IMPLEMENTING CHANGE

EFFECTIVE STRATEGIES TO COMMUNICATE CHANGE AT SOLID WASTE FACILITIES
Outline

• Introduction to the RDFFG
• Legislation- Let’s get legal
• Selling a product- Norgrow
  – Movie Time
• Let’s rebrand it all- a new visual identity
  – New Diversion Programs
  – New Brochure and website
  – New Signs
Our District
Facts about RDFFG

• 52,000 square kilometers
• 4 member municipalities
  – Prince George (74,003) “The Gateway to the North”
  – McBride (616)
  – Valemount (1021) “Glacier Mountain Resort”
  – Mackenzie (3714) “Powder King Mountain Resort”
• 7 electoral areas
  – Total District Population = 94,506 (2016 census)
  – Population fluctuates winter to summer due to seasonal work
• Neighboring Communities that shop in PG
  – Vanderhoof (BNRD), Fraser Lake (BNRD), Burns Lake (BNRD)
  – Quesnel (CRD), McLeese Lake (CRD)
RDFFG Transfer Station Summary

17 Transfer Stations
Collected 10,500 tonnes in 2014
Full Service – 4
Mid Level – 4
Basic – 8
Recycling Only - 1

www.rdffb.bc.ca
Landfills - Overview

- **Legrand Landfill**
  - Select Waste
  - 2,000T (2%)

- **Mackenzie Landfill**
  - 6,000T (7%)

- **Foothills Blvd**
  - Regional Landfill
  - 73,000T (91%)
Your Landfill Matters
Bylaws ➔ Bylaw

- 4 separate Bylaws for:
  - McBride, Mackenzie, Valemount and Foothills
- Bylaws were inconsistent in language, site rules, definitions
- Required updating each year with tip fee increase
- In 2016 created new Bylaw for “the purpose of establishing tipping fees and site regulations for municipal solid waste disposal facilities”
- Updated language, definitions to support waste diversion
Bylaw No. 3023

- Clear definitions that have continuity with Legislation (EMA, Recycling Regulation)
- Attached schedules with tipping fees that are easy to update
- Categorization of all solid waste facilities (from 4 to 17)
- Combination of volume and weight based tipping fees
Free Compost

Saturday April 30th
8am - noon

Limit of
1 Bobcat scoop per customer (approximately 1 m³)

May 1st – 7th is COMPOST AWARENESS WEEK

COMPOST GIVE AWAY
Foothills Landfill
April 21, 2017 • 3pm - 6pm

NorGrow
Northern goodness for your soil.

• Check out our compost operations and see for yourself what happens to your yard waste.
• Questions about compost?
• Laboratory quality analysis results available

Receive 2m³ NorGrow compost with the donation of non-perishable food items.
All donations will go to St. Vincent de Paul

www.NorGrow.ca

Uses for NorGrow Compost:
• Add to new or existing garden beds
• Top dress lawns and groved over
• Mulch around base of trees and shrubs
• Mix with soil and vermiculture to make potting soil

www.rdffg.bc.ca
2014 Volume Compost Price List

<table>
<thead>
<tr>
<th>Meters Purchased</th>
<th>$/Meters at Foothills Regional Compost Facility</th>
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<tbody>
<tr>
<td>Less than 20</td>
<td>$15.00</td>
</tr>
<tr>
<td>20-49</td>
<td>$13.50</td>
</tr>
<tr>
<td>50-99</td>
<td>$12.75</td>
</tr>
<tr>
<td>100-199</td>
<td>$12.00</td>
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<tr>
<td>200-299</td>
<td>$11.25</td>
</tr>
<tr>
<td>300-399</td>
<td>$10.50</td>
</tr>
<tr>
<td>400-500</td>
<td>$9.75</td>
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</tbody>
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Top Six Uses for NorGrow Compost

- Garden Beds: before planting spread 2 to 3 inches of compost over the top of the garden bed, work compost into soil. At the same time you can work some nutrients such as blood meal (nitrogen), bone meal (phosphorus) and potash (potassium).
- Potting Soil: Mix 1/3 compost with 1/3 soil & 1/3 vermiculite or sand to create nutrient rich potting soil.
- New Lawns: Spread out 1 inch of compost over surface. Rake till compost to 5 inch depth, lay down sod. As a Mulch: Spread compost around the base of trees and shrubs. The mulch will help retain moisture & help prevent weed growth.
- Top Dressing: Spread up to 1 inch of screened compost over existing lawn. The compost will work its way down into the existing soil and help create a healthier structure for your lawn.
- Compost Tea: put some compost into a bucket; add water. Let the slurry sit for a couple hours. The longer the better. Use this tea to water plants, use it to water unhealthy spots on your lawn.

NorGrow
Northern goodness for your soil.

NorGrow is available at the Foothills Boulevard Regional Landfill.

Compost loading is available 11am - 6pm daily (except Wednesday).

www.RDFFG.bc.ca
Norgrow
Creating a New Visual Identity

Engaged Splash Media Group Inc.

Created a visual identity that reflects the RSWMP vision & goals

Used visual identity to launch new waste diversion programs
Welcome to Smart Waste Evolution

Your icon is a mix of two ‘recycle’ type arrows that form an ‘S’ shape. Simple and subliminal.

We’ve used a typeface that is very simple and clean. We’ve purposely chosen a font that is far away from the RDFFG brand so it can stand on its own.

We’ve utilized RDFFG’s two core colours and have added in one more to complement them, as well as provide some “pop” for this initiative.
An Identity for all programs

SOLID WASTE MANAGEMENT

DIVERSION AND RECYCLING
LANDFILLS AND TRANSFER STATIONS OPERATIONS
LANDFILL GAS PROJECT
ENVIRONMENTAL MONITORING
NORGROW COMPOST

www.rdffg.bc.ca
IMPORTANT INFORMATION NOTICE
Commercial Cardboard Diversion at the Foothills Boulevard Regional Landfill

Please be advised that effective July 1, 2017, the Regional District of Fraser-Fort George will require all commercial haulers disposing of municipal solid waste at the Foothills Boulevard Regional Landfill to SEPARATE recyclable corrugated cardboard.

Any commercial load of waste that contains cardboard will be subject to a surcharge under Bylaw 1023. Removing this recyclable item from the waste stream will save valuable landfill space, energy and resources.

WHY THE COMMERCIAL SECTOR?
The commercial sector is the largest contributor to the amount of waste generated (almost 60%) and represents the greatest potential for successful diversion.

Will residents be affected by the surcharge?
Residences will not be affected by the surcharge when they bring their municipal solid waste to Regional Landfills. The Regional District encourages all residents to sort their and recycle their cardboard.

When does the surcharge come into effect?
The additional surcharge will be introduced July 1, 2017.

WILL THER BE AN EDUCATION OR GRACE PERIOD?
Yes. The key to successfully increasing waste diversion is to effectively communicate with our customers about consistent alternatives. Education is an important tool to assist our customers to sort waste and recycling correctly. Our Public Education Program will provide education for commercial customers on what materials are acceptable for disposal. The Regional District will have an education period, as well as a higher threshold of material with a smaller surcharge in 2018.

For more information please visit www.sortsmart.ca or call 250.960.4400

www.rdffg.bc.ca
Sort Smart.ca

Waste Reduction / SortSmart

This is a reminder for businesses that the next phase of the Commercial Cardboard Diversion is being implemented. The targeted amount of cardboard decreases and the sunshine increases as of January 1, 2018.

Any commercial load of waste that contains more than 10% cardboard will be subject to a sunshine under Option 2022. Removing the recyclable items from the waste stream will save valuable landfill space, energy and resources.

All loads of cardboard must be clean of contaminants. This includes: shredder paper, plastic and metal. Cardboard should be nested to make as much space as possible in each bin. Cardboard bins that have high levels of contamination require additional time and resources to sort and may not be accepted if contamination levels are too high.

For more information, or if you have any questions or concerns, please contact the Regional District of Fraser-Fort George at 250-960-6100.

<table>
<thead>
<tr>
<th>Why the commercial sector?</th>
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<tbody>
<tr>
<td>Why should the Sunshine come into effect?</td>
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<tr>
<td>What does the Regional District mean when they talk about Threshold and Sunshine?</td>
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<tr>
<td>What are my other disposal options?</td>
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Click the following button to complete our Recycling Survey. Recycling Survey

- What is Sort Smart?
  Sort Smart is a campaign to help you divert recyclables from your garbage and the landfill. It provides guidance on how you can properly sort your recycling and where to take it.

- Why should I participate in Sort Smart?
  Taking the time to divert and recycle your products helps increase the lifespan of our landfill. Being smart about how you bring solid waste to the landfill can save you money.

- Where can I take my sorted recyclables?
  To find the closest recycling location to you, please visit: https://www.rdffg.ca/recycling/search
  How do I Sort Smart?
  Check out the guide we’ve provided down below!
Updated Recycling Brochure

**Paper Recycling**

**Mixed Paper**
- Materials Accepted:
  - Boxboard boxes – remove liner & flatten
  - Corrugated cardboard
  - Catalogues
  - Cardboard egg cartons
  - Envelopes (with windows)
  - Beverage carry-out trays
  - Glossy Flyers & Magazines
  - Newspapers & inserts
  - Office Paper, Household Paper
  - Paper gift wrap, greeting cards
  - Paper towel & toilet tissue cores
  - Paper bags with single & multiple layers, e.g. for pet food, flour
  - Telephone books
  - Shredded paper – can be placed in clear plastic bags

**Container Recycling**

**Residential Plastics**
- Materials Accepted:
  - Metal cans & lids
  - Milk cartons
  - Plastic bottles, jugs and jugs with caps & lids
  - Aseptic boxes & cartons, e.g. soups, sauces
  - Frozen dessert boxes, e.g. ice cream
  - Paper hot & cold beverage cups
  - Plastic drinks cups and lids
  - Plastic plates, less than 25cm, e.g. laundry detergent
  - Plastic clamshells, e.g. for balcked goods, fruit, eggs
  - aluminium foil wrap, aluminium take out containers
  - Aerosol cans and caps
  - Microwave meal bowls and cups
  - Spiral wound paper cans and lids, e.g. frozen juice concentrate

**Empty & Rinse Containers**
- Materials NOT Accepted:
  - Hardcover or paperback books
  - Paper towels, napkins or tissues
  - Non-paper gift wrap, e.g. foil, ribbons, bows
  - Padded envelopes
  - Boxes with wax coating
  - Bags with a foil layer, e.g. for cookies and some pet food

**Food Cans**

**Glass Bottles and Jars**
- Clear and coloured non-discardable bottles and jars

**Plastic Foam Packaging**
- Plastic foam containers, trays for food
- Cushion packaging used to protect electronics, small appliances, etc.

**Plastic Bags and Overwrap**
- Plastic bags for groceries, dry cleaning, bread, etc.
- Bags for produce, pre-washed clothes, dry bulk foods and frozen vegetables
- Outer bags & wrap for diaper, paper towels, tissues, soft drink can flats
- Overwrap on mattresses, furniture and electronic equipment

**MMBC Depot Recycling**

**MMBC Drop-Off Depots**
- Hert Return & Re-use Centre 5655 Hatt Highway 250-963-9300
- PG Recycling & Return It Centre 2614 Peterson Road 250-561-7475

**What to Recycle**

**Paper Cups & Lids**
- All disposable paper based cups & lids

**Cardboard (not coated)**
- Around-ooch / milk alternative cartons
- Around-ooch "lids only"

**Plastic Containers & Lids**
- All empty & rinsed household plastic containers with the #1, #2 or #5 recycling symbol

**Aerosol Cans & Cups**
- Empty, disassembled, no propellant, air freshener, paint based aerosols
- Cans must be completely empty

**Aluminium**
- Foil & food containers
- Tins & keys
- Labels are ok

**Glass**
- Clear or coloured glasses
- Glass jars, bottles, vases

**Plastic Bags & Overwrap**
- Fresh, clean, plastic coated boxes such as ice cream containers

**Recycle BC Drop-Off Depots**
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- PG Recycling & Return It Centre 2614 Peterson Road 250-561-7475

**Regional District of Fraser-Fort George**

[Website Link: www.rdfg.bc.ca]
Vanway 2.0
Summary

Overarching goal is higher waste diversion rates by providing better opportunities at our disposal facilities

Implementing changes at our facilities by:

✔ easy to read
✔ easy to follow
✔ easy to engage in

...communication with the public