

A Waste Recycling Strategy for
The Municipality of Meaford
Final

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Prepared by:



Mary Little Telephone: 905-372-4994,
Email: mary@2cg.ca

Prepared with assistance from
Waste Diversion Ontario

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Appendix 1 Waste Recycling Option Scores

1.0 Introduction

This Waste Recycling Strategy (Strategy) was initiated by the Municipality of Meaford (Municipality) to develop a plan to further increase the efficiency and effectiveness of its recycling program and to maximize the amount of Blue Box material diverted from disposal. This plan will be updated at least every five years.

The Municipality completed a Long-Term Waste Management Plan that included a Waste Diversion Plan in 2009. The following recommendations from that Plan were implemented in July 2010:

- Increase in bag tag rate;
- Switch from biweekly to weekly Blue Box collection;
- Expanding cardboard collection to all areas of the Municipality;
- Switch from weekly to biweekly garbage collection (with 3 bag limit); and
- Re-launching their Source Separated Organics (SSO) program.

This Strategy functions as an extension of the Long-Term Waste Management Plan and Waste Diversion Plan and examines additional initiatives that could further promote the capture of Blue Box Wastes.

Specifically, the purpose of this Strategy is to:

- Complement the Municipality's Long-term Waste Management Plan;
- Maximize Best Practices funding;
- Identify and demonstrate continuous improvements toward Best Practices;
- Clarify long term Blue Box diversion goals; and
- Identify cost effective options to maximize Blue Box diversion for the Municipality.

The Municipality faces some waste management challenges that this Strategy can address including:

- Lack of staff (multi-municipal duties of staff);
- Low budget for waste management promotion and education (P&E) activities; and
- Seasonal population.

This Strategy was developed with financial support from the Continuous Improvement Fund (CIF). The CIF's *Guidebook for Creating a Municipal Waste Recycling Strategy* was used to help develop this Strategy.



2.0 Overview of the Planning Process

This Strategy was prepared by environmental consulting firm 2cg Inc in conjunction with municipal staff.

The development of the Strategy included the following steps:

- Gather relevant data from municipality;
- Site visit;
- Meet with municipality to review data and walk through DRAFT Strategy format;
- Gather and compile additional information from municipality to prepare Final Strategy; and
- Prepare final Strategy.

The next steps include:

- Council endorsement of this Strategy; and
- Council decision on which initiatives to implement.

3.0 Study Area

The study area for this Strategy is the Municipality of Meaford. Meaford is on the southern shore of Georgian Bay, extending North West to the boundary of the City of Owen Sound and South East to the boundary of the Town of The Blue Mountains.

The geographic area of the Municipality is depicted in Figure 1.

This Strategy addressed the following sectors:

- Residential single family;
- Emerging multi-residential sector;
- IC&I sector (Hospital and schools); and
- Seasonal cottagers.

4.0 Public and Stakeholder Consultation Process

Stakeholder groups included in this consultation included:

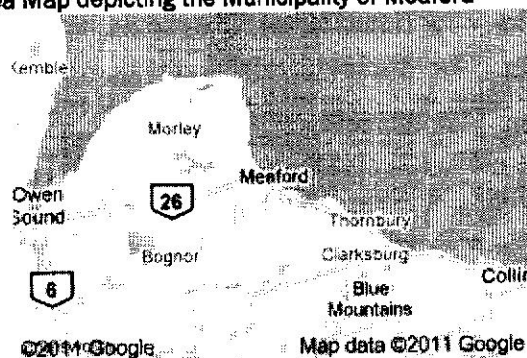
- Municipal staff;
- Municipal website; and
- Municipal Council to endorse the Strategy.



consultation process followed the development of this strategy. The following activities:

- Post Strategy on web-site with opportunity for public feedback;
- Assign staff to gather background information, discuss the current situation and receive input/guidance into possible enhancements to recycling;
- Draft Strategy with staff; and
- Post Final Report on the municipal website and submission of Final Report to municipal council to adopt.

Figure 1 Area Map depicting the Municipality of Meaford



5.0 Stated Problem

Management of municipal solid waste, including the diversion of Blue Box materials, is a key responsibility for all municipal governments in Ontario. The factors that encourage or hinder municipal Blue Box recycling endeavors can vary greatly and depends on a municipality's size, geographic location and population.

The challenges facing the Municipality are:

- Limited municipal budget;
- Low population density with seasonal fluctuations;
- Multidisciplinary duties for municipal staff (waste and recycling is not primary responsibility); and
- No disposal capacity.

The key drivers that led to the development of this Waste Recycling Strategy include:

- Maximize Best Practices funding for the Blue Box program; and
- Increase overall Blue Box capture rate in a cost effective manner.

6.0 Goals and Objectives

This Strategy development process identified a number of goals and objectives for the Municipality. These are presented in Table 6.1.

Table 6.1 Municipality's Recycling Goals and Objectives

Waste Recycling Goals and Objectives	
Goals	Objectives
To maintain the cost-effectiveness	Aim to maintain current lower costs but allocate some budget to improve Promotion and Education (P&E).
To maximize capture and diversion of residential Blue Box	<p>In 2011-12 aim to divert 32% of municipal solid waste through the Blue Box program.</p> <p>Beyond 2011 <u>consider</u> setting target to capture 70% and divert 40% of municipal solid waste through the Blue Box program.</p>

7.0 Current Solid Waste Trends, Practices and System and Future Needs

Community Characteristics

The population for the Municipality is 11,000. The Municipality has approximately 5,520 single family households and approximately 550 multi-residential households for a total of approximately 5,970 households.

Existing Recycling Programs and Services

Current waste management programs include:

- Bi-weekly residential curbside collection of waste (3 bag limit; full user pay);
- Weekly Blue Box collection for rural and urban residents throughout the Municipality;
- Weekly curbside collection of Source Separated Organics (SSO) for urban Meaford and some larger rural hamlets;
- Drop-off depot at Meaford Transfer Site;
- Leaf and yard waste drop-off at public works yard; and
- Administration of waste management program (bylaw, enforcement, budget and promotion and education).

All materials (waste, recyclables and SSO) are collected by Miller Waste Systems (Miller Wastes) for a flat annual fee. Their current contract is from July 2010 to June 30, 2015. Wastes are exported outside the municipality to Michigan, U.S.A. Blue Box material is hauled by curbside trucks to a transfer station in Owen Sound (operated

by Miller Wastes). The new contract coincided with the implementation of various initiatives (e.g. weekly collection of Blue Box) and resulted in a reduction in overall costs to the Municipality.

The Municipality collects an expanded range of Blue Box material which includes the following:

Containers	Fibres
<ul style="list-style-type: none"> • Glass bottles and jars 	<ul style="list-style-type: none"> • Newspaper, flyers, magazines, inserts and office paper.
<ul style="list-style-type: none"> • Metal food and beverage containers & foil/pie plates 	<ul style="list-style-type: none"> • Boxboard, corrugated cardboard, brown paper bags
<ul style="list-style-type: none"> • Plastic containers (1-7) excluding film and expanded polystyrene (#6). 	<ul style="list-style-type: none"> • Aseptic Containers
<ul style="list-style-type: none"> • Polycoat 	<ul style="list-style-type: none"> • Soft cover books

The Municipality offers the standard size (14 gallon) Blue Boxes on a cost recovery basis (\$10). Municipal staff indicated that many residents use more than one box per set out. The Municipality does not offer the larger capacity Blue Boxes at this time.

Photos 1-3 depict the set and collection of Blue Box (and SSO) materials.



Photo 1 Blue Box set out



Photo 2 Blue Box set out



Photo 3 Co-Collection of Blue Box and SSO

The majority of rural and urban residents receive weekly curbside collection. The drop-off depot (Photo 4) at the Meaford Transfer Site permits residents to drop-off bulky items such as corrugated cardboard and boxboard as well as other Blue Box recyclables. The drop-off depot is on land rented by the municipality and operated by a contractor.



Photo 4 Meaford Transfer Site

Photo 5 depicts the signage at the Meaford Transfer Site.

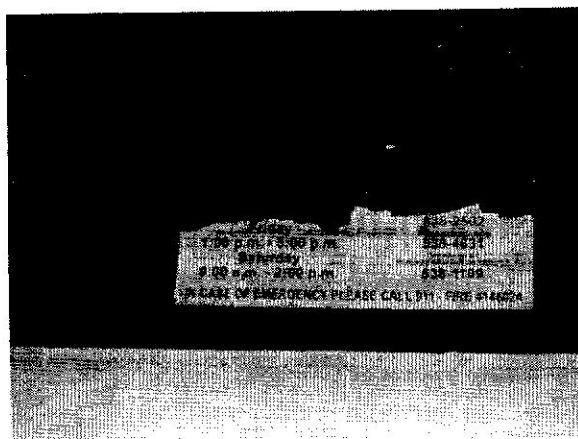


Photo 5 Broken Sign at Meaford Transfer Site

Upcoming important Blue Box-related milestones that may affect how collection services are administered within the Municipality include:

- Expanding SSO collection to Hamlets within the Municipality; and
- Collection contract expiry in 2015.

Current Waste Generation and Diversion

Table 7.1 depicts total waste quantities managed by the Municipality in 2009.

Table 7.1 2009 Total Residential Waste Quantities

Waste Material (2009)	Quantities (Tonnes)
Waste Collection	1,315
Blue Box Collection	718
Blue Box Depot	113
Leaf and Yard Waste	184
SSO	154
Scrap Metal	148
Clean Wood	162
Total	2,794

In 2009, the Municipality managed 2,794 tonnes of waste. Small quantities of downtown commercial waste are blended with the residential waste as part of the collection program.

For the purposes of this Strategy, residential Blue Box diversion rates were calculated using the baseline total residential waste tonnes of 2,794 tonnes (garbage and divertibles). Of this 832 tonnes (30%) was diverted through the Blue Box program. Table 7.2 summarizes the current waste generation and the **Blue Box** diversion rate.

Table 7.2 Municipality's Residential Blue Box Diversion Rate (2009)

Residential Solid Waste Generated and Diverted through Blue Box		
Residential Waste Stream/ Blue Box Material	Tonnes	Percent of Total Waste
Total Waste Generated	2,794	-
Papers (ONP, OMG, OCC, OBB and fine papers)	651	23%
Metals (aluminum, steel, mixed metal)	50	2%
Plastics (containers, film, tubs and lids)	55	2%
Glass	76	3%
Total Blue Box material diverted	832	30%

As a point of reference, a summary of findings from the 2009 WDO Datacall, (highlighting all 217 programs across the province) indicates the average household (hshld) recovery rate for residential Blue Box Wastes was 177 kg/hshld/yr. For



comparison, Meaford averages 140 kg/ hshld /year recovery rate of residential Blue Box Wastes.

It is important to note that the Strategy focus is on the Blue Box program and reference to diversion rates and capture rates is specific to Blue Box recyclables and does not incorporate overall waste diversion rates from other sources (SSO, MHSW, etc). **The overall current waste diversion rate, based on 2009 data, is 53%. This is expected to increase with the implementation of new programs (July 2010).**

Table 7.3 indicates that the Municipality's current Blue Box diversion rate is well above its WDO municipal grouping of Rural Collection South.

Table 7.3 Residential Blue Box Diversion Rate Comparison To Rural Collection South Rate

Average Blue Box Diversion Rate (2009)	
Municipality of Meaford	30%
Municipal Grouping: Rural Collection South	21.4%

In 2009 the total program costs to collect curbside and depot Blue Box tonnes was \$200,763. This amounts to \$241 per tonne, \$18 per capita or \$33 per household. The Municipality does not receive revenue rebate from the sale of Blue Box material. Collection costs have increased with the implementation of weekly Blue Box collection (as well as a reduction in overall waste collection costs) in July 2010.

As the table 7.4 shows, net annual recycling costs for the Municipality are well **below average** for the WDO Rural Collection South municipal grouping program costs.

Table 7.4 Municipality's Blue Box Costs vs. Rural Collection South Costs

Recycling Cost (per tonne per year)	
Meaford (Net Costs)	\$ 241
Municipal Grouping: Rural Collection South	\$ 517

The Rural Collection South WDO municipal grouping encompasses 69 municipal programs. Programs where costs are below average tend to be supported by depot services and do not provide curbside service to remote locations.

Potential Waste Diversion

The Municipality's current waste composition was estimated using data from the CIF Waste Recycling Strategy Guidebook (i.e. Rural Collection-South; Town of the Blue Mountains).

It is estimated, as depicted in Table 7.5, that approximately 1,481 tonnes of Blue Box materials are available in the waste stream.

The current capture rate of Blue Box materials is 56% (i.e. 832 tonnes collected/1,481 tonnes). There are approximately 649 tonnes of Blue Box materials still in the waste stream.

Table 7.5 Potential Available Blue Box Material from Meaford

Current and Potential Diversion			
Waste/Resource Material	Composition (%) (from Rural Collection South sample audit)	Total Residential Waste Generated (tonnes)	Total Blue Box Material in Waste Stream (tonnes)
Papers (ONP, OMG, OCC, OBB and fine papers)	30	2,794	838
Metals (aluminum, steel, mixed metal)	3		84
Plastics (containers, film, tubs and lids)	8		224
Glass	12		335
Total Blue Box Materials	53	2,794	1,481

Rural Collection-South municipalities have a recommended a target capture rate of 70% or 1,037 tonnes, as depicted in Table 7.6.

The Municipality would need to capture an additional 205 tonnes of additional Blue Box material to achieve this target (i.e. $1037 - 832 = 205$). The Municipality currently collects more than is predicted (i.e. issue with waste composition data used) and this skews the paper data (i.e. it is highly unlikely that all paper is currently collected in Blue Box program).

Table 7.6 Capturing 70% of Available Blue Box Material from Meaford Residential Waste Stream

Current and Potential Diversion			
Waste/Resource Material	Total Available in Waste Stream (tonnes/year)	Currently Recycled (tonnes)	Potential Increase (tonnes/year)
Papers (ONP, OMG, OCC, OBB and fine papers)	587	651	-64
Metals (aluminum, steel, mixed metal)	59	50	9
Plastics (containers, film, tubs and lids)	156	55	101
Glass	235	76	159
Total Blue Box Materials	1,037	832	205

Capturing 70% of Blue Box material from the Municipality's residential waste stream would raise its Blue Box diversion rate to close to 37% (i.e. 832 Current Blue Box tonnes + 205 additional tonnes / total residential waste of 2,794 tonnes). The 205 new tonnes would increase Blue Box diversion by about 7 percentage points. It will be important to focus on minimizing the residual rate (i.e. contamination) in the collected tonnes to maintain an accurate representation of Blue Box diversion rates.

Anticipated Future Waste Management Needs

It is anticipated that the Municipality's growth rate is approximately 1% per annum over the next 10 year planning period.

The Table below (Table 7.7) depicts the expected growth rates for solid waste generation and Blue Box material recovery (based on a projected population growth rate of 1% and 70% Blue Box capture rate).

Table 7.7 Forecasting 70% Capture of Blue Box Material from Residential Waste Stream

Anticipated Future Solid Waste and Blue Box Recovery Rates			
	Current Year	Current Year + 5	Current Year + 10
Population	11,000	11,561	12,151
Total Waste	2,794	2,937	3,086
Blue Box Material Available	1,037	1,089	1,145

8.0 Planned Recycling System

The following section outlines some possible strategies that are suitable for the Municipality to consider increasing Blue Box diversion capture rates in the upcoming years.

Based on recent program changes, a phased-in approach is proposed to the existing system with focus on promotion and education and capture from public spaces. This will ensure that results can be closely monitored by existing Municipal staff with support from part-time seasonal staff (summer students, volunteers, committee members, etc).

It should be possible to gradually increase the capture rate of the Blue Box program within the context and costs of the current program. This would be done by encouraging residents to recycle more of their wastes using the existing program infrastructures and by enhancing the program through greater awareness in areas beyond the home including public parks, community centres, cottages, special community events (e.g.: the annual fish fry) and local schools. The enhanced community awareness can be supported with a 'Council 3 R's training session supported with handouts for distribution at events, training Meaford depot attendants and supplying literature to share with public, conducting a curbside audit to determine where education is lacking, and using more public space receptacles and signage.

It is important to note that the challenge for the Municipality is the increasing volume of collected material, in particular plastic containers, and the distance travelled between collection stops. If the Municipality improves on capture of additional plastic material, existing curbside Blue Boxes and truck capacity decreases and becomes problematic with handling and transportation costs. Currently, the collection contractor curbside segregates material into four categories (glass, cans & plastic, cardboard and paper). Additional plastic volumes may cause a plastic compartment to fill faster causing and reduce hauling capacity in the curbside collection vehicle. The Municipality will need to co-ordinate with the collection contractor to maximize effectiveness of the program. To support additional capture of plastic material, supplying the larger capacity blue boxes (22 gallon) to residents can assist with curbside containment of weekly material.

8.1 Possible Strategy to Increase Recycling

The Municipality presently diverts approximately **30%** of its wastes through its Blue Box program. The average for municipalities of its type is approximately **21%**.

The Municipality's Blue Box program is well above average for diversion and below average for costs.

A reasonable preliminary goal (2011) would be a **32%** waste diversion rate from Blue Box collection (i.e. 2 percentage points more than current rate) with a focus on promotion and education and public space recycling.

A second and aspirational future goal (2012-15) would be to achieve a **37%** diversion rate as a result of the Blue Box program. This would result in attaining the target 70% capture rate of Blue Box materials.

The minimum future goal would be to at least reach an average **32%** Blue Box diversion rate and work towards increasing the rate over time through reduction in residual rates and increase in overall Blue Box tonnes collected.

Table 8.1 highlights the estimated number of tonnes that would need to be captured to attain 30% (i.e. current) and 32% and 37% diversion rates of Blue Box material from the waste stream. It includes consideration of the impact of population growth in the Municipality (1% growth).

Table 8.1 Forecasting Diversion Rates

Capture Rates to Meet Waste Diversion Goals			
	% Waste Diversion		
	Current (30)	32	37
tonnes captured/year			
2010	832	894	1,034
2015	874	940	1,087
2020	919	988	1,142

It is anticipated that it should be possible to capture additional Blue Box materials within the existing Municipality's structure (Status Quo).

Table 8.2 highlights the impact of attaining a 32% diversion rate as a result of the current Blue Box program.

Table 8.2 Forecasting Diversion Rates

Meeting 32% Diversion Rate		
Current Diversion (30%)	tonnes/year	832
32% Capture	tonnes/year	894
32% Capture (additional tonnes)	tonnes/year	62
Per household	kg/year	11.2
Per household	kg/week	0.2
Collection routes	#	5
Per route	tonnes/year	12
Per route	kg/week	0.2
Current program costs	\$/year	\$200,763
Current program costs	\$/tonne	\$240
New program costs	\$/tonne	\$225

On average this would amount to each household recycling an additional 11 kg/year or 0.2kg/week (0.4 pounds/week).

This has potential to drive the average cost per tonne for recycling even lower than the current costs. It is understood that the current program contract is structured on an annual flat rate. Based on this structure, it is feasible to gradually increase tonnes collected without impacting the overall contract costs.

The path to approaching or attaining a 40% diversion rate through the Blue Box would need to be evaluated during the future (2015) waste and Blue Box collection tender process.

It will be prudent to consider a longer term collection contract to reduce overall recycling costs. Best practices average a minimum of 7 years allowing sufficient time for the contractor to cover the capital costs.

8.2 Overview of Planned Initiatives

The best approach for increasing the capture rate and decreasing costs was to stage possible changes to the current Blue Box program and try to develop improvements in the next collection/processing contract.

With that in mind a number of options were reviewed and scored based on a series of criteria, which included:

- Estimate of waste diverted (%);
- Proven Results;
- Reliable Processing facilities/End Use;
- Accessible to Public; and
- Ease of Implementation.

A summary of the options to improve Blue Box programs presented in the CIF Bluebook were reviewed with staff. Their scoring is provided in Appendix 1.

This exercise does not commit to a final decision but acts as a guide to assist with making future decisions.

From there a refined list of options were summarized into two tables:

- Possible Priority Initiatives (Table 8.3); and
- Possible Future Initiatives (Table 8.4).

These options can be considered by staff and Council as part of this Strategy.

Table 8.3 Priority Initiatives (2011)

Possible Priority Initiatives (Immediate Future 2011)				
Initiative	Estimated Implementation Cost	Estimated Annual Operating Cost	Implementation Time Line	Comments
Enhance Existing Promotion and Education (P&E) Program (CIF Promotion and Education Tool available) https://blueboxpe.wdo.ca/	\$5,000 CIF priority area=50% funding in 2011	\$1,000 to maintain new enhancement (flyers, website maintain)	2011	Intent to better publicize program and capture more Blue Box materials-supported with flyers handed out at Transfer Site, Events, etc.
New signage at drop-off depot bin site	\$2,500 CIF priority area=50% funding in 2011 CIF Funding through Transfer Station Upgrades or Promotion and Education	None	2011	Increases awareness and reduces depot bins contamination and increase participation.

Initiatives (Immediate Future 2011)				
	Estimated Implementation Cost	Estimated Annual Operating Cost	Implementation Time Line	Comments
Space	\$5,000-\$10,000 CIF funding available with supporting P&E material.	\$1,000 to maintain system	2011	Work with volunteer groups and use summer students to launch program.
Training of Key Program Staff	Staff time	Free training is available from CIF (CIF Blue Box Recycler Training Courses). MWA Spring workshop mwa@municipalwaste.ca Estimate \$1,000/year in travel costs.	2011	Better educated staff will be able to develop waste and blue box collection tender and better manage overall program
Larger capacity blue boxes (22 gal.)	CIF priority area=50% funding in 2011 Approx. \$7/box.	Possible staff time to distribute boxes.	2011	Support program with updated flyers handed out with new blue boxes.

The following table outlines possible future initiatives to take into consideration to improve Blue Box diversion and capture rates.

Table 8.4 Future Initiatives (2012-2015)

Possible Future Initiatives				
Initiative	Estimated Implementation Cost	Estimated Annual Operating Cost	Implementation	Comments
Multi-residential Campaign	\$5,000-\$15,000 Dependent on number of units to supply carts and boxes. CIF funding available.	Minimal if any	2012	Work with collection contractor and CIF to maximize program.
Seasonal Cottager Campaign	\$2,000	\$1,000	2012	Use summer students-share cost of students between departments.
Following Generally Accepted Principles (GAP) for Effective Procurement and Contract Management	Staff time Use of third party contractor to peer review document. \$3,000-5,000	None	2014-2015	Free templates for developing tender available on-line at CIF/WDO website. In general it is prudent to develop a tender that will result in reply from a variety of contractors.
Clear Bag for Waste	\$1,000 to launch and provide sample bags.	Initial Staff time.	2013	Potential to increase capture rate to 70% and blue box diversion rate to 35%.

Additional details of some key priority and future initiatives are described below.

CIF Promotion and Education Tool

It is **recommended** that the Municipality increase its level of public Promotion and Education with financial and other assistance from the CIF. Successful promotion will require additional staff time and should be considered when launching a P&E campaign (summer students, part time staffing).

CIF provides a free online tool that provides the Municipality with all the elements needed to run a successful Blue Box P&E program. After completing a questionnaire a customized marketing plan and customized marketing materials will be prepared. The marketing plan is a 3-year plan that is organized in seven sections including:

- Program Guiding Principles;
- Goals;
- Key Messages;
- Target Audiences;
- Resources;
- Tactics; and
- Tracking.

The costs noted in Table 8.3 reflect possible flyer preparations, mail outs, and advertising to promote the participation of the rural Blue Box program.

The CIF guide book lists the use of media reported by P&E leaders in five broad categories:

- Print (ads, brochures, calendars, newsletters);
- Broadcast (local TV, radio, Public Service Announcements);
- Electronic (website, emails, electronic newsletters to groups); and
- Outreach (special events, in-school education, landfill contractor hand outs).

The following lists sources and links to effective P&E:

- MWA website outlining a report entitled: Research Report: Identifying Best Practices in Municipal Blue Box Promotion and Education, (2005) County of Oxford –AMRC;
- City of Hamilton website and CIF : Blue Box Recycling Public Opinion Survey (March 2006); and
- CIF website: McConnell Weaver Communication Management: Enhanced Blue Box Recovery: Benchmark Survey and Focus Groups (2006).

Drop-off Depot Signage (Blue Box) Upgrade



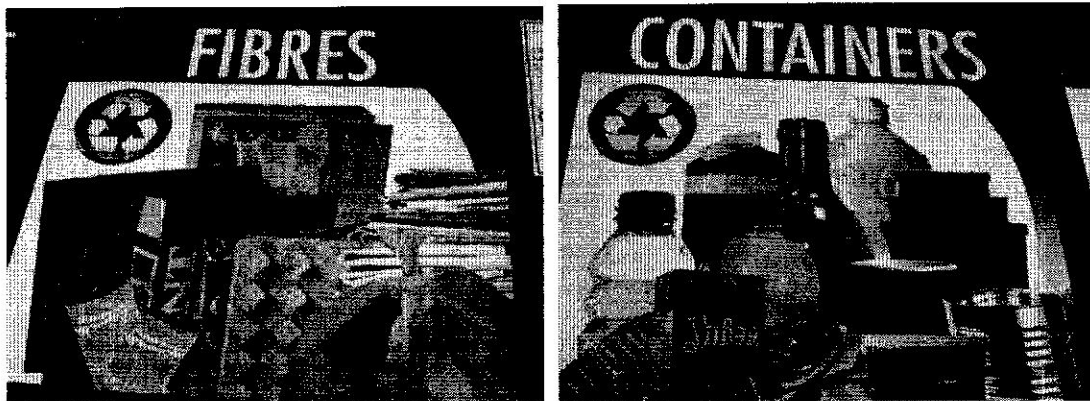
The rural drop off depot at the Meaford Transfer Site requires signage upgrade to improve awareness and accessibility.

A report commissioned by WDO through the Effectiveness and Efficiency Fund entitled; Best Practices for Rural Depot Recycling (2006), outlines the following key factors for effective rural recycling depots:

- **Depot Accessibility** – clean, easy to load depot containers with sufficient turning radius for vehicular traffic and an area separate from congestion of waste disposal traffic;
- **Supportive infrastructure to reduce contamination and increase participation**- including provisions of Blue Boxes to seasonal residents to segregate recyclables at the cottage, illegal dumping and mandatory recycling by-laws, the use of clear bags and bag limits for waste;
- **Entrance signage** at the depot site and simple messaging on the depot container -using graphics and minimal text for easy reading; and
- **Depot attendant actively involved in monitoring recycling depot** –hand out literature to new residents, sell Blue Boxes at the depot site for residents.

Photos 6 and 7 depict new graphics used by the County of Peterborough for their rural depot bins to increase participation and reduce contamination.

Photos 6 and 7 County of Peterborough Depot Graphics- 2009



When considering the financial investment required for improving depot participation, municipal staff outlined there is a limited budget available to the recycling program. There is an opportunity to apply for CIF funding in 2011 for Promotion and Education (up to 50% capital funding). Funding received from CIF in the 2011 budget year can be spent in the upcoming 2012 year providing applications are submitted before March 11, 2011.

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Training of Key Program Staff in Core Competencies.

This is outlined as a fundamental Best Practice and identified in the KPMG Blue Box Program Enhancement and Best Practices Assessment Final Report. The full report is available through www.stewardshipontario.ca/bluebox/eefund/bestpractices.htm.

Specific to Meaford, Municipal staff are multi-disciplinary with time restraints. A possible solution is to hire seasonal staff to assist with program campaigns (summer students). Further, CIF and Stewardship Ontario offer low cost workshops and training sessions throughout the year: Ontario Recycler Workshops listed on the Waste Diversion Ontario website (WDO) www.wdo.ca.

As a result, consideration to phasing in depot enhancements for future initiatives (2012, 2013) could be implemented.

Public Space Recycling

Public space recycling gives residents and visitors the opportunity to recycle while in public places. It can also be used to reinforce the Municipality's Blue Box program.

Meaford can work with Council/Committee members and volunteers to organize a public space recycling initiative with support from the collection contractor and possible summer students/co-op placement students.

There is CIF financial support available.

Training for Key Staff

CIF provides no cost training of municipal staff.

It is also recommended that drop-off depot attendant staff be trained (i.e. getting them on board and have them be the first line of defense at the drop-off depot to hand out flyers etc).

Larger Capacity Blue Boxes

Funding exists for the purchase of larger capacity Blue Box containers (22 gallon boxes) to increase participation from residents. The added capacity may not only increase capture but lower unit operating costs. The Municipality can apply for capital funding from CIF to offset the purchase cost of the larger capacity Blue Boxes and continue to maintain cost recovery of the boxes by charging for all boxes.

There is CIF financial support available.



Multi-residential Campaign

Currently multi-residential Blue Box material is collected using Blue Boxes. It may be prudent in some cases to use carts to collect these materials. It may be prudent to provide residents with an in apartment container to help with recycling.

There is CIF financial support available.

Seasonal Cottage Campaign

Seasonal cottagers come from other municipalities and visit for relatively short periods of time. Some specialized P&E materials could be developed for them that will provide clear instructions for them and provide them options for recycling (e.g. curbside and drop-off depot).

Clear Bag for Waste

To drive more recyclables from the waste to the Blue Box (and SSO) waste streams a clear bag program could be implemented. This places additional "peer pressure" on residents as well as making enforcement easier.

8.3 Contingencies

The priority initiatives can be impacted if there is no municipal funding available. However, there is CIF funding available so at least some of the initiatives should be able to be implemented.

The future initiatives will be decided as an outcome of the waste and Blue Box material collection/processing tender. If no future initiatives are implemented then the Municipality will revert to priority initiatives.

9.0 Monitoring and Reporting

The monitoring and reporting of the Municipality's recycling program is considered a Blue Box program fundamental best practice and will be a key component of this Waste Recycling Strategy.

Once implementation of the Strategy begins, the performance of the Waste Recycling Strategy will be monitored and measured against the baseline established for the current system. Once the results are measured, they will be reported to Council and the public. Some suggested approaches for monitoring the Municipality's Strategy is outlined in Table 9.1.

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Table 9.1 Blue Box Monitoring Strategy

Recycling System Monitoring		
Monitoring Topic	Monitoring Tool	Frequency
Meet regularly with collection contractor	Meet with collection contractor to identify any problems with Blue Box collection(e.g. contamination)	Quarterly
Measurement of Blue Box materials captured.	Documented total weight data as outlined in this Strategy and compare it to target capture rates (70%)	Annual summary
Diversion rate (Blue Box)	Document BB Diversion Rate Formula: (Blue box materials diversion) ÷ Total waste generated * 100%	Annual summary
Program participation	Documented Curbside Set-out Studies or Curbside Participation Studies to determine frequency of curbside set out, number of boxes, fullness of boxes, and type of boxes used. Consider curbside waste audit to verify program composition.	Once every 1-2 years.
Program Accuracy	Segregate residential Blue Box material tonnage from Commercial tonnage. Easier if have supporting weight scale system-still need to track ICI vs. residential for downtown collection route.	
Program Cost	Document Blue Box Program Costs to reflect each cost area to determine overall cost composition. Incorporate a revenue column to depict annual revenues from Blue Box program.	Once every 1 year.
Customer satisfaction	Customer survey (e.g., telephone); tracking calls/complaints received to the municipal office.	Every 3 years
Opportunities for improvement	Customer survey (e.g., telephone); tracking calls/complaints received to the municipal office	On-going
Planning activities	Describe what initiatives have been fully or partially implemented, what will be done in the future	Annually
Review of Recycling Strategy	A periodic review of the Recycling Plan to monitor and report on progress, to ensure that the selected initiatives are being implemented, and to move forward with continuous improvement	Annual for current initiatives- 5 yrs to re-evaluate & refine lists.

10.0 Conclusion

The Municipality currently has a good Blue Box waste diversion rate (30%) and a low program cost for its Blue Box recycling program. The emphasis is on the need to improve the Blue Box capture rate.

A staged process to increase capture rate and maintain the per tonne cost is recommended.

There are some fairly low cost priority initiatives that can be implemented to help boost the capture rate within the context of the current program. There are a number of low cost future initiatives that could be implemented.

It is recommended that the initiatives be reviewed annually and implemented as budget allows.

It is recommended that this Strategy be fully updated in 2015.

Appendix 1
Waste Recycling Option Scores

Waste Recycling Option Scores

Suitable? Y/N	Description of Options/Best Practices (For more Information: More information: Blue Box Program Enhancement and Best Practices Assessment Project Final Report, Volume 1)	Criteria (Score out of 5)						Total Criteria Score	Score x/100
		% Waste Diverted	Proven Results	Reliable Market/ End Use	Economically Feasible	Accessible to Public	Ease of Implementation		
Promotion and Outreach									
Yes	Public Education and Promotion Program	1-3%	5	5	4	5	5	24	96%
Yes	Training of Key Program Staff	1-3%	5	5	4	4	4	22	88%
Administration									
Yes	Following Generally Accepted Principles for Effective Procurement and Contract Management	0%	5	5	4	5	4	23	92%

