

***Final Report***

**CIF 404**

**Township of Malahide  
Promotion and Education  
Support for Expanded Materials  
Recycling Program**

**the TOWNSHIP of  
MALAHIDE**  
*A proud tradition, a bright future.*



Final Project Report- June 18, 2014

Township of Malahide

CIF Project Number 404

## *Acknowledgement:*

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## **Executive summary**

Historically, the Township of Malahide provided its residents with a single stream recycling service through a curbside collection program which targeted a limited number of materials including only #1 (PET) and #2 HDPE (High Density Polyethylene) for plastics. The collection was undertaken bi-weekly utilizing a private sector service provider. By partnering with the City of London in their new Regional Materials recovery Facility and by drafting a new collection contract, a new program was launched on June 1, 2012 which included collection of plastics #1-7 including polystyrene and plastic film and a new collection schedule.

The Township's new weekly two stream recycling program was promoted by this P&E campaign to make residents aware of the changes and to encourage participation in the program. As seen in this report, the promotion and education efforts and the changes to the recycling program resulted in a significant increase in the participation and diversion of plastics.

## **BACKGROUND INFORMATION**

### **1.1 Municipal Information**

The Township of Malahide provides weekly curbside collection of recyclables to all its residential properties. The total number includes both multi-family and single family households. In 2012, 2,904 households received curbside collection. Malahide targets the following materials: Paper products, Aluminum and Tin Cans, Clear and Coloured Glass, Cardboard (including corrugated boxes), Boxboard (including molded pulp & excluding waxed paperboard), #1 PET, #2 HDPE (High Density Polyethylene), Polycoated Paperboard Containers, Spiral Wound {Cardboard} Cans, and Steel (empty paint cans, empty aerosol cans). The new materials that will be collected are #3 PVC (Vinyl), #4 LDPE (Low Density Polyethylene), #5 PP (Polypropylene), #6 PS (Polystyrene), and #7 Other Plastics.

Collection of recyclable materials is currently undertaken bi-weekly utilizing a private sector service provider. The collections contractor is Antonissen Trucking and they are paid on a per collection basis prorated from a set yearly rate. The collection contract contains provisions for CPI and fuel increases. There is no revenue sharing agreement in place between the municipality and the collection contractor.

Malahide's blue box recycling program is a member of municipal group seven on the Waste Diversion Ontario datacall, and operates at a net cost of \$350/marketized tonne.

### **1.2 Project Description**

On June 1, 2012 the Township of Malahide commenced a new recycling program. The Township now provides weekly curbside collection of the blue boxes, provided the second larger blue box to enable the two-stream recycling process. Through the agreement with the City of London's new Regional MRF the Municipality was able to expand the list of recyclable material to include the following additional recyclables:

Cardboard, boxboard, #3-7 plastics, polycoat containers, spiral wound containers, and steel containers and cans.

Prior to implementing this project, the municipality did not collect this diversity of recyclables and often heard complaints from residents. However, in the time since this program has been implemented, Malahide has been pleased to hear positive responses from residents about the recycling program. The project was meant to provide additional

tonnage and a diverse program for the residents of Malahide and it has been very successful in these regards.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

1. Educate residents and raise awareness regarding Malahide's new Blue Box Program, including new plastic materials accepted. (Mixed plastics #3-7)
2. Increase the blue box diversion rate from 10.5% in 2012 to 15% by June 2013 through the improved Blue Box program and mixed plastics collection.
3. Increase plastics tonnage by 15% through Malahide's new Blue Box program which collects mixed plastics #3-7.

### 2.2 Implementation Schedule

Task	Description	Person Responsible	Timeline
Development and Preparation P&E messages	Work with partners to develop a consistent effective message	Johnson , Hoover	March 2012
Provide program information to "MyWaste" App developers	Provide collection routes, maps, and recycling program information to App developers	Edwards, Johnson, Hoover	April 2012
Printing and Distribution of P&E Material	Secure a printer and service provider to distribute material	Johnson, Hoover	May 2012
Newspaper advertisements (program initiation)	Newspaper notices	Hoover	May-June 2012
Newspaper advertisements	Development of annual promotional material to provide timely program	Johnson	Ongoing

	updates and address any program delivery issues.		
Council Reports	Provide regular program summary reports to Council	Johnson	Ongoing
Enforcement stickers	Develop and use enforcement stickers to ensure ongoing continued compliance with the program.	Johnson, Collection Contractor	Ongoing

## 2.3 Project Budget

Table 4: Project Budget – 2012 Program Launch

Newspaper Ads	\$ 352.80
Printed flyers- send with packages	\$ 890.00
Magnets, 4 page flyer, Posters	\$3,555.93
Packaging – to distribute flyers	\$ 346.83
Distribute magnets/flyers/blue boxes to residents	\$3,632.50
<b>Total P &amp; E (new program)</b>	<b>\$8,778.06</b>

### 3 RESULTS

#### 3.1 Tonnage and Blue Box Diversion Rate Results

The implementation of the Township of Malahide's new Waste Management Master Plan commenced on June 1, 2012. The Township of Malahide experiences seasonal fluctuations as Port Bruce has a large number of cottages that during the winter months are empty. The pattern of high tonnages during the summer that decrease during the summer is normal.

The blue box diversion rate for 2012 was 16.6%, a significant increase over the 10.5% we had in 2011. This was due to the improvements in our recycling program, including the Plastics are In program.

A ten percent increase of plastic tonnages from starting accepting #s3-7 was not as high as we hoped for. This was because of a) lower density plastics had been making their way into the high density pile in 2011-2012 that were better separated after, b) lightweight plastic packaging was starting to become more prevalent, and c) after an initial surge in the program, the amounts plateaued until the summer came around again.

#### Plastics Tonnage – (MT)

	Tonnes	Tonnes		Tonnes	Tonnes	Tonnes
	#1 PETE	#2 HDPE		#1 PETE	#2 HDPE	# 3 to 7 Mixed
Jun-11	1.54	1.08	Jun-12	1.84	0.66	0.97
Jul-11	1.66	1.16	Jul-12	2.63	0.78	0.82
Aug-11	2.16	1.51	Aug-12	2.3	0.73	0.82
Sep-11	1.92	1.35	Sep-12	1.51	0.39	0.58
Oct-11	1.64	1.15	Oct-12	1.97	0.81	1.14
Nov-11	1.44	1.01	Nov-12	1.51	0.53	0.66
Dec-11	1.45	1.01	Dec-12	1.26	0.59	0.64
Jan-12	1.76	1.23	Jan-13	1.39	0.7	0.65
Feb-12	1.61	1.13	Feb-13	1.48	0.51	0.67
Mar-12	1.74	1.22	Mar-13	1.74	0.55	0.56



Apr-12	1.49	1.05		Apr-13	1.55	0.63	0.77	
May-12	1.6	1.12		May-13	1.82	0.66	0.58	
	20.01	14.02	34.03		21	7.54	8.86	37.4

### 3.2 Analysis of project

#### Breakdown of deliverables

The magnets with the Plastics are In message were said to be effective by residents that informally commented on the program, while all of the banners and events were chances to talk to residents about the expanded plastics program. Overall, the deliverables were effective as we sent out flyers and newspaper ads for the first two months that contributed to a very effective “advertising blitz” promoting the program.

#### Were the efforts effective?

Overall, the efforts were very effective because we increased the plastics we saw and we educated our residents about the importance of recycling. They have been very involved in the program over the last year as they have been making a lot of calls in about recycling, they were out in waves after the advertising blitz, and seem to be engaged. Moreover, through contamination audits done of Malahide material at the London MRF, our material was very clean without a lot of contamination.

#### Key Take-Aways

1. It is much better to be positive about what can go in (ie. #3-7 plastics) than to focus on what cannot go in
2. Working in a partnership with surrounding municipalities helped ensure a cohesive program across the board. Working with London was particularly useful as they shared their expertise and large MRF to make this a successful program
3. Great participation and clean material from effectively informing residents of what can and cannot go in

#### Recommendations

1. It helps to have a Waste Management Master Plan completed before starting this program
2. Don't do the program the same way, but instead focus on the next big thing
3. If you aren't sure what you are educating the residents on, you can't really help
4. Continued promotion and education is important for the continued success of our Blue Box program. We continue to update our website with current information, place ads in our local newspaper to increase awareness of our programs. Printed flyers and magnets are sent to new home owners to encourage recycling and advise residents of the materials that are recyclable in Malahide.

## Appendix

### Recyclable Materials

#### MIXED PAPER FIBRES

- Cardboard - including pizza & other corrugated boxes.
- Boxboard - including molded pulp & excluding waxed paperboard.
- Office paper – including shredded paper
- Newspaper – including brown wrapping paper

#### MIXED CONTAINERS

- #1 PETE (Polyethylene Terephthalate) – plastic water bottles, clear plastic bottles
- #2 HDPE (High Density Polyethylene) – rigid household liquid, food or beverage containers
- #3 PVC(Vinyl) - rigid household liquid, food or beverage containers.
- #4 LDPE(Low Density Polyethylene) – low grade containers, plastic bags
- #5 PP(Polypropylene) - rigid household liquid, food or beverage containers.
- #6 PP (Polystyrene) - rigid household liquid, food or beverage containers, excluding expanded polystyrene (e.g. foam cups and meat trays).
- #7 Other Plastics - rigid household liquid, food or beverage containers.
- Polycoated Paperboard Containers - Containers made primarily of paperboard and coated with low density polyethylene and/or aluminum, and used for food and beverages. Includes gabletop (eg milk & juice containers) & drinking boxes.
- Spiral Wound {Cardboard} Cans - Composite {cardboard} cans with a single wrap rigid body involving several layers of materials {including paper, foil, and plastics} with at least one steel end {eg, frozen juice containers}.
- Aluminum and tin cans
- Steel- Empty paint cans, empty aerosol cans.

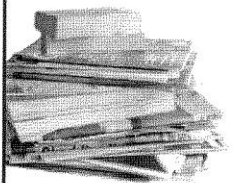
## Promotion and Education Materials



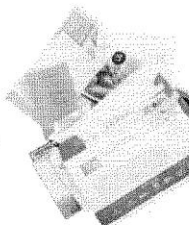
**Keep them  
separated**

## Use two Blue Boxes

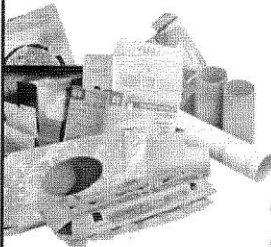
### Paper Products



Magazines, catalogues,  
phone books, soft & hard cover  
books (remove hard covers)



Household paper



Boxes, egg cartons,  
tubs (flatten)



Newspapers,  
flyers

Cardboard boxes: Flatten &  
place large pieces between  
Blue Boxes. Bundle large  
quantities in stacks no larger  
than 75cm x 75cm x 20 cm  
(30" x 30" x 8")

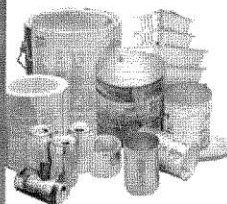
**No wrapping  
paper**

**Paper  
Products**

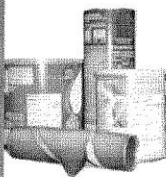
### Containers



Plastic clamshell containers  
(No Styrofoam™)



Steel & aluminum cans,  
metal paint cans (empty),  
aluminum foil and pie plates



Spiral  
wound  
(cardboard)  
cans



Aerosol  
cans  
(empty)



Cartons &  
drink boxes



Glass bottles & jars

Plastic bottles,  
tubs, jugs



### Containers

Recycling  
makes a  
difference.  
*Thank you!*

**No Styrofoam™,  
bubble wrap,  
plastic bags or film**

**Recycling  
makes a  
difference.**

**Count me in!**



**Communities recycling together**



Thames Centre  
inquiries@thamescentre.on.ca  
519-268-7334



Central Elgin  
www.centralelgin.org  
519-631-4860



Malahide  
www.malahide.ca  
519-773-5344



Bayham  
www.bayham.on.ca  
519-866-5521



Dutton Dunwich  
www.duttondunwich.on.ca  
519-762-2204



Ayimer  
www.ayimer.ca  
519-773-3164



London  
www.london.ca  
519-661-4585





## NEW WASTE MANAGEMENT PROGRAM – STARTING JUNE 1<sup>st</sup>

*All collection days and routes remain the same.*

### **New bag tag program** – Look for your bag tags in the mail

- each garbage bag must now be tagged to be picked up at the curbside
- tags must be placed around the neck of the garbage bag so that the ends of the tag are stuck to one another; both ends of tag must be visible.
- when using a reusable container, place the tag on the top bag inside the container
- additional tags can be purchased for \$1.50 at:
  - The Township Office
  - Talbot Variety (Mount Salem)
  - Lyons Variety (Lyons)
  - Springfield Mini-Mart (Springfield)
  - Sand Castle (Port Bruce)
  - The Wood Connection (Copenhagen)

### **Leaf and Yard Waste Collection**

- the Township will now be providing curbside collection of leaf and yard waste each spring and fall, in both Springfield and Port Bruce.
- Arrangements are also being pursued to establish drop-off depots to service other areas of the Township

### **Household Hazardous and Electronics Day**

- Saturday September 29, 2012  
at the East Elgin Community Complex

If you have any questions, please contact the Malahide Township Office at 519-773-5344 or refer to the Municipal Website at [www.malahide.ca](http://www.malahide.ca)

*We look forward to everyone  
working with us to help  
make Malahide a "greener"  
community*

### **New LARGER blue box** (Will be delivered late May)

- collection of the blue box will now be weekly
- now a "two stream" collection program, this requires that paper products be separated from all other recyclable materials.
- the list of recyclable materials that can be placed in the blue box has been greatly expanded. Please see below for details.

Paper Products	Containers
<p>Magazines, catalogues, phone books, soft &amp; hard cover books (remove hard covers)</p>	<p>Aerosol cans (empty)      Plastic bottles, tubs, jugs</p>
<p>Household paper</p>	<p>Plastic clamshell containers No Styrofoam™</p>
<p>Boxes, egg cartons, tubes (flatten)</p>	<p>Spiral wound (cardboard) cans</p>
<p>Newspapers, flyers</p>	<p>Glass bottles &amp; jars</p>
<p>Cardboard boxes Flatten &amp; place large pieces between carts. Bundle large quantities. Bundles no larger than 75cm x 75cm x 20cm (30" x 30" x 8")</p>	<p>Cartons &amp; drink boxes</p>
<p>PAPER PRODUCTS</p>	<p>FOOD, BEVERAGE &amp; LIQUID CONTAINERS</p>