

# 2023 Curbside Green Bin Audit and Promotional Material Pilot

Waste Management Planning Steering Committee  
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# Presentation Overview

- The purpose of this presentation is to provide Waste Management Planning Steering Committee an overview of the Green Bin audit and promotion material pilot that took place Oct. 23 – Nov. 10, 2023, and present preliminary audit results
- What are we are going to cover:
  - Background
  - Purpose of Green Audit and Promotional Pilot
  - Audit Objectives
  - Key Messages
  - Audit Overview
  - Preliminary Results
  - Next Steps

# Background

- Green Bin participation rate in Niagara is estimated at 60-65% of households audited in 2022 (single family households < 6 units)
  - Higher than the provincial average participation rates, largely due to an increase in participation following the implementation of every other week garbage collection
  - 2022 curbside audits also showed that 10% of Green Bins were non-compliant (had non-compostable material) and approximately 44% of garbage collected contained organic material
- By-law No. 2022-32 Waste Systems requires the use of a Green Bin in low density households, and therefore the goal is to have 100% of households participate

# Purpose of the Green Bin Audits

- Plan to launch Green Bin campaign early in 2024
  - Goal of the campaign is to increase Green Bin participation and proper sorting of organic material
- First, we need to collect data
  - Green Bin audit and promotional material pilot will support the 2024 campaign by providing data that will help improve the educational campaign



# Green Bin Audit Objectives

- Collect data on Green Bin program participation
- Provide information to audit households about the benefits of properly using the Green Bin, clearing up misconceptions about Green Bin use
- Provide information to households that do not currently use a Green Bin that outlines the benefits and encourages a commitment to use the Green Bin
- Pilot promotion and education material to investigate the most effective language to encourage behaviour change (people using their Green Bin)
- Offer residents an opportunity to provide feedback about the Green Bin program and identify barriers to proper usage through an online survey

# Green Bin Audit - Key Messages

- Two out of three households in Niagara have good reasons why they use their Green Bin
- Using your Green Bin is required
- People find using the Green Bin helpful for many different reasons including (“Your Green Bin can”):
  - Is easy
  - Is convenient, collected weekly
  - Reduces your garbage
  - Helps deter pests and odours
  - Great for pet waste



# Door Hanger 1:

- Left at households observed to be using the Green Bin
- Provides additional information about the Green Bin program



**Thank you**  
for using your Green Bin

Learn what else your Green Bin can do for you and enter to win a prize.



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[niagararegion.ca/waste](http://niagararegion.ca/waste)



**Your Green Bin can...**

**Divert waste from the landfill**  
Napkins, paper towels, molded paper products (e.g. egg cartons, beverage trays) and pet waste in a certified compostable bag go in the Green Bin!

**Only be lined with certain materials:**

- Bags with one of these logos:  

- Newspaper, flyers, cardboard, or paper bags
- Nothing at all!

**Help fight climate change**  
Organic waste does not properly breakdown in the landfill and creates methane - a harmful greenhouse gas with a global warming potential that is 80 times greater than carbon dioxide.

**Win you a prize!**  
Visit [surveys.niagararegion.ca/s3/Green-Bin-Audit](http://surveys.niagararegion.ca/s3/Green-Bin-Audit) or scan the QR code to fill out a short survey. You could win a \$100 Visa gift card.

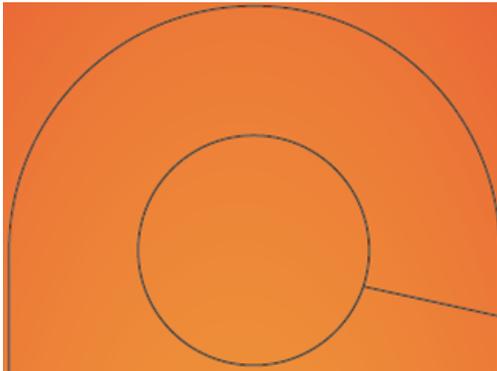


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905-356-4141 or toll-free at: 1-800-594-5542

## Door Hanger 2:

- Left at households in Block 1 observed to not be using the Green Bin
- Uses educational messaging to encourage residents to use the Green Bin



Your Green Bin appears to be missing...

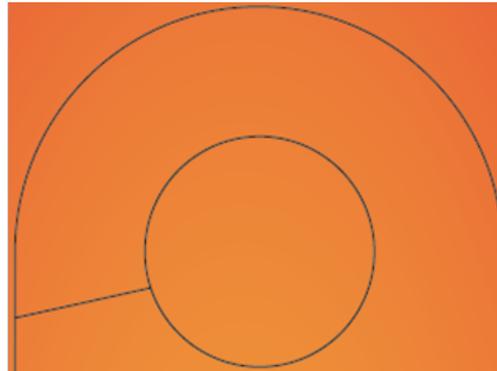
# 2 out of 3

Households in Niagara use their Green Bin

Learn more about what your Green Bin can do for you!



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## Your Green Bin can...

<p><b>Reduce the amount of garbage placed at the curb</b></p> <p>About 45% of the material found in typical garbage bags in Niagara is organic waste.</p>	<p><b>Get rid of waste weekly</b></p> <p>Placing your organic waste out for collection in your Green Bin weekly helps avoid odours and pests.</p>
<p><b>Divert waste from the landfill</b></p> <p>All food waste (including: peels, bones and egg shells), napkins, paper towels, and molded paper products (e.g. egg cartons) can go in the Green Bin.</p>	<p><b>Where is your Green Bin?</b></p> <p>Visit <a href="http://surveys.niagararegion.ca/s3/Green-Bin-Audit">surveys.niagararegion.ca/s3/Green-Bin-Audit</a> or scan the QR code to fill out a short survey. You could win a \$100 Visa gift card.</p> 

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## Door Hanger 3:

- Left at households in Block 2 observed to not be using the Green Bin
- Uses by-law focused messaging to encourage residents to use the Green Bin



Your Green Bin appears to be missing...

**2 out of 8**

**Households in Niagara use their Green Bin**

Did you know using your Green Bin is required in Niagara region?



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**The Green Bin is a mandatory part of the curbside waste collection program in Niagara region.**

Under the Niagara Region Waste Management By-Law eligible properties are required to participate and properly sort all materials set out for curbside collection, which includes ensuring designated material is properly sorted into the Green Bin.

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**Don't have a Green Bin?**  
For information on how to pick up/purchase your Green Bin or use an alternative container visit [niagararegion.ca/waste](http://niagararegion.ca/waste)

**Unsure about what belongs in the Green Bin?**  
Learn more about how to properly sort waste by visiting [niagararegion.ca/waste](http://niagararegion.ca/waste) or download the Niagara Region Waste App

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Go to [surveys.niagararegion.ca/s3/Green-Bin-Audit](http://surveys.niagararegion.ca/s3/Green-Bin-Audit) or scan the QR code to fill out a short survey. Participants could win a \$100 Visa gift card.



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# Green Bin Audit Overview

- Curbside audits took place at 400 low density residential households across Niagara Oct. 23 – Nov. 10, 2023
  - **Block 1:** Wainfleet, Pelham, Thorold, Port Colborne, Grimsby, West Lincoln
  - **Block 2:** Niagara-on-the-Lake, Niagara Falls, Lincoln, St. Catharines, Welland, Fort Erie
- “Thank you” promotional door hangers were left at households observed to participate in the Green Bin program (Door Hanger 1)
- Households without a Green Bin present received one of two versions of the orange door hangers
  - **Block 1** households received Door Hanger 2
  - **Block 2** households received Door Hanger 3
- Households observed to not have a Green Bin present for two consecutive weeks were issued one of two versions of an educational letter

# Results

- On average 72% of the households audited had waste set out for collection
- Over the course of the audit “Thank you” door hangers were issued to 188 households (65%) for placing out a Green Bin
- Green Bin use increased approximately 6% across audited households
  - 13 out of 200 (6.5%) households that received Door Hanger 2 were observed to change their behaviour
  - 23 out of 200 (11.5%) households that received Door Hanger 3 were observed to change their behaviour
- 91% of survey respondents self-report to be regular Green Bin users

# Next Steps

- Continue analyzing Green Bin audit and survey data to inform key messages for promotional material developed the 2024 Green Bin campaign
- Plan for the launch of the new Green Bin campaign early in 2024
- Share the 2024 Green Bin campaign communication plan with the Waste Management Planning Steering Committee
- Follow-up Green Bin audits are being considered for 2024