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## **Responding to a Changing Landscape ...**

We're preparing for a fall season that promises change and CIF staff will keep you up to date on issues and opportunities that lie ahead. Here are some of the items on our list:

### **Waste Diversion Legislation**

With no definitive information on timing or contents for draft new waste diversion legislation, we encourage municipal staff to take this time to take stock of their programs and consider how competitive they are compared with their peers. Not sure or want a second opinion? Give us a [call](#). We're always happy to discuss strategic positioning of your program, and opportunities to reduce costs or strengthen services.

### **2015 CIF REOI**

"Outstanding" is the way we'd characterize your response to this year's [REOI](#). CIF staff are currently completing their review of more than 70 submissions and working with the associated municipal staff to ensure details are in place to move forward on [approvals](#). Don't forget to check out our website for information on the approvals process if you haven't been through it before or feel free to give your project manager a call for a status update.

### **CIF: The Future**

The current Memorandum of Agreement (MOA) for the CIF will end on Dec. 31, 2015. The CIF Committee has submitted a recommendation to MIPC to extend the CIF for up to three years based largely on your feedback and comments during this year's spring outreach. Discussions are ongoing among program partners and we will notify you as more information becomes available. Until then, it's business as usual.

### **Seeking Feedback on CIF services**

Thank you to the many people who have already provided input to our [online survey](#). If you haven't yet – this is your chance to share your thoughts about the CIF. The survey is quick and to the point so we encourage you to take a moment to complete it before we close it out later this month.

### **Fall Training on RFP and Contract-writing for Municipal Staff**

Over the years we've heard many of you comment on the need for CIF to deliver training on how to write RFPs and contracts. It's hard to overstate the importance of getting these documents and the associated procurement process right. It's time-consuming, costly and can impact your program over many years. Our goal is to provide the tools you need to set your program up for success. As a result, CIF staff are developing a new course and plan to deliver it later this fall. Registration will open next month, free of charge exclusively for municipal staff. So stay tuned for your invitation.

### **Ontario Recycler Workshop**

We typically announce a Fall ORW at this time, however this fall, we're making plans to share information about CIF projects in other ways. Look for more editions of Connections and CIF Bulletins where we'll share new information and provide project and other updates. If you haven't already – be sure to check out resources from the [June 2015 ORW](#) – they're all available online with a synopsis in the "events" story below.

We're interested to know your views on CIF initiatives and any item that we announce in CIF Connections or otherwise. Our [emails](#) are always open...please stay in touch.

Mike

### **REOI Update**

This year, CIF received 73 responses to the [Request for Expressions of Interest](#) (REOI), more than doubling the number of applications in 2014. In total, the proposed projects are valued at more than \$40 million with a total funding request to CIF of \$17.6 million.

This year's applications demonstrate four key trends:

- a commitment to achieving multi-year cost-savings
- growing interest in CIF Centre of Excellence projects, especially for best practices projects and toolkits
- ongoing interest in regionalization efforts and
- a focus on managing problematic materials.

CIF has been in touch with staff from all programs that submitted applications, and we're working together to fine-tune project scope and details, as needed. Project awards will be announced in October and all proponents will be contacted individually. We encourage you to contact your project manager if you have questions in the interim.

### **Are Carts a Viable Solution for Your Program?**

Bigger is often better and capacity counts, so it follows that cart-based collection can lead to decreased program costs over the long term. Cart-based programs allow for reduced collection frequency, which can lead to lower costs, through increased efficiency, improved health and safety and the opportunity to reduce collection frequency.

But no collection methodology is perfect and if you're thinking about adding carts to your collection system, there are a couple of important considerations to take into account.

#### *A substantial capital outlay*

Carts are more expensive than boxes and you'll need one for every residence. Expect to pay \$60-\$70 per cart plus shipping and ~\$10 distribution for each unit. Assuming typical wear and tear, your carts will

### **Purchasing containers in 2015?**

If you're planning a container purchase before the end of this year, CIF's [Joint Purchasing Opportunity](#) can streamline your work, cut costs and ensure the containers you purchase will serve your residents well.

Based on input from municipal staff, we've established fixed-pricing through a competitive bid process with suppliers of boxes, carts and totes/bags and provided details about prices, purchase procedures and more.

BTW, for communities wishing to purchase less than 2,500 bags, we'll be placing a joint order soon so please [contact Carrie](#) by Wed. Sept. 30, 2015. Find out more today

have an average lifespan of about 10 years.



### *Contamination*

Contamination will be a factor – especially at the beginning. So be sure your roll-out includes comprehensive strategies to make sure you can stay on track, with:

- by-law or other mechanisms to let residents know your serious about materials that aren't accepted; include viable budget for enforcement or other compliance strategies
- contractor training – be clear about what should & should not be collected
- concise, up-to-date P&E on various platforms – along with tools to help manage mistakes (Oops stickers and more)
- accessible and well-trained customer service staff to respond to questions and manage issues.

You can plan to mitigate these issues and manage costs. Take the time to find out about how other communities have introduced [cart programs](#) to prepare your strategy. Consider purchasing quality carts that will stand the test of time through the [CIF's Joint Purchase Opportunity](#) and email [Carrie Nash](#) to discuss any questions you might have in advance.

Sample Health & Safety Cost Reductions with Carts (Source: City of Guelph, Spring ORW, 2015)

WSIB - 95%



Loss time injuries | modified duties | short term disability hours - 56%



Sick time hours - 70%



Replacement labour - 62%



### **Half-full or Half-empty: Dealing with Recovered Glass**

Let's get this on the table...glass may not be the most welcome material in your program but it is a resource material and markets are still available to manage the glass that emerges from your program.

Earlier this year, glass specialists representing the Beer Store, Nexcycle and City of Hamilton shared uniquely valuable information at the ORW about how to make the

most of the glass containers that arrive at your MRF. Here are some highlights of their conversation.

*Do secure, local markets really exist to receive and process Ontario glass?*

There are, assuming certain quality standards are in place. (Note, for more information on glass market prices view the [CIF Price Sheet](#) and contact [CIF staff](#) for more information).

*What's the optimal size for incoming glass?*

Nexcycle suggests the ideal size is at least 3/8”.

*What's the key difference between “MRF-processed” residential glass and materials in the Ontario Deposit Return Program (i.e. Beer Store glass)?*

In general, ODRP glass is cleaner with less breakage.

*What can be done at the MRF level to improve glass quality?*

The key is to increase particle size to decrease contamination, increase quality and reduce wear and tear on equipment. For the City of Hamilton, a partial solution included adding a ‘fines’ screen to segregate small materials (2.4” or less) from the rest of the container stream and a drum feeder and screens which has reduced non glass residue by 40%. This solution won’t necessarily work for all programs, but it has been valuable for the City of Hamilton and resulted in a more marketable product with lower operating costs to the program.

*What should a program do if it consistently receives significant quantities of ODRP glass at its MRF?*

Recently, Quinte Waste Solutions (QWS) estimated ODRP materials at 50% of all incoming glass. Seeking to reduce this amount of unpaid material, QWS implemented a new P&E campaign to make residents aware of the costs associated with managing ODRP glass and convince them to take bottles back to the Beer Store. They’re also looking into a longer term partnership with LCBO and the Beer Store to consider options and promoting fundraising opportunities to strengthen what has already been identified as a successful program.

For more information, view the [slides](#) and the [webcast archive](#) of this panel from the Spring 2015 ORW.

**Keeping it Fresh: Important Tips for Your P&E**

You probably heard this...earlier this year: [Microsoft](#) published a study that showed our attention spans for video have shrunk from an already limited 12 seconds in 2000 to an average of just 8 seconds in 2013.

Apparently that's one second less than the average goldfish. And it dramatically focuses the challenge of getting your message out to residents so you can reduce program costs and increase recovery. But if nobody is paying attention, is P&E even worth the effort?

Of course it is...and here are 4 tips to keep in mind!

### **1) Know your target audience**

Chances are the female head of household will still be your primary target audience. But recent information has focused on identifiable preferences of different age groups for different media, meaning that the 'female head of household' audience may span many age brackets and consumes information differently. For example, you may be 'speaking' to 25 year-old moms who focus on smart phone apps as much as women 50 years and older who may prefer print ads in their local community paper. Here's the takeaway: as you plan your P&E, be sure to check that you're planning to reach the right people in the way they're most likely to want to pay attention.

### **2) Be consistent**

When your materials are visually consistent (and interesting – don't forget that!) – you'll find that you're continuing a conversation with your residents, rather than starting a new one each time. The result: better message uptake and better results as residents become more familiar with your messaging.

### **3) Plan materials carefully to capture every second of attention you can get**

It turns out our *video* attention spans are long in relation to print and web. You really only have 3-5 seconds to catch your audience's attention with signage, web content, brochures and more – so plan to use this wisely. Include a good, clear headline and short, purposeful, punchy text with catchy and meaningful visuals.

### **4) Is your message clear? Test first!**

Focus test your creative on a random sample of your target audience (not your co-workers, friends and family) to make sure it's clear, easy to understand and will create the results you want. You can use all kinds of incoming feedback loops (like website traffic, phone calls, social media engagement) to plan for tweaks as the campaign continues. Just remember - it's tempting to launch a great new piece of creative quickly but taking time out to test first is time well-spent!

Find out about fresh new approaches to P&E from the Spring 2015 ORW.

View [presenter slides](#) and/or listen to their commentary in the [webcast archive](#).

## **CIF Price Sheet**

Tracking cost and revenue associated with blue box commodities is a best practice that's vital for Blue Box program efficiency and the [CIF Price Sheet](#) is one of many valuable inputs to the process. It's an important tool to identify market trends and prices and to understand current and future revenue implications as you manage contracts and plan for RFPs.



Approaching the end of Stewardship Ontario's Price Sheet funding and concerned about the possible demise of this vital resource, the CIF allocated funding through a competitive bid to Reclay StewardEdge (RSE). CIF allocated funding to continue and improve the Price Sheet following the cessation of SO funding in December 2014. RSE, the developer of the product, was retained to continue the work.

The “new” Price Sheet offers expanded monthly information from a selection of municipal and market contacts to spotlight ‘picked up’ prices for 15 individual commodities, comparing each to previous months and prior years. It also offers archival data illustrating trends to the beginning of 2015.

According to Alec Scott, CIF’s Project Manager, “this is the definitive source of information on what’s happening in global and local markets that helps us understand what’s happening now and begin to consider factors that may influence the future. Programs that consistently use this information are better prepared to understand and manage the changes to come by understanding one of the important net cost drivers of their program.”

If you’re not using this information, we encourage you to get on the list to receive it directly and/or check out material at the [CIF Price Sheet](#) webpage.

Contact Neil Menezes, Reclay StewardEdge to receive Price Sheets by email: [nmenezes@reclaystewardedge.com](mailto:nmenezes@reclaystewardedge.com) | phone: 416-644-8349.

## CIF Fall Training

Contracts & RFPs That Work

- Fall 2015 - GTA location likely
- Free of charge for municipal staff
- All details to come...

## MWA Fall Workshop

- Wednesday, October 28
- Best Western Plus/Mariposa Inn, Orillia

- [Details](#)