



CIF - Project # 546.10

Small Program P&E Project Report

Program Name: Town of Mono
Blue Box P & E Communications Plan

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1 BACKGROUND INFORMATION

1.1 Municipal Information

| | |
|---|-----------------|
| Population | 8204 |
| Households (single family) | 2881 |
| Blue Box Tonnage (2012 Datacall) | 682 |
| Municipal Grouping | 7 |
| Blue Box Program net cost (2012 Datacall) | \$161,320.43 |
| Net Cost / Tonne | \$236.66 /tonne |
| Annual P&E Budget | \$2000 |

1.2 Program Description

The municipality of The Town of Mono provided residents with Single Stream Recycling through depot and curbside recyclable collections. The depot is located at the Town of Mono's Landfill Site and is manned by three municipal workers and is open to the public on Saturdays from 8 am to 4 pm. The Town of Mono targeted the following materials: pop cans and water bottles.

A series of waste audits and participation studies completed in 2007 & 2010 identified the areas of opportunity for increasing the performance of the Town of Mono's Blue Box program. Program participation and contamination were the primary areas targeted. A communication plan was created in the spring of 2011 to promote and educate residents about the Town's recycling collection program. A follow up evaluation was planned and executed in the late summer of 2011.

1.3 Program Directions

The Town of Mono managed waste services for residents until May 2013. In June of 2013, the County of Dufferin assumed management of waste services for the Town of Mono and seven other municipalities within the County. The key learnings from this project were disseminated from Town to County staff at the time waste management services exchanged hands.

2 IMPLEMENTATION

2.1 Goals and Objectives

1. Increase participation in the curbside collection of recyclables. The 2010 participation study identified that 82% of the municipality's residents regularly participate in recycling. The objective has been set to increase the participation rate to 92%, a ten percent increase, by August 2011.
2. Increase participation in the Thursday collection area. The 2010 participation study identified that the Thursday collection area had the lowest participation rate, estimated at 68%, in comparison to other collection areas. The objective has been set to increase the participation rate in this specific area to 78%, a ten percent increase, by August 2011.
3. Decrease contamination of recyclables in the waste stream. The County of Dufferin waste audits completed in 2007 identified 62 kg (10%) out of the total of 647 kg of garbage to contain plastic bottles and other recyclable containers in the garbage stream. Plastic bottles were identified as a specific target for diversion, as the auditors noted an unusually high amount in the was stream and that these low density materials take up valuable space in the landfill. The objective has been set to decrease this contamination of the waste stream by 10% in 2012.

2.2 Messages Used

The key message used in branding the information sent out to residents was
RECYCLING IS SMART AND EASY

2.3 Tactics Utilized

| Internal Communications Strategies | | | |
|--|--|---------------|-----------------------|
| Tactic | Details and Action | Timing | Estimated Cost |
| Driver Communication | <ul style="list-style-type: none">• Communicate our strategies to the collection drivers so they are able to inform residents, as well as answer any questions the residents may have. | Ongoing | N/A |
| Contractor Call in Centre Communication | <ul style="list-style-type: none">• Notify contractors of upcoming survey and our recycling goals. | May 2011 | N/A |
| Staff Who Answer Phones | <ul style="list-style-type: none">• Inform staff of the communication plan strategies so they can relay the information to callers. | Ongoing | N/A |

External Communication Strategies

| Tactic | Details and Action | Timing | Estimated Cost |
|--------------------------------------|--|---|---|
| Survey | <ul style="list-style-type: none"> • Create and distribute a recycling survey to the "Thursday" residents (enclosing a pre-paid return envelope) Identify who is recycling, and what they are recycling to determine a course of action to increase the participation level of residents | <p>May 2011- June 2011 (approx. 4 weeks)</p> <p>*2 weeks to send and receive survey</p> <p>*2 weeks to analyze data</p> | <p>366 households \$ 0.60 x 366 = \$241.56 plus prepaid costs \$0.60 X 366 = \$241.56 Survey Prep/review 40hrs*\$20=\$800 Total=\$883.12</p> |
| Outreach at Landfill Site | <ul style="list-style-type: none"> • Will educate residents in person about acceptable recycling materials • Will answer other concerns regarding recycling and the survey sent out. | Summer 2011 | <p>16 hrs*\$20 =\$320</p> |
| Recycling Brochures at Landfill Site | <ul style="list-style-type: none"> • Will provide brochures regarding recycling information, including what can/cannot be recycled. | Summer 2011 | <p>Brochure Prep. 40hrs*\$20=\$800</p> |
| Blue Box Brochure | <ul style="list-style-type: none"> • Promote the ease of recycling • lists the acceptable materials and also encourages residents to recycle because it is easy | June to July 2011 Entire Town Mailout | <p>2418 households Brochure Prep. 40hrs*\$20=\$800 Printer Cost \$728.00 Plus postage 2418x.60=\$1451 Total=\$ 2979.00</p> |

| | | | |
|--|--|--|--|
| <p>Newspaper Advertisements</p> | <ul style="list-style-type: none"> Free ad space will be provided via our partnership with the Ontario Community Newspaper Association. This space will be used to inform residents of our recycling program and initiatives. It will include the materials accepted in the blue box and the products they will be recycled into. | <p>Periodically between June 2011 and October 2011</p> | <p>\$0</p> |
| <p>Calendars</p> | <ul style="list-style-type: none"> Add a "Did you Know" recycling fact column on the back of the yearly Collection Schedule Calendar | <p>2012 Calendars</p> | <p>Calendar Prep. 40hrs*\$20=\$800</p> |
| <p>Internet (Social Networking and other media)</p> | <ul style="list-style-type: none"> Design a web page to be linked to the Town of Mono website. This will be used to inform and educate residents about recycling programs and events available to them | <p>Continual updates to keep information current</p> | <p>\$0</p> |

3 RESULTS

3.1 Tracking Methodologies Used

The Town of Mono completed a participation study and follow up surveys June to August 2011 after the communication plan was implemented. The evaluations were completed by municipal staff.

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

| Tracking Methodology | Collection Point | Comment | Quantified by |
|----------------------|------------------|--------------------------------------|---------------------------|
| Participation Study | Drive by | 4 week study – July 18 – Aug 12 2011 | M. Dunmore – Town of Mono |
| Follow-up Survey | Mail out | To Thursday residents | M. Dunmore – Town of Mono |
| Contamination | Curbside | Random collection | County of Dufferin |

3.2 Measured results

The follow-up evaluations were utilized to evaluate the success of the Town’s communication plan strategy. The primary goals of the plan were to increase participation and decrease contamination in the recycling program.

Table 3.2: P&E tracking, measures, goals & objectives, and comments

| Tracking Methodology | Pre | Post | Goal | Notes |
|--|-----|-------|------|--|
| Participation Study – Whole program | 82% | 88.5% | 92% | Even though we didn’t achieve 10% the overall participation is excellent |
| Participation Study – Thursday Collections | 68% | 83.2% | 78% | The targeted area achieved excellent results |
| Contamination | 10% | 10%* | 10% | *County of Dufferin Waste survey 2012 |

3.3 Analysis of program

A recycling survey was completed prior to the implementation of this project. The survey identified who was recycling and what materials residents were aware of in the recycling program. A key point that was observed is that when residents receive direct mailings of brochures they are more apt to read them. Thus, the newsletter/brochures distributed to residents were a direct mailing. The focus of this information was the message “Recycling is Smart and Easy”.

The communication plan focused on three primary goals: 1) increasing participation in the recycling program, 2) increasing participation in the Thursday pickup group, and 3) decrease the contamination rate of recyclables in the garbage stream

The objective of the first goal was to increase recycling program's participation rate to 92%, a ten percent increase, by August 2011. The recycling program's participation rate at the interim date of this report was estimated at 88.5%, an increase of 6.5 percent. Staff feels the communication campaign was a success, though the objective was not met, and will continue to strive towards 100% participation in blue box diversion programming. The Thursday collection area was singled out as a low performer in the Town's blue box recycling program. The objective was set to increase the participation rate in this specific area to 78%, a ten percent increase, by August 2011.

The final goal of this communication plan was to decrease contamination of recyclables in the waste stream. The objective has been set to decrease this contamination of the waste stream to 9% in 2012. The County of Dufferin waste audit results from 2012 identified contamination of recyclables in the waste stream at 10%. No change had occurred. Communication strategies will need to be refined if further progress is to be made in this regard. It is important to note that the Town of Mono is the leader in contamination of recyclables in the waste stream in comparison to the other 7 municipalities in the County of Dufferin. Town staff are committed to maximizing the diversion of recyclables from the waste stream into the blue box program and are striving towards a contamination rate of less than 10%.

This was the final communication plan created by the Town of Mono. Management of waste services was transferred to the County of Dufferin, June of 2013.