

Calgary



City of Calgary

Green Cart Composting Pilot

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Calgary, Alberta, Canada



Calgary's Context

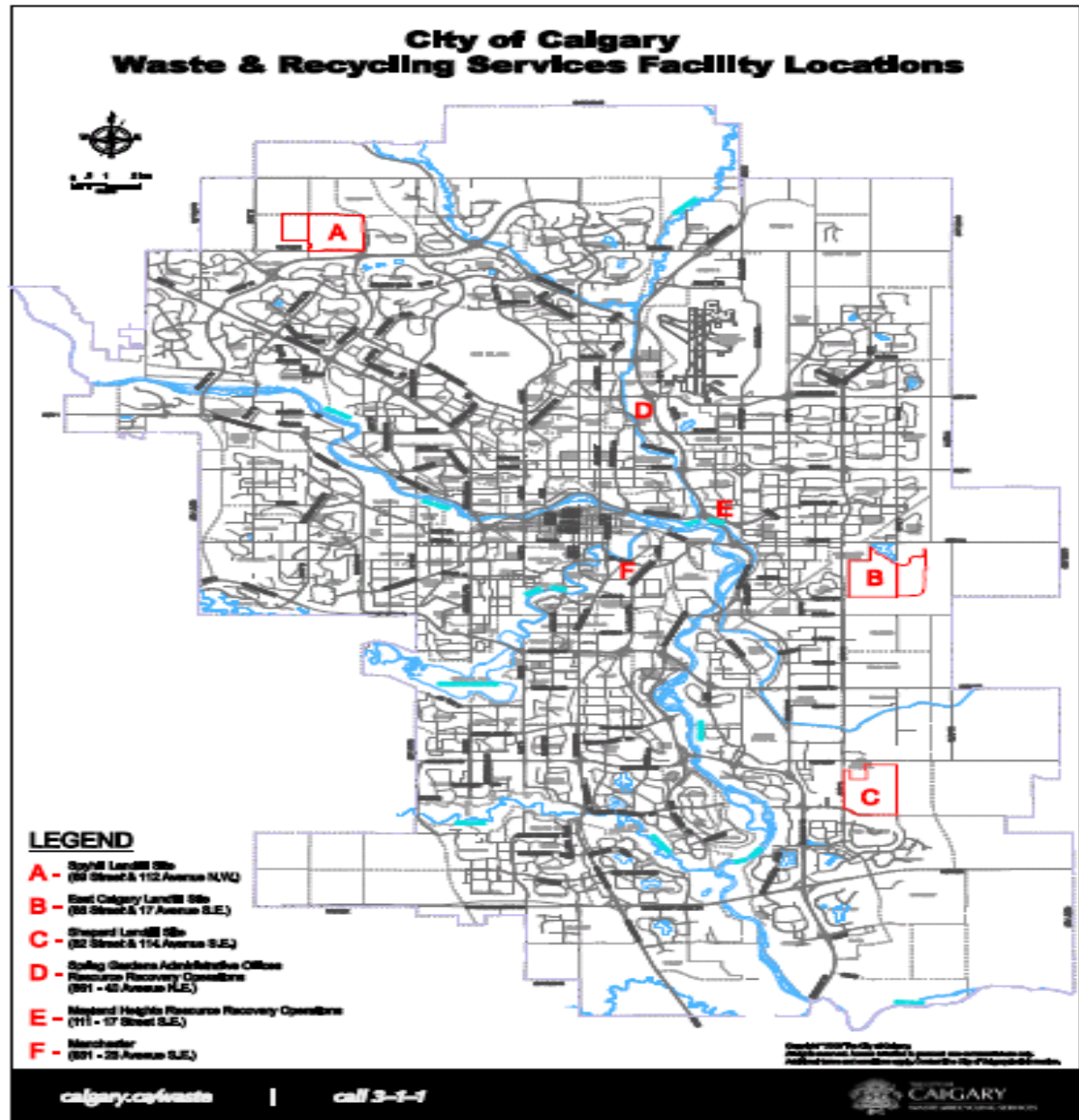


- Population > 1.2 Million
- 3.6 % population growth
- Impacts of our economy
- Challenging climate

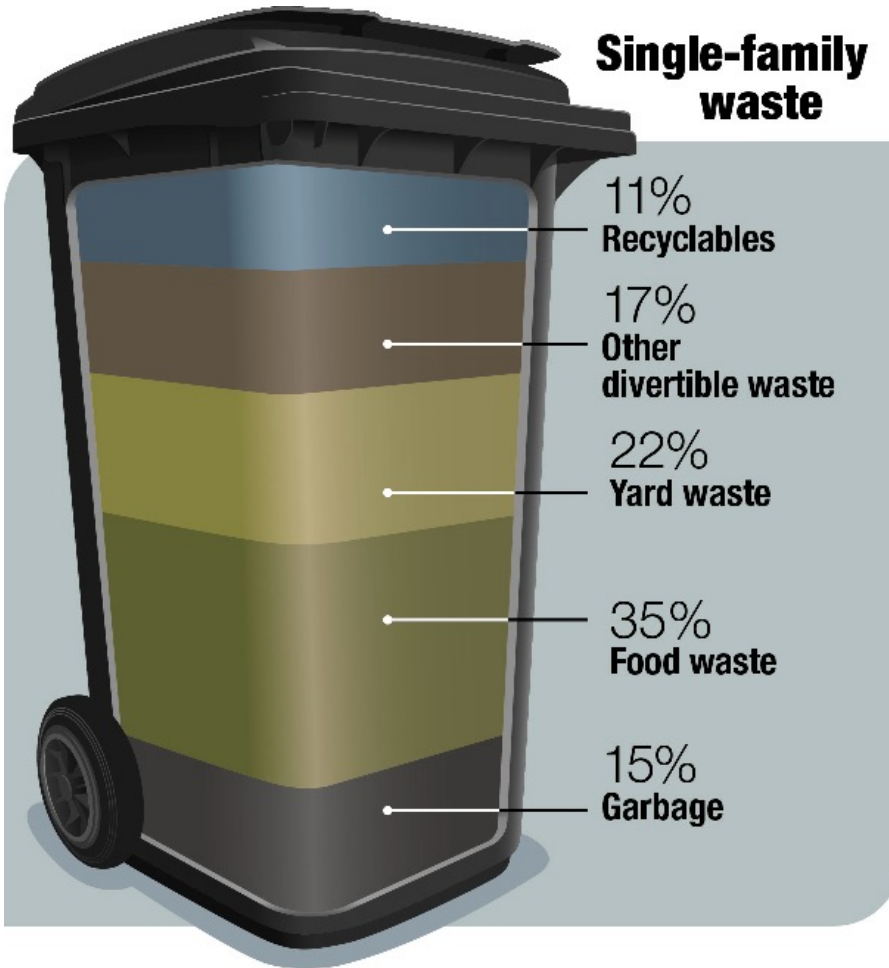
Waste & Recycling Services



- Blue & Black Cart to all single-family residences
- Collection frequencies
- Education team!



Waste Composition



- Most of our garbage could be composted
- Waste Comp study every 3 years
- Need for Green Cart Program



Purpose of Green Cart Pilot

- Gauge citizen satisfaction
- Measure collection tonnages and diversion
- Test collection frequency and understand operational costs
- Refine education and communication tools
- Information for implementing a city-wide program, including processing facility

Pilot Outline



- March 2012 – February 2013
- 4 communities = 7500 households
- Participation was free
- Weekly collection of blue & green carts
- Collected all food and yard waste
- Materials composted at private outdoor facility



Tools for Citizens

Green cart acceptable materials
YES

- Fruits and vegetables.** (Image: pineapple, broccoli, carrots, corn, tomato)
- Meat, fish, shellfish and bones.** (Image: salmon, crab, chicken)
- Eggshells and dairy products.** (Image: eggshells, cheese, butter)
- Breads, noodles, rice beans and grains.** (Image: bread, spaghetti, rice)
- Jams, sauces, salad dressings, and cooking oil.** (Image: jam, sauce, dressing)
- Yard waste.** (Image: leaves, grass, twigs)
Leaves, grass clippings, plants, weeds, sod, *branches and prunings.
*smaller than 15 centimetres in diameter and shorter than one metre.
- Coffee filters and tea bags.** (Image: coffee filter, tea bag)
- Food-soiled paper plates and napkins.** (Image: soiled plate, napkin)
- Plate scrapings.** (Image: hand scraping plate into pail)
Scrape your plate into the kitchen pail at the end of a meal.

Only use compostable bags to line your kitchen pail. Bags must have a certified compostable logo.

- Starter Kit Included:
 - 120L Green Cart
 - Kitchen Catcher
 - 100 Compostable Bags
 - Paper Yard Waste Bags

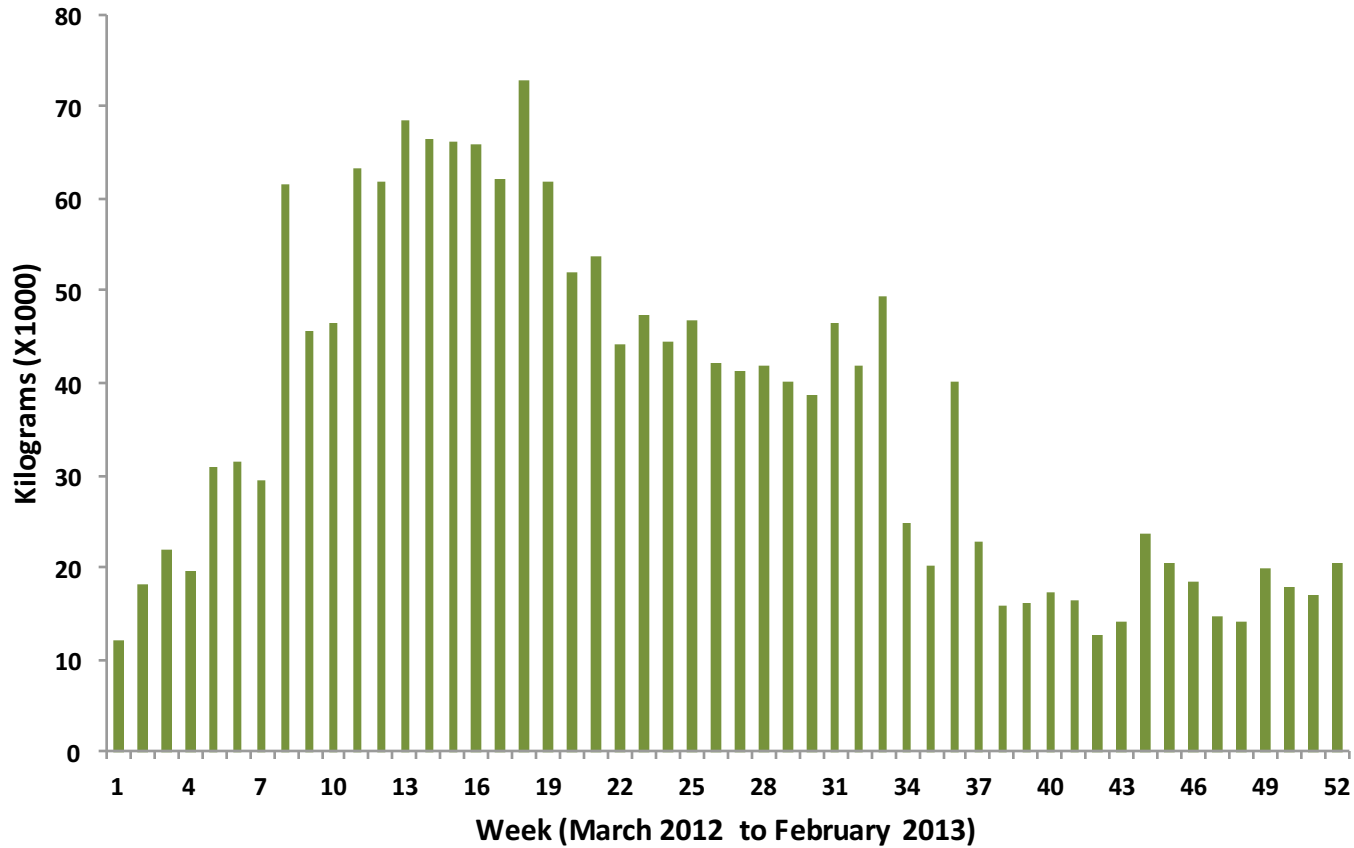
Pilot Measurements



- Green, black and blue cart tonnages
- Green Cart participation
- Material quality
- Excess garbage
- Waste Composition
- Customer experience (research)



Green Cart Material Collected





Engagement and Communications



- 12 open houses
- Information brochure and calendar
- 2 media events
- 4 direct mailouts
- Bold signs
- 4 councillor updates
- Household visits
- Calgary City news blog
- Website, email, 311, social media
- Too Good To Waste Video
- Research (Ipsos Reid)

Ipsos Reid Research



Quantitative Research

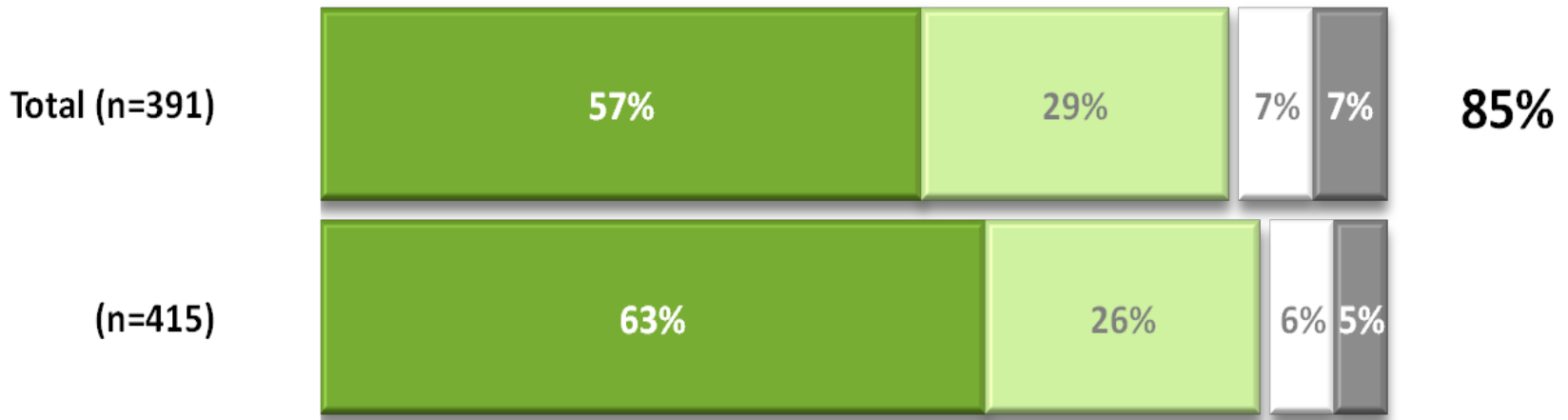
- 3 Surveys: February, June, December 2012

Qualitative Research

- 2 Focus Groups
- 10 In-home interviews
- 1 ideation session

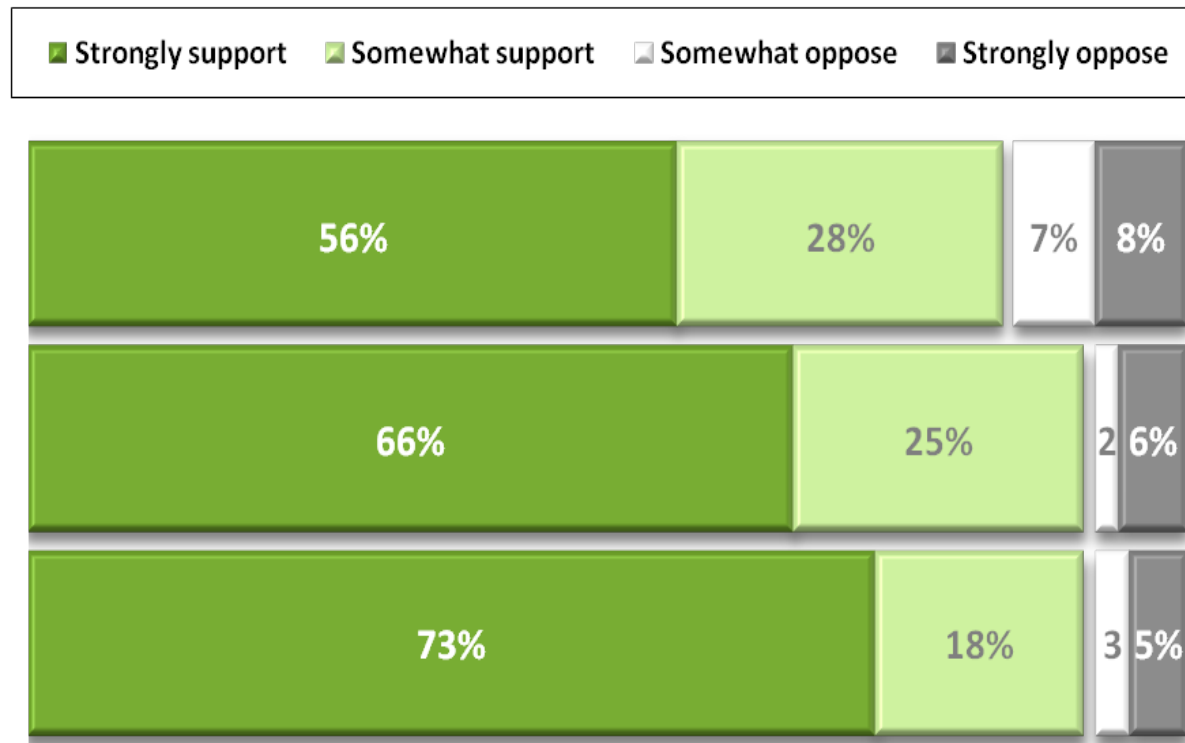


Overall Satisfaction with Program



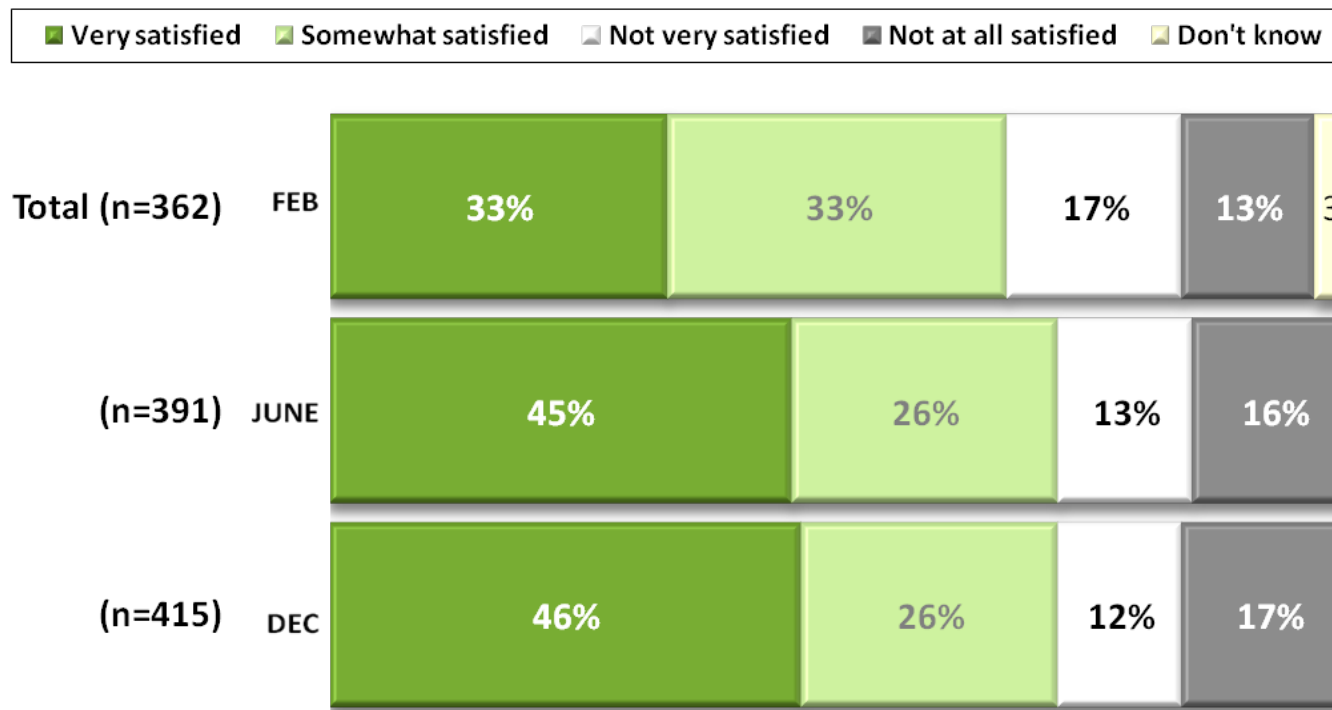


Support for a City-Wide Program



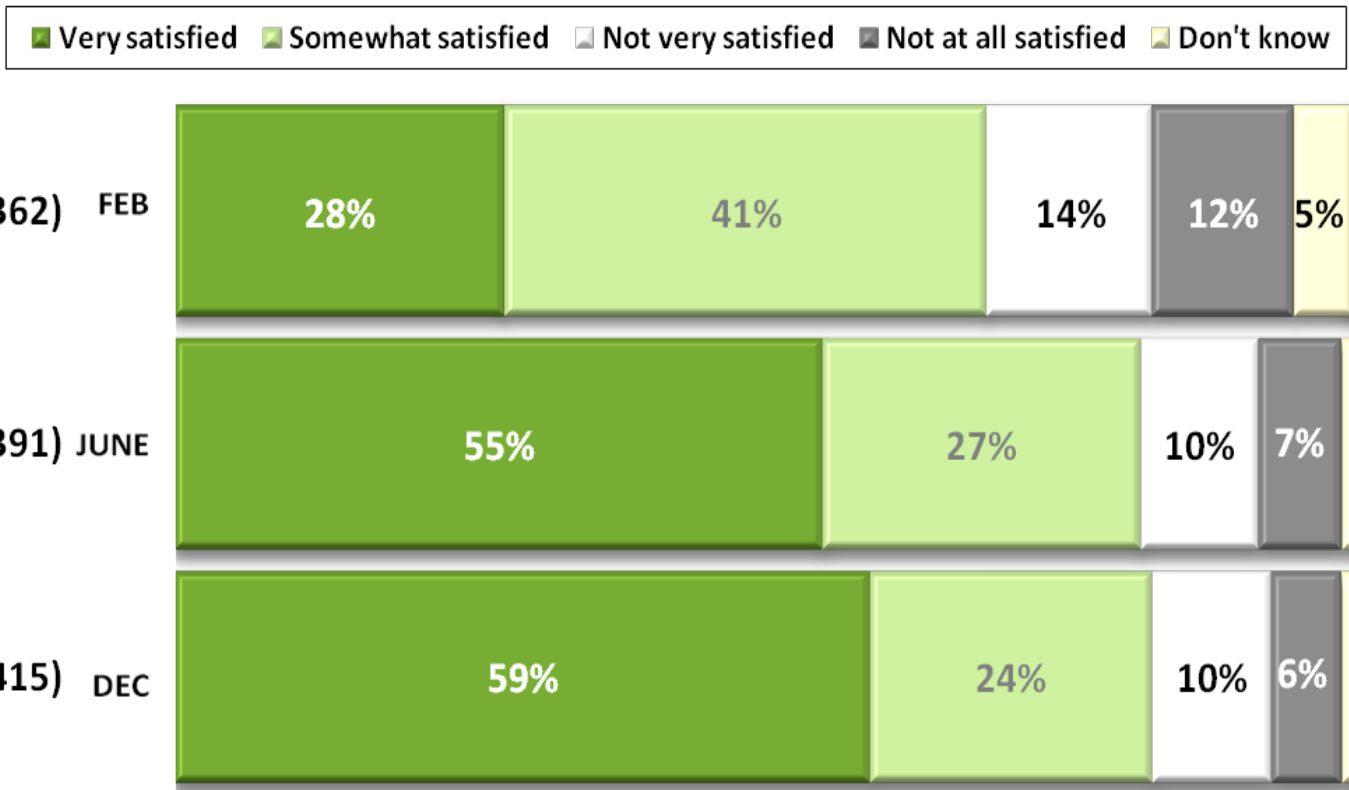


Satisfaction with Revised Collections Schedule





Satisfaction with Size of Cart





Key Qualitative Findings

- Once participants started using the cart, support for the program grew
- Most residents said they would purchase compostable bags or use an alternative method
- Those with back-alley pick-up are less concerned about cart storage rather than those with front set-out.
- Most participants welcome city-wide implementation of the program for its environmental benefits and ease of use.

What Worked Well



- Starter kit
- Collection schedules
- Communications and engagement with citizens
- Black cart excess audits
- Low contamination rate – average 6%
- High participation rate

City-Wide Program



- Roll-out in 2017
- Public is eager to participate
- Cart size not yet determined
- Excess will be collected
- No plastic bags allowed



Calgary's Composting Facility

- Commissioning and operations of facility to begin in 2017
- P3 Model – Public Private Partnership
- Largest indoor composting facility in Canada
- Facility capacity shared between bio-solids and source separated organics





Questions?

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