

# P&E Matters

Barbara McConnell,  
McConnell Weaver Strategic  
Communications

# P&E Requires Us To ...



- Consider our programs businesses
- Monitor behaviour & be proactive to capture opportunities & address issues
- Reach wide audiences
- Compete for resident attention
- Show results

# P&E ROI Accountability

Increasingly we need to demonstrate :

- Strategic approaches to continuous quality improvement
- Impact on attitudes, knowledge & behaviour
- Improved results
- Return on Investment



# Speakers

- Measuring & Monitoring P&E Impacts in a Small Program
  - Ryan Frew, Township of McNab/Braeside
- Paper is In
  - Angela Porteous, City of Kawartha Lakes
- A Consolidated look at CIF's P&E Projects: Lessons Learned & Next Steps
  - Carrie Nash, CIF



# Measuring & Monitoring P&E Impacts in a Small Program CIF # 816.6

Ryan Frew

Township of McNab/Braeside

# Project Highlights

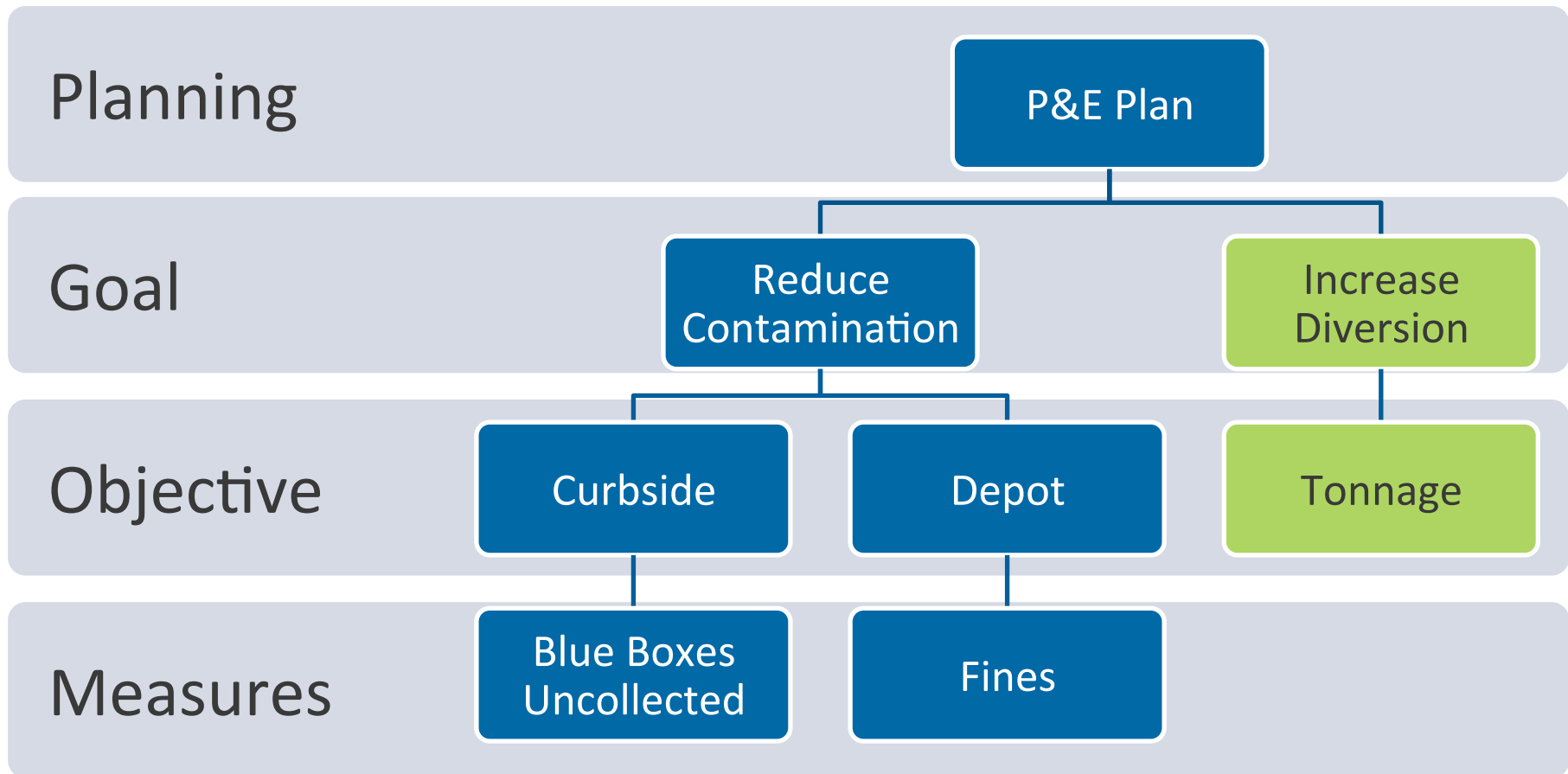
- Project goal: Implement P&E to help manage contamination at curbside & depot
- Impacts: Fewer BB left uncollected curbside, elimination of fines on material from depot, & an improved monitoring system
- More information:
  - [rfrew@mcnabbraeside.com](mailto:rfrew@mcnabbraeside.com)
  - [www.mcnabbraeside.com](http://www.mcnabbraeside.com)

# Community Description

- 2-stream recycling
- Curbside collection
  - 3300 HH biweekly
- Staff depot
  - 1,800 users annually
  - Material collected:
    - ~35 MT OCC + 1.4 MT PS annually
    - Unknown amount of containers & other fibres



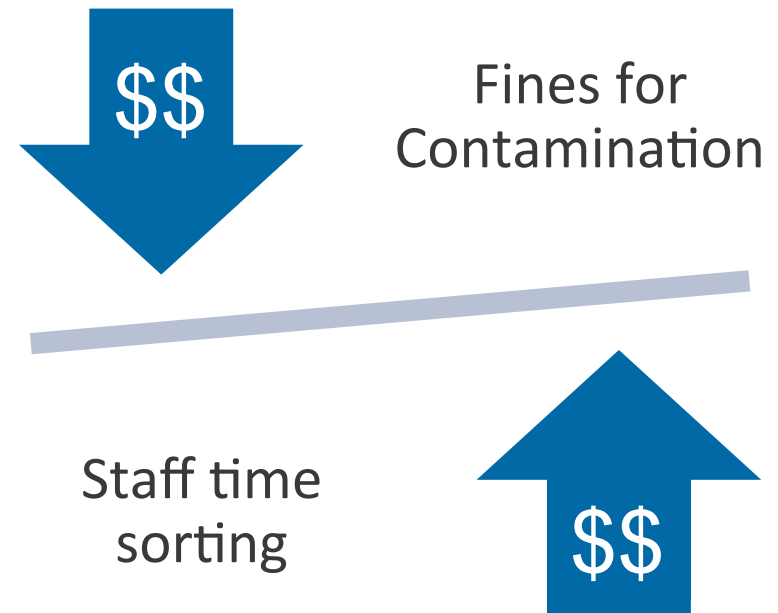
# P&E Planning





# P&E Plan – Contamination Focused for 2014

- 2013
  - \$1200 in fines
  - Avg 16.5 BB/wk left behind
- Objectives
  - Depot
    - Reduce fines to \$0
    - Limit staff time to sort
  - Curbside
    - Reduce BB left behind at curb



# Signage at the Depot



New signage  
August 2014






# Interim Depot Results

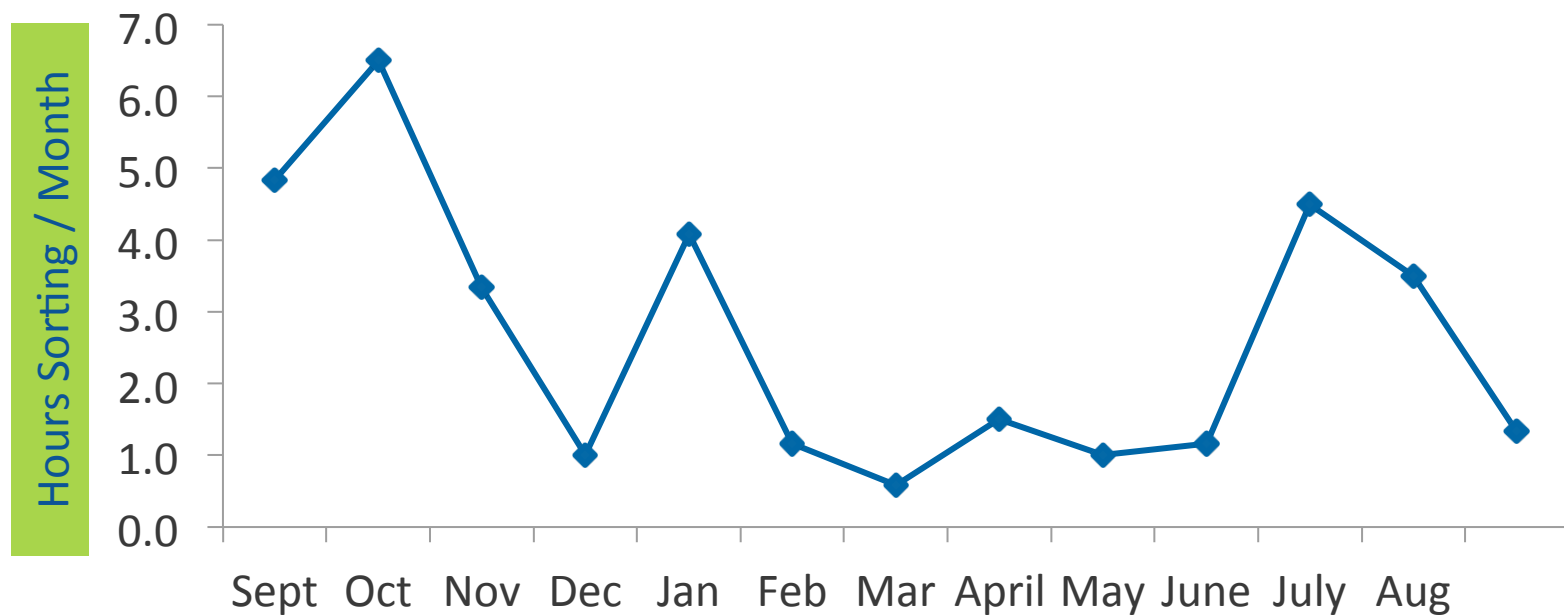
	2013	2014
Fines	\$1,200	\$0
Staff time sorting*	\$0	\$588
Amortized signage	–	\$69
<b>Total</b>	<b>\$1,200</b>	<b>\$657</b>
Savings		\$543

Costs of Signage	
Signs	\$435
Labour	\$250
<b>Total</b>	<b>\$685</b>

- 
- Increase staff involvement
    - Training on proper sorting & monitoring
  - Signage to assist residents
    - Support proper sorting & minimize staff time sorting

# Monitoring – Depot

- Tracking staffing resources
  - Identify monthly trends
  - Monitor for issues



# Curbside

- Recycling guides – Sorting
  - Mail delivery
  - March 2014
- Impact – missed collections
  - Pre – 16.5 HH/collection
  - Post – 12.4 HH/collection
- Next steps for Curbside
  - Provide feedback on missed collections
    - OOPS Stickers

## Recycling Guide

Use separate recycling boxes, one for paper products and one for comingled containers.

### Comingled Containers

#### Glass Bottles and Jars:

Food and Beverage ONLY. Rinse off Food Residue. Labels are permitted. Remove and include lids.

DO NOT include: light bulbs, window glass, drinking glasses.



#### Metal Food and Beverage Cans:

Place lid inside and pinch top to keep lid inside. Please rinse.



#### Paint and Aerosol Cans:

EMPTY paint cans – remove and include lid (NO PLASTIC with metal tops and/or bottoms or handles).



EMPTY aerosol cans (includes herbicide and pesticide cans).

#### Aluminum Foil Containers:

Includes: pie plates, baking pans and foil only take-out food containers. Only CLEAN items are accepted.



#### Plastic Bottles, Jugs and Tubs:

Containers MUST be marked as follows:

#1 PETE Bottles

#2 - #7 Bottles, tubs and lids

Please rinse. DO NOT include: plastic items other than those listed above, children's toys, flower pots, unmarked bottles and jugs, motor oil containers.



#### Film Plastic:

Grocery & shopping bags, outer wrap from cases of water, toilet paper & paper towel. Place all bags into one and tie closed.



#### Styrofoam:

#6 Foam packaging type ONLY. Clean White, blue, pink foam type. Break foam down into 10-12 inch pieces and place loose inside the comingled box.



#### Milk and Juice Cartons and Tetra Packs:

Includes milk and juice cartons, tetra packs including boxes, ice cream containers. Please rinse.



### Paper Fibres

#### Household Paper:

Includes mail, computer paper, white and coloured paper, envelopes, folders and hanging folders (metal hanger removed). DO NOT include: soiled papers, waxed or foil coated paper.



Shredded or whole paper in a clear plastic bag is acceptable (Place beside blue box).

Newspaper and Telephone Books: Includes newspaper, inserts and flyers.



Magazines and Catalogues: Includes magazines and catalogues.



#### Boxboard:

Includes cereal boxes, cracker boxes, tissue boxes, detergent boxes, paper egg cartons, toilet paper/paper towel rolls and shoe boxes. Flatten and remove liners and plastic windows.



#### Corrugated Cardboard Boxes:

Corrugated cardboard is the strong waffle type cardboard. Flatted and tie in bundles no larger than 60 cm x 60 cm x 20 cm (24" x 24" x 8"). Please remove food residue, and liners from pizza boxes.



Paper Bags and Paper Pet Food Bags: Includes brown "kraft" paper bags, paper pet food bags (coated liners are acceptable).



### Items not accepted in the Blue Box

- Textiles, clothing, shoes, plastic toys.
- "Real" zippered plastic bags (usually for blankets, etc.)
- Fibre glass feed bags.
- Hard cover books.
- Broken window glass, ceramic dishes, mirrors.
- Pots and pans.
- Bubble wrap, sponge foam, Styrofoam packing pellets.
- Tupperware, Rubbermaid or similar products.
- Batteries.
- Electronics.

### Agricultural Bale Wrap Recycling

Clean agricultural bale wrap is acceptable free of charge at Beaumen's located at 610 Ligar Ave., Renfrew. Ensure that the wrap is free of "contaminants" (rocks, stones or forage residue). Contact Beaumen's for more information.

Blue Boxes are available at the Township Office for \$7.00 each.

Please use Blue Boxes no larger than 18" x 20" x 21" or an equivalent size container for recycling.

Do not use garbage bags, garbage containers or clear plastic bags for recycling items.

Clear plastic bags can be used for shredded paper only.

### Common reasons why your recycling may not have been picked up:

- Recycling was not out on time when the truck went by; (Blue Box is to be at the curb by 7:30 a.m.)
- The material was not sorted properly and/or was mixed; (Containers and Paper Fibres must be kept separate)
- There were significant non-recyclable items mixed with good recyclables;
- The "plain view" of your container was blocked from the driver's view.

If your recyclables are not separated as per the above instructions, your Blue Box will not be picked up by the recycling contractor.

Please call Beaumen Waste Management Systems if you have any questions or concerns regarding your recycling.

Beaumen is open Monday to Friday, 8:00 a.m. to 4:00 p.m. Tel: (613) 432-7555 or toll free 1 (877) 335-1184



# Key Learnings

- Depot: staff training & signage
  - Use an iterative process towards continuous improvement
  - Long term
    - Transfer responsibility to residents
    - Where is the barrier?
  - Signage: Design required more resources than anticipated
- Curbside: sorting guides are effective
  - Long term
    - Provide residents feedback for missed collections
    - Identify & achieve minimum level of missed collections



## **'Paper Is In' Campaign CIF Project #812.6**

Angela Porteous  
City of Kawartha Lakes

# Project Highlights

- Project goals:
  - Create a consistent harmonized message
- Impacts:
  - Changes in behavior led to increased capture rates of paper recycling
- More information:
  - [aporteous@city.kawarthalakes.on.ca](mailto:aporteous@city.kawarthalakes.on.ca)
  - 705-324-9411, Ext. 1158





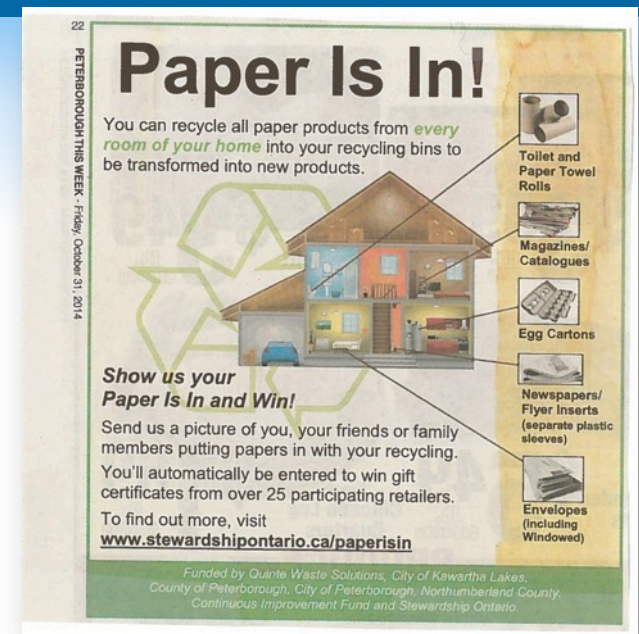
# About 'Paper Is In'...

- Joint campaign
  - 5 municipal partners
  - 2 funding agencies
- One campaign lead
  - Budget preparation
  - Coordinating materials
  - Data tracking & reporting
- Main Message
  - **Paper Is In!**



# Developing the Campaign

- Keys to the campaign
  - Outcomes & results
  - Messaging & target audience
- Tricky in 5 municipalities
  - What are the similarities?
- Focuses
  - Message
  - Format
  - Design



# Campaign Details

- Budget of \$221,000
  - \$75,000 – CIF, SO, & Municipalities
  - \$50,000 – Radio ads by SO
  - \$96,000 – Audits by SO
- P&E - 12 week campaign
  - Radio ads
  - Newspaper ads, brochure
  - Website, social media
  - Contest
  - Billboards, bus shelters & mall displays



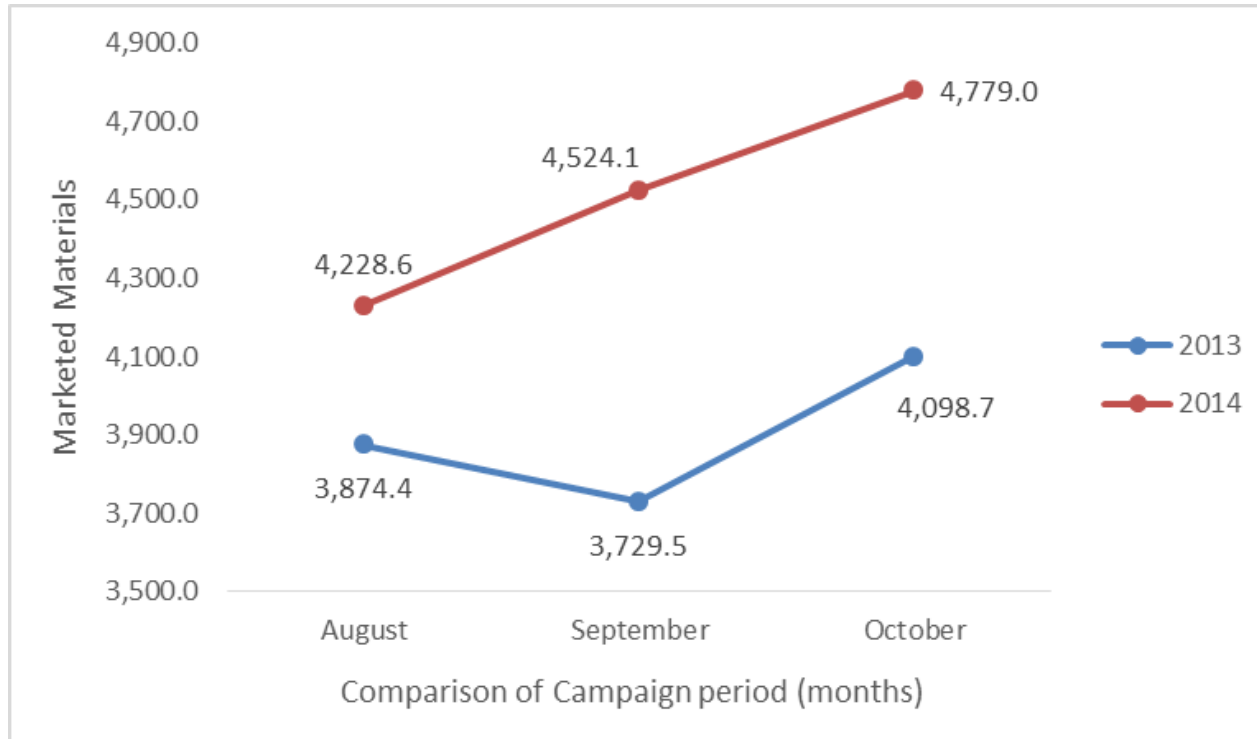
## P&E Materials Budget

Campaign Materials	Exposure	Cost
Brochures	70,000	\$ 29,868
Contest	33 entries	\$ 2,700
Billboards, bus shelters, & mall displays (42 faces)	15,516,149	\$ 33,279
Newspaper ads (34)	4,615,330	\$ 9,206
Radio ads (2 developed; stations)		\$50,000
<b>Total</b>		<b>\$125,000</b>

- Campaign Lead – Staff time
  - 2-3 days per week pre-campaign
  - 1 day per week during campaign

# Results (1)

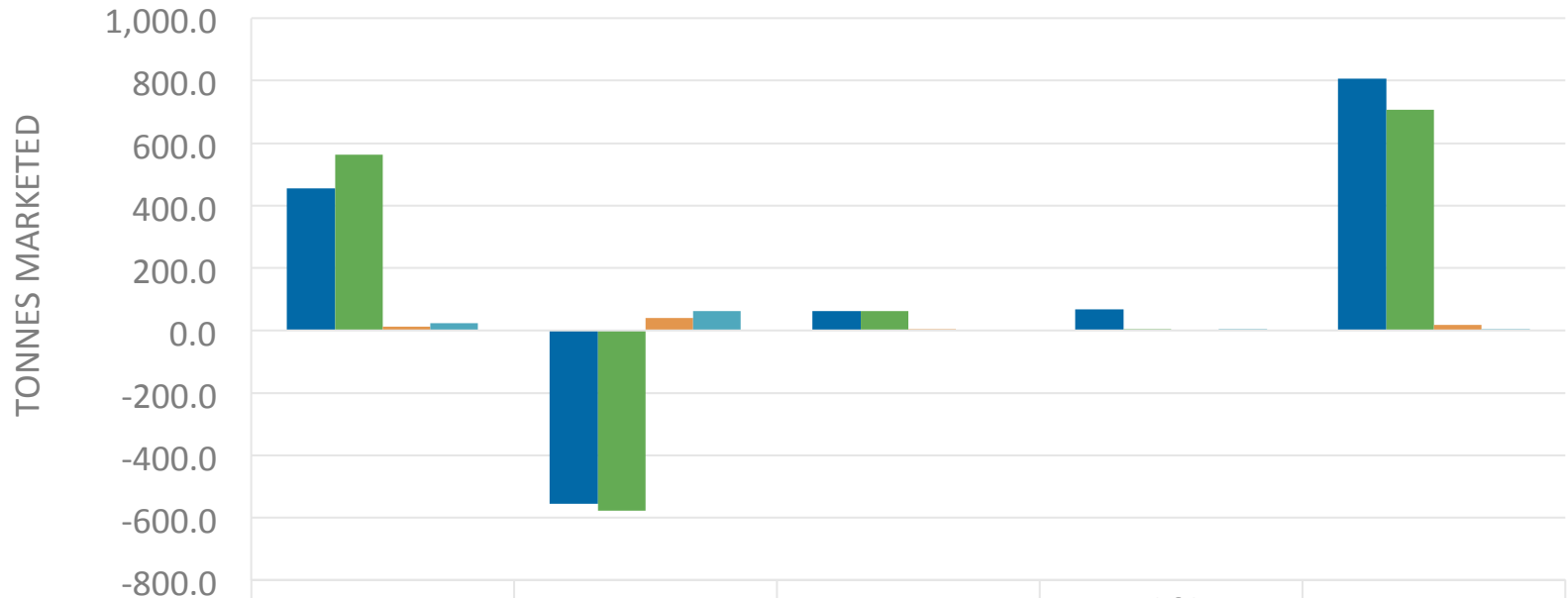
Paper Is In!



- Tonnage is up 1370 MT from previous period
  - ~15% increase in capture of paper products!...?

# Results (2)

TONNES OF MATERIAL MARKETING

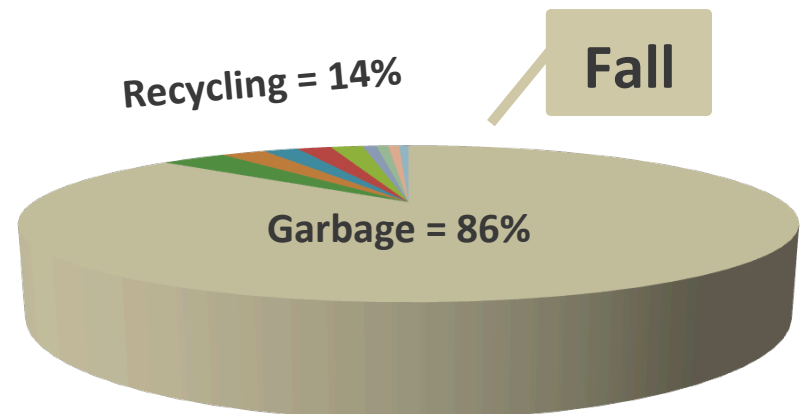
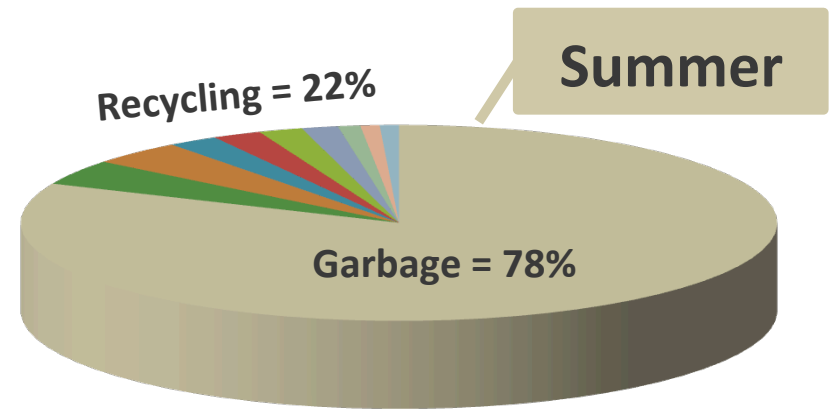


	Boxboard	Newspaper	Office	Mixed fibres - Poly/Tetra	OCC
County of Peterborough	456.1	-554.5	62.3	68.7	806.0
City of Peterborough	563.0	-577.4	62.2	0.9	706.8
Quinte	13.6	41.1	2.7	0.0	17.7
Northumberland	22.0	61.5	0.0	1.3	1.8



# Waste Audit Data – What's in the Garbage?

Material Category	Pre	Post
Newsprint	1.06%	0.28%
Magazines & Catalogues	0.64%	0.26%
Other Printed Paper	1.80%	1.83%
Gable Top Cartons	0.16%	0.08%
Corrugated Cardboard	0.91%	0.57%
Boxboard	2.05%	1.68%
<b>"Papers" in the garbage</b>	<b>7.68%</b>	<b>4.98%</b>



# Key Learnings

- **Marketed Tonnes**

- A good measure of success?

- **Sharing Costs**

- What would we do differently?

- **Campaign Materials**

- What worked?





# Recommendations

- Thinking about a multi-municipal campaign??
  - Be clear what the objectives are
  - How do you initiate?
  - Does there need to be a leader?
  - What P&E should you use?
  - How do you share costs?



# **A Consolidated look at CIF's P&E Projects Lessons Learned & Next Steps**

Carrie Nash  
Continuous Improvement Fund

# Project Performance

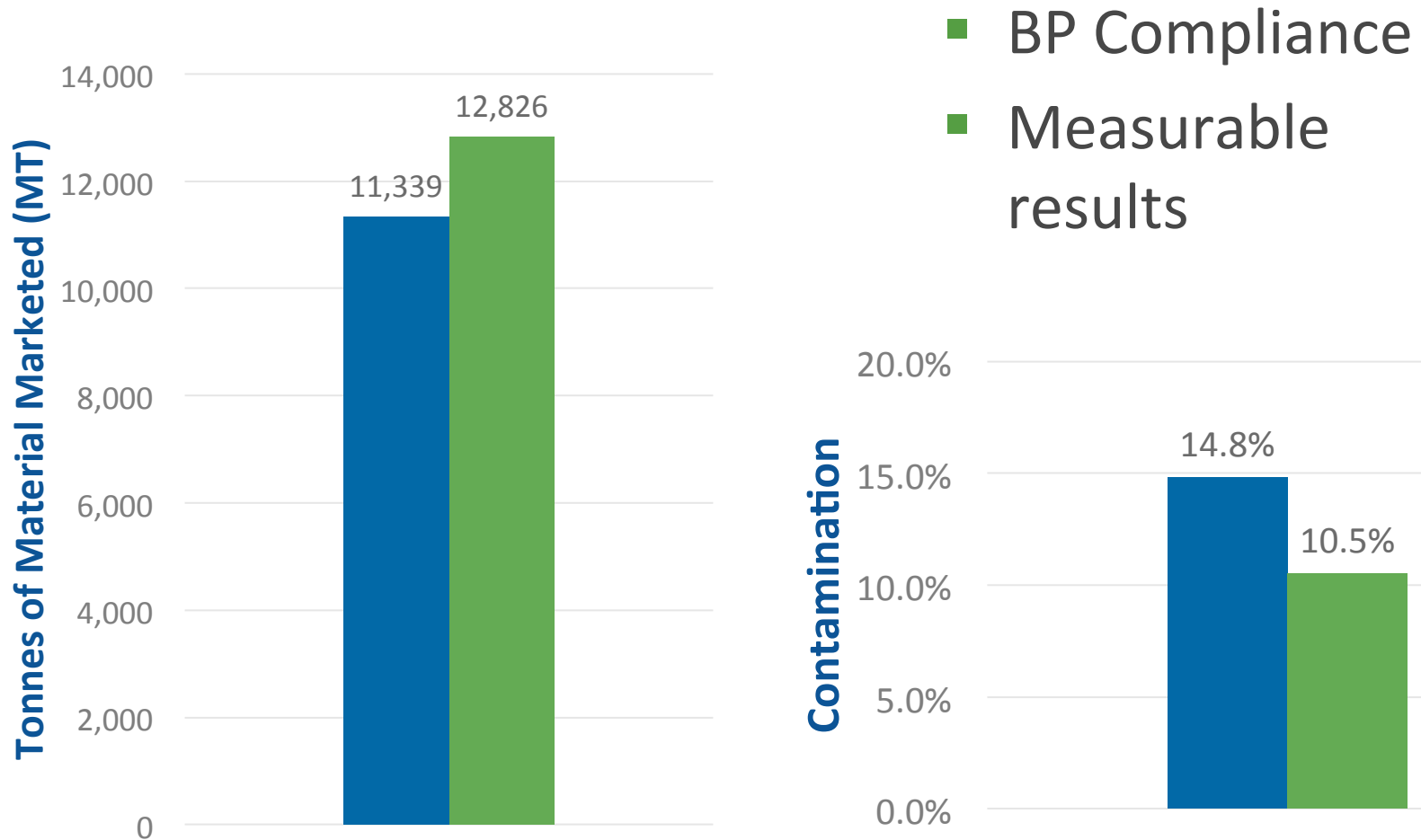
- Goal of Portfolio: Develop communication plans to meet BP compliance
- Impacts: BP compliance & program performance
- More information
  - [carrienash@wdo.ca](mailto:carrienash@wdo.ca)
  - <http://cif.wdo.ca>

# Small Program P&E Funding Portfolio

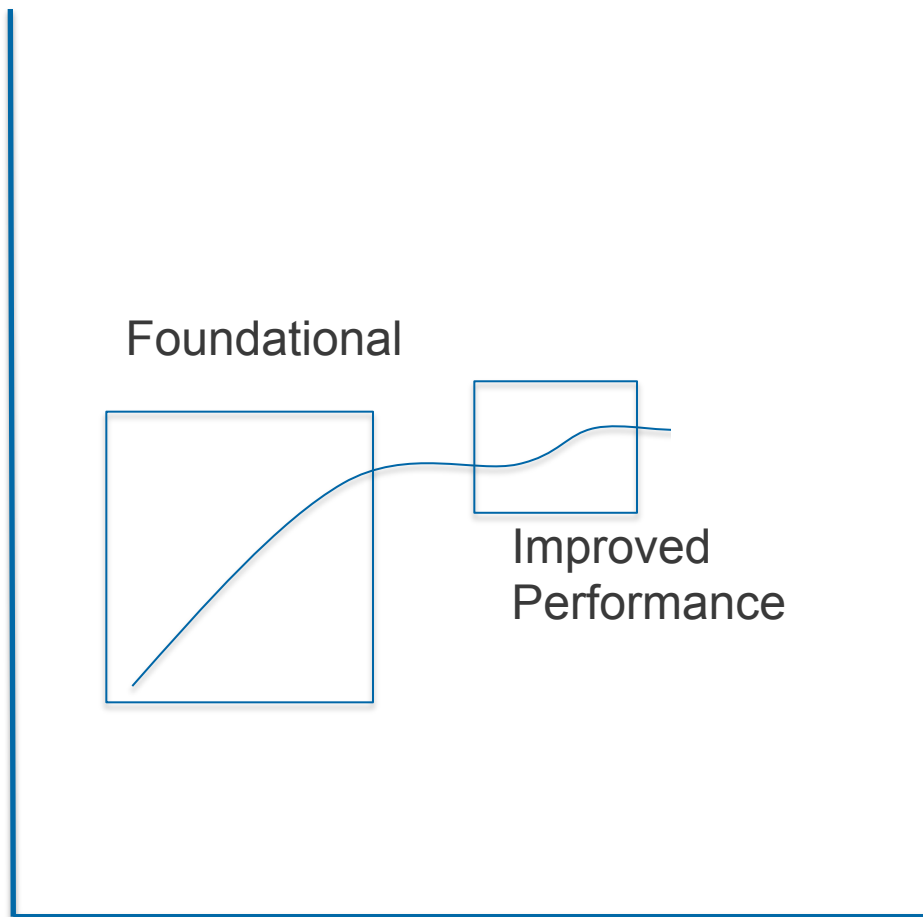
- \$5,000 for municipalities <5,000 households
- 57 grants totalling \$285,000
  - 34 complete
  - 23 very near completion



# Effects on the Ontario BB Program



# Key Learning: Address the Basics First



- Foundational (basics)
  - Focused on what, where, & how
  - Small investment
  - Big returns
- Improved performance
  - Good return when objective clearly defined

# Foundational Ads

Residents need to know when their material will be collected

- Large single faced calendar magnet works well
  - Sables-Spanish distributed calendar magnets & flyers @
    - \$0.93/magnet
  - North Frontenac distributed calendars & created signage specific for seasonal residents
    - \$0.60/magnet

# 2013 RECYCLING SCHEDULE

**GLASS / METALS / PLASTICS (1-6)**  
**PAPER / CARDBOARD / BOXBOARD**

	S	M	T	W	T	F	S		S	M	T	W	T	F	S			
JANUARY				1	2	3	4	5		1	2	3	4	5	6			
	6	7	8	9	10	11	12		7	8	9	10	11	12	13			
	13	14	15	16	17	18	19		14	15	16	17	18	19	20			
	20	21	22	23	24	25	26		21	22	23	24	25	26	27			
	27	28	29	30	31				28	29	30	31						
FEBRUARY							1	2										
	3	4	5	6	7	8	9		4	5	6	7	8	9	10			
	10	11	12	13	14	15	16		11	12	13	14	15	16	17			
	17	18	19	20	21	22	23		18	19	20	21	22	23	24			
	24	25	26	27	28				25	26	27	28	29	30	31			
MARCH							1	2										
	3	4	5	6	7	8	9		1	2	3	4	5	6	7			
	10	11	12	13	14	15	16		8	9	10	11	12	13	14			
	17	18	19	20	21	22	23		15	16	17	18	19	20	21			
	24	25	26	27	28	29	30		22	23	24	25	26	27	28			
	24/31								29	30								
APRIL							1	2										
	7	8	9	10	11	12	13											
	14	15	16	17	18	19	20		6	7	8	9	10	11	12			
	21	22	23	24	25	26	27		13	14	15	16	17	18	19			
	28	29	30						20	21	22	23	24	25	26			
									27	28	29	30	31					
MAY							1	2										
	5	6	7	8	9	10	11		3	4	5	6	7	8	9			
	12	13	14	15	16	17	18		10	11	12	13	14	15	16			
	19	20	21	22	23	24	25		17	18	19	20	21	22	23			
	26	27	28	29	30	31			24	25	26	27	28	29	30			
JUNE								1										
	2	3	4	5	6	7	8		1	2	3	4	5	6	7			
	9	10	11	12	13	14	15		8	9	10	11	12	13	14			
	16	17	18	19	20	21	22		15	16	17	18	19	20	21			
	23	24	25	26	27	28	29		22	23	24	25	26	27	28			
	23/30	24	25	26	27	28	29		29	30	31							

For info: Riverside Enterprises (705) 869-2447 or [www.sables-spanish.ca](http://www.sables-spanish.ca)

# P&E Spending & Ad Frequency

- Key components
  - Keep it simple
  - Repeat, repeat, repeat
- Dollars to diversion
  - Fort Frances
    - \$0.18/hh → \$0.60/hh
    - 404 → 528 MT
  - Horton Township
    - \$0.77/hh → \$3.85/hh
    - 178 → 200 MT



**THINK INSIDE THE BOX!  
HELP HORTON RECYCLE!**



**Placing items in the blue box saves the environment.  
Recycling Saves Energy, Reduces Pollution, Conserves Resources**

By using recycled materials to manufacture new products, recycling saves petroleum used to make plastic bottles, trees used to make paper and minerals used to make aluminum.

*Thank you for recycling in Horton Township!*



# In-person Interactions with Residents

- Community Based Social Marketing works
  - A flyer in hand is worth 2 in the mail
  - McMurrich Monteith increased tonnage significantly (62%)



# Teamwork!

- Work together
  - Share costs, designs, & ideas
  - Promotes harmonization

## New Recycling Program Starts June 1, 2013!

### CURBSIDE RECYCLING WHAT GOES IN YOUR BLUE BOX:



As of **June 1, 2013**, the list of acceptable containers will be expanded to **include plastics #1 through #7** in the municipalities of Beckwith, Carleton Place, Drummond/ North Elmsley, Mississippi Mills and Montague. In addition, tetra paks (juice boxes), gable tops (milk cartons) and spiral containers (frozen juice containers) will be included. The program does not accept styrofoam, household hazardous waste or bulky plastics.



<b>PLASTIC</b> <ul style="list-style-type: none"><li>• #1 - #7 (Bk Polystyrene not included)</li></ul>	<b>GLASS</b> <ul style="list-style-type: none"><li>• Food and beverage jars ONLY</li></ul>	<b>METAL</b> <ul style="list-style-type: none"><li>• Aluminum pop cans, steel food cans, aluminum foil and trays (clean)</li></ul>	<b>GABLE TOPS AND TETRA PAKS</b> <ul style="list-style-type: none"><li>• Including milk, juice cartons, drinking boxes and spiral wound containers</li></ul>	<b>PAPER</b> <ul style="list-style-type: none"><li>• Newspapers, magazines, and telephone books</li><li>• Bookboard (from cereal and other food boxes, tissue boxes)</li><li>• Rolls from paper towels or toilet paper</li><li>• Paper egg cartons, cardboard (flattened and banded)</li><li>• Pizza boxes (clean)</li><li>• Soft cover books, hard cover books (remove cover first)</li></ul>
--	--	--	--	--

**WE CANNOT RECYCLE:**

- styrofoam
- non-container glass

**This new recycling program will take effect on June 1, 2013!**

**ALL CONTAINERS NEED TO BE CLEAN & EMPTY.**

SAVE ROOM IN YOUR BLUE BOX AND...

Stamp & Stack



# Branding & Consistent Messaging

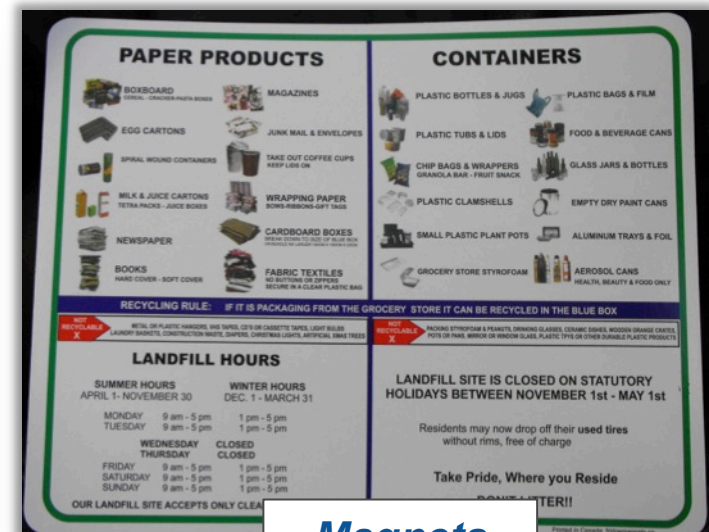
- It works!



Depot Signage



Pens



Magnets

# Where Have People Struggled

- Many projects funded in 2010-2012 finishing in 2015
- Required support for development of plan & especially in selecting meaningful objectives
- Feedback from municipal proponents
  - They wear many hats, other issues take priority
  - Designing P&E takes a lot of time & effort since it's a hat they don't regularly wear

# CIF Support

- Communication template development & sharing
  - Templates to target foundational needs
  - Create a hub to image sources & databanks
  - Provide examples, prices, and contact information
- Catered our training addressing this next step
  - New need to focus on how to actually implement
  - Accountability