



COMMUNICATIONS PLAN

CIF PROJECT: 553.10

TOWNSHIP OF KILLALOE, HAGARTY AND RICHARDS

COUNTY OF RENFREW, ONTARIO

Prepared for:

THE CORPORATION OF THE TOWNSHIP OF KILLALOE, HAGARTY AND RICHARDS

June 16, 2014

Greenview File: 107.13.005



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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.



EXECUTIVE SUMMARY

The Township of Killaloe, Hagarty and Richards provides residents with two stream recycling through two depot sites and curbside collection in the Village of Killaloe. The depot recycling is self-served with an attendant(s) on-site for both waste and recycling operations.

The municipality deemed Blue Box recycling an area for improvement and set several goals for their waste diversion program for 2013. These included increasing the cost of residential and commercial bag tags, implementing a clear bag policy for all waste which would help to mitigate the disposal of recyclable and organic material in the Blue Box stream, and ensuring that residents were more aware of the opportunity and responsibility to recycle Blue Box recyclable products at their local depots.

These changes, along with a 2013 Promotion and Education package for municipal ratepayers, inclusive of magnets, a waste management guide, a pull-out sorting guide, and other materials, were part of a strategy to ensure residents were more aware of how to divert their waste. It was anticipated that these efforts would lead to increased tonnage and waste diversion of Blue Box recyclables.

The goals and objectives of this project were to increase Blue Box tonnage from 155 tonnes in 2011 to 170 tonnes in 2014 (a 10% increase) and to increase the Blue Box Diversion Rate from 22%, based on the submitted 2011 Waste Diversion Ontario Datacall, by 2% each year for an overall increase to 28% by the end of 2014.

Based on the results of the submitted 2013 Waste Diversion Ontario Datacall, in 2013 the Township increased the net residential tonnes marketed of Blue Box recyclables to 179 tonnes and the Blue Box Diversion Rate to 28%, pre-emptively meeting the 2014 goals.

Upon review of the successes of the project, the 2013 Promotion and Education package distributed to municipal ratepayers proved to be effective in promoting Blue Box recyclable diversion. In future, the municipality could specifically target its Promotion and Education materials to particular aspects of the Blue Box program; anticipated Blue Box Diversion growth could be attained with a focus on fibre-based Blue Box materials and reduced burning of fibre products as part of residential heating (i.e woodstoves, etc.). It would be recommended to similar municipalities that effective communication with respect to “Clear Bag” policies and implementation of “Pay as You Throw” programs for waste can have a very beneficial impact on a municipality’s Blue Box Diversion Rate.

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1.0 BACKGROUND INFORMATION

1.1 MUNICIPAL INFORMATION

The Township of Killaloe, Hagarty and Richards (Township) provides residents with two-stream Blue Box recycling through two depot sites at Killaloe and Round Lake sites and curbside collection in the Village of Killaloe which includes 323 single family households and one multi-family household. The depot recycling is self-served with an attendant(s) on-site for both landfill and recycling operations. The Township targets the following Blue Box materials: containers such as plastics 1-7, polystyrene, plastic film, steel, aluminum and fibres such as polycoat, tetra packs, office and mixed paper, cardboard, and boxboard.

Collection of recyclable materials is completed by Beaumen Waste Management on a cost per load basis (\$200-300 per container pickup). There is no revenue sharing agreement in place between the municipality and Beaumen Waste Management.

1.2 PROJECT DESCRIPTION

Prior to this project, the Township operated a Blue Box recycling program that had remained unchanged for some time and residential participation was generally consistent year-to-year. The municipality deemed Blue Box recycling an area for improvement and set several goals for their waste diversion program for 2013. These included increasing the cost of residential and commercial waste bag tags, implementing a clear bag policy for all waste which would help to mitigate the disposal of recyclable and organic material in the Blue Box stream, and ensuring that residents were more aware of the opportunity and responsibility to recycle Blue Box recyclable products at their local depots.

These changes, along with a 2013 Promotion and Education (P&E) package for municipal ratepayers, inclusive of magnets, a waste management guide, a pull-out sorting guide, and other materials, were part of a strategy to ensure residents were more aware of how to divert their waste. It was anticipated that this would lead to increased tonnage and waste diversion of Blue Box materials within the municipality.

2.0 IMPLEMENTATION

The following sections describe the goals, objectives, and implementation schedule for the Communications Plan for the Township:

2.1 GOALS AND OBJECTIVES

The goals and objectives of this project were to:

1. Increase Blue Box tonnage: 155 tonnes in 2011 to 170 tonnes in 2014, a 10% increase.
2. Increase Blue Box diversion: The Blue Box Diversion Rate for the Township in 2011 was 22%, based on the submitted 2011 WDO Datacall. The goal was to increase the diversion rate by 2% each year for an overall increase to 28% by the end of 2014.

2.2 IMPLEMENTATION SCHEDULE

The Township was targeted to all residents of Killaloe, Hagarty and Richards, as the depots are the main focus of the plan to increase Blue Box diversion. The curbside program in the Village of Killaloe also received P&E related to the changes in their programming. The key messages utilized in the P&E campaign were:

1. "Naturally spirited" was the main message for the Township as a whole, and was used to promote the idea that diverting waste through the Blue Box recycling program would help the Township and the surrounding environment.
2. Recycling is the fastest way to positively impact the environment. It only requires sorting waste and recyclables at the location of generation (i.e. households, etc.).
3. Blue Box recycling, increased waste bag tag costs, and the clear bag system was anticipated to increase waste diversion within the Municipality.

Flyers and brochures are produced to regularly communicate upcoming events or program changes to residents. The flyers and brochures were distributed by waste depot attendants to residents and mailed out as part of tax bills.

Magnets were sent out in 2013 to act as a permanent reminder of the recycling program and the program's contact information.

The sorting guide identified what materials are and are not accepted at the depots, along with identifying depot hours and tips on how to properly recycle.

Site signage at the two depots was installed in 2013 to ensure residents know where and what is recyclable

at the depot and to increase the tonnage received at the sites. These signs clearly defined the sorting requirements, and contained visual (i.e. pictures) and text-based components.

Website notices were updated by municipal staff to ensure that residents knew about how the program was going and what changes they could make to increase their recycling. The website notices also informed residents of any recycling changes.

Table 1: Staffing resources allocated to development and distribution of P&E materials

Task	Description	Person Responsible	Timeline
Magnets	Develop the design and order the magnets	Lorna	December 2012
Sorting Guide	Make adjustments to the guide based on feedback	Lorna	Spring each year
Signage	Creating and installing signs at the recycling depot	Lorna, Susan	Summer 2014
Website Updates	Inform residents of program changes, etc.	Lorna, Susan	Ongoing

2.3 BUDGET

The following details outline the planned P&E expenditures for the Township from December 2012 to December 2015:

Table 2: Outline of Planned P&E Expenditures (December 2012 to December 2015)

Tactic	Method	Date	Target	Total Cost	Cost/Target
<i>YEAR ONE - 2013</i>					
Waste Management and Recycling Guide	Mailout as part of a P&E package	January 2013	1,646 Households	\$1000	\$0.61/household
Magnets	Mailout as part of a P&E package	January 2013	1,646 Households	\$2500	\$0.67/household
Sorting Brochure	Mailout as part of a P&E package	January 2013	1,646 Households	\$1000	\$0.61/household
Website Notices	Informing residents of changes to the program	Ongoing throughout year	All residents	N/A	N/A
<i>YEAR TWO - 2014</i>					
Site Signage	Design and installation of signage at two depots	Spring 2014	All depot participants	\$500	N/A
Sorting Brochure	Mailout as part of a P&E package	Summer 2014	1,646 Households	\$1000	\$0.61/household
Website Notices	Informing residents of changes to the program	Ongoing throughout year	All residents	N/A	N/A
<i>YEAR THREE - 2015</i>					
Sorting Brochure	Mailout as part of a P&E package	Summer 2014	1,646 Households	\$1000	\$0.61/household
Website Notices	Informing residents of changes to the program	Ongoing throughout year	All residents	N/A	N/A
			TOTAL:	\$7000	\$3.11/resident

3.0 RESULTS

The following are the interpreted results with respect to the impact of the promotional and educational improvements implemented by the Township, as described in Section 1.2 of this report, as of the end of 2013:

3.1 RESULTS

The following table identifies the positive changes in the annual tonnages and Blue Box Diversion Rate for the Township from 2012 to 2013, following the initiation of the Communications Plan:

Table 3: Progress Annual Tonnage and Blue Box Diversion Rate

Tracking Methodology	Data Collection Point	Timeline	2011	2012	Goal (2015)	Actual Progress (2013)
Tonnage ¹	Contractor, scales, etc	Annually	155 tonnes	155 tonnes	170 tonnes	179 tonnes ³
Blue Box Diversion Rate ²	Contractor, WDO Datacall	Annually	22%	21%	28%	28% ³

Notes:

1. Net Residential Marketed Tonnes, from respective annual WDO Datacalls.
2. Blue Box Diversion Rate equals Net Residential Marketed Tonnes divided by the Total Waste Generated, per annual WDO Datacalls.
3. 2013 Net Residential Marketed Tonnes of Blue Box recyclables and 2013 Residential Waste Generated data from submitted 2013 Waste Diversion Ontario (WDO) Datacall, and are subject to review and approval of WDO.

These results were measured through the information found in the 2011, 2012 and 2013 WDO Datacalls for the Township of Killaloe, Hagarty, and Richards. They were easy to collect and compare with previous years, and showed the improvements that were made.

3.2 ANALYSIS OF PROJECT

Overall, the first year of the communication plan has helped to successfully increase the Blue Box recycling tonnages collected through the depots and the curbside program. The extra promotion of the program was

very effective at increasing the awareness of Blue Box recycling and helped to show why waste diversion is so important.

Breakdown of Deliverables

- The most effective deliverables were sending the magnets and the Waste Management and Recycling Guide to all residents through the 2013's P&E package. This ensured that residents were aware of the importance of recycling, especially since the implementation of a clear bag policy in 2013 put pressure on all ratepayers to effectively sort their Blue Box recyclables and remove them from the waste stream.
- Other deliverables have included website notices, which have been successful at informing the public of necessary changes along with helpful recycling tips, and mailing out a sorting guide brochure, which showed residents how to sort their Blue Box materials properly, what materials can and cannot be collected, and stated the hours the recycling depots were open to the public.
- Effective communication to ratepayers of the change (increase) in bag tag costs assisted in increasing Blue Box recycling tonnages in 2013, in addition to the significant increase in household organics diversion.

Effectiveness of P&E Tactics

- The deliverables were interpreted to be effective at increasing the Blue Box recycling tonnage and Blue Box Diversion Rate, and the end goal for tonnages and Blue Box Diversion Rate have already reached the 2015 goals (see above).
- The deliverables appear to have been effective at reaching the majority of municipal ratepayers, and the increased tonnages of Blue Box recycling materials in 2013 suggest that ratepayer buy-in was achieved.

Key Take-Aways

- The municipality needs to focus on more objectives to have a more effective program. This could include reducing contamination, increasing participation, or targeting specific materials that aren't being recycled by residents. Through the use of tactics such as waste audits, hosting recycling open houses, participating at community events, and sending out inventive P&E materials such as calendars, the Township could possibly divert even more Blue Box recyclables from the waste stream.
- A focus of P&E efforts in future years on the diversion of mixed fibres and old corrugated cardboard (OCC) may present an opportunity to further increase the Township's Blue Box Diversion Rate.

This may require persuading rural households which use wood-burning stoves (or equivalent) to burn less paper products and the advantages of recycling fibre-based materials.

- The observed increases in household organics diversion from 2012 to 2013 (11.91 to 33.46 tonnes) indicate that there is considerable household organics waste available to divert from the waste stream. Continued increases in household organics diversion will assist in reducing the tonnage of waste sent to landfill.

Advice for Similar Municipalities

- The biggest advice would be to set attainable goals that target observed and municipally-specific issues and opportunities with the Blue Box recycling program.
- Instituting a “Clear Bag” policy for waste is a very effective initiative to improve waste diversion and put the onus on ratepayers to more effectively sort Blue Box recyclables from the waste stream.
- Instituting a “Pay as You Throw” (i.e. bag tags, etc.) program appears to effectively promote additional waste diversion practices amongst ratepayers, and can have a positive effect on diverted Blue Box recyclables and household organics tonnages.
- It is important to discuss regional municipal successes in Blue Box recycling and diversion. Adjacent municipalities, especially in rural areas of Ontario, can provide valuable insight into programs and/or initiatives that have a high chance of success.

4.0 CLOSING

Greenview has prepared this *Communications Plan* on behalf of the Township of Killaloe, Hagarty, and Richards in accordance and with assistance from CIF and their guidelines, to document the results of the promotion and education initiatives completed by the Township of Killaloe, Hagarty, and Richards.

This report is governed by the attached statement of service conditions and limitations (Appendix A).

All respectfully submitted by,

GREENVIEW ENVIRONMENTAL MANAGEMENT LIMITED



Dan Hagan, B.Sc.
Project Manager / Geologist

APPENDIX A

STATEMENT OF SERVICE CONDITIONS AND LIMITATIONS



GREENVIEW ENVIRONMENTAL MANAGEMENT LIMITED - STATEMENT OF SERVICE CONDITIONS AND LIMITATIONS

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