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%)
- 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

Jan 1, 2018

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

April 3, 2018

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

May 2018

June 8, 2018

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

Sept 10, 2018

- Required compliance by residents
- Monitoring and data collection to determine impact
GREEN ROUTINE 2.0
Changes are happening. Know before you throw!

Increased Confusion
- confusion over plastics - mixed - thrown in the system
- regional differences
- separation of specific items at depot
- genuine confusion of municipal vs. user roles and responsibilities

Conversations & Reactions

Participation & Tonnage
- Increased
- Conversations & Reactions
- Participation & Tonnage
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
The Stages of Recycle Grief:

1. Denial
   Nothing to see here... move along.

2. Anger
   You gotta recycle program!

3. Bargaining
   Please just take it!

4. Depression
   This is just too hard.

5. Acceptance
   We can do better.
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

- 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

2019 Waste Characterization
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