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Information item No. 4
Environment & Sustainability Standing Committee
July 2, 2015

TO: Chair and Members of Environment & Sustainability Standing Committee

 ORIGINAL SIGNED

SUBMITTED BY:

Bruce Zvaniga, Director, Transportation & Public Works

DATE: June 18, 2015

SUBJECT: Changes at the Curb Education Campaign

INFORMATION REPORT

ORIGIN

Staff

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, s.335 allowing Council to “make by-laws respecting solid waste”
By-law S-600, *Solid Waste Resource Collection and Disposal By-law*.

BACKGROUND

On February 3, 2015 Council approved amendments to the Solid Waste Resource Collection and Disposal By-law S-600. These changes include the introduction of clear bags for municipal curbside collection of garbage. At that time staff indicated that a public communications/marketing and education plan would be implemented over a six-month period leading up to changes coming into effect on August 1, 2015.

DISCUSSION

Key to success for the implementation of changes is education to residents. Clear, proactive and consistent communication is required to convey what is happening and how residents can participate in changes at the curb. The objective of the public communications/marketing and education plan is to clearly and consistently explain changes to curbside waste preparation and sorting rules that take affect August 1, 2015.

How are we informing residents about changes at the curb?

The following is an overview of the elements of the education and communications campaign.

Mail Notice/Direct Mail Piece

- In February, Changes at the Curb newsletter was direct mailed to all householders to notify residents of Council approved changes. A PDF copy of this education piece is embedded below. This direct mail piece also included two inserts: 1) A new Householder's Guide to Waste Sorting and 2) Green Cart/Garbage Collection Calendar.

Please See Attachments 1, 2 and 3.

Print Advertisements

- All print dailies along with weekly and monthly community papers were utilized to communicate changes at the curb. Print mediums were utilized beginning in February and will continue up to and including the months of August and September to maintain the message. A PDF copy of the print ads are included below:

Please see attachments 4 and 5.

Online Advertisements

- Big box and leaderboard advertisements were included in Facebook, Herald online advertising.



Bus board Advertisements

- Halifax Transit bus boards include coverage on both inside and outside bus panels booked for the month of July where space can be accommodated. A PDF copy of the bus board is included below:



Radio Advertisements

- Radio advertisements were initiated the week of February 25th and are ongoing.
- Radio script advises of changes at the curb being approved in February, what the changes are and when they come into effect.

Halifax.ca/clear and Halifax Recycles Facebook page

- The Halifax.ca/clear website page includes infographics, changes at the curb FAQ's and updated program information. This website has been updated through the entire period of By-Law approval process, public hearing and when Council approved changes in February 2015. The website has featured spotlight images on the main landing page with banner profile. Solid Waste website pages are among the top 3 (#1 Transit, #2 Solid Waste and #3 Police) for views on municipal website pages visited and remains high frequency of site views.
- Countdown to August 1st is included on the site and the Municipality is encouraging residents to start using clear bags for garbage now.
- Campaign elements and educational materials are also being posted to the Halifax Recycles Facebook page on an on-going basis.

Enter to Win Contest /Survey

- Commencing the month of July, for six weeks Halifax residents visiting the Municipality's clear bag info site (halifax.ca/clear) will have a chance win one of six iPads being drawn weekly.

Educational Materials

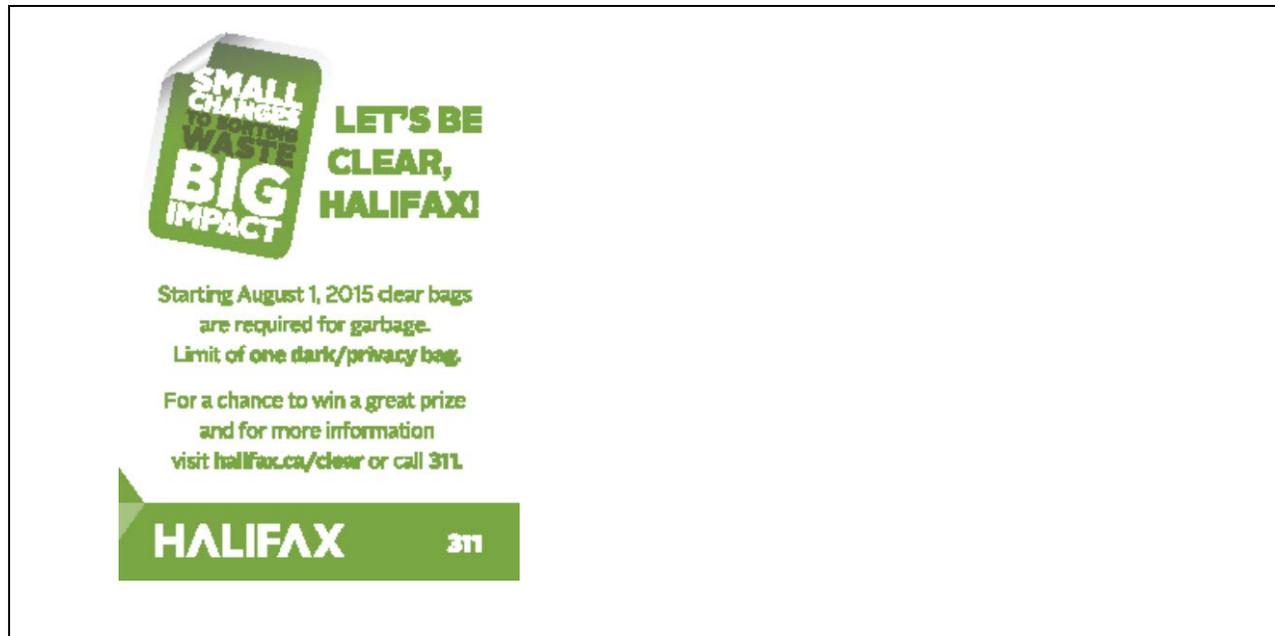
- The following educational materials are being used to support program messaging:
 - Direct Mail Out Newsletter
 - New Householder Guides
 - 2015 Collection Calendars
 - Changes at the Curb Infographic posters
 - Updated Mini Bin Lid Stickers
 - Pop Up Display Banners
 - Bookmarks
 - Glad Clear Bag Sample Packs

Special Events/Outreach Education

- Since February Solid Waste education staff have been visiting schools and attending special events and trade shows to convey the Changes at the Curb and distribute educational materials. The following is a sample of the venues:
 - Spring Home Show March 26 (5,000 + attendees)
 - Wellness Show April 18/19 (1,000 + attendees)
 - Saltscape Show April 24-26 (5,000+ attendees)
 - Welcome Newcomers Event April 30 (500 +)
 - Canada Day –Bedford – July 1
 - Halifax Pride Parade July 25
 - Throughout the summer sample clear bag packs will be distributed at civic events and parades.

Direct to Household Curbside “Let’s Be Clear” Education Sticker & Glad Clear Bag Pack

- During the month of July, residential haulers will affix an education sticker together with a Glad Clear Bag Pack/coupon to green carts curbside. Along with the free clear and blue bag with coupons, the sticker will notify residents of clear bag for garbage effective August 1st and direct residents to the website for more information and enter to win in the online contest. Noted below is a copy of the 4inx5in education sticker that is being used.



Public Affairs & Social Media

- In advance of the education sticker and Glad clear bag packs initiative, a public service announcement will be distributed to media and information shared through the municipality's official Twitter account (@hfxgov). Additional information will also be posted on the Halifax Recycles Facebook page, which currently hosted up-to-date details regarding the Changes at the Curb campaign. Key messages regarding the campaign are also incorporated, where relevant, to ongoing media inquiries and requests for interviews.

Direct to Residents/Consumers at Retail Outlets

- Solid Waste staff have conducted outreach to partner with the retailers that stock retail clear bags to distribute the "Let's Be Clear" education stickers.
- The following is a list of retailers in the Halifax region that have jumped on board to support the clear bag message:
 - Atlantic Superstore – all stores
 - Sobeys – all stores
 - Canadian Tire – all four locations
 - Kent – all four locations
 - Giant Tiger – all three locations
 - Home Hardware – all three locations
 - Rona – all six locations
- Retailers will determine the method of distribution. In speaking with grocery retail outlets that may include distribution at each cash register with purchase, stickers can be affixed to bags or placed inside bags upon purchase. Solid Waste staff have been welcomed to participate in store to promote and profile the clear bag program and be onsite to answer resident inquiries. Staff will coordinate onsite visits and have also partnered with the Adventure Earth Centre (AEC) HEAT Youth Leaders to assist in education outreach during this busy time.

Waste Collection Fleet Signage

- In conjunction with the new collection contracts and requirement for fleet at start-up (01 July 2015) there will be a number of collection vehicles slated for new decaling and include a

municipal clear bag message with signage affixed onto trucks. This has been done in other jurisdictions and is a tool to enhance program communication. The private sector haulers are supportive of this initiative. The decals will be rolling out onto fleet throughout the Halifax region starting in the core areas.

- The message is expected to mirror the communication carried throughout the campaign as applied to the transit bus boards and will have longevity.

Solid Waste APP (Web & Mobile)

- Solid Waste with ICT team members have undertaken a request for proposals for a service to enhance program communication to residents. This is an on-line resource that includes a waste sorting guide search tool where residents enter a material type in the search menu with instant results to identify what goes where (recycling, garbage or garbage).
- Residents will never miss another collection day as they can sign up for reminder notifications regarding garbage or organic collection weeks.
- Residents simply enter a civic address to find out their collection day/week.
- The tool also provides the ability for residents to sign up to receive notifications when weather may cancel collection and holiday alternative collection day notifications.
- Collection calendars can be downloaded and a mail out requested.
- With Changes at the Curb roll out, this tool will enable residents to check if items are recyclable or compostable without having to call 311, and Solid Waste will be able to cue up additional notifications to promote recycling boxboard and paper bag for excess leaf and yard waste and other seasonal messaging.
- The APP is scheduled to be up and running for public access by August 1st.

Resident Home Visit

- Solid Waste education staff are able to speak to residents, review their current waste management practices and provide advice on how to participate in the program.
- Residents can request a home visit and education by emailing wasteless@halifax.ca or call 311.

311 Call Centre

- 311 call centre staff have been provided information and FAQ's to answer calls that come in and have been provided educational materials to mail out to residents upon request.
- Solid Waste staff have further provided new workshop training sessions for all call centre staff as part of the education and communications campaign.
- Calls that cannot be addressed by 311 will be forwarded as Tier 1 to Solid Waste staff to address and is the current protocol.

Visual Media Interest

- Clear bag videos for TV and YouTube channels are in production slated to air in July. The made for TV video is intended to raise public interest and awareness.
- YouTube channel videos will be instructional and will address questions of how to participate in the program. These videos will complement the videos that already have been produced that showcase what happens to the waste (compost, garbage and recycling) following collection to the processing facilities. Videos reside on the municipal You Tube channel www.youtube.com/HRMNovaScotia

Program Compliance Promotion Effective August 1st

- **Hauler Curbside Education** – Starting on August 1st where residential collection crews identify residential properties using more than one dark bag, the bag will be affixed with an education sticker along with a Glad clear bag pack and coupons. The education sticker will identify that only one dark bag is permitted.



**Only one dark / privacy bag permitted. Please ensure that your garbage does not contain:
Organics, Paper, Needles, Medical Waste, Recyclables, Paint, Propane Cylinders or Hazardous Waste.
Visit halifax.ca/clear for more information.**



- It is resident's responsibility to bring uncollected materials in from the curb for proper sorting and preparation for collection the next collection cycle.
- **By-law Education and Compliance at the Curb**
- Solid Waste staff will be assisting by-law compliance staff responding to any resident complaints where uncollected material remains curbside following collection day. These properties will receive a visit where occupant/resident will be advised they have another 24 hours to remove the waste from the curb before the city staff arranges special collection and bills back the costs. If there is no one at home during the notification phase, there will be information left as a door hanger or in the mail box as applicable. Upon staff return to the property to verify, where material is still curbside, the municipality arranges for collection with clean up and collection costs billed back to the property owner.
- **Illegal Dumping Strategy**
- In response to concerns that illegal dumping may occur, stakeholders from Solid Waste, By-law Compliance and Legal Services, Halifax Regional Police, RCMP and DNR are reviewing and developing procedures and protocols. A communications plan and related tactics are being developed to support the Strategy.

Attachment 1- Halifax Newsletter Print

WHAT ARE THE CHANGES TO CURBSIDE COLLECTION?

BACKYARD COMPOSTER SALE

Spring 2015! Details coming in March at halifax.ca/recycle



May not be empty or painted.

LEAF COLLECTION USING KRAFT PAPER BAGS

KRAFT PAPER BAGS ARE THE ONLY BAG ACCEPTABLE FOR COLLECTION OF EXCESS LEAF AND YARD WASTE. LEAF AND YARD WASTE CAN STILL BE PLACED IN THE GREEN CART.



CAN YOU SPOT THE DIFFERENCES?

ANSWER KEY:

- 1 different color garbage bags
- 2 extra bush
- 3 sidewalk
- 4 block

RESIDENTIAL SINGLE UNIT

 UP TO 6 CLEAR BAGS OR UP TO 5 CLEAR + 1 DARK BAG
ALL BAGS MUST BE PLACED IN CURB

RESIDENTIAL MULTI-UNIT

 6 UNITS AND UNDER
 UP TO 4 CLEAR BAGS OR UP TO 3 CLEAR + 1 DARK BAG
ALL BAGS MUST BE PLACED IN CURB

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GRASS CLIPPINGS

GRASS CLIPPINGS WILL NOT BE COLLECTED CURBSIDE. GRASS CLIPPINGS MUST BE PLACED IN AN OTC BACKYARD COMPOSTING BOXBOARD.

BOXBOARD

BOXBOARD WILL BE ACCEPTED WITH PAPER FOR RECYCLING. ALL OTHERS ARE REJECTED. ONLY ONE BOXBOARD PER CURB. NO WET FOOD WASTE.



CANS CONTAINING LOOSE WASTE WILL BE REJECTED

MORE THAN ONE DARK OR NESTED BAG WILL BE REJECTED



Attachment 3 - Householders Guide 2015

HALIFAX

HOUSEHOLDER'S GUIDE

WHAT GOES WHERE

Materials must be curbside by 7:00 am to ensure collection.

ORGANICS
GREEN CART

Collected every 2 weeks (even if not full)
Weekly in July and August

RECYCLING
BLUE BAG, PAPER, CARDBOARD

Urban/Suburban: Collected every week
Rural: Collected every 2 weeks

GARBAGE
CLEAR BAG OR CONTAINER

Collected every 2 weeks

SPECIAL WASTE
HSW DEPOT

Call 311 or visit halifax.ca/recycle for hours and locations for drop off

All Food Waste: Fruit and vegetable peelings, table scraps, meat, fish, dairy products, cooking oil and fat (cool, wipe with paper towel and place in green cart), bread, rice, pasta, bones, coffee grounds, filters, tea bags and eggshells.

Yard Waste: Excess leaves, brush and plants.

Soiled Paper: Food napkins, kitchen paper towels.

Other: Sawdust and wood shavings.

Not for the Green Cart:

- ⊘ Ashes
- ⊘ Cans, bottles or glass
- ⊘ Corrugated cardboard (pizza boxes)
- ⊘ Decorations or wire wreaths
- ⊘ Grass clippings
- ⊘ Milk containers
- ⊘ Newspapers, magazines or shredded paper
- ⊘ Paper, coffee or styrofoam cups
- ⊘ Pet or animal waste
- ⊘ Plastic/biodegradable/compostable bags
- ⊘ Rocks, logs or tree trunks
- ⊘ Soil or sods
- ⊘ Waxed/film packaging

! Use cardboard or one sheet of paper to wrap wet food waste.

1 Blue Bag Recyclables: Place in a see-through blue bag

All deposit-bearing containers (place all caps in garbage)

All plastic containers (no styrofoam)

Glass bottles and jars

Steel and aluminum cans

Clean aluminum foil and plates

All milk containers

Mini Sips and Tetra Juice Paks

Plastic bags including: grocery, retail, bread, bubble wrap, dry cleaning and frozen food bags. Remember to remove all receipts. Please stuff all bags inside a grocery bag, tie and place in blue bag.

2 Paper Recycling: Place in a grocery bag, retail or clear bag

Dry and clean paper, newspaper, flyers, glossy magazines, catalogues, envelopes, paper egg cartons, paperbacks, phonebooks, shredded paper, receipts and boxboard (i.e. cereal and cracker boxes)

3 Corrugated Cardboard: Fold boxes flat. Tie in bundles approximately 0.6 m x 0.9 m x 0.2 m (2 ft x 3 ft x 8 in)

Appliance boxes

Pizza boxes

! Paper and corrugated cardboard is placed next to blue bag recycling.

Garbage must be contained in a clear bag. Bags may be secured in a metal or plastic garbage container. Scattered garbage due to bags that are broken open is the responsibility of the householder.

Aerosol cans (empty)

Aluminum foil (soiled)

Broken glass (wrapped)

Bulky items (furniture, stoves, etc.)

Ceramics

Coffee cups (disposable)

Diapers (disposable)

Dishes

Floor sweepings

Frozen juice cans

Latex gloves

Light bulbs

Mattress and boxspring

Motor oil containers (empty)

Packaging (non-recyclable)

Paint cans (empty or dry)

Pet/animal waste

Plastic wrap (soiled)

Potato chip bags

Styrofoam™

Tissue

Toothpaste tubes

Toys (broken)

Vacuum cleaner bags

Wallpaper

Take these items to the HSW Depot:

Aerosol cans containing hazardous substances

Batteries of all types

BBQ propane tanks

Fuel oil

Gasoline

Leftover corrosive cleaners

Motor oil (or contact your oil retailer for a used oil drop-off site near you)

Pesticides/herbicides

Pharmaceuticals and drugs

Small propane cylinders (e.g. camp fuel)

Solvents and thinners

! Leftover liquid paint should be returned to the ENVIRO-DEPOT™ in your neighbourhood. Visit regeneration.ca or call 1-888-772-9772.

! Drop-off locations for alkaline and rechargeable batteries can be found at call2recycle.org

Flip page to learn how organics work

Flip page to learn how recycling works

Flip page to learn how garbage works

Flip to learn how special waste works

Questions?

Call 311 or visit halifax.ca/recycle for more information including hours of operation for all waste facilities.

For more information and to download a collection schedule for your area visit halifax.ca/recycle or call 311, TDD/TTY 902-490-6645

Attachment 5-Changes at the Curb Print Advertisement

CAN YOU SPOT THE DIFFERENCES?

**SMALL
CHANGES
TO SORTING
WASTE
BIG
IMPACT**

By using clear
garbage bags
instead of dark bags
you'll help reduce
the amount of waste
that ends up in our
landfills. One dark bag is
allowed for privacy.

For more information,
visit halifax.ca/recycle
or call 311.



1. Garbage bags 2. Bushes 3. Light

CLEAR BAGS WILL TAKE EFFECT AUGUST 1, 2015
For more information, visit halifax.ca/recycle or call 311

PUT WASTE IN ITS PLACE



HALIFAX

Attachment 6-Changes at the Curb Infographic

WHAT ARE THE CHANGES TO CURBSIDE COLLECTION ?

RESIDENTIAL SINGLE UNIT

 UP TO **6** CLEAR BAGS **OR** UP TO **5** CLEAR BAGS + **1** DARK BAG

THESE BAGS MAY BE PLACED IN CANS THESE BAGS MAY BE PLACED IN CANS

UP TO 6 CLEAR BAGS UP TO 5 CLEAR BAGS 1 DARK BAG

CAN BE A STANDARD SIZE SOLID COLOUR BAG

RESIDENTIAL MULTI-UNIT 6 UNITS AND UNDER

 UP TO **4** CLEAR BAGS **OR** UP TO **3** CLEAR BAGS + **1** DARK BAG

THESE BAGS MAY BE PLACED IN CANS THESE BAGS MAY BE PLACED IN CANS

UP TO 4 CLEAR BAGS UP TO 3 CLEAR BAGS 1 DARK BAG

CAN BE A STANDARD SIZE SOLID COLOUR BAG

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MORE THAN ONE DARK OR NESTED BAG WILL BE REJECTED

CANS CONTAINING LOOSE WASTE WILL BE REJECTED



BOXBOARD

BOXBOARD WILL BE ACCEPTED WITH PAPER FOR RECYCLING. BOXBOARD CAN STILL BE USED AS A KITCHEN SCRAP CATCHER FOR WET FOOD WASTE



GRASS CLIPPINGS

GRASS CLIPPINGS WILL NOT BE COLLECTED CURBSIDE IN FAVOUR OF GRASSCYCLING AND/OR BACKYARD COMPOSTING



CHANGES TAKE EFFECT AUGUST 1, 2015.
For more information, visit Halifax.ca/recycle or call 311.

PUT WASTE IN ITS PLACE | 

HALIFAX