Phone call
✓ Text	✓ Android or iPhone app
✓ Tweet	✓ iCal

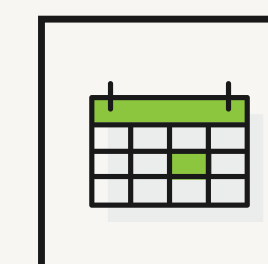
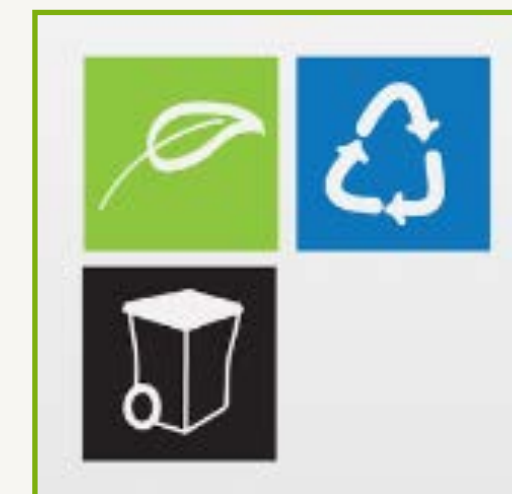


GO MOBILE | REMINDER SERVICE

Residents have the ability to sign up for a reminder service that best meets their communication preferences. As part of the app service, a sorting game was developed to engage residents while collecting data.

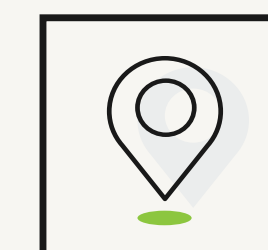


APP FEATURES



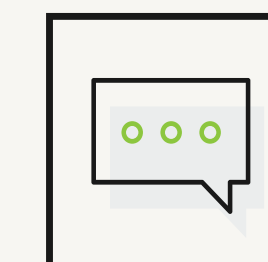
MY SCHEDULE

Set your collection day and receive notifications.



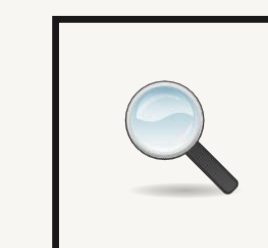
FIND ADDRESS

Find your zone, as well as a disposal location.



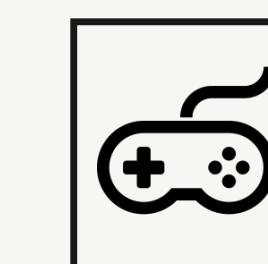
REPORT PROBLEM

Report a missed collection or concern.



WASTE WIZARD

Search that difficult waste item.



SORTING GAME

Fun and interactive.

SUCCESSFUL CAMPAIGNS



Let's mingle

The separation is over!

Your paper recycling and containers can now all go in the same clear blue bag. As long as items are clean and dry, let them mingle! Just keep the blue bag under 25 kg (50 lbs).

This is for curbside collection only.

Questions?
780-449-5514 www.strathcona.ca/utilities



HAVE SOME FUN



Can you believe once upon a time people threw everything into the garbage?

Hahahaha! That's a good one! As if!

Are you setting a good example? We are all responsible to reduce our waste for future generations. Make sure you are doing your part by recycling and composting everything you can.

Learn more
www.strathcona.ca/reduce 780-449-5514



PROVOKE RESPONSIBILITY



No Plastics | No bags | No Batteries

ORGANICS ONLY
Compostable bags only
NO PLASTIC BAGS

Food waste
Household products
Household appliances
Household electronics
Household furniture
Household appliances
Household electronics
Household furniture

ORGANICS ONLY
Please have organics out for collection by 7:30 a.m.

QUESTIONS?
780-449-5514
www.strathcona.ca/utilities

Coming summer 2016

The sticker

Watch for the sticker coming to a green cart near you.

"Fantastic reminder!"
-Goldie Star, straight-up amazing citizen

"#pleaseleaveoncart, #publiceducation"
-Reese Eyckler, proud supporter of the Green Routine

Just a friendly reminder.

Leave it on your cart.

Every cart will get one.

Questions?
780-449-5514
www.strathcona.ca/thesticker



CALL TO ACTION

FOCUS ON FOOD



Please remember to use the green cart for:

- all food scraps including meat, bones and dairy
- paper fast food containers
- paper towel
- pizza boxes
- tea bags
- tissue



Plastic, metal and foil are not allowed in your green cart.

SOCIAL MEDIA TOOLS



Strathcona County
August 23 · 🌐

Only paper or certified compostable bags are permitted in the organics cart. Biodegradable and plastic bags are NOT permitted in the green cart.

Compostable bags are made from a food by-product and break down into compost. Biodegradable bags do not. They break down into smaller pieces of plastic and do not. This contaminates the final compost and it might not be used. Paper bags can be used for waste in your black waste cart.

Paper bags don't need a compostable logo.

<http://www.strathcona.ca/.../organics-green.../compost>

I DON'T ALWAYS USE A BAG FOR MY ORGANICS

BUT WHEN I DO, IT IS COMPOSTABLE

Strathcona County
Sponsored · 🌐

Be your own super hero! Dispose of your hazardous waste at the new Broadview Enviroservice Station.

Save the world from hazardous waste

Enviroservice Station
See Available Hours Today!
www.strathcona.ca

[Learn More](#)

Strathcona County
Sponsored · 🌐

The new Broadview Enviroservice Station is now open! Come drop off your hazardous waste and electronics.

Drop off your Enviroservice items

Enviroservice Station
See Available Hours!
www.strathcona.ca

[Learn More](#)



Have dead batteries? We'll take them!

STRATHCONA COUNTY

[Get directions](#)



Instagram
strathcocounty · Sponsored

Learn More

strathcocounty Have an old printer? Come drop it off at the new Broadview Enviroservice Station. Check out our hours online.

Instagram
strathcocounty · Sponsored

Learn More

strathcocounty We accept aerosol sprays at the new Broadview Enviroservice Station. Visit us today!



...ay we earned our organic recycling star! Thx @StrathcoCounty for the positive reinforcement #greenroutine #shpk

Great job!

ORGANICS ONLY

11:25 AM · 15 Aug 16



make it a Green Christmas - DIY DOG COLLAR

Saved from **Strathcona County**

Strathcona County saved to Green Christmas
Learn how to make a dog collar out of an old shirt. Make this a Green Christmas!



Spot the container recycling

It is easier to spot when it is in a blue bag



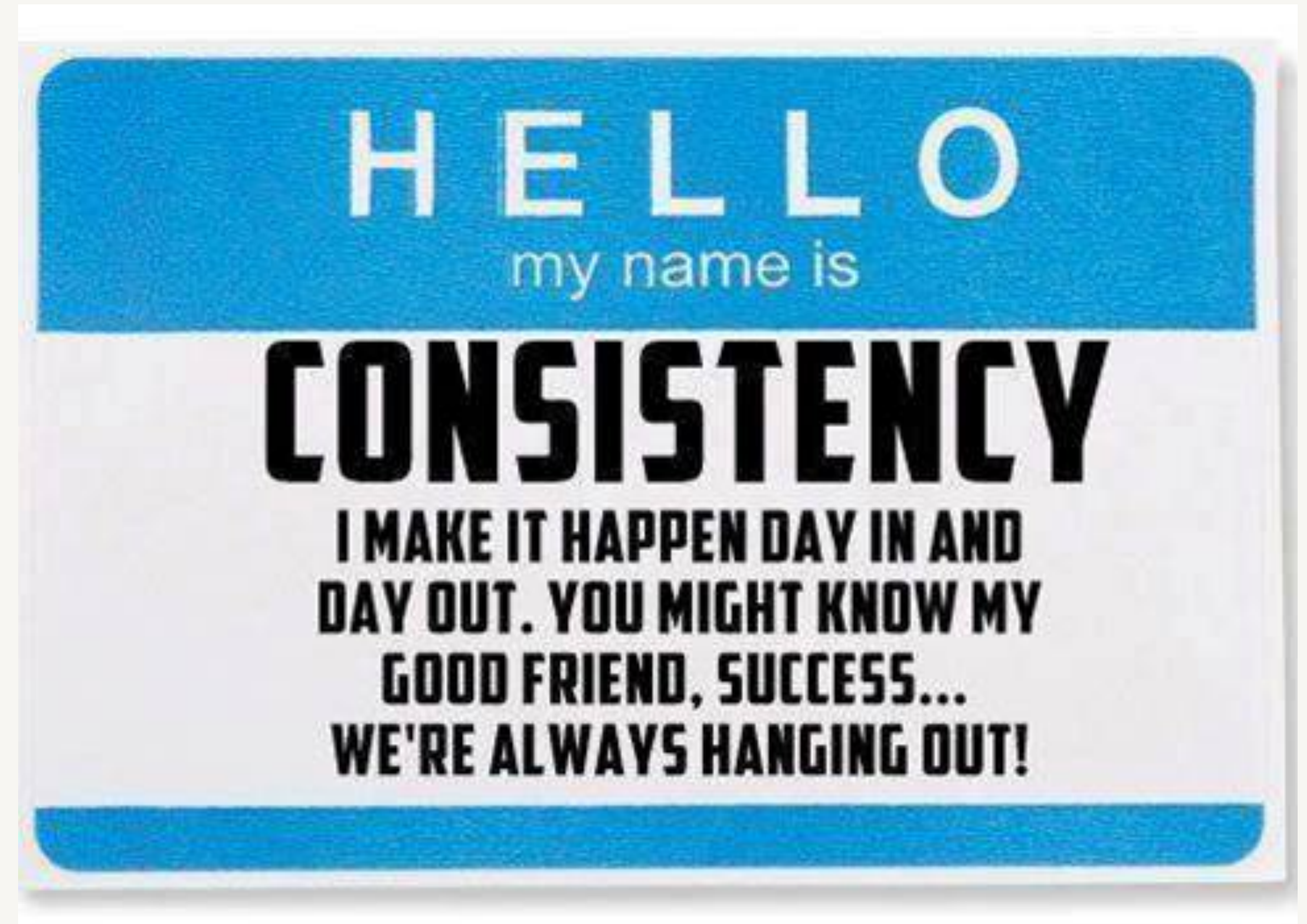
OUTREACH

BEYOND THE CURB

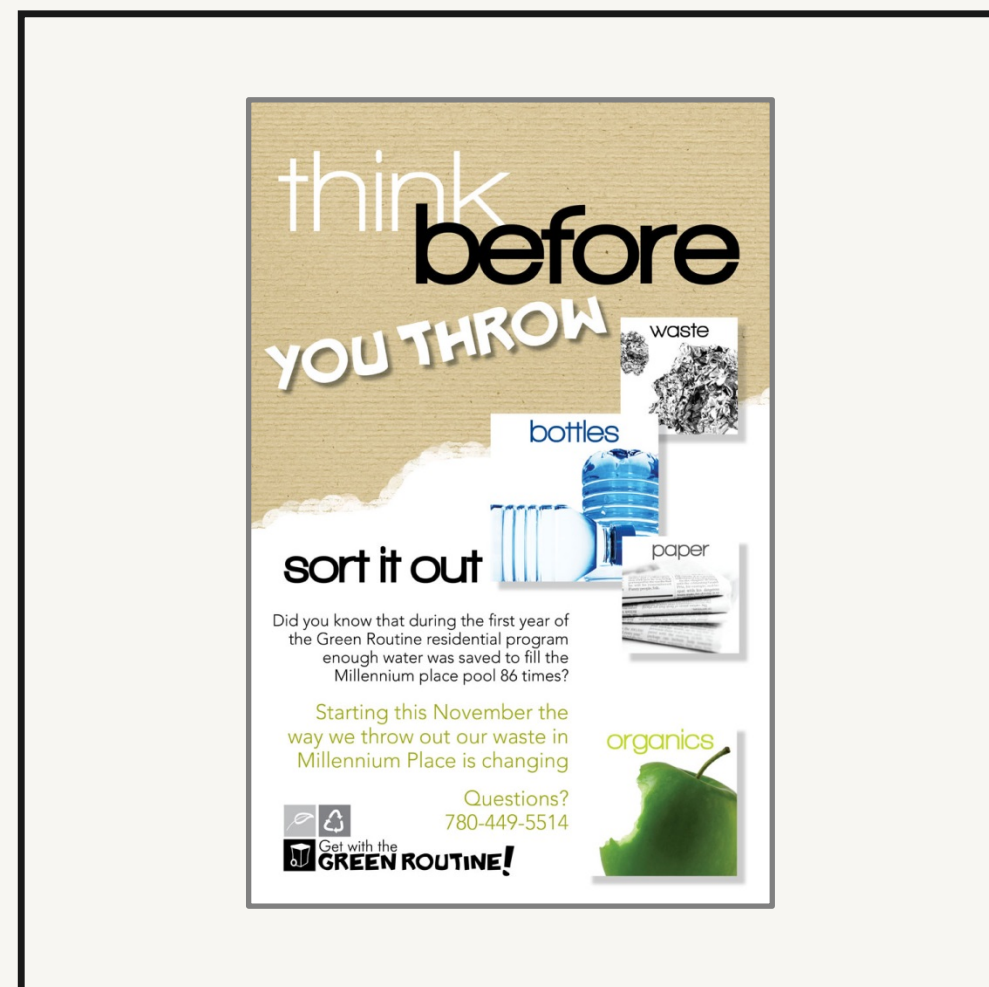
CONSISTENCY IS KEY

ROUTINE | THROUGHOUT COMMUNITY

One of the goals of the Green Routine program is to expand it in order to make it common place throughout the community. As residents travel from home to leisure activities, school and eventually to work, the idea is that a consistent program will be part of their routine and become second nature.

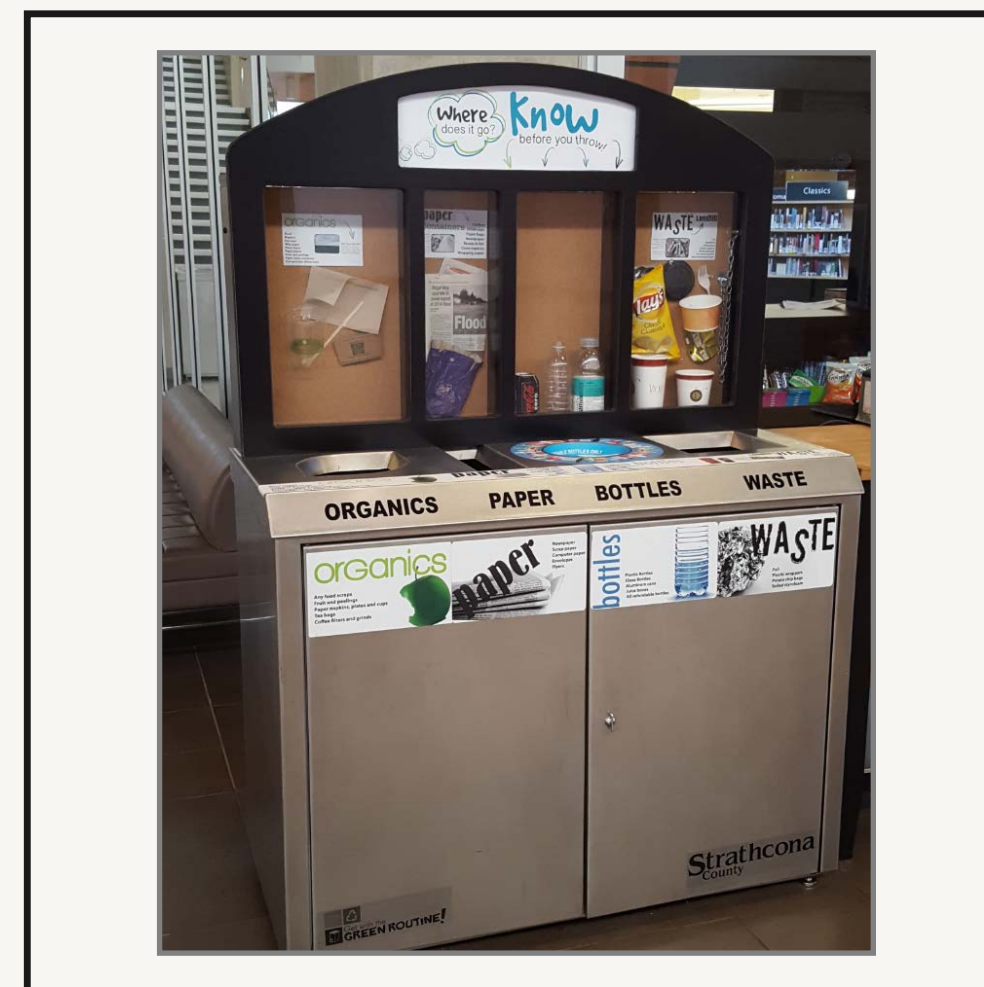


MODELING THE WAY



SORT IT OUT

Fun and catchy campaign to encourage users to better understand the program.



CONSISTENT

Uniform labels, graphics, colors and messaging throughout the facilities.



TAILORED

Use examples specific to common items disposed of at facility.



AWARENESS

Specify end of life location for materials to better educate residents about their choices.

ZERO WASTE COMMUNITY EVENTS



Stations

**SIMPLE
& FAMILIAR**



Oodles of Opportunity

**EASILY
ACCESSIBLE**



Reduction

**SMALLER
WASTE CART**

EVENT SUPER SQUAD

Waste-free event!

“Put us in the green cart!”

Did you know?
75 per cent of the waste from Canada Day 2015 was composted or recycled. Not landfilled.

“We will be sent for composting!”



This event is completely waste-free! You can put all the items below into the green organics cart.

- cups & lids
- cutlery
- plates
- napkins
- sugar packets
- fruit
- stir sticks
- left over food

 **G & L Distributors Ltd.**

Thank you to our sponsor for providing the compostable cutlery.

 **STRATHCONA COUNTY**



COLLABORATION | INTERNAL & EXTERNAL

The success of waste reduction at these events relies on good relationships with numerous groups . Internal departments, volunteer organizations and vendors make these events waste free.

EDUCATION @ EVENTS



ENGAGEMENT

Reel in the kids with an educational and fun activity, while engaging parents in conversations about the program.



CREATE CURIOUSITY

Find new ways to draw people in so there is a better understanding about waste reduction in the community.



TANGIBLE ISSUES

Showcase solutions to real problems residents are experiencing with the program.

COMMUNITY CONVERSATIONS

TRASHFEST | IN YOUR NEIGHBOURHOOD



TRASHfest
Get ready to party!

Join us!
Tuesday, August 16
4 p.m. to 7 p.m.
Holy Spirit Catholic School staff (South) parking lot
151 Crimson Drive, Sherwood Park

August 16
4 pm to 7 pm

Join us on Tuesday, August 16 and learn about our waste system in Strathcona County. Enjoy some of these activities:

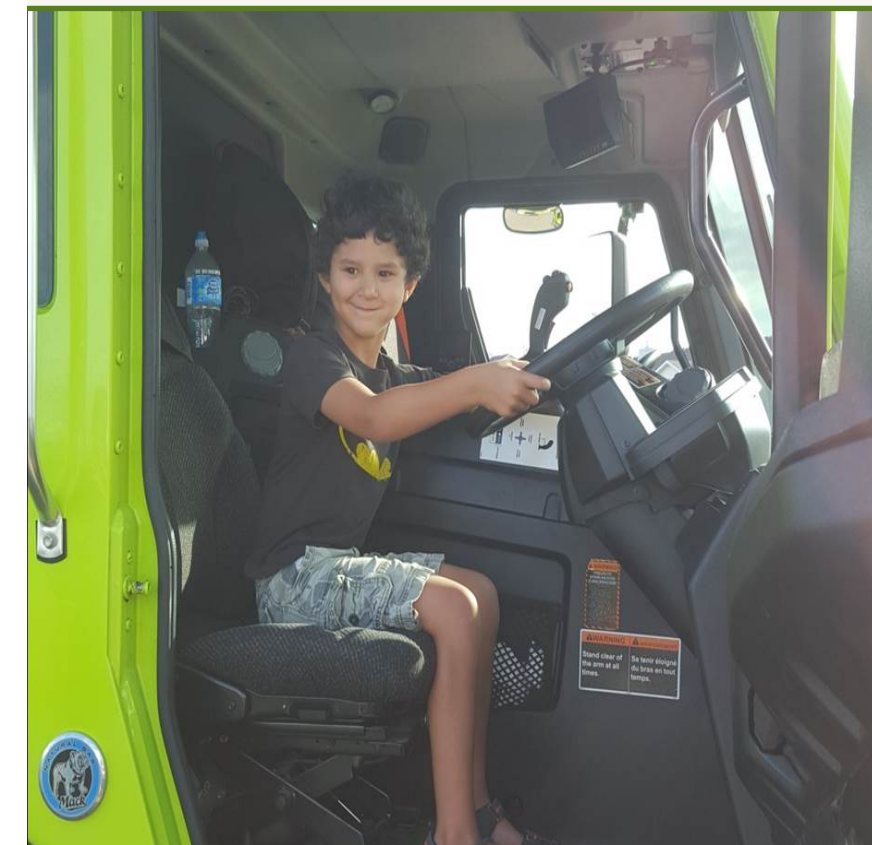
- bouncy castle
- information booths
- interactive sorting game
- hot dogs compliments of Investors Group
- green party idea tent courtesy of Greenmunch
- get up close with one of the new waste collection trucks

And so much more!

Questions?
780-449-5514 | greenroutine@strathcona.ca | www.strathcona.ca/wasteparty

In case of inclement weather, the event may be cancelled. Check our website the day of the event.

STRATHCONA COUNTY



GREEN ROUTINE GOES TO SCHOOL



STUDENTS | SUPERHEROES IN TRAINING

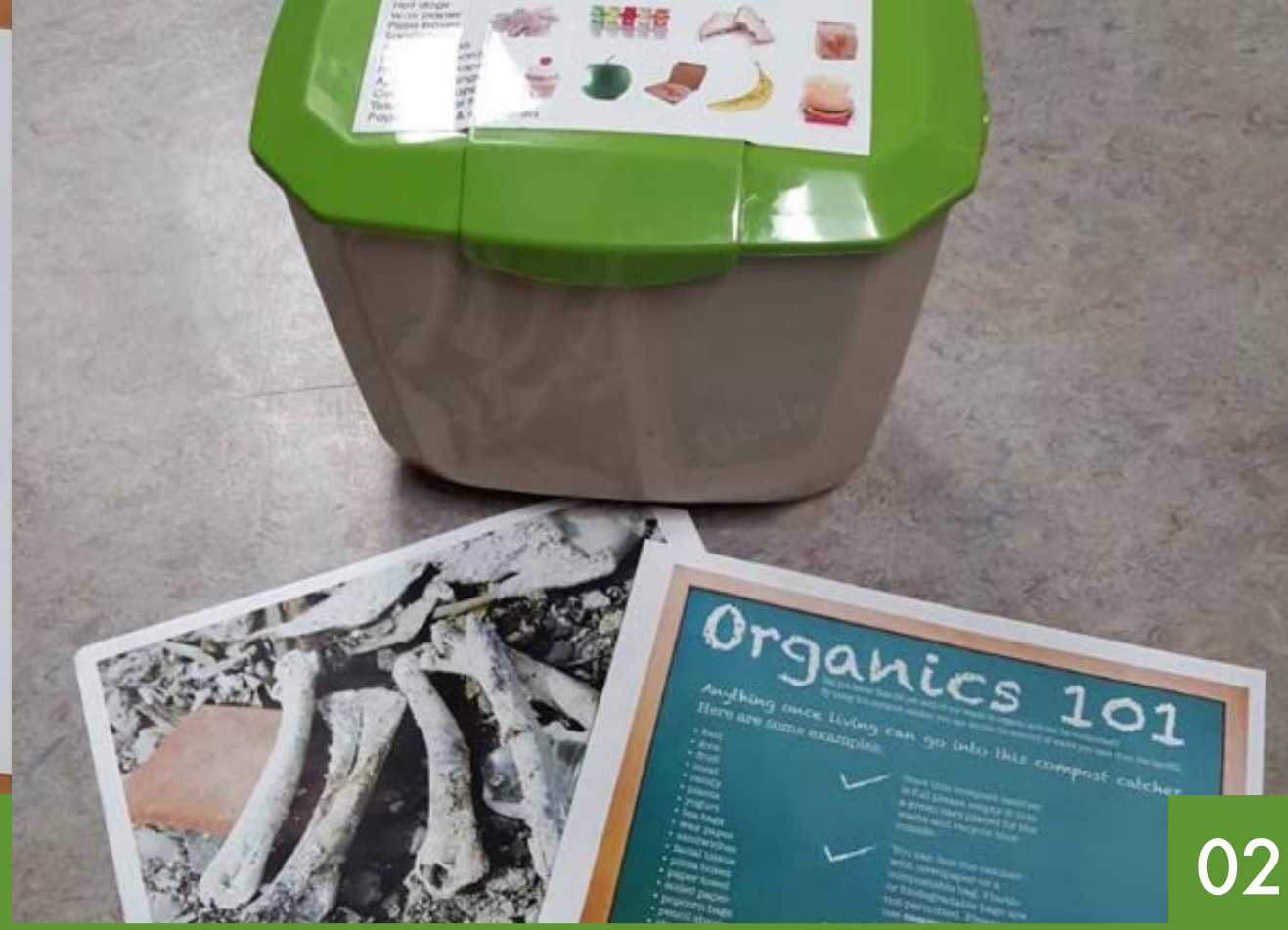
The Green Routine program sees the value in investing in educating our future homeowners.

Creating responsible habits now is easier than changing behaviors down the road.

Bridge the gap for these kids by making the program consistent throughout their day.



01



02



03



04



05



06

FIGHTING WASTE

1. THE GURUS | SCHOOL CHAMPIONS

Students take lead in their waste reduction program.

2. STARTER KIT | EVERY CLASSROOM

Need the right tools to get the job done.

3. CREATIVE SOLUTIONS | MAKING IT WORK

Finding resourceful waste to participate in program.

4. HANDS ON LEARNING | MAKES IT STICK

Link to curriculum where possible.

5. SITE TOURS | ENVIROSERVICE

Breaking out of the classroom environment.

6. RELEVANT | WHAT'S COOL?

Useful images that are relatable to the kids.

MARVELOUS RESULTS

In schools that are actively participating in the full program, they are achieving great results.

Way to go superheroes!



MULTI-FAMILY



NEW CONVERSATIONS| VOLUNTARY vs. REGULATED

Bylaw changes opened up the conversations with our multi-family buildings. Brought awareness about waste practices and improvements and opportunities for further diversion. We continue to actively work with buildings that want to do more.



& BEYOND



Let's get rotten

Your green cart is for more than just grass clippings and yard waste. Food scraps, soiled paper, coffee filters, plant material and twigs all go into your green organics cart.

These and other compostable materials are turned into valuable compost. It takes about one year to turn our organics into compost. If these items were put in a landfill, they may never actually [break down](#).

Think you can't make a difference? Think again. Don't be a landfiller.



FOOD WASTE FOCUS

PROBLEMATIC MATERIALS

CHARACTERIZATIONS & AUDITS

VARIABLE CART PROGRAM

WE'LL BE SEEING YOU LATER!

A cartoon illustration of two superheroes, Recycle Woman and Captain Compost, flying through the air and high-fiving. Recycle Woman, on the left, has white hair and wears a blue suit with a white recycling symbol on the chest. Captain Compost, on the right, has green hair and wears a green suit with a white leaf symbol on the chest. They are both smiling and have their hands pressed together in a high-five. The background consists of stylized grey clouds.

RECYCLE WOMAN & CAPTAIN COMPOST

CONTACT US



LEAH.SEABROOK@STRATHCONA.CA

ERIN.WILDEBOER@STRATHCONA.CA



[\(780\) 449-5514](tel:(780)449-5514)



WWW.STRATHCONA.CA/WASTE



FACEBOOK.COM/STRATHCONA.COUNTY



TWITTER.COM/STRATHCOCOUNTY