

Township of Assiginack

**CIF Project 117 – Assiginack Recycling
Program**

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1 Background Information

The Township of Assiginack is located on the east end of Manitoulin Island and has a population of approximately 900 people. The Township encompasses approximately 205 square kilometres that surrounds its main community Manitowaning. The community also consists of a large seasonal population that own cottages and seasonal property within the community. It falls within the “Rural Depot-North” municipal grouping.

The Township of Assiginack owns and operates a small landfill site which residents and commercial businesses use to dispose of their waste material. Seasonal and full time residents transport their waste to the Township landfill for disposal (and now recycling). In addition to residential waste, the commercial sector within the community also uses the site for waste disposal. Tipping fees are charged for disposal according to the types of waste and/or user.

In 2008, the Township did not have a recycling program in place. Waste brought to the landfill site for disposal was separated into the following categories:

- Tires;
- Metal;
- Wood; and
- Garbage.

Waste diversion at that time was minimal and consisted of separating and stockpiling tires, sending metal items such as refrigerators and stoves for recycling, and separating and burning wood. When the Township became aware that its landfill site would reach capacity in as little as 5 years at its then current rate of disposal, it took action and decided to develop a plan to decrease the amount of waste required for disposal. The Township prepared a Solid Waste Management Plan (SWMP) with the objective to achieve or exceed the Provincial waste diversion target of 60%. The SWMP identified the diversion of recyclable material as a preferred solution. Funding was obtained through the Continuous Improvement Fund (CIF) for the implementation of a blue box recycling program the Township (see Appendix A). The project consisted of four phases:

1. Determine Waste Diversion Program Requirements;
2. Develop a Communication Strategy;
3. Implement the New Program; and
4. Program Evaluation.

Phases 1 to 3 are discussed in Section 2 of this report, while Phase 4 is discussed in Section 3.

The result of this project was a new depot-based recycling program that has brought the Township within range of its target recycling rate and provides a satisfactory level of service to its residents.

2 Implementation

Implementation of the blue box recycling program was completed in the first three phases of this project:

1. Determine Waste Diversion Program Requirements;
2. Develop a Communications Strategy; and
3. Implement New Program.

Phase 1: Determine Waste Diversion Program Requirements (Appropriate Tools and Methods to Maximize the Diversion of Recyclable Waste)

Activities

The activities of Phase 1 were used to help determine which tools and methods would best maximize the diversion of recyclable waste from disposal. The activities completed included:

- A public attitude survey, which consisted of a randomized, statistically-significant telephone survey of 136 households within the Township of Assiginack. The sample size provided accuracy within 6.8 percentage points, 19 times out of 20. The survey provided information on:
 - Types of waste diversion behaviour currently undertaken in each household;
 - Perceived barriers to participation in waste diversion programs;
 - Willingness to participate in new waste recycling programs;
 - How residents currently receive information or 'learn' about waste management programs;
 - How they would prefer to receive information about their waste management programs;
 - The types of tools residents perceive they require to increase their participation in a recycling program.
- A waste composition study from a sample of households throughout the community.

The results of these activities are discussed below.

Results

Public Attitude Survey Highlights

The results of the telephone survey showed that waste disposal and the landfill rather than recycling were the top-of-mind reactions of residents when they were asked to consider waste management programs offered by the Township. However, there appeared to be considerable potential for additional recycling among the Township residents, as 30% reported that they did not recycle.

Assiginack does not have a curbside garbage collection program; rather, residents take their garbage and drop it off at the local landfill. About 83% of those surveyed said that they take their waste to the landfill site at least once every two weeks or more.

One of the barriers to recycling identified through the survey was the condition of available facilities at the landfill site. A few respondents noted that the current site is muddy and messy, which could discourage residents from going there or taking the time to sort their materials properly.

The survey highlighted the lack of promotion and education about the Township's waste diversion programming (e.g., tires or white goods). Nearly half of respondents said that they do not receive enough information about waste services and programs, and 20% said that they have not received any information.

There was some sentiment expressed by respondents that both residents and the municipality should recycle more. More than three-quarters of respondents supported a program to increase what people can recycle and an enhanced promotion and education program

The most common method suggested for distributing information about the Township's waste management programs was a leaflet or brochure, followed by a newsletter or by information in the newspaper. There was also a suggestion for improved signage at the landfill site.

The most common specific suggestions for encouraging the community to recycle more was for more promotion and education, and to have more recycling bins at the landfill site or curbside collection. There was a wide variety of other suggestions, including the use of financial incentives and disincentives (e.g., fines, bag fees), forming a community recycling committee, and increasing the amount of materials collected for recycling.

The full results of the Telephone survey are included in Appendix B.

Considering the results of the telephone survey, it was determined that Assiginack's recycling program would be depot-based, with the depots being located at the landfill site. The next steps in the development of this program were the development of the communications strategy, the design of the depot facility, and to secure processing capacity.

Waste Composition Study

A waste audit was completed for the Township and showed that approximately 24% of the Township's waste consisted of recyclable materials (see Figure 1). The largest group of recyclable materials consisted of textiles, followed by newsprint, fine paper and boxboard. The percent of recyclable material in the waste stream, by weight, is shown in Figure 2.

Figure 1: Waste Composition by Weight

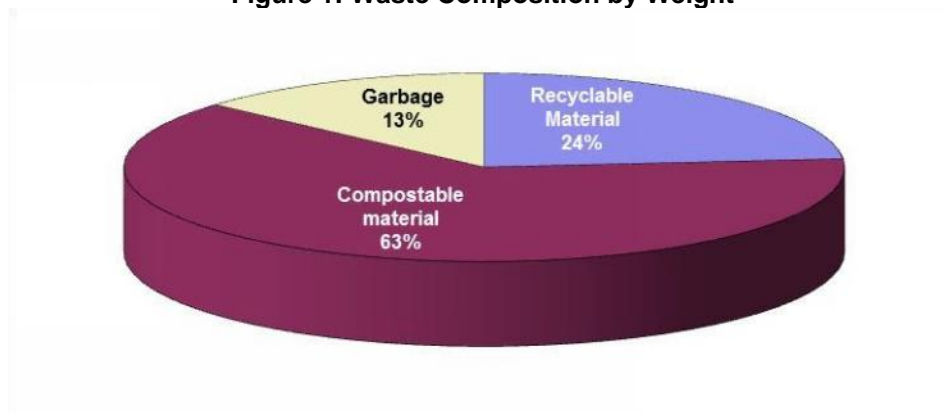


Figure 2: Percentage of Recyclable Material by Weight (of total waste stream)

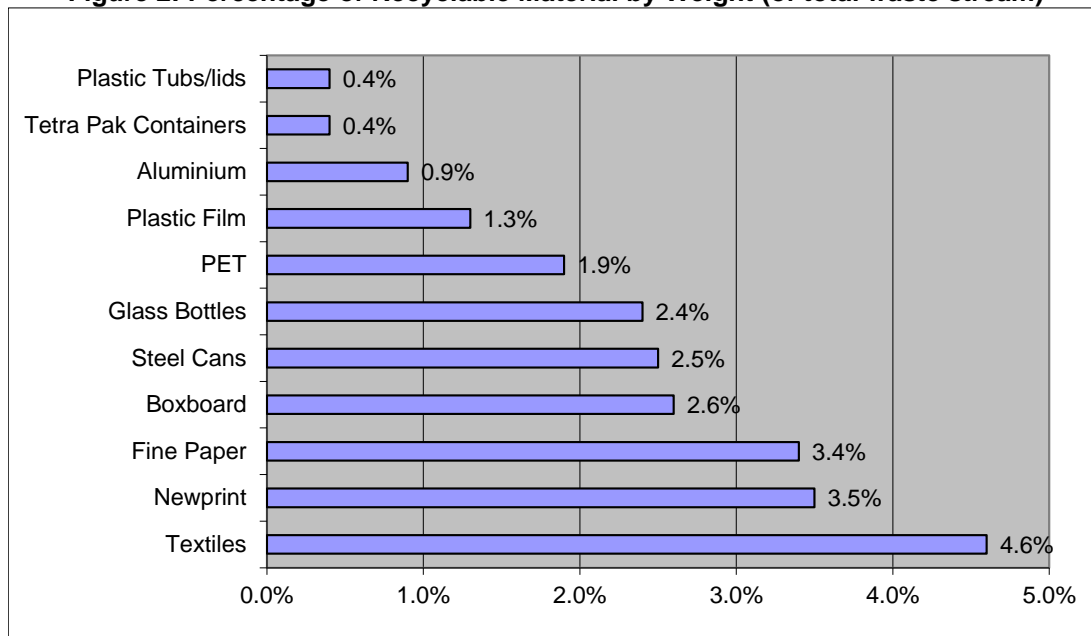


Table 1 presents the estimated tonnages of material available for diversion annually, based on the waste composition and an estimated 750 tonnes of total solid waste generated by the Township. Based on the waste composition, it is estimated that the Township has a total of 145 tonnes of material available for recycling through the blue box program, or an average of 12 tonnes per month.

Table 1: Waste Composition

Material	Percent Composition	Estimated Annual Tonnes
Fibres		
Newsprint	3.5%	27
Fine Paper	3.4%	25
Boxboard	2.6%	20
Tetra Pak Containers	0.4%	3
Metals		
Steel Cans	2.5%	19
Aluminium	0.9%	7
Plastics		
PET	1.9%	14
Plastic Film	1.3%	10
Plastic Tubs/lids	0.4%	3
Other Recyclable Materials		
Glass Bottles	2.4%	18
Textiles	4.6%	35
Other materials		
Organics	63.0%	472
Other waste/ garbage	13.1%	98
Total	100.0%	750

Phase 2: Develop a Communications Strategy

Activities

In Phase 2, a Communications and Public Engagement Strategy (CPES) was prepared for the implementation of the recycling program. The objectives of the CPES were to:

- Educate all generators about the solid waste diversion priorities of the Township;
- Overcome barriers to participation in waste diversion programs; and
- Encourage proper participation in waste recycling programs with the aim to reduce contamination and create efficiencies.

A summary of the components included in the CPES are described below. The CPES is provided in Appendix C.

Results

The CPES identified a list of barriers that the Township's communications would have to address, based on the results of the telephone survey and other research. These are listed in Table 2.

Table 2: Barriers to Recycling

Barriers
Identified by Survey Respondents
<ul style="list-style-type: none">• Lack of recycling services• Lack of information about programs/lack of communication materials• Lack of signage at the landfill site• Perception that waste disposal and the landfill are the only waste management options offered by the Township• Conditions at the landfill, including mud and wind-strewn debris• Lack of evening hours• Perception that recycling is too expensive for the Township
Other Barriers
<ul style="list-style-type: none">• Perception that separating materials for recycling is inconvenient• Lack of separation systems in the home• Lack of storage space or containers in the home• Unable to bring materials to site• Being too busy• Difficulty in establishing a routine and remembering to sort out recyclables• Lack of knowledge (e.g., what material goes where, what materials are accepted, understanding how the program works)• Potential for misinformation and myth spreading via word-of-mouth, in absence of other communication activities• Not believing that there is an environmental or community benefit• Recycling bins are full or over-flowing

A series of key messages were developed for the target audiences of the CPES. The target audiences were households, students (JK through to high school), community organizations and volunteer groups, and local businesses. The selected key messages focused on motivation and proper participation and are listed in Table 3.

Table 3: Key Messages

Messages
Motivation
<ul style="list-style-type: none"> • Recycling is easy to do • Recycling is good for the environment and good for our community • Recycling is the right thing to do • I'm recycling to protect the future of our children • Recycling is worth it • Waste diversion will extend the life of the landfill • I am proud to participate in Assiginack's waste diversion programs • Together, we can make a difference • Recycling will help clean up our landfill
Proper Participation
<ul style="list-style-type: none"> • Build awareness of what waste diversion programs the Township offers • Build understanding of how residents, businesses and organizations should participate • Update the community frequently on the results of the program and their efforts • Provide feedback to the community on how the community is doing compared to other municipalities

The CPES identified a number of tools and approaches to be used to deliver the key messages. These tools and approaches are listed in table 4.

Table 4: Tools and Approaches to Deliver Key Messages

Tools	Approaches
<ul style="list-style-type: none"> • launch event to kick-off the recycling program • brochures and newsletters • prompts such as fridge magnets or garbage bin stickers • clear signage at the depot site • display or sign promoting program results • information about Township's waste recycling • programs on the Township's website • give-aways • waste recycling telephone hotline • demonstrations on how to participate 	<ul style="list-style-type: none"> • Deliver program launch information door-to-door using staff or volunteers • Provide special strategic/seasonal promotion for diversion • Promote recycling, including tips on how to do it, how easy it is • Train municipal staff • Set-up kiosks and information booths in community locations and at community events • Promote waste recycling programs in the local media • Promote the use of recycling bins in schools and businesses

Based on the CPES, it was decided that the Township would develop a brochure, fridge magnet and website to help launch and promote the waste recycling program. A telephone hotline was also planned, along with a day-long series of presentations about the new recycling program in a local school. These components are discussed in the next Phase.

Phase 3: Implement New Program

Activities

The implementation of the new program in Phase 3 consisted of the following activities:

- The development of communication materials
- Identifying and securing processing capacity;
- Implementing the collection system;
- Delivering the program materials to residents; and
- Monitoring the new initiatives.

The implementation schedule is provided in Appendix D. The details and results of these activities are discussed below.

Results

Development of Communication Materials

To help with the development of the recycling programs communication materials, focus groups with residents were held to obtain their feedback on draft communications campaign elements. Draft materials were prepared for the brochure and fridge magnet, each in a distinct style. Participants provided feedback on the style, look and usefulness of the communications campaign materials. Elements reviewed with the focus group participants included:

- Slogans;
- Artwork themes for the brochures; and
- Size and artwork themes for the fridge magnets.

The results of the focus group (see Appendix E) helped determine the look and language of the communication materials. The communication materials produced in support of the Township's recycling program included:

- Development of communication and public engagement materials and tools, including a brochure, a fridge magnet, and a poster;
- A workshop with local businesses to promote the recycling program and obtain feedback;
- Development and delivery of an in-school presentation about the new recycling program; and
- Development of a website and a dedicated telephone line for questions on the new recycling program.

A copy of the communication materials prepared for the Township's recycling program is provided in Appendix F.

Identifying and Securing Processing Capacity

Obtaining a relationship with a reliable and cost-affordable processor was required for the Township's recycling program. To identify a processor within the Region, the project team contacted a number of municipalities to inquire about how they managed their recyclables, and in particular to which processor they sent their collected recyclables. The municipalities surveyed included:

- Town of Blind River;
- Township of Central Manitoulin;
- City of Elliot Lake;
- Town of Espanola;
- Township of Nairn & Hyman;

- City of North Bay;
- Town of Northeastern Manitoulin & Islands;
- Township of Sables-Spanish Rivers; and
- Town of Spanish.

The City of Sudbury was also contacted to determine if their recycling facility would have the capacity to accept Assiginack's recyclable materials.

After a review of the processing options, it was determined that shipping the materials to City of Sudbury's recycling facility would be the most cost-effective option. An agreement was formed between the Township and the City in October 2009.

Implementing the Collection System

Implementing the collection system involved the design and build of a recycling depot at the Township's landfill site. This included the design of site, applying for regulatory approvals, purchasing depot containers, and the construction of the site.

In 2008, users of the landfill site dropped off their garbage and other waste directly at the base of the landfill. The introduction of a recycling depot (as well as a depot for dropping off organics) was combined with the upgrading of the Township's facility for residents dropping off all wastes.

The new public drop-off depot was constructed on a 0.5 acre section of land situated within the north-east portion of the Township's waste management site and is comprised of a series of bunkers and top-loaded or side-loaded roll-off type containers. The waste drop-off area consists of an elevated platform separated from the lower surrounding land by a retaining wall. The retaining wall provides a 1.5 m grade separation between the platform surface and the ground elevation where the containers rest. A retaining wall extends an additional 0.5 m above the platform elevation as a safety feature for residents and their vehicles. Residents drive onto the platform and deposit material into the bunker and/or 40 yd³ containers (see Figure 3).

A Township employee staffs the depot during operating hours. Staff are responsible for directing traffic, providing customer service, and visually inspect the waste dropped off at the depot.

Recyclable material is collected as a single stream in a covered roll-off type container. The recyclable material is hauled (by a registered contractor) to the City of Sudbury Material Recycling facility for processing and marketing. General waste and other garbage is hauled by Township staff to the landfill site working face via the equipment access road.

Figure 3: Assiginack Waste Management Site



Delivering the Program Materials to Residents

The promotional materials and bins for the Township's new recycling program were distributed on Saturday, November 21, 2009, along with composting carts and mini-bins. The promotional materials for recycling included the brochure and the fridge magnet.

The materials were delivered to the Township office at 25 B Spragg Street in Manitowaning. Residents were invited to come to the Township office to pick up the materials. Township staff tracked which households obtained bins.

To assist with promoting the new recycling program, a series of presentations were delivered at the Assiginack Public School on Tuesday, January 26, 2010, to which each class attended (presentation included in Appendix F). A workshop that evening was held with local businesses to discuss the Township's new waste diversion programs and answer any questions or concerns they had. Questions and concerns were reported back to the Township.

Monitoring New Initiatives.

The recycling program is monitored through the following ways:

- Monthly tracking of recyclables processed (tonnes) through invoices from the City of Sudbury (the Township does not have weigh scales at its facility);
- Monthly waybills from the transport contractor (starting in 2012) ;
- Annual reporting through the Waste Diversion Ontario datacall (starting in 2011);
- Regular in-person follow-up with residents dropping off their waste, through the waste facility attendant; and
- Tracking of calls through the waste diversion hotline (initially) and to the Township office.

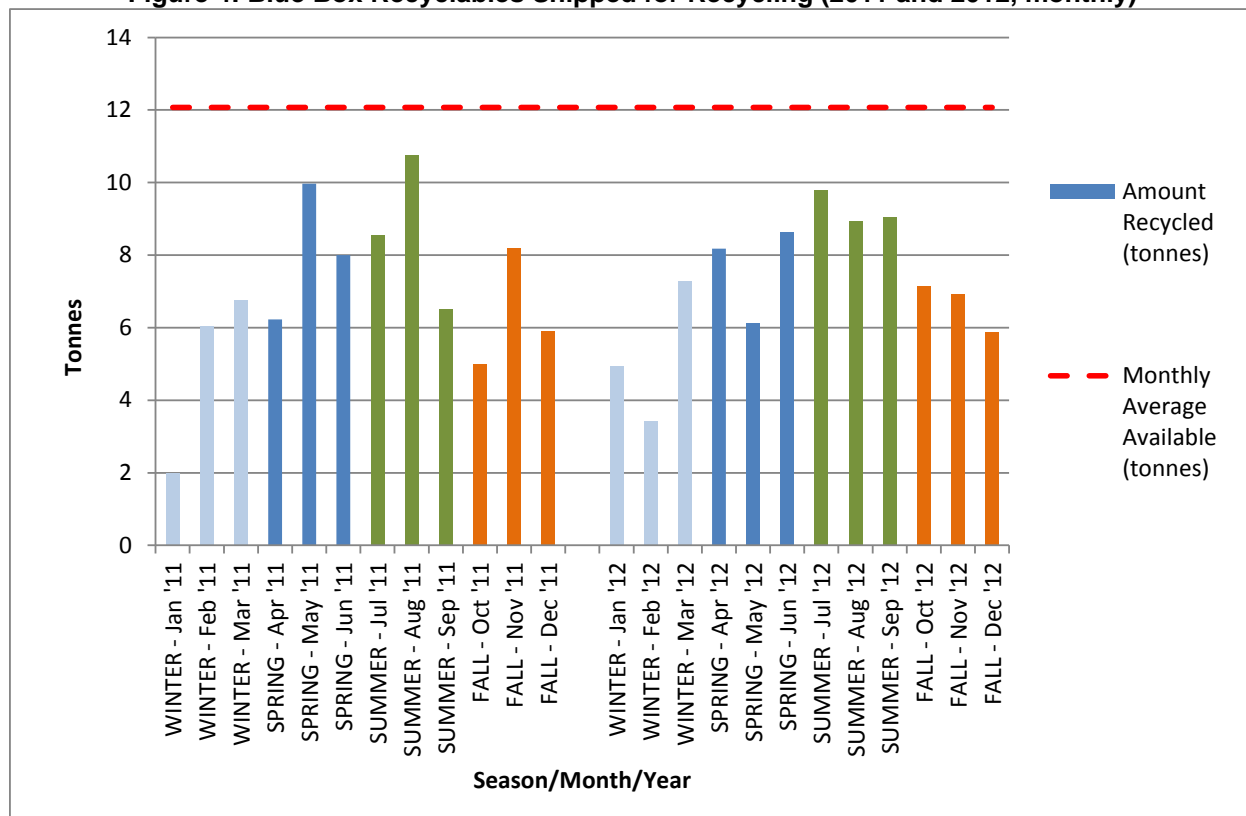
3 Program Evaluation

This section describes the activities and results of Phase 4: Program Evaluation.

Waste Composition

As the recycling depot site did not start receiving recyclable materials until later in 2010, the first complete set of tonnage records are for 2011 and 2012. The invoices from the City of Sudbury record that a total of 83.88 tonnes of recyclable materials were shipped to Sudbury for processing in 2011, while 86 tonnes were shipped in 2012. Figure 4 charts the amount of recyclables shipped monthly for 2011 and 2012. The average monthly amount of recyclables estimated to be available for recycling (i.e., 12 tonnes) is marked on the chart.

Figure 4: Blue Box Recyclables Shipped for Recycling (2011 and 2012, monthly)



The Township also tracks the number of shipments of recyclables sent to Sudbury. Table 5 below shows the number of 40-yard containers containing recyclables sent to Sudbury per month. The transport waybills for 2012 show that extra trips are required to manage increased use of the depots during the summer months.

Table 5: Number of Shipments

Month	Number of 40-yard Containers Shipped
Jan '12	6
Feb '12	6
Mar '12	6
Apr '12	6
May '12	8
Jun '12	4
Jul '12	6
Aug '12	10
Sep '12	8
Oct '12	5
Nov '12	5
Dec '12	6
Total	76

Table 6 presents the amount of recyclable material sent for recycling (based on the invoices from the City of Sudbury) and estimates the Township's recycling rate. The recycling rate is based on the estimated amount of blue box material available for diversion in the Township's waste stream, as calculated through the waste audit. The table shows that by 2012 the Township's recycling rate was approximately 60% (which is less than the target recycling rate of 65% for the "Rural Depot-North" municipal grouping, as noted in the CIF waste Recycling Strategy guide).

The calculated recycling rate of 60% is likely higher than actual, as the material shipped for processing would include some contamination, and therefore the amount of material marketed will be less than the 86 tonnes of material reported shipped for recycling. However, this calculated recycling rate should be within 5% to 10%, and is a marked increase in its baseline of about 0%.

Table 6: Tonnes Shipped for Recycling and Approximate Recycling rate (2011 and 2012)

Year	Tonnes Recycled (Processed)	Recycling Rate
Baseline	0	0%
2011	84	58%
2012	86	60%

Table 7 below presents an updated waste composition for the Township. Because the Township provides its recyclables to the City of Sudbury in a single-stream container, tonnages for individual blue box materials are not available. The updated waste composition is therefore generalized. The updated waste composition for the Township shows that an estimated 59 tonnes of blue box materials is still available for diversion.

Table 7: Updated Waste Composition (based on 2012 diversion)

Material	Tonnes	Percent
Blue Box Materials (Diverted)	86	12%
Blue Box Materials (Not diverted)	59	8%
Other Recyclable Materials (Diverted) ¹	18	2%
Other Recyclable Materials (Not diverted)	35	5%
Organics (Diverted)	40	5%
Organics (Not diverted)	432	58%
Other waste (Disposed)	80	11%
Total	750	100%

Notes: 1) Includes tonnage for scrap metal and household hazardous waste, as reported in 2012 WDO datacall.

Public Survey

To help assess the level of public satisfaction with the delivery of municipal services, the Township conducts informal surveys with its constituents (which is a feasible approach given the small population of the municipality). For recycling and other waste issues, these surveys have been conducted by the landfill attendant when residents drop off their waste for disposal and diversion.

As the survey is conducted informally, the results are not tabulated or published. However, the Township reports that, to date, residents have indicated their satisfaction with the recycling program.

Feedback on the recycling program and depot facilities is obtained informally and on a periodic basis by surveying residents as they drop off their waste at the depot. The survey is delivered by the depot attendant. The surveys focus on the delivery of municipal services

4 Conclusion

The funding provided by the CIF with the resources necessary to properly design and implement a recycling program for its residents. As a small municipality, the Township would have faced financial challenges to establish a community recycling program on its own; however, the funding from CIF helped the Township to implement a recycling program that is within the Township's means to operate.

The recycling rate for the Township's recycling program is approximately within 5 to 15 percentage points of its target recycling rate of 65%, based on its municipal grouping. This is significant improvement over its 2008 baseline, which was nil. Based on the progress made to date and the level of resident satisfaction with the program, the design and implementation of the Township's recycling program has been successful.

Appendix A – CIF Project Budget

Tasks		Project Budget	CIF Contribution
<u>Determine Waste Diversion Program Requirements</u>			\$9,000
	Public Attitude Survey	\$8,000	
	Initial Waste Composition	\$4,500	
<u>Develop Communications Strategy</u>		\$6,000	\$4,320
<u>Implement New Program</u>			\$26,320
	Develop/acquire equipment/communications pieces	\$20,000	
	Identify and secure processing capacity	\$3,000	
	Implement collection system	\$4,500	
	Deliver program materials to residents	\$2,400	
	Monitor new initiatives	\$6,500	
<u>Program Evaluation</u>			\$6,840
	Waste composition	\$3,500	
	Public survey	\$6,000	
Totals		\$64,400	\$46,500

Appendix B – Telephone Survey Results

Township of Assiginack
Solid Waste Management Plan:
Telephone Survey Summary Results

Township of Assiginack
P.O. Box 238
25 B Spragge Street
Manitowaning, ON
P0P 1N0

March 2009
BRIF00289716A

Township of Assiginack Solid Waste Management Plan: Telephone Survey Summary Results was prepared by



Executive Summary

Waste Diversion Behaviour in the Home

Recycling

- Residents' primarily think of waste disposal and the landfill rather than recycling when asked to consider waste management programs offered by the Township.
- There appears to be considerable potential for additional recycling among the Township residents. While the majority of respondents said that they do recycle, many reported that they do not (30%), and no material was reported recycled by more than 65% of respondents.
- The respondents who currently recycle generally get their motivation from moral or personal values, such as it being the right thing to do, for the protection of the environment or for the future of their children or grandchildren. There was also some concern expressed that the landfill was filling up.

Backyard Composting

- Backyard composting was fairly common among respondents, as about half said that they did so. The practice was more common in rural areas of Assiginack compared to urban areas.

Disposal

- Nearly all of the respondents surveyed take their waste to the landfill, and many do so at least once every two weeks or more.

Barriers to Participation in Waste Diversion Programs

Recycling

- For programs that take place at the landfill site (e.g. recycling depot, white goods and tires drip off, etc.) the condition of available facilities may be a barrier. It was noted by a few respondents that the current site is muddy and messy, which may discourage people from going there or taking the time to sort their materials properly.
- There is a lack of promotion and education about the Township's waste diversion programming. Nearly half of respondents said that they do not receive enough information about waste services and programs, and 20% said that they have not received any information.
- About 10% of respondents said that they get their information through word-of-mouth. While this can be a useful approach for getting the word out about recycling, it can also help to spread or reinforce commonly held myths and misconceptions.
- Other barriers included a lack of depot bins, the absence of way signage and instructions on how to sort materials at the depot, not enough materials accepted in the program, and inconvenient hours of operation (particularly for those who work during a regular 9 to 5 schedule).

Backyard Composting

- Reported barriers to backyard composting included a concern about the activity attracting animals and the perception that it is inconvenient. Adding to this was a dearth of perceived value in the compost product, as some felt that backyard composting is a waste of time, or were ambivalent about it and have not yet started.

Willingness to Participate in New Waste Recycling Programs

- There was some sentiment expressed that both residents and the municipality should recycle more.
- There was general support for most of the potential future municipal programs listed in the survey. The largest amount of support (more than three-quarters) was for a program to increase what people can recycle, an enhanced promotion and education program, and a depot at the landfill where residents can drop off yard waste for composting.

There was slightly less support (but at about two-thirds, still a majority) for programs to reduce the amount of waste people create, a facility to compost residential food and yard waste, a source-separated organics drop-off program, and a program to divert clothes and other textiles.

The program that respondents were less comfortable with was limiting the number of garbage bags allowed at the landfill, as this program was supported by less than half of respondents.

- Willingness to pay more to support implementing new diversion programs was generally evenly mixed. About 40% said that they would not be willing to pay more, while a similar amount said they would. Another 8% said that they would, but that it would depend on how much more they would pay.

How Residents Currently Receive Information about Waste Management Programs

- While there was no specific information tool that was identified by a majority of respondents, the tools that were mentioned most often were the leaflet/brochure and the notice in their tax bill. Another common source was by getting information at the landfill site or talking to the landfill attendant, or through word of mouth.

Preferred Method to Receive Information about Waste Management Programs

- The most common method suggested for distributing information about the Township's waste management programs was a leaflet or brochure, followed by a newsletter or by information in the newspaper. There was also a suggestion for improved signage at the landfill site.

Types of Tools Required to Increase Participation in Recycling Program

- The most common specific suggestions for encouraging the community to recycle more was for more promotion and education, and to have more recycling bins at the landfill site or curbside collection. There was a wide variety of other suggestions, including the use of financial incentives and disincentives (e.g., fines, bag fees), forming a community recycling committee, and increasing the amount of materials collected for recycling.

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1 Introduction

The Township of Assiginack is a small township located on Manitoulin Island in Ontario, along the north shore of Lake Huron. It has a population of 914, with 390 private households¹.

This telephone survey is part of the Implementation Work plan of the Township's Solid Waste Management Plan. The work plan consists of four steps, which include:

1. Determine the appropriate tools and methods to maximize the reduction and diversion of waste from disposal;
2. Develop a communication and public engagement strategy;
3. Testing and implementation; and
4. Monitoring and modification.

This telephone survey forms part of step 1, and its results will identify the appropriate tools and methods the Township should consider in order to maximize the reduction and diversion of waste from disposal. In particular, the survey will identify:

- Types of waste diversion behaviour currently undertaken in each household;
- Perceived barriers to participation in waste diversion programs;
- Willingness to participate in new waste recycling programs;
- How residents currently receive information or 'learn' about waste management programs;
- How they would prefer to receive information about their waste management programs; and
- The types of tools residents perceive they require to increase their participation in a recycling program.

1.1 Methodology

The telephone survey was conducted by telephone and involved a random selection of 136 households from across the Township. This sample is considered to be accurate within 6.8 percentage points, 19 times out of 20. Residency was verified by asking respondents if they lived within the Township and on what road or street they live.

1.2 Organization of this Report

The results of the survey are presented in Section 2 and are organized under the themes of the survey questions:

- Awareness of Municipal Waste Management Programs – Section 2.1
- Program Participation – Section 2.2
- Promotion and Outreach – Section 2.3

¹ Statistics Canada. 2007. Assiginack, Ontario (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E> (accessed March 31, 2009).

- Long Term Waste Management Planning – Section 2.4

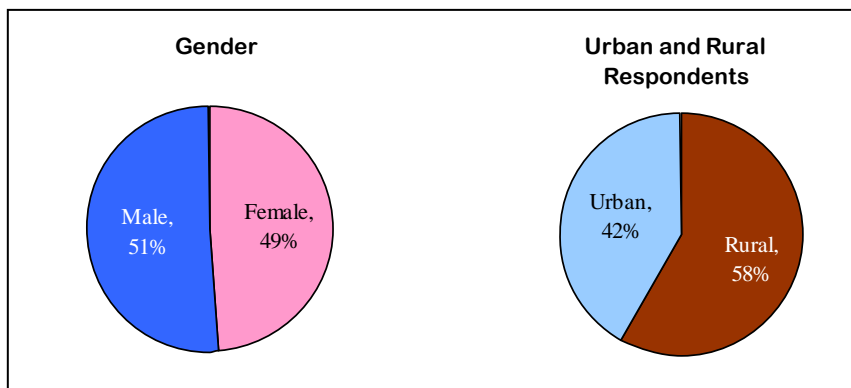
A summary of next steps is provided in Section 3, and a tabular presentation of the survey data is provided in Appendix A

2 Survey Results

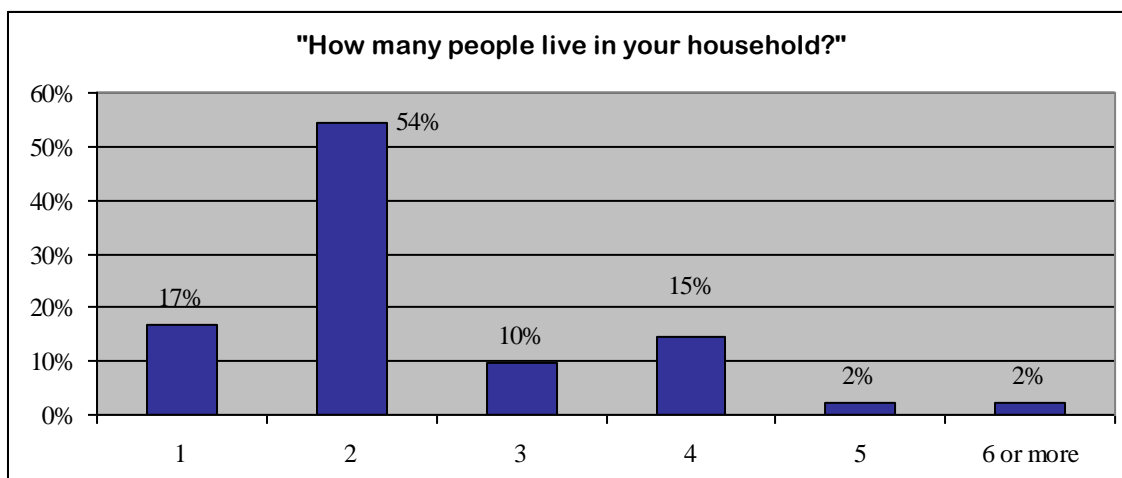
2.1 Survey Metrics

A total of 136 people were surveyed, all of whom reported that they resided within the Township of Assiginack. Of these, most (97%) described their home as a single-family dwelling.

A near equal mix of male (51%) and female (49%) respondents were surveyed. Respondents were more likely to identify their locations as being rural (58%) than urban (42%).

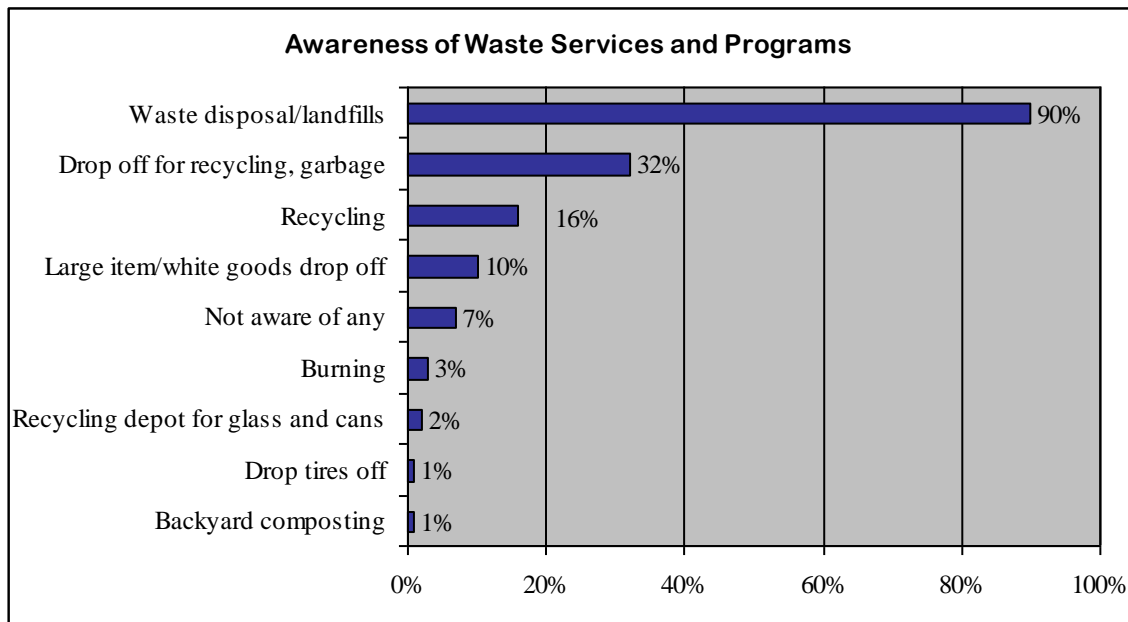


Slightly more than half of respondents (54%) lived in households occupied by two people, while another 17% were reported to have only one person.



2.2 Awareness of Municipal Waste Management Programs

Respondents were asked to mention which waste management services and programs provided by the Township of which they were aware. The most common service mentioned was that of waste disposal/operating the landfill (90%). About one-third (32%) mentioned being able to drop off their garbage and recycling at the landfill, while 16% mentioned recycling. Ten percent also mentioned dropping off large items and white goods at the landfill. Ten percent also mentioned dropping off large items and white goods at the landfill.



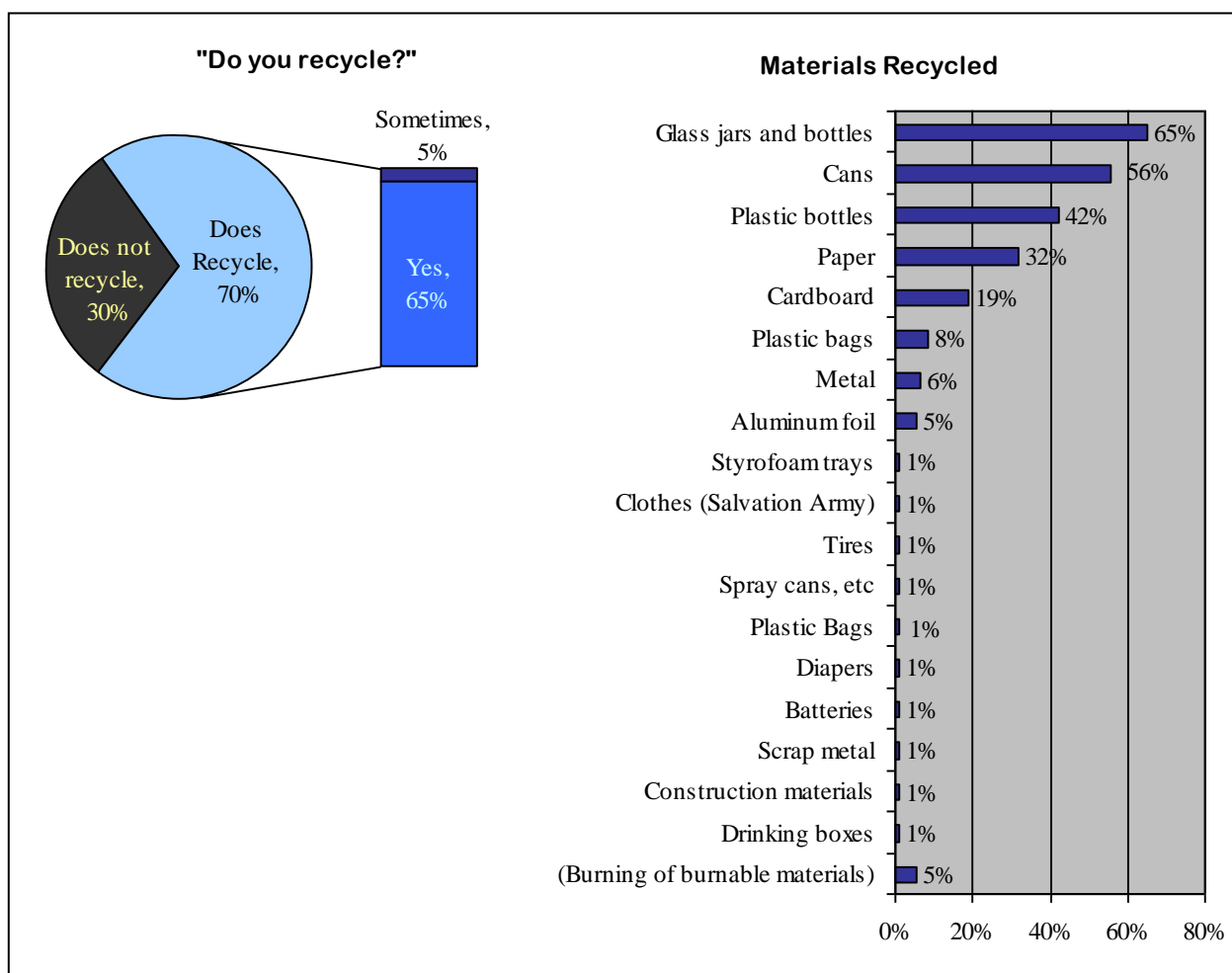
2.3 Program Participation

2.3.1 Recycling

Participation

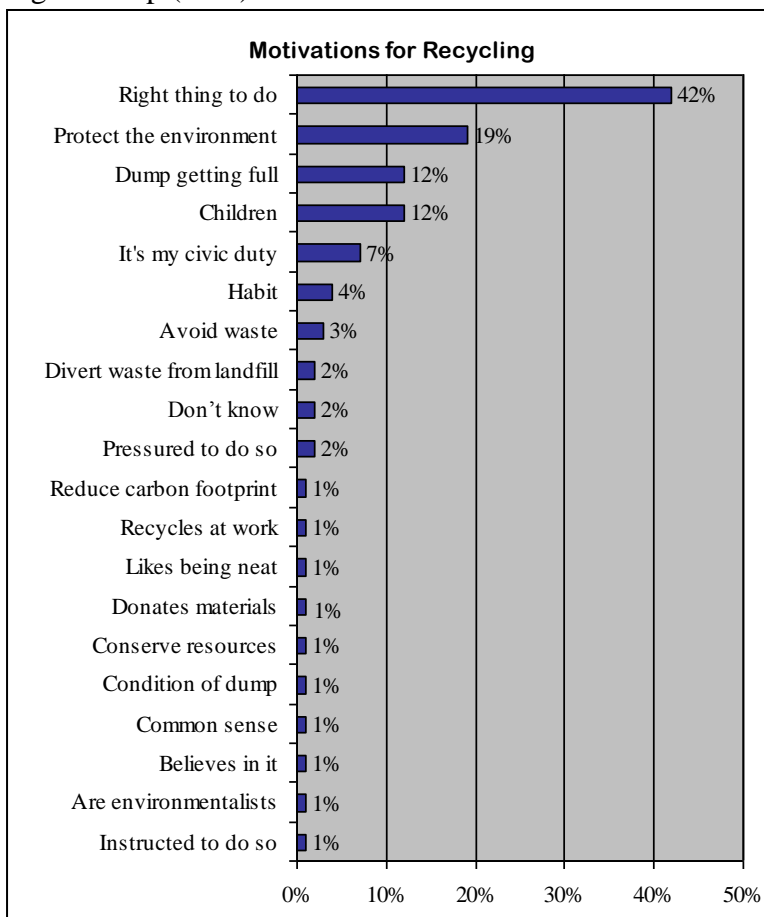
Respondents were asked if they recycled. About two-thirds (65%) said that they did, and 5% said that they sometimes did. Nearly one-third (30%) said that they did not.

The materials the respondents most commonly said they recycled were glass jars and bottles (65%), cans (56%), plastic bottles (42%), paper (32%) and cardboard (19%).



Motivation for Recycling

Respondents were asked what motivated them to recycle. While a variety of reasons were provided, the most common ones related to personal values including: recycling is the right thing to do (42%), it protects the environment (19%), for the children (12%), and a sense of civic duty (7%). Other than personal values, the main motivation people had to recycle was that the local dump was being filled up (12%).



“For the future of my grandchildren.”

“If we don't protect what's available to us, we won't have it anymore.”

“Because of the shape our local garbage dump is in.”

“Lengthening the life of our landfill.”

“I don't like the dump filling up as fast as it is.”

“It's stupid to fill the landfill with recyclable material.”

Comments about Recycling

The survey respondents were asked if they had any comments about recycling. While the comments received were varied, the most common three responses received included that residents and the municipality should recycle more (33%), that more materials should be included in the program (6%), and that it is a great program (6%). More than a quarter (29%) provided no comments.

"Everything should be recycled."

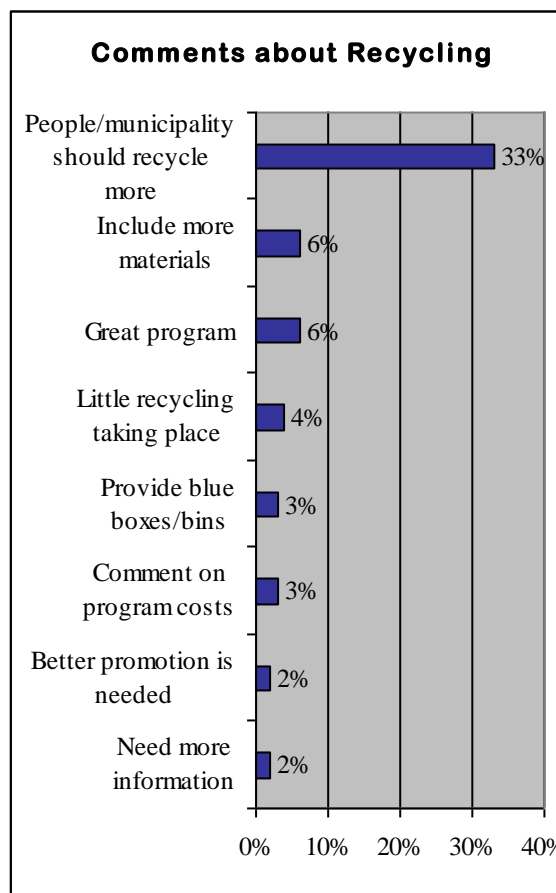
"I am looking forward to having a recycling program."

"I can see the benefits of it, but I don't like the cost that goes along with the benefits."

"I don't know if it pays to recycle glass and plastic. What they should do is crush them to cover garbage."

"I'd like to see it expanded to take more materials."

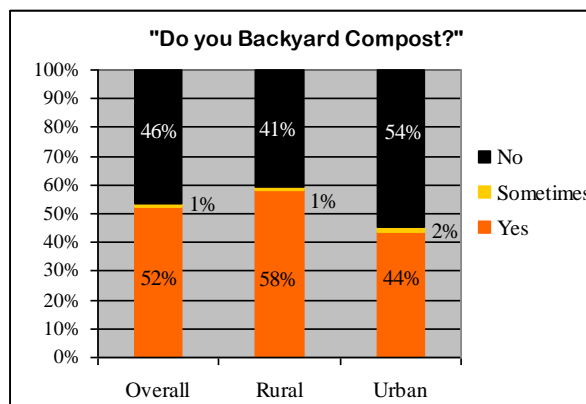
"People here want to do what's right, so they need to tell us how to do it. The old, cancelled program cost people to recycle, so it discouraged people."



2.3.2 Backyard Composting

Participation

Respondents were asked if they composted in their backyard. Slightly more than half said they did (52%) or sometimes did (1%), while just under half said that they did not (46%). As the figure right shows, backyard composting was slightly more common in rural areas than in urban areas.



Barriers to Backyard Composting

Many different reasons were provided as to why respondents did not backyard compost. The most common ones were that it is not convenient (14%) and animal pests (14%). These and other reasons are provided in the figure right. About one-quarter (22%) said that they did not know why they did not backyard compost.

"It smells bad and attracts animals."

"I never thought about it."

"I never got around to it, but I am thinking about it."

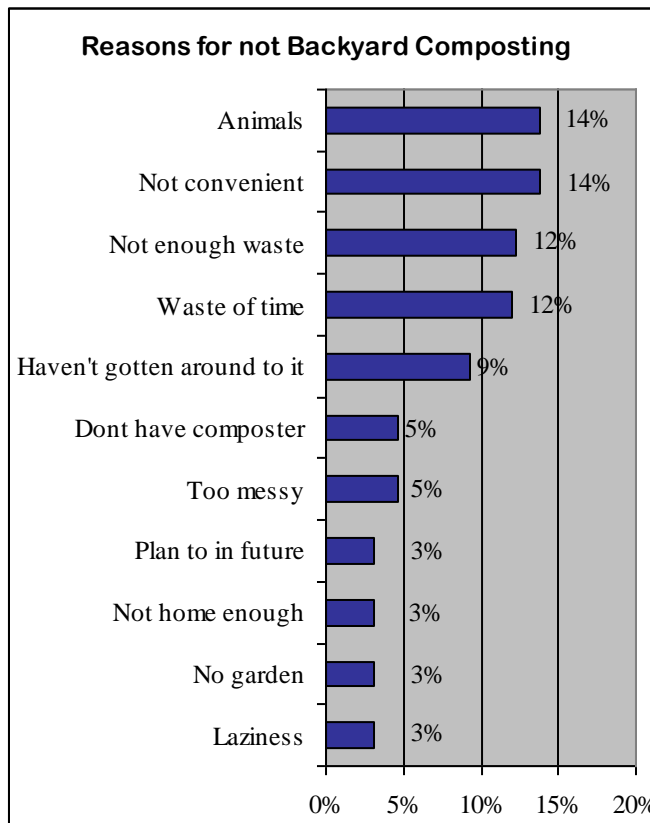
"I don't have that much to compost."

"We burn everything we can."

"We don't have a garden."

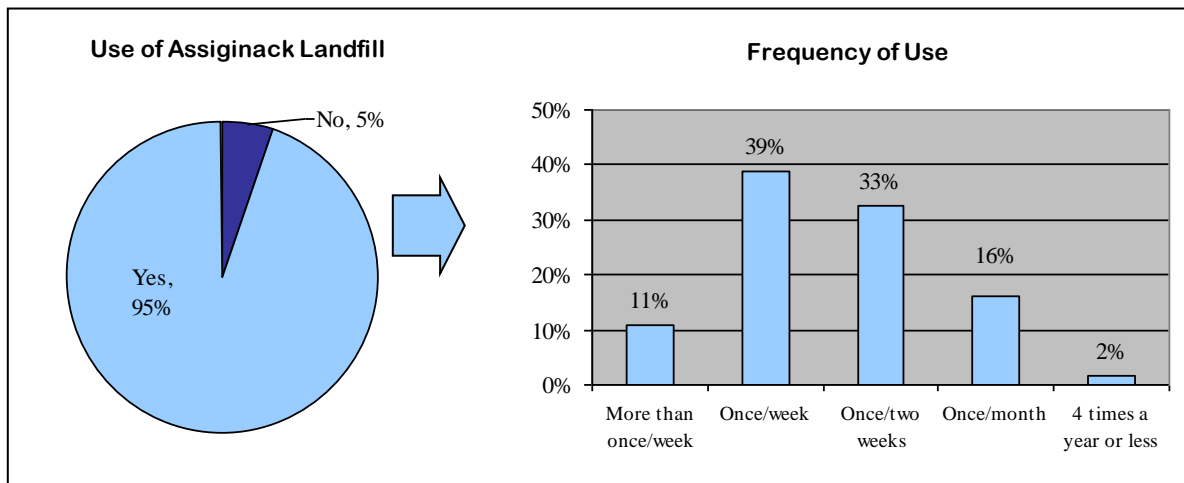
"I started a while ago, but it's a waste of time now. Also, it draws animals."

"I would love to, but I haven't bought a compost bin."



2.3.3 Use of the Assiginack Landfill Site

The majority of survey respondents (95%) said that they take their waste to the Assiginack landfill site. Most respondents report taking their waste either once per week (39%) or once every two weeks (33%).



It should be noted that this survey was conducted in the late winter months, and the frequency of winter use may differ compared to summer use. For example, two respondents noted that they take their waste to the Assiginack Landfill once per month or less in the winter but once per week in the summer.

Comments about the Assiginack Landfill Site

A wide variety of different comments were received about the landfill, although 48% of respondents choose not to provide any. The most common comment received was that more recycling is needed at the site (10%). Other common comments included:

- The site is well managed - 4%
- The site is poorly managed - 4%
- Concern that the landfill is running out of space - 4%
- Landfill site is muddy and messy - 4%
- Need more convenient hours for people who work - 4%
- Landfill attendant is helpful - 3%
- Non-residents are using the site and they should not - 3%

“I want to see more recycling at the landfill.”

“Current attendant is the best guy they've had there in years.”

“A lot of people aren't putting things in the right spot.”

“A garbage pick up would be a lot better. We pay high taxes and get nothing.”

“I don't agree with the fact that every municipality uses our landfill. They should have their own.”

“I take my garbage to another municipality, because they have better recycling there.”

“He crushes everything and he shouldn't. There should be an area for used goods. They could even be sold to raise money.”

“It's a mess.”

“It's okay, but it's running out of room. Why not expand?”

“We need evening hours, for people who work, instead of having to go to the dump on our lunch hours.”

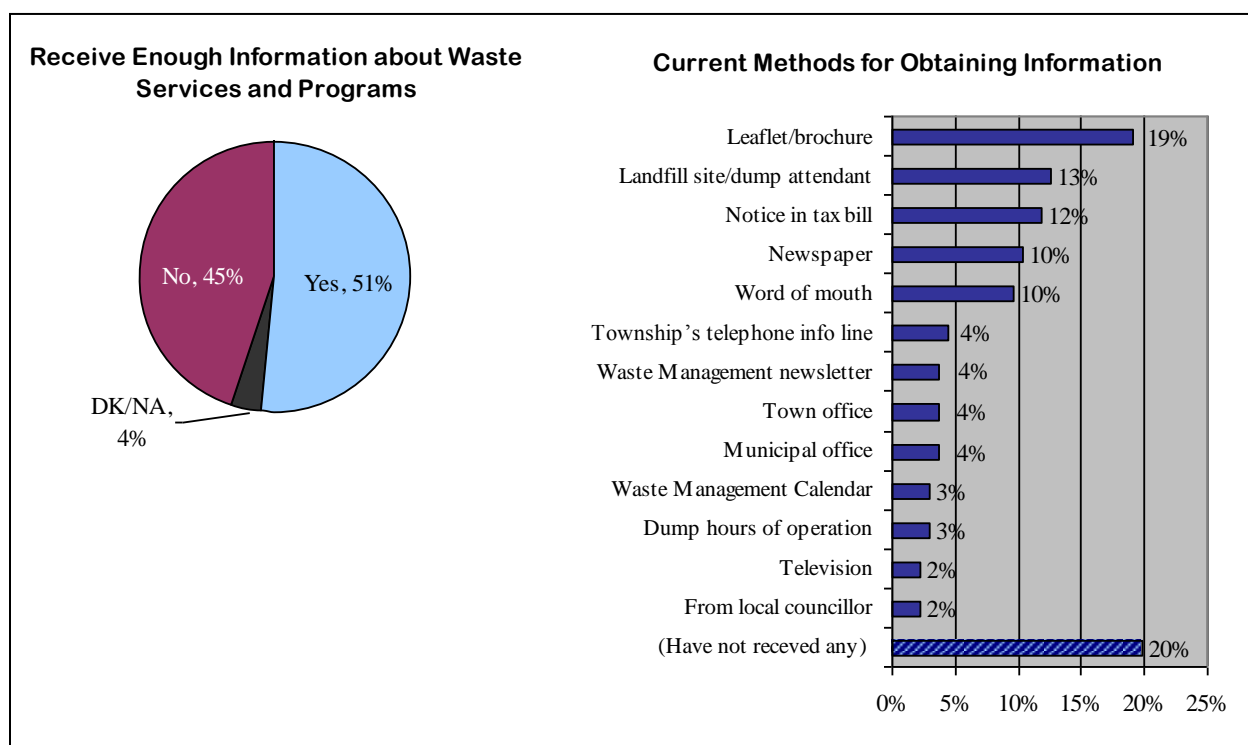
“The landfill attendant does a great job considering the hours and what he has to work with. The trees are covered in plastic bags, its disgusting. They say we have another 10 years for the landfill site, I believe we only have 2 - 3 yrs. We've got to get bins and start recycling. The hours are not convenient for people who are working full time. The place is a real mess.”

“Recycle instead of throwing everything in the landfill site. We should have separate bins at the landfill site.”

2.4 Promotion and Outreach

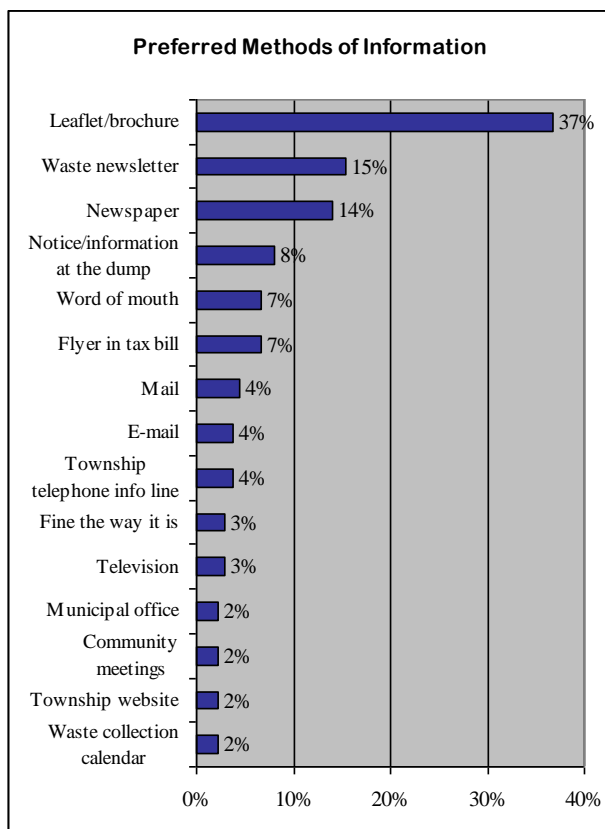
2.4.1 Availability of Information

About half of respondents surveyed (51%) said they feel they receive enough information regarding the Township's waste management services and programs. The most common means of obtaining information were reported to be with a leaflet or brochure (19%), by getting information at the landfill site and/or asking the site attendant (13%), receiving a notice in the tax bill (12%), through the newspaper (10%) or by word of mouth (10%). However, one-fifth of respondents (20%) said that they have not received any information.



2.4.2 Preferred Communication Methods

When asked how they wished to receive information about the Township's waste management services and programs, the most common response was through a leaflet or brochure (37%), followed by a waste management newsletter (15%) or in the newspaper (14%).



“Mailings need to go to every home, not just to home owners. Also, the town meetings are useless, because they don't listen to anyone and don't give enough information.”

“Put signs at the dump at the right place. There should be more information posted at the dump in plain view for people to see.”

“Send out more pamphlets in my mailbox a few times a year. Also, I want to see more communication, with more people asking me questions about the programs periodically throughout the year.”

“Put information in with the tax bills.”

“It's fine the way it is.”

“Talking to the attendant at the dump is best.”

“Word of mouth works.”

“More frequent newsletters.”

2.4.3 Suggestions for Encouraging Participation

Survey respondents were asked if they had any suggestions regarding what would encourage their community to recycle more and minimize their waste. The most common suggestions included:

- Provide more education and education – 19%
- Provide more recycling bins at the dump site – 11%
- Provide a better recycling program – 10%
- Provide a curbside blue box program – 7%
- Use incentives and/or disincentives (e.g., fines, etc) – 2%
- Make recycling compulsory – 2%
- Make recycling easier for people – 2%
- Use bag limits and garbage fees – 2%

About one-third (35%) had no suggestions to provide.

“A direct mailing with a description of what can be recycled. We need a recycling program along with an education program. We need a blue box program with regular pick-up.”

*“Provide boxes for pre-determined materials.
Burnable materials need to be composted instead.”*

*“Education. Remind them constantly. If people aren't listening, start passing out fines.
Hold volunteer clean up days.”*

“Forming a committee to recycle. Also getting recycling bins located at the dump.”

“I don't know how you could, other than making it compulsory.”

“I'd like to see recycling picked up, with the township supplying the blue bins.”

*“Increase the number of materials that can be taken to the site for recycling.
More education would help a lot too.”*

“Limit the number of bags to the dump, anything over you would have to pay.”

“More information about what they will accept, what we can do, what they want us to do.”

“Monetary penalties.”

*“Recycling needs to be cost neutral. Have a cash incentive, or have a penalty if you don't
[recycle].”*

*“There should be a volunteer environmental committee to examine issues like recycling,
pesticides. Work with other townships, review what other places are doing. Perhaps a charge
could be levied on the plastic grocery /shopping bags. The biggest need is for education.”*

2.5 Long Term Waste Management Planning

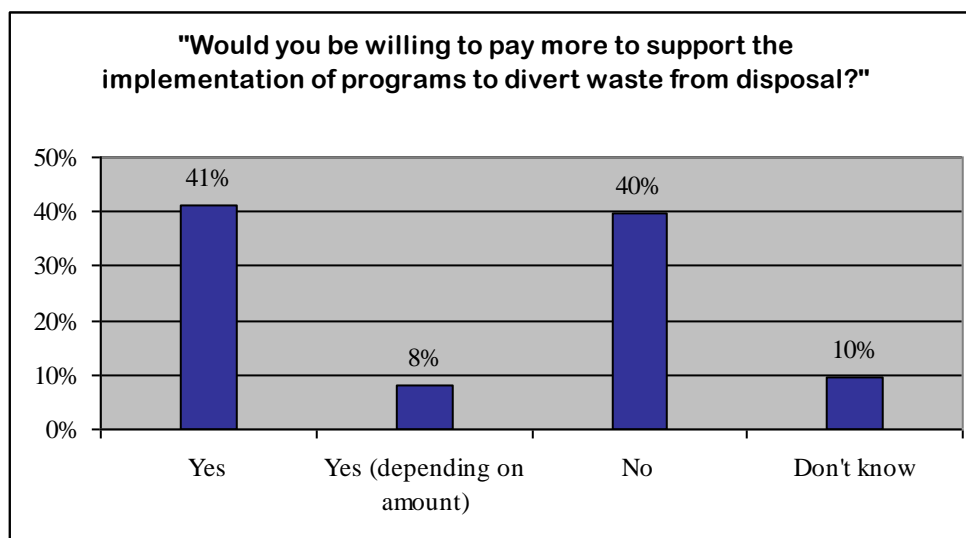
2.5.1 Support for Programs

Respondents were read a list of possible future municipal programs and asked if they would either support or participate in them. The programs receiving the most support were one to increase what people recycle (85%), an enhanced promotion and education program (78%), and a depot at the landfill where residents can drop off yard waste where it will be composted (77%). The program receiving the least support was limiting the number of garbage bags allowed to be disposed at the landfill (44%). A few respondents (4%) said that they would not support or participate in any of the programs. The possible programs and responses are provided in the table below.

"Would you support and/or participate in any of the following waste diversion programs?"	Response
A program to increase what people can recycle.	85%
An enhanced promotion and education program.	78%
A depot at the landfill where residents can drop off yard waste where it will be composted.	77%
A program to reduce the amount of waste people create.	68%
Building a facility to compost residential food and yard waste.	64%
A program where residents would separate their food waste and deposit at a depot at the landfill site where it will be composted.	63%
A program to divert clothes and other textiles.	63%
Limit the number of garbage bags allowed to be disposed at the landfill.	44%
No, I would not support or participate	4%

2.5.2 Willingness to Pay More to Support Program Implementation

Respondents were asked if they would be willing to pay more to support the implementation of programs to divert waste from disposal. Nearly half of respondents answered either "yes" (41%) or yes but depending on the amount of the increase (8%). About 40% said that they would not, while 10% said that they did not know.



3 Next Steps

The results of this survey indicate that the majority of residents in Assiginack want to recycle and they desire both the logistical and the informational means to do so. In moving forward with the implementation of the Township's Solid Waste Management Plan, the next step will be to develop a communications and public engagement plan, which will include:

- Goals, communications objectives, tactics, tools, audiences, messages and communications methods/vehicles appropriate to your various audience;
- Implementation timeline, steps to implement the strategy, and cost;
- Performance measures to evaluate the effectiveness of the communications program; and
- Design separation programs for the diversion of recyclable and organic material.

Following this, the Township will pilot test the programs and communication materials before proceeding with their full implementation. Once the programs are implemented, they will be monitored and then modified as needed.

Appendix A: Telephone Survey: Tabular Results

Qualifying

1. Do you reside within the Township of Assiginack?

Yes – 100%

2. What Road/street do you live on?

Street/Road	# of responses	Percent
Refused	2	1%
3rd Ave	1	1%
4th Avenue	2	1%
Albert St.	4	3%
Arthur St.	5	4%
Assiginick Trail	2	1%
Bidwell Rd.	8	6%
Birch St.	3	2%
Cardwell St.	4	3%
Cat Tail Ridge Lane	1	1%
Clover Valley Rd.	5	4%
Co-op Lane	1	1%
Corbett's Beach Road.	1	1%
Ford St.	1	1%
Goodwill	1	1%
Government Road	1	1%
Green Bush Rd	1	1%
Highway 6	14	10%
Holiday Haven Rd.	3	2%
Howe St.	2	1%
Indian Mountain Rd.	1	1%
Irish Line	4	3%
Kokomo trail	1	1%
Leask Bay Shore	2	1%
Leason Bay Trail	2	1%
Lecourt St.	1	1%
Lisgar St.	1	1%
McCackeny	1	1%
McDonald's Rd.	1	1%
McMullen's Side Rd.	1	1%
Michaels Bay Rd.	4	3%
Midwell Rd.	2	1%
Misgar	1	1%

Moggy Park Way	3	2%
Monk House Rd.	2	1%
Mulcose Rd.	1	1%
Napier St.	6	4%
Nelson St.	6	4%
New England Rd.	1	1%
Purple Martin Lane	1	1%
Queen St.	7	5%
Scotch Lane	1	1%
Sonova Beach Rd.	1	1%
South Bay Drive	4	3%
Springer Brook Rd.	1	1%
Sunside Drive	1	1%
Sunsight Estate	1	1%
Vancoughknet St.	5	4%
Vanzant's Landing Trail	1	1%
Walcot St.	5	4%
Waterview Lane	3	2%
Wellington St.	2	1%
<i>Total</i>	<i>136</i>	

☐ Specify _____

3. Which of the following best describes your home? (Read responses)

Response	# of responses	Percent
A single-family dwelling	132	97%
Apartment	1	1%
Apartment building.	1	1%
Seasonal dwelling	1	1%
Townhouse or duplex	1	1%
<i>Total</i>	<i>136</i>	

4. Which of the following best describes your location? (Read responses)

Location	# of responses	Percent
Rural	79	58%
Urban	57	42%
<i>Total</i>	<i>136</i>	

General

5. What waste management services and programs provided by the Township are you aware of? (Do not read)

Services and Programs	# of responses	Percent (n=136)
Waste disposal/landfills	123	90%
Drop off at landfill for recycling, garbage	43	32%
Recycling	22	16%
Large item/white goods drop off at landfill	13	10%
I'm not aware of any	10	7%
Burning	4	3%
Recycling depot for glass and cans	3	2%
Backyard composting	2	1%
Drop tires off	1	1%

Attitudes

6. Do you recycle?

Response	# of responses	Percent
No	41	30%
Sometimes	7	5%
Yes	88	65%
<i>Total</i>	<i>136</i>	

7. What materials do you recycle?

Materials	# of responses	Percent (n=95)
Glass jars and bottles	62	65%
Cans	53	56%
Plastic bottles	40	42%
Paper	30	32%
Cardboard	18	19%
Other	17	18%
Plastic bags	8	8%
Aluminum foil	5	5%
Drinking boxes	1	1%

Comments for "Other"	# of responses	Percent (n=95)
Metal	6	6%
Burning of burnable materials	5	5%
Construction materials, scrap metal	1	1%
Batteries	1	1%
Diapers	1	1%
Plastic Bags	1	1%
Spray cans and other things.	1	1%
Tires	1	1%
Styrofoam trays/ clothes to Salvation Army	1	1%

8. What motivates you to recycle?

Motivation	# of responses	Percent (n=95)
Other	56	59%
It's the right thing to do	40	42%
Its my civic duty	7	7%
Feel pressured to do so	2	2%
Don't know	2	2%
My neighbours/others do it	0	0%

Comments for "Other"	# of responses	Percent (n=95)
Protect the environment	18	19%
Children	11	12%
Local dump is getting filled up	11	12%
Habit	4	4%
Avoid waste	3	3%
Divert waste from landfill	2	2%
Are being instructed to do so	1	1%
Are environmentalist	1	1%
Believes in doing it	1	1%
Common sense	1	1%
Condition of local garbage dump	1	1%
Conserve resources	1	1%
Does not recycle much	1	1%
Donates materials	1	1%
Likes being neat	1	1%
Recycles at work	1	1%
Reduce carbon footprint	1	1%
Sorts at the dump	1	1%

9. Do you have any comments regarding recycling?

Comments	# of responses	Percent
Other	92	68%
Don't know/no answer	39	29%
Great program	8	6%
Need more information	3	2%
Not convenient	2	1%
Don't believe in the program	1	1%
Service problems	0	0%
Waste of time	0	0%
Waste of money	0	0%

Comments for "Other"	# of responses	Percent (n=136)
People/municipality should recycle more	45	33%
Include more materials in the program	8	6%
Little recycling taking place	5	4%
Comment on program costs	4	3%
Provide blue boxes/bins for recycling	4	3%
Better promotion is needed	3	2%
Enjoys recycling	2	1%
Put more money into recycling programs	2	1%
Recycling is not available	2	1%
Would recycle if municipality had program	2	1%
Does not have much to recycle	1	1%
Don't take plastic bags	1	1%
Hearing there isn't much demand for recycled materials due to recession.	1	1%
Hold a township meeting about recycling program to get people recycling	1	1%
Incinerate the garbage to reduce energy costs	1	1%
Keep other municipalities out of local dump	1	1%
Little benefit in recycling	1	1%
Little space available for recycling at dump	1	1%
Looking forward to recycling program	1	1%
Lots of plastic litter around	1	1%
Material is just being burned	1	1%
More bins needed at the dump for recycling.	1	1%
People are recycling	1	1%
Promote product stewardship/reduced packaging	1	1%
Request for curbside collection	1	1%
They need more people to watch recyclers to make sure everything goes in the right bins at the dump.	1	1%

10. Do you compost in your backyard?

Response	# of responses	Percent
Yes	71	52%
No	63	46%
Sometimes	2	1%
<i>Total</i>	<i>136</i>	

11. Why don't you backyard compost?

Responses	# of responses	Percent (n=65)
Other	42	65%
Don't know/no answer	14	22%
Not convenient	9	14%
Waste of time	6	9%
Too messy	3	5%
Waste of money	1	2%
Service problems	0	0%
Need more information	0	0%
Don't believe in the program	0	0%

Comments for "Other"	# of responses	Percent (n=65)
Animals	9	14%
Not enough waste	8	12%
Haven't gotten around to doing	6	9%
Don't have a composter.	3	5%
Laziness	2	3%
No garden	2	3%
Not home enough	2	3%
Plan to do so in future	2	3%
Waste of time	2	3%
Allergies	1	2%
Am a senior	1	2%
Burn everything	1	2%
Get fertilizer from cows	1	2%
Haven't thought about it	1	2%
Just moved in	1	2%
No need of it	1	2%
Not enough space	1	2%
Not my place.	1	2%
Odour	1	2%
Share with neighbours	1	2%

12. Do you take waste to the Assiginack landfill Site?

Response	# of responses	Percent
Yes	129	95%
Sometimes	0	0%
No	7	5%
<i>Total</i>	<i>136</i>	

13. How often do you use the site?

Frequency	# of responses	Percent (n=129)
More than once/week	13	10%
Once/week	49	38%
Once/two weeks	42	33%
Once/month	20	16%
4 or 5 times a year	1	1%
Once a week during the summer, once a month in winter.	1	1%
Once a week in the summer, up to four days a week in the summer. I do the garbage for businesses and people in the country.	1	1%
Once every three months in winter, once a week every other part of the year.	1	1%
once or twice a year	1	1%

14. Do you have any comments regarding the use of the landfill site?

Comments	# of responses	Percent (n=136)
Other	71	52%
Don't know/no answer	65	48%
Not convenient	1	1%
Service problems	1	1%
Need more information about what is accepted	1	1%
Long wait time	1	1%
Accessibility	1	1%
Don't know where it is located	0	0%
Don't know operating hours	0	0%

Comments for "Other"	# of responses	Percent (n=136)
More recycling is needed at site	14	10%
Site is well managed	6	4%
Concern about running out of landfill space	5	4%
Landfill site is muddy/messy	5	4%
Need more convenient hours for people who work	5	4%
Site is poorly managed	5	4%
Joe is a good custodian	4	3%

Township of Assiginack Solid Waste Management Plan: Telephone Survey Summary Results

Non-residents are using the site and they should not	4	3%
More staff is needed	3	2%
People are not sorting materials correctly	3	2%
Plastic bag issue must be solved	2	1%
Preference for garbage collection	2	1%
Stop burning	2	1%
Why can't they extend the size of the landfill site?	2	1%
Dump needs a compactor	2	1%
Bury the material quicker	1	1%
Continue burning	1	1%
Dump is problematic	1	1%
I take my garbage to Whycommacaugh, because they have better recycling there	1	1%
I would like to see more space there	1	1%
Include a place for reusing.	1	1%
Material brought to site should be separated	1	1%
Need more space for vehicles	1	1%
Open earlier than noon	1	1%
Paper should not be burned	1	1%
Remaining garbage should be incinerated	1	1%
Site is adequate	1	1%
The dump leaks because it does not have the proper facilities	1	1%
They've been great	1	1%
Tip fees are too high	1	1%
Tires should not be burned	1	1%
Too many cats	1	1%

15. Do you feel you receive enough information regarding the Township's waste management services and programs?

Response	# of responses	Percent
Yes	70	51%
No	61	45%
Don't know/no answer	5	4%
<i>Total</i>	<i>136</i>	

16. How do you currently obtain information regarding the Township's waste management services?

Current Information Sources	# of responses	Percent (n=136)
Other	92	68%
Leaflet/brochure	26	19%
Don't know/no answer	16	12%
Newspaper	14	10%
Township's telephone information line	6	4%
Waste Management newsletter	5	4%
Waste Management Calendar	4	3%
Television	3	2%

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Township's website	2	1%
Radio	0	0%

Comments for "Other"	# of responses	Percent (n=136)
Have not received any	27	20%
Ask at the landfill site/dump attendant	17	13%
Notice in tax bill	16	12%
Word of mouth	13	10%
Municipal office	5	4%
Town office	5	4%
Dump hours of operation	4	3%
From local councilor	3	2%
Information meetings	2	1%
Flyer	1	1%
I requested a copy of the waste management plan, and was denied. My daughter went to the meetings, and felt she was ignored or worse by our elected officials.	1	1%
Letter from township.	1	1%
Signage	1	1%

17. How would you prefer to receive information about the Township's waste management services and programs? (Read responses)

Preferred Information Sources	# of responses	Percent (n=136)
Other	59	43%
Leaflet/brochure	50	37%
Waste Management newsletter	21	15%
Newspaper	19	14%
Don't know/no answer	15	11%
Township telephone information line	5	4%
Television	4	3%
Waste Management Calendar	3	2%
Township website	3	2%
Radio	1	1%

Comments for "Other"	# of responses	Percent (n=136)
Notice/information at the dump	11	8%
Flyer in tax bill	9	7%
Word of mouth	9	7%
Mail	6	4%
E-mail	5	4%
Fine the way it is	4	3%
Community meetings	3	2%
Municipal office	3	2%

More communication	2	1%
More frequent newsletters	2	1%
No programs to receive information on	2	1%
Telephone	2	1%
Anything that is cost-efficient.	1	1%
Better signage at dump	1	1%
Public meetings	1	1%
Township councillors/landfill manager	1	1%
We need town awareness on recycling.	1	1%

18. Do you have any suggestions regarding what would encourage your community to recycle more and minimize their waste?

Summary of Suggestions	# of responses	Percent (n=136)
No suggestions	26	19%
Provide more promotion and education	26	19%
Don't know	22	16%
Put more recycling bins at the dump	15	11%
Provide a better recycling program	13	10%
Provide a curbside blue box program	9	7%
Use incentives/disincentives	3	2%
Make it compulsory	3	2%
Make it easier for people	3	2%
Use bag limits and garbage bag fees	3	2%
Form a community recycling committee	2	1%
Use fines	2	1%
Reduce packaging waste	2	1%
Chip plastic and use it as top cover	1	1%
Compost burnable materials instead of burning them	1	1%
Concern about running out of space at the landfill	1	1%
Curbside garbage collection	1	1%
Examine what is being done elsewhere	1	1%
Get rid of plastic bags	1	1%
Get the people to recycle and compost.	1	1%
Hazardous waste pick-up is needed	1	1%
I think they're doing well now	1	1%
If recycling is done more, then more people need to be hired to take care of it.	1	1%
If they haven't been alerted by the information we get on the television, I haven't a clue.	1	1%
Include a spot for reusable materials	1	1%
Increase the amount of materials accepted	1	1%
Increase the hours of operation	1	1%
It takes time to have people develop new habits.	1	1%
Let the community know how much programs would cost	1	1%
Let them move to the city to see what its like to recycle.	1	1%
More sorting at landfills	1	1%
Pay for garbage pick-up	1	1%
Program to reduce waste from spring cleaning	1	1%

Township of Assiginack Solid Waste Management Plan: Telephone Survey Summary Results

Provide backyard composters	1	1%
Provide garbage collection	1	1%
Recycling is a waste of money and time	1	1%
set up a constructive plastic recycling facility. no use in recycling things if they just end up at the landfill	1	1%
So unless something is done quickly, it will cost us a lot more in the long run and we will lose the facility.	1	1%
Teach the children	1	1%
Use a comprehensive approach	1	1%
Use bins for sorted materials	1	1%
Volunteer clean up days	1	1%

Long Term Waste Management Planning

19. Would you support and/or participate in any of the following waste diversion programs?

Programs receiving support/participation	# of responses	Percent (n=136)
A program to increase what people can recycle.	116	85%
An enhanced promotion and education program.	106	78%
A depot at the landfill where residents can drop off yard waste where it will be composted.	105	77%
A program to reduce the amount of waste people create.	93	68%
Building a facility to compost residential food and yard waste.	87	64%
A program where residents would separate their food waste and deposit at a depot at the landfill site where it will be composted.	85	63%
A program to divert clothes and other textiles.	85	63%
Limit the number of garbage bags allowed to be disposed at the landfill.	60	44%
No I would NOT support or participate	5	4%

20. Would you be willing to pay more to support the implementation of programs to divert waste from disposal?

Response	# of responses	Percent (n=136)
Yes	56	41%
No	54	40%
Don't know	13	10%
Depending on amount, yes.	11	8%
I would like more of my tax money I'm already paying to go towards it.	1	1%
We'd probably have to, but I think we are already paying too much in taxes for the few services we are receiving.	1	1%

Demographics

21. How many people live in your household?

Number of People	# of responses	Percent
1	23	17%
2	74	54%
3	13	10%
4	20	15%
5	3	2%
6 or more	3	2%
<i>Total</i>	<i>136</i>	

22. (DO NOT ASK) Record Gender

Gender	# of responses	Percent
Male	70	51%
Female	66	49%
<i>Total</i>	<i>136</i>	

Appendix C – Communications and Public Engagement Strategy

MUNICIPALITY



OF ASSIGINACK

**Communications and Public
Engagement Plan
For Recycling Program
Implementation**

April 2009

The Municipality of Aissiginack *Long Term Waste Management Plan:*
Communications and Public Engagement plan was prepared by



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1 Introduction

The Township of Assiginack is located on the east end of Manitoulin Island and has a population of more than 900 people. The Township encompasses approximately 205 square kilometers, with Manitowaning as its main community. The municipality is mainly rural in nature and includes a large seasonal population that owns cottages and seasonal property within the community.

In recent years, the Township of Assiginack became aware that its landfill site would reach capacity in as little as 5 years at its current rate of disposal, and it understood that it needed to take action to expand the life of its landfill and address the waste management needs of its current and future residents. With the assistance of Trow Associates, the Township prepared a Long Term Waste Management Plan (LTWMP), the objective of which is to design a comprehensive and sustainable waste management system that will allow the Township to achieve or exceed the provincial waste diversion target of 60% and maximize the longevity of its landfill site.

Education and communications is a critical component required for the success of the Township's LTWMP. This Communications and Public Engagement Plan has been prepared to provide a strategic approach to educating the residents and visitors of Assiginack about the Township's waste diversion programs and the value of the programs to the community, and to encourage the participation of residents and visitors alike.

Section 2 of this report presents an overview of the Township's LTWMP, including how it was developed and its components. Section 3 presents the Township's Waste Diversion Education Strategy and is the focus of this communications and education plan. The section highlights the objectives of the strategy, identified barriers to participation, approaches for engaging the public, and approaches for monitoring and evaluating the strategy.

2 Overview of Assiginack's Long Term Waste Management Plan

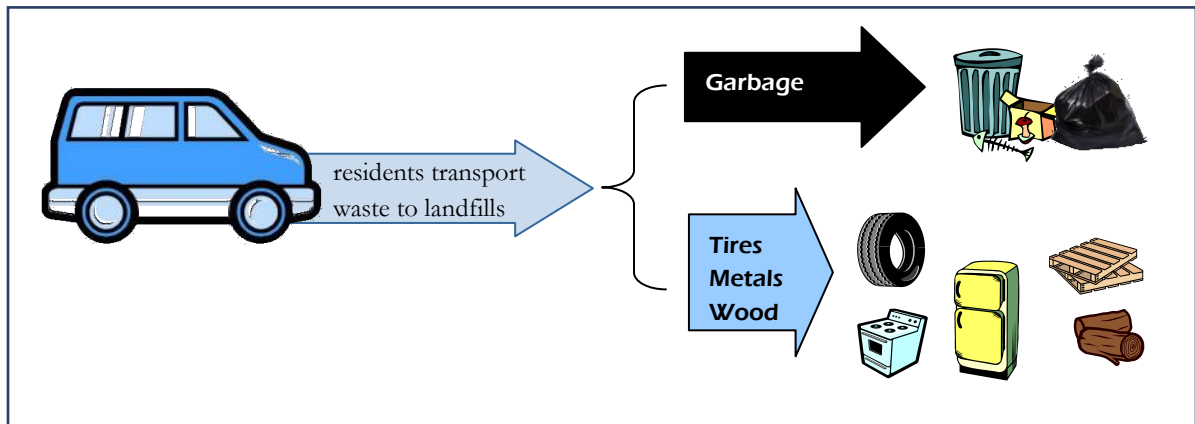
2.1 Development of the Plan

Trow Associates was retained to help the Township develop a long term plan for managing the Township's solid waste. Trow led the Township through a multi-step process, which included:

1. Understanding and assessing the current waste management system;
2. Developing a vision for future waste management initiatives;
3. Understanding and assessing the options;
4. Understanding the public's position;
5. Evaluating preferred waste management system components; and,
6. Preparing the plan.

An assessment of the Township's current plan showed that little diversion was taking place. Permanent and seasonal residents and the commercial sector brought their waste to the Township landfill for disposal, which was separated into four categories: garbage, tires, metal (such as refrigerators and stoves), and wood (see Figure 1). Diversion activities included the stockpiling of tires, recycling the metal goods, and burning wood items.

Figure 1: Township's Current Waste System (2008/09)



A waste audit was conducted in January 2008 to identify how much of the Township's waste could be diverted. The audit showed that the average bag of residential garbage in the Township consisted of 63% compostable materials, 24% recyclable materials, and 13% residual waste (i.e., garbage).

The project team then explored a suite of waste management/diversion options based on information and best practices gathered from other programs. The options were screened against a number of criteria, including:

- Cost;
- Environmental effects;
- Social impact and acceptability;
- Sound technology/proven performance; and
- Ease of implementation.

Additionally, the options had to consider the following:

- The initiative has the potential to divert at least 1% of the waste stream;
- The initiative has been proven to achieve results;
- There is a reliable market/end use for materials diverted through the initiative; and,
- The capital and operating cost to implement the program is not prohibitive.

A series of public meetings were held to introduce the public to the planning process, identify the public's vision and objectives for a future waste diversion system, and to explore various waste diversion options. During the meetings, the public expressed their support for the Township's

objective to meet and exceed the Provincial target of 60% diversion of waste from disposal. The public also indicated that the Township's future plan should achieve the following goals:

- Public ownership of the solution;
- Fiscally responsible system;
- Community pride in waste diversion initiatives;
- Reduce waste at source;
- Maximize recycling;
- Include diversion of organic waste;
- Educate residents about waste diversion;
- The program must be accessible and supported by all who live and work within the community; and
- The system must extend the life of the landfill, to be available for future generations.

Based on the feedback from the public and the evaluation of the potential waste management options against the criteria mentioned above, the recommended options were incorporated into the Township's Long Term Waste Management Plan. An overview of the plan components are provided in the following section.

2.2 Plan Components

The Township's new LTWMP incorporates the principles of a sustainable community, and it is designed to reflect a balance and integration between the environmental, economic and social values of the Township's community. In setting its objective, the Township of Assignack recognizes that its waste management system must be socially acceptable, environmentally sound and cost effective, and that it meets government regulations and targets, successfully diverts a significant quantity of waste from disposal, and fosters public awareness and action.

When implemented as part of a comprehensive strategy, the LTWMP initiatives will divert approximately 56% of the Township's residential solid waste, assuming that 80% public participation in the program is achieved. Including the material currently diverted from disposal at the Township's landfill site, the LTWMP will achieve approximately 60% diversion of waste from disposal.

The recommended LTWMP includes the following elements:

- **Promotion and education** – includes the development of a communications and outreach strategy, which will educate waste generators about the solid waste diversion priorities of the Township, overcome barriers to participation in waste diversion programs, and reduce waste stream contamination by encouraging correct participation.
- **Waste minimization** – will help to reduce waste before it reaches the curb, through activities such as returning beer and liquor bottles to the LCBO and by fostering a culture of waste prevention and recycling

- **Household Hazardous Waste** – will include household hazardous waste (HHW) special events and (potentially) waste exchanges (e.g., paint swaps).
- **Diversion of organic waste** – would include a drop-off program for organics, to be either composted at the landfill or the material transferred to another composting facility. It may be supported by a by-law mandating separation of organics from waste.
- **Diversion of recyclable material** – enhancement of the Township’s current depot system to accept blue box materials, possibly including additional depots at strategic locations throughout the community. It may also include a mandatory recycling by-law.
- **Expansion of landfill site** – as the community demonstrated that it wishes to deal with its own waste within the Township’s boundaries, the LTWMP takes steps to extend the life of the landfill and considers steps required for the landfill’s expansion.

3 Waste Recycling Education Strategy

While the LTWMP sets out several initiatives for managing the Township’s waste, implementation of the Plan will commence with planning for the execution of a blue box type program. The core feature of this initiative is the development of its Waste Diversion Education Strategy. The Strategy is divided into four components:

- Objectives;
- Identified barriers to participation in diversion programs;
- Approach for engaging the public; and
- Monitoring and evaluating the strategy.

3.1 Objectives

The objectives for this strategy were outlined in the LTWMP, and include:

- Educate all generators about the solid waste diversion priorities of the Township;
- Overcome barriers to participation in waste diversion programs; and
- Encourage proper participation in waste recycling programs with the aim to reduce contamination and create efficiencies.

3.2 Barriers

A telephone survey was conducted with Assiginack residents to identify barriers to participating in waste diversion programs. These plus other common barriers are presented in Table 1 on the following page.

Table 1: Barriers to Waste Diversion

Barriers to Recycling

Identified by Survey Respondents

- Lack of recycling services
- Lack of information about programs/lack of communication materials
- Lack of signage at the landfill site
- Perception that waste disposal and the landfill are the only waste management options offered by the Township
- Conditions at the landfill, including mud and wind-strewn debris
- Lack of evening hours
- Perception that recycling is too expensive for the Township

Other Barriers

- Perception that separating materials for recycling is inconvenient
- Lack of separation systems in the home
- Lack of storage space or containers in the home
- Unable to bring materials to site
- Being too busy
- Difficulty in establishing a routine and remembering to sort out recyclables
- Lack of knowledge (e.g., what material goes where, what materials are accepted, understanding how the program works)
- Potential for misinformation and myth spreading via word-of-mouth, in absence of other communication activities
- Not believing that there is an environmental or community benefit
- Recycling bins are full or over-flowing

While the barriers listed above deal primarily with recycling, many of them may apply to the Township's other waste diversion activities.

3.3 Engaging the Public

This section identifies the audiences that will be targeted in the Waste Recycling Education Strategy, the key messages, and the approaches used.

3.3.1 Audiences

The key audiences targeted in this strategy include:

- Households (including single-family homes and multi-family buildings);
- Students (Assiginack Public School, grades JK – 8);
- Community organizations and volunteer groups; and
- Businesses.

3.3.2 Messages

The residents of Assiginack have shown their support for increasing the amount of material diverted from their landfill. The messages below will help to encourage residents to continue with their waste diversion activities and to overcome discouraging barriers. It is important to note that messages about the programs should **be positive and enthusiastic**.

Table 2: Key Messages

Key Messages
<p><i>Motivation</i></p> <ul style="list-style-type: none"> • Recycling is easy to do • Recycling is good for the environment and good for our community • Recycling is the right thing to do • I'm recycling to protect the future of our children • Recycling is worth it • Waste diversion will extend the life of the landfill • I am proud to participate in Assiginack's waste diversion programs • Together, we can make a difference • Recycling will help clean up our landfill <p><i>Proper Participation</i></p> <ul style="list-style-type: none"> • Build awareness of what waste diversion programs the Township offers • Build understanding of how residents, businesses and organizations should participate • Update the community frequently on the results of the program and their efforts • Provide feedback to the community on how the community is doing compared to other municipalities

3.3.3 Tools and Approaches

The following actions include tools and approaches that can be used to deliver the messages listed above to the Township's target audiences.

Tools

- Hold a **launch event to kick-off the recycling program** and highlight the Township's other diversion initiatives.
- Prepare and distribute **brochures and newsletters** to keep residents informed about the Township's waste diversion planning process, its programs, and results (e.g., how much material has been diverted, what the materials are being turned into). In particular, include clear instructions on what can be recycled and how to participate. In newsletters, make the information relevant and encouraging by including **local diversion success stories**. Brochures and newsletters can be **distributed cost-effectively** by putting them with the tax notice, placing

them at community gathering places (see Table 3, below), or distributing them at community events.

- Distribute **prompts** such as fridge magnets or garbage bin stickers that remind residents to divert their materials.
- Provide **clear signage at the depot site** showing what material goes where and how materials should be prepared.
- Include a **display or sign promoting program results** at the depot site and at community events.
- Provide **comprehensive and up-to-date information** about Township's waste recycling programs **on the Township's website**, including information on the programs offered how to participate, answers to frequently asked questions, and ongoing results of the program. Include **weblinks to useful sites** that provide additional information on recycling and what happens to materials that are recycled.
- Provide **"give-aways"** to encourage residents and give them the tools they need to participate in the diversion programs, such as **reusable cloth recycling bags and blue boxes** for example.
- Establish a **waste recycling telephone hotline** that residents can call to get their waste diversion questions answered.
- Include **demonstrations and options on how to participate** in the diversion programs. For example, hold workshops or provide ideas on how to separate waste materials at home.

Approaches

- **Deliver program launch information door-to-door** using staff or volunteers if possible, with advance promotion (e.g., news releases, council newsletters). Door-to-door delivery ensures that every household receives the information and provides residents with an opportunity to ask questions about the program. If this type of delivery is not possible then utilize Canada Post unaddressed mail delivery but keep launch information as its own package separate from other advertising material.
- Provide **special strategic/seasonal promotion** for diversion special events or time-related activities (spring clean up, holidays, etc.).
- **Promote recycling**, including tips on how to do it, how easy it is.
- **Train municipal staff**, in particular front line telephone staff and the landfill attendant, on the Township's waste diversion programs and on the key messages.
- **Set-up kiosks and information booths** in community locations and at community events (e.g., fairs, waterfront events, etc) to distribute information about the Township's waste diversion programs, answer questions, and raise the profile of recycling and other waste diversion activities in the community. Increase the visibility of kiosk/booth attendants by providing them with **brightly coloured uniforms**, such as shirts or hats.

- Promote waste recycling programs in the **local media** (e.g., local newspapers, radio) through the use of advertisements, public service announcements, news features, and columns. Engage the news media by **holding media a launch and issuing press releases** to highlight new initiatives, program updates, and good news stories.
- **Present the solutions** to key program barriers.
- Promote the use of **recycling bins in schools and businesses**. Initiate a special “We Don’t Waste Here!” **recognition program for schools, businesses and institutions**.

Other Approaches for Community Engagement and Partnerships

- Reinforce recycling and waste reduction behaviour by developing **school programs** that encourage children to recycle at school and its importance.
- **Partner with community organizations** to help promote the Township’s waste diversion initiatives and complementary activities. **Request an opportunity to speak** with the group memberships about the Township’s diversion programs during one of their meetings. Place messages in **association and club newsletters**.
- Build on the local community spirit and **establish a volunteer “Green Team”** to help promote waste diversion, establish the diversion activities as a social norm, and act as community champions. **Include community leaders** (such as politicians, business leaders, community group leaders, etc) on the Green Team to increase its exposure and reach.

- Present a **united front** by making sure that community leaders deliver consistent messages and help to promote the Township's new recycling programs at every opportunity.

Table 3: Community Gathering Places

Examples of Community Gathering Places in Assignack

Potential locations for distributing information about the Township's waste management programs include:

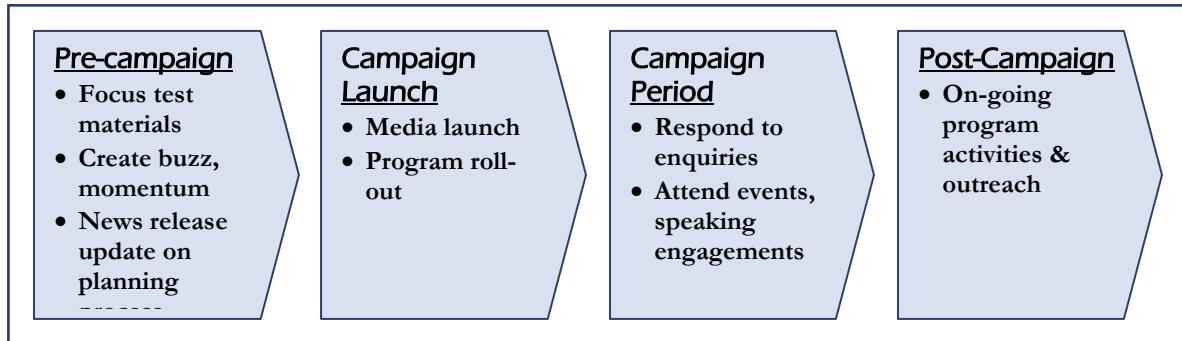
- Landfill
- Assignack Arena and Fair Grounds
- Bay Street Marina
- Museum Heritage Complex
- Rainbow Ridge Golf Course
- Medical clinic
- Assignack Municipal Office and Public Library
- The Manitowaning Information Booth
- Post Office building
- Assignack Municipal Garage and Fire Hall
- McLean's Park
- South Bay Shores Park
- Assignack Curling Club
- Debajehmujig Theatre Group
- Family Coin Wash Laundromat
- Local churches (Knox United Church, St Paul's Anglican Church)

Other places of opportunity may include popular businesses, such as the LCBO or local pharmacies.

3.3.4 Timeline

The Waste Diversion Education Strategy will be implemented over four stages, as depicted in figure 2 below: pre-campaign period, campaign launch, campaign period, and post-campaign period.

Figure 2: Waste Diversion Education Strategy Timeline (High-level)



3.4 Monitoring and Evaluation

Monitoring and evaluation activities will take place during and following the initial campaign period. Those taking place immediately after program launch will include:

- An online survey form on the Township's website to get immediate feedback on the waste diversion plan, its programs and their implementation (a link will be provided on the informational materials);
- Tracking of the number and types of calls coming in through the information hotline and other means;
- Tracking the amount of material diverted (annual amount of material recycled; waste audits)
- Monitoring positive/negative media coverage;
- Tracking feedback from landfill site customers; and
- Focus groups with Green Team members and members of the general public.

After six to twelve months of operation, a follow-up telephone survey of Assignack residents will be conducted to identify changes in attitudes and reported behaviour, and to obtain suggestions for improving the program. Diversion and disposal rates for the municipality will be continuously monitored.

Appendix A: Long Term Waste Management Plan

Appendix D – Implementation Schedule

Schedule of Township of Assiginack Waste Recycling Implementation Initiatives

[illegible]

Appendix E – Focus Group Results

MUNICIPALITY



OF ASSIGINACK

**Long Term
Waste Management Plan:
Summary of Focus Group Results**

June 2009

The Municipality of Aissiginack *Long Term Waste Management Plan:*
Summary of Focus Group Results was prepared by



Executive Summary

With the assistance of Trow Associates, the Township of Assiginack has prepared a Long Term Waste Management Plan (LTWMP) with the objective of achieving or exceeding the provincial waste diversion target of 60% and maximizing the longevity of its landfill site.

A key component of this plan is the implementation of a recycling and an organics depot program. To help prepare for these programs, the Township held two focus groups with residents to obtain their feedback on the Township's communications campaign elements. Specifically, the purpose of the sessions were to seek participant feedback on the *style* (language and tone) of each of various communications pieces. Feedback was also sought on the types of containers being considered for use in the organics pilot program. The focus groups were held on June 4, 2009 (one at 2:30 p.m., and another at 7:00 p.m.) at the municipal offices on Spragge Street in Manitowaning. The focus groups were facilitated by Trow Associates on behalf of the Township.

Participants at the focus group provided the Township with useful feedback about the style, look and usefulness of the communications campaign materials and the type of collection containers that might be used in the organics diversion program.

While the participants generally liked the style and look of theme #3, there was some preference expressed for theme #2. Preference was expressed for theme #3 due to its use of pictures of program materials and its use of white space and colours. Those who liked theme #2 also liked it for its colours but also for its depictions of scenery and activities relevant to Assiginack and of children recycling.

With respect to fridge magnets, the general preference was for the large magnet than the small one. It was felt that the large magnet acted as a better reference and would be overall more useful. Participants also felt that the mini-bin stickers would also be useful.

Participants indicated a preference for a type of plastic bin, but they did not think that one like the Norseman 13 gallon Green Bin would be useful for people with cars or for seniors. Instead, they suggested a covered bin similar to a blue bin. They also thought that some people may prefer to use the compostable paper bag, and that people should be given a choice after being educated on how the two should be used and their cost. It was agreed that the mini-bin would be helpful, and participants generally preferred the Norsemen mini-bin.

All of the suggestions and comments received through the focus group will be considered and used in the development of the final drafts of the campaign materials and in selecting the containers for the Township's organics program.

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1 Purpose of Focus Group

With the assistance of Trow Associates, the Township of Assiginack has prepared a Long Term Waste Management Plan (LTWMP) with the objective of achieving or exceeding the provincial waste diversion target of 60% and maximizing the longevity of its landfill site.

A key component of this plan is the implementation of a recycling and an organics depot program. To help prepare for these programs, the Township held two focus groups with residents to obtain their feedback on the Township's communications campaign elements. Specifically, the purpose of the sessions were to seek participant feedback on the *style* (language and tone) of each of various communications pieces. Feedback was also sought on the types of containers being considered for use in the organics pilot program. The focus groups were held on June 4, 2009 (one at 2:30 p.m., and another at 7:00 p.m.) at the municipal offices on Spragge Street in Manitowaning. The focus groups were facilitated by Trow Associates on behalf of the Township.

The focus groups covered two main topic areas:

- Feedback on possible campaign slogans and styles for brochures, magnet, and mini-bin stickers; and
- Feedback on organics collection curbside and mini-bin containers.

A summary of the feedback received is provided below. Copies of the communications materials reviewed are provided in Appendix A.

2 Summary of Results

This section summarizes the feedback received during the focus groups. The feedback on the creative materials is provided in section 2.1, while the feedback on the collection containers is provided in Section 2.2.

2.1 Creative Materials

2.1.1 Slogans

The participants were presented with 12 slogans on which to comment. The most preferred slogans were, in order of popularity:

- Assiginack Recycles! Assiginack Composts!¹

¹ The two slogans would be used independently, depending on which program the slogan is attached to. For example, the recycling program would use the "Assiginack Recycles!" slogan, while the organics diversion program would use "Assiginack Composts!".

- Diverting together for a cleaner Assiginack (or modified as “Recycling together for a cleaner Assiginack”).

Other favorites included:

- Reducing waste today for a cleaner tomorrow.
- Go green in Assiginack!
- Green means go...to your depot!
- The bin is in.

A summary of responses to the slogans are provided in table 1 below.

Table 1: Responses to Test Slogans

1	Setting Sail on waste	<ul style="list-style-type: none"> • Generally, participants do not like slogan • Sounds like Assiginack would be shipping waste away, or dumping it out at sea. • Has little meaning.
2	Sailing toward waste diversion	<ul style="list-style-type: none"> • Generally, participants do not like slogan, for similar reasons as Slogan #1.
3	Diverting together for a better environment	<ul style="list-style-type: none"> • “Diversion” is not a familiar term. • Slogan is too broad. • Are we diverting waste, or people to the program?
4	Diverting together for a cleaner Assiginack	<ul style="list-style-type: none"> • Two participants thought it was better than Slogan #4, because it mentions the community. • You are working within your community to benefit your community. • “Diversion” is not a familiar term.
5	<ul style="list-style-type: none"> • Assiginack Recycles! • Assiginack Composts! • Assiginack Diverts! 	<ul style="list-style-type: none"> • Participants generally liked this slogan. • This is a good slogan, as it lets people know what they need to do. • General agreement with slogan, as you want to recycle as much as you can. • The individual slogans are short and catchy, the way a slogan should be. The others are wordy. • If the community is recycling and composting, then it becomes a statement of pride. • It lets tourist know that recycling and composting is available in Assiginack (tourists are used to recycling and composting in their home communities).

6	Reducing waste today for a cleaner tomorrow	<ul style="list-style-type: none"> Many of the participants liked this slogan. It gives you the reason why you are reducing waste. It works as a statement, but it is wordy as a slogan.
7	<ul style="list-style-type: none"> Recycling and composting for a sustainable future Recycling and composting for a cleaner future Recycling and composting for a cleaner Assiginack 	<ul style="list-style-type: none"> Generally thought as being too wordy, and too similar to Slogans 5 and 6.
8	Go green in Assiginack!	<ul style="list-style-type: none"> Participants split on use of the word “green” – some felt that people would relate “green” to environment, while others thought people either would not understand it or that the word “green” so broadly overused that it would go unnoticed.
9	<ul style="list-style-type: none"> Green means go...to your depot! Green means go...to 60% diversion! 	<ul style="list-style-type: none"> Participants generally did not like slogan. Similar comments on the word “green” as in Slogan 8. Noted that it did have more meaning than Slogan #8 because it provided direction.
10	The bin is in	<ul style="list-style-type: none"> Mixed reaction – some participants did not like it, but others found it short and catchy. Concerns included that it did not explain much, that people may confuse the word “bin” with the depot bins.
11	<ul style="list-style-type: none"> Reduce your <i>wasteline</i> Trim your <i>wasteline</i> 	<ul style="list-style-type: none"> Two participants thought slogan was clever, while others did not like them. Noted that it was too personal.
12	Have you been green today?	<ul style="list-style-type: none"> Generally not liked. One participant noted that they liked how it made one think, but that in general people may not get it.

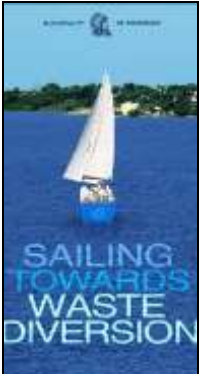


2.1.2 Brochures

Participants examined three different brochures, each styled in a different theme that was carried throughout the magnet and stickers.

There was mixed preference between brochure styles #2 and #3 (see table below, and Appendix A for larger versions). Participants liked brochure #2 because the images used on the cover were relatable to Assiginack, while those in favour of brochure #3 generally liked it because it showed pictures of things related to the program. All but one of the participants said they did not care for brochure #1.

A summary of the responses on the brochures are provided in the table below.

Table 2: Responses to Test Brochures



1		<ul style="list-style-type: none"> • Looks too touristy. • One person liked brochure, suggested that text be put in green.
2		<ul style="list-style-type: none"> • Participants generally like. • Participants liked the colours and that it shows the water, the children, and the boats. • Suggested that it may be too busy, and that people may not notice it if it is too busy. Perhaps remove the boats. • Including the boats helps to acknowledge the tourists, and also may help to encourage tourists and boaters to recycle. • Consider showing a canoe instead, since the motor boats pollute the water.
3		<ul style="list-style-type: none"> • Participants generally like. • There is lots of white space. • Suggestions: <ul style="list-style-type: none"> ○ Spell "Assiginack" with a capital "A" ○ Either put "Recycles and Composts" in green, or in orange to match the container. ○ Consider changing the white space to green. ○ Add things that can be composted (remove a couple of bottles to provide the space).

2.1.3 Magnets

Participants reviewed two sizes and types of magnets:

1. About 3.5' x 5.5' in size, with information on what can be recycled and composted.
2. About 2.75' x 3.25' in size, with the Township's logo, slogan, and sources of more information (see Appendix A).

Generally, participants preferred the large magnet because it provided more information, and they thought it would be useful for an aging population. Most participants also preferred magnet #3 in terms of style. Their comments about brochure design generally applied to the magnets as well. A summary of their comments are provide in the table below.

Large vs Small Magnets	<ul style="list-style-type: none">• Participants generally prefer the large magnet and they like the information it presents.• Assiginack has an aging population, so a larger magnet is better.• Generally did not care for this magnet.
1	
2	 <ul style="list-style-type: none">• A few participants preferred this style of magnet.• Like that it shows the children being involved in recycling.• Like the lettering and the wording.• Show the kids recycling a specific item, and don't show the adult.• The lettering would be easier to read if it were in black.

3



- General preference for this style.
- Print is small and hard to see.
- Pictures provide examples of what can be recycled.
- They like that it lists what can be recycled and composted, and that it separates the items in lists.
- Add an e-mail address.
- Make the lettering and text colours easier to read.
- Grabs your attention right away, because you can see the materials.

2.1.4 Mini-bin Stickers

Participants were asked to review three sticker designs, continuing in the same style themes as the brochures and the magnets. Because participants felt that it was important to maintain the same style throughout the three materials, most preferred magnet 3 while a few preferred magnet 2.

Comments about the stickers included:

- Stay with the same style theme.
- The orange and green lettering are hard to read. Consider using black lettering for the list of items.
- A few participants felt that the list of "Things to avoid" is helpful.
- Underline the box or the heading, so that people can more clearly see what they are looking at.

Table 3: Test Stickers

Sticker #1	Sticker #2	Sticker #3
<p>Sticker #1 features a blue background with a white recycling bin on the left. The word "COMPOSTING" is written in large, bold, white letters. Below it, there are two columns of text listing items that can be recycled and composted. The text is white and difficult to read against the blue background.</p>	<p>Sticker #2 features a green background with a white recycling bin on the left. The word "COMPOSTING" is written in large, bold, white letters. Below it, there are two columns of text listing items that can be recycled and composted. The text is white and difficult to read against the green background.</p>	<p>Sticker #3 features a white background with a green recycling bin on the left. The word "Composting" is written in large, bold, green letters. Below it, there are two columns of text listing items that can be recycled and composted. The text is green and difficult to read against the white background.</p>

2.2 Collection Containers

Participants were shown a variety of container types for separating and storing household organics (pictured below), including²:

- Bag-to-Earth small food waste bag (cellulose-lined), for collecting counter-top scraps.
- Bag-to-Earth large food waste bag (cellulose-lined) collection bags, for setting at curbside.
- Norseman 13 gallon green bin.
- Norseman organics kitchen container (mini-bin).
- Schaefer mini-bin.

With respect to a collection container for organics, the participants agreed that residents should be given a choice of container to use to take the organics to the depot. There was general preference for a hard plastic container for transporting organics, but it was thought that while something like the Norseman 13 gallon green bin could be transported in a van or truck, it would be unsuitable for those using a car. It was suggested that a container similar in size to a blue bin but with a cover would be preferable for those with a car.

Comments on each of the container types are provided in the following tables.

² It is important to note that the specific product brands were not been tested, but rather the type of product.

Table 5: Comments on Paper Food Waste Bags


Bag-to-Earth small food waste bag	Bag-to-Earth large food waste bag
	
<ul style="list-style-type: none"> • The bag is extra waste. • Some people would prefer to use the large bag rather than the bin. Otherwise, you would have to wash the bin out all of the time. • The bags would cost money, and you could run out of them. • The bag should be offered as a choice, but the options and the cost need to be explained. • They would have to be sold in the grocery store or in other convenient locations. • Concern that raccoons would tear into them. • Many people live on pensions and would not want the extra cost of the bags. 	

Table 6: Comments on Curbside Green Bins


Norseman Green Bin with Casters (13 gallons)

<ul style="list-style-type: none"> • Some concern expressed if seniors would be able to handle the bin. • Noted that it would be difficult to place in a car, and that a bin like a covered blue box would better fit in the trunk of a car. • Hard for a car, but would fit in a truck or a van.

Table 7: Comments on Mini-bins

Norseman Organics Kitchen Container	Schaefer Mini-bin ³
	
<ul style="list-style-type: none"> • General preference expressed for Norseman container. • The Norseman container has a rounded bottom, would be easier to clean, and takes up less space. • Having a mini-bin would encourage people to use the organics program. • Use of compostable plastic bags would help to keep containers clean and cut down on fruit flies. 	

3 Conclusions

Participants at the focus group provided the Township with useful feedback about the style, look and usefulness of the communications campaign materials and the type of collection containers that might be used in the organics diversion program.

While the participants generally liked the style and look of theme #3, there was some preference expressed for theme #2. Preference was expressed for theme #3 due to its use of pictures of program materials and its use of white space and colours. Those who liked theme #2 also liked it for its colours but also for its depictions of scenery and activities relevant to Assiginack and of children recycling.

With respect to fridge magnets, the general preference was for the large magnet than the small one. It was felt that the large magnet acted as a better reference and would be overall more useful. Participants also felt that the mini-bin stickers would also be useful.

Participants indicated a preference for a type of plastic bin, but they did not think that one like the Norseman 13 gallon Green Bin would be useful for people with cars or for seniors.

³ Picture is sample only. The Schaefer mini-bin displayed at the focus group was not coated with any stickers and did not include a bin liner.

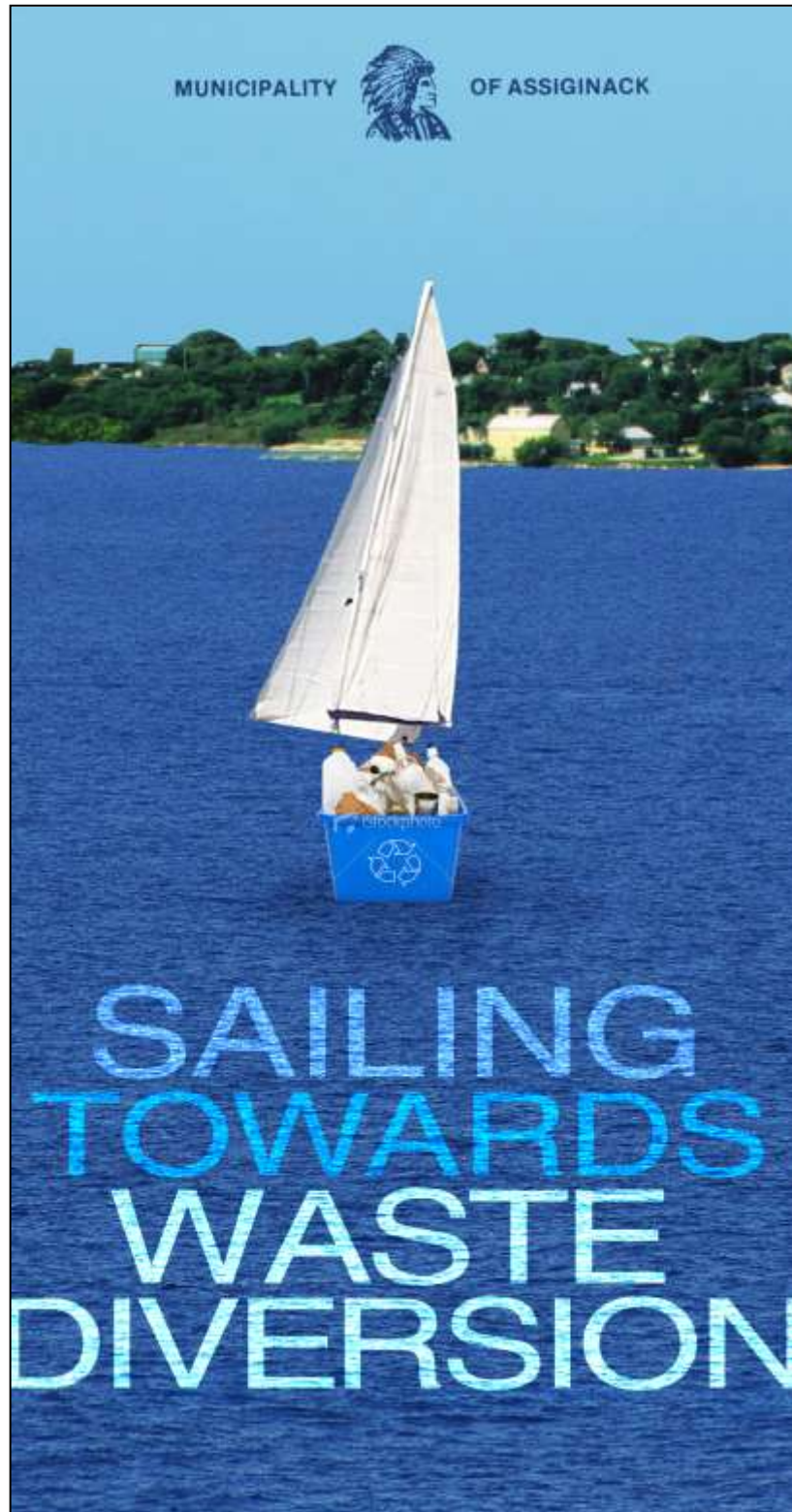
Instead, they suggested a covered bin similar to a blue bin. They also thought that some people may prefer to use the compostable paper bag, and that people should be given a choice after being educated on how the two should be used and their cost. It was agreed that the mini-bin would be helpful, and participants generally preferred the Norsemen mini-bin.

All of the suggestions and comments received through the focus group will be considered and used in the development of the final drafts of the campaign materials and in selecting the containers for the Township's organics program.

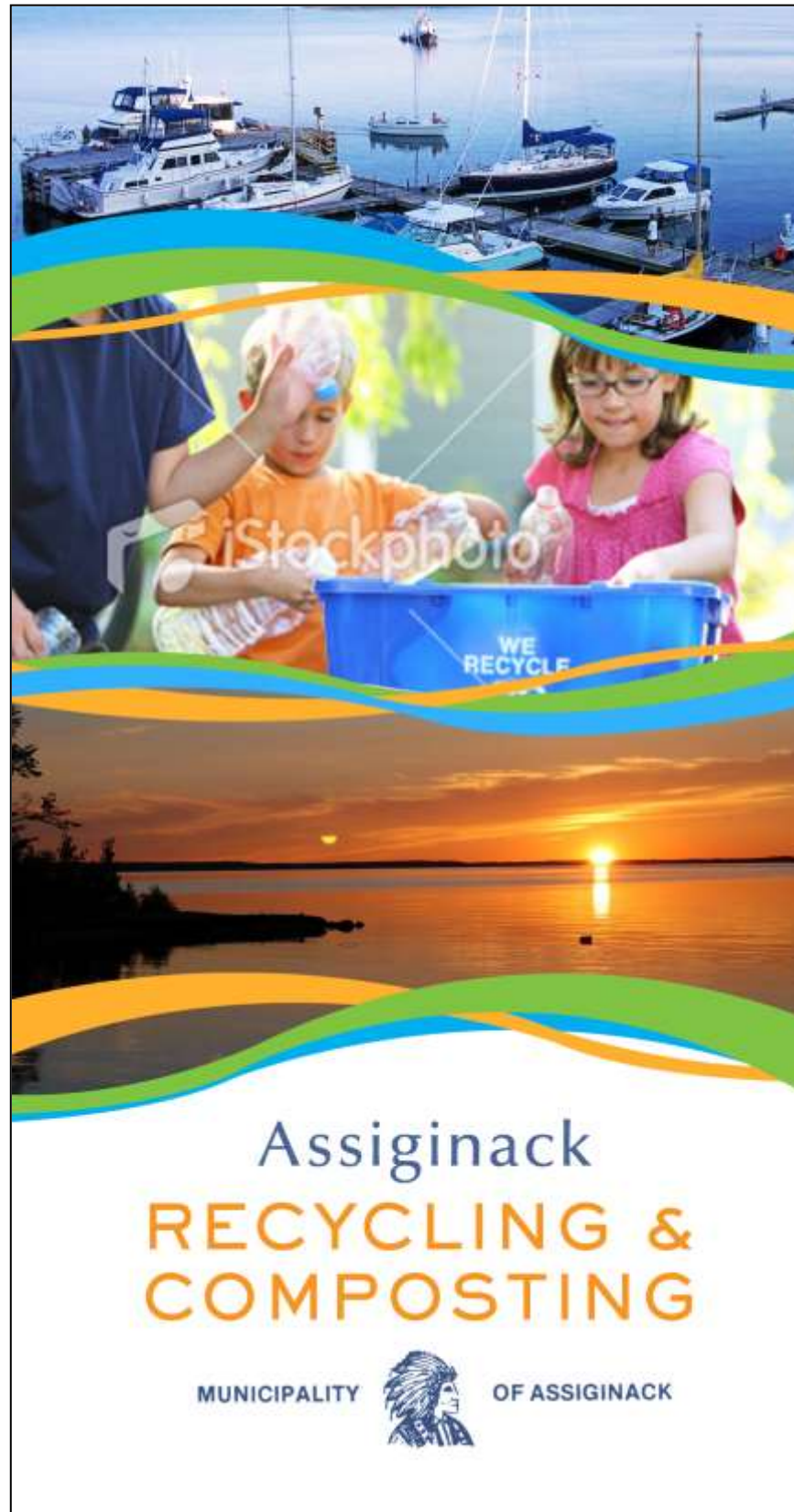
Appendix A: Draft Focus Group Materials

Brochures

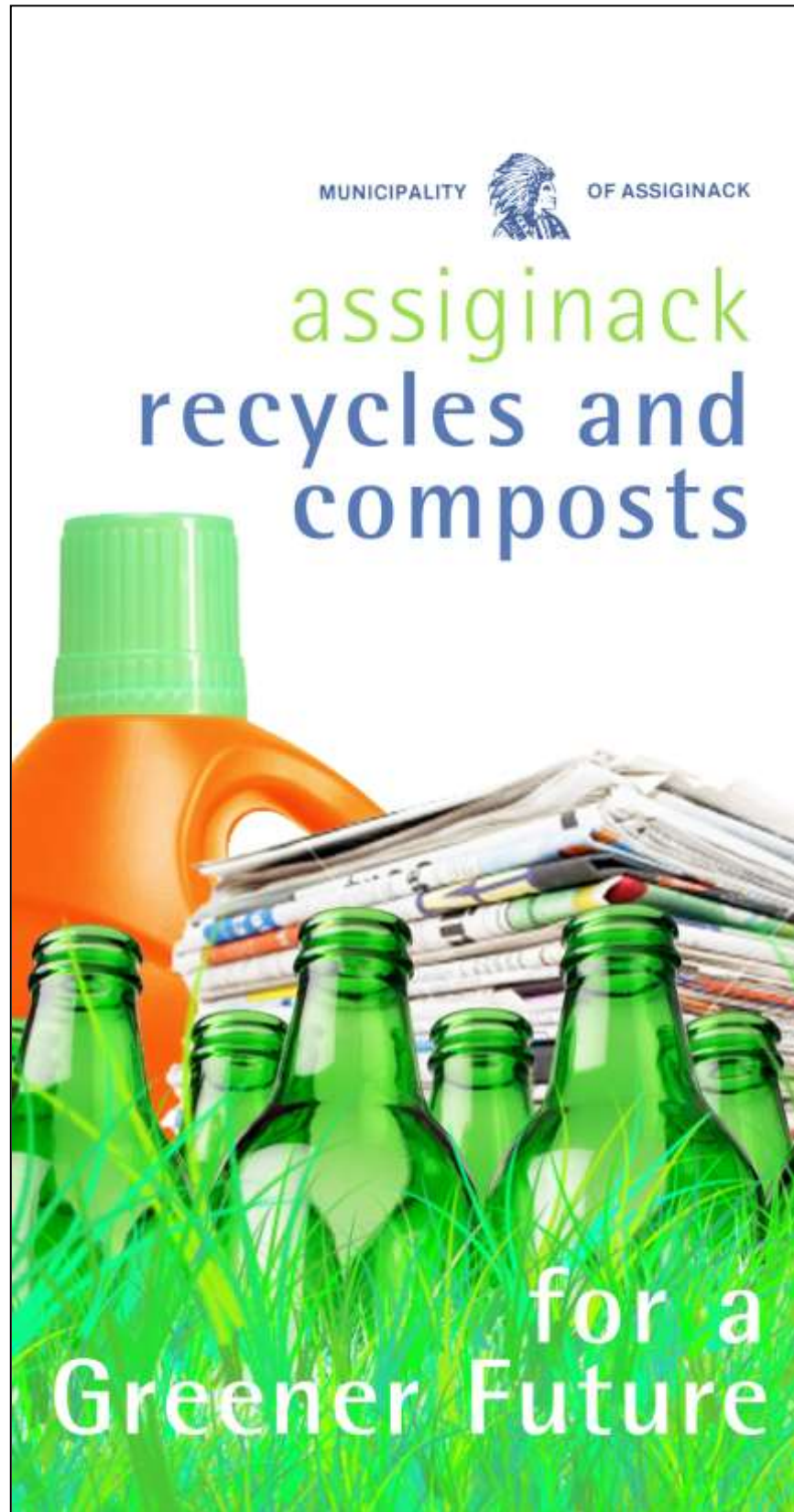
1)



2)



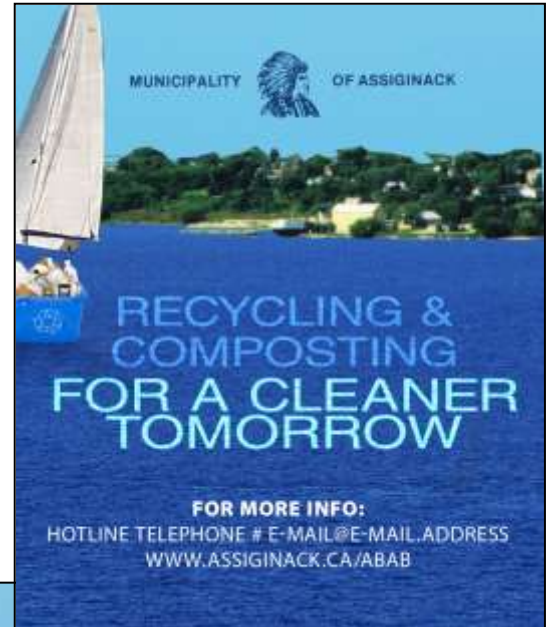
3)



Magnets

1)

a) Small magnet



b) Large magnet



2)

a) Small
magnet

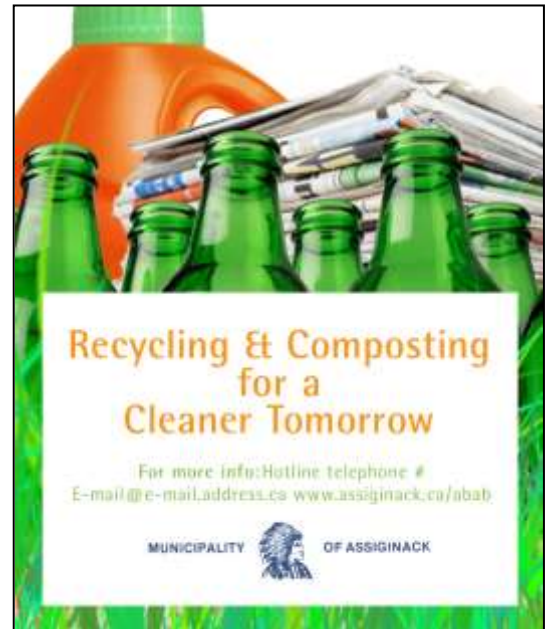


b) Large magnet



3)

a) Small magnet



b) Large magnet



Mini-bin Stickers

1)



2)



3)



Appendix F – Communications Materials

Recycling

New Recycling Depot Now Open!

Got recyclable stuff? Then bring it to your new Waste Diversion Depot, conveniently located at 1124 Sucker Lake Road (landfill site).

Recycling at the depot is easy – put your glass in one recycling bin, and the rest of your materials in the other!

See below for a list of accepted materials.



LIST OF ACCEPTABLE MATERIALS & HOW TO PREPARE THEM

Glass bottles and jars	<ul style="list-style-type: none">Please rinse
Metal containers (eg., food cans, juice cans)	<ul style="list-style-type: none">Rinse food and beverage cans, push lids inside
Cardboard cans (frozen juice cans, refrigerated dough cans, etc)	<ul style="list-style-type: none">RinseDiscard pull-off plastic strip/aluminum seal
Empty aerosol cans and dry paint cans	<ul style="list-style-type: none">Includes shaving cream, hairspray, cooking spray cans (empty)Discard plastic caps in garbageRemove paint can lids, ensure cans/lids are dry
Aluminum (e.g., cans, plates, trays, foil)	<ul style="list-style-type: none">Please rinse
Plastics #1, #2, #5 <ul style="list-style-type: none">#1 Plastics: pop bottles, peanut butter jars#2 Plastics: laundry and dish detergent bottles, etc#5 Plastics: Margarine containers, ketchup bottles, etc	<ul style="list-style-type: none">Check for the recycling symbol located on the container with the number 1, 2, or 5Please rinseNo motor oil containers!
Plastic bags (e.g., grocery or bread bags, milk bags)	<ul style="list-style-type: none">Make sure bags are cleanPlace all plastic bags in one tied bag
Polystyrene Foam #6 (e.g., take out containers, foam meat trays, etc)	<ul style="list-style-type: none">Make sure materials have the #6 symbolBreak down materials larger than 2'x3'
Beverage boxes and cartons (milk and juice cartons, broth/soup, juice boxes)	<ul style="list-style-type: none">Please rinseRemove straws
Household papers	<ul style="list-style-type: none">Include newspapers, magazines, office and glossy paper, phone books, cards, non-treated paper bags
Cardboard and Boxboard (cereal boxes, moving boxes, etc)	<ul style="list-style-type: none">Flatten to less than 30" x 30" size

NEED A BLUE BOX OR ORGANICS BIN? PLEASE PICK YOURS UP AT THE TOWNSHIP OFFICE.



Recycling and Composting for a Cleaner Assiginack

Township of Assiginack

Township Office
25 B Spragge Street
Manitowaning, ON
POP 1N0

Got Questions?

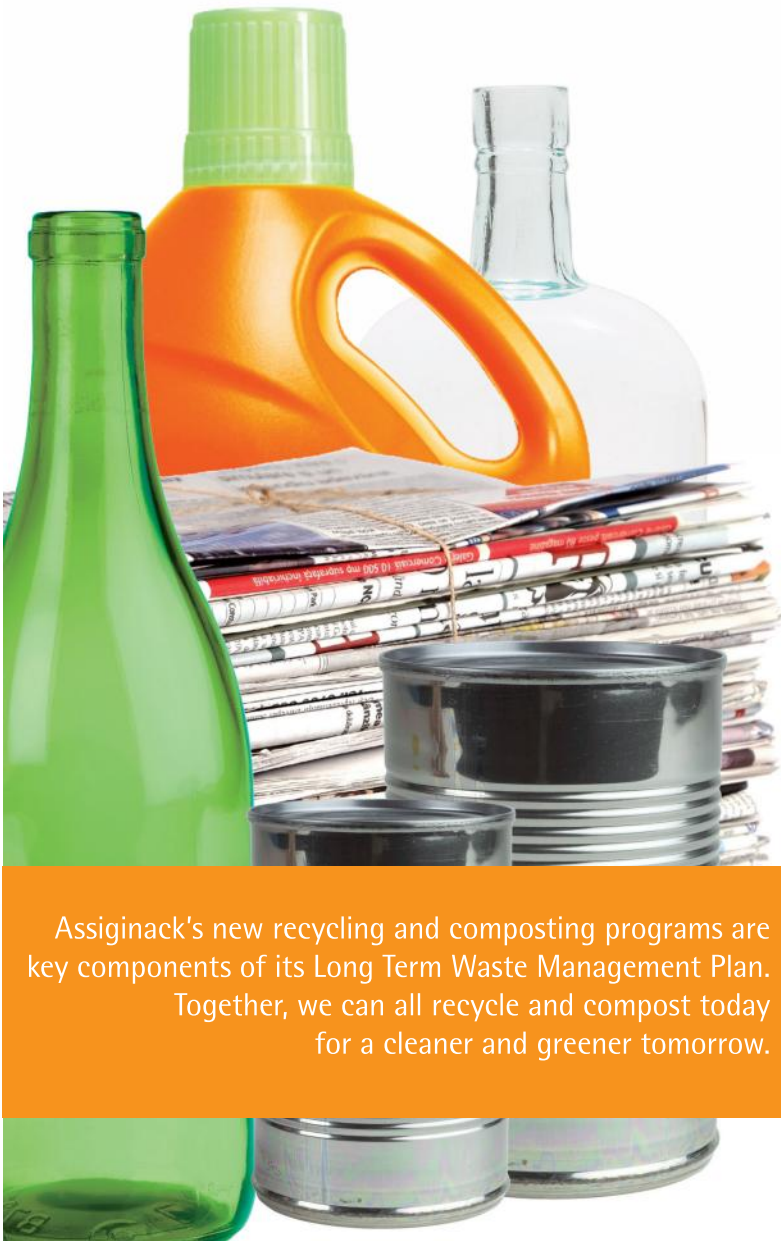
Please call or e-mail us:
(705) 859-3196
info@Assiginack.ca

For more information:
www.assiginack.ca



Assiginack recycles and composts for a Greener Future

INTRODUCING OUR NEW RECYCLING
AND COMPOSTING PROGRAMS!



Assiginack's new recycling and composting programs are key components of its Long Term Waste Management Plan. Together, we can all recycle and compost today for a cleaner and greener tomorrow.

Composting at the Assiginack Waste Diversion Depot

Using your kitchen-catcher and organics bin to collect your food and organic household waste for composting is easy to do! Just follow these simple steps.

- 1) Put your food and organic household waste into your kitchen-catcher.
 - Keep your kitchen-catcher in a convenient location, like under the kitchen sink or on your counter.
 - You can use a liner to help keep your kitchen-catcher clean and to minimize wetness and odours in your organics bin.Acceptable liners include paper/cellulose bag liners, other compostable bags, or simply use newspaper or paper towel.
- 2) Empty your kitchen-catcher daily into your organics bin.
 - Store your organics bin in a convenient location outside or in your garage, where you can access it easily. You can keep it where you normally keep your garbage.
- 3) Take your organics bin to the Assiginack Waste Diversion Depot and empty it in the organics drop-off bin.



Kitchen-catcher

Organics bin

WHAT GOES IN THE ORGANICS BIN

FOOD WASTE AND TABLE SCRAPS

Bones
Bread and bread dough
Cheese
Candy
Cereal and grains
Coffee grounds and filters
Corn cobs and husks
Fish and shellfish (scraps only, no large pieces)
Fruit (including pits and peelings)
Jams and jellies
Meat (scraps only, no large pieces)
Nuts and nut shells
Pastries, cookies and muffins
Plants and flowers (indoors/outdoors)
Tea bags
Vegetables and vegetable peelings

PAPER PRODUCTS AND OTHER ITEMS

Facial tissues
Wax paper
Napkins, paper towels
Paper plates, cups
Greasy pizza boxes
Microwave popcorn bags
Wooden stir sticks

BACKYARD COMPOSTING

Can I backyard compost at home?

Of course you can! Compost your food and garden waste in your own back yard, and reap its benefits at home! Compost is a dark, earthy, nutrient-rich material that can be added to gardens, household plants, or sprinkled over lawns. It's like giving them a vitamin boost!

No composter? No problem! For a limited time, purchase a subsidized backyard composter at the Township office.

RECYCLING AND DISPOSAL AT THE ASSIGINACK WASTE DIVERSION DEPOT

The following materials can be dropped off at the Assiginack Waste Diversion Depot for recycling or proper disposal. Some tipping fees apply. Please see the Schedule of Tipping Fees, available at the Assiginack Waste Diversion Depot or at www.Assiginack.ca.

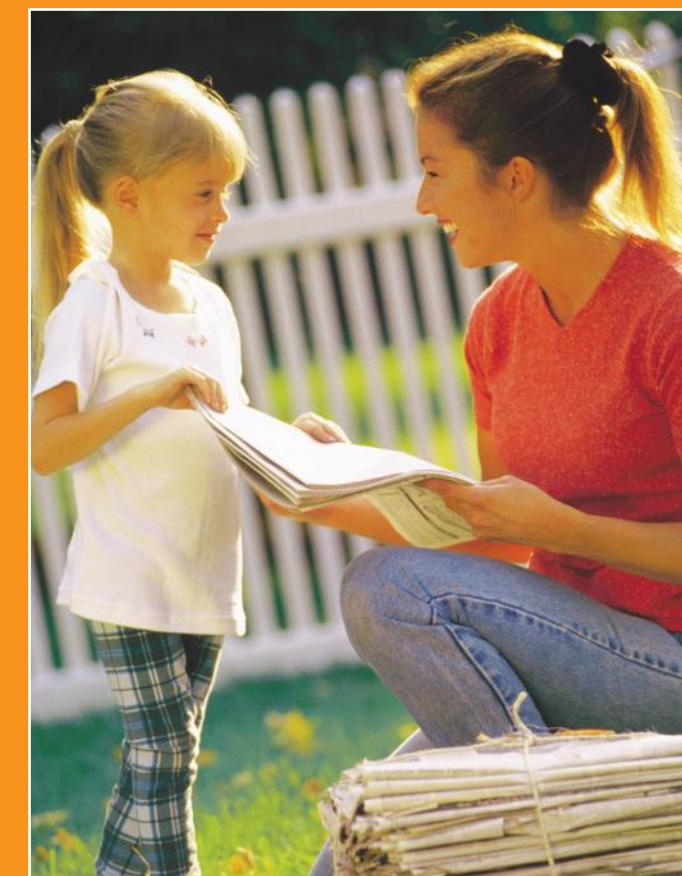
- Used tires
 - Metals - includes washers, dryers, stoves, refrigerators, freezers, water tanks and scrap metals.
- All refrigerators & freezers must be certified refrigerant free.
- Wood and Construction/Demolition Debris - scrap wood, roofing, brick, concrete, etc

GARBAGE DISPOSAL

The landfill still accepts the small amount of garbage that you may have left. Please see our landfill site policy and schedule of tipping fees for more information.

WASTE DIVERSION DEPOT HOURS OF OPERATION

Tuesday - 10:00 am until 8:00 pm
Saturday - 10:00 am until 8:00 pm



Assiginack is...

Recycling! Composting!

Paper & Boxboard
Corrugated Cardboard
Glass Bottles & Jars
Plastics Bottles & Tubs
Food & Beverage Cans
Milk/Juice Cartons &
Tetra Pacs

KITCHEN WASTE ("GREENS")

Fruits & vegetables
Egg shells
Coffee grounds & tea bags
Rice, bread and pasta
Meat & fish scraps

YARD WASTE ("BROWNS")

Leaves
Grass clippings
Wood chips & saw dust
Plants & flowers

Questions?

Phone: (705) 859-3196
info@Assiginack.ca

MUNICIPALITY



OF ASSIGINACK

New recycling and composting programs!

MUNICIPALITY



OF ASSIGINACK



Recycling and Composting for a Cleaner Assiginack



The Township of Assiginack is launching its *new* recycling and composting programs. Together, we can recycle and compost for a cleaner Assiginack and a greener future.

Program Launch

Important dates – *mark your calendar!*

Saturday, November 21, 2009

Pick up your *free* recycling and organics bins and communication materials at the Township Office, 25 B Spragge Street, Manitowaning, from noon to 4:30 p.m.

Bins will be available after this date at the Township office during regular office hours.

Saturday, November 28, 2009

Assiginack's new Waste Diversion Depot opens (located at 1124 Sucker Lake Road, at landfill site) and is available for residents to drop off their recyclables and organics.

New Waste Diversion Depot and Landfill hours:

Tuesdays and Saturdays
10:00 a.m. to 8:00 p.m.

Blue Box Recycling Bin



Kitchen-Catcher (Organics)



Organics Bin (Organics)



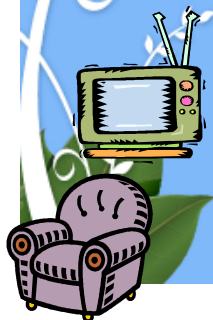
Assiginack's new recycling and composting programs are key components of its Long Term Waste Management Plan. Together, we can all recycle and compost today for a cleaner and greener tomorrow.

Recycling and Composting in Assiginack!



What is waste?

- Garbage
- Stuff we don't want anymore
- Leftovers



What is waste?

- Garbage
- Stuff we don't want anymore
- Leftovers



**It's also a
valuable resource!**

What is Recycling?

Waste or
Garbage



New Goods and
Products

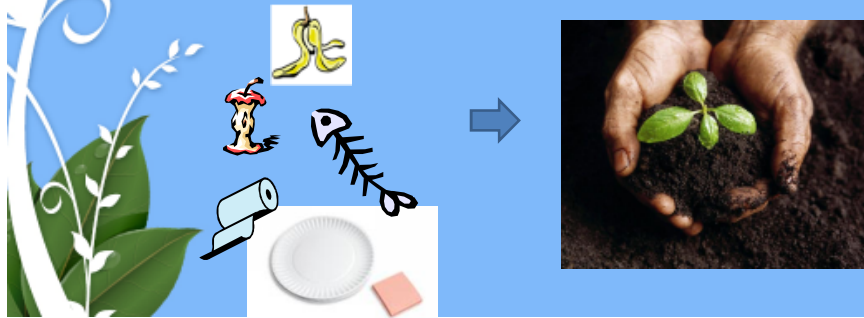


What is composting?

Food and other
organic waste



Compost



Why recycle and compost?

- Save on landfill space
- Conserve natural resources
- Reduce pollution



What can we recycle?

Glass Jars and Bottles

- Empty, rinse if possible
- Put in "Glass" bin at depot



Cardboard Cans

- Empty, rinse if possible
- Discard pull-off strip



Aerosol Cans and Paint Cans

- Make sure they are empty
- Dry paint cans, lids



Metal Containers

- Empty, rinse if possible
- Push lid inside



Aluminum



Beverage Boxes and Cartons

- Empty, rinse, remove straws



Household Papers



Cardboard and Boxboard

- Flatten



Plastics



Pop bottles, peanut butter jars



Laundry and dish detergent bottles



Margarine containers, ketchup bottles

Plastics



Polystyrene Foam

- Take-out containers, foam meat trays



Plastic bags

- Stuff inside one bag and tie



➔ 1
Bag

What can we
compost?



Township of Assiginack



Monday November 2, 2009

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[Links](#)

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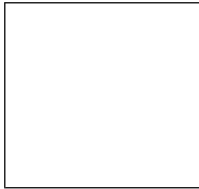
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[Click here to view our online Veterans Gallery and to access a link to "Support our Troops".](#)



Waste Management

WASTE DIVERSION DEPOT HOURS OF OPERATION

Tuesdays and Saturdays

10:00 am to 8:00 pm

1124 Sucker Lake Road



The Assiginack Waste Diversion Depot is located at 124 Sucker Lake Road. To access the Waste Diversion Depot, ratepayers can pick-up a Site Pass at the Municipal Office (Monday through Friday, from 8:30 A.M. to 4:30 P.M.).

Only residents of the Township of Assiginack are allowed to use the Assiginack Waste Diversion Depot. Please be reminded that the depot attendant may ask for proof of residency. If you have not already received your identification card, please drop by the Municipal Office to receive one free of charge. This identification card can also be used by residents of the township at the marina for free use of the launching ramp.

Waste services available at the depot include blue box recycling, composting, and garbage disposal. Residents can also drop-off tires, metals (e.g., large appliances), and construction debris.

For more information on our waste management programs, please click the following links:

[Recycling](#)

(Includes: Blue box recycling, Other recycling & disposal, and Schedule of Tipping Fees).

[Composting](#)

(Includes: Composting, Bin liners, Tips & Backyard composting).

[Garbage Disposal](#)

[Click here to view Ontario's New Landfill Standards](#) (PDF Format)

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Township of Assiginack First European Settlement



Monday November 2, 2009

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Information Area:

News & Notices

[Click here to view our online Veterans Gallery and to access a link to "Support our Troops".](#)

Contact the Assiginack Municipal Office to post your special community event in this scroller.



Recycling

BLUE BOX RECYCLING

Recycling in Assiginack has never been easier! To make things easy for you, all you have to do when you bring your blue box recyclables to the waste diversion depot is to drop your glass bottles and jars in one bin, and the rest in the other. See below for a list of acceptable items, how to prepare them, and what materials are not accepted.

Acceptable Materials	How to Prepare Them	Not Accepted
GLASS Glass bottles and jars	Rinse. Place in "glass" bin at depot.	Light bulbs.
METAL CONTAINERS Aluminum foil, pie plates, roast pans, food cans, juice and pop cans	Empty and rinse. Push food can lids inside the can.	Coat hangers, pots and pans, wire
CARDBOARD CANS Refrigerated dough, frozen juice, chips, powdered drink mixes	Include both metal ends in your blue box. Discard the pull-off strip or seal.	
EMPTY AEROSOL CANS & DRY PAINT CANS Empty aerosol or spray cans, shaving cream, hairspray, cooking spray.	Ensure aerosol cans and paint cans are empty. Ensure paint cans and lids are dry. Remove paint can lids and place in blue box.	Cans with wet paint inside or aerosol cans that are not empty are considered household hazardous waste.
PLASTIC CONTAINERS Plastic containers with the numbers 1, 2 or 5. Pop bottles, peanut butter jars, laundry and dish detergent bottles, margarine containers, etc	Rinse.	Plastics that do not have a recycling number or have numbers 3 or 7 stamped on them, plastic dishes and utensils, toys.
PLASTIC BAGS Plastic bags with the number 4. Grocery bags, bread bags.	Make sure bags are clean. Turn bags inside out to empty. Stuff bags inside one and tie at the top.	Bubble wrap, plastic food wrap, bar wrappers.
POLYSTYRENE FOAM Foam stamped with the number 6. Take out containers, meat trays, foam plates and cups.	Rinse. Break down large pieces into smaller pieces (maximum 2 ft x 3 ft x 1 ft)	Foam packing peanuts, dirty foam, foam treated with fire retardant for thermal insulation.
PAPER Household papers, magazines, newspapers, office and glossy paper, phone books.	Place loose in bin at depot.	Diapers, facial tissue, paper towels, cookie bags, paper drink cups, waxed paper. (much non-recyclable paper can go in your organics kitchen catcher).
CARDBOARD AND BOXBOARD Pizza boxes, moving boxes, cereal boxes, cracker boxes, etc	Remove bags, tissue paper and other liners from inside boxes. Flatten boxes and fold to maximum size of 30 inches x 30 inches.	Coffee cups, waxed cardboard, wooden fruit crates.

OTHER RECYCLING AND DISPOSAL

The following materials can be dropped off at the Assiginack Waste Diversion Depot for recycling or proper disposal. Some tipping fees apply. Please see the Schedule of Tipping Fees below.

Schedule of Tipping Fees	
Tires	
• Car, light truck & trailer tires	\$2.00
• Heavy truck tires	\$20.00

• Tractor tires	\$30.00
Metals	
• White metals, including washers, dryers, stoves, refrigerators, freezers and water tanks (all refrigerators & freezers must be certified refrigerant free).	\$10.00
• Scrap metals	No charge
Construction Debris (roofing, etc) - "non-burnable"	
• ½ ton truck load	\$25.00
• Larger trucks & trailers	\$150.00
Contaminated soils and waste – subject to Municipal approval as to acceptance and fees.	
<p>Note: The landfill attendant has the authority to refuse any or all materials brought for disposal if it does not meet the Municipality's requirements. These rates apply to ratepayers from the Township of Assiginack only.</p>	

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