



## Final Report: CIF Project 448 - Municipality of Central Elgin – Supply & distribution of 22 Gallon Blue Boxes

Table 1: Project Summary

Municipality	
Amount of CIF Grant	\$ 19,923
Number of 22 Gallon Blue Boxes approved	5515 boxes approved
Number of Blue Boxes distributed	5200
Dates delivered (start and end)	May 2012
Increased tonnage	1.2% increase in three month period following distribution

### Background

The Municipality provides curbside collection of recyclables to all its residential development including single family and multi-family development. The total number of residential properties that receive weekly collection of recyclables in 2012 is 5385. Collection Service is done via a two stream process under contract with Emtera Environmental.

In 2011 the Municipality of Central Elgin completed a comprehensive Waste Management Master Plan and Waste Recycling Strategy which reviewed existing service levels for Garbage and Recycling collection as well as set future targets for waste diversion and program enhancements. As part of this study the municipality conducted an online survey of ratepayers as well as Random “Set-out” sampling for garbage and recyclables. The survey (5.4% of residents responding) that was conducted suggested that 89.5% of residents set out their blue box each collection. This information was field verified as part of the study and it was determined that 84% of residents set out blue boxes.

The municipality is striving to increase set out participation of Blue Boxes as well as increase diversion rates. One of the strategies to accomplish these goals is to provide blue boxes (replacement or for new residents) at no charge.

### New Materials and Other Initiatives

By providing the new larger blue boxes, the municipality was able to expand the list of materials being collected and processed as part of the curbside recycling program. This

was also made possible through our agreement to send recyclables to the Manning Drive Regional MRF (funded in part by CIF), where these new materials could be processed. In conjunction with supplying the new Blue boxes the municipality added Spiral cardboard containers, Aerosol cans, and “Clam shells” as well as plastics 3, 6, and 7 to the list of materials being collected at curbside.

## **Promotion**

The Municipality of Central Elgin utilizes a number of different media options to promote municipal initiatives. These media options include bi weekly “CE Buzz” news paper ads in the local newspapers (St. Thomas Times Journal, Aylmer Express, Lake Erie Beacon and the Dorchester Sign Post), advertising on Municipal website, and Social Media including Facebook. To promote the distribution of the new larger blue boxes all of these media types were used as well as radio adds on the local MyFM radio station, and printed flyers that were placed inside the blue boxes when they were delivered to curbside. We would note that the Central Elgin also worked with the Township of Malahide and Municipality of Bayham issuing a press release and news paper add campaign on the improved recycling services. The printed flyers that accompanied the blue boxes were developed in cooperation with the City of London, the Municipality of Thames Centre, the Municipality of Bayham, the Township of Malahide, the Town of Aylmer, the Township of Dutton Dunwich and the Municipality of Central Elgin. This cooperative partnership allowed for a consistent message at reduced costs. Examples of Promotional materials are appended to this report.

## **Method of Distribution**

The municipality utilized our collection contractor to deliver the blue boxes door to door on residents normal collection day. As part of the delivery, the municipality included education and promotion material regarding the new blue box and increased list of items that could be recycled. The municipality specifically, delivered the new boxes on the same schedule as pickup to aid in making sure that no one was missed and to assist residents in receiving their blue box. The municipality paid our contractor \$0.95 box for the delivery service. We would note that in our opinion, the delivery of blue boxes went quite well and the municipality received good feed back from residents on the provision of the blue box and the education and promotion material.

## **Tonnage Results**

Central Elgin is a large lower tier municipality in Elgin County. The municipality has both rural and urban residents with some seasonal residents located in the lakeside village of Port Stanley. As a result, tonnages of recyclables fluctuate in this area of the

municipality depending on the time of year. Summer months tend to see large tonnages as compared to Spring, Fall and Winter months. As noted earlier, the municipality has verified through “set out” studies that 89% of our residents place their blue boxes out for collection. In increased level of service utilizing the larger blue box commenced June 1, 2012. We have compared collected tonnages for June, July, August and September 2012 and compare those tonnages to the same months in 2011. We would note that the tonnage has increased 1.2 %. Given the other initiatives implemented at this time (expanded blue box program, increased P&E) we cannot attribute this increase solely to the distribution of new blue boxes. In fact, given these significant initiatives, it may suggest that without them, our overall tonnage may have otherwise dropped compared to the same period in 2011. We will continue to monitor to determine what longer term positive impacts are a result of our 2012 blue box program enhancements.

## Project Budget

Table 4: Project Budget

	Per unit cost	Quantity	Total (cost x quantity)
Blue Box	\$4.85	5544	\$26,888.40
Distribution	\$0.95	5200	\$4,940.00
P&E Costs	\$		\$2047.20
Total	\$		\$33875.60

Appendix: Sample P&E Materials

Figure 1: Hot stamp on blue boxes



Figure 2: Blue Box Insert (page 1 of 4)

