Measuring Success
The Green Bin Outreach Project

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Region of Durham

- Approximately 2,537 sq. km in area
- Current population of 650,000 forecasted to reach 1 million by 2035
- The upper level of a two-tier government; Regional and Municipal
- Eight area municipalities.
Introduction

- Inundated with information
  - Tweets
  - Facebook
  - Emails
  - Newspaper Ads
  - Billboards
  - Radio Messages

- Difficult to engage residents
  - Measure our success
Durham’s Green Bin Program

- Launched in 2003
  - Brock
  - Scugog
  - Uxbridge
  - Clarington

- In 2006, Region wide
  - Ajax
  - Pickering
  - Whitby
  - Oshawa

It’s Time to Get Serious About Waste
Keep your kitchen food waste out of landfill

Get Ready to Use Your Green Bins! They are coming.
Durham’s Green Bin Program (continued)

- Weekly curbside source separated organics program
- 100% compostable bags, paper liner bags, or wrap contents in newspaper.
- Green Bin material 12% of the total waste managed.
- Finished compost is marketed to farmers, landscapers, and soil remediation firms.
- Annual spring compost giveaway events for residents.
Green Bin Tonnages

- Slight decline in organic diversion tonnages between 2010 and 2011.
- Durham’s population steadily increasing - shouldn’t source separated organic tonnages be increasing too?

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Tonnes</th>
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<tbody>
<tr>
<td>2010</td>
<td>27,593</td>
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<tr>
<td>2011</td>
<td>26,865</td>
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<tr>
<td>2012</td>
<td>26,899</td>
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Project Goals

- The Green Bin Outreach Project was initiated in 2013 to:
  - Help identify WHY we are seeing a decrease in tonnages,
  - Help measure the program’s success,
  - Increase user participation, and
  - Improve the quality of source separated organics material through public awareness.
Methodology

1. Set-out survey
2. Identification of addresses
3. Verification of survey data
4. Door-to-door canvassing
Results

1. **Set-out survey**
   - 1,890 houses were surveyed in 2013 (min. of three consecutive waste collection days)
     - Study area selection criteria
     - Mitigation of costs

2. **Identification of addresses**
   - No Green Bin set out at 575 (15 percent) of the total addresses during any of the surveyed weeks
     - Focused on 290 of these homes.

3. **Verification of survey data**
   - In the first visit, staff conducted an additional visual inspection:
     - 91 homes were confirmed in compliance
     - 9 Homes were excluded (vacant, etc.)
     - 190 homes required a house visit
### Results (continued)

**4. Door-to-door canvassing**

- Engage residents directly
  - Why is our message not getting to the resident?
  - Minor issues already addressed in P & E efforts
    - Missed in information overload

- Find out why residents are not participating
  - No Green Bin – unsure where to get one, reluctant to purchase due to cost at big box stores
  - Inconvenient, messy, smelly, gross
  - Use backyard composter and/or garburator
Results (continued)

4. Door-to-door canvassing
   - Provided tools for success
     - Free Green Bin/kitchen catcher
     - Tips & information
     - Sample box of 100% compostable bags
   - No response?
     - Customized door hanger, business card and education materials supplied.
     - Requested residents contact us
Did our efforts pay off?

65% Overall compliance result
- residents who previously did not hear our message

Potential to increase this number
- Project oriented towards voluntary compliance
- Enforcement of Waste Bylaw
- Extend canvassing beyond business hours

190 Homes

- Compliant 65%
- Non-Compliant 35%

Before

After
What does this mean to me?

The success of any solid waste diversion program relies heavily on resident buy-in and participation.

- Methodology may be used cost effectively to:
  - Address issues in many curbside programs
  - Opportunity for face-to-face interaction
  - Obtain resident feedback
  - Identify & address obstacles
  - Direct promotion and education materials to key obstacles

- Increase overall participation and diversion rates in your curbside programs
Questions?

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