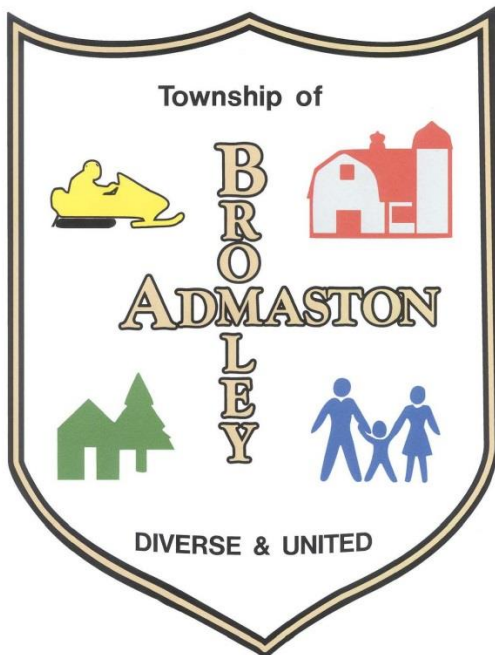


Final Report

**CIF
522.10**

**Admaston Bromley,
Blue Box Communication Plan**



Final Project Report, March 2013

ADMASTON BROMLEY

CIF Project number 522.10

Acknowledgement:

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Executive Summary

Overall, the program was successful the first year in getting residents to care about depot recycling, but then it went downhill. This project followed the advertising blitz model, so a significant part of the money was spent up front with the idea that after the first year, residents would be used to bringing their recycling into the depots. This didn't happen, and the significant drop in programming over the last two years (including the reduction in student volunteers and prizes) is what led to the diversion rate and tonnage receding back to their original levels.

BACKGROUND INFORMATION

1.1 Municipal Information

The municipality of Admaston/Bromley provides recycling services to 1,345 households. Blue box recycling is provided through supervised depot collections on Tuesday (5:30 pm to 8:30 pm), Wednesday (Noon to 8 pm), Saturday and Sunday (9 am to 5 pm). Admaston/Bromley targets the following materials: blue box items (plastics, aluminum, paper, box board), Cardboard, Steel, White Goods and Glass are all separated and collected by Dumpyz and Barron Disposal at a cost of \$150 per load. Collection of blue box recyclable materials is completed by Renfrew County Recycling, at a cost of \$210 per load. There are no revenue sharing agreements in place between the municipality and the collections contractors. Admaston Bromley's blue box recycling program is a member of municipal group 9 – Rural Depot North on the Waste Diversion Ontario datacall, and operated at a net cost of \$88,640 and a net cost per tonne of \$784.42 in 2012.

1.2 Project Description

Before the implementation of this program, recycling tonnage had been decreasing over previous years while garbage was staying steady. The goals of this plan were to increase the collection, decrease the contamination calls from the recycling processor, and to raise awareness on a variety of recyclable items. This would be done in part through traditional advertising (newspaper, website, flyers, etc.) and partly through the training and deployment of three “recycling ambassadors” for each recycling depot.

The main objective of the recycling ambassadors was to connect with residents and get them thinking about how proper waste diversion can lead to substantial cost savings for the municipality. After all, the landfill site we use is far away and expensive to transport materials to. While recycling has more processing, the resources are used again and not lost, a point we continually brought up. The emphasis here was that it costs a lot less to recycle per household than disposing of waste in the landfill. This would have benefited our municipality by educating residents that visited the depot and using these drop offs as “teachable moments” meant to improve the status quo. Another benefit was supposed to be increasing the overall WDO funding by meeting more of the best practices, which would lead to more cost savings.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase tonnage: Our recycling tonnage has been stagnant or decreasing over the last few years and we wish to improve the amount of materials captured.

- In 2009, the Township collected 123 tonnes of blue box material
- By 2012, we want to increase to 140 tonnes (increase of 15%)

Increase blue box diversion: This will decrease the dependence on our landfill and limit overall costs.

- In 2009 the Township's recycling blue box diversion rate was 11.4%
- By 2012 we want to increase this to 18%, a 2% bump per year.

Decrease contamination: Creating a cleaner recyclable stream

- The Township is fined \$50 per load when our recyclables are contaminated. This contamination has not been tracked but will begin to be measured to ensure that these fines decrease by 25% by the end of 2012.

2.2 Implementation Schedule

Task	Description	Person Responsible	Timeline
Flyers & Welcome Packages	Information on what products are accepted and the cost of recycling versus waste disposal	Sharon Schruder, Admin Assistant	Ongoing
Recycling Ambassadors	Assist the depot attendants	Chris Kunopaski, Public Works Superintendent	Ongoing
T-Shirts and Prizes	T-Shirts and prizes for each recycle box received	Annette Louis, Clerk-Treasurer	Spring and Summer 2010
News Paper Ads	Recycling advertising blitz in 2011 targeting seasonal as well as full	Annette	Spring and Summer 2011

	time residents		
Radio Ads	Recycling advertising blitz in 2011 targeting seasonal as well as full time residents	Annette	Spring and Summer 2011

2.3 Budget

Tactic	Method	Date	Target	Total Cost	Cost/Target
YEAR ONE – 2010					
Flyers	Mailout with taxes & in welcome packages for new residents	Spring, 2010	2500 Households	\$500.00	\$0.20/household
T-Shirts RRRated Reduce, Reuse Recycle	Worn by our ambassadors & given away as prizes (1 ticket for every box of recycling brought to the depot)	Spring & Summer 2010	2500 Households	\$250.00	\$0.10/household
Recycling Ambassadors	Assistants to depot attendants to decrease contamination and increase education and collection	Summer, 2010	2500 Households	\$4,500.00	\$1.80/household
YEAR TWO – 2011					
Flyers	Mailout with taxes & in welcome packages for new residents	Spring, 2011	2500 Households	\$500.00	\$0.20/household
Recycling Ambassadors	Assistants to depot attendants to decrease contamination and increase education and collection	Summer, 2011	2500 Households	\$4,500.00	\$1.80/household
Newspaper Ads	Decrease contamination and increase education and collection	Spring & Summer 2011	2500 Households	CNA/OCNA funding	N/A

Radio Ads	Decrease contamination and increase education and collection	Spring & Summer 2011	2500 Households	\$4,000.00	\$1.60/household
YEAR THREE – 2012					
Flyers	Mailout with taxes & in welcome packages for new residents	Spring, 2012	2500 Households	\$500.00	\$0.20/household
Recycling Ambassador	One assistant shared by the three depots to assist attendants to decrease contamination and increase education and collection	Summer, 2012	2500 Households	\$1,500.00	\$0.60/household
				TOTAL:	\$16,250.00

3 RESULTS

3.1 Results

Tracking Methodology	Data Collection Point	Timeline	Original (2009)	Goal (2012)	Result (2012)
Diversion (Datacall)	Contractor, scales, Twp weigh scales for waste amounts	Yearly, spring	11.4%	18%	11.2%
Website Usage	Hits per month	Ongoing monthly	123/month	150/month	135/month
Collection (Data call)	Contractor, scales	Yearly, spring	123 tonnes	140 tonnes	113 tonnes
Contamination Fines	Recycling subcontractor	Yearly, spring	1	25% reduction	1

Tonnage did not increase over the three year period beyond a quick increase in year one which greatly decreased after to the current number. The reason for this was decreased tactics – the recycling ambassadors had to decrease their hours and the amount of prizes given away went down drastically. This was the biggest difference between 2010 and 2011-2012 – the involvement of prizes and students.

The diversion rate was similarly affected – after a brief increase in 2010, it decreased to slightly below the starting diversion as garbage increased slightly over the same time period.

Finally, contamination charges occurred once in 2010, twice in 2011, and once in 2012. They weren't as much of an issue as in previous years. One area of improvement for the future will be tracking contaminate materials that residents bring in, as only informal measurements of contamination were undertaken by our recycling contractor Bowman's Waste Management. This will occur on a formal tracking sheet from now on.

All three tracking methodologies worked well, as the data was easy to collect and quantify. However, in the future Admaston Bromley will begin to monitor participation in the depots as there are some thoughts that this decreased after the successful recycling ambassadors program was limited in 2011 and 2012.

3.2 Analysis of Project

Breakdown of deliverables

The most important deliverable was the active student recycling ambassadors that the township developed. These were most effective in the first two years as three ambassadors were hired each summer. The last summer was not as effective as only one was hired, and by then the prizes were all gone. These prizes were also very effective as they helped get people interested in bringing their sorted recycling to the depot, as enthusiastic student ambassadors and prizes helped get them involved in the program.

The other deliverables were more effective in the first and second year when they were combined with the student ambassadors, and were important because of the advertising blitz that started the program. The radio and newspaper advertisements were effective at spreading the word about the importance of recycling, especially during the summer for seasonal residents. However, this faded by the third year as residents reverted to their old ways. The flyers made their way to every household, but they never seemed to capture the attention of the residents.

Were the efforts successful?

The tactics were successful at the start as there was lots of media coverage and the plan was presented at local council meetings. The students were also involved from the very beginning, so their involvement at the council meeting helped.

The student ambassadors were also effective because of how enthusiastic they were. For instance, one student wrote a whole report about improving the Douglas depot for school, of which many of the suggestions were implemented at the depot. But as fewer students were hired, residents stopped recycling as much as they seemed to really enjoy speaking to engaged, informed students.

However, the efforts became far less successful over years two and three, and ultimately the program has not been successful. We were not able to keep up the momentum from the first year's improvements.

One of the challenges for evaluating the area's recycling program is that the area has a lot of great re-users in the area which limits the recycling that takes place. One improvement to the program is that the use of burn barrels has reduced over the last few years, especially with plastics. This was because of a strong education program on the harm of burning these materials. This shows that with increased awareness, residents will slowly understand.

Key take-aways

The major lesson with these deliverables that the more promotion and education the township does, the more people recycle. And as soon as these P&E efforts diminished, so did the recycling tonnage and overall diversion.

People need to be encouraged as recycling properly isn't something that comes naturally, especially amongst the older generation. This is especially true in a farming community, where the diversion numbers will never be as high as an urban area. This is why prizes were so effective – they gave people

an incentive to recycle. The radio money should have been converted to prizes as they were shown to be far more effective at improving diversion.

Lastly, 25% of people will generally do the responsible thing and recycle, while 25% of people won't. It is the 50% of people in the middle that needs to be targeted, as they aren't currently participating enough. People will continue to take the easier route but if it becomes part of people's routine, they will recycle.

Advice for other municipalities

Our final advice is to use prizes and creative ways to give residents an incentive to recycle such as "bring a full box, get a ticket". Also, have more events encourage active participation such as trash bash or a tour of local recycling facilities such as the Ottawa Valley Waste Resource Recovery Centre. This could help residents understand where their waste and recycling go, and how useful it is to deal with these materials properly. And as tours can't cover everyone, use videos to capture the attention of everyone else.

For the future, we will focus on tracking contamination, having a summer student and cycling them through the three depots, be involved in events to provide a public face for recycling, and participate in more conferences and webinars to continue to improve our recycling program.