City of Lethbridge

‘Litter in the Windy City’

SWANA Northern Lights Conference

May 15, 2015

Waste & Recycling Services
About Lethbridge & Wind

• Know for our wind
• Peak wind gust of 171 km/hr. on Nov 19/62
• Winds speed > 32 km/hr. 20% of the time
Litter From Where?

Where does the litter come from?

- Residential
- Commercial
  - Business’s
  - Construction
- Operations
  - Collection
  - Disposal
What is our Approach?

Residential
• ‘Bag it’
• Education
• Don’t pick up the cart
What is Our Approach?

**Construction**

- Complaints
- Engagement, education, regulation
- Instill a responsibility
- Multi prong approach
  - Development service agreements
  - Builders responsibility (aka-safety)
  - Site tours & enforcement
- 5 years & counting
What is Our Approach?

Operations

- Recycling stations
- Landfill
  - Wind screens
  - Permit requirements for closure
    - 20 days of grief
  - Baler operations
What is Our Approach?

**Commercial**

- Target - Complaint driven
  - Personal visit
  - Response may be (+)
  - Response may be (-)
- Traditional approach (a letter)
  - Does not work
The Problem

Field adjacent to the City

- 1 week clean up = $17K
- City spends $65K/yr. on litter cleanup
Let's Try a Different Approach?

One on One

• Visit all business’s in the industrial park
• Tell them our story
• Assess their situation
  ▪ Loose material in the bin
  ▪ Loose material on their property
  ▪ Understand their responsibilities
• Create awareness, seek cooperation

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Watch Your Waste!

- All light weight items are bagged
- Bin is closed (locked if unattended)
- Hazardous materials are properly handled
- Area around bin is free of litter and debris

For questions about proper handling of waste, please call Waste & Recycling Operations, 403.320.3851
Auto Repair Shop

First Visit
• Loose material in can/bin
• Challenge with training staff
• Supportive boss
• How can I improve?

Second Visit
• 3 months later
• Proud to show off improvements
Manufacturing Facility

First Visit

• Work travels – knew I was coming
• Evidence of their litter in the field
• Messy yard
• Fence collects litter from the west (from others)

Second Visit

• Yard & fence are clean
• Designated staff
• Now someone’s responsibility
Truck Dealership

First Visit

- OK, some loose material in the bin
- Willing to listen
- What do we need to do?

Second Visit

- All waste bagged
- Separate container or cardboard
- Daily check list for staff to sign off
Lumber Yard (not so good)

First Visit
- Litter leaving their yard & onto neighbours yard
- Negative tone set by a visit from regulatory services
- Employee behavior
- Left an information package

Second Visit
- Not yet
Lumber Yard (good)

First Visit
- Taken on site tour
- Separate bin for recyclables
- Waste was bagged
- Plastic wrap managed
- Very clean yard
- It is possible
‘So You Are From The City’

- Negative to the City
- Look at their bin, this is what you need to do
- Complain about the City
- All that you can do is listen
- The visit will not accomplish anything.
‘Approach to Business = Approach to Litter

- Demand a copy of the bylaw
- High manager/staff turnover
- Staff morale
- Litter & loose waste
Too Busy

Trucking Company
• Email for an appointment
• Too busy, no time
• Are you done, I could care less

Local Manufacturer
• Too busy, no time to see you
• Plant the seed
• Seeing the results – clean yard

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Large Multi Nationals

Already Doing it Right
- Proud to show off their facility
- Already doing it
- Asked questions about recycling

Quick to Respond
- Catch litter from the east
- Create awareness
- Next day manager & staff are cleaning up
Lessons Learned

The Approach

• One on one approach is the only way to do it
• It take time. A commitment. 12 months
• Follow up is required
  ♦ 2nd visit
  ♦ Possibly enforcement
• Extremely pleased with results. Continue to other business districts

The Reaction

• Aware & concerned – 20%
• Not aware, but concerned – 50%
• Not aware, not concerned – 20%
• Could care less – 10%
City of Lethbridge
Waste & Recycling Services

Questions?