

P.O. Box 1749 Halifax, Nova Scotia B3J 3A5 Canada

Item No. 4
Halifax Regional Council
July 21, 2015

TO:

Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY:

Councillor Jennifer Watts

Chair, Environment and Sustainability Standing Committee

DATE:

July 2, 2015

SUBJECT:

Changes at the Curb Education Campaign

INFORMATION REPORT

ORIGIN

Motion from the July 2, 2015 Environment and Sustainability Standing Committee.

LEGISLATIVE AUTHORITY

Section 3 (a) of the Terms of Reference of the Environment and Sustainability Standing Committee which state that the Committee shall advise the Council on matters respecting solid waste management, including the responsibility to receive reports and to keep the Council informed respecting all matters related to the solid waste management program in HRM.

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 Regional Council approved amendments to the Solid Waste Resource Collection and Disposal By-law S-600, with changes coming into effect on August 1, 2015.

DISCUSSION

At the July 2, 2015 Environment and Sustainability Standing Committee (ESSC) meeting an information report dated June 18, 2015 was before the Committee outlining the strategy for informing residents about changes at the curb. The Committee approved a motion to forward the report to Regional Council to ensure members of the Council and public are aware of the Education Campaign related to the changes to curbside collection.

Refer to the discussion section of the June 18, 2015 information report for details.

FINANCIAL IMPLICATIONS

There are no financial implications to this report.

COMMUNITY ENGAGEMENT

Not required for this report.

ENVIRONMENTAL IMPLICATIONS

No environmental implications identified.

ATTACHMENTS

Attachment 1 – Staff information report to the Environment and Sustainability Standing Committee dated June 18, 2015.

A copy of this report can be obtained online at http://www.halifax.ca/council/agendasc/cagenda.php then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by:

Phoebe Smith, Legislative Assistant, 902-490-6732



P.O. Box 1749 Halifax, Nova Scotia B3J 3A5 Canada

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

TO: Chair and Members of Environment & Sustainability Standing Cor	mmittee
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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
 - o 2015 Collection Calendars
 - Changes at the Curb Infographic posters
 - Updated Mini Bin Lid Stickers
 - o Pop Up Display Banners
 - o 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
 - o Canadian Tire all four locations
 - o Kent all four locations
 - o Giant Tiger all three locations
 - Home Hardware all three locations
 - o 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 at 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 <u>wasteless@halifax.ca</u> 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.



- 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.

FINANCIAL IMPLICATIONS

Funding for the changes at the curb communications and program education activities are included in the approved 2015/16 Solid Waste Resources budget.

There are no financial implications with this report.

COMMUNITY ENGAGEMENT

N/A

ATTACHMENTS

Page 8: Attachment 1 - Halifax Newsletter Print

Page 9: Attachment 2 - Halifax Newsletter Print

Page 10: Attachment 3 - Householders Guide 2015

Page 11: Attachment 4 - Halifax Waste Garbage & Organics Collection Schedule

Page 12: Attachment 5 - Changes at the Curb Print Advertisement

Page 13: Attachment 6 - Changes at the Curb Infographic

A copy of this report can be obtained online at http://www.halifax.ca/commcoun/index.php then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Laurie Lewis, Diversion Planning Coordinator, Solid Waste Resources 902.490.7176

ORIGINAL SIGNED

Report Approved by:

Matthew Keliher, Manager, Solid Waste Resources, 902.490.6606

Attachment 1- Halifax Newsletter Print



THESE ARE SMALL CHANGES TO WASTE SORTING. LET'S BE CLEAR, HALIFAX

HOW SHOULD I MANAGE MY LAWN AND GRASS CLIPPINGS?

Residents in single unit dwellings are allowed 6 clear bags of garbage, with 1 dark bag included in the 6 bag limit. If you live in a multi-unit building (2 to 6

WHAT ARE MY BAG LIMITS?

units), you are allowed a total of 4 bags per unit, 1 bag may be dark, the remaining

3 must be clear.

Raising the blade on your mower and leaving clippings on your havn is the best practice for a healthy lawn. The clippings return valuable nutrients, like nitrogen, potassium and phosphorus, to the soil, reclucing fertilizer requirements and

encouraging earthworm activity. Visit halifax.ca/recycle for more information WON'T KRAFT PAPER BAGS TEAR WHEN THEY GET WET?

- GREEN CARTS LEAF/YARD WASTE

Look for kraft paper bags made for leaf and yard waste as they are designed for getting inside. Paper bags are used in other jurisdictions in the Mantimes and have proven to function well.

use in all climates. Leave enough room to roll the bag shut to prevent rain from

WHEN WILL THE CHANGES COME INTO EFFECT?

resident will be responsible for proper bags and sorting. This date allows for a 6 month period for stores to stock shelves with proper bags and residents to curb, Non-compliant bags will be tagged with a rejection notice and the Starting August 1, 2015 new program requirements will be enforced at the become aware of the changes at the curb.

CAN I STILL USE GARBAGE CANS?

Yes, residents may still place bags in standard-size garbage cans for storage and privacy. Waste must be bagged within the can (no loose waste).

HOW WILL I MANAGE PET WASTE AND DIAPERS?

- In a grocery store bag then in the black bag

- In a small clear bag (i.e. kitchen catcher) then into the larger clear bag

CAN I STILL USE BOXBOARD (LIKE CEREAL BOXES)
TO LINE MY COUNTERTOP MINI-BIN FOR ORGANICS?

For more details about the changes, including information on What Goes Where and How it Works, visit half ax.ca/recycle or call 311. Published with Funding Assistance from RRFB Nova Scotia.





FSC logo

Look for your new Sorting Guide and Collection Schedule inside!





DIFFERENCES? SPOT THE

CAN YOU

See inside for answer key.





HOUSEHOLD SPECIAL WASTE DEPOT SCHEDULE

The following is the Saturday 6 month operational schedule for the Household Special Waste Depot Located at 20 Horseshoe Lake Drive, Bayers Lake Industrial Park for the months of March, 2015 to August, 2015

						a				
015	OPEN	OPEN	CLOSED	May 23 OPEN May 30 OPEN	ST 2015	CLOS	OPEN	5 OPEN	2 OPEN	S CPE
MAY 2	May 2	May 9	May 16	May 23 May 30	AUGU	August 1	August a	August	August 2	AUGUST
2015					2015	CLOSED	OPEN	OPEN	OPEN	
APRIL	April 4	April 11	April 18	April 25	JULY	July 4	July	July 18	July 25	
12015					2015	OPEN	OPEN	OPEN	OPEN	
MARCH	March 7	March 14	March 21	March 28	JUNE 2					

Attachment 3 - Householders Guide 2015



ORGANICS

Collected every 2 weeks (even if not full) **Neekly in July and Augus**

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

Yard Waste:

Excess leaves, brush and plants.

Food napkins, kitchen paper towels. Soiled Paper:

Plastic bags including: grocery, retail,

Mini Sips and Tetra Juice Paks

bread, bubble wrap, dry cleaning and frozen food bags. Remember

Other: Sawdust and wood shavings.

Not for the Green Cart:

- Ashes
- O Cans, bottles or glass
- O Corrugated cardboard (pizza boxes) O Decorations or wire wreaths

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

flyers, glossy magazines, catalogues,

Dry and clean paper, newspaper, envelopes, paper egg cartons,

- O Grass clippings
- Milk containers
- O Newspapers, magazines or
- O Paper, coffee or styrofoam cups shredded paper
- O Plastic/biodegradable/compostable bags O Pet or animal waste
 - O Rocks, logs or tree trunks
 - Soil or sods
- Waxed/film packaging
- paper to wrap wet food waste. Use boxboard or one sheet of

RECYCLING BLUE BAG, PAPER, CARDBOARD Urban/Suburban: Collected every week Rural: Collected every 2 weeks

CLEAR BAG OR CONTAINER

Collected every 2 weeks

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

Aerosol cans (empty) householder.

All plastic containers (no styrofoam)

Clean aluminum foil and plates

All milk containers

Steel and aluminum cans

Glass bottles and jars

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

All deposit-bearing containers

(place all caps in garbage)

Bulky items (furniture, stoves, etc.) Broken glass (wrapped) Aluminum foil (soiled) Ashes (cold) Ceramics

Diapers (disposable) Floor sweepings Dishes

> all bags inside a grocery bag, tie and to remove all receipts. Please stuff

place in blue bag.

Coffee cups (disposable)

Frozen juice cans Latex gloves

Motor oil containers (empty) Mattress and boxspring Light bulbs

Packaging (non-recyclable) Paint cans (empty or dry) Plastic wrap (soiled) Pet/animal waste

> shredded paper, receipts and boxboard 3 Corrugated Cardboard: Fold boxes

paperbacks, phonebooks,

(i.e. cereal and cracker boxes)

Foothpaste tubes Potato chip bags Styrofoam™ Tissue

flat. Tie in bundles approximately 0.6 m \times 0.9 m \times 0.2 m (2 ft \times 3 ft \times 8 in)

Appliance boxes Pizza boxes

Vacuum cleaner bags Foys (broken)

Wallpaper

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

Flip page to learn how garbage works

Call **311** or visit halifax.ca/recycle for more information including hours of

HOUSEHOLDER'S GUIDE WHAT GOES WHERE

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

SPECIAL WASTE

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

Aerosol cans containing hazardous Take these items to the HSW Depot substances

Batteries of all types BBQ propane tanks Fuel oil

Motor oil (or contact your oil retailer for a used oil drop-off site near you) Leftover corrosive cleaners Pesticides/herbicides Gasoline

Pharmaceuticals and drugs Small propane cylinders Solvents and thinners (e.g. camp fuel)

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

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

Flip to learn how special waste works

Questions? (

operation for all waste facilities.

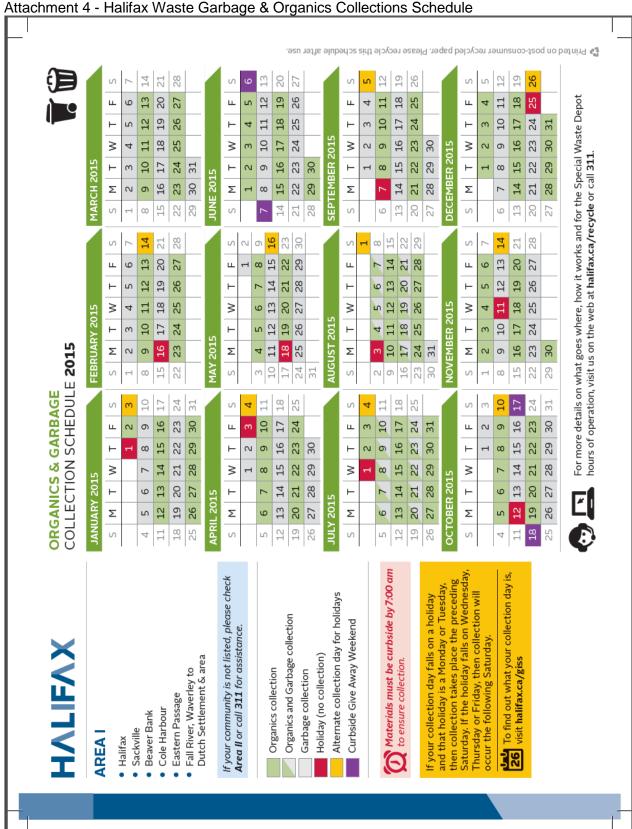
Flip page to learn how recycling works

Flip page to learn how organics work

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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 4 - Halifax Waste Garbage & Organics Collections Schedule



visit halifax.ca/recycle For more information,

or call 311

allowed for privacy.

PUT WASTE IN ITS PLACE

CAN YOU SPOT THE DIFFERENCE





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

Attachment 6-Changes at the Curb Infographic

