

Final Report

CIF 527.10

**Township of North Dundas
Small Program P&E Plan Implementation**



Final Project Report, March 24, 2015

TOWNSHIP OF NORTH DUNDAS

CIF Project--- 527.10

Acknowledgement:

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Executive summary

This is the final report of a project implemented by the Township of North Dundas between March 2014 and December 2016. The project goal(s) were to 1. Reduce Blue Box contamination in the curbside recycling program. 2. Increase tonnage of blue box marketed materials and also to increase the blue box diversion rate to improve the performance of the Blue Box recycling program and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (WDO – CIF) provided financial and technical assistance in completing the project.

On October 2014 the Township of North Dundas began implementation of a communication plan for the Blue Box recycling program. During the first year of implementation, the municipality implemented the following promotional & educational (P&E) tactics:

1. A newspaper release was placed in both local papers.
2. A general information piece on recycling was circulated (Oct 14th, 2014) in all blue boxes by the Township curbside recyclers prior to the start of the OOPS Flyer. The flyer contained information on the blue box program, our goals and a complaint line.
3. The introduction of the OOPS Flyer was placed on our website under “Public Notices”.
4. October 28th the OOPS Flyer was implemented by being placed in blue boxes which were contaminated.

In order to assess the impacts of P&E activities, the Township of North Dundas has completed the following measuring & monitoring activities: A Bi-weekly count of the number of OOPS Flyers deposited in blue boxes and the number of info/complaint calls in the same time period. As of the date of this report, the impacts of the communication plan implementation are as follows: In a 14 week period the number of OOPS Flyers has dropped drastically. In the first two weeks of implementation there were 929 OOPS Flyers placed in blue boxes with 57 complaints or info calls by email or phoning directly to the municipality. In our 12th week there were 46 OOPS Flyers placed in the blue boxes with 5 calls or complaints. In our 14th week there was less than 20 OOPS Flyers distributed, with 1 to 2 calls. In the weeks there after the trend is less than 20 OOPS Flyers with 1 to 2 calls or emails. The calls are more associated with information instead of complaints, which were in the first few bi-weekly periods.

The municipality plans to continue utilizing the OOPS Flyer which has shown its benefits to our recycling program. We will complete the remaining tactics for 2015 and 2016 including monitoring the plan.

For further information about this project, please contact:

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1 PROJECT INFORMATION

1.1 Municipal Information

Population	Permanent – 12,528
Households (single family)	4,120
Blue Box Tonnage (2012 Data call)	533 MT
Municipal Grouping	Rural Collection South (7)
Blue Box Program net cost (2012 Data call)	\$335.046
Net cost per tonne	\$628.60
Annual P&E Budget	\$1,000

The Township of North Dundas provides waste management services to 4,553 households. Blue box recycling is provided through bi-weekly, single-stream, curbside collection services. The Township of North Dundas targets the following materials: Mixed fibres, Glass, Plastics (1-7) and all metal containers.

Collection of recyclable materials is completed by Township of North Dundas employees. The North Dundas blue box recycling program is a member of municipal group (Rural Collection South #7), on the Waste Diversion Ontario data call, and operates at a net cost of \$ 628.60/tonne material collected).

1.2 Project Description

The Continuous Improvement Fund provided the North Dundas 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.

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

2 IMPLEMENTATION

2.1 Goals and Objectives

Primary Goal: Reduce Blue Box contamination in the curbside recycling program. The Township will begin to use an “OOPS” flyer to be placed in contaminated blue boxes with material that cannot be recycled. The blue box will not be picked up and curbside contamination will go down over time as the residents learn to adapt to this program. The amount of OOPS flyers used will be measured to establish a baseline for 2014 and the Township will reduce this amount by 50% for the end of 2016.

The complaints from this program will be also recorded on a bi-weekly basis with the intent to reduce by 50% in 2016.

Secondary Goal: Increase the diversion of blue box recyclable materials from landfill.

This will be measured through the tonnage of blue box materials sent to market (tonnage) and the estimated percentage of blue box materials recycled relative to the total waste stream (diversion rate). The objective was to increase both tonnage and diversion measures by 20%. Tonnage objective of 640 MT and diversion rate of 26.76% in 2016.

2.2 Messages Used

- DO YOUR PART- save our Landfill
- OOPS.....Can't Take That

2.3 Target audiences

- We are targeting all of the residents of North Dundas.

2.4 Tactics Utilized

Table 1: P&E Implementation tactics, targets, and respective costs for the first year of implementation

Tactic	Description	Budget	Actual
Info Flyer	Info on recycling contamination	\$600	\$350
Web page	Monies associated for Township employees to operate website	\$200	\$200
Newspaper advertising	Ads for introduction of OOPS Flyer	\$300	\$0.00
OOPS Flyers	Contamination Flyer	\$1500	\$1560

Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities for the first year of implementation

Task	Description	Timeline	Actual
Web Release	A notice placed on the Townships website under “Public Notices” to inform residents of the “OOPS” flyer introduction	September 2014	September 2014
Newspaper Articles	Both local papers inserted a small release in their weekly papers of the upcoming “OOPS” flyer introduction	September 2014	September 24, 2014
Introduction of the info flyer	A very visible green info flyer was distributed in each resident’s blue box or mailbox. Information on “what goes in” and “Don’t put in” was stated on the flyer.	October 2014	October 14 th , 2014
Introduction of the “OOPS” Flyer	The “OOPS” flyer was placed in each box that contained contamination or was not placed properly at the curb. Eg. Containers and fibres mixed together. One copy placed in the blue box and the other placed on the manager’s desk for data information.	October 2014	October 28 th , 2014 implemented and still in use

3 RESULTS

3.1 Results

The gathering of information was tabulated using the number of OOPS Flyers and complaints/info messages in a 14 week time period. The contractor completing collections would deposit the original copy of the OOPS Flyer in each residents blue box which was contaminated. The flyer indicated the contamination issue and how the resident (offender) could access information if clarification was needed. All copies of the flyers which were placed in the blue boxes would be placed on the manager's desk after each complete day of picking up the blue boxes. The flyers were counted and recorded. Phone calls and emails were directed to Director of Waste Management, which were recorded. The process was easy to implement for the employees, as the flyers were easy to complete by utilizing check marks in appropriate boxes.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for North Dundas

Measure	2014	2014	Goal
	First bi-weekly period Program implementation	14 week of bi-weekly period after Program implementation	
# of OOPS Flyers bi – weekly inserted	929 inserted	18 inserted	Goal of 50 % reduction
# of complaints/info calls or emails	57	1 to 2	Goal of 50% reduction

3.2 Analysis of project

The implementation of the “OOPS” flyer was a very easy process to put into place and to monitor. With the OOPS flyer consisting of two copies, the recording process was simplified. The goals of reducing contamination and complaints were achieved in a shorter period than anticipated. The intent was for a 50% reduction by the end of 2016 but was achieved in the 16th week of implementation.

The goals of increased tonnage and diversion rate cannot be determined yet as the results are based on marketed tonnes in a short time frame. A better evaluation of the tonnage will be when a yearly assessment can be made.

The project will continue till the end of 2016, which will give us a better comparison. One benefit of the program that was not anticipated was reduction in man-hours. The Township of North Dundas is unique in that the sorting of materials is done at curbside due to the relative size of our MRF. Contamination is sorted and stays in the residence blue box. As the residents became more aware of the flyer and placed less or no contamination in the blue box, the employees spent less time sorting. This resulted in less man-hours on our collection side of our program. A decrease in collection costs would have resulted if not for changes in our collection procedures by the Ministry of Labour. The Ministry restrictions have

changed the collection workforce from 2 to 3.5 men. The projects major impact was the reduction in contamination in the curbside collection sorting time, which resulted in less man-hours. It will also benefit our municipality if or when we decide to pick up our recycling on a weekly basis as it educated the residents on separation of containers and fibres. This program would be beneficial to other municipalities to reduce contamination issues and to reduce sorting costs.