Calgary’s Green Cart Implementation

Philippa Wagner, City of Calgary
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

- 2009: Blue Cart Recycling
- 2010-2011: Black Cart Garbage
- 2017: Green Cart Food and yard waste
Why we needed green carts

Single-family waste

- 11% Recyclables
- 17% Other divertible waste
- 22% Yard waste
- 35% Food waste
- 15% Garbage
Implementation Timeline

2012: Pilot started
2013: Approval for facility
2014: Construction started
2015: Program roll-out
2016
2017

May 11, 2018 | SWANA Northern Lights Conference
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

NW: week of Aug. 14
NE: week of Sept. 4
SW: week of July 17
SE: week of Oct. 2
Phased Communications

City-wide – program awareness

Delivery
Start of Service
Reminders

SW
NW
NE
SE
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
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

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

WhatCalgariansaresaying:

“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.”

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.
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**

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Start filling your green cart this week.

**September 2017**

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More ways to get your collection schedule.
Visit [calgary.ca/collection](http://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.

**August 2017**

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**Need more help?**
Contact 311.
Get collection day reminders

View your schedule and sign up for free collection day reminders at [calgary.ca/collection](http://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
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