

Final Report

CIF # 516.10

Loyalist Township Small Program P&E Plan Implementation

A graphic showing two recycling bins, one blue and one grey, on a green field under a blue sky. Above the blue bin is a list of materials: Plastic Containers, Aluminum & Steel Cans. Above the grey bin is a list of materials: Boxboard & Polycat, Plastic bags, Newspapers, Mixed papers & Cardboard. The text "Recycle today for a better tomorrow" is written in a script font at the bottom, with the Loyalist Township logo to the right.

Blue Box Materials: Plastic Containers, Aluminum & Steel Cans

Grey Box Materials: Boxboard & Polycat, Plastic bags, Newspapers, Mixed papers & Cardboard

Recycle today for a better tomorrow **Loyalist**
TOWNSHIP



June 25, 2015

Loyalist Township

CIF Project #516.10

Acknowledgement:

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Executive summary

This is a summary report of a project implemented by Loyalist Township from April 10, 2014 to December 31st, 2016. The project goals were to increase tonnage collected curbside on the mainland in Loyalist Township and at the Amherst Island depot, reduce contamination at the curb by 10% over three years, increase the 2012 blue box diversion rate of 22% to 30% by the end of 2016, and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project.

On April 10, 2014 Loyalist Township created and began implementation of a communication plan for the Blue Box recycling program. During the first year of implementation, the municipality began implementing the following promotional & educational (P&E) tactics:

- Recycling information flyers
- New metal signage at Depot (to be installed 2015)
- Implemented tracking of blue box rejection tags
- Fridge magnets (to be distributed 2015)

In order to assess the impacts of P&E activities, Loyalist Township has completed the following measuring & monitoring activities:

- Compared yearly data regarding Blue Box materials collected at the curb
- Compared yearly data regarding Blue box materials collected at the depot

The tonnage of materials collected from residents have slowly been increasing in recent years. Last year, depot tonnage rose almost 10% relative to baseline and we have almost reached our objective of diverting 52 MT of recyclables through this area of our programming. Overall, we have a ways to go to reach our goal of diverting 1,300 MT of recyclables through the Blue Box program, but staff are confident in achieving this benchmark. Staff are keen to begin evaluation of participation both in the curbside and depot programs and are planning to begin this monitoring program in 2015.

Due to staffing rearrangement this past year, the rollout schedule for P&E tactics in the communication plan was delayed. Staff have reorganized the rollout schedule to account for the rearrangement and plan to complete the remaining tactics and monitoring from the plan by the end of the current planning term (December, 2016).

For further information about this project, please contact:

Jesse Gawley | Technical Supervisor | Loyalist Township
O: 613.386.7351 x 180 | e: JGawley@loyalist.ca

1 PROJECT INFORMATION

1.1 Municipal Information

Population	Permanent – 17,386
Households (single family)	6,332
Blue Box Tonnage (2012 Datacall)	1,043 MT
Municipal Grouping	Rural Collection South #7
Blue Box Program net cost (2012 Datacall)	\$347,117
Net cost per tonne	\$332.82
Annual P&E Budget	\$887

Loyalist Township provides residents with multi-stream recycling through depot and curbside recyclable collections. The curbside collection alternates between blue (containers) and grey (fibres) boxes being collected at houses to limit costs. Loyalist Township mainland blue-box materials are collected at the curb and sent to the Kingston Area Recycling Centre for processing. Residents of Amherst Island deliver their blue box materials to a depot located at the Amherst Island Waste Disposal Site where it is collected and processed by Manco Recycling. The Amherst Island Waste Disposal Site is supervised during the hours of operation which are Wednesday, 11:00am – 2:00pm, Saturday, 10:00am – 12:00pm and Sunday, 2:00pm – 4:00pm.

Loyalist Township targets the following materials:

- Plastic food and beverage containers
- Aluminum and steel cans – including paper cans with metal ends
- Glass food and beverage bottles and jars
- All fibres (OCC, boxboard, fine paper, newspaper, mixed paper) & Polystyrene

Collection of mainland recyclable materials is completed by Progressive Waste Solutions on a cost per tonne basis. Amherst Island recyclables are collected by Manco Recycling. There are no revenue sharing agreements in place between the municipality and the collections contractors. However, Loyalist Township does receive revenue from blue box materials that are processed at KARC.

1.2 Project Description

The Continuous Improvement Fund provided Loyalist Township with technical assistance and a grant of \$5,000 for the development of a communication plan for promotion and education of the Blue Box program and the implementation of P&E tactics. Tactics used by municipal staff include development of new signs at the Depot, magnets, incorporating recycling information in the yearly municipal calendar, and attempting to determine curbside setout and contamination rates.

Overall, this project was created to educate and promote Blue Box waste diversion in our municipality.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase Curbside Tonnage: Blue box tonnage collected at curbside in 2012 was 1130 MT. The goal for 2016 was to increase this by 15% to 1300 MT. Tonnage is calculated from weigh bills provided to staff from the processing contractor. This statistic is compiled annually by staff during the WDO datacall submission process.

Increase Depot Tonnage: Blue box tonnage collected at the depot in 2012 was 47 MT. The goal for 2016 was to increase this by 10% to 52 MT. Tonnage is calculated from weigh bills provided to staff from the processing contractor. This statistic is compiled annually by staff during the WDO datacall submission process.

Reduce Curbside Contamination: Blue box rejection tags will be used and tracked to establish a baseline in 2014. Once the baseline is established Loyalist Township will work to reduce contamination by 10% by the end of 2016.

Increase Blue Box Diversion Rate: The blue box diversion rate was 22% in 2012. The goal for 2016 was to increase this to 27%. Staff estimate the diversion rate by dividing the number of tonnes marketed through the Blue Box recycling program by the assumed generation rate of municipal solid waste from residences in the Loyalist Township service area. This statistic is calculated by staff annually during the WDO datacall submission process.

Increase Curbside participation: A baseline was to be established in 2014 to determine a setout rate. Once the baseline is established, Loyalist Township will work to increase that rate by 5% by the end of 2016.

Increase Depot Participation: A baseline was to be established in 2014 to determine recycling participation rates at the depot. Once the baseline is established, Loyalist Township will work to increase that rate by 5% by the end of 2016.

2.2 Messages Used

- Recycle Today for a Better Tomorrow

2.3 Target audiences

The promotion and education will have two main focuses on residents of the mainland, curbside recycling program as well as the residents of Amherst Island that recycle at the depot.

2.4 Tactics Utilized

Table 1: P&E Implementation tactics, targets, and respective costs

Tactic	Description	Budget	Actual
Recycling Flyer	<p>Late 2014, each single family and multi-family residential unit was provided a recycling guide included within Loyalist Township's annual municipal calendar. The guide presented images of recyclable materials for each stream collected at the curb, and information related to curbside sorting requirements.</p> <p>In 2015 bag tags were increased to \$2.50 per bag. An information flyer was sent out describing the rate change. On the back of the flyer was the recycling guide mentioned above.</p> <p>The recycling guide was also placed in the Waste and Recycling section of Loyalist Townships' website.</p> <p>A link to the Waste and Recycling page of the website was posted on Twitter.</p>	\$1100	\$1100
Depot Signage	<p>New metal signage was created for the Amherst Island Depot. A new entrance sign with illustrations of acceptable Blue Box Materials and a slogan "Recycle today for a better tomorrow" will be placed at the Depot by August 2015.</p> <p>New signs have been ordered and will be posted by August at each of the unloading areas so residents are more informed of what material goes where.</p>	\$500	\$423.64
Recycling information tags	Loyalist Township requests that the Waste Collection contractor place information tags in blue/grey boxes each time they do not collect an item. The driver writes down the address and why the item was not collected. Data is provided to the Township.	Staff time	Staff time TBD
Fridge magnets	The quotation process for obtaining approximately 6000 magnets is currently underway. Distribution of magnets has yet to be decided but may occur during garbage bag tag point of purchase locations, or with 2015 tax bills.	\$4400	TBD

Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities

Task	Description	Timeline	Actual
Fridge Magnets – Mailout with Taxes	Design, Purchase, Distribute	Summer 2014	Summer 2015
Recycling Guide	Prepare, Mailout	Summer 2014	Fall 2014
New Depot Signage	Design, Purchase, Install	Summer 2014	Summer 2015
Open House at Firehall	In cooperation with the Blue box recycling collection contractor, provide an opportunity for residents to interact with the drivers and their equipment.	Summer 2014	Not completed
Utilize CNA/OCNA Funding	Newspaper Ads	Fall 2014	Not completed
Recycling Progress Report	To inform the residents about changes and improvements to recycling program	Fall 2014	Fall 2014
Onsite Recycling Demonstration	Live event with entertainment	Summer 2015	TBD
Information Flyers to seasonal residents and tourists	Flyers to promote recycling to residents and Tourists	Summer 2015	TBD
Utilize CNA/OCNA Funding	Newspaper Ads	Fall 2015	TBD
Recycling Progress Report	To inform the residents about changes and improvements to recycling program	Fall 2015	TBD
Online Survey	Survey on website	Summer 2016	TBD
Utilize CNA/OCNA Funding	Newspaper Ads	Fall 2016	TBD
Recycling Progress Report	To inform the residents about changes and improvements to recycling program	Fall 2016	TBD

3 RESULTS

3.1 Results

Baselines for curbside contamination and participation rates have yet to be established, but Loyalist Township is working towards completing this data in 2015.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for the Loyalist Township

Measure	2012	2013	2014	Goal
Curbside Tonnes	1130 MT	1132.72 MT	1,140.96 MT	1300 MT
Depot Tonnes	47 MT	46.99 MT	51.86 MT	52 MT
Diversion Rate	22%	29.17%	Not yet determined	30%

3.2 Analysis of project

Due to a municipal realignment, the lead staff member on this project could not afford the time or resources necessary to carry out the plan in its detail in the time frame projected. Some of the tactics have been implemented and others have not. A continued effort will be required in the future to meet the goals provided within this plan.

Tracking of recycling information tags began in 2014. The collection contractor struggled through corporate staffing and responsibility changes. The changes affected the frequency of data collection and therefore the data is inconsistent. Data collection has been more consistent in 2015, and a written procedure is being drafted that would benefit both parties.

A set-out rate survey was attempted in early 2015. It was noted very quickly that the paperwork for collection of the data needed to be revised to allow for better data capture. A follow up survey will be completed in late summer 2015.

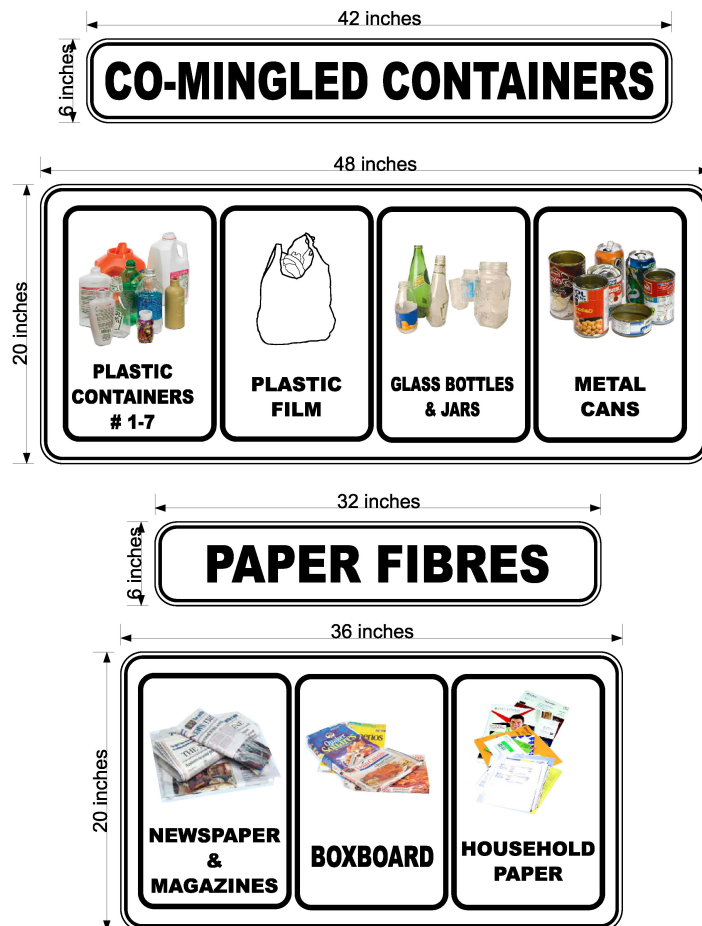
It is important to note we have almost reached our 2016 goals for increased diversion, and increased depot tonnages as established in 2012. We believe that by yearend 2015 we will have reached, if not exceeded those goals.

APPENDIX

Depot Sign – Main Entrance



Depot Signs – Sorting



Magnet –will mimic Main Entrance sign for Depot

A promotional graphic for recycling. It features a blue recycling bin on the left and a grey recycling bin on the right, both with white recycling symbols. Above the blue bin is a box labeled 'Blue Box Materials: Plastic Containers, Aluminum & Steel Cans' with an illustration of various plastic and metal items. Above the grey bin is a box labeled 'Grey Box Materials: Boxboard & Polycoat, Plastic bags, Newspapers, Mixed papers & Cardboard' with an illustration of various paper and cardboard items. The background is a green field under a blue sky with clouds. At the bottom, the text 'Recycle today for a better tomorrow' is written in a green, italicized font, followed by the 'Loyalist Township' logo.

Blue Box Materials: Plastic Containers, Aluminum & Steel Cans





Grey Box Materials: Boxboard & Polycoat, Plastic bags, Newspapers, Mixed papers & Cardboard

Recycle today for a better tomorrow

Loyalist
TOWNSHIP

Grey Box Recycling

All paper products should be placed in a clean untied grocery bag. This helps keep the paper dry and from blowing away.

ACCEPTED ITEMS AND PREPARATION		DO NOT INCLUDE
	Newspapers and Plastic Bags Newspapers and all flyers Catalogues and magazines Plastic grocery bags, milk bags, pouches, frozen vegetable bags must be cleaned and placed into a bag that is tied shut	No cereal/cracker liner bags, plastic food wrap, and food storage bags No diaper, meat, bacon, pasta, pet food and bubble wrap packaging
	Mixed Paper Junk mail , office paper, telephone books, cards, paper bags, (Window envelopes are accepted.) Soft and Hard Cover Books (remove and discard binding and hard covers) SHREDDED PAPER must be bagged with handles tied securely	No gift wrap No photographs No used tissues or paper towels or any other contaminated paper No paper beverage cups (coffee, pop, etc)
	Boxboard and Polycoat Boxes for cereal, crackers, pasta, etc; shoe boxes; paper towel centre cores, etc Milk and Juice cartons and Tetra-Pak juice boxes must be rinsed Paper egg cartons	Remove plastic windows from pasta and tissue boxes Remove and discard inside bags and liners
	Corrugated Cardboard Corrugated boxes must be flattened. Tie in bundles, maximum size: 36" x 24" x 8". Place no more than 6 bundles beside the grey box Remove ALL food residue and contents from pizza boxes	Remove staples and tape No cardboard that has been contaminated with oil or chemicals No wax-coated boxes or soiled pizza boxes

Blue Box Recycling

Do not bag blue box items, place them loosely inside.




ACCEPTED ITEMS AND PREPARATION		DO NOT INCLUDE
	Glass Bottles and Jars Food and beverage glass bottles and jars Clear or coloured glass Return beer, wine, and alcohol bottles to store for refund Remove lids and rinse container Recycle metal and plastic lids	No light bulbs of any type No mirror or window glass No drinking glasses No ceramics (plates, mugs, Pyrex®, etc) No broken glass (wrap and place with garbage)
		No pails over 10L, laundry baskets, storage totes or toys No popcorn styrofoam or plastic cutlery No large plastics that are not a food, beverage or household container
		No aerosol or paint cans No cooking pots or pans No other metal items No paper-backed foil (lids from take-out food) No foil laminates (potato chip bags)

Photo: Paul Snider

CONTENTS INDEX ON BACK COVER

Rejection tag



Some or all of your **GREY** box items were not picked up today because:



This is the wrong week for your **BLUE** box materials. Please place out next week.

CORRUGATED CARDBOARD



Flatten, bundle & tie (with string) no larger than 3 feet x 2 feet x 8 inches. Limit of 6 bundles per pickup. Do not include boxboard or waxed cardboard.



BOXBOARD (Cereal boxes, tissue boxes & milk & juice cartons). Flatten and place in a plastic bag, another box or tie in bundles with string. Rinse and flatten milk and juice cartons.



Remove liner bags from cereal boxes & place in garbage. Remove all plastic tabs & handles



NEWSPAPERS, HOUSEHOLD PAPERS, MAGAZINES AND CATALOGUES
Tie in bundles with string or place in an untied plastic bag to prevent blowing litter.



PLASTIC BAGS

Place clean plastic bags in another plastic bag and tie shut. If a bag stretches when pulled, it is recyclable. If it doesn't stretch or tears, it is garbage.



Remove plastic overwrap from soft drink & bottled water cases.



Some items, including the list below, are not recyclable in our program. Please place in your garbage.

Gift wrap	Plastic wrap
Bubble wrap	Pet food bags
Zipper food bags	Pasta bags
Waxed cardboard	Soiled pizza boxes

Please correct problem and place your box out before 6 a.m. on your next **grey box** collection day. Place it in a visible area curbside and separate from your garbage.

QUESTIONS?

Call Customer Service at 613-546-5012 or
www.loyalistship.ca/living-garbagerecycle
GREY Box over



Some or all of your **GREY** box items were not picked up today because:



This is the wrong week for your **BLUE** box materials. Please place out next week.

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www.loyalistship.ca/living-garbagerecycle
GREY Box over



Recycling progress report

Loyalist Township 2014 Budget Information Sheet

Loyalist Township Council has approved both the 2014 Operating Budget and the 2014 Capital Budget. Highlights of these budgets and the 2014 Tax Cost for residents are found on this information sheet, along with information on 2014 projects and reminders to residents.

2014 Operating Budget—Ongoing Day to Day Expenses *



****The Special Area is Funded Through:**



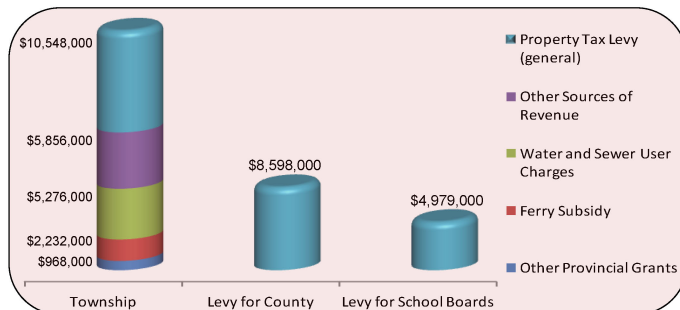
* excludes internal fund transfers

2014 Capital Budget—Investments in Assets and Infrastructure of Lasting Benefit

The 2014 Capital Budget has also been approved in the amount of \$6.3 million of which \$4.1 million is for General Rate purposes and \$2.2 million for Special Area purposes.

Sources of Revenue for the 2014 Operating Budget—\$24,879,500

Sources of revenue for the Township's budget, together with the levies collected by the Township on behalf of the County and School Boards, are reflected in this chart.



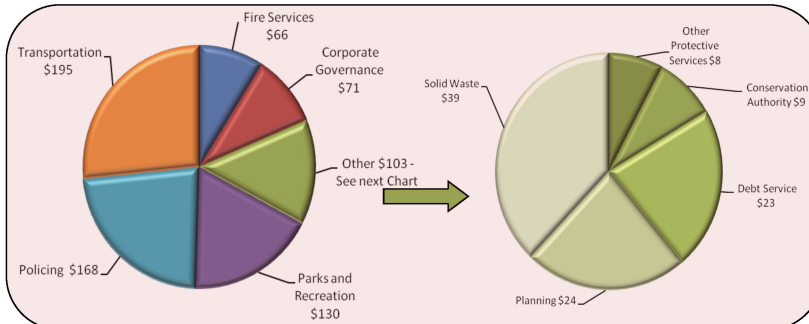
Additional 2014 Budget information can be found at www.loyalist.ca/2014budget

Please check www.loyalist.ca for more information, including deadlines and applications for monthly and installment Tax Payment Plans and Pre-Authorized Utility Payment Plans, or contact the main office at 613-386-7351.



2014 Tax Cost—What Taxpayers Receive

The 2014 tax cost per \$100,000 of residential property assessed value of \$733 (General Tax rate only) is reduced by \$109 of non departmental revenue for a net cost of \$624 or \$52 per month. For this annual cost of \$733, the taxpayer receives the following services:



Note: The Transit Area tax levy will add \$39.70 per \$100,000 of residential property assessed value for those living in the Transit Service Area.



Grants

1. Eligible Amherst Island residents may apply to the Ameriks Scholarship Fund.
2. The Community Grant Program is available to qualifying Loyalist Township Community Groups.

Check our website for more information.



Tax Rebates

1. Senior Citizens Property Tax Credit of \$150 to qualifying homeowners.
2. 40% rebate of taxes payable to registered charities using Commercial properties.
3. Rebates for Vacant Commercial and Industrial property.



2014 Municipal Election Information

- Are you recorded as an eligible elector for the upcoming municipal election?
- Voterlookup.ca allows electors to confirm whether they are on the Preliminary List of Electors used to prepare the Voters' List for Election Day.
- Visit www.voterlookup.ca to confirm and update your elector details. For more information, please contact Loyalist Township at 613-386-7351 ext. 100 or MPAC at 1-866-296-6722.



HAVE YOUR SAY.
LOG ON TODAY.



Loyalist Township Projects—2014

- Conversion of old Amherstview Firehall to new Leisure and Activity Centre.
 - Upgrades to Front Road, west of Emerald, on Amherst Island.
 - Watermain upgrades for Church, Somerset and Main Streets in Bath.
 - Resurfacing of Simmons Road, west of Wilton, and Townline Road.
- Ongoing improvements to new community park in the west end of Amherstview.
 - Planning for improvements to the Potter Street area in Odessa.



Reminders to Residents

- **Lawn Watering and Outdoor Water Use Restrictions** are in effect from May 1st to September 30th. Residents whose civic addresses end with an odd number may water on odd numbered days and those whose civic number ends with an even number may water on even numbered days.
- The **Hydrant Flushing** program commenced on April 29th and continues until the fall. During this time, you may experience a slight discolouration in your water. If this occurs, run your tap from 5 to 10 minutes. If colour persists, please call the Engineering Clerk at 613-386-7351 ext. 116.
- Most of the **recyclables** that you place at the curb are purchased by companies that reuse those materials to make new products. Loyalist Township receives the proceeds from those sales and uses the funds to lower the cost of solid waste management. The more you recycle, the less you will pay. A "**How-to-Recycle**" information flyer will be mailed out soon - watch for it in the mail.

If you are a person with a disability and need Loyalist Township information in another format, please contact 613-386-7351 ext. 100 between 8:30 a.m. – 4:30 p.m. or e-mail info@loyalist.ca