



CIF - Project # 526.10

Small Program P&E Project Report for:

North Stormont Blue Box P & E Communications Plan

Prepared By: Amanda Lang

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	6775
Households (single family)	2487
Blue Box Tonnage (2012 Datacall)	460.31
Municipal Grouping	Rural Collection-South
Blue Box Program net cost (2012 Datacall)	\$69,708.58
Net Cost / Tonne	\$151.44
Annual P&E Budget	\$8,000.00

1.2 Program Description

Method of collection: Curbside, Bi Weekly

Single or Multi-Stream: Single Stream

Targeted materials: Paper, Plastics (excluding 7), Glass.

Processing arrangement: Items sent to RARE in Alexandria for sorting & processing. North Stormont pays on per tonne, no cost sharing.

2 IMPLEMENTATION

2.1 Goals and Objectives

- Increase awareness on why you should recycle – As part of the education portion of the program, residents should be made aware of the reasons for recycling and the benefits to the individual, community and the earth. We no longer have a municipal landfill, so concerns about meeting capacity are not our main concern. What we are concerned with: People are generally aware of the need to recycle, we just wanted to supply some more information on what happens to the recycled materials (ie. Tires, bottles).
- Increase education on what is recyclable and how – Only specific items are recyclable and ensuring a clean collection makes the recycling process better, more efficient and easier to manage. Communicating with the community regarding what is and is not recyclable will help to increase tonnage in collection and create a better program overall. Previously we had not developed a list of acceptable materials, our goal was not to focus on specific materials, but to provide residents with more information of what is accepted and what isn't. Through the grant we were able to send out a waste and recycling calendar to each household providing information on single

stream recycling, acceptable containers, times and dates for pick up, and other special collection information (ie. Tire pick up/drop off, hazardous waste, electronics).

- Increase participation and therefore tonnage – Once residents understand why they should recycle, and what is recyclable the goal becomes to increase the amount that is recycled in the community. This is diverting waste from landfill and increasing percentages which can be tied to funding. We had set a goal to increase diversion by 10% over a three year period. The 2010 rate of diversion (from the WDO Datacall) was calculated at 25%. Therefore, North Stormont has set the objective of reaching a 35% rate of diversion of blue box recyclables.

2.2 Messages Used

These are some of the messages that were used in the waste and recycle calendar over the past three years:

- Recycling is Smart and Easy
- Recycling is good for your community
- What goes around- Comes around
- Green Resolutions for a New Year

2.3 Tactics Utilized

Table 2.1: P&E Implementation tactics

Tactic	Method	Date	Target	Total Cost	Cost/target
YEAR ONE:					
Waste & Recycle Calendar	Mail out in January	Jan 2011	2487 Homes	\$5,000.00	\$2.01/home
Letter in Tax Bills	Mail with taxes in June	June 2011	2487 Homes	\$300.00	\$0.12/home
YEAR TWO :					
Waste & Recycle Calendar	Mail out in December	Dec. 2011	2487 Homes	\$5,000.00	\$2.01/home
Letter in Tax Bills	Mail with taxes in June	June 2012	2487 Homes	\$300.00	\$0.12/home
New Website	Upgraded Website	Dec. 2012	2487 Homes	N/A	\$0.00
YEAR THREE: in process					
Waste & Recycling Calendar	Mail out in December	Dec. 2012	2487 Homes	\$5,000.00	\$2.01/home
Total				15,600.00	

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 to obtain & implement/address Number of calls tracked Comments logged?	Front line staff visual audit. Too difficult with the number of calls received to track individual calls.
Municipal Data Call	File/Website	Compare each year's report	
Tonnage changes	Collection contractor	Monthly reporting	

3.2 Measured results

Table 3.2: P&E: mirrors that of 3.1, but is meant to compare pre and post implementation values

Tracking Methodology	Pre (2009)	Post (2012)	Difference
Incoming calls/inquiries*	10	2-3	75%
Municipal Data Call Diversion Rate	25%	29%	4%
Yearly Tonnage changes as reported on Data Call	428.80	460.31	7%

* Calls are mostly from new residents, requesting information materials & recycle bins

3.3 Analysis of program

The Township of North Stormont are progressively working towards a better waste and recycling program, by evaluating what is working and what is not & constantly improving. The Township of North Stormont primarily relies on two tactics for P&E: Annual garbage and recycling calendar and yearly mail-outs (sent out with the tax bills).

Efforts to reduce the number of phone call inquires (requesting information re the bluebox program) were effective. Efforts were not as effective as expected when looking at diversion rates. We are currently at a 4% increase for the two of three years. We set the increase in diversion rate at 10% as we didn't know where exactly to set the bar. Looking back at the goal, it seems the bar was set too high and that a 4% increase is definitely positive, but compared to other municipalities with similar demographics the 29% diversion rate is below the average.

The update of our website included a link to more information on the main page of the website. This gives residents another option of looking at the calendar if they are on the go, or unable to access the hard copy version. The link brings people to the pdf. of our waste and recycle calendar, we do not currently track the hits on the website but are looking into this; this would function as an alternative to the measures utilized to assess the efficacy of this P&E plan.

The key take-aways from the evaluation of the current P&E plan are:

- Through feedback from phone calls and surveys it seems residents love the garbage and recycling calendar. All the special collection dates, municipal information, recycling guides, different ways to divert waste & tips and tricks are in the calendar.
- Mail outs with the tax bills remind people of the importance of recycling.
- If we were to start something new it would be to provide residents with larger recycle bins to help increase waste diversion. Through the process of developing a waste and recycling plan, staff went out to community events and had the public complete surveys to see where improvements could be made. Many comments made by residents indicated that larger, more mobile bins would increase their recycling. We are currently looking at upgrading to larger bins.
- We currently go to the Chrysler Farm show and promote waste diversion, but plan to attend other community events to hand out information materials.
- We will continue to work with the yearly calendar as it is a great resource for waste/recycling initiatives and other community information, but we will not be mailing out any other flyers/information as they are costly, and many of them end up in the recycle bins at the post office. If we are to send out information, it will be in with the tax bills.

By completing the final report we have taken the time to further analyze what has been working with our programs and what needs to be improved. I feel that this report is a great tool for evaluation. We really appreciate the feedback we have received throughout the process of analysis and research of our projects from the CIF staff and would like to see more of this support from CIF in the future.

This is currently the last year covered in the P&E plan. We plan to review, evaluate, and update the P&E plan in June of every third year; the next of which is June of 2014.