

2021 Education and Resident Support Highlights

- Large increase in engagement through an enhanced WasteWise App
 - Available in both app application and web portal formats
 - Free to download in Apple Store or Google Play
 - One of the top downloads in the Canadian public service category during cart rollout
 - ~140,000 downloads in 2021
 - ~ 4,000,000 collection schedule views in 2021
 - ~ 1,300,000 what goes where views
- High traffic to the City of Edmonton Waste Website
 - Waste web content updated to be comprehensive and logically organized
 - Updated frequently to make the most needed information easily accessible at every phase of the rollout
 - ~1,360,000 views in 2021
 - Waste webpage and Cart Rollout webpage were in the top 10 most viewed City webpages in 2021
- Advertisements
 - Digital ads on Google, Youtube, Facebook, Twitter and Instagram with ~357,000 clicks
 - Additional ads via newspapers, radio, bus shelters, street signs
- Online Videos and Education Sessions
 - Weekly virtual information sessions and workshops from February to September 2021
 - ~80,000 views of the education videos
 - Additional virtual presentations to various groups

- Social Media Posting and Events
 - Close to 300 social media posts
 - ~11,000,000 social media impressions
 - ~600,000 social media engagement
 - 22,000 views of an archived Livestream YouTube event
- Comprehensive printed education package
 - Included a 18-page welcome brochure, a collection calendar, a what-goes-where poster, and a rollout phase/schedule map
 - Designed with the input of diverse Edmontonians through focus groups
 - Delivered to each curbside collection resident with their carts
 - Created an unboxing experience for residents, welcoming them to the new program
- Hot stamps on carts and food scraps pails
 - First municipality to have detailed cart setout rules stamped on the carts for residents to refer to conveniently
 - Basic sorting guidance stamped directly on the food scraps pail
- Oops Tags
 - “Oops tags” with clear diagrams of common mistakes were attached to the carts that were not set out properly or had other issues during the learning curve (first four weeks of cart collection) as feedback to residents.
 - Close to 60,000 tags were issued in the first four weeks of cart-based collection. Over two-thirds of them were issued in the first two weeks and less than one third in the second two weeks, showing improved understanding and compliance among residents. Issues that did not see an improvement in the first four weeks were garbage carts set out on the wrong week and contamination in food scraps carts.