

# Green Routine Update

## Utilities

Priorities Committee Meeting Date: March 8, 2016  
Presented by: Utilities  
Document: 8384865

# Purpose of today...

- Overview of linkage to the Strategic Plan, principles and performance measures
- Program status update
- Curbside audits
- Curbside collection changes
- Broadview Enviroservice Station
- Multi-tenant update



# Connection to Corporate Plans

## Strategic Plan

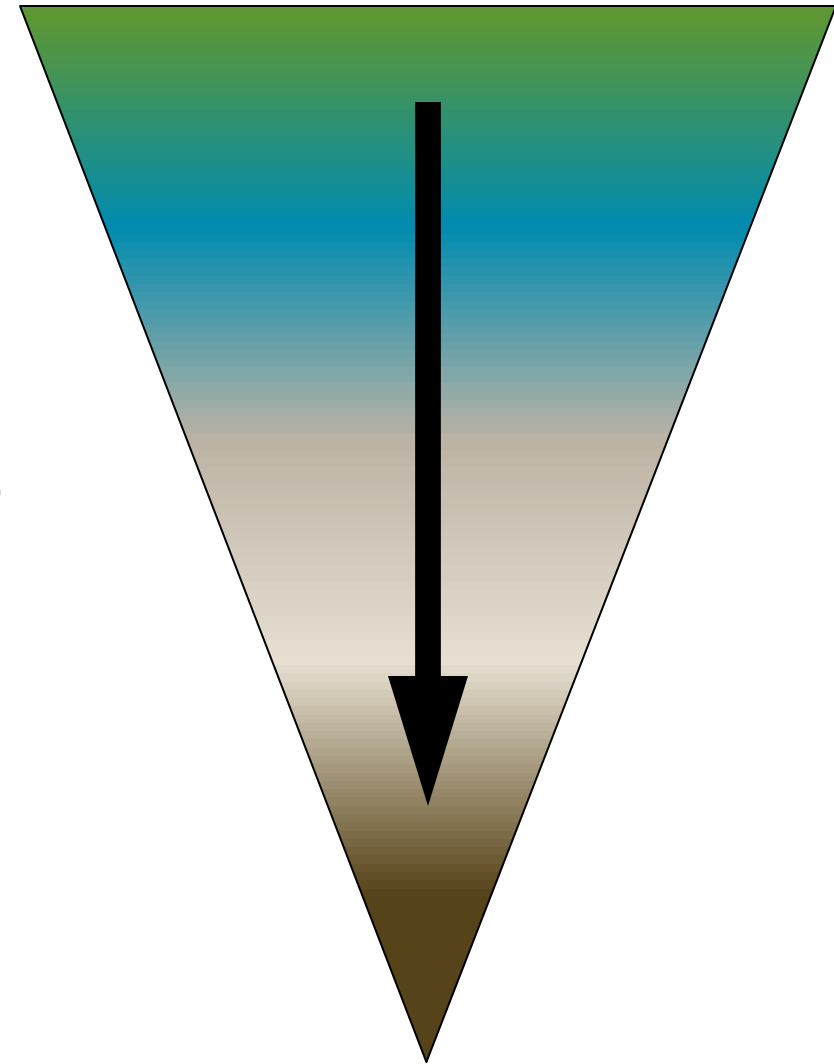
- Waste Management Services follows the priorities as set out in Strathcona County's Strategic Plan with direct linkages to the following strategic goals:
  - Improve the efficiency of resource usage; minimize the volume of waste and its impact on the community (Environment)
  - Increase public involvement and communicate with the community on issues affecting the County's future (Governance)

## Corporate Business Plan

- The program is committed to providing services that balance social responsibility with the benefits of economic prosperity and environmental stewardship
  - We are efficient and effective in daily operations

# Hierarchy of Resource Management

- **Reduce** waste at the source
- **Reuse** materials when possible
- **Recycle** products at the end of their useful life
- **Recover** energy or materials
- Manage **Residuals** in an environmentally responsible manner



# Waste Management Principles

- Waste Collection

- Convenience
- Responsive
- Customer Service Satisfaction

**Social** - health, customer service

- Waste Diversion

- Compliance
- Participation
- Mitigate future cost increases

**Economic** - extend life of landfills, manage landfill/transportation costs

**Environmental** - pollution management, GHG reductions, replace renewable resources and conserve non-renewable resources

- Waste Minimization

- Education
- Communication

**Environmental** - reduce impacts on environment

**Social** - intergenerational equality

# Performance Measures

## Program Goal

To provide convenient, economical and productive residential waste diversion opportunities, while increasing community awareness about waste diversion and minimization

## Key Performance Indicators

- To achieve 70% waste diversion from landfill by 2015 for *controlled* residential sector
- To maintain satisfaction of services above 75%
- To achieve reliable waste collection by having less than 1% missed collections

**Key Message:** Endorse the pursuit of a higher diversion target for the residential sector, while providing reliable waste collection services and maintaining customer satisfaction

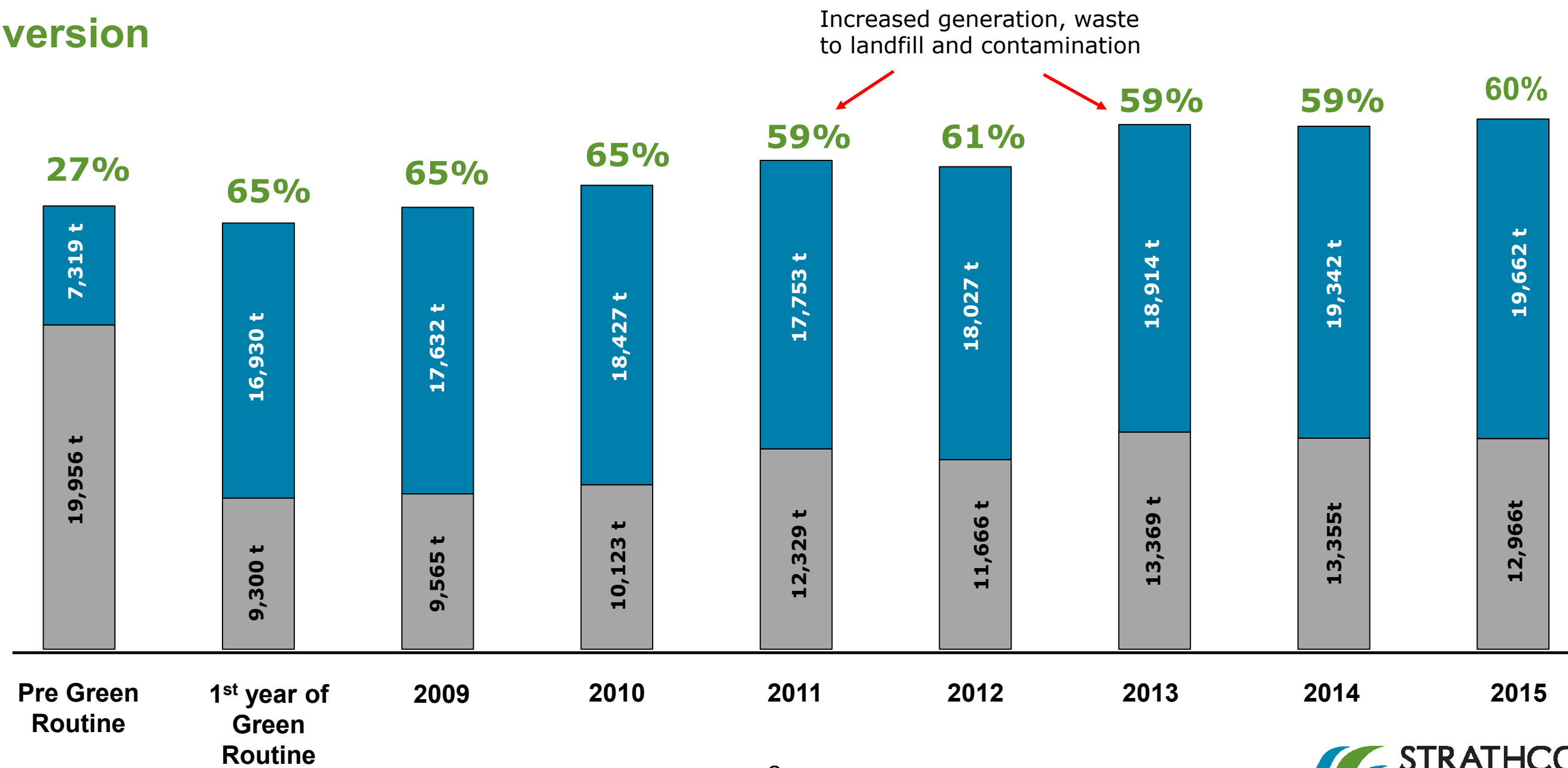


# Program Status Update



# How are we performing?

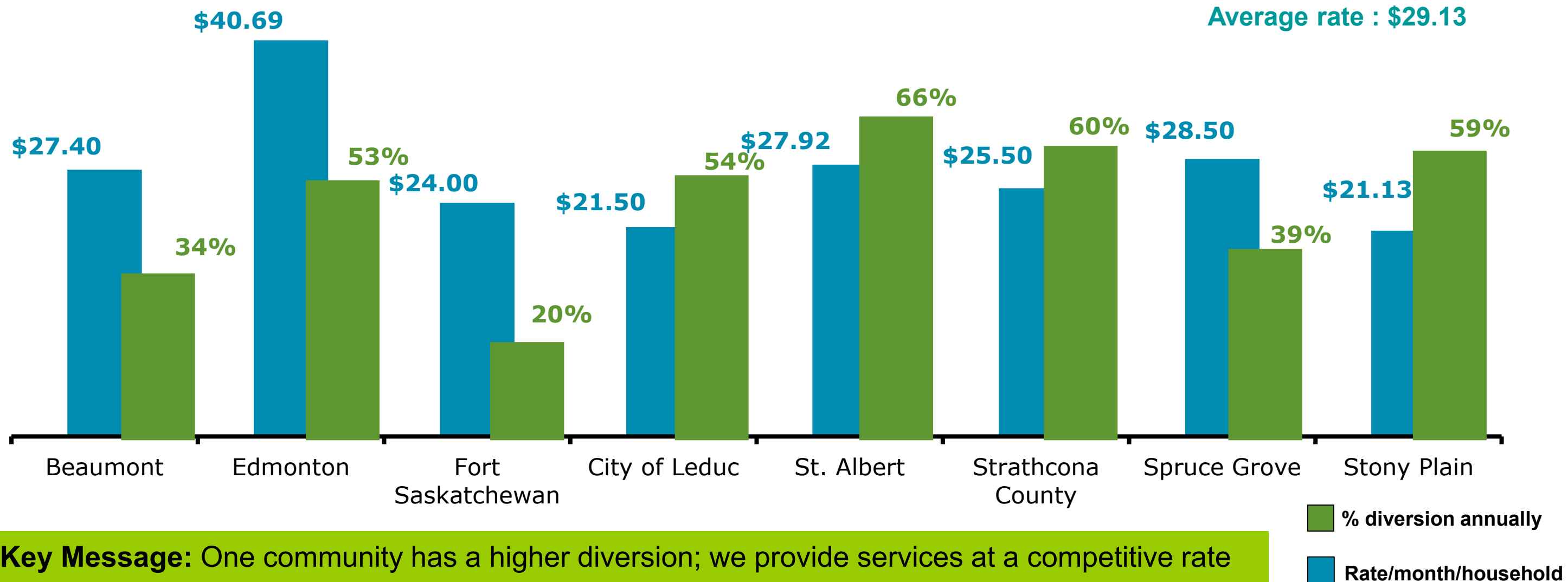
## Diversion





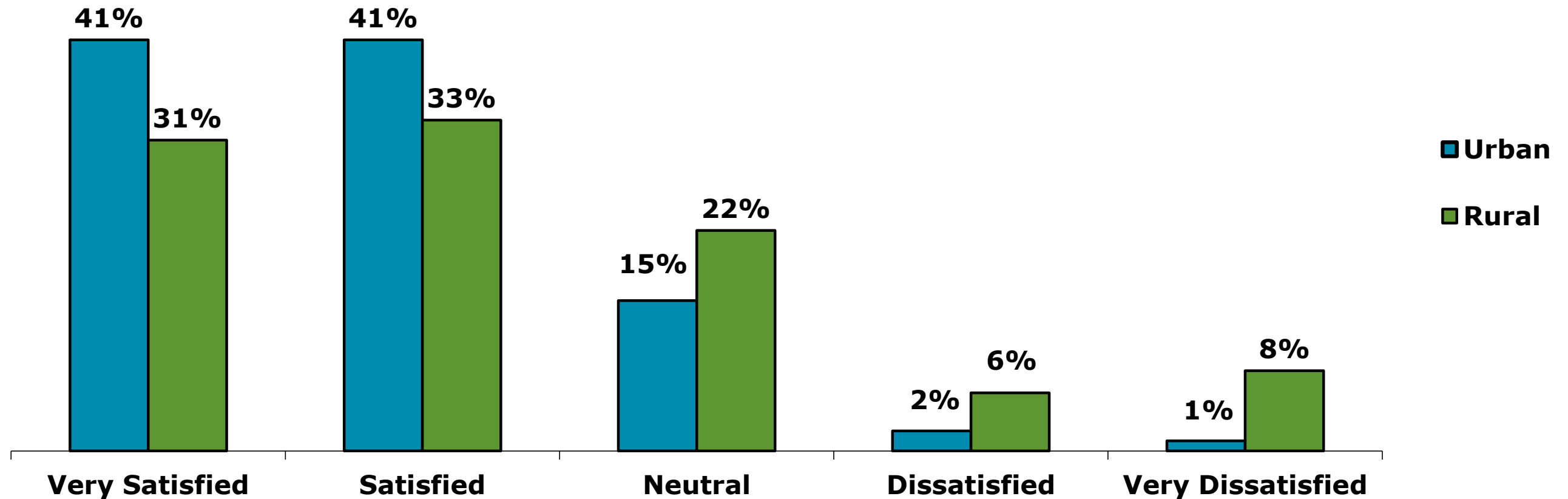
# How are we performing?

## Regional Residential Comparison



# How are we performing?

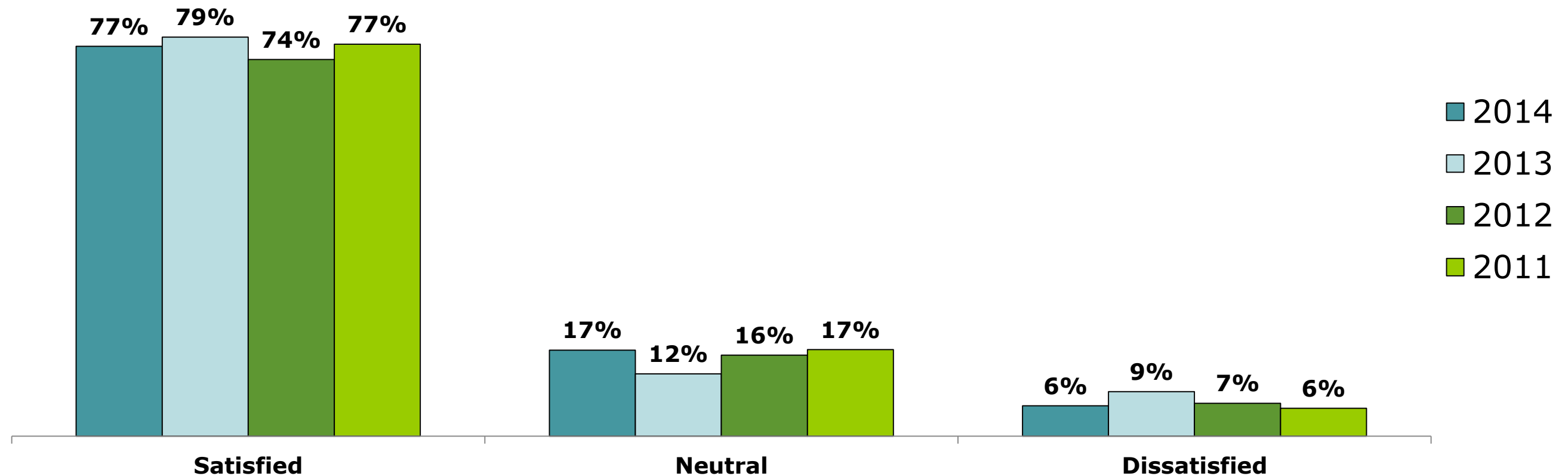
## Overall Satisfaction



**Key Message:** Achieving high satisfaction overall with our customers

# How are we performing?

## Satisfaction Trend



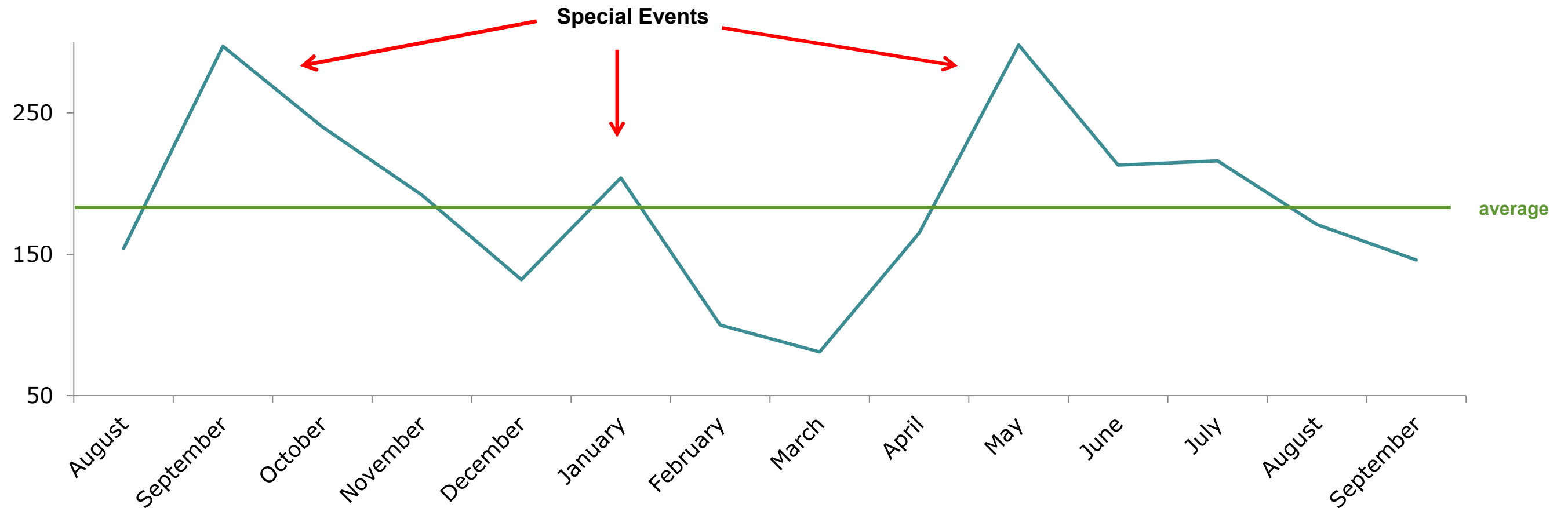
**Key Message:** Satisfaction has remained consistent with the program

Comparison of corporate public satisfaction surveys from 2011, 2012, 2013, 2014

# How are we performing?

## Missed Collections

- Target <1% misses (1,000 misses)
- 100,800 collections per month
- 186 misses per month (average) = 0.2% missed

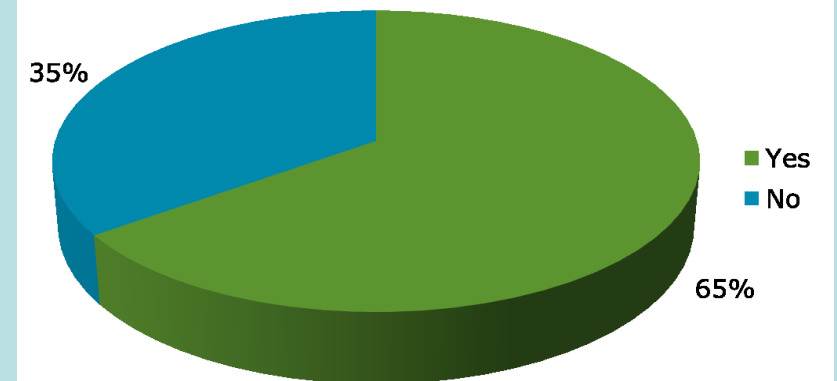


# 2014 Curbside Audits

- In May 2014, Utilities brought forward an update on the program that included a number of observable issues at the curb
- Based on statistics, surveys and monitoring of behaviours, we believe the reduction in diversion was occurring due to:
  1. Organics contamination
    - \* 7-8% contamination; \$20,000 processing costs
  2. Overfilled waste carts
    - \* Caused messes in neighbourhoods and an indication that organics and blue bags were not fully utilized
  3. Organics in waste carts
    - \* Found that waste was peaking May through October with growing season, whereas it should remain relatively consistent throughout the year

## Support for Enforcement

"... are you supportive of Strathcona County increasing enforcement to get residents to comply with Green Routine guidelines (enforcement could include reducing leniency)



**Key Message:** Residents endorse the pursuit of ensuring that there is program compliance

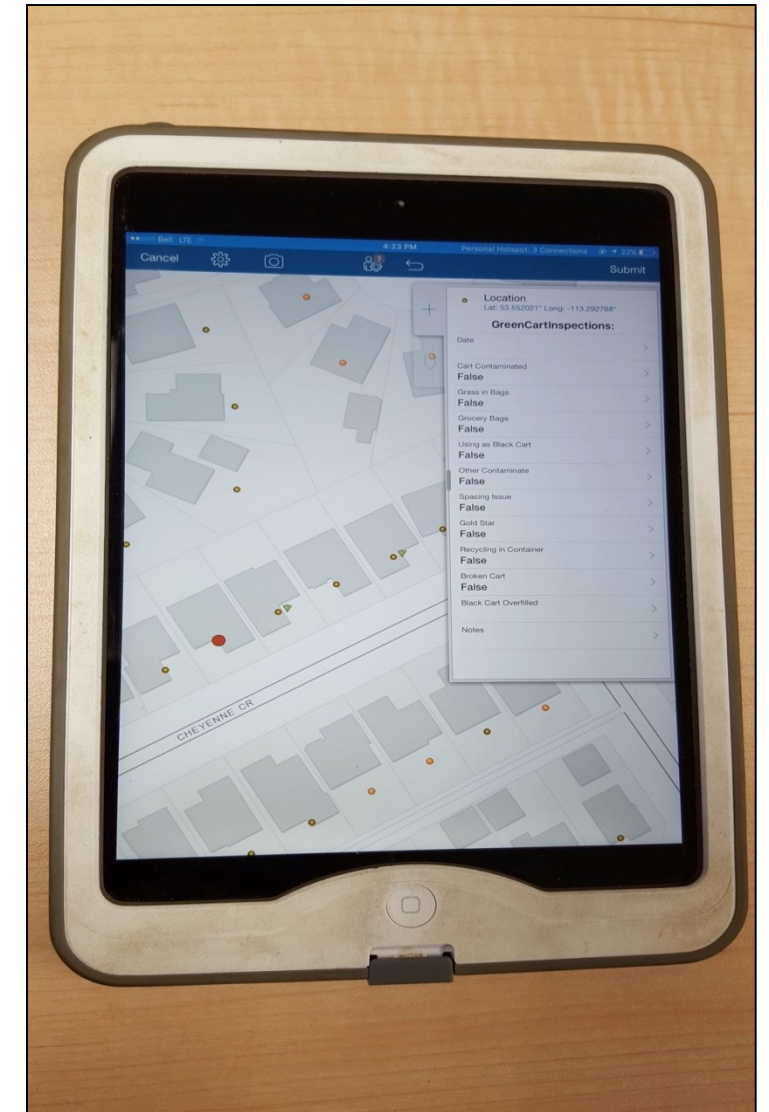
November 2013 – Waste Management Satisfaction Survey (via telephone, sample size 450)

# 2014 Curbside Audits

- These issues posed challenges both in terms of achieving our strategic objectives as well as maintaining efficient and cost-effective solid waste operations
- Curbside audits commenced in order to request compliance from customers and to address overfilled carts and contamination in the organics carts
- After audits were completed, we saw a reduction in overfilled carts and contaminated organics
- Given the effectiveness of these auditing blitzes and the acceptance for increased enforcement, Utilities took a proactive approach by integrating an annual auditing program into our outreach efforts

# 2015 Curbside Audits

- Focus has been on routes where we see high levels of contamination from truck loads or excessive overfilled carts
- We actively use Community Based Social Marketing (CBSM) to encourage the adoption of a wide array of behaviours that support the goals of our program
- Staff walk selected neighborhoods using a handheld device to collect data specific to the collection point which is retained using a GIS program. They inspect whether:
  - Carts and recycling are appropriately placed & spaced
  - Streams are separated appropriately
  - The cart is broken and needs replacement
  - A container is being used for recycling
  - Carts are overfilled





# 2015 Audit Results

- In the summer of 2015, 5,289 carts were inspected
  - 517 (10%) organic carts were heavily contaminated, stickered and needed correction
    - Of these, 129 (2%) organic carts were actually being used as a waste cart
  - 263 (5%) warnings were placed on carts, but still collected
  - 4,509 (85%) carts were being used properly
- 45 carts were noted as needing replacement
- 15% of locations required spacing education; carts were spaced appropriately for efficient collection
- **One in every ten audits resulted in an engaging conversation with a resident**

# 2015 Audit Results

## What did we hear and observe?

- Overall auditors indicated that during the inspection interactions with residents were more positive than negative
- When helping residents directly on the street or in discussions with those that follow up with a phone call, the majority of the time spent was on educating how to do the program right, as they were unaware that they had been doing something wrong
- Received 20+ calls from residents who asked to be audited so they could receive a 'star'
- Some residents who required a green cart replacement were concerned that their 'star' sticker would not transfer over to their newly delivered cart
- Provided an opportunity to engage residents further about the principles and outcomes of the program

# 2015 Audit Results

## Efficiency & Effectiveness

- Audits trigger necessary cart replacements
- Audits assist haulers with being more efficient in their daily collections
  - Spacing corrections
  - Proper preparation of materials makes it easier to handle with fewer messes
- Intention is to reduce contamination and associated costs while increasing our diversion from landfill
- Collection of data helps us measure effectiveness of our program and allows us to target our marketing efforts

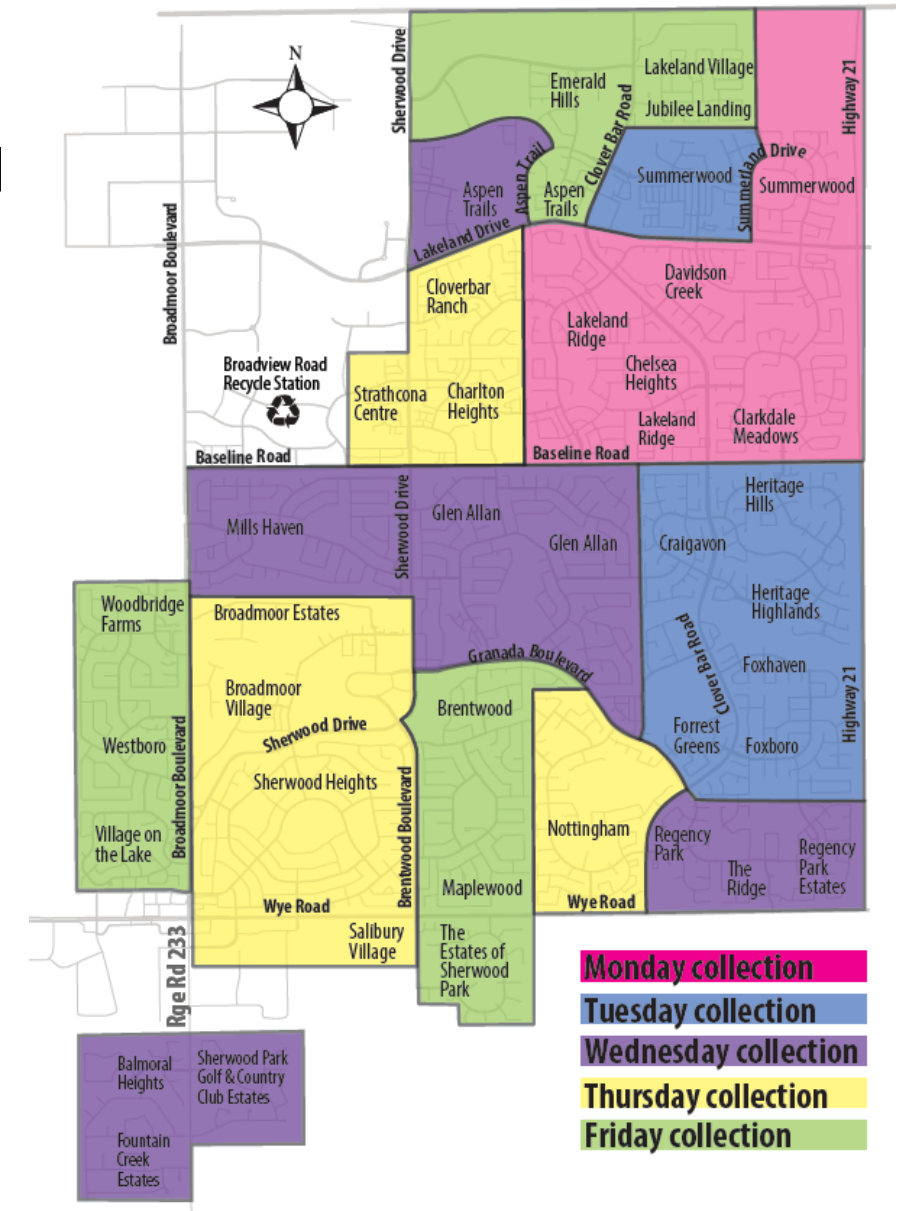
# Curbside Collection Changes

- Utilities conducted a procurement process for collection and processing services for the Green Routine program
  - Green For Life (GFL) Environmental Corp. was the successful proponent
  - New contract will commence in April 2016
- The process allowed Utilities to secure competitive rates for a five year term with extension opportunities
  - 0% rate increase for 2016
  - Edmonton CPI adjustments in subsequent years



# Collection Schedule Changes

- To implement the new contract, GFL requested that the County adjust the current collection schedule so they could provide efficient service that accommodates growth areas and balances 'per day' collection counts
- There will be some significant changes to the urban collection map
- No changes to rural schedule for waste collection
- GFL will be providing flexibility with collection for a few cycles to accommodate the transition of zones
- Direct communication will be provided to those affected



# New Collection Schedule

- Effective April 4, 2016

Neighbourhood	Old Day	New Day
Regency Park	Tuesday	Wednesday
The Ridge	Tuesday	Wednesday
Regency Park Estates	Tuesday	Wednesday
Woodbridge Farms	Wednesday	Friday
Westboro	Wednesday	Friday
Village on the Lake	Wednesday	Friday
Broadmoor Estates	Wednesday	Thursday
Broadmoor Village	Wednesday	Thursday
Sherwood Heights	Wednesday	Thursday
Salisbury Village	Wednesday	Thursday

Neighbourhood	Old Day	New Day
Glen Allen	Thursday	Wednesday
Brentwood	Thursday	Friday
Maplewood	Thursday	Friday
Estates of Sherwood Park	Thursday	Friday
Cloverbar Ranch	Friday	Thursday
Charlton Heights	Friday	Thursday
Strathcona Centre	Friday	Thursday
Summerwood (East)	Friday	Monday
Summerwood (West)	Friday	Tuesday
Aspen Trails	Friday	Wednesday

\*Neighbourhoods noted in red will shift to the day before; extra communication and flexibility will be provided.

# New Collection Vehicles

- Starting in April 2016, GFL will operate compressed natural gas (CNG) vehicles to collect all County curbside waste, recycling and organics.
  - CNG trucks are estimated to reduce the greenhouse gas emissions from curbside collection by 18%<sup>1</sup> which is approximately 144 tonnes<sup>2</sup> annually
  - CNG trucks also operate on average ten decibels lower in comparison to a diesel truck
- The trucks will also promote the County's Green Routine program by using the wraps on the trucks that collect in the County



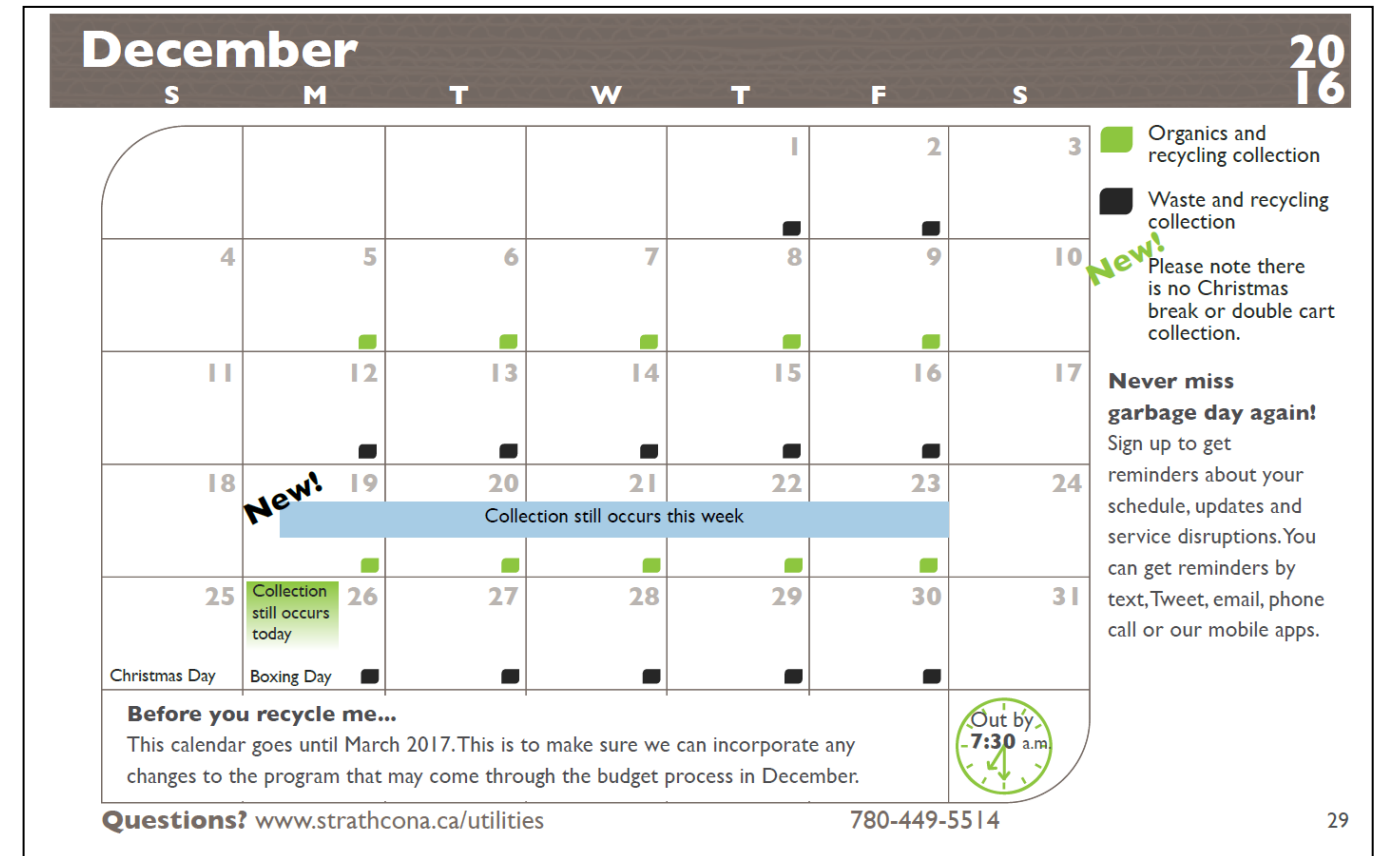
1 (based on Natural Resources Canada's lifecycle emissions model GHGenius @ 45,000 km per year)

2 (based on 12 trucks @ 45,000 km per year, 12 tonnes per truck)



# Christmas Collection

- Starting in 2016 collection will occur on all 52 weeks in the year including statutory holidays with the exceptions of Christmas Day and New Years Day
- Double cart collection after Christmas will not be provided starting in 2016
- Any collection that falls on Christmas or New Years Day will be collected on the Saturday of that week



# Cart Resizing Pilot

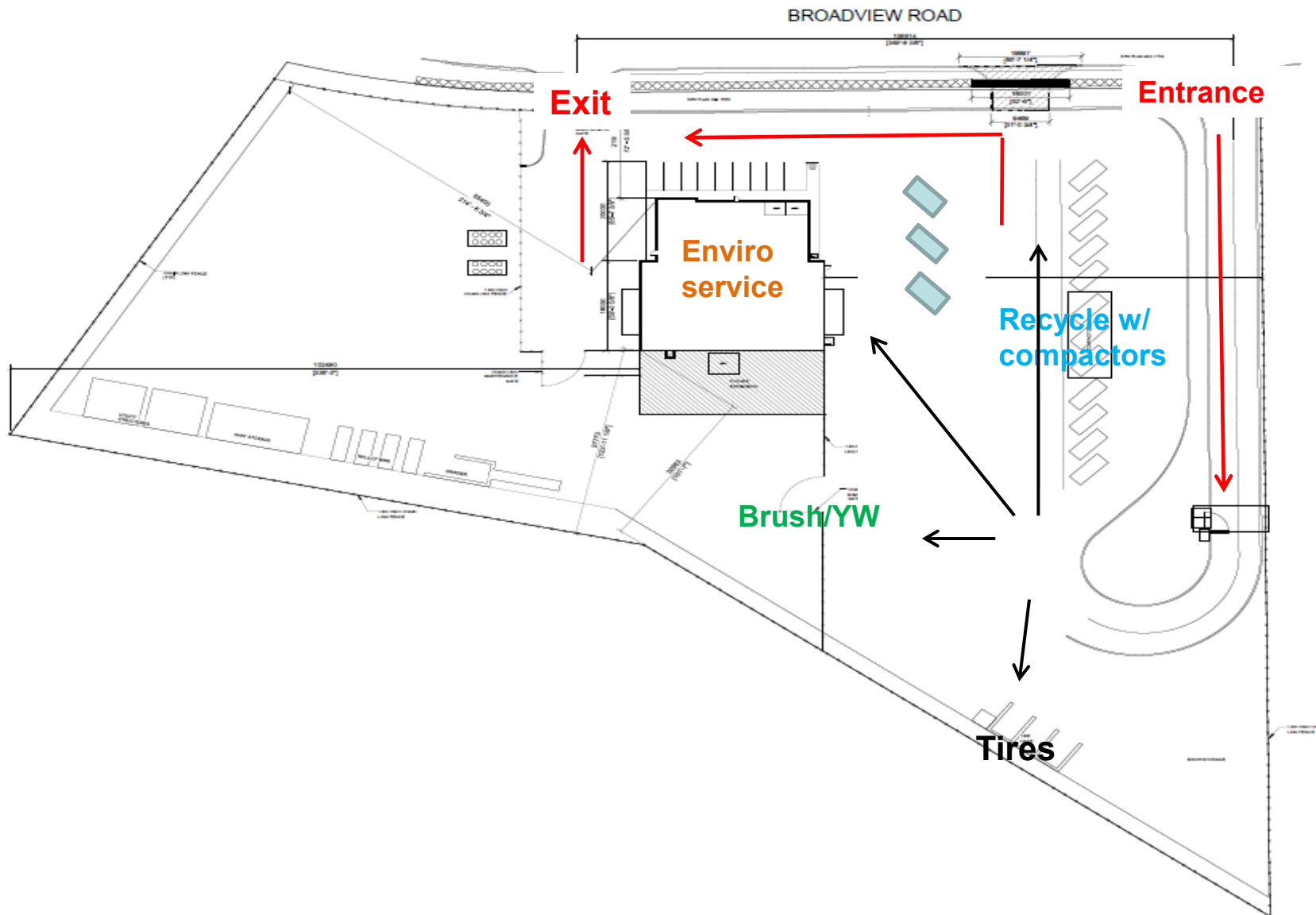
- Our new contract allows for the collection of different sizes of carts
- Utilities will be conducting a pilot in 2016 by selecting a neighbourhood and offering residents an opportunity to reduce the size of their waste and/or organics carts
- This will assist in understanding:
  - the potential uptake by residents
  - the impacts to processing tonnages
  - the overall implication for rates



# Broadview Enviroservice Station



# Site Layout



- Recycle station
- Brush & yard waste disposal
- Enviro service building
- Site/building is gated with set operational hours

# Operational Plan

- The Enviroservice building was opened to the public on February 18, 2016.
  - Operational four days a week, Thursday through Sunday
- Recycle station is currently accessible on the site and available to residents.
- Brush and yard waste has moved from Streambank Avenue location. The new site will have ground level bunkers that will be safer and easier for users.
  - Contractors required to purchase a permit
- As of February 8, 2016, winter hours of operation commenced for the recycle and brush yard on the site for seven days a week.
- A joint media release, ribbon cutting and grand opening will be held on Earth Day, April 22, 2016, with provincial and federal governments.

# Operational Hours

	<b>Winter Recycle Mid-Oct to Mid-Apr</b>	<b>Summer Recycle Mid-Apr to Mid-Oct</b>	<b>Enviroservice All Year</b>
Monday	9am to 6pm	8am to 8pm	CLOSED
Tuesday	9am to 6pm	8am to 8pm	CLOSED
Wednesday	9am to 6pm	8am to 8pm	CLOSED
Thursday	9am to 9pm	8am to 9pm	1pm to 9pm
Friday	9am to 6pm	8am to 8pm	10am to 5pm
Saturday	9am to 6pm	8am to 6pm	10am to 5pm
Sunday	9am to 6pm	8am to 6pm	10am to 5pm



# Multi-Tenant Update

- 78 multi-tenant buildings & complexes in the County
  - 41 are serviced by the County with Green Routine or a variation
  - 35 receive private collection services

## Private Collection

- All (35) buildings are compliant with the new Bylaw by offering at minimum an opportunity to recycle paper products
- 28 buildings have opted to increase recycling to include all materials (ie. plastics, metals and glass)
- Four buildings are voluntarily participating in organics collection as well
- New buildings are required to provide collection of all streams
  - Development permit post June 30, 2015
  - Two new buildings are in the process of being compliant





# Discussion