

Guidelines for Implementing Best Practices in Municipal Multi-residential Recycling Programs

Purpose

The purpose of this document is to provide guidelines to assist municipalities to implement multi-residential best practices. The Guidelines are developed under the Continuous Improvement Fund with the intent of being used to provide for consistency and standardization in multi-residential projects funded through the Continuous Improvement Fund (CIF).

Funds to assist with implementing Best Practices in multi-residential (MR) programs will be provided to municipalities on a pre-approved basis according to the CIF policy statement in this document. Municipalities that agree to implement the best practices as outlined in this document will not be required to complete the standard CIF Application Form.

The determination of what is a Best Practice is based on the Stewardship Ontario report: *The Blue Box Program Enhancement and Best Practices Assessment Project Final Report* (KPMG, July 2007).

CIF support for municipal multi-residential programs

In many municipalities multi-residential recycling programs have not been provided sufficient resources to implement the recommended best practices for this sector. As a result these programs are less effective at capturing recyclables compared to households serviced by the curbside blue box program. CIF recognizes multi-residential recycling as a priority area and has allocated funds in the 2010 Operating Budget to support projects that implement best practices and build adequate collection capacity. The guidelines and CIF Policy provide a framework for funding MR projects.

Whether or not a municipality seeks financial support through CIF to implement best practices, the guidelines will be of use to any municipality wishing to improve the effectiveness and efficiency of their multi-residential recycling program.

Best Practices in Multi-Residential Recycling

In September 2006, the Municipal Industry Programs Committee (MIPC) of Waste Diversion Ontario (WDO) directed KPMG to identify Best Practices in Ontario municipal Blue Box recycling. The KPMG Report is a valuable reference guide for best practices in multi-residential recycling. These practices are supported by E&E project findings and by the experience of members of the Municipal Multi-residential Working Group. The best practices identified by KPMG are a practical check-list for municipal programs that wish to make improvements to this sector. They are listed below.

1. Build and maintain a database of all multi-residential properties
 2. Benchmark performance and monitor on a regular basis
 3. Provide adequate recycling bin capacity
 4. Provide promotion & education materials
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5. Set a minimum threshold for recycling for buildings to be eligible for municipal garbage collection and disposal services
 6. Identify buildings that are not recycling and determine the feasibility of extending municipal services
 7. Engage in out-reach activities including training for stakeholders
 8. Develop design requirements for new building developments that design for increased diversion. Municipal approval for new building developments should be subject to meeting these mandatory requirements.

The CIF Policy is applicable to practices 1 through 4. This document will describe how to implement these practices and will outline the required procedures for municipalities to follow in order to be eligible for CIF support.

For further discussion on practices 5 through 8, refer to [Stewardship Ontario's](#) website on completed and on-going multi-residential E&E project work and to the [Blue Box Program Enhancement and Best Practices Assessment Project Final Report \(KPMG, July 2007\)](#). Pages 96 to 106.

Requirement 1:

Develop & Maintain a Database of Buildings

Building and maintaining a database of all properties is an important first step towards implementing best practices. Once all the information has been collected and entered, resources must be allocated to update the database on an on-going basis.

To obtain the list of properties, municipal planning departments, property taxation, or technology services may be able to assist in identifying properties and providing basic information (addresses, owners, number of units). Local property management or rental associations can help provide listings of their buildings and contact information for owners, property

managers and superintendents. While some preliminary data can be collected by these methods, in-person site visits to each building will be required to complete the Multi-Residential Recycling Information Collection Form (Appendix A). Template Excel and Access databases will be available for download from the CIF website.

To build an accurate database of the MR recycling program complete site visits at all buildings and make regular site visits an on-going part of program maintenance.

Requirement 2:

Benchmark performance

A key step in implementing program enhancements is to benchmark performance so that targets can be set and program improvements measured as you move towards the targets.

Evaluating performance is a quantitative assessment of how much each building is recycling (kg/unit). Performance indicators such as container fullness and contamination will be monitored during site visits. The procedure for this is outlined in Appendix A. Performance data completed during site visits is an estimate only as it is not based on precise weights. However if

Visual inspections are a reliable method of quantifying how much is being recycled at each building

done consistently it can be accurate to within 10-15% of actual weights. Obtaining this information from each building is instructive both for flagging low performing buildings and for highlighting top performers. Low performers should be flagged for follow-up strategies and top performers may prove useful as model buildings.

Programs that have designated multi-residential routes with weigh scale information can verify the estimates and have the added advantage of providing on-going accurate data on overall program performance. Programs that are not able to isolate multi-residential tonnes should complete follow-up site inspections on a routine basis.

Requirement 3:

Provide adequate recycling bin capacity

Having enough storage space for recyclables is one of the most critical factors in a successful recycling program, and it's important to address this first before other program improvements are put in place. Without enough storage space recyclables will end up in the garbage.

Recycling storage space is referred to as 'capacity' and is the shared recycling containers used by building residents to deposit their recyclables. Provision of containers varies across municipalities from those that provide to building owners at no charge to those that require building owners to purchase them. Containers have traditionally been 95 gallon roll-out carts. With the introduction of single-stream collection some municipalities have moved to bulk bins for co-mingled recyclables in sizes ranging from 2 to 6 cubic yards.

At 60% recovery buildings will need enough recycling containers to provide the equivalent of one blue box per unit.

Based on a target of 70% it is recommended that each residential unit be provided with the equivalence of 50 litres of storage capacity, this is the size of a standard 14 gallon blue box. In terms of multi-residential containers, the following guidelines are recommended:

- One 95 litre cart for every 7 residential units
- One 4 yard bin for every 60 residential units

These guidelines represent average requirements and will vary depending on the building population demographics. Appendix B provides the analysis of how the guidelines were determined.

Requirement 4:

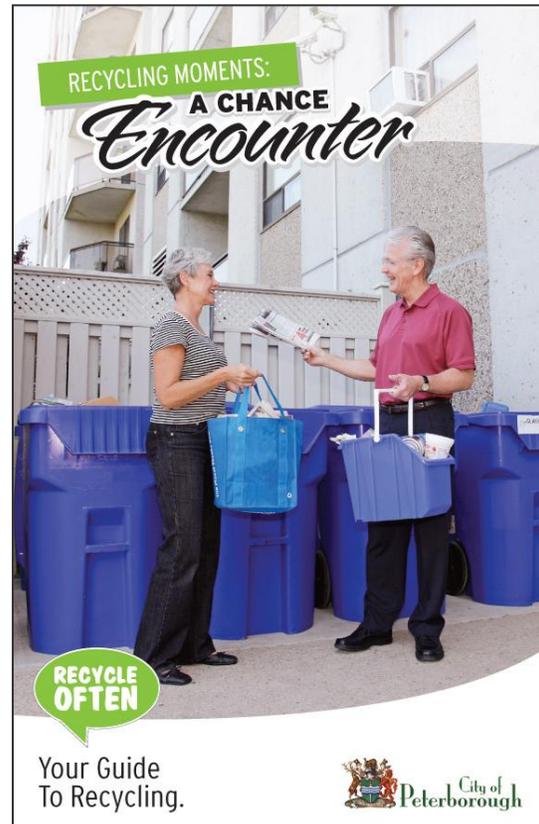
Provide Promotion & Education Materials

CIF Project 166 has designed print materials (brochures, posters, container labels, etc) to promote municipal multi-residential recycling programs. This project will provide municipalities with 1) electronic files and 2) access to an interactive website to update with new program information. CIF 166 has a two year mandate ending May 2011.

Municipalities are required to produce (e.g. print) and distribute the communication materials designed under CIF 166. Municipalities will ensure that resident brochures are delivered directly to residents. Communications strategies are included in Appendix C.

To assist with project evaluation municipalities will document how the communications materials were used and evidence of the impact on the recycling program. This will include providing information, where available to include:

- Description of communications implementation (e.g., number of posters, flyers, etc printed and costs, including staff time)
- Were available, tonnes collected (baseline, and post-implementation). In the absence of actual tonnes recycled, the municipalities will make reasonable efforts to assist with estimates of program effectiveness.



APPENDIX A: Site Visit Form

(supported by excel & access files)

Address (full mailing) : _____

Units: _____ Floors: _____ Site Visit Date & Day of Week: _____

Condo / Rental / Senior / Student / Co-op / Public _____ Recycling Collection Day(s) _____

Garbage: Municipal / Private _____

Recycling: Municipal / Private _____ Garbage Collection Day(s): _____

Contact Information

Property Manager: Same as owner

Company: _____ On-Site Contact: Super / Property Manager / Owner / NA

Name: _____ Name: _____

Phone #: _____ Phone #: _____

Cell #: _____ Cell #: _____

E-Mail: _____ E-Mail: _____

Address: _____ Address: _____

Performance Evaluation

Recycling Containers: # of 65 gal = _____ # of 95 gal = _____ # bins x size = _____

Stream 1: _____ # Cont _____ # full or part full containers: _____

Stream 2: _____ # Cont _____ # full or part full containers: _____

OCC : approx quantity

Barrier Evaluation: Rate on a scale of 1 to 3: 1 = Bad and requires attention, reserve rate of 3 for Excellent

OCC _____ Contamination _____ Stream mixing _____ Accessibility _____

Loose materials _____ Overflowing carts _____ Area clean _____ Area well light _____

Labels & Signage _____

Recycling & Garbage Area Description – check all that apply

Garbage: # bins x size _____ Or curbside Garbage Chutes Weekly Pickup Twice/wk

Recycling Area: Outdoor Outdoor Under cover Inside room Main Fl Under ground Collect from each floor

Number of Recycling Depots _____ Twinned with garbage Recycling containers shared with other buildings

Addresses that share _____

Room to add extra recycling containers Where _____

Comments:

APPENDIX A: Sample Completed Form

Address (full mailing) : 35 Smith St., London, N5X 2J6

Units: 120 Floors: 10 Site Visit Date & Day of Week: Monday, August 10/09

Condo: Rental Senior / Student / Co-op / Public Recycling Collection Day(s) Tuesday

Garbage: Municipal / Private Garbage Collection Day(s): Monday / Wednesday

Recycling: Municipal / Private

Contact Information

Owner's name: William Bell

Property Manager: Same as owner

Address: Global Property Management

PM Company: Global Property Management

Phone: 519-455-0000 email: wbell123@rogers.com

PM Name: John Smith

On-Site Contact: Super/Property Manager/Owner/ NA

PM Address: Suite 300, 75 High St, London, N5X 2K6

Name: Cynthia & George Smith

PM Phone: 519-455-0000 PM email: jsmith@rogers.com

Address: 103 - 35 Smith St., London, Cell: 519-455-0000 Phone: 519-455-0000 email: gsmith123@rogers.ca

Performance Evaluation

Recycling Containers: # of 65 gal = _____ # of 95 gal = 10 # bins x size = _____

Stream 1: paper # Cont 6 # full or part full containers: 6

Stream 2: glass, metal, plastic # Cont 4 # full or part full containers: 3.5

OCC : approx quantity 2 meters stacked between carts

Barrier Evaluation: Rate on a scale of 1 to 3: 1 = Requires attention, reserve rate of 3 for Excellent

OCC 2 Contamination 2 Stream mixing 2 Accessibility 2

Loose materials 2 Overflowing carts 1-paper Area clean 2 Area well light 2

Labels & Signage 1, labels are missing or out-dated, there are no signs

Recycling & Garbage Area Description – check all that apply

Garbage: # bins x size 2 x 4 yd Or curbside Garbage Chutes Weekly Pickup Twice/wk

Recycling Area: Outdoor Outdoor Under cover Inside room Main Fl Under ground Collect from each floor

Number of Recycling Depots 1 Twinned with garbage Recycling containers shared with other buildings

Addresses that share _____

Room to add extra recycling containers Where: outside by door to recycling room, empty containers can be swapped for full ones

Comments:

APPENDIX A: Guide to Completing the Form

Address (full mailing) : _____

Units: _____ Floors: _____ Site Visit Date & Day of Week: _____ **1** _____

Condo / Rental / Senior / Student / Co-op / Public **2** Recycling Collection Day(s) _____

Garbage: Municipal / Private

Recycling: Municipal / Private **3** Garbage Collection Day(s): _____

Instructions:

1. *Site visit date & day of week*
 - a. *Note the day of week and date of the site visit of*
 - b. *Complete site visits ideally on the same day as collection before the containers have been emptied. This is critical for accurate performance evaluations to show bin fullness, contamination, etc, at the end of the cycle. Where not practical for site visit on same day as collection, then complete the day before pickup. Depending on time of day, adjustments of container fullness may be adjusted as 6/7 of total.*
2. *Circle applicable - where information is available, and if the building can be categorized – circle the appropriate descriptor – condo/rental, etc*
3. *Note if garbage and recycling services are provided by municipality (either municipal crews or contracted) or by private service providers*

Contact Information

Property Manager: Same as owner **1**

Company: _____ On-Site Contact: Super / Property Manager /Owner/NA **2**

Name: _____ Name: _____

Phone #: _____ Phone #: _____

Cell #: _____ Cell #: _____

E-Mail: _____ E-Mail: _____

Address: _____ Address: _____

Instructions:

1. *Check box if property owner is also the property manager*
2. *Circle appropriate descriptor of the on-site contact. As smaller buildings may not have a superintendent or building manager that lives in the building, the contact for 'on-site' issues may be the owner or property manager.*

Performance Evaluation

Recycling Containers: # of 65 gal = _____ # of 95 gal = _____ # bins x size = _____ **1** _____

Stream 1: _____ **2** _____ # Cont _____ **3** _____ # full and part full containers: _____ **4** _____

Stream 2: _____ # Cont _____ # full and part full containers: _____

OCC : approx quantity **5**

Instructions:

1. Note recycling container sizes and number of each size
2. Describe each stream of materials, insert more rows for more streams
3. Note the number of containers for each stream
 - a. It is important to record all containers. If containers are stored inside the building, it is possible that you may not see all of them if they have not all been pulled out.
4. Note the number of full and part full containers of each streams. For example: Building has 8 paper stream containers of which 5 were full, 1 was $\frac{3}{4}$ full, 1 was $\frac{1}{2}$ full and 1 was $\frac{1}{4}$ full, then # of full and part full containers = 6.5 .
 - a. In cases where there is more than one collection point, but less than number of the buildings (i.e. 2 depots used by 5 buildings), add the data collected for all collection points and enter it as one set of collection point data. In these cases it is difficult to determine which building uses what depot, and analyzing them separately would not be an accurate representation of building performance.
5. If OCC is contained, note number of full and part full containers. If OCC is not contained, note approximate size of pile, e.g., approx = 1.5 meter thick
6. Data from 4 and 5 will be multiplied by density factors to determine approximate kilograms

Barrier Evaluation: Rate on a scale of 1 to 3: 1 = Bad and requires attention, reserve at rate of 3 for Excellent

OCC _____ Contamination _____ Stream mixing _____ Accessibility _____
Loose materials _____ Overflowing carts _____ Area clean _____ Area well light _____
Labels & Signage _____

Instructions:

The goal of this section is to a) flag issues that require municipal attention and b) highlight exceptional examples of buildings that may offer a learning opportunity to provide 'how to' direction with lower performing buildings. It is expected that most buildings will fall between these two extremes. A low score of '1' should be seen as an 'action item' for municipal staff and a high score of '3' should be reserved for only the best examples. A rating of '2' = OK and requires no further action at this time.

The following descriptions are offered to provide consistency in rating across municipalities. However municipalities will set their own standards of what they consider 'actionable' scores results.

OCC - indicator of how OCC is managed

1. Requires attention. Little to none of the cardboard boxes have been broken down and lay in heaps beside and around the recycling bins. There is also big, unbroken down cardboard boxes in the bins making inefficient use of the bin space.
2. OK. Some of the cardboard boxes have been broken down, bound and laid flat beside the recycling bins. There are some unbroken down boxes laying around the bins, and flattened cardboard lying beside the bins unbound. Most importantly, there was an effort to ensure the cardboard is being handled as per municipal instructions..
3. Excellent. All cardboard boxes have been broken down, bound and laid flat beside the recycling bins. There is no visible cardboard, broken down or other, in the bins and if there is, it is only in very small amounts, or small in size. OR Cardboard is managed with a front end or other style bulk bin

Contamination – an indicator of materials not accepted in program

1. Requires attention. The recycling bin is so contaminated that it can be considered garbage. There seems to be an equal mixture of both contaminants and recyclables.
2. OK. Some contaminants were found in the bins and are items commonly mistaken for

recyclables, but not included in program (i.e. other plastics, scrap metals).

3. *Excellent. There are no visible contaminants in the recycling bins.*

Stream Mixing – indicator of mixing between streams (eg., paper in the container stream, etc.)

1. *Requires attention. Hard to tell one recycling bin from another due to stream mixing. Or considerable amounts of stream mixing between recycling bins. Labels are missing.*
2. *OK. There are small amounts of stream mixing but both the container and paper bins are immediately distinguishable from one another. Recycling bins can be thoroughly separated with a quick sort of one or two misplaced items. Containers are labeled.*
3. *Excellent. There is no apparent stream mixing in the recycling bins.*

Accessibility – how accessible is the recycling area to building residents

1. *Requires attention. The recycling depot is towards the back of the parking lot and it may be difficult for residents to even recognize the bins as their own. And the depot is difficult to access due to excess amounts of garbage and other obstacles. Snowed under in winter. Lids cannot be lifted due to snow and ice building up.*
2. *OK. The recycling depot is located in the parking garage or just outside at an exit. The recycling depot is inside the building, in a room and or designated area, immediately off the lobby or via the back door of the elevator.*
3. *Excellent. Recycling access is within the building and is as convenient as garbage disposal.*

Loose Materials – are there loose recyclables or garbage in the recycling area

1. *Requires attention. There are a lot of loose materials around the depot, and includes recyclables, garbage, furniture, mattresses etc.*
2. *OK. There is a small amount of loose materials around the depot.*
3. *Excellent. There are no loose materials seen at all anywhere around the depot.*

Overflowing Carts – indicates that there are not enough carts

1. *Requires attention. All the bins are overflowing with bags of recyclables lying on top of, and around the bins at the recycling depot. Or all bins are full and the cart: unit ratio suggests more are required.*
2. *OK. There is some spare capacity and the cart: unit ratio is good. A minimum of one cart per ten units*
3. *Excellent. There are no overflowing carts and extra capacity is available. Cart unit ratio is at best practices: one cart per 7 units.*

Area Clean – how clean and tidy is the recycling area

1. *Requires attention. The recycling depot is surrounded by recyclables and garbage, including bigger items (i.e. furniture, mattresses). The bins have been placed in a disorganized fashion, with not much thought put into convenience and accessibility.*
2. *OK. Area is clean but there may be a small amount of loose recyclables due to overflowing carts and excess cardboard around the bins. Otherwise, the recycling depot has been well organized and thought out.*

3. *Excellent. Area is very clean. There is no garbage or recyclables lying on the floor or any where within the vicinity of the recycling depot. The recycling depot has been well organized and thought out.*

Area Well Lit – how well lit is the recycling area

1. *Requires attention. Outdoor depots are far away from any source of lighting and will be completely in the dark in evenings. Indoor lighting is insufficient for residents to see and therefore, to efficiently use the recycling depot. Passage to depot is not lit.*
2. *OK. There is lighting within a close vicinity of the outside depots, but may not be directly overhead the depot. Indoor lighting is sufficient but is somewhat dim and not as bright as it could be.*
3. *Excellent. There is a lot of lighting at the depot, consisting of either a spotlight directly above outside depots or bright lights within the indoor depots. Passage to depot is lit.*

Labels and signage – condition & accuracy of labels on recycling containers & signage in recycling area

1. *Requires attention. Labels or signs are absence, worn beyond readability and out-of-date. The program may have changed to single stream but all signs and labels indicate a 2-stream program. Signs and labels are handmade by building staff, and may give incorrect information. Lack of labels is resulting in contamination and stream mixing..*
2. *OK. Information is correct.*
3. *Excellent. All containers are labeled properly. Clear signs in recycling area. Building staff may have a well made sign board with samples of non-recyclables attached.*

Recycling & Garbage Area Description – check all that apply

Garbage: # bins x size _____ Or curbside Garbage Chutes Weekly Pickup Twice/wk

Recycling Area: **1** Outdoor Outdoor Under cover Inside room Main Fl Underground Collect from each floor

Number of Recycling Depots _____ Twinned with garbage Recycling containers shared with other buildings

Addresses that share _____ **2** _____

Room to add extra recycling containers Where _____ **3** _____

Comments:

Instructions:

1. *Note the location of the recycling area. Recycling areas that are located outdoors without any cover will present winter challenges to residents. Municipalities may wish to develop winter communications materials targeted at these buildings. Buildings that provide convenient access of collection on each floor may be useful models for other buildings considering this.*
2. *If recycling containers are shared between 2 or more buildings this is a factor that will impact whether there is adequate capacity.*
3. *This is especially important to note for buildings with overflowing recycling containers. If buildings are under-capacity in terms of the number of recycling containers, determine if and where extra containers could be placed.*

APPENDIX B: Calculating Adequate Capacity

How much capacity is required will depend on several factors, including:

1. Recovery target
2. Density of recyclables in collection containers – see Table B1
3. Quantity of recyclables in the waste stream- see Table B2

The quantity and density of recyclable in the waste stream will vary from building to building. For this analysis average numbers will be determined, with the understanding that municipal staff in discussion with building staff will determine the optimal capacity levels for individual buildings.

1. Recovery target

70% recovery is used. This is based on the August 2009 request from the Ontario Minister of the Environment to Waste Diversion Ontario to revise the Blue Box Program Plan to establish a diversion target of 70% by December 31, 2011.

2. Density of recyclables in collection containers

A number of data sets have been used to determine average density of recyclables in single and two-stream programs collected in 95 gallon carts or in 4 yard bins. Density factors are based on weight and volume data from City of London, Peel Region and Stewardship Ontario waste audit data for multi-residential building from 70 buildings. Data from London is for a cart-based two-stream program. The data from Peel Region is based on a single stream program that uses front-end bins and 95 gallon carts.

Table B1: Density of Recyclables – tonnes per cart/cubic yard - annualized

	London Two-stream Carts	SO Waste Audits Two-stream carts	Peel Single-Stream Carts	Peel Single-Stream Front end bins
Tonnes per cart per year	1.0	1.1	1.0	-
Tonnes per cubic yard per year	-	-	-	2.0

The values in B1 represent average density factors and will serve as a useful guide for determining how much capacity is required. It is important to note that individual buildings will be able to optimize their capacity and achieve higher densities through measures such as flattening boxes and large plastic items and minimizing contamination levels.

3. Quantity of recyclables in the waste stream

This factor is the most variable and will vary by municipality and building. Municipal variability will depend on attributes such as size of daily paper or the recyclables accepted in program. Building variability will depend on resident demographics. Table B2 shows variation between two studies. The average of 215 kg per unit per year from the Stewardship Ontario waste audits is an average of data from 70 buildings across seven municipalities. Within these seven municipalities there is considerable variation ranging from 180 kg/unit/year to 300 kg/unit/year. Given the significant variability of this factor it is important that municipalities are sensitive to this when determining the capacity requirements of individual buildings.

Table B2: Average Quantity of Recyclables in the Waste Stream

Recyclables in the waste stream Kg/unit/year	Recovery at 70% Diversion Kg/unit/year	Data Source
215 ¹ (represents a range from 190 to 300)	150 (135 to 210)	¹ Stewardship Ontario E&E Project 301, Multi-residential Waste Audit Analysis, 2009
265 ²	185	² KPMG Best Practices Assessment Project, 2007

Determining Capacity Requirements

Based on quantity of recyclables and density and a diversion of target of 70% the following capacity guidelines can be used:

Table B3: Capacity range for cart based programs

		Low	High
A	Quantity of recyclables to be contained - kg/unit/year(at 70% recovery)	135	210
B	Density - 95 Gallon Cart capacity/year (kg)	1,000 kg/yr	
C	Required number of Carts per 100 unit building = $A \times 100 \text{ units} \div B$	13.5	21
D	Cart ratio - cart : units	1 cart : 7 units	1 cart : 5 units

Table B4: Capacity range for front end bin based programs

		Low	High
A	Quantity of recyclables to be contained - kg/unit/year(at 70% recovery)	135	210
B	Density - 4 yard bin capacity/year (kg)	8,000 kg/yr	
C	Required number of 4 yard bins per 100 unit building = $A \times 100 \text{ units} \div B$	1.7	2.6
D	Bin ratio - bin : units	one 4-yard bin : 60 units	one 4-yard bin : 40 units

The recommended capacity is approximately 50 litres per unit. This is equivalent to supplying one 14 gallon (50 litres) blue box per unit.

A 95 gallon cart is 360 litres. At a ratio of 1 cart per 7 units this is the equivalent to 360 litres of capacity per 7 units. As the standard 14 gallon blue box is 50 litres, this works out to providing the equivalent of one blue box per unit. (The same calculation could be done for front end bins.) On the high end – 1 cart: 5 units is the equivalent of providing approximately 1.5 blue boxes per unit.

The recommended capacity is 50 litres per unit. This is equivalent to one 14-gallon blue box for every unit. This is a minimum level at 70% diversion.

APPENDIX C: Promotion & Education Strategies

CIF Project 166 has created promotion & education materials for municipal multi-residential recycling programs. These materials were developed in consultation with 18 municipalities. Municipal staff provided direction and feedback on the development of all materials. The campaign, entitled 'Recycling Moments' depicts people in multi-residential settings, captured in a daily 'recycling moment.' The campaign appeals to the 'norm' of recycling as an everyday activity. The images are of attractive people who make recycling look fun and appealing

The following templates are being developed:

1. resident brochures
2. posters
3. cart labels
4. signage for recycling areas
5. a recycling guide book for owners, property managers & superintendents

These templates can be customized with program specific information of the participating municipalities. The templates will be accessed through the CIF website up to May 2011. Municipalities are responsible for all production & distribution costs of developing the P&E materials (i.e., printing, distribution to buildings and residents). Continuous Improvement Fund covers the cost of design.

It is recommended that municipalities take responsibility for distribution of materials directly to residents, for displaying posters and applying labels. These materials should not be left with building staff for distribution. The following guidelines are offered:

Table C1: Distribution of Print Materials

<p>Resident flyers - direct delivery to all households. Samples below</p>	<ul style="list-style-type: none"> • <u>Method 1</u>: deliver to individual mailboxes, and if not accessible delivery door-to-door. Plan for 10-20 minutes on average for a 100 unit building for one person starting on the top floor and delivering door-to-door • <u>Method 2</u>: send to all MR households via Canada Post using Unaddressed Ad Mail and the Electronic Shipping Tool. Targeting MR households and obtaining house counts can be obtained from the Householder Counts and Maps Tool. Municipalities can obtain preferred rates
<p>Posters/signage Samples below</p>	<ul style="list-style-type: none"> • Posters should be used to raise awareness and will be most effective if they are updated on a regular basis. CIF project 166 has created a series of 4 posters which could be used with different strategies, including staggering their release over a period of time, using different posters for different buildings depending on demographics or placing all versions at the same time across all buildings.

	<ul style="list-style-type: none"> • Use posters in common areas including laundry rooms, mail rooms, lobbies, and in chute rooms • Signs are developed for instructional use and normally placed at the recycling area to provide information about what can and cannot be recycled.
Container (cart or bin) labels	<ul style="list-style-type: none"> • Place labels on new containers as they are delivered • Clean the surface with a cleaning solution before affixing label • Replace worn and out-dated labels on carts during site visits and on-going site inspections. • For best visibility of labels on carts, two labels are recommended: one on the front top vertical surface identifying the stream (e.g., for a 2-stream program this would be: 1) paper products or 2) glass, metal & plastics, and the second label on the top horizontal surface (the lid). The lid label viewed at eye level as residents are sorting recyclables will have detailed 'dos & don'ts' information • Inside recycling rooms may require a different strategy for labels. In some case the recycling carts are left open with the cart lid placed behind the cart and so a label on the top of the lid would not be visible to residents. In these cases it is important that labels on the front of the carts are used and instructional signage placed on the wall behind the carts.
Recycling guidebook	<ul style="list-style-type: none"> • For distribution to all building owners, property managers and superintendents, either by mail, at site visits, or at stakeholder meetings • The guidebook contains both general and municipal specific information

To increase the uptake of distributed print materials by residents the following campaign strategy is designed to be phased-in and raise awareness and curiosity first before resident brochures are distributed:

Phase 1: Distribute the Recycling Guidebook

- distribute during site visits

Phase 2: Posters and signage

- Distribute and display signs, posters and labels in all buildings.
- Use all four versions of the poster in each building. The different versions will appeal to varied demographics, and using four versions creates more visual interest and impact. This strategy is typical of advertising campaigns that use a series of ads, each linked to a common theme but with a different look.

Phase 3: Distribute resident flyers

- Phase 3 should ideally follow Phase 2 by a week or two at the most
- Residents whose interest has been raised during Phase 2, are now more likely to 'see' and retain the resident brochure as they are seeing it in the context of a larger campaign that has now come directly to them.

Draft Samples of the flyers developed under CIF 166 are shown below:

Ottawa Recycles

- All containers, paper and cardboard must be clean
- All lids and caps must be removed
- No plastic bags or plastic packaging

Do not recycle

<p>PLASTIC</p> <ul style="list-style-type: none"> • Toys • Makeup jars • Caulking tubes • Plastic egg cartons • Plastic food wrap • Garden products bags • Drinking cups • Molded bakery food trays • Motor oil jugs • Plant trays and flower pots • Styrofoam cups • Dishes and egg cartons (polystyrene or Styrofoam) 	<ul style="list-style-type: none"> • Plastic containers for fruits, veggies, take-out food, or food storage <p>GLASS</p> <ul style="list-style-type: none"> • Drinking glasses, dishes, cups, crystal • Window glass • Light bulbs • Mirrors • Pottery • Pots and pans • Makeup containers 	<p>METAL</p> <ul style="list-style-type: none"> • Food-contaminated foil • Coat hangers • Pots • Batteries <p>PAPER/FIBRE</p> <ul style="list-style-type: none"> • Tissues • Waxed paper • Foil gift wrap • Waxed cardboard • Foil wrapping paper • Ice cream cartons • Chip bags
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Take a moment to sort and recycle. Every time you place materials in your black or blue box you accomplish at least three good deeds for the day. First, you are diverting waste from the landfill, and thus extending its life. Second, you are ensuring materials such as aluminum and paper that have many lives, can be used and reused to their fullest. And third, you are helping to save money. In the last eight years the sale of recyclable materials has provided close to \$53 million in revenue to the City of Ottawa.



Ottawa

Help reduce the amount of waste that goes to our landfills.

For more information on apartment recycling, please visit our website at www.recyclesmart.ca

Funded by OIP (Continuous Improvement Fund) Printed on 100% recycled paper.

Recycling Moments:

A Family Affair



RECYCLE MORE

RECYCLE MORE

Your Guide To Recycling.

Ottawa

Recycling Guide.

Take a moment to sort and recycle. Here's what goes where.

Paper/Cardboard

- Newspaper and flyers
- Magazines and catalogues
- Telephone books
- Cereal and cracker boxes (liners removed)
- Shoe and laundry detergent boxes
- Fine paper such as writing paper, computer paper, paper pads, advertising mail
- Hard and soft cover books
- Paper egg cartons, toilet paper and paper towel rolls
- Paper gift wrap, greeting cards
- Clean paper shopping bags or paper packaging
- Pizza boxes (no pizza please!!)

Containers

Glass bottles and jars for food and drink

- Metal cans
- Soft drink cans
- Aluminum containers (pie plates, roasting pans, etc.)
- Empty, clean paint cans
- Jar lids
- Plastic bottles, jars and jugs
- Tubs, tub lids (yogurt, sour cream, margarine containers, etc.)
- Milk, juice cartons
- Drink boxes
- Cardboard cans (Pringles, frozen juice, etc.)

Paper Products

- Paper Bags
- Pizza Boxes
- Newspapers / Magazines
- Cardboard Cups
- Corrugated Cardboard
- Egg Cartons

Containers

- Plastic Bottles
- Styrofoam
- Styrofoam Cups
- Aerosol Cans
- Milk/Juice Containers
- Paint Cans
- Aluminum Cans



PAPER PRODUCTS



CONTAINERS

Need More Information? Call Customer service at 1-888-254-3244 or visit www.cityofottawa-recycling.ca

Ottawa

Different front-end versions, for resident brochures and posters.

Recycling Moments:

Recycling Rendezvous



THE PLANET THANKS YOU!

**THINK BLUE
LIVE GREEN**

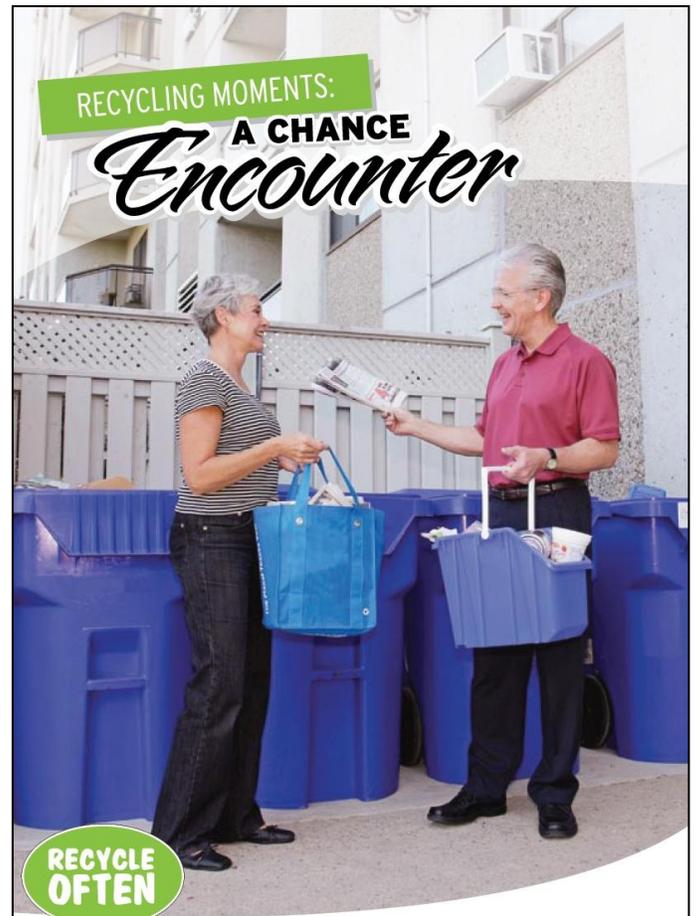
Your Guide
To Recycling.



Nonrecycling Plastics Ltd.
1-800-267-4391

RECYCLING MOMENTS:

A CHANCE Encounter



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Everybody's DOING IT



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