



know the  
**ins & outs**  
CURBSIDE RECYCLING

# ARE PEOPLE USING THE NEW PROGRAM?

**94%** OF PEOPLE SURVEYED SAY THEY USE THE NEW PROGRAM



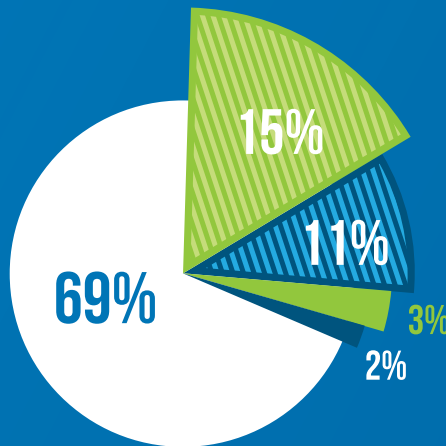
**69%** OF HOMES ROLL OUT THEIR BLUE CART ON PICK-UP DAY

**69%** OF THE BLUE CARTS ROLLED OUT ARE  $\frac{3}{4}$  FULL OR MORE



# WHAT ARE WE COLLECTING?

IN THE FIRST 6 MONTHS OF THE PROGRAM WE COLLECTED **48,308 KG** OF RECYCLABLE MATERIALS



- FIBERS
- CONTAMINATION
- PLASTICS
- METALS
- OTHER MATERIALS

# HOW ARE WE TALKING TO PARTICIPANTS?



3 OPEN HOUSES

6 FOCUS GROUPS



KNOCKED ON 854 DOORS

RECEIVED SURVEY RESPONSES FROM 216 PEOPLE



SENT OUT 5 E-NEWSLETTERS



CITY OF  
*Lethbridge*