

Final Report

CIF 421 & 622.12

Township of Elizabethtown-Kitley **Blue Box distribution & Small program P&E plan implementation**



Final Project Report - July 10, 2015

Township of Elizabethtown-Kitley

CIF Project number 622.12 & 421

Acknowledgement:

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Executive summary

This is the final report of CIF projects 421 – large curbside containers – and 622.12 – small program P&E plan – implemented by the Township of Elizabethtown-Kitley. The project goals were to distribute new larger Blue Boxes to residents of the community, create and implement a communication plan for P&E, and increase the capture of plastic containers to improve the performance of the recycling program. Financial and technical assistance was provided by the Continuous Improvement Fund (CIF) in completing the project.

In May 2012, staff created and began implementation of a communication plan for the Blue Box recycling program. The plan included the distribution of new larger Blue Boxes for residents. During the first year of implementation, the Township implemented the following promotional & educational (P&E) tactics: creation, production, and distribution of recycling promotional letters and refrigerator magnets to coincide with the distribution of new larger Blue Boxes & the expanded list of targeted materials (namely plastic products). P&E was also provided to residents in the form of a collection calendar, webpage for waste management, & open houses at the municipal recycling depot.

In all, 1,100 new Blue Boxes were distributed to residents at the end of May 2012. Containers were purchased through the CIF joint tender for collection container capacity and the selected vendor through that program. Distribution of the Blue Boxes was completed by municipal staff, who rented a truck for the distribution process. The distribution was completed at a cost of approximately \$2.24 / Blue Box. Staff hand delivered P&E materials with the Blue Boxes to better inform residents as to their use and promote participation in the program. Staff practiced community based social marketing, wherein if residents were home, staff engaged in conversation with residents explain the new Blue Boxes and changes to the recycling program.

In order to assess the impacts of the new Blue Boxes and the P&E outreach, the Township has completed the following measuring & monitoring activities: monitoring of weigh bills from processing contractor and waste audits of the curbside and depot programs. The tonnage of comingled containers collected through the curbside program increased 10.4% between the base year and first year of project implementation. This change reflects an increase in the amount of targeted plastic materials now diverted from landfill through Blue Box. Also, over the past three years, the tonnage captured and processed by the curbside and depot programs has increased 61 tonnes or 19% since 2012.

Since the distribution of the large curbside containers and implementation of the P&E communication plan, staff have continued to monitor the performance of the program and are pleased to see year after year increases in the tonnes of material diverted from landfill through Blue Box.

For further information about this project, please contact:

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1 BACKGROUND

1.1 Municipal background

The Townships of Elizabethtown and Kitley amalgamated in 2001 to form the current Township of Elizabethtown-Kitley. The Township is mostly rural with a number of hamlets.

Population	9,631
Households (single family)	3,843
Blue Box Tonnage (2012 Datacall)	342 MT
Municipal Grouping	7
Blue Box Program net cost (2012 Datacall)	\$ 191,123.2
Net cost per tonne	\$ 558.84
Annual P&E Budget	\$10,000

The Township provides residents with multi-stream recycling through depot and curbside collection services. The recycling depot is staffed and operates Monday, Wednesday, Friday and Saturday from 8 am until 3:30 pm. The Township accepts mixed glass, paper products (OBB, OCC, & newsprint), 1-7 plastics, and aluminum and metal cans. Curbside collection is completed by Limerick Environmental Services. Curbside collection costs are an annual fee calculated based on the number of households serviced and tonnes processed. BFI Canada collects from the depot site and processes this material. The depot costs are calculated on a cost per lift basis plus a processing fee per tonne. The Township has a revenue sharing agreement in place with the processing contractor.

Since the waste management practices of new townships varies by area, the Township conducted a 2011 waste and recycling audit to see how well the different systems were working. Upon completion of the audit, it was discovered that the north end curbside collection was recovering less paper and plastic materials than other areas, we then looked at why this could be accruing. With the lower recovery of paper, and do to the rural setting we realized that most people were using paper for starting their wood stoves so they would save their papers for a number of months leading into winter. The answer for the plastic was also not hard to see. With the north end curbside recycling program being bi-weekly' containers one week and fibres the next. Residents were running out of space.

The Township applied for and received funding from the Continuous Improvement Fund for the purchase of new, larger Blue Boxes and Promotion & Education (P&E) materials.

Table 1: Project details

Project details	
622.12 – P&E	\$5,000.00
421 - Purchase & distribution of LCCs	\$8,871.66
Blue Boxes distributed	1,100
Dates delivered (start and end)	May 2012
Increase in plastic container recovered	10.4%

1.2 New Materials

An expanded list of plastic materials, namely 3-7 plastics, were added to the program in time with the rollout of P&E and the new Blue Boxes.

1.3 Method of Distribution

Distribution of the new containers was completed by Township staff. Staff rented a truck from Enterprise Rent-a-car and completed distribution of the larger blue boxes at the end of May 2012. Staff hand delivered the boxes to resident's door steps and included P&E materials explaining the new box and promoting the program. There were no issues with the distribution as staff were well versed in the reasoning behind providing the new box to residents. As the decision was made for staff members to answer resident's questions about the program and to receive input from the public.

The cost to complete the distribution was \$2,463.26 or \$2.24 per Blue Box. This cost includes the rental of a vehicle, fuel, and labour costs for staffing.

1.4 Promotion & Education (P&E)

In order to support the roll-out of the new Blue Boxes, staff produced and distributed letters for residents and magnets to promote recycling behaviours in the home. These materials were hand distributed simultaneously with the new box distribution.



REDUCE
the amount of waste you generate

REUSE
materials by finding another use for them

RECYCLE
all you can from what is left

**If you're not recycling
You're throwing it all away**

Contact Information

E-mail: wastesite@elizabethtown-kitley.on.ca

Main Administration: 613-345-7480

Toll free: 1-800-492-3175

Waste Site Hours: Monday, Wednesday, Friday and Saturday 8am.-3:30pm

Phone : 613-924-9934

Recycling and Waste information www.ekrecycles.ca

Figure 1: Blue Box program promotional magnet distributed with new Blue Boxes

2 IMPLEMENTATION

2.1 Goals and Objectives

The goal of this program was to increase the recovery of plastics by 5-10%. We were aware that by increasing recovery that our cost would also rise with increased material being sent for processing under our current contract, but we feel that this issue can be addressed with our next contract in 2014 and this result achieves diversion of the next least cost tonnes available.

2.2 Messages Used

If you're not recycling – you're throwing it all away!

Blue Box Do's & Don'ts

2.3 P&E Tactics Utilized

Costs associated with Rollout

Letter to Resident: Generic letters were created to inform residents as to the reasoning for providing a new large blue box. The letters also included a link to the Township's website, should the resident require additional information, and the messaging used throughout the P&E campaign. Staff distributed the letters with the new Blue Boxes May, 2012 – this cost was included in the distribution costs of the Blue Boxes. Cost - \$393.88

Magnets: Magnets were created with the slogan "If you're not recycling – you're throwing it all away!" as pictured in figure 1. The magnet also provided residents with depot locations, hours of operation, and where they could find out more information about the recycling program. Magnets were 2.125" x 5" in size and were designed / printed by S.C. Promotions & printing at a cost of \$0.45 / magnet. Staff distributed the magnets with the new Blue Boxes May, 2012 – this cost was included in the distribution costs of the Blue Boxes. Cost - \$1,125

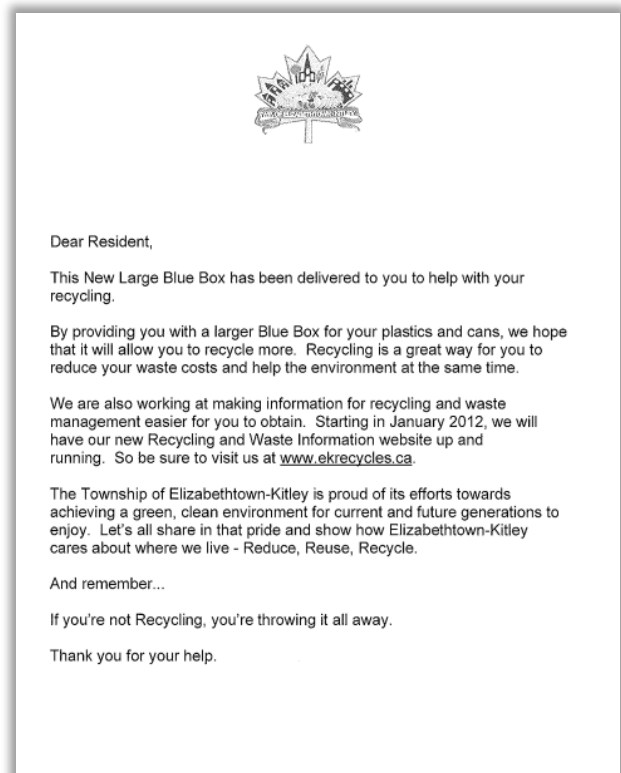


Figure 2: Generic letter distributed to residents with Blue Boxes

P&E communication plan costs

Calendar:

Annual Blue Box recycling calendars are designed, printed and distributed to residents annually. The calendar features, figure 3, the municipal collection schedule for curbside pickup schedule, depot location & hours of operation, municipal contact information, and Blue Box Do's & Don'ts – listing accepted materials in the program & how to prepare materials for collection. Cost - \$145

Website:

A webpage for the recycling program was created to house online content for residents use. The webpage features curbside pickup schedule, depot location & hours of operation, and Blue Box Do's & Don'ts – listing accepted materials in the program & how to prepare materials for collection. There was an initial set up fee for the page and now the Township pays a nominal annual fee. Cost \$ 545 initial + \$45 annual

Open house:

Annually, the Township hosts a depot open house and the landfill location. Staff are on hand to answer questions regarding the recycling program for residents.

Table 2: P&E tactics for LCC distribution and program launch

Tactic	Description	Budget	Actual
Letters to residents	Distribute information letter to residents with distribution of Blue Boxes & magnets. Letter explains purpose of new LCCs, information & changes to program, and where to access more information	\$400	\$394
Magnets	Distribute information magnets to residents with distribution of Blue Boxes. Magnet includes main message to encourage participation in recycling program, information about the program, and where to access more information	\$1,500	\$1,125
Website updates	Initial set up of recycling / waste webpage. Plus 2 years of operational costs. Webpage provides comprehensive information regarding recycling program & access to calendar and other key documents of interest.	\$635	\$635
Depot open house	Annual open house hosted by Township staff. Tour of facility and chance to interact with residents explaining Township program	\$350	\$354

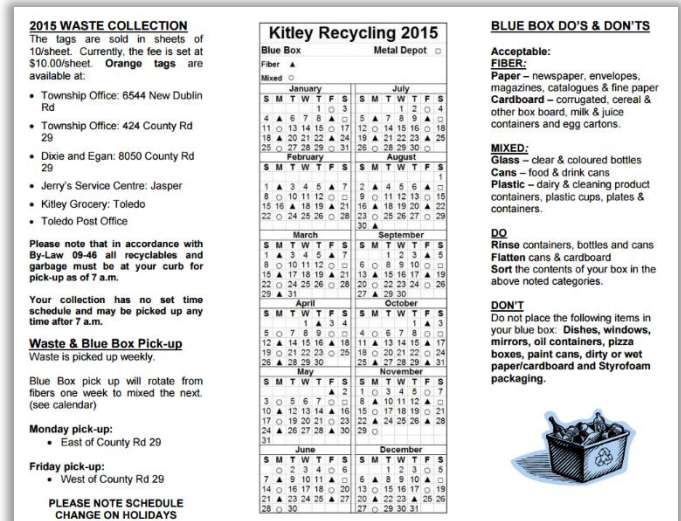


Figure 3: Annual calendar

3 RESULTS

3.1 Project tracking – Measuring & Monitoring

Monitoring of this program was completed by reviewing the annual statistics for material diverted from landfill through the Blue Box program. The results of the programming change were found to be in line with our original estimates, which indicated an increase in the amount of material diverted in the range of 5 – 10%. Specifically, the tonnes of comingled material collected through the curbside program was monitored to evaluate an increase in the capture of plastic materials.

Performance Outcome

- 1) An increase in costs were expected due to our current processing contract, this did happen and will continue until our contract renewal in 2014
- 2) An increase in recovery of the container stream was achieved at 10.4%

Table 3: Annual metric tonnes of material diverted through the Blue Box program

Measure	2012	2013	2014	Goal
Marketed Tonnes	318	350	379	360
Comingled – curbside	49.75	56.17	*	55

* Measurement of comingled collected through curbside program separate from depot collections is no longer available

3.2 Analysis of program

The distribution of the new blue boxes was smooth and successful. Distributing the letter to residents & magnets received positive feedback from residents. Further, having staff interact with residents in person and verbally explain the rationale for supplying the new boxes in addition to answering other questions about the recycling program was a valuable exercise based on feedback.

Thus far, the program has improved its performance over the 2012 baseline year. As of the 2014 year end, staff have achieved their objectives for increasing the tonnage of material diverted from landfill to end recycling markets.

A key learnings from the P&E aspect of these projects were: information needs to be available in an easy format for people to read, comprehend, and know how to access further information.