



Calgary's Green Cart Implementation

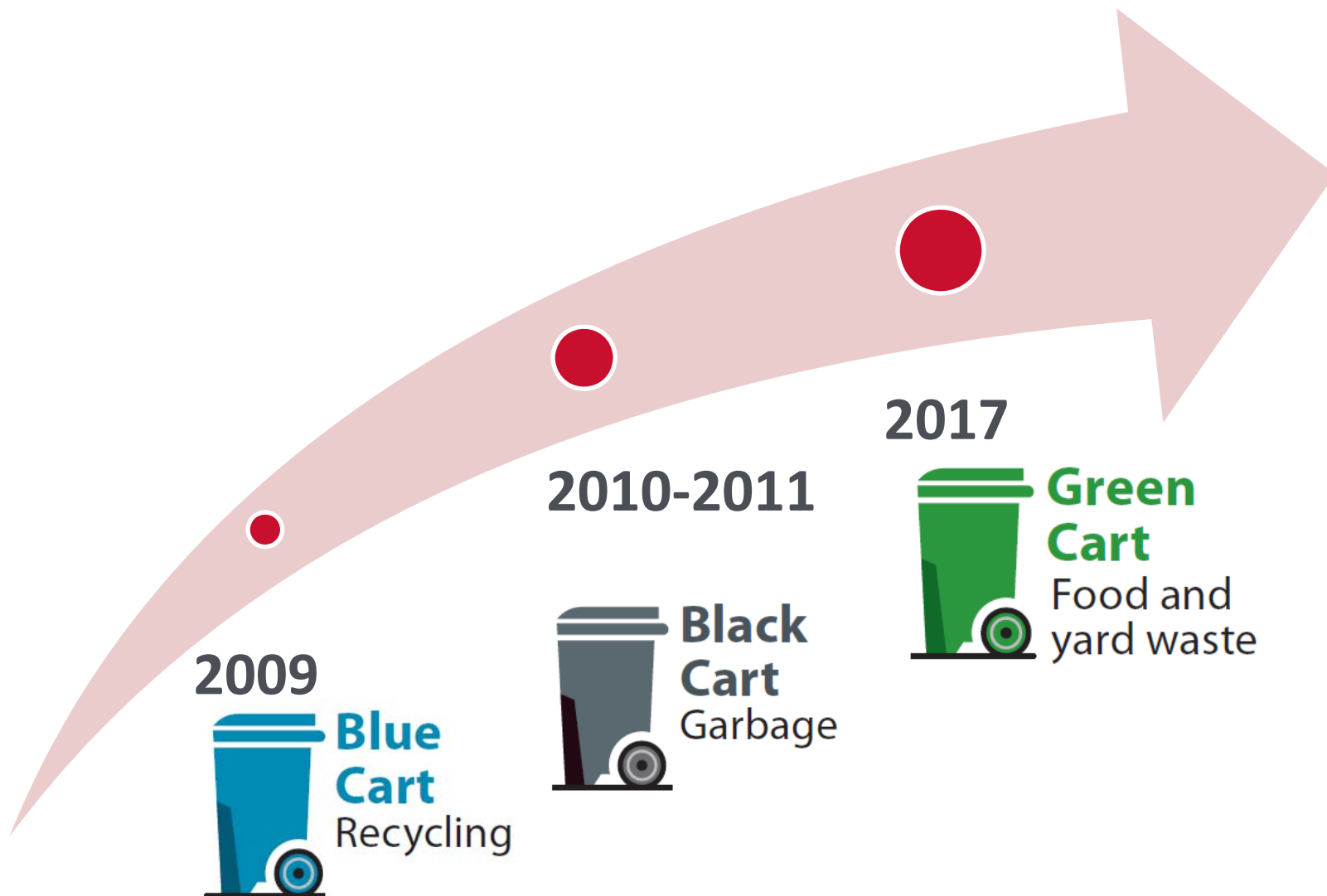
Philippa Wagner, City of Calgary

70/30 by 2025

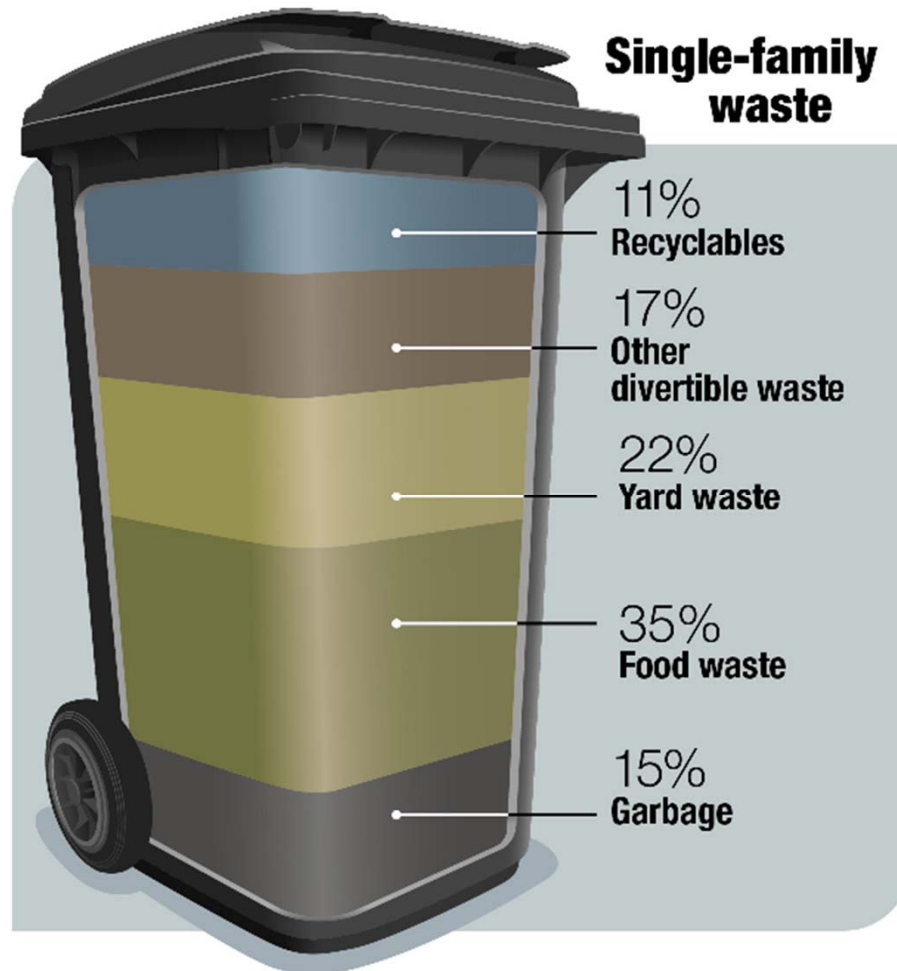
- City Council approved target of 70% waste diversion by 2025
- Applies to all sources of waste:
 - Single-family homes
 - Apartments and condos
 - Businesses and organizations
 - Construction and demolition



Path to Green Carts



Why we needed green carts



Implementation Timeline



Program overview

Who has Green Cart service?

- ✓ **All single-family** (up to and including fourplexes)

What about condos and apartments?

- **Nov 1, 2017** | Bylaw updated to require multi-family complexes to separate food and yard waste for composting or diversion.
- Building owner/manager chooses service provider and how to manage service for residents.



Green Cart rate

- Fees waived for the first six months
- Billing started in 2018 between January 1 and April 1
- \$6.50/month

Communication overview

Communication Strategy

1. Residents have the information they need
2. Residents are motivated to participate
3. Residents understand changes to their collection service
4. Questions and concerns are addressed
5. Residents see the value in the Green Cart program



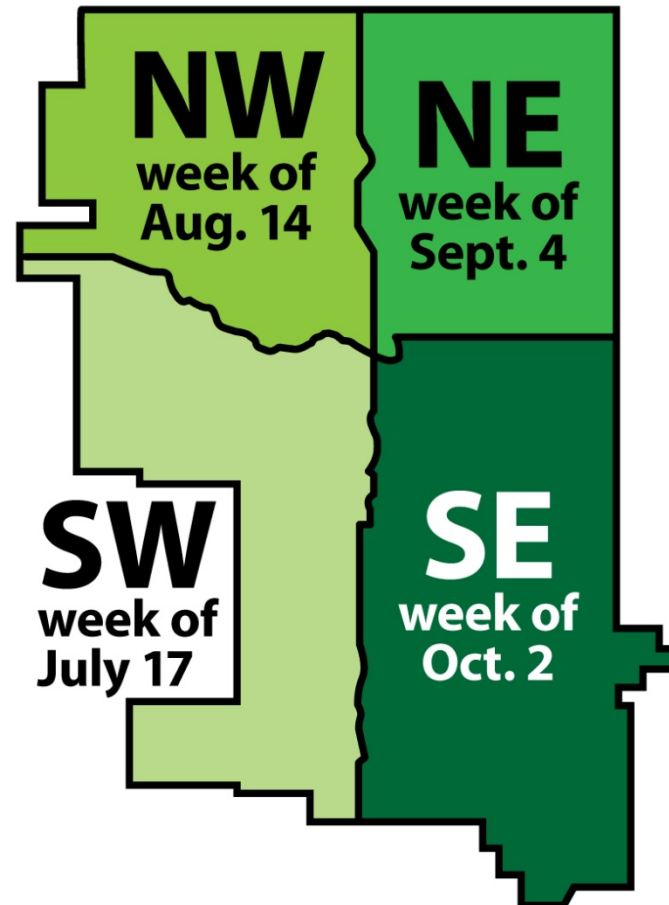
Key Messages

1. New program
2. New schedule
3. How to use it

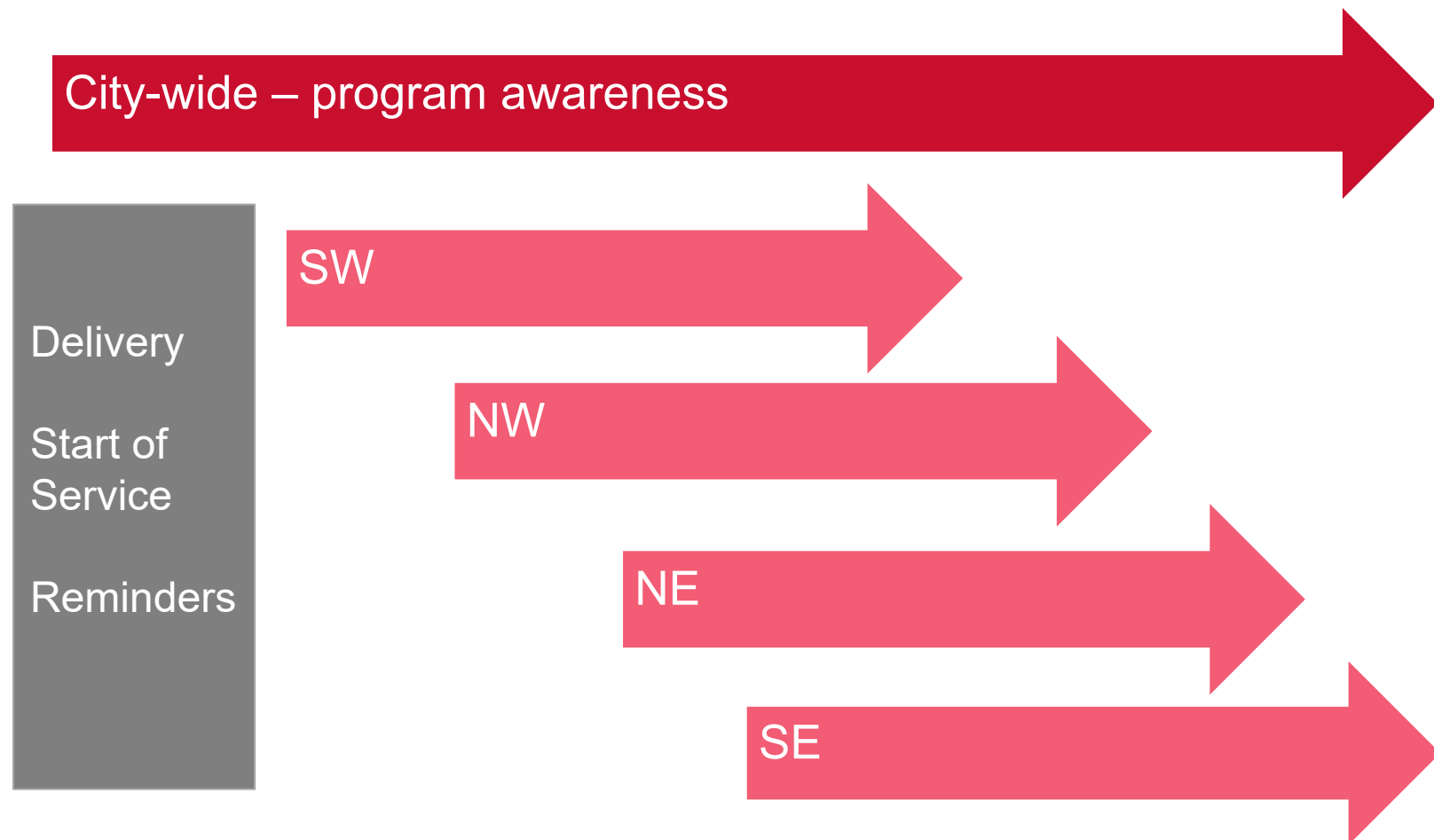


New Program

Service start dates



Phased Communications



Cart and starter kit





New Schedule

New collection days and schedule

Every week

Blue and green carts collected on the same day



Once every two weeks

Black carts collected on a different day than green and blue carts



Calendar (over 30 versions!)



Get your schedule and reminders so you never miss a collection day

We know life is busy, so when it's time to put out the carts for collection we'll remind you. Go to calgary.ca/collection to select one of the following free automated reminders:

- Phone call
- Email
- Text messages
- Embed your schedule into your online calendar
- App for iPhone and Android devices



Type in "Calgary garbage" and look for this icon in the app store.

Sign up for free reminders at calgary.ca/collection.

What Calgarians are saying:

"Simple and effective. I wanted something to remind me to put garbage out the night before pickup. This app does just that."

"Great, super helpful. Would highly recommend."

2017-0223 Printed on recycled paper.

Schedule #4



Your green cart pick-up starts the week of July 17

Look inside for details about your new green, blue and black cart collection schedule.

Schedule #4

Important things to know for the week of July 17

- Your green cart collection starts.
- Your collection days and frequency of black cart collection are changing. Here are the details of the changes.



Green carts will be collected **every week** on the same day as your blue cart.

Since the majority of your household waste is compostable and may smell, this material will be picked up once a week.



Blue carts will be collected **every week** on the same day as your green cart.



Black carts will be collected **once every two weeks** since you can cut your garbage in half by using your green cart.

Black carts will be collected **on a different day than green and blue carts** so you never have to set out three carts on the same day.

To help you get started, check the calendar on the next page for your new collection days and schedule. ►

Waste collection calendar



JULY 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Start filling your green cart this week.

SEPTEMBER 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

More ways to get your collection schedule.

Visit calgary.ca/collection to view your schedule online and sign up to get free collection day reminders or download our mobile app. By not mailing collection calendars to residents, every year we'll save **\$400,000** and over 200 trees from being cut down.

Prefer a printed calendar?

Visit calgary.ca/collection to print one at home.

Need more help?

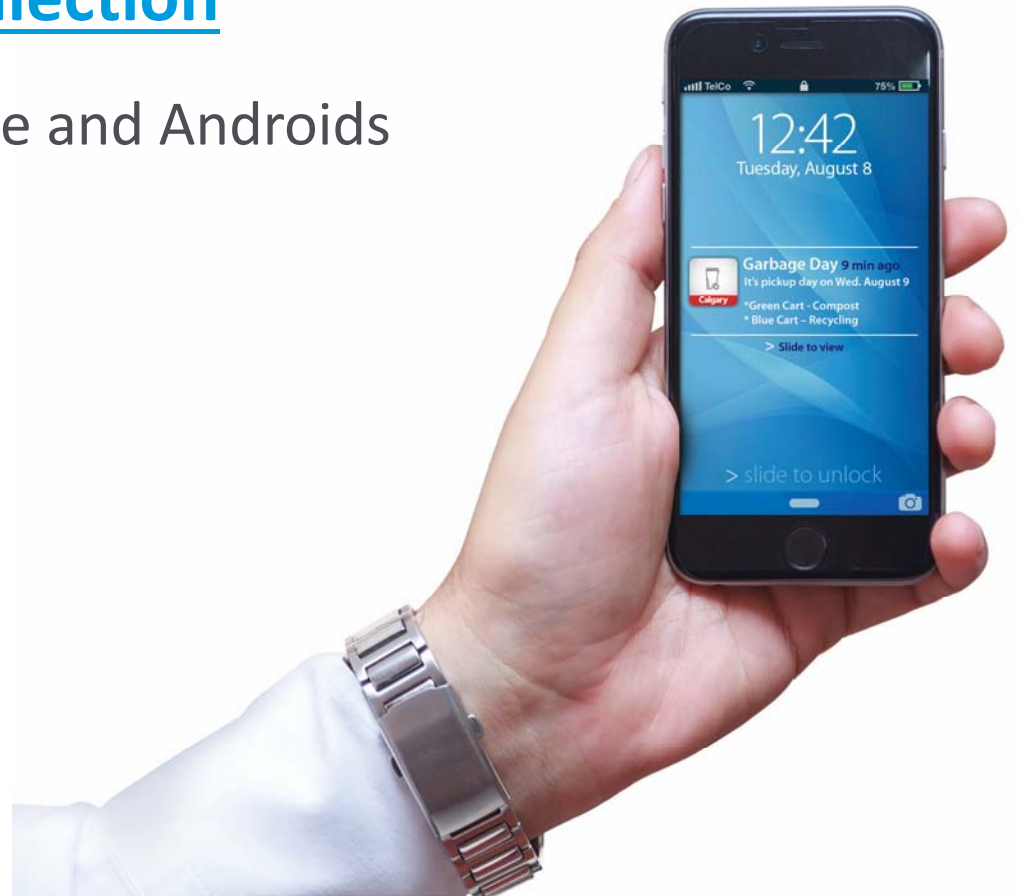
Contact 311.

Get collection day reminders

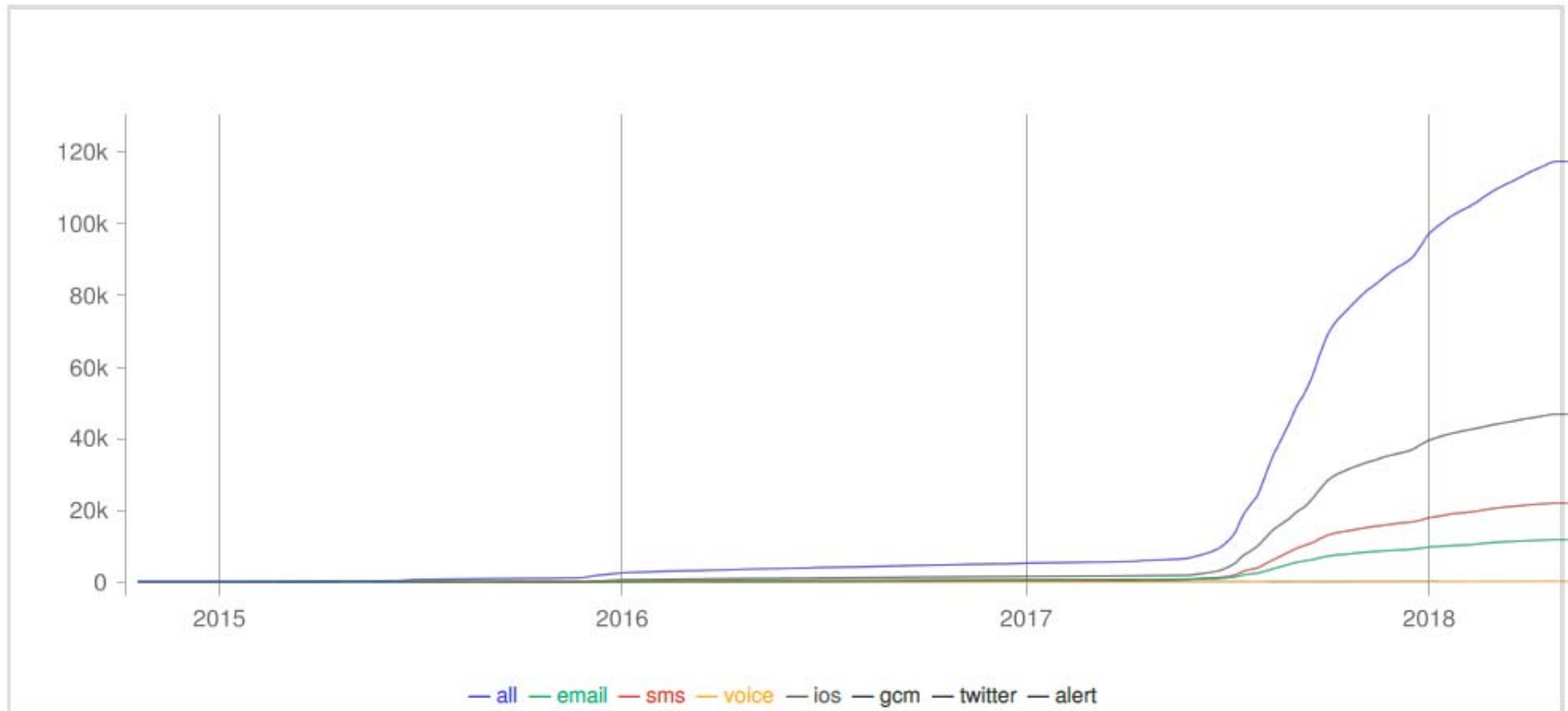
View your schedule and sign up for free collection day reminders at calgary.ca/collection

- Garbage Day App for iPhone and Androids
- Text message
- Email
- Phone call
- Add to e-calendar

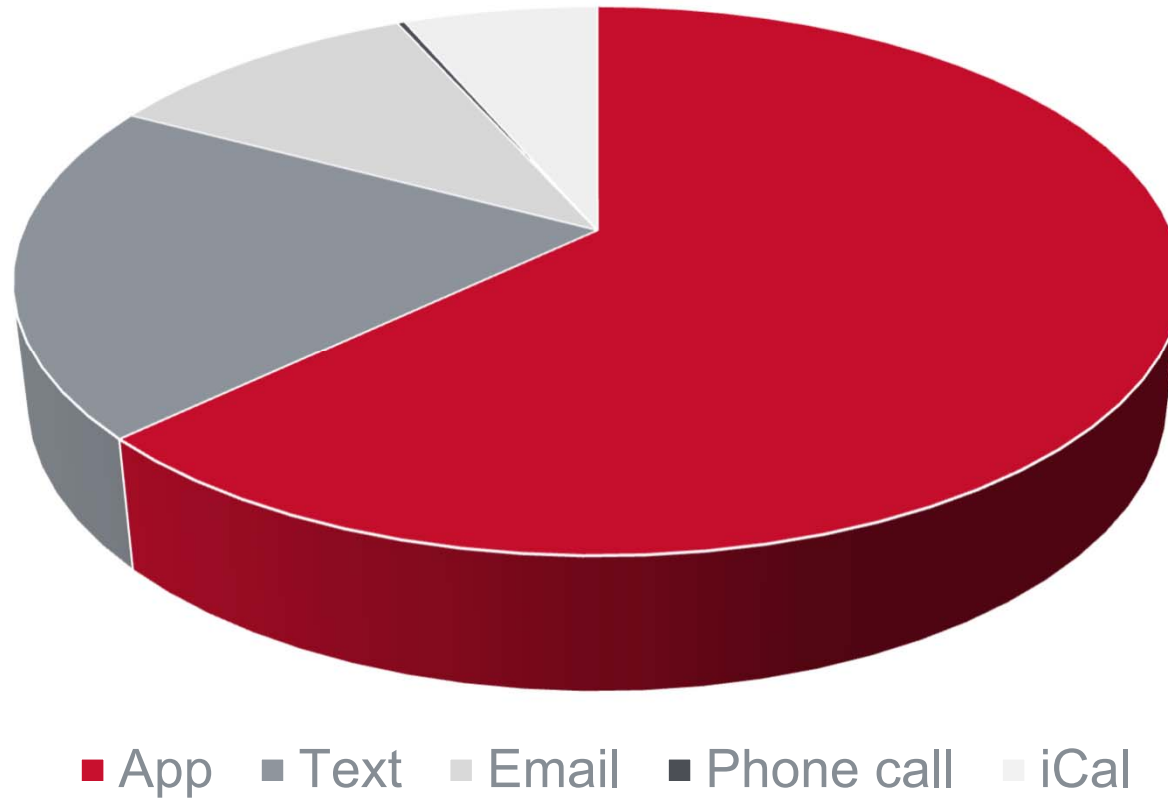
Residents can also print their schedule at home



Active reminders – 110,967



Reminders by type




How to use it

All food, yard waste and pet waste is accepted



Green Cart acceptable bags

 **Yes.** Only use certified compostable bags or paper yard waste bags.



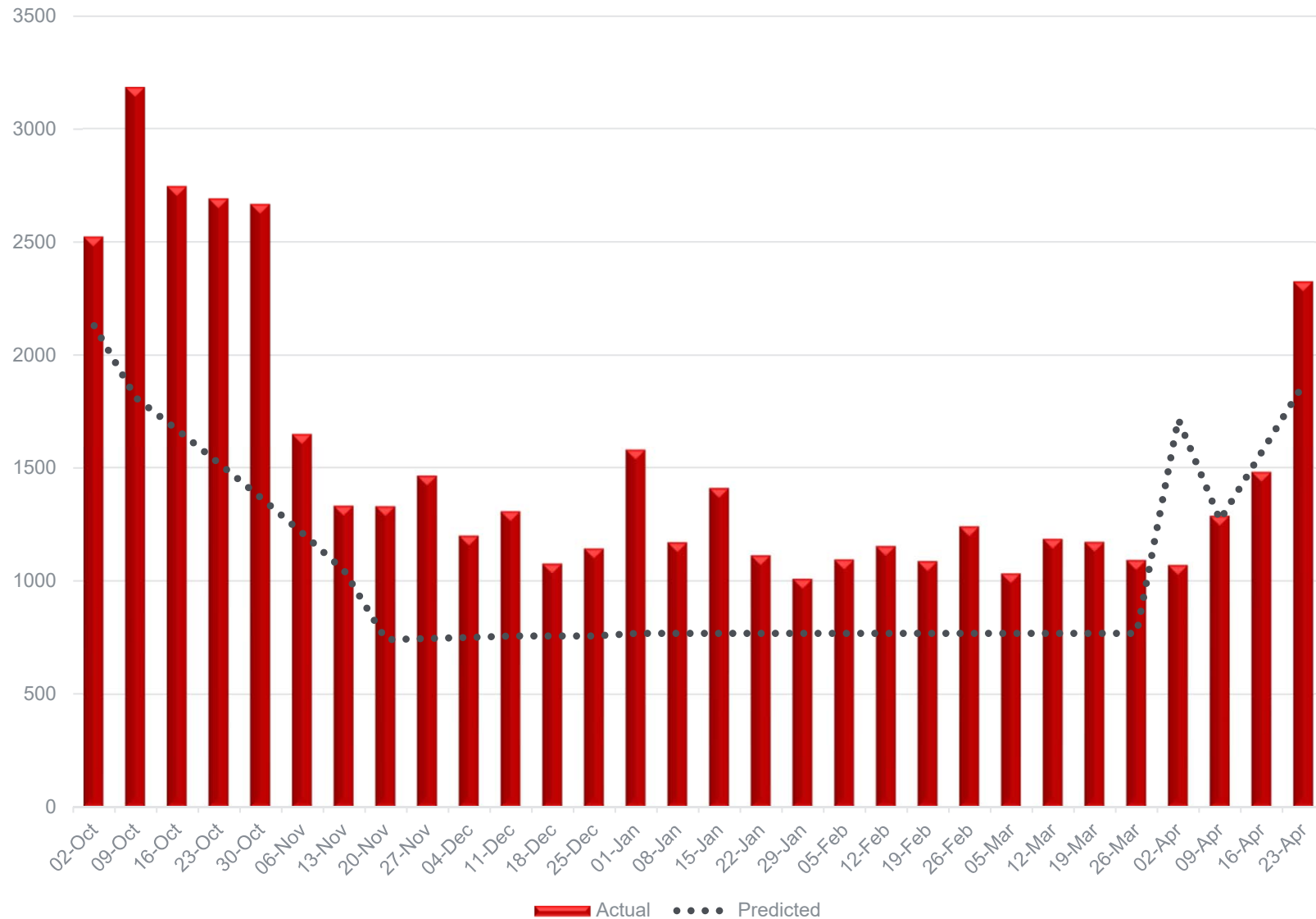
Compost Facility





Program Updates

Tonnages since full city service





Compost giveaways

- Portion of the compost is returned to The City
- Compost will be given away to residents every Saturday in May
- Each vehicle can take up to 100 litres of compost