



Key Messages Garbage and Recycling Master Plan

Audience: *Drives strategies and messages*

Single-Family Dwellings:

- AutoBin (and wheelbarrow) Contract Collection Area
 - change to garbage/recycling carts, bi-weekly curbside collection of leaf and yard waste
 - Greatest amount of change, structured garbage disposal, new diversion programs
- Northwest Contract Collection Area (garbage carts)
 - change to recycling carts
 - Already have garbage carts, leaf & yard waste programs
- Manual Collection Areas (remainder of City)
 - New to programs – change to garbage/recycling carts, bi-weekly curbside collection of leaf and yard waste

High Level Messaging

- The purpose of the Garbage and Recycling Master Plan is to:
 - provide options (5 Rs – Reduce, Reuse, Recycle, Recover, Residuals) that together will keep more than 50% of our residential garbage out of the landfill
 - provide equitable and uniform garbage collection service for all customers
- When identifying options and recommendations for the master plan, the City considered, as a priority:
 - benefits to the environment and Brady Road Landfill
 - cost for the community
 - ease and convenience for residents to participate

Overall Messaging

- 5 Rs (Reduce, Reuse, Recycle, Recover, Residuals) using examples:
 - Grasscycling and Composting: Reduce garbage, Reuse/Recycle grass clippings or compost as fertilizer
 - CRRCs and Giveaway Weekends: Reuse of items by someone else, Recycling of unwanted items
- Overall timelines for implementation
- Change in focus at Brady Road Landfill
- Where to find more information (tools available)

Overall Cart Collection Messaging

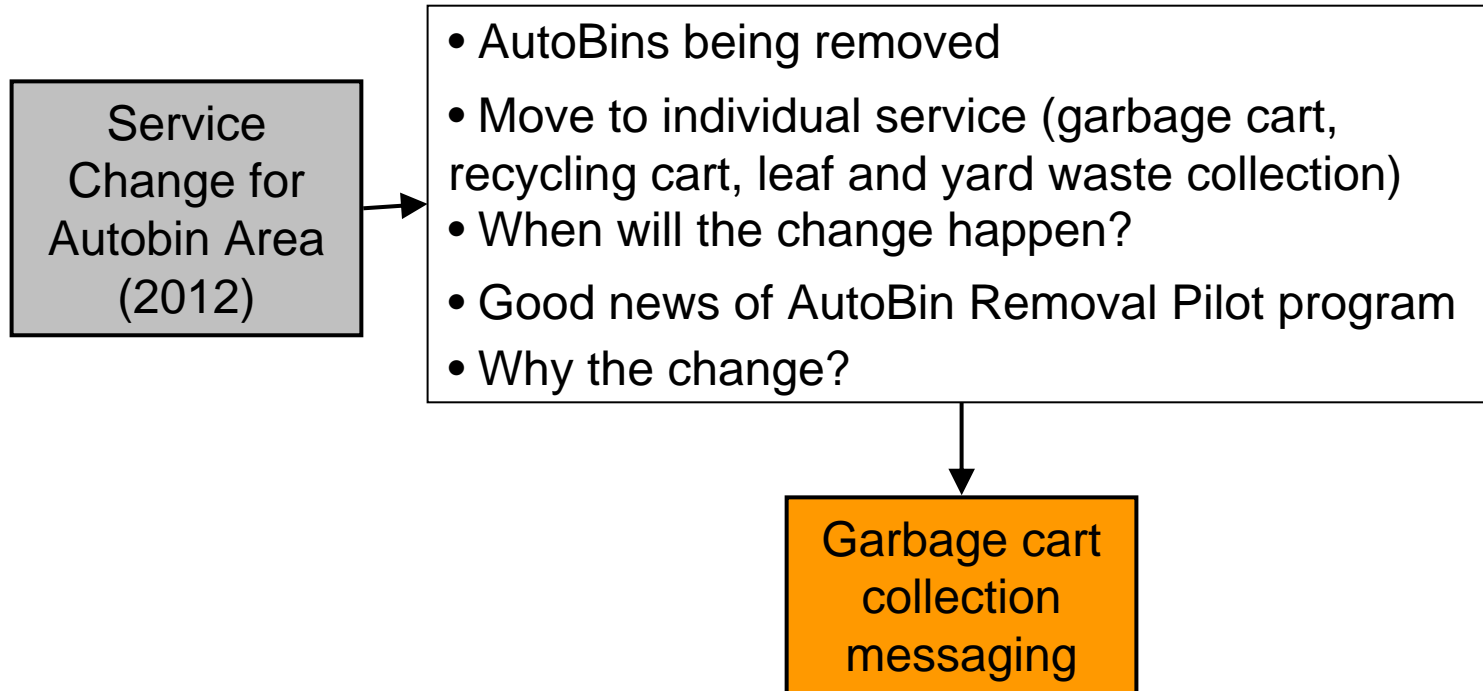
- Why are we implementing carts?
 - Cleaner
 - Safer
- Carts belong to City and remain with property, not individual homeowners
- Responsibility for carts belongs to residents

Garbage Programs and Messages

Garbage cart
collection
(2012)

- When will the change happen?
- What goes in/what doesn't?
 - Do not overfill
- Extra garbage? Need to recycle, use alternatives like grasscycling, composting and giveaway weekends
- “Don't need to put your cart out if you don't have much”
- Set out/placement of cart
 - If you have a back lane, it will be back lane pickup
- Cart loss/damage
- Keeping cart clean
- Set Day collection schedule (ie. If your pick-up day is Tuesday, it will ALWAYS be Tuesday except for the following three holidays):
 - Arrangements for holiday collection of materials: Christmas, New Year's Day, Remembrance Day

Garbage Programs and Messages



Garbage Programs and Messages

Garbage cart collection messaging

Surplus Waste Collection (2012)

- If you have extra garbage, keep it for next week
- Will pick up extra waste for a fee
- Maximum 3 bags/pickup/schedule
- Need to contact 311 to arrange

Options to Upgrade Cart or Purchasing 2nd Cart (2012-2013)

- No changes will be allowed before January 1/13
 - Try cart for a few months
 - If you have extra garbage, keep it for next week
- Can only change once a year
- This is an annual fee/no refunds or prorated fees

Garbage Programs and Messages

Garbage cart
collection
messaging

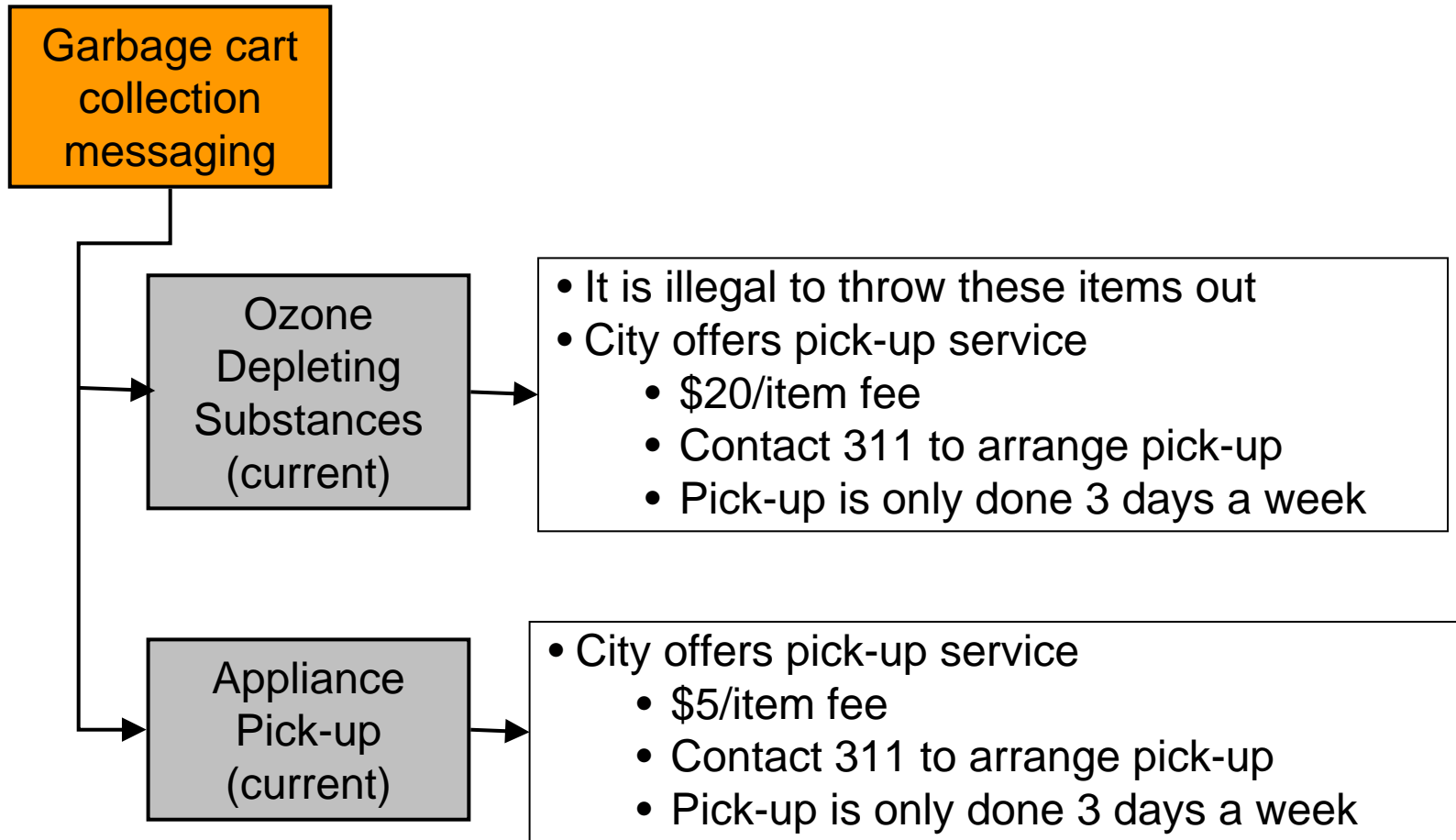
Bulky Waste
Collection
(2012)

- Service available
 - Can you divert/donate instead of dispose?
- No more free zone
 - \$5/item fee
 - Maximum 10 items per pick-up
 - Contact 311 to arrange pick-up
 - Pick-up is done same day as garbage/recycling pickup

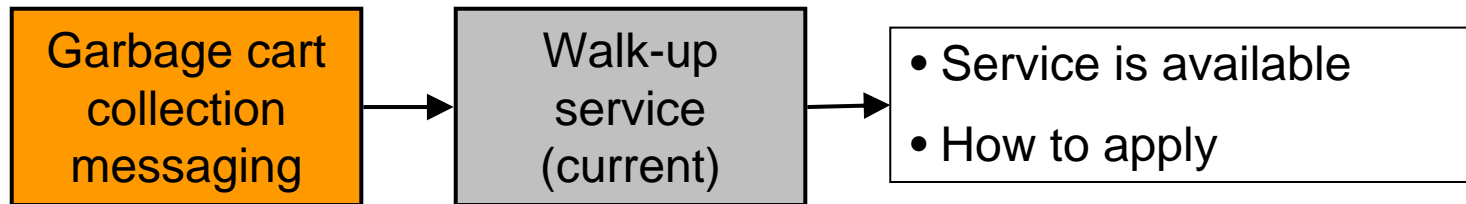
Illegal
Dumping
(current)

- What is illegal dumping?
- Contact 311 to report it
- Where do I get info?
- Fines/charges

Garbage Programs and Messages



Garbage Programs and Messages

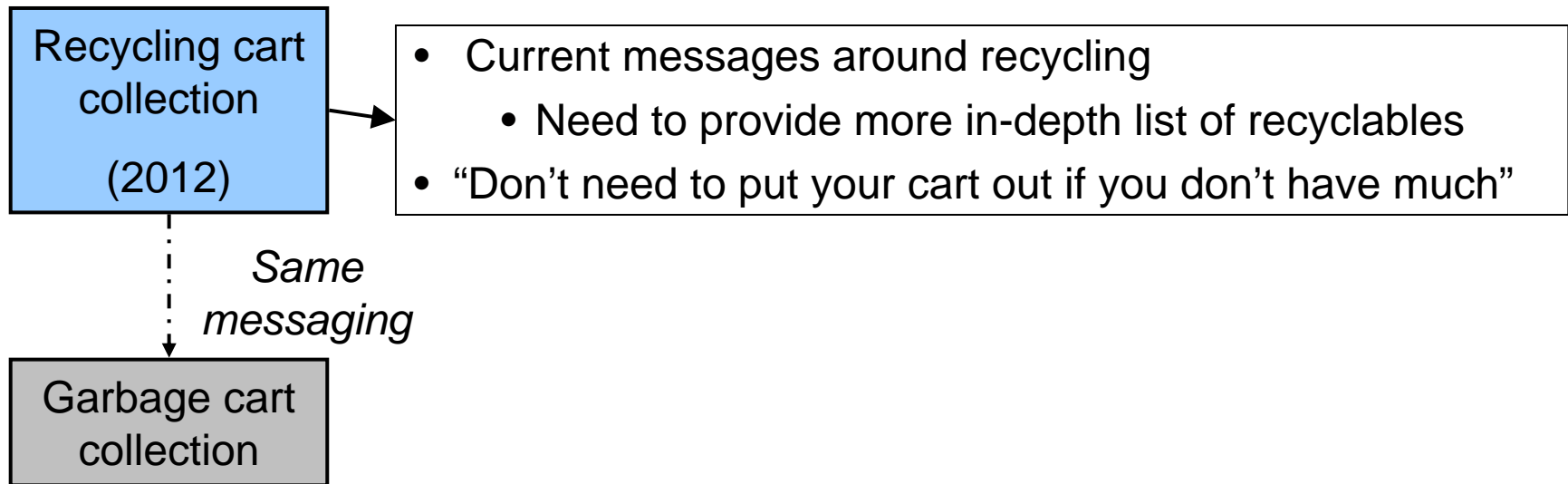


Garbage Programs and Messages

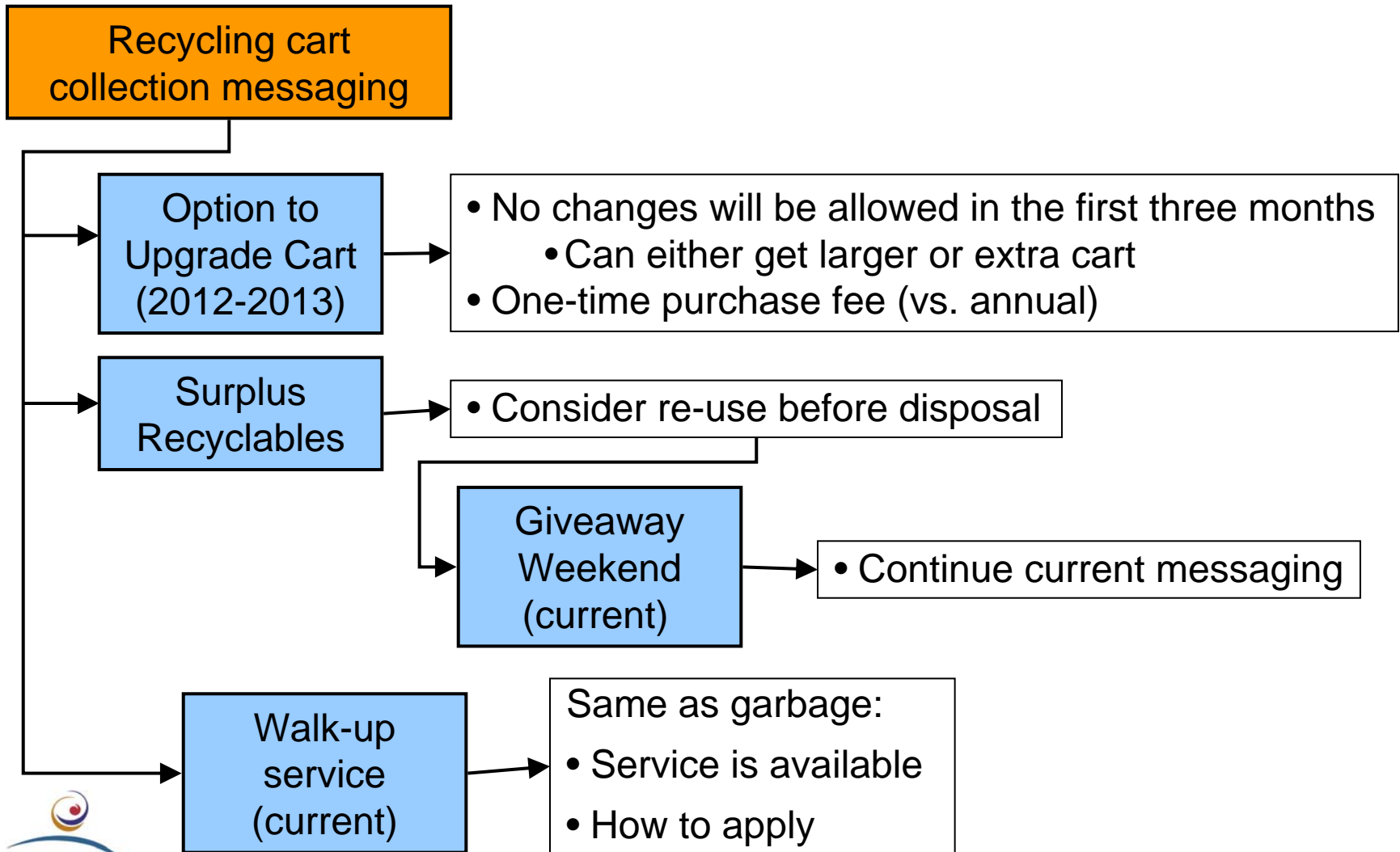
\$50 annual fee
(\$4.17/ month)
(2012-2013)

- What is the fee being collected for?
- Residential properties can opt out of service, but not fee
- How the fee will be charged?
 - Every household will be charged for service starting October 1/12
 - It will be a quarterly charge of \$12.50 on water bill
 - Charge will start showing up on water bills after Dec 31/12

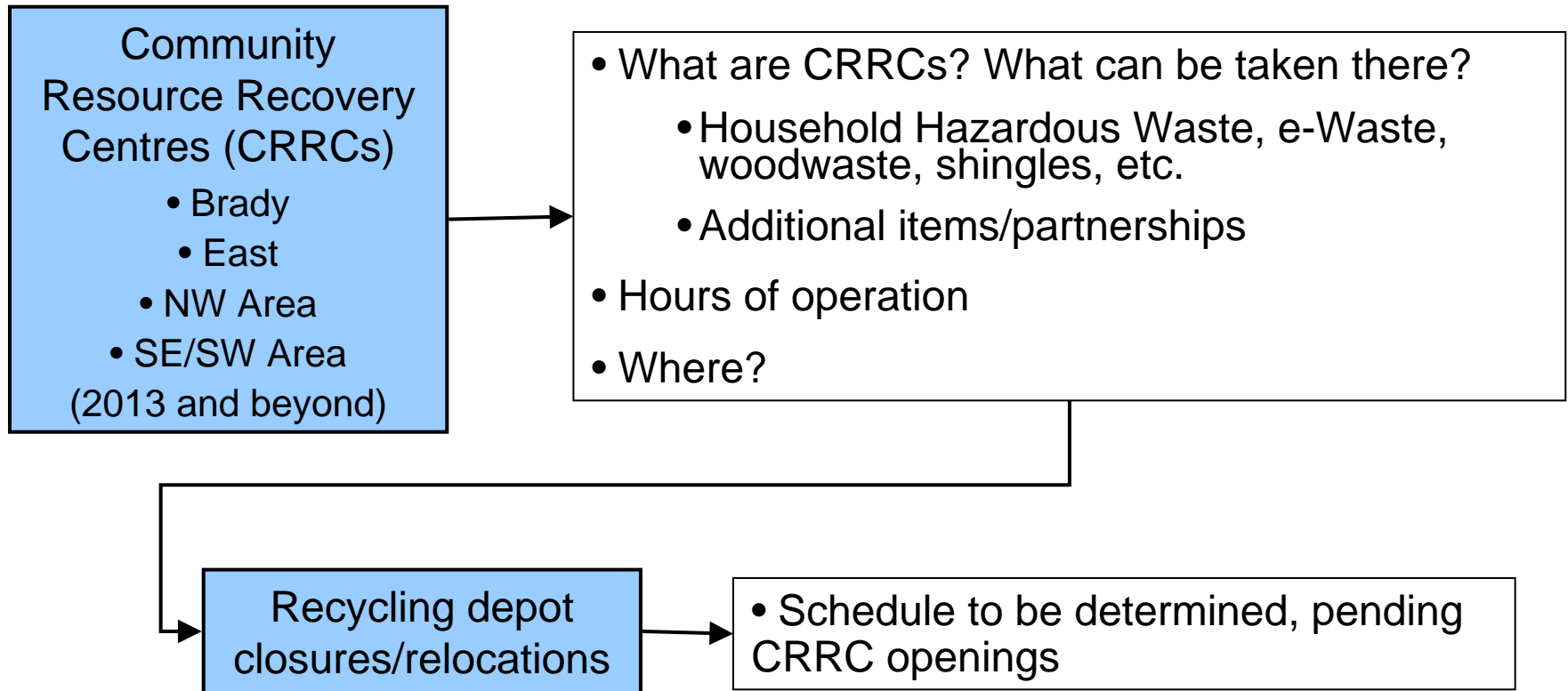
Recycling/Diversion Programs and Messages



Recycling/Diversion Programs and Messages



Recycling/Diversion Programs and Messages



Recycling/Diversion Programs and Messages

Brady Road Waste Management Facility



- Name change from Brady Road Landfill to Brady Road Waste Management Facility to reflect change in focus
- “Branding” exercise to change how “dump” is perceived
- Once changes to facility have been completed, how it works (educational)

Organics Programs and Messages

Leaf & Yard Waste Collection Program

- What, how, where, when?
 - Paper bags or hard wall containers
 - Will not accept plastic bags
 - Where compostable bags are available
 - What to do with kitchen organics
- Where does it go? What do we do with it?
- What other options are available (see next slide)
 - Grasscycling
 - Composting

Organics Programs and Messages

Leaf & Yard Waste Collection Messaging -
Other Options that currently exist:

Grasscycling

- How to grasscycle
- Why? – good for you, good for Brady

Backyard
Composting

- 1-day sale or point-of-purchase
- When? Where? How?

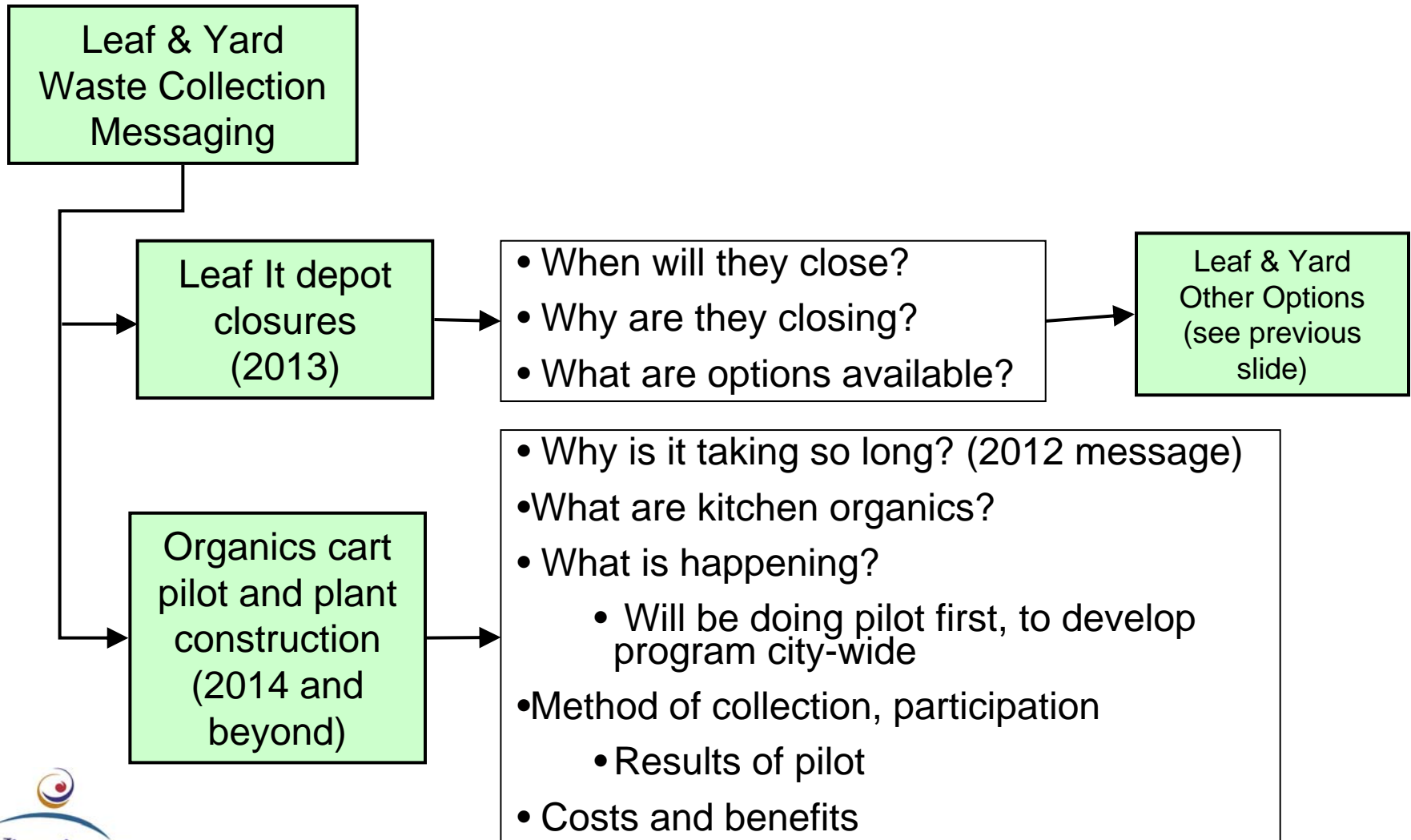
Community
composting

- Where? How?

Yard Waste
composting at
Brady

- What we are doing with leaf & yard waste
- Proper processing
- Odour reduction

Organics Programs and Messages



Organics Programs and Messages

Christmas Tree
Chip It, Wood waste
(current)



- Will remain open until other options available
 - CRRCs
 - SCCOPE (non-profit pick-up)