



CHANGES TO CURBSIDE RECYCLING

Communications Plan



STRATEGIC GOAL

Educating residents on methods to properly manage their recycling material is an important step toward achieving Environmental Leadership, one of the key goals in the City of Saskatoon 2018-2021 Strategic Plan to optimize solid waste diversion, and the City's objective of diverting waste from the Saskatoon landfill. Effectively promoting and facilitating correct disposal of recycling material will reduce the rate and volume of recyclable waste sent to the landfill.

PROJECT TEAM

Recycling Education Coordinator, Sustainability
Section Manager, Sustainability
Recycling Project Manager, Water & Waste Operations
Marketing Consultant, Communications
Marketing Coordinator, Communications
Graphic Designer, Communications
Service Provider Representatives – from each recycling service provider

SPOKESPERSON

Director, Water & Waste Operations

COMMUNICATION OBJECTIVES:

- Educate residents on changes to Residential Recycling Programs (curbside, multi-unit, recycling depots) including materials that are no longer acceptable, materials that are still accepted, and monthly utility charges.
- Build awareness and understanding of why the program has changed including the impacts on our local program from global markets, and why some materials are difficult to recycle.
- Continue to build awareness around effective recycling and waste diversion.
- Provide alternative methods to promote the reduction and diversion of materials that are difficult to recycle.
- Build awareness about the success of recycling programs.

AUDIENCES:

- Saskatoon Curbside (single-family household) Residents
- Saskatoon Multi-Unit Residents
- Community Associations

- Partner organizations (Saskatchewan Waste Reduction Council)
- City of Saskatoon Employees
- Mayor and City Councillors
- Saskatoon Media

CAMPAIGN THEMES:

The visual theme will remain consistent with the creative platform used for existing education material (examples below). Significant attention will be given to the messaging to ensure the program changes are communicated clearly and effectively.

Put Waste in the Right Place



City of Saskatoon
2019 WASTE GUIDE

Recycling



Plastic Containers
recycling symbol



Beverage Containers
milk and drink cartons



Cardboard



Mixed Paper



Aluminum Foil and Tin Cans



Household Glass

NOT ACCEPTED

- ⊗ Hazardous Waste
- ⊗ Electronics
- ⊗ Batteries
- ⊗ Electrical Cords
- ⊗ Styrofoam
- ⊗ Plastic Bags
- ⊗ Food Waste
- ⊗ Needles

THINGS TO REMEMBER

- Empty, rinse, and flatten all containers.
- Do not bag items; toss them loosely into your Blue Cart or Bin.
- Remove caps and lids and throw them away, or take them to SARCAN.
- Place shredded paper in a clear, tied plastic bag.
- Anything smaller than a credit card is too small to be sorted into recycling.

CUSTOMER SERVICE

☎ Loraas Recycle	306 242 2300
☎ Cosmopolitan Industries	306 955 9100
☎ City of Saskatoon	306 975 2486

➤ For more information visit saskatoon.ca/recycling




Recycling Depot Tips

Help us minimize contamination, run an efficient and successful recycling program, and ensure the safety of all the people that handle these materials.

1. Only place **accepted material** in the bins.
2. Flatten all cardboard, **rinse all containers** and place loosely into the bin. Please do not use bags.
3. Place recyclables **fully in the bin**. Do not leave items outside or on top of bins.
4. For your safety, **never climb** into recycling bins or remove materials from bins.
5. Depots are for **residential use only**.

We're here to help!
If you have any questions please contact the 24/7 Customer Care Centre:
☎ 306-975-2486
✉ garbage@saskatoon.ca

Illegal dumping of unaccepted items or misuse of the recycling depots can result in fines of up to \$1,000 under the Waste Bylaw #8310. Please report these offenses at saskatoon.ca/illegaldumping.

Don't know where it goes?

Ask the Wizard!

Visit saskatoon.ca/wastewizard to search an item for recycling and disposal information.

Put Waste in the Right Place

Please keep these items out of your Blue Cart or Bin:

- ⊗ Hazardous Waste
Batteries, needles, propane tanks, aerosol cans, light bulbs motor oil containers
- ⊗ Waxed or Plasticized Paper
- ⊗ Electronics and Cords
- ⊗ Pyrex or Dishware Glass
- ⊗ Plastic Film
Grocery bags, plastic wrap, sandwich bags
- ⊗ Styrofoam
- ⊗ Plastic Toys and Containers
Or other plastics without a ♻️ symbol
- ⊗ Diapers
- ⊗ Food-contaminated Paper or Cardboard
- ⊗ Outdoor Lawn Furniture
- ⊗ Soiled Kleenex, Napkins, or Paper Towels
- ⊗ Windows or Mirrors
- ⊗ Ceramics or Porcelain

Don't know where it goes? Ask the wizard at saskatoon.ca/wastewizard

KEY MESSAGING

What are the changes?

1. Black plastics and polycoat (i.e. plastic lined cardboard containers such as take-out coffee cups) are **no longer accepted** in the recycling programs.
2. The proposed residential recycling programs will still include the following materials;
 - Aluminum and tin cans
 - Aluminum foil and pie plates
 - Corrugated cardboard
 - Mixed paper, newspaper, fine paper and magazines
 - Boxboard
 - Recycle plastic containers #1 through #7 except for black plastic and Plastic #6 (Expanded Polystyrene) that have contained non-hazardous products
 - All provincial legislated beverage containers, milk cartons, aseptic containers and jugs and glass food and beverage containers

Residents can use the Waste Wizard to find out what materials are accepted and not accepted.

3. Utility Costs are increasing:
 - Curbside residential recycling rates are proposed to be increased to \$7.38 in 2020. Residents pay for recycling services through their City of Saskatoon utility bill.

Why is the program changing?

1. Increasing Standards: In 2018 China established much more strict standards for the amount of contamination they would allow in the recyclables they purchase. In response, Canadian municipalities have attempted to greatly reduce the amount of contamination in their recycling through changes to processing, by reducing the amount of contamination entering the recycling stream by residents, and by looking for new markets. Municipalities use public education campaigns to reduce the amount of contamination in recycling streams. While education can be an effective means of changing recycling behaviours, this change is not immediate.
2. Increasing Material Recovery Facility Processing Costs: The costs of recycling collection has remained relatively stable. Processing costs however have increased as a result of changes to the global recycling market. A demand for

higher quality material and a decrease in commodity values means recycling programs are not benefitting as much from the sale of their materials, leaving less to cover processing costs.

What are some alternative methods of waste diversion?

1. Waste Reduction: Offering residents tips for how to reduce household waste. Bring awareness to their buying and consumption habits and help identify ways that they can minimize the amount of material ending up in the waste stream.
 - E.g. Reusable travel mugs and containers – A reusable travel mug would eliminate the need for polycarbonate or ‘take-out’ cups, and thereby reducing the amount of waste they would potentially create. Similarly, using reusable bags and containers when packing and transporting food would eliminate the need for black plastic containers.
 - Reduce non-recyclable plastic bags and food packaging by bringing reusable bags for groceries, using mesh bags for produce, buying in bulk where possible, and considering how a product is packaged when making purchasing decisions.
2. Sarcan Glass Recycling Program: Saskatoon residents can take their household glass (e.g. jam jars, pickle jars, condiments bottles) along with their beverage containers to Sarcan Depots as an additional recycling option and to ensure the glass containers can be recycled into beneficial end use products, and not broken through the collection process.

Success of Recycling

- Approximately 12,800 tonnes of material was diverted from the City’s landfill in 2018 through recycling programs (including curbside, multi-unit, depots). This equates to 45% of the 28,400 tonnes of total material diverted overall.
- In 2018, the Curbside Residential Recycling (blue cart) program was responsible for diverting approximately 8,500 tonnes of recyclables from the City’s landfill. The blue cart program contributes 6.9% towards the City’s waste diversion rate of 22.8%.
- The curbside and multi-unit recycling programs make recycling accessible and convenient for all residents compared to a depot program only. The curbside and multi-unit programs collected approximately 10,400 tonnes of recyclable material in 2018. In comparison the four recycling depots collected approximately 1,700 tonnes of recyclable material.
- The Curbside Recycling Program has collected and diverted over 63,000 tonnes of recycling material since 2013.

COMMUNICATION TOOLS, TACTICS & IMPLEMENTATION TIMELINES:

Deliverable	Details	Audience(s)	Timeline
News Release & Media Scrum	<i>Inform media and residents of changes to recycling program.</i>	<i>Media and residents</i>	<i>Nov 27 or 28</i>
Fact Sheet	<i>Outline changes to program, answers to key questions, and the state of the recycling market.</i>	<i>Media and residents</i>	<i>Nov 27 or 28</i>
	<i>Post-scrum video of spokesperson speaking to the program changes.</i>	<i>Residents</i>	<i>Nov 27 or 28</i>
Website	<i>Updates to website</i>	<i>All</i>	<i>December 20th</i>
Waste Wizard	<i>Updates to Waste Wizard</i>	<i>All</i>	<i>December 30th</i>
ReCollect	<i>Update to ReCollect messaging and app</i>	<i>All</i>	<i>December 30th 4 week duration</i>
PSA	<i>Notice of coming program changes and rate increases</i>	<i>Media, All</i>	<i>December 30th</i>
Social Campaign	<i>Education posts across all social media platforms</i>	<i>All</i>	<i>January 13th 4 week duration</i>
Waste Guide	<i>Mailed waste guide for all single-family households</i>	<i>All</i>	<i>January 13th</i>
Posters	<i>Develop and print posters for all civic facilities</i>	<i>All</i>	<i>January 13th</i>
Email notification	<i>Email to Mayor and Council, and all staff</i>	<i>Internal employees</i>	<i>December 30th</i>
Email notification	<i>Community Consultants</i>	<i>Community Associations</i>	<i>December 30th</i>

<i>My City</i>	<i>Notification to all City employees</i>	<i>Internal employees</i>	<i>December 30th</i>
<i>City page ad</i>	<i>Develop content for City page ad release</i>	<i>City page ad audience</i>	<i>January 13th</i>

TARGETS AND MEASURES OF SUCCESS:

- Reduce contamination in the recycling stream
 - Divert harmful, contaminated, and unmarketable materials
 - Divert materials that are valuable in other streams (e.g. glass)
- Increase traffic to website and usage of the online Waste Wizard tool
- Increased awareness and knowledge of program details (to be measured in 2021 Waste & Recycling Survey)