



CIF - Project # 512.10

Small Program P&E Project Report

Program Name: The Township of North Frontenac
Blue Box Promotion & Education Plan

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	1,842
Households (single family)	3,343
Blue Box Tonnage (2012)	213.46
Municipal Grouping	Rural Depot – South (9)
Blue Box Program net cost (2012)	\$126,968.81
Net Cost / Tonne	\$594.82
Annual P&E Budget	\$566.00

1.2 Program Description

The Township of North Frontenac offers multi-stream depot recycling to its residents. The Township has seven waste sites with recycling receptacles at each and full time attendants to service the waste/recycling needs of residents. North Frontenac targets the following materials for recycling: Cans & Plastics; Styrofoam; Polystyrene; Cardboard; Paper & Boxboard; Glass – Clear & Coloured; The Municipality collects and transports Blue Box materials to HGC’s Materials Recycling Facility (MRF) located in Belleville, Ontario. The Township has a mixed bag agreement with HGC; some materials cost the municipality to process; some materials provide a rebate to the municipality.

2 IMPLEMENTATION

2.1 Goals and Objectives

2.1.1 Increase BB recyclables – Bag Count

Attendants at the waste sites record how many bags of garbage and recycling are brought into the site each day. This information is analyzed annually as a ratio (percentage) of recycling bags to garbage bags. In 2010 the percentage of recycling bags to garbage was 43.8%. Over the next 3 years, the Township aims to increase this percentage by 8% per year for a total of 24% increase in our recycling rate by the end of the third year (2013).

2.1.2 Increase BB recycling of Seasonal Residents and Tourist Resorts

Presently, the majority of resort owners state their clients do not recycle or do not recycle blue box items properly. The Township of North Frontenac provided promotion and education packages free to small cottage resort owners in order to increase blue box recycling participation rate and diversion.

With the provision of free marketing material from the Municipality and a survey distributed to be completed next spring (2011), we will determine if there is an increase and if this method has been effective.

2.1.3 Standardization of North Frontenac’s Recycling Program

The creation of a consistent blue box recycling logo for the Township will remind all residents to recycle their blue box items. The logo is a memorable caricature with a recycling triangle and the message has a catching appeal. This logo will be used on all promotion and education tools, including pamphlets and handouts. There are 10 entry points to the Township of North Frontenac. With consistent signage at each entry point, as well as other points throughout the Township, the message to recycle blue box materials will resonate.

Use of clear bags for garbage became mandatory in 2009. Our aim was to identify recyclable items thrown into the garbage bag. Every bag of garbage delivered to a waste site in North Frontenac is viewed by the Attendant prior to accepting same. If the bag contains recyclable items the bag is declined. The Attendant advises if the recyclables items are removed the bag will be accepted, and this can be done on site. This process increased the amount of blue box recycling collected in the Township by approximately 14%, between 2009 and 2010. Our objective is to enhance this program with consistent reminders and Thank You Notices in the local newspaper advising of any increase in the recycling rate.

2.1.4 Reduce Contamination of Blue Box Recyclables

Promotion and education materials will be used to clearly identify the appropriate methods for disposal of blue box items (i.e., all lids/caps must be removed; all items rinsed; plastic wrap labels removed; etc).

2.1.5 Introduction of New Blue Box Allowable Items

Glass (clear and coloured) and shrink wrap / bale wrap are new blue box items our Recycling Facility accepts. Ratepayers are notified of such changes/additions through local newspaper ads, our municipal website and in our updated annual handout which is available from the Municipal Office and from each Waste Site attendant.

2.1.6 Promotion & Education Programs for the School

Children have a great impact on their families and are an excellent medium through which to reach all family members. With programs developed specifically for children, such as an activity booklet with puzzles and colouring, we aim to get the important message across to all family members to recycle blue box items to preserve the clean, healthy environment they wish to enjoy for years to come.

From time to time new blue box items are added to the collection, such as most recently In our area this wrap is used for winter coverage of boats and used by farmers.

2.2 Messages Used

“The Township of North Frontenac, A Proud Green Community
Please help us watch our “Waste”. Reduce, Re-use, Recycle”
“Your Blue Box Recycling Efforts are making a Big Difference!”
“It’s so easy, why not recycle?”
“Recycling is smart and easy ...”
“Recycling is good for you ...”
“Recycling is good for your community...”
“You Can Make a Difference – Recycle”

2.3 Tactics Utilized

Table 2.1: P&E Implementation tactics, targets, dates of implementation (Spring 2011) and respective costs.

Tactic	Implementation Target	Cost	Cost/Unit
Newspaper & Web Advertising	Ad in local news-paper & on website	\$ 69.97	n/a
Information Piece (handout) & Website Updates	Each updated annually in-house	\$ 150.00	n/a

Information Piece (annual handout)	Copied in-house & handed out at Municipal Office; at all Waste/Recycling Sites; via e-mail; & available on website; approx. 6450 copies over 3 years.	\$ 645.00	.10
Brochure	Copied in-house & handed out at Municipal Office and at all Waste/ Recycling Sites; available at community events. (2824 copies over 3 years)	\$ 282.40	.10
Billboards/Outdoor Signs	Provided to participating campground/resort owners (40) in the Municipality; & installed at entrances to Municipality (10).	\$2,000.00	\$40.00
Laminated Poster Sheets	Provided to participating campground /resort owners and posted in facilities (257);	\$ 771.00	\$3.00
Mail-out to Small Resorts & Follow-up Survey	Postage for mail-out of sign proposal for participation numbers; return response; survey & return of follow-up survey; (38)	\$ 115.00	\$3.03
School / Children's' Program / Presentation and 2 nd Event Activity Day	Copies and Laminating in-house, of props, colouring sheets; activity booklet handouts; (456)	\$ 542.40	.40
Advertising in Encased Event Signs at 5 Com. Halls	Not Yet Completed – 5 spaces in 5 Event Signs (25) (outstanding balance)	\$ 18.08	.10
Fridge magnets	Handout at Municipal Office & Waste & Recycling Sites (3,600)	\$2,106.15	.59
	TOTAL:	\$6,700.00	

3 RESULTS

3.1 Tracking Methodologies Used

Table 3.1: P&E effects tracking methodologies, collection points, and general comments

Tracking Methodology	Data Collection Point	Comment	Quantified by
Weight bills	MRF	Easy to obtain	Comparison (year to year)
Survey Response	Paper Survey Return	Return rate took some time; Easy to analyze	Specific questions asked and answered
Student Response	At Activity Locations	Easy to obtain	Immediate verbal response following each activity
Feedback from Residents	Front line office staff; & at waste & recycling sites;	Easy to obtain	Record of written comments; Recording of complaints;

3.2 Measured results

Tracking Methodology	Pre (2010)	Post (2012)	Difference	Notes
Bag Count	43.8%	49.6%	5.8%	Recycling/Garbage bags
Tonnage changes	160 T	179 T	19 T (12%)	WDO DataCall
Website hits-Waste & Recycle (not sep)	990	2339	43% Increase	Website has taken off as the place to go for info

All bags/boxes of waste and recycling are checked by the Site Attendant, prior to acceptance, for compliance with our Waste & Recycling Policies. If a bag is not compliant it is returned with an explanation of what has to be done to comply and thus accept same.

We do receive complaints from time to time, mainly about acceptance and non-acceptance of recyclable items. We have to educate our taxpayers on the differences between this Municipality (more removed) than an urban area (where most of them come from), thus we can only accept those products for recycling which our MRF will accept from us and in the manner in which the MRF requires same.

The Advertisement placed in the newspaper and on the Municipal Website was a feel good tactic, resulting in residents letting us know they had seen the ad and pleased to take ownership for the increase in the diversion rate.

We try to update our Waste and Recycling section of our Municipal Website annually. We know based on the number of hits the Waste & Recycling section receives annually, which is going up annually, that people are using and are comfortable using the website to obtain this Municipality's requirements for disposing of Waste and Recycling.

The Brochure is a one page, two sided, folded, colour handout. They are handed out by the Waste Attendants and the Municipal Office. The Brochure is very informative. Initially we introduced, and handout out our annual information piece and brochure together, and that worked well. The second year, we have handed out fewer of the brochure and more of the annual information piece

The outdoor billboard signage was very well received by the majority of the campground / cottage owners in the Municipality. Most of them were added to their entrance signs. A short paper survey was provided approximately 12 months following installation of the signage, 78% of which were returned.

After installation of this signage we took this one step further deciding to install the same signage at each entrance to the Municipality.

According to the paper Survey returns, the majority of residents responded positively to the billboard signage, commenting on our branding, that it was a constant reminder to everyone to recycle.

“The Township of North Frontenac, A Proud Green Community
Please help us watch our “Waste”. Reduce, Re-use, Recycle”

Mostly negative comments were received regarding the indoor laminated signage provided for cottages/cabins and out buildings (i.e., washroom facilities; office/store; bait shop). The main comment was the signs were “too wordy for one who is on vacation,” and the comment “While on vacation I do not have to recycle”. This signage includes a list of acceptable items, the manner in which they are to be cleaned and disposed. All three items are of equal importance.

A positive, repeated comment was these signs are, in most cases, the first sign of education for most American visitors with respect to recycling.

Overall the signage was welcomed, and the residents were thankful, with some requesting additional copies of the signage for posting.

Information Piece (annual handout) – Feedback took a whole year, however once our seasonal population returned in the spring their first or second stop, is the municipal office to inquire of any changes to our program and for a copy of the updated Waste & Recycling handout.

Magnet – Everyone liked the magnet and the fact it could be in the kitchen where most of the blue box recycling is created, they felt it was a good quick reference.

School / Children's' Program / Presentation and 2nd Event Activity Day – The presentation was followed by a hands-on activity for the children who really got into the separation and by the time it was over they were going home to check out their recycling buckets. The 2nd event day (6 months later) was also well received and it gave me the opportunity to listen and what I heard from the students was a repeat of a lot of what was said and practiced on the first event day.

Advertising in encased Event Signs at each Community Hall in the Municipality – This work is yet to be completed, but do not feel it will take a look of time. We propose to use signage we presently have and reduce same to the size of the advertising spaces in the Event Signs located at each Community Hall in the Municipality. The signage will be consistent in each of the Event Signs. We propose to have this completed by the end of July, 2013.

3.3 Analysis of program

On the whole, I believe our efforts were effective. Our goals were met as our educational materials were read and requirements followed, our tonnage steadily increased. The Municipality had to work with the MRF to find additional items we could add to the program (i.e., marine shrink wrap; Styrofoam). The Municipality chose to extend their Recycling Tag Incentive to include other blue box items (i.e., paper and boxboard).

The key take-aways were: Most people want to do the right thing; Education is key; Practice makes for the best results.

A future undertaking we shall consider is to combine the brochure information in the annual handout as a single handout and revise the information to be less wordy.

Out of country visitors/tourists present more of a challenge, having to be educated on all aspects of recycling; attitudes towards recycling continue to need to be changed. Reminding residents, via newspaper ad, website or blurb in annual handout where our diversion rate is at offers encouragement and a sense of ownership. People saw our logo when they arrived in the Municipality and most everywhere they went within the Municipality as a reminder of our recycling program and the need to participate.

The school presentations and activities were very well received with excellent questions asked. I definitely see doing this again, perhaps on an annual basis. Also, I could see doing such presentations and perhaps activities with other groups in the Municipality (i.e., senior groups; at events) perhaps providing small prizes or give-aways.

Our slogan/logo/brand was well received and very visible. Use of same shall be continued.

4 COMMENTS

Many of our taxpayers are seasonal residents and the influx of tourists/visitors in the summer months. They are all familiar with their accepted list of recyclable items and means of preparing same at home but are then faced with a second list and means of preparing same at the cottage or while on vacation. A Province wide list of acceptable recycling, as has been proposed, would be of great assistance in our Municipality. The change from one municipal recycling program to another causes grief for the seasonal population, especially when each bag of waste is checked for recyclable items and declined if recycling is found. Another issue with the seasonal population, most of whom are on vacation, they do not want to expend the effort to recycle when “on vacation”.

We were over zealous in thinking we could increase our ratio of recycling to garbage by 8% per year, for three years, as predicted in our plan. The actual gain was 5% for the three year period. However, the actual tonnage of marketed recycling materials increased 12%; which is a good sign for the overall performance of our recycling program. The recycling:garbage bags ratio (percentage) has been used in the past to present information on the performance of our recycling program to council and residents. In the future, the Township plans to monitor both the tonnage of marketed recycling materials and the blue box diversion rate as measures for the performance of our recycling program; we believe these may be more precise indicators of performance.

This is the final year of the Communication Plan for Recycling P&E in the Township. We intend to review, evaluate, and update the Plan at the end of the calendar year. This process will be repeated at the year end of every third year.