City of Port Moody
Nomination for SWANA 2011
Communication Excellence Award
Executive Summary

After years of contracted solid waste collection, Port Moody faced decreasing service quality and increasing resident frustration. Council trashed the old system.

Old recycling and yard waste collection methods were tossed out, schedules and routes rationalized. Port Moody issued carts for automated collection of garbage, single-stream recycling, and organic waste. Food scrap recycling and bear-resistant locks were made mandatory. Small garbage carts and huge recycling containers replaced big garbage cans and small blue bins.

This was reconstruction, not renovation.
With so many changes implemented in a short time, communications was crucial to family behaviour modification.

A comprehensive education and communications strategy provided information to smooth-out a complex transition. Port Moody’s communications team used a multi-media approach and a variety of products with a consistent look, feel and message.

The quality, timing, penetration, relevance and effectiveness of the communications material are directly responsible for moving Port Moody from a 47% diversion rate to 73% in only 21 months. This milestone earned Port Moody the coveted title of first municipality in Metro Vancouver to exceed the regional goal of 70%. Port Moody achieved this target three years ahead of schedule.

How? This package details how a strong communications strategy led to success.

1. Statement of Intent

In 2008 the City of Port Moody developed a comprehensive communications strategy to profoundly alter family behaviour and facilitate the transition from a traditional model of contracted waste and recycling collection to a completely revamped in-house collection service. This strategy and subsequent activities and products were directly responsible for the City’s success in ensuring a smooth transition to a new automated system using City-issued carts for garbage, single-stream recycling, and kitchen & yard waste, mandatory food scrap recycling for single-family households and, later, the expansion of food waste collection for multi-family households.
2. Research/ Planning

In 2004 the City of Port Moody retained a private contractor to provide garbage, recycling and yard waste collection services. During the course of that contract, the City received a large number of well documented complaints.

By 2007 the City was receiving a steadily increasing number and wider variety of complaints. Resident complaints frequently escalated to senior management, Mayor and Council. Letters to the editor exposed embarrassing examples of unsatisfactory service. Staff costs soared as time was spent fielding calls, providing an outlet for resident frustration and dealing with complaints and contract compliance issues.

In May 2008, NRG Market & Opinion Poll Research Company completed a telephone survey to determine the level of resident satisfaction with the waste collection service. The statistically validated survey was a random sample of 500 Port Moody residents.

The survey found that four out of five customers had at least one failed pick-up in the preceding 12 months. More than one in four had experienced five or more missed pick-ups. Fifty-seven percent of Port Moody customers had problems other than failed pick-ups in the preceding 12 months. Many residents who participated in the survey said that they had contacted the City, the contractor or both to complain about the service.

Port Moody had been using contractors for solid waste collection since 1998. The service was fairly standard across most municipalities in the region. Port Moody collected garbage from user-provided cans and bags, a blue box, blue bag for newsprint and yellow bag for paper recycling and seasonal yard waste collection using clear plastic bags. Garbage was limited to two cans or bags with additional bags for a fee.

Prior to the transition, most residents understood the old system and were compliant. Public education efforts were minimal. The City’s primary communications vehicle was the City’s annual recycling and waste calendar with a pullout collection schedule. The calendar also included additional education and resources for reducing garbage, promoting recycling and yard waste, along with stewardship programs.

The City supplemented the annual calendar with ads in local newspapers and periodic recycling messages in the City’s publications and website. Typical ads featured scheduled activities, such as Port Moody’s annual Spring Clean up, and the start and end dates of yard waste collection in the spring and fall respectively. But now the old system with blue bin recycling boxes and bags would be abandoned. The old seasonal system of collecting yard waste in clear bags would be tossed out. Traditional schedules and routes would be rationalized. Where the same old ads proved adequate for sustaining the old system, transition to a new system would require profound behaviour change.

Very early, fresh communication tools were discussed as an integral part of designing the new system. Port Moody needed to explain this new automated system using City-issued carts for garbage, single-stream recycling, and kitchen & yard waste. Food scrap
recycling, something families didn’t need to be concerned with before, became mandatory for single-family households and later for multi-family households.

A comprehensive communications campaign was integral to implementing a system reconstructed from the ground up. This was not a simple renovation nor small incremental improvement. The campaign was pivotal to reaching the goal of 70% diversion by 2015.

In what proved to be both a strong symbol and a tremendous challenge, the medium would be the message. Each family’s big garbage cans and small blue bin would be replaced by a small garbage cart and a huge recycling cart. For many this would be a visible reminder of the need to reduce garbage and increase recycling. For others, this would prove to be an intrusive way for the City to cramp their wasteful lifestyle.

With such lofty goals and so many changes needing to take place in a short time, communications would have to focus on family behaviour modification from the beginning.

The key target audiences were 1) single-family households, 2) those multi-family households who were already receiving curbside collection service and 3) multi-family households with centralized recycling areas. The goal of the communications campaign was to develop a variety of material to explain:

- effective date of the transition to the new in-house service;
- shift to automated trucks that collect from separate carts for garbage, recycling and kitchen & yard (green) waste;
- delivery of the new carts, and how to dispose of each family’s old containers;
- how and when to use the new carts – what waste products go in which cart, when to set the carts out on collection day, how to place the carts at the curb;
- how to use the bear resistant locks on the garbage and kitchen & yard waste carts;
- how to get larger carts if necessary;
- how to obtain further information and address concerns about special circumstances such as properties situated on slopes.

Staff identified other target audiences, such as City staff who needed to have timely and accurate information to answer residents’ questions, regional partners and community groups, all with the aim of achieving a smooth transition from the old to new system.

As part of the communications strategy, the City completed a SWOT analysis to determine the strengths and weaknesses of the proposed communications roll-out. Following are the opportunities and challenges that were identified.

**Opportunities**

- Many residents reported that our ads in local newspapers were useful.
- Most residents reported that the annual calendar with the pullout garbage schedule was extremely useful.
- Many residents reported using the City’s website for accessing information.
• Some found the City’s quarterly Focus Newsletter a very useful source of information.
• The annual Tax and Utility newsletters proved to be effective vehicles for communicating information.

Obstacles
• Some residents were predicted to resist change and no form of communication, other than one-on-one discussion and time, would break that barrier.
• The new system was a revolution rather than an evolution.
• Changes were multi-faceted, with many important details needing to be communicated clearly to residents.
• Some of these details could get lost when incorporated into one communication document.
• The timelines provided to residents could vary due to circumstances outside of the City’s control. For example, delivery of carts could get delayed in one delivery area which would delay delivery to the following areas and overall implementation.

3. Implementation/Execution

The City’s communications team was tasked with developing a comprehensive plan and creating a variety of communications materials. Staff from the City’s communications and solid waste teams worked closely on all aspects of the development and implementation of communications and social marketing collateral. All the creative aspects of the campaign were achieved using in-house talent.

August 2008  Council decided to bring waste collection services in-house and not to go out to tender for a new contract after expiry of the current contract at the end of June 2009. The team began developing a comprehensive communications strategy.

September 2008  Began work on the annual solid waste calendar which detailed all the upcoming changes. Since each calendar has a one-year shelf life, it would be the first document outlining the service changes. The team decided to develop a distinct look and feel that would form the basis of all the communications for the new service. The communications team developed key messages, illustrations, and other graphic elements that would show up consistently in all communications.

December 2008  Distributed the 2009 calendar with two pullout sections. The first section covered existing service from January to June. The second section covered the new service from June 29 to December (page 11-12).

January 2009  Began work on a suite of communications materials, including a direct mail brochure, display ads, website updates, media releases, bill boards and cart hangers.
Developed **key messages and FAQs for staff** to address inquiries from the public.

May 2009

Distributed **detailed brochure** about new collection service. The brochure included instructions for cart placement/usage, FAQs, cart delivery information and options for feedback (pages 13-14).

June 2009

Distributed waterproof cart hangers with **detailed instructions on how to use the new carts** for distribution with the new carts as they were delivered.

Continued to run **display ads in local papers** announcing the new automated collection service (page 15).

Displayed **digital reader boards** in the collection zones to remind residents that their carts were being delivered that week.

**Posted frequent website updates** with emerging information with a highlight on the home page for critical dates.

July 2009

Developed **behaviour correction cards, with a checklist that solid waste collection staff used to remind households** at the curbside about proper cart placement, what waste products to place in each of the three carts and reminders to unclip bear resistant locks (page 16).

Developed and **regularly updated FAQ listing on the City’s website** to address resident concerns and to reflect inquiries to which that staff were responding.

September 2009

Began **evaluating the effectiveness of the campaign against communications objectives**. Incorporated resident feedback into subsequent material.

Began work on the annual solid waste calendar which detailed the **introduction of food scraps recycling for single-family households** in January 2010.

December 2009

Distributed **2010 solid waste calendar** with pullout section on food scraps recycling.

Distributed **media release on food scraps recycling**; story picked up by local newspapers.

Published **front page story about food scraps recycling** in *Focus Newsletter*, a quarterly periodical produced by the City and distributed to every home and business.
<table>
<thead>
<tr>
<th>Month</th>
<th>Description</th>
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<tbody>
<tr>
<td>May 2010</td>
<td>Developed <strong>display ads and media releases</strong> informing the public about food scraps recycling and asking for participation in food scraps recycling survey.</td>
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<tr>
<td>June 2010</td>
<td>Published <strong>story about food scraps recycling</strong> in summer Focus Newsletter (page 17).</td>
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<tr>
<td>September 2010</td>
<td>Distributed <strong>detailed brochure</strong> about changes in collection frequency and mandatory food scraps recycling for single-family households and multi-family household with City provided curbside collection.</td>
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<tr>
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<td>Began work on the annual solid waste calendar which detailed the collection frequency and mandatory food scraps recycling for single-family households and multi-family household with City provided curbside collection.</td>
</tr>
<tr>
<td>November 2010</td>
<td>Published <strong>editorial thanking residents for quick adoption of food scraps recycling</strong> in winter Focus Newsletter.</td>
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<td></td>
<td>Ran <strong>Trashy Shorts</strong> an innovative contest that engaged the community by inviting them to develop short films about trash.</td>
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<tr>
<td>December 2010</td>
<td>Distributed the <strong>2010 solid waste calendar</strong> with pullout section on food scraps recycling for single-family households and multi-family households with City-provided curbside collection.</td>
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<tr>
<td></td>
<td>Distributed <strong>direct mail flyer</strong> with detailed information about changes to waste collection frequency starting in January 2011.</td>
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<tr>
<td></td>
<td>Published <strong>story about changes to collection frequency</strong> in winter Focus Newsletter (page 18).</td>
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<td></td>
<td>Distributed <strong>Watch Your Waste! fridge magnet</strong> with handy reminders and tips about garbage and recycling in Port Moody (page 19).</td>
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<tr>
<td>January 2011</td>
<td><strong>Reformatted direct mail flyer</strong> to address English as a second language concerns. The new format utilized icons to communicate changes in waste collection frequency (page 20).</td>
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In the interest of brevity, the above timelines skipped a large number of steps such as open houses, media interviews, briefings during televised council meetings, show and tell during special events, school briefings etc.
In 2008, Port Moody Council approved a communications budget to ensure that communications efforts would lead to a successful transition from contracted service to 100 percent in-house collection and the introduction of food scrap recycling. All activities were achieved within the following budget allocations:

- 2009 - $66,000
- 2010 - $31,000
- 2011 - $16,000

The City collaborated with Metro Vancouver regional staff to ensure that its messaging was always consistent with the region’s “Zero Waste Challenge” campaign and the regional goal of achieving 70 percent diversion rate by 2015.

The City also leveraged its excellent relationship with local newspapers who picked up and reported on the City’s media releases and public service announcements. In addition, the success of the City’s automated solid waste collection caught the attention of more mainstream media and stories were reported on CBC radio, Global TV and CTV. These positive stories contributed to community pride about the project.

The City worked hard to keep things as simple as possible while communicating a broad variety of messages about complex changes to its service delivery. It was determined early that the City’s success in changing household behaviour would rest on a creative campaign where products were focused on the needs of end users.

The idea of staying away from typical bureaucratic government communications was strongly encouraged by management. The communications team was supported in its efforts to use creative approaches and produce clear and accurate material by:

- using consistent messaging and images throughout all our materials;
- keeping the language simple and conversational;
- using a multi-media approach that leveraged the most appropriate medium depending on the message:
  - FAQs were listed on the City’s website;
  - billboards and display ads announced the start of the new service;
  - cart hangers advised how to use the carts;
  - the annual calendar listed more detailed collection information for frequent reference;
  - open houses provided an opportunity to show and tell;
  - fridge magnets provided handy reminders and tips.
- testing materials before mass distribution;
- anticipating concerns and questions to address them in advance;
- carefully crafting communications to reduce anxiety and confusion;
- providing a variety of ways to receive feedback, and respond to concerns/questions.
4. Results/Evaluation

The biggest indicator of the City’s success in teaching new behaviours using various types of communication was determined by the number of residents who got things right when the transition started:

- residents placed their carts at curbside between 5:30-7:30 am on collection day;
- carts were placed in the correct position for automated pick-up at curbside;
- residents remembered to unclip the bear locks;
- residents placed the correct waste product in the correct cart: garbage in the grey cart, recycling in the blue cart, and kitchen & yard waste in the green cart;
- residents understood that garbage was being collected weekly, but recycling and kitchen & yard waste were collected bi-weekly;
- with the introduction of food scraps recycling in 2010, residents began placing food waste in the kitchen & yard waste carts;
- residents quickly caught on to further changes in collection frequency in 2011;
- many residents used the website to access information.

To claim success both for the communications strategy and the overall project, the City needed to prove that Port Moody residents recycled more and less trash was destined for landfill. Statistics do show a steady increase in recycling rate since the City took over solid waste collection in 2009.

- January - June 2009: 47% diversion rate
- July – December 2009: 60% diversion rate
- January – December 2010: 61% diversion rate
- January – March 2011: 73% diversion rate

Another strong indicator of the effectiveness of the communications campaign is that feedback from residents became positive and encouraging. Here are sample comments received by email:

**Sent:** Friday, July 02, 2010 8:33 AM  
**Subject:** Recycling

Excellent idea to increase the ‘organic’ pick-up to weekly, and decrease the ‘ordinary’ garbage. I’ve found since the new composting initiative started, that my garbage container is rarely more than a quarter full. Perhaps our residents need a bit of a push to put their food scraps in the garden/kitchen container. I think people are concerned about smell, and rotting, slimy waste making nasty puddles in the bottom of the container. How about a stronger advertising campaign to let people know that they can wrap the smelly stuff in newspaper, and/or layer with garden. I’ve found that this method has worked very well. Old habits may be difficult to change, but our community is on the right track.

**Sent:** Saturday, January 01, 2011 9:40 AM  
**Subject:** Thank you for the calendar

I was looking forward to getting my 2011 calendar from the City. We have new neighbors to the area and I was also telling them to watch for the calendar in the mail. When I saw that the garbage pick up was going to change, the first thing I did was open my new calendar to see how I would know and I see you put the garbage picture on the calendar. Having this calendar helps to remind me when to put my stuff out, and in a format that is pleasant to look at.
Port Moody’s communications strategy was made even more difficult by the introduction of this major service change in the middle of the year. The mid-year roll-out of the new automated service in 2009 meant that two collection calendars had to be distributed, promoting different messages for the first six months of the transition year. The strategy would have been even more successful if it had been possible to have the service change take effect at the beginning of a calendar year, rather than in June when the contract ended.

The elements used in the City’s communications strategy are not necessarily innovative on their own. However it was the creative approach to orchestrating and adapting their use that produced a successful transition in service delivery. This approach lends itself to replication by other municipalities who wish to introduce a similar change in service.
New! City of Port Moody Automated Garbage, Recycling and Yard & Kitchen Waste Collection

Service Effective Call the Operations Department at 604-469-4574 or email: recycle@cityofportmoody.com

If your cart is lost, stolen or damaged, contact us immediately. If your cart is removed, you may need to replace it.

**NEW SERVICE STARTING JUNE 29, 2009**

City of Port Moody Automated Garbage, Recycling and Yard & Kitchen Waste Collection

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If your cart is removed, you may need to replace it.
The City of Port Moody is taking over garbage, recycling and yard waste pickup starting June 29, 2009, when the current contract with International Paper Industries expires. We’re moving to an automated collection system, which means a few changes for residents.

If you live in a single-family home, you receive garbage, recycling and yard waste carts. If you live in a multi-family residence with centralized collection, your carts are already in place.

Automated collection is a system where garbage, yard waste and recycling are emptied using mechanical arms. Each single-family home and some town homes receive the required garbage and/or recycling carts. Your strata is responsible for yard waste collection.

If you live in a multi-family residence with centralized collection, you receive garbage, recycling and yard waste carts. If you live in a single-family home, you receive garbage, recycling and yard waste carts.

Program changes for single-family residents:

- **Garbage**: bi-weekly pickup
- **Recycling**: bi-weekly pickup
- **Yard waste**: bi-weekly pickup

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NEW AUTOMATED WASTE COLLECTION
STARTS JUNE 29, 2009.

Waste Collection is Changing in Port Moody.
Garbage, Recycling and Yard Waste Pickup.

Contact Us:
Email recycle@cityofportmoody.com for generic questions
Email cartdelivery@cityofportmoody.com for cart delivery issues
Phone 604-469-4574
Web www.cityofportmoody.com/recycle

• If you didn’t receive your cart on your delivery day, please phone 604-469-4574 or email cartdelivery@cityofportmoody.com.
We want to make sure you’re set up for the first automated waste collection.

• The city is prioritizing cart delivery calls. Residents who have not received carts are our first concern. Residents wanting to change cart sizes will have an opportunity to do so at a later date.

NEW AUTOMATED WASTE COLLECTION
STARTS JUNE 29, 2009.

Garbage, recycling and yard waste pickup is changing this summer.
Starting June 29, we’re moving to an automated collection system (much like Port Coquitlam and Vancouver) where standardized garbage, recycling and compost carts are emptied using a mechanical arm on a truck, instead of workers lifting and emptying cans by hand.
We want to reduce the amount of garbage heading into our landfills, so you’re getting more space to recycle and compost.

Upcoming Events
May 7, 9-3pm: Drop off your old waste containers for recycling
Port Moody City Hall, 100 Newport Drive

May 15, 7-9pm: Open House and Q&A*
Glenayre Community Centre, 492 Glencoe Drive

May 19, 7-9pm: Open House and Q&A*
Heritage Mountain Community Centre, 200 Panorama Place

May 27 – June 2, Monday Zone:
May 10 – May 16, Wednesday Zone:
June 3 – June 9, Tuesday Zone:
June 17 – June 24, Thursday Zone:

* Attend a Q&A session if you have any last minute questions about our new automated waste collection system.

Visit our website for more collection information or call 604-469-4574.

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**Cart Delivery Dates**

- **Monday Zone:** May 27–June 2
- **Thursday Zone:** May 31–June 4

**NEW! Kitchen waste**

- **Garbage:** collected weekly.
- **Recycling:** 240 L cart with bear-resistant locks. There is no extra charge for this size.
- **Yard waste:** collected bi-weekly.

**Put less in the trash...** and put more in recycling and green waste that it provides.

- **Coffee grounds & filters**
- **Oil, butter, sauce, dressing**
- **Cooked fruits & vegetables**
- **Dairy or eggshells**
- **Raw fruits & vegetables**
- **Meats, fish, bones**
- **House plants**
- **Rope, wire, cables**
- **Leaves, weeds, clippings**
- **Construction material**
- **Grass clippings**
- **Stumps & Christmas trees**

**What about parking on collection day?**

- **Park it:** The arrow on the lid should point to the centre of the road.
- **Space it:** Leave at least an arm’s length space on all sides of your cart.
- **Point it:** 0.5 m from street.

**When should I start using my cart?**

- **Set out your carts at the curbside by 7:30am on your collection day.** Starting June 29, 2009 the city will only collect garbage, recycling and yard waste in carts at the curb by 7:30am on your collection day. Starting June 29, 2009 the city will only collect garbage, recycling and yard waste in carts at the curb by 7:30am on your collection day.

**What can I do with my existing garbage cans and bins?**

- **Contact the Operations Department if you lose or need to replace your current garbage cans and bins.**
- **Return unused stickers to the City of Port Moody’s Finance Department for a credit.**
- **The City of Port Moody will be able to assist you in replacement can and bin numbers are assigned to your address. When you move, your carts stay behind.**

**What do I do if my carts are damaged, lost or stolen?**

- **Contact the Operations Department immediately at 604-469-4574 or email recycle@cityofportmoody.com.**
- **The city is providing this service in April of 2010**

**Questions**

- **How do I use my cart?**

**About Your Carts**

- **The garbage and kitchen and yard waste carts have bear-resistant locks.** Remember to unclip your locks before putting garbage out.

**What can I recycle?**

- **Paper:** unperforated, unbleached, uncoated
- **Plastics:** 1, 2, 4
- **Glass:** entralized recycling, pickup is weekly. See the 2009 bi-weekly.

**What about parking on collection day?**

- **Park it:** The arrow on the lid should point to the centre of the road.
- **Space it:** Leave at least an arm’s length space on all sides of your cart.
- **Point it:** 0.5 m from street.

**When should I start using my cart?**

- **Set out your carts at the curbside by 7:30am on your collection day.** Starting June 29, 2009 the city will only collect garbage, recycling and yard waste in carts at the curb by 7:30am on your collection day. Starting June 29, 2009 the city will only collect garbage, recycling and yard waste in carts at the curb by 7:30am on your collection day.

**What can I do with my existing garbage cans and bins?**

- **Contact the Operations Department if you lose or need to replace your current garbage cans and bins.**
- **Return unused stickers to the City of Port Moody’s Finance Department for a credit.**
- **The City of Port Moody will be able to assist you in replacement can and bin numbers are assigned to your address. When you move, your carts stay behind.**

**What do I do if my carts are damaged, lost or stolen?**

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- **How do I use my cart?**

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- **The garbage and kitchen and yard waste carts have bear-resistant locks.** Remember to unclip your locks before putting garbage out.

**What can I recycle?**

- **Paper:** unperforated, unbleached, uncoated
- **Plastics:** 1, 2, 4
- **Glass:** entralized recycling, pickup is weekly. See the 2009 bi-weekly.
Display ad and advertorial in local newspapers in June 2009 and 2010.
Dear Resident,

Please help us provide better service by noting the following:

- Leave at least an arm’s length of space between each of your carts and between your carts and any obstacles (vehicles, buildings, fences, etc).
- All materials must fit in the cart so the lid closes; extra material cannot be collected.
- Undip cart before putting your carts out for collection.
- Your waste was not placed in the appropriate cart.
- The content of your cart were too tightly packed and would not empty properly.
- We moved your cart(s) to a more suitable location for collection. Please set your cart(s) here in the future.
- Place your cart on the curb 1) with the wheels against the curb; if there is none, 2) just off the roadway or 3) to the side of the lane.
- Please make sure the arrow on the lid points toward the road.
- Do not place plastic bags in with your green (kitchen & yard) waste. Use paper bags or wrap your food with newspaper.
- Your vehicle is restricting the collection of waste carts.

1. Curb it. Set your carts at the curb before 5:30am and 7:30am on your collection day. Large waste carts are only collected on your street.
2. Park it. Put the wheels against the curb and just off the roadway.
3. Point it. The arrow on the lid should point to the centre of the road.
4. Space it. Leave at least an arm’s length of space on all sides of your cart, which helps the mechanical arm work more efficiently.

If your cart is lost, stolen, or damaged, contact us immediately at recycle@cityofportmoudy.ca, 504-469-4574.

What can go in your cart

GREEN (KITCHEN & YARD) WASTE
No plastic bags should go in this cart. Use paper bags or newspaper.

- Fruits & vegetables
- Meat, fish, bones
- Dairy & eggs
- Coffee grounds & filters
- Tea bags & leaves
- Oil, butter, sauce, dressing
- All spoiled food
- All food-soiled papers like paper towels and napkins
- Grass clippings
- Branches up to 4' round
- Leaves, weeds, clippings
- House plants
- Pizza boxes, with food

RECYCLING
Mix all of these items together in your recycling cart

- Glass bottles and jars (clear and coloured)
- Patterned cereal boxes (liners removed)
- Tin and aluminum cans
- Paper egg cartons
- Phone books
- Any 100% paper fibre
- Corrugated cardboard
- School/office paper, magazines
- Catalogues
- Newspaper & flyers
- Envelopes
- Milk jugs & any other household plastic with codes 1, 2, 4, 5 and 6
- Rigid only, not Styrofoam
- Pizza boxes, clean of food

GARBAGE (common items)

- Diapers
- Pet waste and cat litter
- Sanitary waste
- Styrofoam
- Unrecyclable plastics & household metals
- Waxy milk cartons (Eco-Product will take these back)
- Worn and unusable clothing & footwear
- Styrofoam or plastic-coated disposable coffee cups

Items banned from all carts

- Electronics (www.eco-product.ca for details)
- Batteries (lead, acid and rechargeable)
- Hazardous household waste (www.productcare.org)
- Propane tank (www.bcbc.ca)
- Fluorescent bulbs (www.lightcycle.ca)
- Paint cans (www.productcare.ca)
- Used oil materials (filters and containers - www.usedoilrecycling.com)
- Expired/unused medications (www.medicationsreturn.ca)

Behaviour correction cards left on carts to remind customers about service parameters.
During the months of January through March of this year one neighbourhood in the Heritage Mountain area was selected to be part of a regional food waste recycling project. Metro Vancouver’s consultant carried out field studies within this neighbourhood on each collection day and made observations of where food scraps were being placed.

Over the three months, an average of 55% of the residents who put out their kitchen & yard waste cart for collection had evidence of food scraps in these carts. They also observed a number of good habits that residents were practicing when recycling their food scraps. The consultant noted that residents were wrapping food in newsprint, including food soiled paper (napkins and paper towels) and layering food with yard trimmings. These are all good practices and help reduce mess and odours between collections. Some items were observed that should not be included with the food waste (eg. milk containers, plastic and aluminum foil and styrofoam (typical take-out containers), twist ties and rubber bands (often used to wrap vegetables).

The city only began collection of all food waste and food soiled paper in December of 2009. A participation level of 55% was an excellent start for residents. We thank the residents of this neighbourhood for their contribution towards an important regional initiative and encourage all residents to continue recycling food scraps.

We are currently recycling approximately 58-60% of the total waste collected at curbside. Moving all food scraps from your garbage carts to your kitchen/cart yard waste carts, (where service is provided) along with the increase we have seen in the volumes of recycling, will ensure that we reach the regional goal of diverting 70% of our waste by 2015.

Food scraps: compost it or curb it?

For many years the City has been encouraging you to buy and use composters. And now, we’re asking those of you who receive waste collection service from the City to put food scraps into your kitchen & yard waste cart. Are you wondering which is the right choice?

When we consider what it takes to collect your food scraps at the curb, there is no question that managing your waste within your property is always the first choice. It reduces the cost of handling at the curb, as well as costs for trucking and processing that waste by our processor. With both methods the end product is the same - a valuable compost material that is excellent for lawns, gardens and houseplants. But you can make that same compost in your own yard, for your own use. And for much less!

Residents often tell us that they use their garburators as an alternative for disposing waste. Garburators waste water and energy, and place a greater strain on our wastewater treatment facilities. Please make the more sustainable choice and compost instead. Composting can be a lot of work and may not work for your household but if you use our new kitchen & yard waste bin, we do the work for you!
Your waste collection schedule is changing in January 2011

Single-family residents

Starting January 4, 2011, your green (kitchen & yard waste) cart will be collected weekly and garbage will be collected every other week. Your blue (recycling) cart will continue to be collected every other week.

You can recycle most household waste. Since July 2009, we’ve expanded the number of items that can go into your blue (recycling) and green (kitchen & yard waste) carts. Provincial programs also take back a huge number of consumer products like paint, batteries and electronics. See portmoody.ca/recycle for a list of recycling and disposal options.

Multi-family residents with City provided garbage service

Starting January 4, 2011, green (kitchen & yard) waste pickup will be introduced weekly, and garbage will be collected every other week in multi-family residences that receive curbside garbage collection.

If you currently receive curbside (door-to-door) collection service, you’ll receive a new green (kitchen & yard waste) cart. Start using the carts the week of January 4, 2011.

You’ll find complete details of all the changes and what they mean for you and your family in the brochure that you received in September. Missing yours? Pick one up at City Hall or at the Works Yard, and while you’re there, grab a handy “watch your waste” magnet for easy reference after December 15.

And remember, with colder temperatures approaching use kraft paper bags or wrap your food scraps in newspaper to keep waste from freezing inside your kitchen & yard waste cart. Kraft bags also help keep your carts clean and reduce odours.

For service inquiries, call the Operations Department at 604-469-4574 or email recycle@portmoody.ca.

Watch for your 2011 calendar!

What images come to mind when you think of your Port Moody? That’s what we asked photographers earlier this year, and now you can see their responses in the always popular City Calendar for 2011.

My Port Moody is a collection of stunning photos taken across the city and throughout the changing seasons. From snow birds at the park to the tranquil reflections on the lake; from spectacular summer sunsets to moody misty mornings, you’ll recognize your Port Moody with every turn of the page.

Pretty pictures aside, the calendar contains important civic information, the waste collection schedule, plus events and activities that take place throughout the city all year round. With changes to your collection schedule starting in January, you can’t afford to miss the special pullout section with facts and tips about garbage and recycling in Port Moody.

Look for your copy early December in the Tri-City News. If you don’t receive a copy of the local newspaper at your doorstep, you can always pick up a calendar at City Hall or the Works Yard.

If you’re a shutterbug maybe the next year’s theme will inspire you to hit us with your best shot. What images come to mind when you think of City of the Arts? Keep checking www.portmoody.ca for details on how to submit photos.
Watch your waste!

BLUE (RECYCLING) CART

• Glass bottles and jars (clear and coloured)
• Flattened cereal boxes (liners removed)
• Tin and aluminum cans
• Paper egg cartons
• Phone books
• Any 100% paper fibre
• School/office paper, magazines
• Corrugated cardboard
• Catalogues
• Newspaper & flyers
• Envelopes
• Milk jugs & any other household plastic with codes 1, 2, 4, 5 and 6* on the bottom. *Rigid only, not Styrofoam
• Pizza boxes, clean of food

GREEN (KITCHEN & YARD WASTE) CART

• Fruits & vegetables
• Meat, fish, bones
• Dairy or eggshells
• Coffee grounds & filters
• Tea bags & leaves
• Oil, butter, sauce, dressing
• All spoiled food
• All food-soiled papers like paper towels and napkins
• Grass clippings
• Branches up to 4” round
• Leaves, weeds, clippings
• House plants
• Pizza boxes, with food

GARBAGE (common items)

• Diapers
• Pet waste and cat litter
• Sanitary waste
• Styrofoam
• Small household appliances
• Styrofoam or plastic coated disposable coffee cups
• Unrecyclable plastics and household metals
• Waxy milk cartons (Encorp will take these back)
• Worn and unusable clothing & footwear

Cart Tips

• Provincial programs take back a huge number of consumer products, like paint, batteries and electronics. For a full list of recycling depots, see www.portmoody.ca
• Use kraft paper bags to keep waste from freezing inside your green (kitchen & yard waste) cart, or spray the insides with cooking spray.

Port Moody Operations Department
3250 Murray Street, Port Moody
☎ 604-469-4574 • 🌐 www.portmoody.ca/recycle

PORT MOODY
CITY OF THE ARTS
Weekly Green Cart Recycling

These items must go in your green (kitchen & yard waste) cart:

1. Fruits & vegetables
2. Meat, fish and bones
3. Dairy and eggshells
4. Oil, butter, sauce & dressing
5. All food-soiled papers like paper towels and napkins
6. Pizza boxes with food
7. Coffee grounds and filters and tea bags
8. Leaves, weeds, clippings and houseplants.
9. Grass clippings
10. Branches up to 4" round,

These items are not garbage. Don’t put them in your garbage cart.

The City of Port Moody can’t pick up a green (kitchen & yard waste) cart with garbage in it. Only put green waste in your green cart.

Your food scraps and yard waste become compost, a nutrient-rich soil that is used in gardens, with household plants and on your lawn. This can’t work if you put garbage in your green cart.

If you mix garbage with green waste, we can’t take it to the landfill. If you put green waste in your garbage, we also can’t take that to the landfill. This results in increased costs for everyone.

We’re now picking up your green (kitchen & yard waste) cart every week, so food doesn’t rot and smell in the cart. Put this cart out every week, even if there’s a small amount in it.

Pick up a 2011 City Calendar, including a waste collection schedule, at City Hall, the Works Yard, the Recreation Complex, or Kyle Centre, or find it online at www.portmoody.ca/recycle.

Call 604-469-4574 or email recycle@portmoody.ca with any questions. We’re here to help!

Cart Tips

- Use kraft paper bags or yard waste bags to line your green (kitchen & yard waste) cart to keep waste from freezing inside. This also helps keep it clean and reduces odors.
- Don’t put styrofoam, plastic or any biodegradable bags in your green cart.
- Wrap food scraps in newspaper, kraft bags or paper bags from the grocery store.