

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

Item No. 04 Halifax Regional Council October 27, 2015

то:	Mayor Savage and Members of Halifax Regional Council
SUBMITTED BY:	Original Signed
	Dave Hubley, A/Director, Transportation & Public Works
DATE:	07 October 2015
SUBJECT:	Changes at the Curb – Impact on Waste Tonnages

INFORMATION REPORT

ORIGIN

Staff is originating this report to provide an update on residential waste stream tonnage since changes at the curb were implemented on August 1st, 2015.

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 included the introduction of clear bags for municipal curbside collection of garbage which came into effect on August 1, 2015. Other program changes included the addition of boxboard in the curbside paper recycling program and no longer allowing the collection of grass clippings. When changes were approved, staff indicated to Council that there would be a report back to update on progress.

On July 21, 2015 staff provided Council with an update on the changes to the curb education and communications campaign (Attachment A). This report is to provide tonnage data since August 1st, 2015.

Tonnage data is generated from weighing trucks at the waste receiving sites. This data is transmitted and received by Halifax Solid Waste Resources. The data represents the tonnages collected and delivered to the two compost facilities, the recycling facility and the Otter Lake facility. The tonnages are compared to previous period data to examine changes and trends. This information measures the impact of the clear bag program on facilities and reports on diversion away from the landfill.

DISCUSSION

Staff had planned to provide a report to Council after the first quarter results were compiled (August 1 – October 31, 2015). On October 2, 2015 staff received a freedom of information protection of privacy (FOIPOP) request for the tonnage data for August and September. In order to ensure Council was informed first of the impacts related to the clear bag program staff proceeded with a 2 month report. The following table is the residential tonnage data for garbage, recycling and organics which has been collected curbside and delivered to the waste processing sites:

	Aug	gust	Septe	mber	Totals						
Halifax 2014 & 2015 Residential Tonnes	2014	2015	2014	2015	2014	2015	% Change				
Garbage	5139	3262	5217	3846	10,356	7,108	-31.4%				
Recycling	1345	1580	1417	1719	2,762	3,302	19.4%				
Organics	2910	2588	2381	2275	5,291	4,863	-8.1%				

For the months of August and September 2015, the municipality recorded 7,108 tonnes of household garbage, compared to last year's 10,356 tonnes, a reduction in garbage by 3,248 tonnes for a 31.4% increase in waste diversion from landfill. Recycling efforts increased to 3,302 tonnes for the first two months from 2,762 last year, an increase of 19.4%. Organic material tonnages experienced a decline of 428 tonnes representing an 8.1% reduction. The combined effort to divert boxboard away from the compost stream as well as the ban on grass collection contributes to the reduction in the organic tonnages collected.

Staff have reviewed tonnage prior to clear bags for the month of July 2015 and compared to 2014 presented in the table below:

Halifax 2014 & 2015	Ju	ıly	% Change
Residential Tonnes	2014	2015	
Garbage	5174	5145	-0.56%
Recycling	1427	1540	7.92%
Organics	3674	3390	-7.73%

There appears to be no significant change in the generation of waste streams year over year for the month of July to explain the reduction in garbage in the 2 months following the clear bag and other changes being implemented in 2015.

Other jurisdictions that have introduced a clear bag program have experienced similar declines in garbage. In the first three months of the clear bags for garbage in Markham, Ontario there was a 28% decline in garbage tonnages. In the Cape Breton Municipality and the Valley Region programs, all reported upwards of 25% declines in garbage tonnages. In these regions, there has not been a similar corresponding increase in tonnages at the recycling or composting facilities to account for the diversion from garbage. These municipalities have not been able to fully explain why this occurs. There is the suggestion that there is a shift in human behaviour experienced with clear bags which may impact consumer buying decisions to reduce the amount of waste and packaging purchased and other goods. There are other activities such as backyard composting (HRM event sales of 1800 units in 2015), textile and bulk item recycling including donations of goods to charity as well as items being delivered to the appropriate stewardship programs such as paint, household special waste and electronics which could

help explain the decrease in garbage tonnage. There has been an increase in recycling efforts in Halifax and residents have demonstrated good stewardship to support diversion programs.

While the reduction in materials going to landfill is encouraging, one or two months of program data is not indicative of a long term trend nor should be the basis for future planning. Staff will continue to gather and analyze the data to assess the impact on facility capacity and planning for future infrastructure needs.

Other data staff will collect includes the level of household participation in the curbside programs. Staff will report on set out rates for garbage (# of bags per household generated), blue bags, paper and frequency of green carts placed curbside. Pre and post clear bag program participation data will also be used to measure behaviour change, diversion progress and will provide useful data in future diversion planning.

The Halifax clear bag education program was recently recognized with the presentation of a provincial environmental award. The RRFB Mobius award, for environmental excellence in the education was awarded to Halifax Region at a ceremony on 15 October. Councillor Jennifer Watts, ESSC Chair representing Halifax Solid Waste Region and Solid Waste Region staff accepted the award (Attachment 2).

Mobius award winners are chosen from submissions across the province that recognize the business sector, institutions and organizations for their achievements in waste management and those that continue to change and improve environmental performance.

FINANCIAL IMPLICATIONS

There are no financial implications to report at this time.

COMMUNITY ENGAGEMENT

Changes at the Curb approved by Council with public input including hearings from September 2014 – February 2015. Extensive public education and communications campaign occurred from February – to clear bag implementation August 1st, 2015. Education and outreach is ongoing to support solid waste diversion and programming.

ATTACHMENTS

Attachment 1: 21 July 2015 Council Information Report - Changes at the Curb Education Campaign Attachment 2: Pictures of Mobius Awards of Environmental Excellence for Waste Reduction Education Program of the Year

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.

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Report Approved by.	Matt Keliher, Manager, Solid Waste Resources 902-490-6606
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Attachment 1



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

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

то:	Chair and Members of Environment & Sustainability Standing Committee
SUBMITTED BY:	Bruce Zvaniga, Director, Transportation & Public Works
DATE:	June 18, 2015
SUBJECT:	Changes at the Curb Education Campaign

INFORMATION REPORT

<u>ORIGIN</u>

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:
 - o Direct Mail Out Newsletter
 - New Householder Guides
 - o 2015 Collection Calendars
 - Changes at the Curb Infographic posters
 - o Updated Mini Bin Lid Stickers
 - o Pop Up Display Banners
 - o Bookmarks
 - o 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
 - o 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:
 - o Atlantic Superstore all stores
 - Sobeys all stores
 - Canadian Tire all four locations
 - Kent all four locations
 - o 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 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

<u>Hauler Curbside Education</u> – 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.

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Report Approved by:	Matthew Keliher, Manager, Solid Waste Resources, 902.490.6606

Attachment 1- Halifax Newsletter Print



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

WHAT ARE THE CHANGES?

GARBAGE BAGS

Black to dear bags – with I dark bag allowed for priva:

There are no changes to the 6-bag limit

GREEN CARTS - LEAF/YARD WASTE

leaf and yard waste Grass clippings will not be collected curtside

RECYCLING-PAPER

Bootboard will be accepted with paper for necycling
 Bootboard can still be used as a kitchen scrap catcher for wet food was

WHEN WILL THE CHANGES COME INTO EFFECT?

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

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
 - Directly in the black bag
 Directly in a clear har
- Directly in a clear 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?

Yes.

For more details about the changes, including information on Whot Goss Where *and Howit Works*, visit halfax.cs/Pecycle or cal 311. Published with Funding Assistance from RRFB Nova Scotia.

PUT WASTE IN ITS PLACE

WHAT ARE MY BAG LIMITS?

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

3 must be clear.

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HOW SHOULD I MANAGE MY LAWN AND GRASS CLIPPINGS

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Raising the black on your mower and kaning clippings on your lawn is the best practice for a healthy lawn. The clippings return valuable nutrients, like nitrogen, potassium and phosphorus, to the soil reaching fertilizer requirements and encouraging earthworm activity. Visit halifzuca,/rescyle for more information.

Look for your new Sorting Guide and Collection Schedule inside!

WON'T KRAFT PAPER BAGS TEAR WHEN THEY GET WET?

Look for knaft paper bags made for leaf and yard waste as they are designed for use an all climates. Leave enough room to roll the bag slut to prevent rain from getting incide repear bags are used in other jurisdictions in the Manithmes and have provent to function well.

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HOUSEHOLD SPECIAL WASTE DEPOT SCHEDULE

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

MAY 2015	AUGUST 2015
May 2 OPEN	August CLOSED
May 9 OPEN	August OPEN
May 6 CLOSED	August 5 OPEN
May 23 OPEN	August 22 OPEN
May 30 OPEN	August 29 OPEN
APRIL 2015 April 4 CLOSED April 10 OFEN April 25 OPEN April 25 OPEN	JULY 2015 July 4 CLOSED July 10 OPEN July 25 OPEN
MARCH 2015	JUNE 2015
March 7 OPEN	June 6 OPEN
March 4 OPEN	June 13 OPEN
March 21 OPEN	June 20 OPEN
March 28 OPEN	June 27 OPEN

HALIFAX

DIFFERENCES?

See inside for answer key.

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CAN YOU

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Attachment 2 – Halifax Newsletter Print

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HALIFAX	AREA I	• Hahiav	 Sarkville 	Beaver Bank	Cole Harbour	 Eastern Passage 	 Fall River, Waverley to Durch Settlement & area 		If your community is not listed, please check	Area II of call 3TT for assistance.		Organics collection	Organics and Garbage collection	Garbage collection	Altornate collection)	Curbside Give Away Weekend			to ensure collection.		If your collection day falls on a holiday	and that holiday is a Monday of Tuesday, then collection takes place the preceding	Saturday. If the holiday falls on Wednesday, Thursday or Eviday, they collection will	occur the following Saturday.	J-U To find out what vour collection day is			

July 2, 2015

Attachment 4 - Halifax Waste Garbage & Organics Collections Schedule
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Attachment 5-Changes at the Curb Print Advertisement



Attachment 6-Changes at the Curb Infographic



Attachment 2:



