

**MARKET  
CHANGES**

**PROGRAM  
IMPACTS**

**WHO  
WE ARE**

**MOVING  
FORWARD**



# Strathcona County

## Specialized Municipality (98, 381)

- Urban Sherwood Park (70%)
- Rural Hamlets, Acreages & Farms (30%)

## 1,262 square kilometres

- Agriculture (70%)
- Residential (15%)
- Industry (7%)
- Commercial (2%)
- Other (7%)



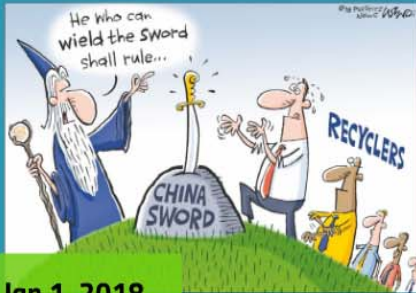


Get with the  
**GREEN ROUTINE!**

- three stream collection
  - organics weekly & biweekly
  - waste biweekly
  - blue bag/box weekly
  - special collections
- reliant heavily on private sector providers for collection, transfer and processing
- residential program diverted 58% from landfill in 2018

# ADAPTING TO GLOBAL CHANGE - A RETHINK ON RECYCLING

Source: Plastics News, 2018.



Jan 1, 2018

- Notification from processor requesting changes to blue bag
- Regional discussions to create consistency with changes

May 2018

- Required compliance by residents
- Monitoring and data collection to determine impact

Sept 10, 2018



April 3, 2018

RCA hosted workshop with key industry stakeholders and regional players to discuss impacts of industry crisis.

June 8, 2018

- Began change campaign
- Remove film, flexible plastics
- Redirect glass and Styrofoam
- Clean it up



# GREEN ROUTINE 2.0

Changes are happening. Know before you throw!

## INCREASED CONFUSION

- puzzlement over plastics - moved away from the number system
- regional differences
- separation of specific items at depot
- genuine confusion of municipal vs. user roles and responsibilities



Increased  
Confusion



Conversations  
& Reactions

## Participation & Tonnage Impacts

- Decreased set-out rates for recycling
- Lack of separation of all streams
- Recycle tonnages decreased by 35% (more than just unmarketable materials)
- Despite increase in requests for extra waste carts, we are not seeing this translate to waste stream.



Participation  
& Tonnage

## INCREASED CONFUSION

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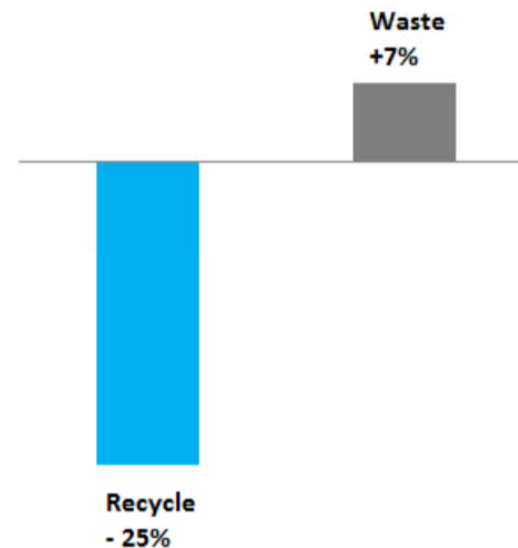


# THE **5** STAGES OF **RECYCLE** GRIEF

CREDIT: JOSH '10

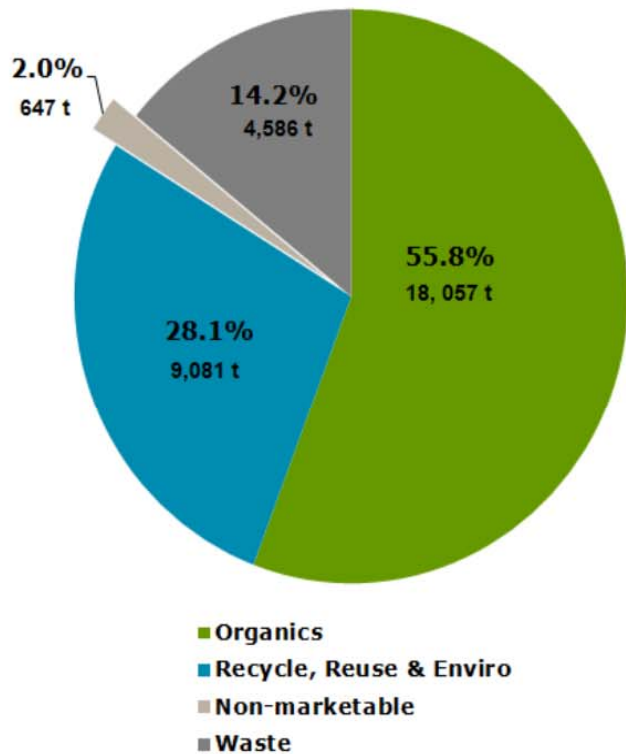
## Participation & Tonnage Impacts

- Decreased set out rates for recycling
- Lack of separation of all streams
- Recycle tonnages decreased by 25% (more than just unmarketable materials)
- Despite increase in requests for extra waste carts, we are not seeing this translate to waste stream.





# What we know



2019 Waste Characterization

- 2% of overall waste generated in our community is non-marketable
- disparity between actual and perceived
- lack of understanding that waste is a shared responsibility and connected to consumption
- convenience remains a major motivator
- turning point - momentum for change



# What we need to focus on

- Prevention education and programming
- Reframe key messages to popular topics
- Remind residents of the value, local motivation
  - "what's in it for me?"
- Convenience & separation - Is there opportunity to look at how we separate at the curb?
- Advocacy for domestic capacity & provincial policies

**BEE SMART  
WORKSHOP**

**Bees help make our food, let's not waste it.**  
Bees are an essential part of our food production. Attend this workshop to learn about bees, what they do for us, how you can help them by reducing food waste, and leave with a kit to make your own beeswax food wraps.

**April 16 6 p.m. to 8 p.m.**

Spark, 116 Broadmoor Place IV,  
2257 Premier Way, Sherwood Park  
More info: 780-449-5514

**FREE**  
Registration required:  
[strathcona.ca/bee-workshop](http://strathcona.ca/bee-workshop)

Presented by the Edmonton & Area Land Trust

STRATHCONA COUNTY

# CONNECT



LEAH.SEABROOK@STRATHCONA.CA



(780) 416-6797



WWW.STRATHCONA.CA/GREENROUTINE



FACEBOOK.COM/STRATHCONA.COUNTY



TWITTER.COM/STRATHCOCOUNTY