

Town of Richmond Hill

“GoingGREEN” Instructional DVD Transcript

Introduction:

Shot: Open shot of Town logo, fade out into Introduction page with shot of Green Bin, In-house bin and Blue Box and Going Green Logo.

Announcer: Welcome to the Town of Richmond Hill’s Going Green initiative. Over the next few minutes we will introduce you to the exciting changes coming your way in how you manage your household waste including the new Green Bin program. For more information visit our website at www.richmondhill.ca

Banner: Weekly Green Bin collection starts the week of April 2nd

Shot: Fades into message from Mayor Mayor Barrow in his office-introducing program or weather permitting outside with a collection vehicle and Green Bin.

Mayor Dave Barrow, Opening Message:

Congratulations on receiving your new Green Bin!

As the Mayor and resident of Richmond Hill, I am pleased to be a part of a program that will not only divert waste from a landfill, but will serve to protect our environment today and for the future.

Through the use of the Green Bin, Blue Box and seasonal yard waste programs, as well as other diversion programs, the amount of leftover garbage requiring disposal will be significantly reduced.

Shot: Trucks crossing border

Together, this comprehensive waste diversion program will help us reach our goal of diverting 65% of Richmond Hill’s waste from landfill.

Shot: Back to shot of Mayor and Going Green Logo

I encourage you to join me in Going Green. Together we can make a difference.

Title: New Green Bin program

Shot: Resident opens front door to see their new waste containers that were just delivered or walks up sidewalk and sees new containers on the step.

Town of Richmond Hill

“GoingGREEN” Instructional DVD Transcript

Announcer: Your new bins have been specially designed for the collection of household organics. Your new Green Bin will be collected each week starting the week of April 2nd on the same day as your Blue Box.

Banner: Collection starts the week of April 2nd

Shot: shot of green and black garbage bags

Announcer: Your new Green Bin is an important tool in the transformation of garbage day and will change the way that waste is handled within your home. Did you know that about 30% of your household waste is organics that can now go into your Green Bin?

Shot: Kitchen Food Waste Composting is easy... *(Shown on screen)*

Announcer: Place your Green Bin in your garage, or where ever you keep your regular garbage. The In-house Bins are perfect for use in any room especially in your kitchen where you'll find most of the household organics.

Announcer: Your Green Bin has been delivered with one In-house Bin with an optional mounting bracket, and other helpful material including a fridge magnet, reference guide and this educational DVD.

Announcer: These materials will help you to fully understand the Town's Going Green program. Please keep them for future reference. Place your bins wherever is most accessible and convenient for you and your family.

Shot: Resident putting the kitchen container on the countertop and then putting it in the cupboard underneath the kitchen sink.

Shot: Kitchen container mounted on the inside of the cupboard door.

Announcer: Included with your In-house Bin is an optional mounting bracket. This bracket, that you can install, will make handling the Bin easier.

Shot: Bathroom

Announcer: A container of your choice can also be placed in other rooms in your home that generate household organics, such as tissues in the bathroom or left over snacks in the family room.

Shot: Family member emptying food scraps from chopping board, scraping leftover dinner scraps from plate and leftovers from fridge that didn't get eaten.

Town of Richmond Hill

“GoingGREEN” Instructional DVD Transcript

Announcer: Use your choice of a bag to line either the In-house Bin or the Green Bin. Bagging your household organics helps to keep the collection process clean for you and the collection staff.

Shot: lining In-house Bin with plastic bag

Grocery store bags are ideal to line the In-house Bin. Simply tie the bag shut before placing it into your Green Bin.

OR

Use a large plastic bag to line the Green Bin. Empty the contents of the In-house Bin into the Green Bin, and tie the bag closed prior to collection.

Shot: lining Green Bin with plastic bag, please re-shoot with a clear bag.

Banner: Please don't line both bins.

Announcer: From now on, all your food scraps, plate scrapings, and leftovers go into your In-house Bin instead of your regular garbage.

Sidebar: **What Goes IN**

Shot: Screen shot saying, “What goes in the kitchen food waste container”?
Sidebar: Going Green GB Mascot, thumbs up on a green background

Announcer: Let's take a look at all the things that can go in your Green Bin.

Shot: Material shown individually on a cutting board.

Announcer: Fruit and vegetable peels and scraps
Meat, fish and bones
Pasta, breads and cereals
Dairy products, eggs and shells
Coffee grinds, filters and tea bags
Cake, cookies and candy
Wet or soiled paper towels, tissues and serviettes
Diapers and sanitary products
Houseplants including soil
Animal waste, fur and hair
Pet cage bedding and Kitty Litter
Egg cartons and fast food drink trays
Paper plates and cups
Shredded paper (bag large amounts separately)

Town of Richmond Hill

“GoingGREEN” Instructional DVD Transcript

Shot: Resident tying the liner bag closed, and taking the kitchen container outside into the garage. Resident placing liner bag into the Green Bin and locking the lid.

Sidebar: **What Stays out**

Shot: Kitchen container at the curb with a cross through it. (Don't do this).

Announcer: The following items should not be put in your Green Bin

Shot: Red sidebar, red X, thumbs down GB mascot

Announcer: Plastic containers and packaging
Glass
Metal
Aluminum foil and plates
Styrofoam
Clothing or textiles
Wood, ashes and cigarettes
Dryer sheets
Plastic wrap
Or any other non-organic materials.

Shot: Items that do not go in the Green Bin shown on a cutting board.

A cottage cheese container, contents emptied into In-house Bin, rinse, placed into Blue Box

Announcer: Except for the occasional houseplant, please do not place any leaf and yard waste in your Green Bin. Yard Waste will continue to be collected separately as shown in your Waste Management Calendar.

Shot: material being placed into In-house Bin

Sidebar: **Collection Day**

Announcer: Green Bins are collected weekly on your Blue Box collection day. Before placing your Green Bin out for collection, make sure to securely latch the lid. You should hear a “click” when engaging the latch. Just like other items placed out for collection, make sure that your Green Bin does not weigh more than 18 kilograms or 40 pounds, and is placed out for collection by 7:00 a.m.

Sidebar: **Do not place your In-house Bin at the curb**

Town of Richmond Hill
“GoingGREEN” Instructional DVD Transcript

Announcer: On collection day, one truck with two compartments will collect both the Blue Box and Green Bin. One truck collection is more efficient and reduces harmful greenhouse gas emissions.

Shot: Miller staff collecting Blue Box and Green Bin

Just like your Blue Box, containers contaminated with non acceptable items will not be collected.

Sidebar: Weekly Blue Box Collection

Announcer: So what about Blue Box Recycling?

Shot: Shot of Full Blue Box.

Announcer: Here’s a reminder about the things that are accepted in your Blue Box which is collected every week.

Shot: Resident putting recycling into a Blue Box. Show material being described then going into the Blue Box, gradually filling box up with contents.

All plastic bottles, tubs and lids.
Milk cartons, juice an drink cans
Metal food & beverage containers
Empty paint and aerosol cans
Tetra-pak drink boxes
Aluminum trays, plates and foil
Glass bottles and jars
Household paper, books and magazines
Boxboard (like cereal and shoe boxes)
Empty aerosol cans
Empty paint cans
Cardboard should be broken down, bundled and tied.
Put these bundles beside your Blue Box

Shot: Show cardboard set out with 60 cm x 60 cm x 30 cm icon

Red sidebar, red X, show BB mascot, thumbs down.

Announcer: The following items are NOT accepted in the Blue Box program:
Styrofoam
Plastic Packaging
Plastic wrap

Shot: Green Bin next to your Blue Box.

Town of Richmond Hill **“GoingGREEN” Instructional DVD Transcript**

Announcer: When in doubt, check it out! Refer to our website or waste management calendar for a full material listing of what can go in your Blue Box.

Title: Garbage collection every second week

Announcer: Richmond Hill is revolutionizing garbage collection. We have a vision that will ensure that our community, our natural resources and our environment are protected for future generations.

Please use your new Green Bin and continue to use your Blue Boxes. Put them out each week for collection.

You will find very quickly that there is very little household waste left when all the recyclables and organics have been removed. As a result, garbage collection will now be provided once every other week. Garbage collectors will now be required to only collect to a maximum of 4 garbage items every other week. An item could be a standard sized garbage bag, can, bundle, or a piece of furniture.

Shot: add a roll of carpet (4 ft in length tied with string) as fourth item.

Shot: Show 4 + extra bag with a collection tag

Any items exceeding the four item garbage limit will require a paid garbage tag. Garbage tags cost \$2 each and are sold in sheets of five at most municipal centres.

Shot: Richmond Hill collection tags

Please place garbage tags in a location easily visible by the collection staff.

Experience in neighbouring municipalities already using the Green Bin program, show that these programs really do reduce our need for landfill and are easy to participate in.

Let's see how they answered these common questions:

USE BOTH MALE AND FEMALE VOICEOVERS

Question: I heard that the Green Bins smell and its difficult. Why should I bother?

Answer: At first I thought it would stink. But I followed the simple instructions and haven't had any problems. Remember you're not adding to your waste, you're just separating it differently. All my organic waste goes in the Green Bin and recyclable containers go in the Blue Box. It is just that

Town of Richmond Hill
“GoingGREEN” Instructional DVD Transcript

easy. Thanks to the Green Bin, there really isn't much garbage left. Everyone can do this!

Question: Won't these containers smell bad?

Answer: I have never noticed a smell. Both of the bins seal really well. They are never open for long because they are really easy to get in and out of with one hand. It is a lot better than my old garbage that sat open under my sink. When you think about it, the Green Bin is still collected every week!

Question: What are your thoughts about the Green Bin Program now that you have been using it?

Answer: We really like it. It reduces a lot of garbage. Before we started using the Green Bin we had 2 or 3 bags out at the curb every week. Between the weekly collection of the Green Bin and the Blue Box we now have less than one bag every other week. It really works!

Banner: [Going Green is the responsible way to deal with our waste](#)

Announcer: Reducing landfill is something we can all be proud of.

Announcer: Every time you separate your organics into your Green Bin you can feel good knowing that your household organics are not being landfilled. After your Green Bin is collected, the collection truck unloads the organics at a composting facility where it is processed into high quality compost. The finished compost is then used in various applications including agriculture and landscaping.

Shot: shot of agriculture
Boy taking a bite of apple

By working hand in hand, we can make a difference.

Title: **Residential Waste Collection**
Weekly Green Bin collection
Weekly Blue Box collection
Every other week garbage with a 4 item limit

Shot: **For more information, contact us**
Town of Richmond Hill
www.richmondhill.ca
905-884-8013
Or call the GoingGREEN helpline at 905-771-2525