



CIF - Project #532.10

Small Program P&E Project Report

Program Name: Sault North Waste Management Council

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	4533
Households (single family)	4533
Blue Box Tonnage (2012 Datacall)	43.14 tonnes
Municipal Grouping	Rural Collection North
Blue Box Program net cost (2012 Datacall)	\$32927.55
Net Cost/Tonne	\$763.26
Annual P&E Budget	\$3000

1.2 Program Description

The Sault North Waste Management Council's Blue Box Recycling Program began in June 2007 as a monthly, curbside program. The service area for our program is approximately 2400 km². Our service area is not a Municipality, it is comprised of 31 geographic townships. The majority of our service area has Local Services Boards (**LSBs**) that provide some services such as fire protection. To date the recycling program has been funded by partnership agreement with the Ontario Ministry of Natural Resources and grants from a variety of agencies and foundations.

The monthly curbside recycling program involved collecting #1 & #2 plastics and metal cans. The recycling program was divided into 3 routes.

We augmented the program by setting up cardboard collection depots in July 2010. The cardboard collection depots remained in place until February 2012 at which time funding was no longer available.

The Recycling Program is not sustainable if it we continue trying to fund it through grants. Since 2011, the SNWMC has been working extensively to get LSBs to take recycling collection on as a power. If this is successful, the program will become financially sustainable as the LSBs work with the Ministries of Finance and Revenue to have levies put on Provincial Tax Bills.

In 2011, P&E funds were used in part to promote the cardboard recycling depots, and to begin the process of trying to get the LSBs to take on funding the program.

In July 2012, the SNWMC was successful in obtaining a grant from Environment Canada's EcoAction Program to expand the program to a weekly curbside program. Beginning in August 2012, we now pick-up #1 & #2 Plastics + Metal cans one week and Cardboard + Boxboard on the alternate week.

The P&E funds in 2012 & continuing in 2013, have been used to promote the expansion of the recycling program and public education regarding getting the LSBs to take on the power of recycling.

Item	Year 1 (2011)	Year 2 (2012)	Year 3 (2013)
Method of collection (depot or curbside)	Monthly Curbside Collections & Depots	Curbside Depot (Jan-Mar)	Curbside
Single or Multi-Stream	Curbside – Single Stream Depot – Single Stream	Depot – Single Stream Curbside: Jan-Jul – Monthly Single Stream Collections Aug-Dec – Weekly Multi-Stream Collections	Multi-Stream
Targeted materials	Curbside - #1/#2 Plastics, Metals Depot – Corrugated Cardboard	Depot – Corrugated Cardboard Curbside: Jan-Jul - #1/#2 Plastics, Metals Aug-Dec – (Week 1 – Plastics & Metals, Week 2 – Cardboard & Boxboard)	#1/#2 Plastics, Metals, Corrugated Cardboard, Boxboard
Processing arrangement	#1/#2 Plastics, Metals taken to Green Circle Environmental MRF in Sault Ste. Marie Corrugated Cardboard processed by J&B Waste Management in Sault Ste. Marie	Jan-Mar: Corrugated Cardboard from Depots processed by J&B Waste Management in Sault Ste. Marie Jan-May: #1/#2 Plastics, Metals taken to Green Circle Environmental MRF in Sault Ste. Marie Jun-Dec: All recyclables taken to new private recycling plant owned & operated by GT Waste Services, located at the Havilland Waste Disposal Site	All recyclables taken to new private recycling plant owned & operated by GT Waste Services, located at the Havilland Waste Disposal Site

1.3 Promotion & Education Efforts

Planned expenditures:

Year One Tactics (2011)	Budget	Year Two Tactics (2012)	Budget	Year Three Tactics (2013)	Budget
Media Relations	\$500	Billboards/Outdoor Signs	\$1500	Flyers/Stuffers in Other Mailings	\$500
General Information Piece (Brag Sheet)	\$500	Newsletter/E-newsletter	\$1000	Stickers	\$500
Webpage	\$1000	Webpage	\$1000	Webpage	\$1000
E-mail Reminders	\$250	Media Relations	\$500	Media Relations	\$500
Fridge Magnet	\$1500	School Programs	\$1000	School Programs	\$1250
School Programs	\$1250			Social Media/SEM	\$1250
Total Budget Year One:	\$5000	Total Budget Year Two:	\$5000	Total Budget Year Three:	\$5000

2 IMPLEMENTATION

2.1 Goals and Objectives

The specific Blue Box recycling program objectives for SNWMC from the 2011-2013 Blue Box P&E Plan are:

- Increase diversion by 10% - 20% over the next three years. The current marketed blue box recyclables is 37.27 tonnes in 2011, the SNWMC aims to capture 40-45 tonnes by 2013
- Increase participation overall by 10% over the next three years. The annual participation in 2011 was 6895 blueboxes collected. In 2012, 8729 were collected. This is an increase of 27%. The SNWMC anticipates an additional increase of 5% between 2012 and 2013.

2.2 Messages Used

- SNWMC efforts have been successful in achieving the ongoing operation of the waste disposal site
- The goal of SNWMC is to ensure environmentally sustainable and socially responsible waste management options for the Sault North Community.
- Let your voice be heard
- New Plan will divert 125 tonnes of waste in Sault North over the next 5 Years

2.3 Tactics Utilized

Table 2.1: P&E Implementation tactics, targets, and respective costs

Tactic	Method	Date	Target	Total Cost	Cost/target
Year One (2011):					
Website	Website Updates	January – December 2011	382 unique visitors	\$1477	\$3.87
Newsletter	Inserts into Blue Boxes	August 2011	708 households	\$345	\$0.49
Flyers	Inserted into Blue Boxes	January 2011	511 households	\$280	\$0.55
Flyers	Inserted into Blue Boxes	November 2011	509 households	\$313	\$0.61
Survey	Telephone Surveys	Jan-Feb 2011	unknown (due to staff turnover)	\$550	?
Joint LSB Meeting	Meeting	Jun 2011	18	\$1811.15	\$27.78
Joint LSB Meeting	Meeting	Aug 2011	25	\$964.17	\$20
Press Release	Media	Jun 2011	Unknown	\$250	?
Goulais Environmental Days	Community Days event	November 2011	Unknown	\$220	?
Year 1 Total				\$6210.32	
Year Two (2012):					
Website	Website Updates	January – December 2012	Unknown	\$2055	?
Flyers/ Calendars	Inserted into Blue Boxes	April 2012	570	\$110	\$0.193
Flyers/ Calendars	Inserted into Blue Boxes	July/ August 2012	2481 households	\$206	\$0.083
Posters	Posted in Businesses	November 2012	985	\$30	\$0.030
Flyers/ Calendar	Inserted into Blue Boxes	November/ December 2012	750 households	\$585	\$0.78
Facebook Ads	Social Media	November - December 2012	23 new likes	unknown	?
Facebook/ Twitter Updates	Social Media	Ongoing	62	\$90	\$1.45
Meetings with LSBs	Meetings	October/ December 2012	25	\$150	\$6.00
Year 2 Total				\$3226	
Year 3 (2013)					
Flyers	Mailed	February 2013	2620	\$887.05	\$0.34
Posters	Posted on Mailboxes	February/ March 2013	985	\$25	\$0.025
Public Meeting	Meeting	March 2013	15	\$215	\$14.33
Meetings with LSBs	Meetings	February/ May/ June/ July/ August 2013	Not completed yet		
Flyers	Mailed	June 2013	985	90	\$0.09
Public Information Meeting	Meeting	June 2013	25	\$225	\$9
Public Meetings in each LSB area	Meetings (3-4)	July 2013			
Press Release	Press	August – September 2013			

3 RESULTS

3.1 Tracking Methodologies Used

List the tracking methodologies utilized to measure results. Indicate where the data were collected from, and comment on the collection of the data (easy or difficult to obtain, etc.)

Table 3.1: P&E effects tracking methodologies, collection points, and general comments

Tracking Methodology	Data Collection Point	Comment	Quantified By
Tonnage Changes	Collection contractor	Monthly reporting	Monthly reports
Program Participation (Plastics & Metals only)	Collection Contractor records number of stops/blue boxes collected	Monthly Reports	Monthly Reports

3.2 Measured results

Tracking Methodology	Pre (2010)	Post (2012)	Difference
Tonnage Changes	37.27	43.13	5.86 tonnes (15.7% increase)*
Program Participation (Blue boxes collected)	6931	8729	1798 (25.9% increase)**

* Tonnage changes due in part to P&E but also to program expansion in August 2012, impossible to determine what is due to P&E and what is due to program expansion

** Participation increases due in part to P&E but also to program expansion in August 2012, impossible to determine what is due to P&E and what is due to program expansion

3.3 Analysis of program

- Indicate if the efforts were effective (i.e. were the goals and objectives achieved).
 - The goals and objectives of increased diversion and increased participation were achieved. It is difficult to determine what proportion of the increase is simply due to increased P&E and what is due to the expanded program.
 - The goal of increased participation and awareness within the community about SNWMC programs and initiatives is difficult to quantify using the tracking methodologies implemented. It would have required surveys or some other method to quantify this. The Sault North Waste Management

Council has not had the funding or staff to be able to implement these types of methods.

- What were the key take-aways

The key take-aways for us are that we have been focusing more on the people who are already participating (through the use of blue box inserts). We have been surprised at the limited number of people in our service area that still do not know the Sault North Waste Management Council.

In the past year we have been trying to get a greater prominence with the community at large. We have been finding this very difficult as our area is municipally unincorporated and therefore, there is no way to contact all residents/landowners. We are becoming more and more cognizant that a partnership with the LSBs is important as they have access to this important information.

We tried to send notices to all residents as unaddressed ad mail through Canada Post. We believed this would be the best (although a very expensive) way to contact everyone. Unfortunately, the mail did not get to all residents for an unknown reason.

- What would you start (something new), what would you do again, and what would you not do again.

- If a goal is to increase participation & awareness about the Council & it's programs it is important to understand the baseline situation.
- We need to become more tightly connected to the LSBs who have the landowner/resident information that is required to contact all residents.
- We hope that all of the LSBs will be holding public meetings/votes in their areas.