

The City of Calgary's Waste & Recycling Services hosted stakeholder engagement to support the Multi-Family Recycling Strategy (Multi-Family recycling). The main stakeholders invited were recycling haulers and owners/managers/board representatives (building reps) of the multi-family buildings. The objective was to understand the needs of the stakeholders and get their input on the communication and education components that The City will implement for this strategy.

Session: June 11, 2014 at Fort Calgary

We asked all participants for their opinions on The City's "list of ideas" for communication/education tools. All ideas, rankings and comments are listed in the *verbatim* report. However, the six ideas with the highest amount of "strong agreement" (and some suggestions from participants) were:

- **Online photo or video gallery** (suggestion: need guidelines for bins and a way to communicate to building reps about this online gallery)
- **Signs or guides in non-English languages** (suggestion: use lots of pictures)
- **Online information kits for haulers**
- **In-person sessions for building reps and recycling haulers** (suggestion: focussed discussion and idea-sharing)
- **Online, customizable 'recycling guides'** (suggestion: costly to update but provides easy access)
- **Email distribution list for haulers** (suggestion: along with a list of properties)

Two other ideas rated with high levels of "agreement" were:

- **Online letter template** for building reps to send to residents
- **Presentations by The City to building reps**

The ones with the most "disagreement" or "strong disagreement" were:

- All three suggestions relating to providing door hangers (suggestion: they are 'junk mail') although a couple participants did "agree" these might be useful as a direct and non-online tool.

We also asked participants to add to The City's list. These ideas came up later in the session and were not seen/ranked by all participants.

- Provide translation services for educational materials
- Create an online questionnaire for building reps to help them find which recycling haulers could service their buildings
- Use QR codes to connect people to more information online
- Target associations (Calgary Apartment/Condo Managers) with educational material
- Have the recycling haulers bring their brochures to future in-person meetings so building reps can learn about their services

Other ideas and discussion specific to the communication and education included:

- Strong support for the use of non-Internet techniques for a general, public awareness campaign (i.e. TV, radio, newspapers as well as online social media)
- Learn from the success of other programs (i.e. blue cart) about language translation
- Customizable online content is better than content that is not editable
- Participants were interested in how they could provide ongoing feedback and input
- Since some recycling haulers provide branded signage to their customers, The City should not do this, especially if The City needs to charge a cost-recovery fee
- Some participants felt having images/graphics to make their own communications would be helpful but this would not meet everyone's needs
- Keeping in mind the balance between informing stakeholders and getting caught in the heavy flow of information (i.e. junk mail)

Other significant questions/comments from the general discussion included:

- Building reps/residents need details about the enforcement and the roll-out of the strategy:
 - What does 'adequate space' mean?
 - How will this impact the CRDs – Community Recycling Depots/green boxes?
 - What about complexes, like townhouses, that already receive black box (individual unit garbage bin) pick-up via The City?
- Is there enough capacity to process all this new recycling? (Especially from the perspective of small haulers that use The City's processing sites)
- Costs and budgeting for building modifications and service delivery (i.e. recycling hauling) will take time – how is The City prepared to support or accommodate this?
- Many/all recycling haulers agreed services could be customized to building/resident needs including some aspects of education and communications

Input from this session will be used to help draft the communication and education plans for multi-family recycling.

Although we will provide answers to some of these questions as they become clear, many answers will not be known until after the bylaw amendment is presented to City Council in October. We hope to provide the bulk of information and support tools beginning after that.

The best source of information and resources will be www.calgary.ca/multifamilyrecycling