

Final Report

CIF
#530.10

Township of Russell

Small Program Promotion and Education Plan



Final Project Report, August 19, 2014

Township of Russell

CIF Project number 530.10

Acknowledgement:

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BACKGROUND INFORMATION

1.1 Municipal Information

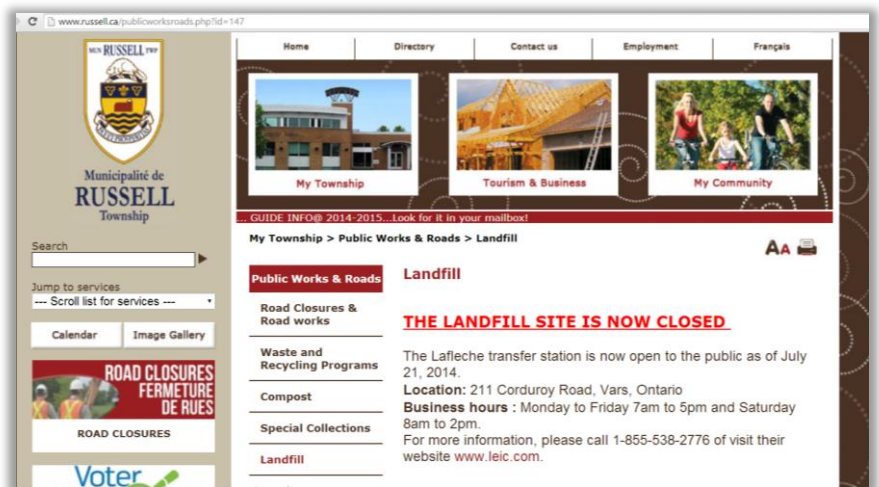
The Township of Russell (The Township) provides waste management services to 5,909 households. Blue Box recycling is provided through weekly single stream recycling curbside collection services; the targeted materials accepted in Russell's Blue Box program may be located on the municipal website at www.russell.ca.

Recycling collection is provided by a private contractor, ABC Disposal. Russell entered into a seven (7) year contract with ABC Disposal on March 2013; ABC Disposal takes the Recyclable to RARE Recycling in Alexandria, Ontario for processing. Russell does not receive any revenue from the sale of blue box material. Russell's blue box recycling program is a member of municipal group seven (Rural Collection South) on the Waste Diversion Ontario datacall, and operates at a net cost of \$288/tonne marketed material.

1.2 Project Description

The township of Russell operates its own landfill site. In November 2013, Council elected to close landfill operations on July 26 of 2014. As of July 28 2014, all waste is managed through a transfer station owned by Lafleche in Vars, Ontario. Given this new direction for waste management, Township staff focused on notifying residents of the upcoming closure and began to promote the importance of reducing their waste.

As of mid-January 2014, Township staff began the process of notifying residents of changes to their municipal waste management program by mailing newsletters, placing advertisements in the local paper, posting updates to the municipal website, and distributing e-blasts updates to residents' email. Although the closure of the landfill did not directly impact service levels curbside, it did provide the impetus for residents to take notice of the costs of waste management service. Given that the landfill could no longer accept waste, the cost to manage garbage materials has increased thus making the argument for residents to put time and effort into sorting out recyclables from the waste stream more convincing.



The focus for the Township's P&E communication plan evolved to include messaging surrounding the new costs of managing garbage to tax payers.

IMPLEMENTATION

2.1 Goals and Objectives

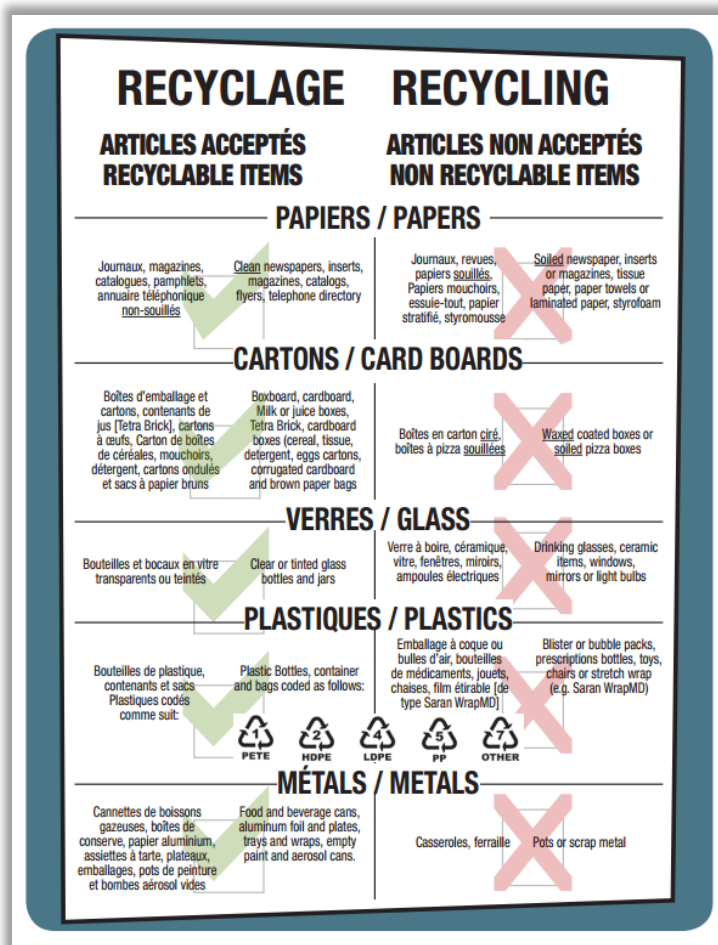
Our P&E program is focused on improving public understanding of proper recycling behaviours, which includes material handling and storage, informing residents of the costs to manage garbage (and thus promote recycling), and working within schools to educate students (and then families) about the Township's Blue Box program and recycling in general. The Township has a streamlined approach for its planned communications, which includes mailing newsletters, placing advertisements in the local paper, posting updates to the municipal website, and distributing e-blasts updates to residents' email accounts.

GOAL 1: INCREASE BLUE BOX DIVERSION RATE

Currently, Russell generates approximately 10,430 tonnes of solid waste per year. Of the total waste generated, Russell diverted approximately 2,297 tonnes, resulting in a net diversion rate of approximately 22%. Of the total diverted material, Russell diverted approximately 1,293 tons of blue box recyclables, resulting in a blue box diversion rate of 12.39% of the total waste stream. The objective of the Township will be to increase Blue Box diversion by 1% annually for three (3) consecutive years, achieving a Blue Box diversion rate of 15% by the year end 2015.

GOAL 2: REDUCE RESIDUAL RATE

Currently, Russell diverts all blue box recycling to a material recovery facility (MRF), which is RARE in Alexandria. All recyclable are sorted at the MRF and all contaminated materials and non-recyclables are disposed and not recycled. The current residue rate in the Township of Russell is 9.8%. The objective of the municipality is to reduce the residue rate by 1% annually for 3 years through a P&E program, achieving a residue rate of 7% by the year end 2015. A reduction in residue rate within the municipality would increase the total waste diversion and improve the effectiveness and efficiency of the current system.



2.3 Budget

Table 1: Blue Box P&E communication plan budget 2013-2015

Tactic	Method	Date	Target	Total Cost	Cost/Target
YEAR ONE 2013					
	Newsletter	July 2013	Rural residents (268)	\$187.00	\$0.69 / household
	Website	Regularly		n/a	
YEAR TWO 2014					
	Information sheet	Jan 2014	Yearly calendar	\$3,000	\$0.57/household
	Newspaper	Jan 2014	Advertising	\$2,000	\$0.38/ household
	Newsletter	Jan/June 2014	Business Letter	\$800	\$0.44/business
	Website	Regularly		n/a	
YEAR THREE 2015					
	Information sheet	Jan 2015	Yearly calendar	\$3,000	\$0.57/household
	Newspaper	Jan 2015	Advertising	\$2,000	\$0.38/ household
	Newsletter	Jan/June 2015	Business Letter	\$800	\$0.44/business
	Website	Regularly		n/a	
Total:				\$11,600	

MUNICIPALITÉ DE RUSSELL TOWNSHIP

2015

COLLECTION CALENDAR

JANVIER / JANUARY

FÉVRIER / FEBRUARY

MARS / MARCH

AVRIL / APRIL

MAI / MAY

JUIN / JUNE

JUILLET / JULY

AOÛT / AUGUST

SEPTEMBRE / SEPTEMBER

OCTOBRE / OCTOBER

NOVEMBRE / NOVEMBER

DÉCEMBRE / DECEMBER

LÉGENDE / LEGEND

NOUVEAU / NEW	Journée sans de volée gratuite / Curbside Exchange Day FREE	Grand ménage du printemps / Clean Sweep Day	Jour férié = pas de collecte / Holiday = no pick up
Gros articles 10 \$/article / Large Items \$10/item	Dépôt GRATUIT (Intermex) / FREE of charge (Intermex)	Feuilles et résidus de jardinage / Leaf and yard waste	Collecte reportée / Collection delayed
			Déchets dangereux / Hazardous waste

613 443-5078
publicworks.voirie@russell.ca
www.russell.ca

RESULTS

3.1 Results

Though the communication plan is only in its second year of operation, Township staff are pleased with the improvements that have been observed in the Blue Box program to date. Table 2 below, breaks down the impact of the P&E campaign by comparing key program performance metrics for a 12 month period prior to the implementation of the plan versus a 12 month period following implementation.

Table 2: Tonnes collected before & after promotion and education campaign

	12 mo. Pre	12 mo. Post
Metric Tonnes (MT, Blue Box)	1,293	1,399
Residual	9.8%	7.6%
Kg/household/year	218.81	236.75
Volume (m³)	12,310	13,324
M³/household/year	2.08	2.25
Diverted waste total (tonnes)	2,297	2,628
Volume total (m³)	17,282	22,967
Diverted waste total (%)	22%	27%

In terms of reaching the clearly defined Goals and Objectives of the Township's communication plan for P&E, the results outline in Table 3 clearly identify the success of the plan to date.

1. The 2015 objective of reaching a 15% Blue Box diversion rate has been achieved
2. The 2015 objective of reducing residual to 7% has also been achieved.

Township staff are pleasantly surprised by these improvements in the Blue Box program and are beginning the process of establishing new goals and objectives for the P&E program in order to keep building momentum.

Table 3: Tracking of success in terms of meeting defined Goals and Objectives

Tracking Methodology	DataPoint	2012	2013	Difference
Blue Box marketed materials tonnage	WDO Datacall	1293 t	1400 t	107 t
Blue Box marketed materials diversion	WDO Datacall	12.3%	15%	2.7%
Recycling residual	WDO Datacall	9.8%	7%	2.8%

3.2 Analysis of project

The tactics employed by the Township for this project and the P&E communication plan were very effective at enacting change. The changes to the website had special promotions about what was recyclable and connected with residents about the reduced residual rate that was a big goal. The info guide sent out to all residents includes information on all departments and a dedicated page to garbage and recycling was used well. Next year, it will have a specific focus on the results of the waste audit.

Other deliverables included the letter to residents about the landfill closure, which also included a letter on the importance of diverting waste through a variety of programs offered by the Township; including having a backyard composter for organics diversion. Social media will continue to be a focus to connect with residents, while the newspaper will be used for more recycling announcements this year. The last year it was focused on the landfill closure.

The efforts were effective as the numbers went up across the board. The next steps include conducting a waste audit to identify how much recycling is still going in the waste stream and what recyclable materials are most commonly mistakenly placed in the garbage. Further, staff are focused on engaging more businesses in recycling to promote the IC&I sector. The Township is also considering using a bigger container for recycling collections to promote recycling behaviour and to help handle the more bulky less dense materials that are becoming more common in the waste stream.

Key take aways from this project include how effective placing recycling information in the information guide was as it goes out to every resident. The closing of the landfill was also significant to getting the community to focus more on diversion overall. This was especially true when residents became aware that managing garbage without a landfill would be more costly.

For other municipalities that are looking to undertake similar work, the biggest piece of advice is to hammer home the idea to your residents that your landfill (if you even have one) won't last forever. The idea of "out of sight, out of mind" is frustrating because it doesn't work for the long term. We will need to continue to emphasize this.

2015 COLLECTES D'ORDURES MÉNAGÈRES ET DU RECYCLAGE

LES COLLECTES RÉGULIÈRES

RAPPELS IMPORTANTS

- Déposer les articles destinés à la collecte en bordure de la route avant 7 h.
- La LIMITE DU POIDS d'un sac ou d'un contenant: 125 litres (28 gallons) ou 23 kg (50 livres).
- Un(1) sac ou un(1) contenant à déchets domestiques en bordure de la route sans étiquette est permis **sauf** pour les unités multiples, appartements et commerces*. Chaque sac ou contenant supplémentaire doit être muni d'une étiquette holographique et placée de façon visible pour l'éboueur.
- Les étiquettes holographiques n'ont pas de date d'expiration.
- Les articles destinés au recyclage DOIVENT être déposés dans la boîte bleue ou dans un sac transparent, séparé des ordures ménagères.
- LES JOURS FÉRÉS – Lorsque la collecte coïncide avec un jour férié, IL EST POSSIBLE QUE L'ÉLÉ soit REPORTÉE la journée suivante (SVP, consulter le calendrier ou site Internet).
- LOCATAIRES – Veuillez vous procurer vos 52 étiquettes 2015 auprès de votre propriétaire.

REGULAR CURBSIDE PICK-UPS

IMPORTANT REMINDERS

- Place items for collection at the curb prior to 7:00 a.m.
- Garbage bags or containers MUST NOT EXCEED 125 liter (28 gallons) or 50 lbs (23 kg) each.
- Residents are allowed one (1) bag or one (1) garbage container of regular household waste without a tag per collection **except for multiple units; residential and commercial***. Each additional bag or garbage container must have a holographic tag, placed in a manner which it is easily noticeable at pick-up.
- Holographic tags never expire.
- Recyclable material MUST be separated household waste and placed in blue bins or clear plastic bags.
- STATUTORY HOLIDAYS – When a collection falls on a holiday, the collection MAY BE DELAYED the following day (please refer to the calendar or web site).
- TENANTS – Please obtain your fifty-two (52) 2015 garbage tags from your landlord.

AVIS AUX PROPRIÉTAIRES

*UNITÉS MULTIPLES APARTEMENTS - COMMERCES

Les étiquettes 2014 expirent le 31 décembre 2014.

Vous devez continuer l'utilisation des étiquettes si vous ne possédez pas de conteneur à déchets. Les étiquettes 2015 seront envoyées par la poste en décembre et ne seront valides que jusqu'au 31 décembre 2015. Vous devez remettre une série de 52 étiquettes à chaque unité, appartement ou commerce sous votre gérance. Merci.

*MULTIPLE UNITS RESIDENTIAL - COMMERCIAL

The 2014 tags expire on December 31st, 2014.

Unless you own or rent a dumpster, you will continue using garbage tags in 2015. The 2015 garbage tags will be sent by mail in December 2014 and will expire on December 31st, 2015. Please provide a series of 52 tags to each unit, apartment or business under your management. Thank you.

WASTE MANAGEMENT AND RECYCLING PROGRAMS

SPECIAL COLLECTIONS LES COLLECTES SPÉCIALES

★ HAZARDOUS WASTE DÉCHETS DANGEREUX

MAY 9 MAI 2015

This event is FREE and will occur once a year from 8 a.m. to 2 p.m. at the municipal garage located at 857 Route 400. Please refer to our website for a list of hazardous waste.

Cet événement est GRATUIT et offert une fois par année de 8 h à 14 h au garage municipal situé au 857, Route 400. Vous référer à notre site Internet pour la liste des déchets dangereux.

LARGE ITEMS GROS ARTICLES

MAY 25-29 MAI & OCTOBER 19-23 OCTOBRE 2015

This collection is NOT FREE. The items must be greater than 23 kg or 50 Lbs. This collection will be done on the same day as your regular waste collection. Special tags can be purchased at the Township office at a cost of \$10 and each item must be tagged. You must call the Public Works department at 613-443-5078 one week in advance to schedule your pick-up. Important: Unit containing FRESH (liquid refrigerant) must be drained by a certified technician; otherwise it will not be picked-up.

Cette collecte N'EST PAS gratuite. Elle aura lieu le même jour que votre collecte régulière. Les articles doivent être plus lourds que 23 kg ou 50 lbs. Une étiquette spéciale, on vente à l'office de ville, doivent être apposées au coût de 10 \$ par article. Il est essentiel d'appeler le département des travaux publics 613-443-5078 au moins une semaine à l'avance si vous avez l'intention d'utiliser ce service. IMPORTANT: Voir les appareils contenant du réfrigérant doit être drainé par un technicien certifié, sinon il ne sera pas ramassé.

LEAFS & YARD WASTE FEUILLES ET RÉSIDUS

JUNE 6 JUIN & NOVEMBER 7 NOVEMBRE 2015

This collection is FREE. Yard waste must be packaged in paper bags or in reusable containers. Branches should NOT exceed 1.2 m (4 feet) & 5 cm (2 inches) in diameter. Plastic bags will not be collected with the exception of the BIOSAK. Items must be at the curb prior to 7:00 a.m. In case of rain, please cover the paper bags with a plastic tarp or other. Halloween pumpkins are accepted.

Cette collecte est GRATUITE. Les déchets doivent être placés dans des sacs de papier ou dans des contenants réutilisables avant 7 h. Les branches doivent être attachées en paquet. Le diamètre de chaque branche ne doit PAS dépasser 5 cm (2") par 1.2m (4") de longueur. Les sacs de plastique ne seront pas ramassés, à l'exception des BIOSAK. En cas de pluie, SVP couvrir vos sacs de papier. Les citrouilles d'Halloween sont acceptées.

CLEAN SWEEP DAY MÉNAGE DU PRINTEMPS

APRIL 25 AVRIL 2015

The Township invites the residents to take part in our effort to clean up our community by picking up the waste left from this winter in your neighbourhood and favourite park. Then place your garbage bags on the side of the road, at an intersection. The bags will be collected during the following week. No tags are required for this collection.

La municipalité vous invite à contribuer à l'embellissement de votre communauté en ramassant les ordures qui se sont accumulées durant l'hiver dans votre voisinage ou votre parc préféré. Déposer les sacs d'ordures en bordure de route à une intersection. Les sacs seront ramassés durant la semaine suivante. Aucune étiquette nécessaire.

CURBSIDE EXCHANGE DAYS JOURNÉES DONS DE VOISINAGE

MAY 23 MAI, JULY 18 JUILLET, SEPT. 19 SEPT., OCT. 17 OCT. 2015

Sort and set all your treasures on the curbside (CDs, books, old furniture, small appliances, kitchen gadgets, unwanted gifts, etc.). Identify each of them as FREE for the treasure hunters. At the end of the day, bring any uncollected items back to your home.

Placez tous vos trésors sur le bord du chemin (CD, livres, vieux meubles, petits appareils, ustensiles de cuisine, cadeaux non désirés, etc.) Identifiez-les avec le mot GRATUIT pour les chasseurs de trésors. A la fin de la journée, ramenez tous vos trésors non réclamés!

CHRISTMAS TREES ARBRES DE NOËL

WEEK OF DECEMBER 28 - SEMAINE DU 28 DÉCEMBRE

Christmas trees can be dropped off, at no cost, at the Embarras and Russell areas at each designated area.

Les arbres de Noël peuvent être déposés gratuitement aux endroits désignés aux aires d'Embarras et Russell.