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With the promise of warmer weather just around the corner, Alec and I are, once again, on the road, meeting with municipal staff as part of the annual AMO/CIF Spring Outreach meetings. This year Will Mueller and Lori Andrews from WDO have joined us to help explain changes to the WDO Datacall process.

Over 100 municipal staff have signed up to take part in the meetings that are being hosted in five communities. These outreach activities help us stay in touch issues of greatest concern for municipalities and have become a vital part of how we shape AMO policy and the CIF program. In the sessions to date, we've heard concerns with multi-residential recycling, markets and more and we appreciate the positive feedback on the changes made to-date to the CIF and Datacall. The feedback participants provide helps to highlight the value of these sessions ... and it's important to know that your comments from previous sessions are heard and acted on.

This year's CIF Request for Expressions of Interest (REOI) is also well underway, with the capable guidance of our newest staff member, Gary Everett. Gary is known to many CIF stakeholders for his outstanding work in waste management facilities and optimization, contracting and project support. Gary is already knee-deep in work with many municipalities, focusing on depot recycling projects and managing this year's REOI. He brings a new dimension to our team and we know you will enjoy having the opportunity to work with him.

As you know, we try to more the CIF Ontario Recycler Workshops (ORW) around the province to address accessibility issues, so this spring's ORW will take place in the Niagara Region in the first week of June. We will also be hosting a second delivery of the very popular Contracts Management course on the following day. These will be two excellent days of information sharing, networking and program development and we hope you'll be able to join us. There is more information below on each of these events and we encourage you to sign up now.

On a broader front, we expect this to be a year of change in the world of Blue Box recycling. Outside of Ontario, the first full producer responsibility PPP program will roll out in British Columbia in mid-May and we're keeping an eye on Saskatchewan with the development of Multi-Material Stewardship Western. In Ontario we're watching developments of Bill 91, the fall municipal elections and even more tangibly, the result of the arbitration process concerning Blue Box funding.

An important constant through this period is the work you all do, from providing what's now considered to be the essential service of recycling to always upping the game and finding new ways to do what we do better. If you haven't yet considered how the CIF might help you improve your program, find out about this year's REOI and submit an inquiry by Friday May 9th and/or your response by or before the closing date of Friday, May 23rd.

On behalf of Alec, Carrie, Gary and the CIF support staff, we welcome your calls and emails at any time and look forward to continuing to work with you as we meet the next set of challenges in solid waste management.

Mike
Mike Birett, CIF Director
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CIF/AMO Spring Outreach Sessions Address Datacall and Other Key Issues

For the third year running, the CIF and AMO are hosting outreach sessions in five communities around the province. As always, we're pleased that so many municipal staff are taking time to join in and share feedback and concerns as we work together to identify and address key issues that emerge from and influence program delivery in Ontario.

Many of you may already be aware that this year's WDO [Datacall](#) has been significantly redesigned and streamlined and it will continue to feature prominently in our discussions. Will Mueller and Lori Andrews of the WDO have noted and responded to comments, some of which include:

- Requests to provide a guidance document explaining how to input overhead and admin cost data
- Requests for signed, attributable audit reports for 2014
- Identification of issues with GAP calculations for diversion
- Identification of issues with calculations of ICI and non-residential portions of waste in the Blue Box Costs Tab (Datacall Section 3); WDO will post a discussion of this issue on their "Notes" page
- Discussion of the Datacall's Best Practices (BP) section including:
 - Confirmation that WDO will draft reports on each municipality's BP section for posting on its site late in 2014 (in response to last year's consultation)
 - Requests for clarification of Objective #2 in the BP section, confirming that a curbside audit fits into the definition of an "efficiency audit"
 - Requests for clarification of other training courses that may be eligible as inputs to Objective #5.

We expect to post the consultation slides that address the WDO Datacall soon after the consultations concludes and we will notify you when the slides become available.

During the meetings, we have also discussed the [2014 CIF Request for Expressions of Interest](#) (REOI). From the responses received so far, it sounds like the key priorities outlined in the REOI are on target with the direction you gave us during last year's meetings and we're looking forward to receiving your responses. If you haven't yet

had a chance to review the REOI, please do so soon as there is still plenty of time to submit your project ideas by or before Friday, May 23.

The final two meetings take place in Dryden (April 8) and in North Bay (April 11). As always, we'll report on key findings at the Ontario Recycler Workshop in June. We appreciate your involvement in these important conversations, sharing your thoughts on how you frame the key issues and where the CIF can help address your concerns through individual funding opportunities and expansion of the Centre of Excellence.

If you did not or will not have a chance to attend one of the consultation sessions but have some feedback you'd like to add, please email Alec Scott before the end of April. Your input plays a key role in framing AMO's policy positions and CIF activities for 2015.

Sign up to attend meetings in Dryden or North Bay: [Register for Spring Outreach meetings](#)

Contact: [Alec Scott](#)

Installing 18 - 40 Yard Bins Pays Off for Central Frontenac (CIF #805.3)

Central Frontenac is a municipality of 3,872 households in eastern Ontario that operates two depots and a transfer station that collect about 250 tonnes of recyclables per year. Over many years, staff members have been seeking out cost-saving measures to increase efficiency and improve the recycling experience for residents. Just recently, in 2012, it launched a clear bag program that contributed to an impressive 15% increase in mixed paper recycling and a 29% increase in containers.



Central Frontenac replaces 16 yard bins with 40 yard containers with improved labelling and separated opening to help reduce contamination

2013 brought a new challenge: how to more effectively manage the increase in recycling volume and hauling fees? Looking toward the end of a hauling contract that restricted the municipality to using 16 yard bins, staff sought out other options, focusing on compactors vs. larger bins and evaluating them according hauling costs and other cost implications. The compactor option was attractive but with low tonnages, the payback period was longer than hoped.

Instead, with CIF funding of about \$70K, Central Frontenac staff purchased and installed 18 new top-load 40 yard bins, which offer flexibility to recover more materials and stream them to fit with other local processors.

“We’re really surprised by how much these small changes have improved our program – not only for staff but for our residents as well,” stated Kyle Labbett, Public Works Coordinator/Waste Management Supervisor with Central Frontenac. “We’re hearing that our residents like the depots now that they’re so clean and there’s always room to drop off their recyclables. Plus, our staff have more time to interact with users to make sure that everything goes in its place, so we’re reducing contamination and strengthening the program.”



Lids prevent materials from blowing away and reduce staff time for site clean-up

In a short time, this project has produced widespread benefits. Residents are pleased with the litter reductions and being able to recycle more materials and Central Frontenac staff are pleased to be operating an effective and efficient depot system.

With this effort, Central Frontenac has demonstrated clearly that small programs can be efficient and that sometimes program ‘tweaks’ have as much impact as the larger, more dramatic changes.

For more information: contact Kyle Labbett, Public Works Coordinator/Waste Management Supervisor:

Email: klabbett@centralfrontenac.com

Phone: 613-279-2935 ext. 261

Promotion and Education Campaign Helps EWSWA Increase Recovery and Address Program Challenges (CIF #308)

Analyzing recycling capture and participation rates in 2011, the staff at the Essex Windsor Solid Waste Authority (EWSWA) recognized there were opportunities for improvement. With current waste audit data in hand, they designed and executed a ‘smart’ P&E program: pairing a strategic campaign to help increase recycling, with measurement and monitoring to understand the impacts of the P&E.



Discussing program changes with area residents at an outdoor event in Essex-Windsor

The campaign began with research and they hired a firm to survey residents on attitudes, concerns and interests about city services and waste management practices. The research revealed that residents were generally pleased with waste management services and felt they were doing a good job in waste management but that there was

also room for improvement. Linking the research and waste audit findings completed by AET in 2011, the team defined three key priorities: to reduce contamination in recycling, increase participation and boost collection and recovery.

The team worked with a communications firm to rebrand EWSWA's program and they developed and delivered a comprehensive multi-material campaign over a two-year period. Components included a [website](#) overhaul, a new [curriculum-based school program](#), a series of print ads and a video featuring "A day in the life of Water Bottle Wally".

"The goal of our campaign was to leave no stone unturned," stated Cathie Griffin, Community Relations Coordinator for EWSWA. "We saw and spoke with absolutely everybody: single and multi-family residents, school programs (day care to high school) and many local businesses. We were in parks, welcomed people to open houses at our MRF, and hosted special events – this was our way to make sure we were physically out in the public actively engaging residents.

An excellent feature of this plan is that EWSWA staff kept an eye on incoming waste data from their MRF throughout the campaign and used the information to make course corrections as needed. For example, when they noted that contamination had jumped by 30%, they found it was due to items such as cookie sheets, pots, pans, bakeware, serving trays, and other non-blue box materials. To counteract this trend, EW layered in "keep 'em separated" messaging on top of "we can recycle more" to help residents refine their recycling activities.

And what happened?



EWSWA staff work demonstrate great recycling practices at an Open House event.

Using up-to-the-minute data from the waste audit, EWSWA staff identified gains in recovery of every individual material but one between the 2011 baseline and follow up 2013 audit years; HDPE recovery remained at 63% between sample years. Recovery of mixed paper increased by 70%, while aluminum and foil tray recovery more than doubled. The EWSWA team is particularly pleased with the capture of mixed plastics and plan on continuing to encourage recycling of these materials with the expectation that recovery rates will continue to improve. For other materials the gains were more modest but overall, the program did experience an increase in participation and in recovery. EWSWA continues to monitor contamination as they refine their P&E messaging to further increase the recovery of acceptable materials.

With the conclusion of the campaign, staff are analyzing final results, considering next steps and how best to focus new P&E to achieve the most desirable end results. The data suggest that a little over 30% of recyclable materials are still making their way to garbage bins. Knowing what materials these are, EWSWA staff are focusing their P&E efforts to get these materials into the recycling stream.

What does this mean and how to find out more...

Like EWSWA, most communities today are faced with the challenge of delivering P&E to sustain and enhance recovery in their recycling programs and to address continuing changes in the mix of materials. Having the kind of data that EWSWA developed is a valuable in designing and delivering effective P&E to support waste management initiatives and in being able to address issues as they arise.

One final note - through the [2014 REOI](#), the CIF is providing targeted funding for auditing, monitoring and measurement activities with up to \$250,000 to dedicate to various audit programs. We encourage you to consider how your program would benefit from curbside composition, MRF residue or other types of audits and consider making an application under Form 6 of 2014 REOI.

For more information:contact Cathie Griffin, EWSWA Community Relations Coordinator: cgriffin@ewswa.org

CIF Centre of Excellence Training Update: Benchmarking and Assessing Course



Participants hard at work in the Peel classroom session.

The CIF piloted an all-new “Benchmarking and Assessing” [training course](#) last Fall for municipal staff, sharing knowledge about how to scope, plan and budget and set performance objectives for new projects. Due to intense interest, we offered a second delivery of the course one month later, and between the two sessions, provided training for 37 municipal staff members representing 22 municipalities in Benchmarking and Assessing.

As with other CIF Centre of Excellence training sessions, this course offers a full day of in-class training followed up by a series of virtual coaching sessions that provide feedback on and input to the final ‘post-course assessment’ for each participant.

As part of the curriculum, participants evaluate their municipality's performance against others – in a non-competitive way - as a means of understanding their performance on key measures such as depot program operations, collection, processing or P&E. The goal is to identify measures for improvement and then complete a cost benefit analysis. Ultimately the cost-benefit analysis leads to recommendations as to whether it makes to sense to move forward with a particular measure or reconsider other options.

In addition to providing structure and feedback (via the classroom portion and the follow up coaching sessions), the CIF courses provide a framework for simply getting the work done. We know how hard it is to find time to work through analytical evaluations and this course allows for just that with the added benefit of expert feedback along the way.

Course work is nearly complete for the Pilot and Course #1 participants

Participants are coming down the home stretch now as they complete the post-course assessments. Indications are that the course and the assignment is proving to be invaluable as demonstrated by a participant who noted that completing a comparative analysis for her program has already helped develop a strategy to cut depot costs and set the stage for future cost savings.

In completing the assignment, Brenda Defosse, Waste & Recycling Coordinator for North Frontenac identified the potential benefits of simply aligning her municipality's depot service with other local programs. "Bringing service levels into alignment with my neighbours will help this department achieve more than a 2% cost savings without in any way affecting my program performance," stated Defosse. She continued, "If I had not taken this course, I don't know if I would have made the time to do this kind of comparison work, and we may not have considered these ideas until much later."

Next steps for Benchmarking and Assessing?

As participants in the pilot and the Benchmarking & Assessing course complete their assignments, the training team will review and provide feedback on each. All those who complete the course will receive an additional training credit for the Datacall.

As a postscript, we have also received valuable participant input on what we can do to make the training even more applicable for future attendees. We thank all participants for their input and are working with the recommendations provided to refine the course for future delivery.

For more information: email [Carrie Nash](#)

CIF Container Tenders Under Review; New Suppliers to be Named by Mid-May

Providing adequate capacity for residents to store and manage their recyclables is a long-established best practice that encourages stronger participation in recycling. With that in mind, the CIF launched an early March Request for Tender for blue boxes, blue carts and reusable bags and totes to seek suppliers for CIF-funded container purchases for the joint purchasing program that we help co-ordinate on behalf of municipalities. Our goal is to help as many communities as possible achieve this best practice by adding capacity and receiving credit in the Datacall.

The containers included in this year's RFT are:

- 22 gallon Blue Boxes with the maximum possible post-consumer resin content from Ontario Blue Box programs
- 95 gallon (360 litres), RFID enabled carts
- 30 litre reusable totes/bags.

CIF staff members are evaluating tender submissions now and expect to announce next steps by mid-April.

Order containers

Last year, we surveyed all recycling municipalities to find out how many containers you expect to purchase over the next two years. If you didn't participate or if your needs have changed since the survey, no worries! You will still be able to take advantage of cost-effective pricing of high quality containers made available through this joint purchasing program.

Over the next few weeks, we will post information about the suppliers and who to contact at each company. We will outline how to order your containers, the specifications for branding on CIF-funded containers and other essential information.

Then, at least two weeks prior to this spring's first joint purchase, we will notify you again to ensure that all those who want to take part have time to complete an order. Orders will be made directly by each municipality with the chosen suppliers, who will be identified on the Containers page of our website.

For more information: Visit the [CIF Containers webpage](#) or email [Carrie Nash](#)

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Ontario Recycler Workshop: Wednesday, June 4, 2014

This spring's [Ontario Recycler Workshop](#) promises an excellent agenda featuring several new topics, as well as a very strong group of speakers all of which are complimented

by opportunities to network with your colleagues at this full day event on Wednesday, June 4, at [Queen's Landing](#) in Niagara-on-the-Lake.

ORW Agenda

The agenda, which is currently being finalized includes updates by our program partners Waste Diversion Ontario, the Association of Municipalities of Ontario and Stewardship Ontario, as well as a focus on five key themes:

- Measured impacts of waste reduction planning
- Public spaces recycling
- MRF operations issues
- Collection systems
- Promotion & education projects.

Who should attend?

ORW is provided free-of-charge and provides a cost-effective way to stay current on developments in recycling and the results of CIF-funded projects. You can attend in person or by webcast. Either way, you will have a chance to probe the issues of greatest interest to you and express your thoughts and concerns about issues that challenge you.

Each ORW offers an opportunity for municipal staff to earn one training credit for the Best Practices section of the WDO Datacall.

If you are a Municipal staff member, Blue Box service provider, consultant or steward or if you hold other interests in the Blue Box program, we invite and encourage you to attend.

Register now

Please sign up now to let us know you can attend.

Accommodations

We have set aside a small block of rooms at the Queen's Landing for a rate of \$209 per night for each of June 3 and June 4 but you must reserve your room before May 9 to receive this rate.

- Book online: Click on [Reservation link](#); identify Queen's Landing in 'properties' dropdown, complete check in date etc., then enter "Group ID" 1435128

- Reserve by phone: call 1-888-669-5566 (identify Continuous Improvement Fund and event name).

Other local accommodations that may be more affordable are available in the Niagara-on-the-Lake/St. Catharines area: visit [Niagara-on-the-Lake accommodations](#)

Participants are expected to cover the cost of their own accommodations.

More Information

Event details will be posted to the ORW webpage as they become available and participant information will be emailed to registrants on Tuesday, June 3. For more information, visit CIF [ORW Webpage](#) or email CIFCommunications@wdo.ca.

CIF Centre of Excellence Training - Contracts Management Course: Thursday, June 5, 2014

The CIF's [Contracts Management](#) course is another training that provides useful tools that are designed specifically to meet the needs of municipal staff, particularly those who deal with waste and diversion contracts. If you haven't already taken part in this training and managing contracts is part of your job, we encourage you to sign up now so you can learn how best to develop and manage contracts that will benefit your program and your residents.

Contracts Management Course Curriculum

The course includes a full day in-class training session, followed by virtual coaching as you work through completion of an assignment, based on your own program. The curriculum is designed to provide essential 'contracting tools' that will help you:

- develop appropriate contracts for routine/normal operations
- write standard operating procedures and work instructions
- manage risk and responding to problems.

Cost, Timing and Registration

This course is provided free-of-charge, hosted exclusively for municipal staff. The classroom session takes place on Thursday, June 5, from 8:30 a.m. to 4:30 p.m. at [Queen's Landing](#), Niagara-on-the-Lake.

Please register early as enrolment is limited:

Accommodations

We have set aside a small block of rooms at the Queen's Landing for a rate of \$209 per night for each of June 3 and June 4 but you must reserve your room before May 9 to receive this rate.

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Participants are expected to cover the cost of their own accommodations.

More Information

Details about this course are available, and new information will be posted as it becomes available on the [CIF Contracts Management Training webpage](#). For any specific questions, email [Carrie Nash](#).

MWA Spring Workshop: May 14 and 15, 2014

Municipal Waste Association has announced plans and posted an interim agenda for its annual Spring Workshop which will take place this year on Wednesday, May 14 and Thursday, June 15. Included is an "abbreviated" version of the MWA's Annual General Meeting on the Wednesday evening. Details of the event including registration and accommodations options are posted on the MWA's website. Visit [MWA Spring Workshop](#)