

Door to Door to Recycle More!

Kim Fisher
Waste & Recycling Services
The City of Calgary



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Then & Now



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Then & Now

- Burning Barrels
- Incinerators
- Dumps

- Waste Management Facilities
- MRF (recycling sorting facility)

- Garbage Collectors



- Strategic Services
- Infrastructure & Program Development
- Collection Services
- Disposal & Processing Services
- Business Performance Management Office
- Organics Facility

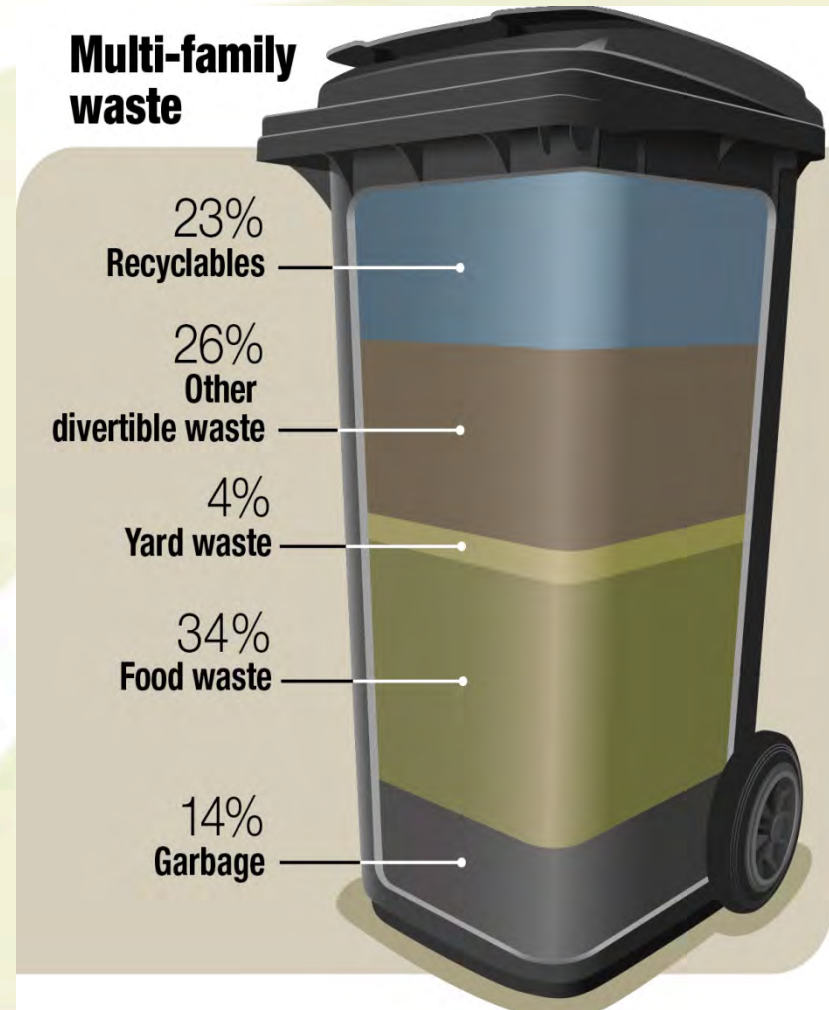
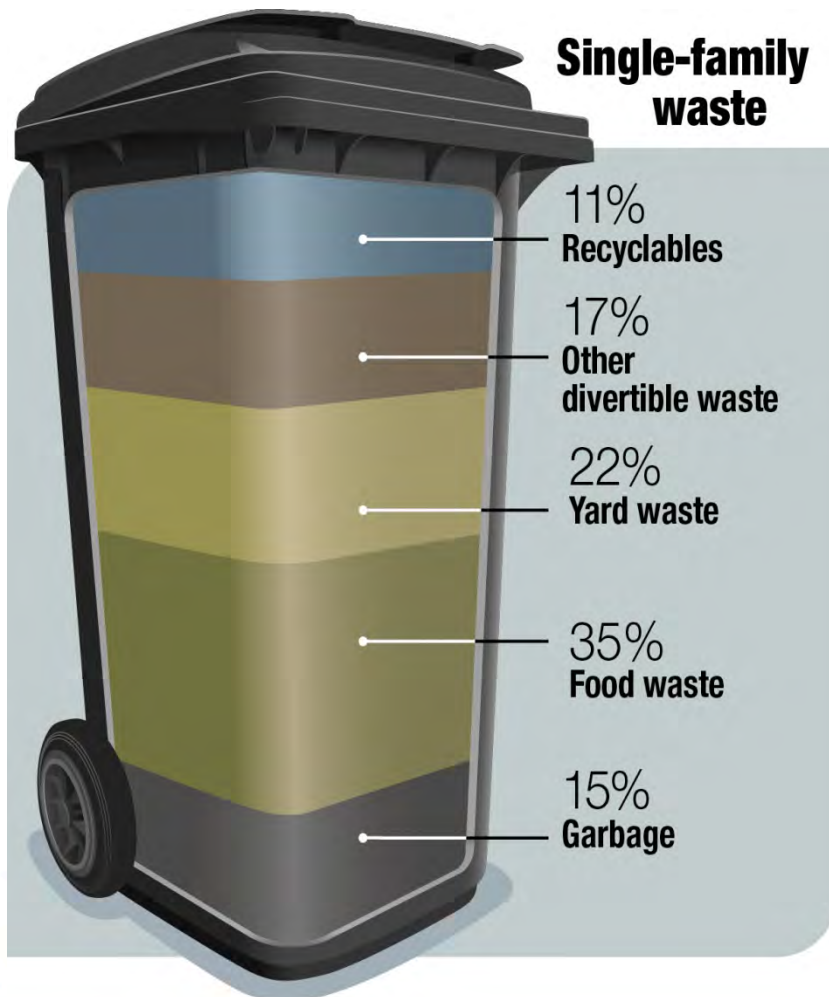


Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

What's in Calgary's garbage? (2010)



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY



- 11% can be **recycled** in the blue carts or community recycling depots
- 57% can be **composted**
- Only 15% actually belongs in the **garbage**



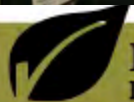
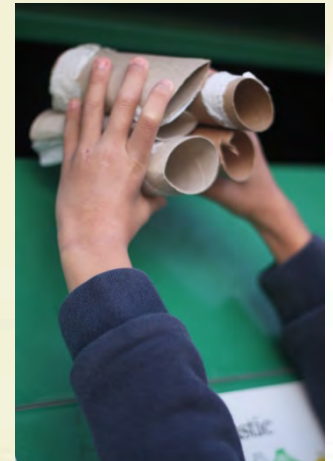
Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Waste & Recycling Educational Opportunities

1. Public Presentations & School Tours
2. Festivals & Events
3. New Canadian programming
4. Special Programs & Community Partnerships



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Blue Cart



- Program established 5 years ago
- Weekly collection to over 300,000 homes
- Co-mingled recycling
- Over 52,000 tonnes collected in 2013



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

On-going Blue Cart work

- Feedback from Collections
- Participation & Contamination Audits
- Feedback from MRF
- Feedback from Residents
 - Trade Shows
 - Festivals & Events
 - 3-1-1



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Door to Door Campaign

- Identify community to target for summer 2014 with input from Collection Services
- Consult with Participation & Contamination performance techs
- Train team & Organize
 - Scheduling
 - Community Association & City Councilor
 - Safety Assessment & SOP



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Why Door to Door?

- Access residents at home
- Face to face contact
- Provide actions available to residents
- Messaging delivered by educator
 - Vivid
 - Personal
 - Concrete





Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY



- Hidden Valley (NW)
- Knocked on 3200 doors in 18 days
- 30% of residents answered door
- Completed door step survey
 - Contamination
 - Cart Placement
 - Waste Reduction



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Results

- 48% required additional information re: Blue Cart materials
- 7% resolved cart placement issues at the door with educator
- 78% supportive/accepting of the Green Cart curbside composting collection
- Data supported issues identified by Collections



Hidden Valley Cart Issues

- 1. [Symbol] [Illegible text]
- 2. [Symbol] [Illegible text]
- 3. [Symbol] [Illegible text]
- 4. [Symbol] [Illegible text]
- 5. [Symbol] [Illegible text]
- 6. [Symbol] [Illegible text]
- 7. [Symbol] [Illegible text]
- 8. [Symbol] [Illegible text]
- 9. [Symbol] [Illegible text]
- 10. [Symbol] [Illegible text]
- 11. [Symbol] [Illegible text]
- 12. [Symbol] [Illegible text]
- 13. [Symbol] [Illegible text]
- 14. [Symbol] [Illegible text]
- 15. [Symbol] [Illegible text]
- 16. [Symbol] [Illegible text]
- 17. [Symbol] [Illegible text]
- 18. [Symbol] [Illegible text]
- 19. [Symbol] [Illegible text]
- 20. [Symbol] [Illegible text]
- 21. [Symbol] [Illegible text]
- 22. [Symbol] [Illegible text]
- 23. [Symbol] [Illegible text]
- 24. [Symbol] [Illegible text]
- 25. [Symbol] [Illegible text]
- 26. [Symbol] [Illegible text]
- 27. [Symbol] [Illegible text]
- 28. [Symbol] [Illegible text]
- 29. [Symbol] [Illegible text]
- 30. [Symbol] [Illegible text]
- 31. [Symbol] [Illegible text]
- 32. [Symbol] [Illegible text]
- 33. [Symbol] [Illegible text]
- 34. [Symbol] [Illegible text]
- 35. [Symbol] [Illegible text]
- 36. [Symbol] [Illegible text]
- 37. [Symbol] [Illegible text]
- 38. [Symbol] [Illegible text]
- 39. [Symbol] [Illegible text]
- 40. [Symbol] [Illegible text]
- 41. [Symbol] [Illegible text]
- 42. [Symbol] [Illegible text]
- 43. [Symbol] [Illegible text]
- 44. [Symbol] [Illegible text]
- 45. [Symbol] [Illegible text]
- 46. [Symbol] [Illegible text]
- 47. [Symbol] [Illegible text]
- 48. [Symbol] [Illegible text]
- 49. [Symbol] [Illegible text]
- 50. [Symbol] [Illegible text]



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

Recommendations for next year

- Collaborate further with:
 - Collections in all three districts
 - Auditors to identify communities
 - 3-1-1 results
- Smaller sample size
- Materials to leave at doors
- Consider door knocking weekdays evenings
- Continued communication with other municipalities to learn from their best practices



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY

For more information about
our work in Hidden Valley:

kimberly.fisher@calgary.ca



Protecting what's precious.
Land. Air. Water.



THE CITY OF
CALGARY