

Final Report

CIF
536.10

McMurrich Monteith
Small Program Promotion and Education Plan



Final Project Report, August 25, 2014

Township of McMurrich/Monteith

CIF Project number 536.10

Acknowledgement:

© 2013 Waste Diversion Ontario and Stewardship Ontario

All rights reserved. No part of this publication may be reproduced, recorded or transmitted in any form or by any means, electronic, mechanical, photographic, sound, magnetic or other, without advance written permission from the owner.

This Project has been delivered with the assistance of Waste Diversion Ontario's Continuous Improvement Fund, a fund financed by Ontario municipalities and stewards of blue box waste in Ontario. Notwithstanding this support, the views expressed are the views of the author(s), and Waste Diversion Ontario and Stewardship Ontario accept no responsibility for these views.

Table of Contents

Executive summary 3

BACKGROUND INFORMATION 4

 1.1 Municipal Information 4

 1.2 Project Description 4

2 IMPLEMENTATION 5

 2.1 Goals and Objectives 5

 2.2 Messages Used and Project Timeline 5

 2.3 Budget 6

3 RESULTS 6

 3.1 Results 6

 3.2 Analysis of project 7

4 Comments 7

Executive summary

In 2013, the Township of McMurrich/Monteith decided to begin an aggressive campaign to increase the lifespan of our landfill by dramatically increasing the amount of recycling that our residents were doing. With financial and technical assistance provided by the Continuous Improvement Fund, we were able to roll-out a Promotion & Education (P&E) campaign to accompany changes in our waste management program.

We began this project by implementing a clear bags program. Our landfill attendants closely monitored what was being thrown out and educated residents on better methods of disposing of their waste while increasing the amount of recyclables diverted from landfill.

At the same time, our P&E campaign included the distribution of recycling magnets and pamphlets for resident ratepayers to further educate them on what they could recycle. The magnets could be placed where residents kept their recycle containers as a positive reminder.

Next, we designed and placed a large 8' x 10' sign at the landfill that visually informed ratepayers what could and could not be recycled.

In 2014, we followed this up by giving out pens that were not only 90% compostable (corn plastic), but contained a scroll inside the pen that could be pulled out to again relay our landfill hours and recyclables.

These methods have given us a very positive feedback from our community members, as they have embraced our goal of creating a cleaning, more sustainable area in which we all can live. With the much appreciated help of the CIF, we were able to increase our blue box diversion 5.2% and we are continuing to improve every month.



For more information on the P&E campaign that is still ongoing in the Township of McMurrich-Monteith or other waste management related activities in this area, please contact

Louise Heintzman

Deputy Clerk / Treasurer

Township of McMurrich-Monteith

(o) 705-685-7901

deputyclerk@mcmurrichmonteith.com

BACKGROUND INFORMATION

1.1 Municipal Information

Population	Permanent – 795 Seasonal – 1500 Total - 2295
Households (single family)	787
Blue Box Tonnage (2012 Datacall)	53
Municipal Grouping	Northern Rural Depot (8)
Blue Box Program net cost (2012 Datacall)	\$60,675
Net cost per tonne	\$1,135
Annual P&E Budget	\$50.00

The Township of McMurrich/Monteith offers a 2-stream depot based recycling program for residents. The depot is located at the Landfill site, 2161 Hwy #518W, Sprucedale, Ontario and is operated by a full-time attendant. A seasonal attendant is hired to assist with the increase of residents during the summer.

Summer Hours: 9-5 Monday, Tuesday, Friday, Saturday and Sundays

Winter Hours: 1-5 p.m. Monday, Tuesday, Friday, Saturday and Sundays

The depot is closed Wednesdays and Thursdays. The township targets the following materials: plastic, aluminum, and metal containers in addition to mixed paper and cardboard. Materials are collected from the depot by BFI, and transported to their depot located at 580 Ecclestone Drive, Bracebridge, Ontario. When the containers are nearly full, the landfill attendant contacts BFI and they come to make a pick-up. BFI charges us \$344.85 per pick-up, per container. Containers and mixed paper and cardboard. Recently, the township moved to a clear bag system in an effort to further reduce the amount of recyclables that end up in the landfill.

1.2 Project Description

The Continuous Improvement Fund provided the Township of McMurrich/Monteith with technical assistance and a grant of \$5,000 which we put towards purchasing 8" x 10" magnets that clearly identified what was recyclable in our program. These large magnets were given to each resident either at the township office or at the landfill site. We also went to clear garbage bags in an effort to further eliminate waste by visually targeting residents who refused to recycle. Residents were further educated in what should be recycled and encouraged to do so. Ad-mails were sent out to explain our recycling program, while an 8' x 10' recycling sign was displayed at our landfill site near the recycling area. These were all efforts that we had not done before, as our previous P&E efforts were mostly limited to a small flyer due to budget restraints.

Overall, this project was created to lift the recycling program out of stagnation and really promote waste diversion around the area. One of the main goals over the next few years is to lower the net cost per tonne to a level consistent with our municipal comparators.

2 IMPLEMENTATION

2.1 Goals and Objectives

1. Increase number of people participating in recycling program; which we believe will be reflected by the number of pick-ups our contractor makes from the depot. We have had 10 pick-ups so far from January 2013 to June 2013. 6 of those were for containers and 4 were for mixed paper and cardboard. We would like to get to 15-17 pick-ups in a 6 month period.

2. Increase tonnage of recyclables. 2011 we collected 50 tons. The township has set the objective to increase this amount to 75 tons by 2015; a 50% increase.

3. Decrease the net cost/tonne associated with the Townships recycling program. The current (2012) net cost per tonne is \$1035/MT; we aim to decrease this to approximately \$800/tonne (a decrease of approximately 20%) by the year end 2015. Our focus will be on increasing the amount of material captured by our depot program and controlling costs to manage this materiel.

2.2 Messages Used and Project Timeline

Our message is visual. From the large sign at our landfill site, that shows pictures to residents of what is recyclable, to ad-mail advertising, and last month we began giving our pens that have a built in banner that pulls out to again explain our recycling initiatives.

Table 2.1: Tactics Implementation Schedule

Task	Description	Person Responsible	Timeline
Order Magnets	Magnets to be given out at landfill site and at township office	Louise	August 2013
Pens	Pens to be given out at landfill site and at township office	Louise	August 2014
Ad-Mail	Flyer to be sent out with weekly newspaper	Louise	August of each year
Signage	Signs to be ordered and posted at the landfill site	Louise	August 2013

2.3 Budget

Table 2.3: P&E Implementation tactics, timeline, and respective costs

Year 1 - Tactics	Budget	Year 2 - Tactics	Budget	Year 3 - Tactics	Budget
Magnets for site near residents garbage containers	\$2,014.84				
Ad-Mail	55.00	flyers	\$55.00	flyers	\$55.00
Seasonal Newsletter		Seasonal newsletter		Seasonal newsletter	
8' x 10' Recycling sign for landfill	\$1,014.00	Pens	\$1,396.00	Highway Sign	\$400.00
2' x 4' clear bags only sign	\$80.00				
Total Budget Year One:	\$3,163.84	Total Budget Year Two:	\$1,451.00	Total Budget Year Three:	\$455.00

3 RESULTS

3.1 Results

We have increased our total tonnes collected from 50 tonnes in 2011 to 61.05 in 2012 to 81.08 tons in 2013. In 2013, the blue box diversion rate was 24.6%, while in 2011 this was 19.4%, a 5.2% increase in one year that included this P&E and clear bags for garbage. Thus, we have already achieved objective #2 stated above, by surpassing the 75 metric tonnes of recyclables collected. This program has been very successful so far and will only get better.

Participation wasn't measured as such but it has increased. This will be a focus over the next two years of the program as set out rates will be measured during the fall for residents who receive curbside collection of recyclables.

Furthermore, we are making steps towards meeting the third goal and objective in our communication plan, as net cost per tonne is also decreasing. In 2011 we paid \$1,222/MT, in 2012 we paid \$1,135/MT, and in 2013 our preliminary calculations suggest we will pay \$700/MT for recycling (a result of our tonnage increasing substantially). With a continued increase in our tonnage, and a focus on managing costs, we anticipate the net cost per tonne and our position relative to other municipal group 8 comparators will continue to improve.

3.2 Analysis of project

The deliverables ended up being very effective across the board, as the educational packages that were given to residents at the landfill and township office was well received. Handing out packages at both of these locations was an effective way to target seasonal populations as well as visiting these locations led to teachable moments. These educational packages contained a clear bag, information on sorting and magnets. This was also followed up with ad mail, which again informed residents of the impact of their choices and helped to further solidify the message.

Overall, the efforts were very effective as they promoted both the recycling program and the clear bag program, both of which helped the other be more effective (less garbage leads to more recycling). At first, people didn't like the clear bags but this has subsided over the summer.

Another reason the P&E was so effective was the landfill attendants that have been given training and have turned into committed ambassadors for the recycling program. They speak with residents whenever they come in and show them how much an average garbage bag can be reduced if all of the recyclable material is diverted.

The key takeaways from this program are:

- a) Using clear bags for garbage is a very effective way to increase recycling, as residents see what they are throwing out and are much more aware of how much an average garbage bag can be reduced.
- b) Staggering P&E initiatives rather than using all of them at once is effective as it gives residents the chance to ask questions while it is on their mind.
- c) Signage is particularly helpful at getting residents to recycle properly. In 2015, we will set up signage at the landfill gate. I believe this will further encourage residents to recycle as they will remember better the more the message is repeated.

Our main advice for other programs would be in utilizing P&E materials that residents will use, such as magnets and pens, as a way to catch their attention. We have had a wonderful response to our signage program, as everyone comments on how easy it is now that they have the magnet and/or pens to visually direct them on our recycling requirements.

Otherwise, the clear bags should be an initiative of all municipalities that want to get serious about waste diversion. It is already having significant effects on our program and it is only a year old.

4 Comments

We are very appreciative of the Continuous Improvement Fund making this available to our residents. This is ensuring that our landfill site will still be usable for many more years to come.