



CIF - Project # 519.10 Fort Frances

Small Program P&E Project Report

Program Name:
Blue Box P & E Communications Plan

Prepared By: Douglas Herr

Date: May 28, 2013

Table of Contents

1	BACKGROUND INFORMATION	3
1.1	Municipal Information.....	3
1.2	Program Description	3
2	IMPLEMENTATION.....	4
2.1	Goals and Objectives	4
2.2	Messages Used	4
2.3	Tactics Utilized	5
3	RESULTS.....	6
3.1	Tracking Methodologies Used	6
3.2	Measured results	6
3.3	Analysis of program	6

1 BACKGROUND INFORMATION

1.1 Municipal Information

Population (people) -	7952
Households (single family) -	3813
Blue Box Tonnage (2012 Datacall) –	528.14
Municipal Grouping	Group 6 Northern Ontario
Blue Box Program net cost (2012 Datacall) -	\$213,179.50
Net Cost / Tonne -	\$403.64
Annual P&E Budget	\$700.00

1.2 Program Description

The Town of Fort Frances has a dual method of collection. We have opened a recycling depot where several bins are open for recycling 24/7 to the general public. This depot is located on Sixth Street West. In addition, curbside recycling pick up is offered every two weeks at each municipal residence. Pick up is based on a schedule that splits the Town into five separate zones, with each zone being picked up on a different day of the week. The Town of Fort Frances' recycling program is multi-stream.

Targeted materials include paper (bags, newsprint, office paper, shredded paper, magazines, cardboards, etc.), metals (aluminum/steel cans and metal food cans), and plastics (No. 1-7, shampoo and deodorant containers). Currently, we are focusing on the all of the listed areas without a particular focus on one specific type of recyclable material.

The processing of our recycling materials is done through the following procedure: the recycling materials are collected (curbside or at the recycling depot in bins), stored within the recycling building at our depot and then compacted and trucked to Cascade Recovery Inc. Cascade Recovery Inc. is a company located in Winnipeg, Manitoba. At this time, no revenue sharing is in place.

2 IMPLEMENTATION

2.1 Goals and Objectives

When implementing the Blue Box P & E Program several goals and objectives were devised. A goal of this program was to increase the awareness on why you should recycle. In particular the increased awareness campaign included informing the public on the avenues of recycling available, how recycling could positively impact the environment, and the reasons why the program is beneficial to them (ie. cleaner environment for their families).

There was an educational blitz on what recycling is and how you would go about recycling, with particular focus on younger members of the community through school contests and through educating new members of the community. In addition the education of new residents occurred through a Blue Box give away.

Along with these goals, the program also aimed at increasing participation, and therefore tonnage. To implement this goal the recycling depot was opened and an educational campaign (goal listed above) occurred. The tonnage of marketable recycling materials in 2010 was approximately 400 tonnes, the objective of capturing 440 tonnes by 2013 (an increase of 10%) was set prior to the implementation of this program.

The objective of the Blue Box P&E Program was to educate the population of the town and increase the use of the recycling program. A further objective was to instill on the population the need to incorporate recycling into their everyday lives.

2.2 Messages Used

When implementing this program a number of messages were utilized as communications tools. They included:

Recycling is smart and easy:

- Recycling is the fastest way to positively impact the environment. It only requires sorting your waste.
- Recycling only takes a moment...just drop it in the blue box. Once you have enjoyed your item, be it a carton of milk or a can of pop, simply drop it into the blue box, rather than a garbage bag and it is done.
- Your local government has developed a program to make recycling as simple as possible for you. Contact them to find out how you can integrate recycling into everyday activities to make it as simple as possible.

Recycling is good for the environment and the community

- A cleaner environment means you and your family have a safe and healthy area in which to live and work. Recycling reduces the amount of waste in landfill, reducing the risk of water and air contamination.
- By recycling at home you help ensure that your children and future generations will enjoy the clean and healthy world you have enjoyed. Children learn by example and when you recycle they will too.

- All communities need to carefully manage the waste they produce. Recycling helps keep waste out of landfills that otherwise will grow and reduce the amount of community space available for residential development, parks and commercial uses. When one person makes change, it can encourage other members to follow. Your actions and commitment to recycling have a snowball effect. “Be the change you want to see in the world” –Ghandi.
- Your community is not the only community you live in. It is your province, your country and the entire earth. The changes and effort you make today improve the lives of all members of our global community. Think globally, act locally.

2.3 Tactics Utilized

The following tactics were used during the implementation of the program:

- Media Relations, General Information Piece, Webpage, Newsletter/Flyer, Fridge Magnet, School Programs, Billboards/Outdoor Signs, Stickers, Newspaper Advertising, Posters

Table 2.1: P&E Implementation tactics (type of media, and cost per unit), method of distribution (by mail, with water bill, door to door, etc), date of distribution, targets (homes, schools, etc.), and respective costs (cost/target (home))

Tactic	Method	Date	Target	Total Cost	Cost/target
YEAR ONE:					
Newsletter/Flyer and Recycle Magnet	With garbage/recycle schedules	Nov. 2010	3813 Homes	\$497.20	\$0.13/target
Calendar Magnets (4000 @ \$0.24) + shipping		Dec. 2010		\$982.20	\$0.26/target
YEAR TWO:					
Recycle Poster/Slogan Contest Bottles (31 @ \$20) + shipping, Books (32 @ \$10.39) + shipping and Gift Cards (\$130)	School Contest (Winners: Water Bottles, Recycle Books & Gift Cards)	Feb. 2011	Elementary Schools (Approx. 32 Students)	\$1135.68	\$35.49/target
Earn a Recycling Badge (8 Recycle Books)	Girl Guides (ages 9-11)	May 2011	1st Fort Frances Girl Guides (Unit)	included with school contest	N/A
“Save Our Planet One Bag At A Time” Reusable Tote Bags (250 @ \$7.82) + shipping with a recycle fact sheet about plastic bags and magnets	Farmers Market	Sept. 2011	Urban & Rural	\$ 2153.48	\$8.61/target
Newsletter/Flyer and Recycle Magnet	At recycle depot/Public Works office	2011	interested residents	remaining from yr 1	N/A
YEAR THREE:					
Blue Boxes for New	Blue Box give away,	2012	New Residents	\$231.44	\$11.57/target

Residents	first come first serve		(20)		
Newsletter/Flyer and Recycle Magnet	At recycle depot/Public Works office	2012	interested residents	remaining from yrs 1 & 2	N/A
			TOTAL:	\$ 5000.00	

3 RESULTS

3.1 Tracking Methodologies Used

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

Tracking Methodology	Collection Point	Comment	Quantified by
Incoming calls/inquiries	Office staff (easy)	Easy to obtain & implement/address Number of calls tracked Comments/complaints logged.	Recorded number of calls per month
Municipal Data Call	File/Website		Cascade Recovery Inc. Weigh Scale
Tonnage changes	Curbside and Depot (easy)	Monthly reporting	Cascade Recovery Inc. Weigh Scale

3.2 Measured results

Tracking Methodology	Pre (2010)	Post (2012)	Difference
Incoming calls/inquiries	3-6/mth.	3-6/mth.	No change
Tonnage changes	404.95 t	528.14 t	123.19 t

3.3 Analysis of program

When performing an analysis on the implemented program it was apparent that the overall tonnage has increased since 2010; there has been a tonnage increase of 30.4% – for a complete breakdown of tonnage increase per year of implementation, see Table 3.2 Measured Results. Two full classes of students (a total of approx. 32 students) entered the poster contest, approximately one hundred people attended the information table at the Clover Valley Farmer’s Market and seven members of the 1st Fort Frances Girl Guides were also able to earn their recycling badge and gained information through the recycling program.

Resident's were informed of the depot's location through a variety of methods. An information pamphlet was given out with garbage schedules to each resident. In addition notices of the location and hours of operation were posted in the Fort Frances Times, on the Corporation Website and on the local Radio Station. In addition a sign at the Depot denotes its location for resident's driving past it. Information on the Recycling Depot continues to be available through the Corporation's website and through employees of the Town when a customer phones for information. The Blue Box P & E program also promotes the idea of using recycling to extend the lifetime of the current landfill site.

During the implementation of the Blue Box P&E program part of the funding was spent on reusable bags featuring an imprinted symbol for "Reduce, Reuse, Recycle." This bag has a multiple purpose; it promotes and encourages people to reduce, reuse and recycle products and resources as well functions as a "walking" ad with a one time cost associated. The bags were distributed at a local Farmer's market (see Appendix for article and photo) and used to replace plastic bags normally provided for consumers. The symbol on the bag functioned as an educational tool as well as a promotional tool. As the bag is used around the community, other resident's will view the symbol and begin to think about reducing, reusing and recycling. As this stream of thinking begins to become prevalent in their minds there is a larger chance they will begin to utilize the Blue Box Program.

When analyzing the future of the program, something new that we would consider would be a partnership with schools for a yearly awareness/poster contest. We could continue with the information table at the Farmer's Market, partnership with the 1st Fort Frances Girl Guides, and the information distribution to the general public (included with garbage schedules). There is nothing that we did that we would not implement again when it comes to this program.

The Blue Box P&E Program has seen a significant increase in participation since the initiation of the P&E campaign. In three years we have seen a large increase in tonnage and public awareness and education of recycling rise. At this time the focus of our program will remain on the on participation and awareness aspect. In particular there will be a focus on educating the public on what materials can be recycled and encouraging people to make recycling a part of their everyday life.

The original three-year communication plan has been completed. At this time, it is being reviewed for changes to be implemented in the future. The Blue Box P&E Plan will be reviewed, evaluated and updated annually in the first quarter to analyze what changes need to be made for the continued success of the programs.

Town promotes reusable bags

By Heather Latter
Staff writer

Customers at the Clover Valley Farmers' Market on Saturday didn't have to carry home their goods in plastic bags.

Instead, each received a reusable bag along with their purchase through a promotion by the Town of Fort Frances called "Saving Our Planet One Bag at a Time."

Environmental and Facilities superintendent Doug Herr indicated they want people to be aware of the harm plastic bags cause the environment.

"Every piece of plastic ever made still exists," he said, citing single use plastic bags can take up to 1,000 years to break down.

The town had received a \$5,000 grant from Waste Diversion Ontario (Continuous Improvement Fund) last year for Blue Box Promotion and Education, which they used to purchase 250 reusable bags for the promotion.

The Town of Fort Frances "Reduce," "Reuse," "Recycle" bags were distributed to the different vendors at the local farmers' market, who in turn used the reusable bags for each customers' purchase that day.

Herr noted some vendors took a bit of time to adjust to using the cloth bags, reaching for their plastic bags out of habit.

"It's a habit we should break," he stressed.

But market manager Deb Cornell indicated there was plenty of positive feedback from the promotion.

"People were really pleased to receive the bags," she voiced,



Environmental and Facilities superintendent Doug Herr displayed one of the given out to customers at the Clover Valley Farmers' Market on Saturday. The Town of Fort Frances was called "Saving Our Planet One Bag at a Time"

citing they were distributed quite quickly by most of the vendors.

"It was very well received," she added. "It was great to see."

The reusable bags also contained a sheet with interesting facts about plastic bags, such as "Canadians use 9 to 15 billion plastic shopping bags every year. If we tied 9-billion bags together they would circle the earth 55 times."

The sheet also noted that plastic bags kill birds, wildlife, and livestock and they also block drains, which leads to flooding.

Cornell noted farmers' markets in Kenora and Sioux Lookout also have handed out reusable bags to their customers.

In fact, Sioux Lookout has gone as far as imposing a community-wide ban on plastic bags through a town bylaw which prohibits the sale or free distribution of plastic bags within the municipality.

The Town of Fort Frances has also used its WDO grant money for two previous projects.

They included information brochures and a recycling magnet along with the refuse schedules when they were distributed in December.

The brochures outlined what is acceptable to put in your "blue box" as well as tips like where you can recycle plastic bags and turn in tires, and relevant dates, like the annual Municipal Hazardous and Special Waste Day, which was held

here Saturday.

The second er/slogan contest at schools to raise recycling.

Water bottles books were handing out posters were on day at the local

With only a the \$5,000 grant is looking at a promotion this

