

### City of Dryden Small Program P&E Plan Implementation



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## Executive summary

This is the final summary report of a project implemented by the City of Dryden in March, 2014. The project goal(s) was to increase blue box tonnage by 10% and increase the diversion rate from 21.82% to 25% by year end of 2016, 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.

In March of 2014, the City of Dryden created and 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:

- New recycling signage at the transfer facility
- Calendars to promote recycling awareness
- Newspaper advertisements
- Web updates
- Student tours of the waste recycling transfer facility

In order to assess the impacts of P&E activities, the City of Dryden focused on measuring & monitoring activities on the tonnage of Blue Box materials collected and the estimated rate of material diverted from landfill through the Blue Box program.

As of the date of this report, the impacts of the communication plan implementation are the following:

- Blue Box Tonnage for 2014 was 558 Tonnes which is up from the 2013 baseline year - 472 Tonnes reported through WDO
- The estimated diversion rate for 2014 was 31%, up from 23% in 2013

The municipality plans to complete the remaining tactics and monitoring from the plan. As of the date of this report being published, staff are pleased to observe that both of the goals outlined in the City's communication plan have already been achieved. With this success, Staff are reassessing where to set performance objectives for the program in order to continue this improvement.

For further information about this project, please contact:

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# 1 PROJECT INFORMATION

## 1.1 Municipal Information

Population	Permanent – 7617
Households (single family)	3589
Blue Box Tonnage (2012 Datacall)	681 MT
Municipal Grouping	Rural Collection North (6)
Blue Box Program net cost (2012 Datacall)	\$324,171
Net cost per tonne	\$476
Annual P&E Budget	\$4,000.00 (2014 budget)

The Corporation of the City of Dryden provides residents with single stream recycling through depot and biweekly curbside recyclable collections. The depot program is operated at the Highway 502 landfill and is open from 8-5 Monday – Thursday and 8-12 Friday and Saturday. The attendants are at the weigh scales and are available for all customer inquiries.

The Corporation of the City of Dryden targets the following materials: plastics 1-7, steel, polycoat, tetra packs, aluminum, paper, cardboard, and boxboard. Collection of recyclable materials is completed by B & M Delivery at curbside and then shipped via City of Kenora transport to Cascades Recovery Inc. Winnipeg where it is sorted and recycled on a cost per tonne basis. There is no revenue sharing agreement in place between the municipality and the collections contractors.

## 1.2 Project Description

The Continuous Improvement Fund provided the City of Dryden 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 were the following: distribution of recycling awareness calendars, new recycling signage at the transfer facility (replaced the display case tactic), news paper ads, web updates and student tours of the transfer facility.

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

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

**Increase tonnage:** The marketed blue box tonnage in 2012 was 681 tonnes. The goal for 2016 was to increase the amount of collected tonnes to 750.

**Increase blue box diversion:** The blue box diversion rate in 2012 was 21.82%. Our goal is to increase blue box diversion to 25% by the end of 2016.

### 2.2 Messages Used

- Recycling saves time, money and the environment – so start today
- Have questions on what is recyclable Visit: [www.dryden.ca](http://www.dryden.ca)
- Dryden residents have access to single-stream recycling, which means no sorting of recyclables is necessary. Everything can be placed in the same container with no guessing games.
- Did you know that Second Chance Pet Network accepts electronics for recycling? Please drop off at 270 Wilson Rd.
- Save up your used batteries and deposit them at Public Works during Household Hazardous Waste Day.

### 2.3 Target audiences

The P&E plan will target all Dryden residents, both urban and rural. A focus will be placed on students to get them to understand the importance of recycling in their community.

### 2.4 Tactics Utilized

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

Tactic	Description	Budget	Actual
Calendars	Calendars	\$2250	\$2,546.75
News Paper Ads	Recycle tips and Blue box schedules	\$1500	\$8,571.62
Signage	Transfer station signage	\$500	\$425
Web Posts	<a href="http://www.Dryden.ca">www.Dryden.ca</a> – Schedules, Haz. Waste Day info, Compost Pick-up.	\$900	\$0
Educational tours of transfer site/landfill	2 separate tours conducted for grade 1 and 2 students.	\$0	\$0

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

Task	Description	Timeline	Actual
Display Case	Changed to new signage	End of 2014	Aug 2014
Tax Bill Notification	Not completed	End of 2014	NC
Update Web Posts	Changed from CKDR to Dryden.ca	2014	2014-2015
News Paper Ads	News Paper Ads	2014	2014-2015
Calendars	Recycling Calendars	2015	2015
Waste diversion Tours	Hwy 502 Transfer Facility	None	April 2015/on-going

### 3 RESULTS

#### 3.1 Results

In order to measure the effectiveness of this campaign, the City of Dryden focused their tracking efforts on monitoring the tonnage of materials that were received at the municipal transfer station on a monthly basis. Further, the City identified the estimated % of material generated by residential households that is diverted from landfill through the Blue Box program.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for the City of Dryden.

Measure	2012	2013	2014	Goal
Blue Box Tonnage	681 MT	472 MT	558.56 MT	520 MT
Diversion (Datacall)	21.82%	23%	31%	25%

\*MT = metric tonnes

Blue Box Tonnage was captured during collection weeks and weighted at the transfer facility. The amount of material collected during the baseline year of 2013, was 472 metric tonnes. Staff set the objective of increasing this amount to 520 MT for the end of 2016. This equates to an increase of 10% from the 2013 baseline year. As of yearend 2014, this objective has already been reached! It is clear that residents are recycling more.

Further, diversion rate was also captured from the transfer facility/Landfill and was relatively easy to compile as all materials must be weighted-in prior to off-loading. The diversion rate is then calculated by dividing the average weight of material collected on a per household basis by the amount of waste estimated to be generated by each household.



The communication plan had included an objective to monitor & improve the participation in our curbside program. However, curbside set-out rate was not established due to recent staff reduction/changes.

### 3.2 Analysis of project

When analyzing the results, diversion and blue box tonnage have increased over the last 12 months from the P&E Plan implementation. We have reached and exceeded our goal for the diversion rate but there is still work to be done on increasing our blue box tonnage. We believe with the added recycling communication, that 2015 should see an increase in blue box tonnage over the 2014 values. It is important to monitor the rates and tonnage as the year progresses to make sure our goals are reached.

A key take away from this project is that, methods or communication mediums should be changed over time, to remain fresh in everyone's minds and to also reach a broader audience which may have been missed with other communication methods. Recycling and waste reduction should stay fresh in everyone's daily lives in-goal to reduce the amount of waste going into our landfills.

**DON'T SORT YOUR RECYCLE MATERIAL**  
Mix your containers with the fibre and put it all in the blue box!

**WHAT YOU MAY INCLUDE IN YOUR BLUE BOX**

RECYCLABLE	NON RECYCLABLE
<ul style="list-style-type: none"> <li>• Plastic containers with a recycling triangle on the bottom containing the numbers 1, 2, 3, 4, 5, 6, or 7. Remove screw caps before depositing in blue box.</li> <li>• steel (tin) food cans</li> <li>• aluminium beverage cans</li> <li>• polycoat (milk cartons, juice cartons, etc.)</li> <li>• tetrapaks (juice boxes, etc.)</li> <li>• newspapers and inserts, flyers, junk mail</li> <li>• magazines, phone books, books (with the hard cover removed)</li> <li>• shredded paper (in clear plastic or blue clear bags), household paper and envelopes</li> <li>• flattened cardboard – no more than one metre (39 inches) in any direction</li> <li>• cardboard egg cartons and paper tubes</li> <li>• flattened boxboard – cereal, cracker, shoe, tissue, laundry, packing boxes</li> </ul>	<ul style="list-style-type: none"> <li>• glass</li> <li>• aerosol cans, propane bottles</li> <li>• plastic screw caps, toys, flower pots</li> <li>• foil or foam takeout food containers</li> <li>• foam packaging, foam egg cartons or foam meat trays</li> <li>• aluminium foil or foil pie plates, scrap metal, hangers</li> <li>• anything containing a hazardous substance (motor oil, paint thinner, paint, etc.)</li> <li>• plastic bags, plastic packaging and cellophane</li> </ul>



































































































































































































































































































































































## APPENDIX

### Newspaper Advertisement



# CITY NEWS

## RECYCLING PROGRAM INFORMATION

Recycle collection is scheduled on a bi-weekly basis. B & M Delivery (223-3298) will continue with recycle collection. They will leave any material in the blue box that is not acceptable or recyclable. Blue boxes may be purchased at the Public Works Office, 159 King Street at a cost of \$9.00. If you have any questions please feel free to call B & M Delivery or Public Works.

Recycle material will not be collected from businesses as part of the residential collection. Commercial recycle collection may be obtained from private contractors who offer this service.

The City of Dryden Public Works Department would like to remind all residents that in order for recyclable material to be picked up, the proper Recycling Bin or container must be used. This means that the container must be Blue preferably with a recycling slogan or the universal recycling symbol on it. These containers are available to be purchased at numerous businesses throughout Dryden including the Public Works office located at 159 King Street. Recyclable material not left in proper containers will be left behind. We thank you for your continued support of this environmentally friendly program.

For more information and a list of recyclable materials log onto our website at [www.dryden.ca](http://www.dryden.ca) or call Public Works at 223-2367.


Please ensure the full garbage tag is on bag for pick up. Bags with partial tags will **NOT** be picked up.

### SCHEDULE FOR BI-WEEKLY RECYCLING PICK-UP (HAVE BLUE BOX OUT BY 7:00 A.M.)

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 Grey week Recycling

Garbage is now a weekly pick-up

## PLEASE CRUSH CANS

Residents are reminded that in compliance with Chapter 250 of the City Bylaws Codes: "Garbage Bags left out for pickup must be 1 1/2 mil plastic, or greater; garbage bag not less than 50 litres nor more than 120 litres capacity, filled to a gross weight of not more than 15 kilograms and securely tied, and tagged."

Garbage Bags not meeting these standards will be left behind.

### THE CORPORATION OF THE CITY OF DRYDEN COUNCIL MEETING SCHEDULE

Committee of the Whole - 7:00pm Every Second Monday of each Month.  
Open Meeting of Council - 7:00pm Third Monday of each Month.  
Please note, that when the day for a meeting is a public or civic holiday, the Committee/Council shall meet on the Tuesday following.  
City Hall, Council Chambers 30 Van Horne Avenue.

[www.dryden.ca](http://www.dryden.ca)

## Depot Signage









## Calendar (front and back covers)



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