

MUNICIPALITY OF WEST NIPISSING

CIF Project # 101

Improved Rural Recycling Depots through Signage

Final Report



**West Nipissing Ouest**

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## OVERVIEW

### BACKGROUND

West Nipissing is a town in Northeastern Ontario on Lake Nipissing in the Nipissing District. It was formed January 1, 1999, with the amalgamation of seventeen and a half former towns, villages, townships and unorganized communities, including, but not limited to, Cache Bay, Crystal Falls, Desaulniers, Field, Kipling, Lavigne, North Monetville, River Valley, Sturgeon Falls and Verner.

The Municipality is accessible via Trans Canada Highway 17 along the north shore of Lake Nipissing, approximately 40 km west of North Bay and 90 km east of Sudbury. Travel time to Toronto represents approximately 4 to 5 hours. West Nipissing is commonly associated with the Town of Sturgeon Falls, representing the largest population centre within the municipality located directly off of Highway 17.

Waste management services provided to the urban areas of West Nipissing include; weekly garbage collection and bi-weekly curbside blue box recycling. The rural area of West Nipissing is serviced by attended recycling depots at the municipally owned waste disposal sites and unattended centrally located depot sites offering unlimited hours of operation.

The reported population (2009) for West Nipissing is approximately 13,400 people or 7,045 households representing 4,900 households on curbside blue box collection and 2,145 households serviced by a depot program.

### PROJECT GOALS

The project goals of “Improved Rural Recycling Depots through Signage” are:

1. To install proper signage at all outlying depots.
2. To maximize rural recycling depot site efficiency and minimize contamination.
3. To eliminate barriers to participation and maximize capture rates from the rural residents of West Nipissing.
4. To improve functionality and the aesthetics of the only recycling venue offered to the rural residents of West Nipissing.

**\*\*The project objective was to enable rural recycling depots to be user friendly and conducive to proper participation through clear and specific signage. According to “Best Practices”, big bold signage is crucial to ensuring residents do what we want them to do. At present, our depots are lacking adequate signage and accompanied decals. Signs and decals at the site would contribute to overall functionality of the Rural recycling Depot.**

### **PROPOSED INITIATIVES**

1. Enable residents who are not provided curbside collection a clear and simple option for managing their blue box materials.
2. Fine tune existing rural drop off depots through program development.
3. Design big, bold, visible from vehicles signage. One that is weatherproof, securely attached and positive in nature. Specifying exactly what fibres and containers (not resins) are acceptable.
4. Educate and advise users through signage.
5. Eventually develop pamphlets and mail outs that match the theme of the developed signage,

### **IMPLEMENTATION**

#### **SIGNAGE DEVELOPED**

1. Develop large signs with large lettering.
2. Use bright, high impact colors.
3. Use recognizable graphics and wording that can be interpreted in both official languages.
4. “Crimson Media”, a local graphic designer was hired for creative design, layout and digital file creation of the depot signage.

## Contenants récupérables

### Verre

- bouteilles et bocaux

### Métal

- boîtes de conserves
- canettes de boisson gazeuse
- contenants en aluminium
- feuilles d'aluminium propres
- contenants de peinture vides sans les couvercles

### Plastique

- bouteilles et pots en plastique
- contenants et couvercles  
(yogourt, crème sûre, savon pour les mains, margarine)

## Acceptable containers

### Glass

- Bottles and jars

### Metal

- Metal cans
- Soft drink cans
- Aluminum containers
- Clean foil
- Empty paint cans with lids removed

### Plastic

- Plastic bottles, jars and jugs
- Tubs and tub lids  
(yogurt, sour cream, hand cleaner, margarine containers)

## Papiers récupérables

### Journaux et circulaires

### Revue et Catalogues

### Papier Fin

Papier de bureau, papier à écrire, enveloppes

### Carton Ondulé (aplatir)

### Boîtes Cartonnées

Boîtes de céréales, détergent, de mouchoirs, boîtes d'œufs en carton, rouleaux de papier hygiénique et essuie-tout

### Livres

Livres à couverture rigide et souple, annuaires téléphoniques

### Boîte à Pizza (sans pizza s.v.p.)



## Acceptable fibres

### Newspaper & Inserts

### Magazines & Catalogues

### Fine Papers

- Office & writing paper, envelopes, etc.

### Corrugated Cardboard (Flattened)

### Boxboard

- Boxes of cereal, detergent, shoes, tissue, etc., paper egg cartons, toilet & paper towel rolls

### Books

- Hard & soft cover books, telephone books

### Pizza Boxes (no pizza!)

## Objets non-récupérables

Déchets, vêtements, vaisselle, fenêtres, miroirs, métal, cintres, contenants et emballage en styromousse, boyaux d'arrosage, plastiques durs tels qu'assiettes, jouets, étuis pour DC, paniers à linge, papier ciré, sacs de biscuits et de croustilles, tasses en carton, carton doublé d'aluminium.

## Unacceptable Items

Garbage, clothing, dishes, windows, mirrors, scrap metal, clothes hangers, styrofoam containers & packaging, garden hoses, hard plastics such as dishes, toys, CD cases, laundry baskets, waxed paper, chip & cookie bags, fast food drink cups, foil lined cardboard.

Information: 753-2250 • [www.westnipissingouest.ca](http://www.westnipissingouest.ca)

## INSTALLATION

1. 8'X8' full color premium laminated prints for outdoor application installed on alupanel sheets were chosen
2. In ground installation with 6"X6" posts.

### Decided upon in-ground installation



3. Signs located directly adjacent to the drop off bins were essential as it meant that the residents would drive along and park directly beside the bins for easy access.
4. Project would act as an overall facelift from the administration side of rural recycling, reflecting the Municipality's commitment to Best Practices

### Final Product

#### *Verner Arena*



*Kipling Landfill*



*Field Landfill*





## *Field Public Works Yard*



### MONITORING AND TRACKING

*Pre-Signage* (June 2<sup>nd</sup>, 2009 to August 25<sup>th</sup>, 2009)

- Random days were selected, Mondays, Wednesdays and Fridays. (Mondays one week, Wednesdays the next week and Friday the week after, then back around for the duration of the pre-signage monitoring program.)
- Monitoring of contamination was based on visual estimates from three **(3)** MRF employees and one **(1)** Management Staff.
- Upon arrival of the recycling truck on the selected day, all recyclable material from outlying drop off bins was unloaded for viewing on the loading dock floor at the MRF.
- A scale of contamination was developed from 1 to 10 - 1 being highly contaminated and 10 being no contamination.
- Estimates of contamination levels were then collected and documented by Management Staff.
- Items contaminating the loads were also noted and documented for future reference.
- Pre-signage estimates of contamination averages were then calculated and documented.

*Post-signage (June 1, 2010 to August 26<sup>th</sup>, 2010)*

- Upon completion/installation of new signage and adequate time for residential adjustment, monitoring of contamination was conducted during the same time of year, for the same number of days, with the same scale of contamination, by the same people for the duration of the post-signage monitoring program.
- Estimates of contamination was then collected and documented by Management Staff.
- Items contaminating the loads were recorded and documented for future references.
- Post-signage estimates of contamination averages were then calculated and documented.
- The calculated averages from the pre-signage monitoring program were compared to the averages from the post-signage monitoring program.
- The project will be deemed a success if the scale of contamination average is at a higher value at post-signage versus pre-signage.
- A report will then be conducted discussing the success/failure of the “Improved Rural Recycling Depot through Signage”, project.

METHODOLOGY

Pre-Signage Scale of Contamination Estimates and averages:

*June 2<sup>nd</sup>, 2009 to August 25<sup>th</sup>, 2009*

Pre-signage (2008)	Jun 2	Jun 11	Jun 20	Jun 23	Jul 2	July 11	July 23	Aug 1	Aug 4	Aug 13	Aug 22	Aug 25
Louis	7	7	7	7	7	6	5	5	6	7	6	6
Gaston	7	6	8	7	7	7	6	6	7	6	7	7
Mike	7	7	7	7	6	5	5	5	7	7	7	6
Jason	6	6	7	6	7	5	5	5	7	6	6	6
<b>AVERAGE</b>	6.75	6.5	7.25	6.75	6.75	5.75	5.25	5.25	6.75	6.5	6.5	6.25
<b>Scale of Contamination Average</b>	<b>6.35</b>											

Post-Signage Scale of Contamination Estimates and averages:

*June 1<sup>st</sup>, 2010 to August 26<sup>th</sup>, 2010*

Post-signage (2010)	Jun 1	Jun 10	Jun 19	Jun 22	Jul 2	July 6	July 15	Jul 24	Aug 5	Aug 14	Aug 17	Aug 26
Louis	7	8	7	8	7	9	7	7	8	8	8	8
Gaston	8	8	8	8	8	8	7	8	8	8	8	8
Mike	8	7	8	8	7	8	7	8	8	8	8	8
Jason	7	7	8	8	8	8	7	8	8	8	8	8
<b>AVERAGE</b>	7.5	7.5	7.75	8	7.5	8.25	7	7.75	8	8	8	8
<b>Scale of Contamination Average</b>	<b>7.77</b>											

**CONCLUSION**

Project Results

1. Contamination levels decreased as a result of the CIF funded Signage project.
2. Studies indicate the pre-signage contamination levels (as a result of the decided upon monitoring and tracking method) were lower than post contamination levels.
3. As a result of the higher value post-signage levels versus pre-signage levels, the project can be deemed a success.
4. In addition, increased volumes were also noted as a result of the Municipalities commitment to the Rural Depot Program.
5. Public perception of the Municipalities commitment to recycling has also improved.

Recommendations

1. Continued monitoring and evaluation of Rural Depots and their contributing material.
2. Maintain graphic theme on Promotional and Educational Material.
3. Maintain signage in good condition.
4. Implement signage structure at remaining Rural Depots in the Community.