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**Waste Management
Promotion and Education Strategy
For
The Corporation of the
Town of Perth**

October 2011

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1.0 Introduction

This document is based on a customizable template for a Promotion and Education (P&E) Plan for recycling programs provided by Waste Diversion Ontario through the Continuous Improvement Fund. It has been modified by REIC Perth, the Town of Perth's waste management consultant, to address all components of the municipality's waste programs.

The Town of Perth has implemented a comprehensive and integrated waste management program. The Municipality has recently expanded to incorporate a new Yellow Box program. The four key waste streams include:

- Recyclable containers,
- Recyclable paper products
- Organics, and
- Waste

All streams are collected curbside by one contractor, Tomlinson Environmental Services.

The commencement of the new integrated waste management program, a major P&E plan was put out in May of 2010 as part of the June 1 launch. It included a wide range of professional print, radio and web products.

In order to maximize the diversion rate and overall efficiency of its programs the municipality needs to continue to repeat and reinforce the messages already delivered, and look for new and creative ways to get the message out. Most importantly, the focus needs to be on messages that get people to *act*, not just inform.

This document outlines the strategic and tactical direction for P&E activities for the Town of Perth.

The plan is broken down into the following sections:

A. P&E Strategy

- a. Program Guiding Principles – Highlights key marketing principles;
- b. Goals – Defines the overall objectives of the program;
- c. Key Messages – Outlines the main points the program will work to communicate;
- d. Target Audiences – Summarizes the main audiences you hope to influence and educate;
- e. Resources – Provides guidance as to resources needed to successfully implement the program;

B. P&E Program Implementation

- f. Tactics – Defines the tools recommended for your program;
- g. Tracking – Provides information on how to monitor the success of the program.

C. P&E Program Guiding Principles

- There are a number of recurring best practices in promotion and education that should be followed when determining and executing the P&E activities. These guiding principles include:
- Consistency – From design to messaging to the tools used, consistency creates a recognizable campaign with greater impact making audiences aware of the campaign and more likely to change their behaviours.
- Follow a schedule – Plan out P&E activities to meet the fluctuations of the year and the community, and then stick to this schedule. Recurring, regular activity will have a much greater impact than one big activity only one time.
- Tracking – There are ways to see if P&E activities are working. Tracking should be part of any program. This can include tonnage reports, website tracking, incoming call tracking, online surveys and more.

- Take advantage of valuable opportunities – Not all promotion or education must be instigated by the municipality. As opportunities arise such as community events or school presentations, take advantage of them.
- Allow for feedback loop – Community members are more likely to buy into, and participate if they feel their voices are heard. Make sure there is a 360° feedback mechanism in place to allow residents a way to express concerns, give suggestions or simply ask questions.
- Use methods that apply to the audience – No single P&E tactic is perfect for all communities. In fact, very rarely is one tactic perfect for an entire community so consider using a few tactics to meet the needs of all audiences.
- Keep it simple – Too many messages and too much information can be overwhelming. Keep it short and sweet.
- Make it about the audience – People are more receptive to information about them. Make sure the primary message is a personal one, to make it more meaningful.
- Demonstrate the outcome – It is motivating to know the effort is making a difference. Ensure people are aware they are doing a good job.
- Keep the brand pure and clean – The idea of waste diversion is to keep the environment (large and small) clean. This should be reflected in P&E activities as well as all the communications regarding the program.
- Be green – It is easier to be taken seriously when “walking the talk”. Be sure the whole community is recycling, including the municipal government.
- Seek partnerships – P&E can be time consuming and expensive. Look for ways to offset those costs by taking advantage of partnership opportunities.
- Match the message – There are two types of messaging: Educational and Motivational. The type of messaging that is most predominant will depend on the program’s goals. Ensure the type of message supports the end goal.

2.0 P&E Program Goals

Each community across Ontario is working to promote participation in their recycling program, composting and other waste diversion programs. The general goals of the Promotion and Education Programs are:

- Increase awareness on why you should divert waste from landfill –Residents should be made aware of the reasons for recycling and the benefits to the individual, community and the earth.
- Increase education on what is recyclable and compostable in Perth's programs, and how to recycle and compost– Messages regarding what is and is not recyclable and compostable are becoming increasingly complex, and specific to local programs.
- Increase participation and therefore tonnage – Once residents understand why and what they should recycle and compost, the goal becomes to get more people to recycle and compost more materials and more locations (e.g. work and play, not just home)

3.0 Town of Perth Objectives

SMART (Specific, Measurable, Attainable, Realistic and Timely) objectives are a great way to focus program activities and planning. The specific Blue Box recycling program objectives for the Town of Perth for the next three years is to:

- Increase Residential Tonnages.
 - Get more residents participating in the new, expanded recycling programs, and get them to capture more materials from more locations in the house
- Target Apartment Dwellers.
 - Ensure apartment dwellers have a convenient and clearly defined system that addresses the particular needs of apartments and well as the specific challenges and opportunities of each building.
- Expand Recycling to Public Areas/Events.
 - Develop services and infrastructures designed to effectively capture recyclable materials at public locations and community events and festivals.

- Expand Recycling in Schools
 - Ensure buy-in by our youth by ensuring comprehensive and effective recycling programs in area schools.

4.0 Key Messages

Key messages enable a consistent and comprehensive direction for what a program is trying to communicate. Below is a list of key messages for the Blue Box recycling programs in Ontario. These key messages are reflected in the tactics provided. However, when creating other P&E materials and communications, use these to guide your writing and roll-out to ensure consistency across all your efforts.

- Recycling is smart and easy – Sorting your household's garbage can be a quick and simple process that is part of your daily routine. By integrating recycling into your home, you can make the process easy, while doing your part to help the environment.
 - Recycling is the fastest way to positively impact the environment. It only requires sorting your waste.
 - Recycling only takes a moment ... just drop it in the blue or yellow box.
 - Your local government has developed a program to make recycling simple and convenient.
- Recycling is good for you – Not only does recycling help the environment, it can have a positive impact on you and your family.
 - A cleaner environment means you and your family have a safe and healthy area in which to live and work.
 - Recycling reduces the amount of waste in landfill, reducing the risks of water and air contamination.
 - Recycling is a key to a cyclical system that uses materials repeatedly and efficiently.
- Recycling is good for your community – Cleaner air and water, less waste in odorous landfill, improved funding from government groups and greener living for the whole planet, these are some benefits of recycling.

- All communities need to carefully manage the waste they produce. Recycling helps to keep waste out of landfills that otherwise will grow and reduce the amount of community space available for residential development, parks or commercial uses.
- When one person makes a change, it can encourage other members to follow. Your actions, and commitment to recycling, have a snowball effect. "Be the change you want to see in the world" – Ghandi
- Your community is not only the municipality you live in. It is your province, your country and the entire earth. The changes and effort you make today can improve the lives of all members of our global community. Think globally, act locally.

5.0 Target Audiences

A target audience list reflects those primary audiences P&E activities work to reach. Typically they reflect the largest population groups in the community, and are therefore more highly catered to in communications so that P&E activities have the greatest impact possible. The target audience list reflects all possible audiences. The primary target audiences for Perth are:

- Families - Communities with a high representation of families must focus on not only the adults but also the children in the community. Integration of easy to use materials, use of icons and images for communication and keeping materials fun and light will ensure this group can easily participate in the recycling program
- Retirees - When dealing with retirees, there is often the time to recycle but the barrier is often lack of program understanding or a resistance to change. Communication can be an issue due to declining eyesight. Keep materials visual, simple and accessible, and ensure a phone number is available for questions or comments.

6.0 Resources (Budget and Staffing)

Having a plan is good; getting it done can be another matter entirely. Resources for smaller municipalities are often stretched to the breaking point, and P&E activities are often put on the back burner. The intention of this plan is to make it easier to manage what needs to be done to keep the program on track.

6.1 Budget

To properly reach your community with P&E activities, and to implement the recommended tactics from this plan, budget must be allocated. Best practice indicates that for most communities a budget of \$1 per household is a level to meet the needs of a well executed P&E plan. However for smaller communities, this rule would leave a budget that is far too low to complete even the smallest P&E activities. In these cases a minimum threshold budget is recommended. For Perth, an on-going annual budget of \$8,000 would be realistic, with higher amounts allocated in years where major program changes are implemented.

The budget covers all implementation costs for a P&E program such as outsourcing design and copywriting, printing, media buy and distribution. Budget does not include staff salaries.

6.2 Staffing Resources

Having municipal staff that are tasked with the management of a P&E program allows for centralized responsibility for the execution of this plan. In Perth's case, this function is being provided primarily by Alfred Von Mirbach of REIC Perth, on a retainer basis, working with a graphic design firm, TD Graham. Wherever possible, REIC delegates' administrative and other function to town staff as appropriate, with appropriate training as needed.

7.0 Tactics

A successful P&E program requires a variety of tactic to ensure target audiences get key messages in a variety of formats and venues. The following are suggested tactics to be incorporated into P&E programs over the next two years.

7.1 Tactics for 2011

- Comprehensive Multi-Residential P&E program (carrying over from late 2010), including Info card, bags, carts, and signage
- Media Relations campaign (press releases, interviews)
- Website updating and improvements, including feedback mechanisms
- Revised Calendar/Schedule (went out in May)
- General Information Piece (for back side of calendar)
- Regular updates in the Municipal section of the local paper (Perth Courier)
- Newspaper Advertising (Using CAN/OCNA allocation)
- Expanded public area recycling facilities
- Posters (for target locations, such as apartments, community facilities etc).

7.2 Tactics for 2012

- Radio Spots (Lake 88.1)
- Revised Calendar and Schedule (go out Dec 2012)
- Newsletter to update residents on progress
- Expanded recycling services for special events and festivals
- Comprehensive school engagement program, with improved containers, signage, posters, handouts, training and presentations
- Newspaper Advertising (Using CAN/OCNA allocation)
- Staff Training on new and current waste issues

Note: there will likely be additional opportunities and requirements for waste diversion initiatives not yet identified, such as regional Take-It-Back programs, hazardous and electronic waste programs established locally by the private sector and other such initiatives.

Table 1 - Budget Work Sheet

| Year | Tactics | Estimated Cost |
|------------------------------------|---|-----------------|
| 2011 | Comprehensive Multi-Residential P&E program | \$11,540 |
| | Media Relations campaign | \$5,300 |
| | Website updating and improvements, including feedback mechanisms | \$400 |
| | Revised Calendar/Schedule | \$2,000 |
| | General Information Piece | \$1,600 |
| | Updates in the Municipal Connections section in Perth Courier | N/A |
| | Newspaper Advertising | N/A* |
| | Expanded public area recycling facilities | \$1,200 |
| | Posters | |
| Estimated Total 2011 Budget | | \$22,040 |
| 2012 | Bookmark with utility bill | \$900 |
| | Revised Calendar and Schedule (go out Dec 2012) | \$3,500 |
| | Newsletter to update residents on progress | \$2,500 |
| | Expanded recycling services for special events and festivals | \$500 |
| | Comprehensive school engagement program, with improved containers, signage, posters, handouts, training and presentations | \$1,000 |
| | Newspaper Advertising | N/A* |
| Estimated Total 2012 Budget | | \$8,400 |

* used allotment from CNA/OCNA Advertising Program

8.0 Year One Tactics

8.1 Media relations

- **Description** - Ongoing communications and building a relationship with the local media is a critical element to keeping your community informed. Foster good working relationships then use them to spread the word on your blue box program.
- **General Use** - News Releases must be sent for any significant change, event, accomplishment or other news about your blue box program. These simple updates are often a single page of information on an item of interest to the community, and therefore a news story for the media.
- **Production Hints and Tips** - When creating a release keep in mind that there must be a potential news story, or hook, that increases the value to the reader and the chance of it being picked up as a story.
 - Releases often follow a simple formula which makes them easy to create. Here is one suggestion:
 - **Intro paragraph:** answers the 5 w's (who, what, where, when, why) and includes the hook and key message for the story
 - **2nd paragraph:** offers a quote from a high-profile participant or stakeholder
 - **3rd paragraph:** provides more information on the story or issue
 - **4th paragraph:** elaborates on the effect on the community (could be through another quote)
 - **5th paragraph:** gives some boilerplate information on the program and municipality
 - Close the release with a - 30 -
 - Provide a contact for more information

Ideally there would be a release sent every two months, to keep you top-of-mind in the media and community. However, sending out a release that does not provide value to the community is a waste of time and can negatively impact your credibility.

To make media relations as simple as possible keep a media cheat sheet handy which includes:

- Key messages for your blue box program
- Contacts of municipal resource people
- Contact list of all local media including release submission preferences

Media relations also include making your staff a resource to the media when a related story comes up from another source, or an interview is needed. Ensure the media knows who to contact, and has a variety of contact methods (such as office phone, cell phone and email) to ensure your perspectives are included in any story related to recycling and waste management.

8.2 General Information Piece

- **Description** - A program overview piece, which provides high level information on the program and details for sorting, is a critical element that ensures all residents are aware of your Blue Box program specifications. A single resource can provide important details and information to assist with compliance and participation in the program.
- **General Use** - As research has shown that the complexity of recycling programs can be a deterrent to participation; this piece must be simple, easy to follow and valuable enough to retain for reference over time. To this end, it is recommended that the piece be as clear as possible, as few words as possible and be printed inexpensively on environmentally-responsible paper to allow households to have multiple copies. You may also consider offering the piece electronically, to be even more environmentally-responsible!

8.3 Production Hints and Tips

Content for this piece should include:

- Collection schedule (for curbside)
- Depot locations and hours (for depot)
- Acceptable recycling containers (blue boxes, bags, etc.)
- Applicable recyclables

- Specifics including labels to be removed, etc.
- Where to get more information.

A template for this general information piece is available through CIF which will help with the design and creation expense. Should the inexpensive printing option be chosen, it is recommended that the piece be mass-distributed at least yearly to every household (which allows for changes in the program) as well as having easy access to additional copies in key locations around the community. These could include:

- Recreation centers
- Municipal offices
- Libraries
- Waste depot (if applicable)
- Waste collection staff

A single page format is recommended, no larger than 8.5" x 11". This standard size will make the piece easier to retain for reference.

8.4 Webpage

Offering information online is not only a quick and simple way to share information; it is an environmentally-conscious choice which fits with the messaging around recycling. Hosted as a subpage on the municipality's website, this page will be referenced in all P&E activities bringing higher profile to the site, and potentially reducing the number of callers phoning to ask questions. This leaves more time for your team to complete other activities.

Every municipality must have at least one page communicating the details of their Blue Box program in the community. A single, quick resource, the minimum required information includes:

- Collection schedule (for curbside)
- Depot locations and hours (for depot)
- Acceptable recycling containers (blue boxes, bags, etc.)
- Applicable recyclables

- Specifics including labels to be removed, etc.
- Where to get more information.

Design for the webpage can reflect the design for your existing municipal website however integration of elements from the province-wide blue box program is encouraged.

Should you have the resources available to include more information or additional pages on recycling into your municipal website consider adding these items:

- Frequently asked questions page
- Downloadable versions of your P&E materials
- Community recycling statistics
- Recycling tips and tricks to make it easier
- Examples of what things are recycled into
- Tips to increase recycling in your home
- How to shop recycle friendly (what to buy and not buy)
- Links to other recycling resources

Content for the website can be pulled from existing P&E materials and supplemented by municipal staff. Programming for the site should be completed by the webmaster for your existing website. Keep in mind that for Search Engine Optimization purposes the content for the site should be rich in appropriate key words. To help determine keywords, you can use the free Google Keyword tool at <https://adwords.google.com/select/KeywordToolExternal>.

The webpage should have Google Analytics, or another analytics tool. This allows you to get information on who is visiting your site, how long they spend, what pages they visit, how they found the site and where they go when they are done. Having this free tool installed will help with program tracking. More information about Google Analytics can be found at <http://www.google.com/analytics/>.

8.5 Brochure

The program brochure serves as a motivational piece to encourage residents to recycle. It features tips and tricks to make it easier, profiles incredible products made from recyclables and explains why recycling is good for the community and the environment.

The intention is that the brochure works in partnership with the General Information Piece to create a full educational and promotional package providing all the necessary information. Both pieces also refer to the webpage to provide more information, and the municipality contact numbers for specific questions.

The brochure can be distributed in an organic way, through events, conversations, in correspondence with audiences and as requested.

Should motivation to recycle be a specific issue, large scale distribution may be considered?

8.6 Fridge Magnet

Providing residents and businesses with an easy to understand, long-term sorting guide just makes sense. Typically significant changes to a recycling program do not occur on a regular basis, as such, it is imperative to effectively communicate changes when they do happen.

A large size magnet, with sorting lists is a resource that most people will appreciate, and keep posted where most of the recycling happens at home, in the kitchen.

Using graphics rather than words, this resource will allow residents to quickly and easily reference what is recyclable. The use of images will make it accessible to those for whom literacy or visibility may be an issue including; children, the elderly and those for whom English or French is not their first language.

The recommended size for these magnets is 6" wide x 4" high. In order to keep images large enough to be easily seen it is recommended that only the top 8 items which are most often recycled be included.

For additional information, it is recommended that your webpage and contact phone number be given. Your community logo will also be used on this magnet.

Should you have neighbouring communities that have a very similar recycling program, this is an ideal option for partnering and co-production as the cost per piece will decrease significantly with larger numbers being produced.

8.7 Newspaper Advertising

Local papers are often well read, as they feature the information that is of specific interest to local residents.

Newspapers should be used for:

- Promoting recycling in the community
- Changes to the recycling program
- Updates on program progress
- Special events or days
- Ongoing recycling awareness

For those communities that share the local paper with other communities, consider doing these ads in partnership with your neighbouring communities to save budget or have greater impact with a larger ad.

When planning budget for your newspaper advertising keep in mind that you may have CNA/OCNA lines available that will help off-set the cost. To see what your line allotment is, visit our website at <http://www.wdo.ca/content/?path=page80+item86507>.

9.0 Year Two Tactics

9.1 Local Radio Advertising

In smaller municipalities, local radio is often a key source of information on what is happening locally. Residents will often tune into the radio for items such as road reports, local events, etc. Integration of the radio into P&E activities works to meet a variety of needs. These include:

Ongoing awareness – regular ads keep people aware and interested in the local Blue Box Program. These can include motivations messages, interesting facts and other points of information. For example, giving statistics on how the community is doing in diversion rate, providing details on what recyclables become, and giving tips on how to integrate recycling into daily habits to make it simple.

Event advertising – when there is a community event that the recycling program is participating in, consider using the radio to encourage participation. This can be as simple as “Come out and see us” or as involved as a radio contest giving free tickets.

Program changes – when there is a change to the program the radio is a quick and easy way to direct residents to stay informed on that change. Whether it is a new pick up or department schedule, additions to what is now recyclable or the announcement of a new P&E resource for the community, it can be communicated via the radio giving a website address and/or phone number for more information.

Seasonal/tourist awareness – ensure that visitors are aware of the recycling program and where they can get more information by running radio ads during typical arrival times into your community such as late afternoon and evening on Friday.

Here are three options for recycling awareness ad copy (remember you can alter these to fit your needs):

- Perth is proud to be a recycling community. Remember to sort your household garbage to maximize the amount of waste we divert from landfill. Find out more about what is recyclable by visiting our community website at www.perthcomposts.com or by checking the recycling sorting sheet which has been distributed to every home earlier this year.
- Recycling is the simplest way we can all make the world a better place. Enjoying a beverage? When you are done, toss it in the blue box! This one

quick and simple choice will help us improve our community and our environment. Perth is proud to be a recycling community. Together we can make a difference.

- Go Green and... Recycle! In Perth, recycling is an important part of our waste management plan. Recycling as a family teaches your children to care about their community and creates a cleaner town for you and your family to live and work, now and for generations to come. We are a proud recycling community. Together we can make a difference. For more information on recycling in Perth, visit www.perth.ca.

9.2 School Programs

Schools are often including information on the natural world and the effect human's have on their environment. This information, as well as tips on how to live green, is an important part of modern education and children are comfortable with these concepts, often more than their parents or grandparents. The knowledge of students is often taken home and can affect the household's choices and participation in programs such as a Blue Box Recycling Program.

Use this vehicle to promote what your community is doing in the area of recycling. This can include:

- Providing resource information to teachers
- Hosting school trips
- Doing classroom presentations
- Assisting with science projects (fairs or entire class items)

If this becomes an effective tool, consider creating materials targeted to this group, such as one page information sheets, colouring pages, etc. keeping in mind the age of the students and making materials relevant to their level of understanding.

As some smaller schools draw students from many communities, this is an ideal project to be undertaken in partnership with neighbouring communities.\

10.0 Year Three Tactics

10.1 E-mail Reminders

Using the internet for P&E activities will reduce waste, save money and ensure your message is received in a timely manner.

Creation of email reminders allows you to reach residents and businesses alike with updates, reminders and program information in real-time. This helps maintain awareness of the program and will keep recycling in the minds of all community members.

Types of updates that might be sent to community members include:

- Program updates
- Changes to schedules (due to holidays, etc.)
- Special days
- Community accomplishments
- Events
- News about the program
- Recycling tips and tricks

This tactic will require a sign-up option on your webpage where community members opt-in to receive your messages. If you already have an existing list, you can use it for your Blue Box P&E Program. If you do not have an existing list the time investment is definitely worth it. There are online providers such as Campaign Monitor and Constant Contact that can provide this service quickly and inexpensively. The information you will need to collect includes:

- Name (first and last)
- Email address
- Permission to send P&E information.

It is not uncommon to use a contest or other incentive to encourage signing up for these communications, however keep in mind that if personal information is being collected, you must get express permission from those entering the contest to use that information for P&E activities on an ongoing basis. It is also important that a double opt-in process be used, which has them sign-up, then confirm after an email is sent to them.

10.2 Stickers

A simple, multi-purpose piece, stickers can be used as a fun part of the P&E program for Perth. Simple, practical and appealing, stickers can be used to:

- Remind residents of pick up days
- Add some fun to school programs
- Draw attention to other communications
- Be a give away to children at events
- Be used for practical applications such as sealing envelopes for mailings or newsletters

In order to make this an effective tool, one simple sticker for all of Ontario has been developed which will allow for simple development and brand building across the province. Furthermore, if printed in partnership with neighbouring communities, the increased print quantity will bring the cost per sticker down significantly, making it a more accessible option.

10.3 Tactics Roll-Out Schedule

The table below is your opportunity to plan out the execution of your P&E program tactics. By scheduling these activities pro-actively, you not only have an easy, quick reference to keep the program rolling, it also helps when more than one person is responsible for the Blue Box P&E program. Blank space is provided for you to add to your schedule any additional items that are part of your program.

The Town of Perth has the new schedule for the 2013 year coming out in Dec 2012, therefore promotion and education for the new schedule will happen during the first and second quarter of that year. The table below has been filled out to aid in the order in which it would be best to recommend when each activity to be rolled out to best fit with

the communities recycling schedule. During this time we update the residents on any new recycling news, such as:

- What new material can be added to the blue box
- Which items cannot be recycled
- How well the residents are recycling/diverting

Table 2 - Budget Work Sheet

| Activity | Year One - 2011 | | | | Year Two - 2012 | | | | Year Three - 2013 | | | |
|-------------------------|-----------------|----|----|----|-----------------|----|----|----|-------------------|----|----|----|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| Media Relations | | x | | | | x | | | x | | | |
| General Information | | x | | | | x | | | x | | | |
| Homepage | | | x | | | | x | | | | x | |
| Brochure | | | x | | | | x | | | | x | |
| Edge Magnet | | | | | | | | x | | | | |
| Newspaper Advertising | | x | | | | x | | | | x | | |
| Local Radio Advertising | | x | | | | x | | | | x | | |
| School Programs | | | | | | | x | | | | | |
| Mail Reminders | | | | | | | | x | | | | x |
| Workers | | | | | | | | x | | | | |

Tracking Options

Tracking the effectiveness of your P&E activities allows for a clear Return On Investment calculation on the funds and hours invested in the program. Best practices indicate this is an important part of the project and integration into your P&E program can be a simple and easy process.

There are a number of low to no cost ways to track your activities and the number of impressions they made or actions they inspired. However, it is important to keep in mind that it takes an average of seven impressions before the message or brand is remembered by the audience. That means that even though there were six previous ads or activities undertaken, only the seventh will be properly remembered by the audience. Keep this in mind with your program tracking to put results into perspective.

A number of different tracking options for all P&E programs are recommended. These methods allow for a wide range of inputs to feed into the results which indicate the overall effectiveness of your program. These options include:

- **Hits on website** – load an analytics program onto your website to allow for tracking the traffic to your site. Google Analytics is a free program that can be loaded onto your website and will give you information such as number of visitors, which pages they visit, how long they visit, etc. This information can be useful in tracking how effective the site is, or how effective other P&E activities, that direct audiences to your site, have been.

Tonnage changes – it is already required that tonnage is tracked for the MOE. Use this information to look for trends in your recycling program. Does it increase or decrease during certain times of the year? Why is that? Have diversion rates been increasing or decreasing? When you launch a new P&E activity, is there any change in the coming months? All of these can help you see the affect your P&E activities are having.

Incoming calls or inquiries – any changes to your program, be it P&E or otherwise, often drives more inquiries. Track the incoming inquiries to help determine what is happening in your community. Consider including the following information in your tracking:

- **Number of inquiries**
- **Method of contact:** email or phone
- **Subject of the inquiry**
- **Response speed**

Event participation – keep track of how many people visit events you participate in. For events you are hosting yourself, keep track of attendees at the door. When you are participating in an event, this can be a clear indication of the effectiveness of the P&E initiatives that were used to promote the event. This can be more easily done when there is a contest or draw at the event.

Consider the following options:

- **Kids contest** (colouring, creative writing, etc.)
- **Draw for a recycling centre** (from a local hardware store)
- **Give away promo items** (one per household)
- **Draw for a gift basket** of recycled items

- o Draw for a family oriented outdoor activity in your area
 - o Litterless grocery and lunch kits
 - Community surveys – it is important to get the opinions of your community on a regular basis. Conducting community surveys is an effective way to get this done. Surveys should be conducted in a variety of ways to ensure a diverse section of the population is reached. Some options include:
 - o Online surveys sent out via email and posted to your webpage
 - o Short survey for all incoming calls
 - o Survey cards at events
 - o Outbound telephone surveys completed by administrative staff
 - o Focus groups
- Building a strong base with your audience will be an important measure of your P&E activity and you should make changes to your plan to ensure it is more effective going forward

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| | Date Executed | Effective | Not Effective | Unsure | Notes |
|---------------------------|---------------|-----------|---------------|--------|---|
| Media Relations | May 2011 | X | | | |
| General Information Piece | July 2011 | X | | | Residents were receptive to the GIP that the town provided. Staff received positive comments. |
| Webpage | July 2011 | | | X | Cannot accurately say if our webpage is effective as we do not have a comments option. |
| Brochure | May 2011 | X | | | Residents had issues with the new schedule but with the training provided to municipal staff it relieved much of the calls ins. |
| Fridge Magnet | N/A | | | | |
| Newspaper Advertising | May 2011 | X | | | |
| Local Radio Advertising | May 2011 | X | | | Radio Ads helped when it correlated with the newspaper ads as well. |
| School Programs | N/A | | | | |
| E-mail Reminders | N/A | | | | |
| Stickers | N/A | | | | |

Appendix A: Other P&E Activity Options

Calendars

Calendars are a good way to keep recycling top-of-mind. Consider including tips, tricks and fun facts in addition to important information such as a contact phone number and website. <http://www.custombuiltcalendars.com/Municipal.html> or a similar tool is a simple and quick way to build a custom calendar for your community.

E-marketing

E-marketing is an important part of the modern marketing mix and should be considered for integration into your P&E plan. While many audiences are becoming more and more comfortable with online communications, offering more than one option to obtain that information is pivotal to the success of any program.

For a Blue Box Recycling Program, this is even more critical, as the medium reflects the message. This is a waste neutral communication tool and will allow for real time updates on your blue box program. More than a website, e-marketing can include:

- **Blogging** – an ongoing conversation posted on a website
- **Facebook/My Space** – building a community of those who are interested in, and passionate about recycling in your municipality
- **Twitter** – short, concise and timely updates posted in 140 characters or less
- **Online customer service chat** – website based communication option allowing for the posing and answering of questions, real time in a method similar to other online chat facilities
- **Email blasts/newsletter** – sending out information directly to audience's inboxes regarding your program
- **Footprint calculator** – website based calculator that allows residents and businesses to estimate their environmental impact and get some suggestions for improvement based on activity
- **Feedback form** – create a 360° feedback loop on your program using an online comments platform

Integration of some of these options will allow you to create an ongoing conversation with stakeholders in a budget friendly manner. While funds are required for the development of many of these options, once they are in place using them is very low cost, quick and simple.

Events

Opening the doors of your recycling facilities and offices can not only attract residents who want to learn more, it can help to build buy-in for recycling throughout the community. Research has shown that for some residents not understanding how recycling works, and the benefits it brings to the community, is a major hurdle in program participation. Hosting open house events and other community events can work to overcome this issue.

Timed to coincide with a significant change or accomplishment, a special collection day or other logical event, events can be a source of community building.

For example, use Earth Day to promote recycling, invite other “green” community groups to display at your event and bring everyone together to find ways to live a more eco-friendly life.

Events do not necessarily have to be created by the municipality. You can also participate in events being run by other organizations. If there is a fall fair, winterfest, music festival or other big event in your community, take advantage of these events. They bring together many of your stakeholders and audiences and are a great opportunity to do some P&E activities.

For event participation you could consider the following:

- o Create a display – this could be professionally created or homemade, just be sure it works with the rest of your P&E materials and looks professional
- o Have literature on hand – bring information packages or other items that educate and motivate the event attendees
- o Having a giveaway – a recycling themed promotional item is a great way to keep you top-of-mind. Not only can these giveaways be used at events but also distributed through schools and other groups. Items should be environmentally-responsible.

Consider the following:

- o Reusable shopping bags
- o Crank flashlights
- o Seed packages
- o Compostable pens

- o Small size blue boxes

- Run a contest – have a contest that is tied into the event and that will encourage visitors to your booth. This could be as simple as a colouring contest (with pages printed on recycled paper of course) that are distributed through the local school and then dropped off at your booth. You could even use them on the display.
- Use your webpage – whenever possible use your webpage as a source of information at the event and to promote visitors to the site. Bring a laptop and use the local Wi-Fi to get access.
- Staff the display – make sure you have friendly, approachable and knowledgeable staff at the display at all times to talk to the community, and encourage awareness and participation in the program.

Booths are a quick and easy way to build awareness and community support for your recycling program.

Partnerships

In smaller communities there are often fewer resources to execute programs to their full potential. Research has shown that best practices include using partnering to meet the needs of a blue box P&E program. Partnerships allow each municipality to reach beyond their limited resources to create and deliver more from their investment.

There are two types of possible partnerships: inter-community and intra-community.

Inter-community partnerships– these partnerships see more than one community working together to create P&E program materials that meet the needs of both communities. It is often the case that recycling programs in neighbouring communities are similar, if not identical. Further, the aims of the programs are the same: to increase participation, awareness and acceptance of recycling by a larger portion of the population. It therefore makes sense that some P&E activities can be completed together.

Even when the recycling program is not exactly the same, there are awareness activities that can be done in partnership. Some activities that could be done in partnership with other communities:

- Advertising

- Billboards
- Rink boards
- Events
- Direct mail
- Local cable or community TV
- Contests

Programs that are the same, or very similar, consider creating then customizing items:

- Fridge magnet
- School programs
- Flyers
- Newsletter

These economies achievable through higher numbers in printing and distribution.

Community partnerships— these partnerships use resources within a community to cooperatively spread shared messages. Partners can include community groups, government agencies, schools, faith groups, etc. These partnerships will often help with spreading the word, and promoting events, contests, and more to the benefit of their group and community.

Using these partners when planning your P&E activities such as:

- School programs
- Events
- Newsletter distribution
- Print and radio advertising