

Final Report

CIF #557.10

The Township of North Glengarry Small Program P&E Plan Implementation



**North Glengarry
R.A.R.E.
you can Recycle**

METAL 

**MILK & JUICE
CARTONS** 

GLASS 

PAPER 

PLASTIC 

CARDBOARD 

www.northglengarry.ca



Final Project Report, June 29, 2015
The Township of North Glengarry
CIF Project #557.10

Acknowledgement:

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Executive summary

This is a summary report of a project implemented by the Township of North Glengarry between April 2014 and December 31, 2016. The project goals was to increase tonnage of blue box materials through the recycling program, increase the diversion rate, decrease contamination at the Material Recovery Facility and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (WDO – CIF) provided financial and technical assistance in completing the project.

In April of 2014, the Township of North Glengarry created and began implementation of a communication plan for the Blue Box recycling program. During the first year of implementation, the municipality implemented the following promotional & educational (P&E) tactics:

- Recycling Information Flyers to be used in tax bills, and other mailings
- Contamination stickers for rejected curbside blue boxes
- Public space advertising
- Social media outreach

In order to assess the impacts of P&E activities, the Township of North Glengarry focussed on measuring and monitoring the tonnage of Blue Box materials processed along with contamination rates at the MRF.

As of the date of this report, the impacts of the communication plan implementation are the following:

- Blue box tonnage for 2014 was 938 MT, a decrease of 78 MT from the 2013 baseline year. The decrease is a result in mechanical breakdowns at the MRF, which saw one month of material from 2014 processed in 2015. As of June 2015, we have processed 445.6 MT.
- Contamination rates in 2014 decreased to 8.79%, a difference of 1.04% from 2013 contamination rates.

The municipality plans to continue with the remaining tactics and monitoring end results. As of the date of this report, we observed that goals specific for increased diversion has exceeded our goal for 2016 as outlined in the 2012 Communications Plan. It is also important to note, that contamination at the MRF has dropped, and we have almost met our 2016 goal.

For further information about this project, please contact:

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1 PROJECT INFORMATION

1.1 Municipal Information

Population	10,251
Households (single family)	4,543
<i>Multi Res Households</i>	150
Blue Box Tonnage (2013 Datacall)	1,016
Municipal Grouping	Rural Collection – South (7)
Blue Box Program net cost (2012 Datacall)	\$383,359
Net cost per tonne	\$377
Annual P&E Budget	\$5,000

The Township of North Glengarry provides residents with single stream recycling through curbside recyclable collections. The Township of North Glengarry targets the following materials: newspaper, household fine paper, corrugated cardboard, aluminum cans, aluminum foil, steel cans, PETE bottles & clamshells, HDPE Containers, other bottles, plastic film, tubs & lids, clear & coloured glass, and wine/spirit containers for bottle return. Collection of recyclable materials is completed by GRS, on a contract rate. The Township of North Glengarry owns the MRF, and revenue helps to pay the costs of the recycling program. Revenue is not shared with the other municipalities that use the MRF.

1.2 Project Description

The Continuous Improvement Fund provided the Township of North Glengarry with technical assistance and a grant of \$5,000 for the development of a communication plan for promotion and education of the Blue Box program and the implementation of P&E tactics.

The Township of North Glengarry receives high contamination at the MRF from its collection contractor, and residents for a variety of reasons; 1) the waste contractor operates a split truck where 60% of its volume is dedicated to garbage, and 40% is dedicated to recycling. When the garbage is too full, the contractor overloads it into the recycling section; and 2) with the two-bag garbage limit for garbage, it is suspected residents are throwing additional garbage into their blue boxes.

The project was established to reduce this contamination, while at the same time increase the diversion rate, and marketed tonnes.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase the tonnage of Blue Box materials: The marketed blue box tonnage in 2012 was 1,016 metric tonnes. The goal for 2016 was to increase this by 10% to 1,100 metric tonnes. Tonnage is calculated from weigh bills provided to staff from the processing contractor. This statistic is compiled annually by staff during the WDO datacall submission process.

Increase diversion rate over 2012 levels: The blue box diversion rate was 26.5% in 2012. The goal for 2016 was to increase this by 9% to 35%. Staff estimate the diversion rate by dividing the number of tonnes marketed through the Blue Box recycling program by the assumed generation rate of municipal solid waste from residences in the North Glengarry service area. Staff calculates this statistic annually during the WDO datacall submission process.

Decrease Contamination: Contamination at the MRF in 2012 was 9.6%. The goal is to decrease this number to 8.6% by 2016. Contamination is measured as the amount (tonnes) of residual sent to landfill from the MRF divided by the amount (tonnes) of incoming material (incoming material = material sent to markets + residual). A decrease in contamination at the MRF indicates: 1) residents are placing the 'right' materials in their Blue Boxes & 2) the collection contractor is appropriately monitoring material picked up curbside.

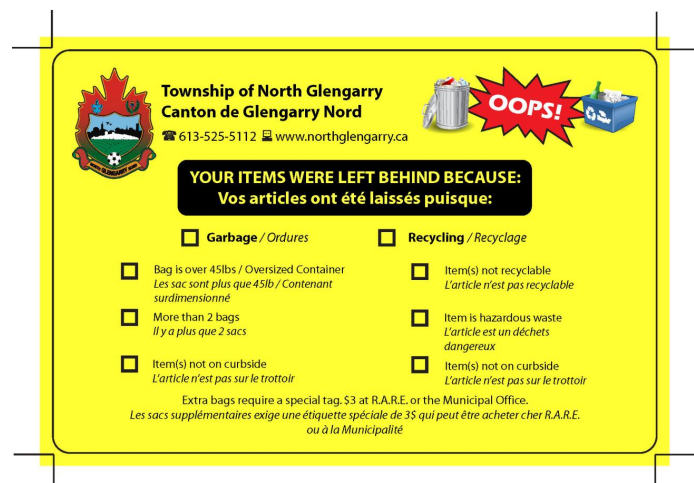
Increase Participation: The Township of North Glengarry will establish a setout rate to determine participation levels. Using this as a baseline, will then work to increase participation by 5% by the end of 2016.

2.2 Messages Used

- You Can Recycle
- You Can't Recycle
- Oops!

2.3 Target audiences

The P&E plan targeted all ratepayers within the Township of North Glengarry, due to the general information to be communicated.



2.4 Tactics Utilized and Established Timelines

Table 1: P&E Implementation tactics, targets, and respective costs

TACTIC	METHOD & DESCRIPTION	DATE	TARGET	TOTAL COST
Year One - 2014				
Flyers	Mail w/Taxes	June 2014	4543 Households	\$750
Contamination stickers	Place on blue box contamination	Start 2014 - ongoing	4543 Households	\$867.39
Social media outreach	Twp Facebook page & website	Ongoing	All residents	\$0
Public Placement Video Screens	3 rotating messages on 4 video screens - restaurants & Home Hardware store. 1 year contract	September 2014	All residents	\$508.50
Flyers	"what to recycle & what not to recycle". Bilingual flyers. Mail drop to all households. Cost includes postage	April 2014	4543 Households	\$1,104.45
Year Two - 2015				
Ad Placement in CHEO magazine	Advertisement	January 2015	Eastern Ontario	\$310.75
Outreach to Schools	Live presentation w/ 2 brochure handouts to bring home. Handouts were "what to recycle" and "what happens to recycled material". * OT for presenter & misc. expenses	March 30, 2015 April 1, 2014 April 20, 2015	Scout troop (Lancaster, ON) Cub pack (Maxville ON) Cub Pack (Vankleek Hill)	\$300*
CNA/OCNA	Local newspaper. Met with Advertising Manager of local weekly newspaper. Planning 3 ads to start summer 2015.	Summer 2015, also, Oct & Dec 2015	6,000 Subscribers	TBD
Trade Show	Blue Box Guide & staff present at trade show to answer questions. Hand out at Trade Show. Costs for guide accounted for above. Staff time.	May 1-3, 2015	Estimated attendance 250	Internal
Public Placement Video Screens	3 rotating messages on 4 video screens - restaurants & Home Hardware store. 1 year contract ends Sept 2015	Sept. 2014	All residents	Paid in 2014
Public Placement Ad on area map	Map is available on a rack and to handout at local twp facilities, incl. twp office & at trade shows, etc.	2015-2016 local area map	All residents & visitors.	\$446.35
Flyers	"what to recycle & what not to recycle". Bilingual flyers. Mail Drop. *Cost estimated based on 2014 expense.	October 2015	4543 Households	\$1,104.45*

3 RESULTS

3.1 Results

In order to measure the effectiveness of this campaign, the Township of North Glengarry focussed their tracking efforts on marketed tonnes, annual blue box diversion rate, and contamination rate at the MRF

Table 2: Measuring and Monitoring activities of Blue Box recycling program

Measure	2013	2014	2015 (Dec-June)	Goal
Tonnes	1,106 MT	938 MT	445.6 MT	1,100 MT
Diversion Rate	41.84%	TBD	TBD	35% by 2016
Contamination Rate	9.83%	8.79%	TBD	8.6%

The amount of material marketed during 2013 was 1,106 metric tonnes, effectively exceeding our goal to increase this amount to 1,100 metric tonnes by 2016. As of yearend 2014, metric tonnage was down to 938 metric tonnes. This decline is attributed to mechanical failure as previously noted which reduced the tonnes of material sent to market.

The diversion rate for 2013 was 41.84%, effectively exceeding our goal to increase this to 23% in 2016. The diversion rate from 2014 has not yet been determined, but we are anticipating a decrease due to mechanical failures experienced in 2014.

Contamination at the MRF in 2013 was 9.83%. By yearend 2014, that amount dropped to 8.79%, almost meeting our goal to decrease this to 8.6%.

3.2 Analysis of project

We saw a large increase in our diversion rate for 2013 over 2012, and have exceeded our 2016 goal as established in our 2012 Communication Plan. We are unsure what may have caused this increase. But because of mechanical failures in 2014, we are expecting a small decrease in our diversion rate for 2014.

One of our goals was to establish a set-out rate. We are planning to do a curb audit on 2-3 streets in the main town, one rural route and one village this fall. That audit will provide us with information confirming (or not) that the 2-bag limit is being followed, but also establish baseline data as it relates to Blue Box participation rates.

It is also important to note, that contamination at the MRF has dropped, and we have almost met our 2016 goal.

APPENDIX

Recycling Flyer (English)



North Glengarry

R.A.R.E.

You can **Recycle**

METAL/ALUMINUM

Food and beverage cans, aluminum foil, pie plates, empty paint and aerosol cans. Please clean all materials. Put lids inside cans and crimp tops.



PLASTIC

Please empty & rinse the plastic containers.



PAPER



CARDBOARD

Please breakdown all cardboard.



MILK JUICE CARTON

Including individual drinking boxes. Please rinse and flatten cartons. Do not include straws or plastic wrap.



GLASS

Only jars or bottles, no window glass or ceramics. Please rinse and remove lids and caps.



North Glengarry

R.A.R.E.

Do **NOT** Recycle



Bring your unwanted electronics to

R.A.R.E.

613-525-5112



**NEXT HOUSEHOLD HAZARDOUS
WASTE DAY**

April 25, 2015

R.A.R.E.

265 Industrial Blvd,
Alexandria

www.northglengarry.ca



R.A.R.E

MÉTAL/ALUMINIUM

* S.V.P. rincer les contenants de plastique.



S.V.P. aplatir le carton.



Incluant les boîtes individuelles de jus. S.V.P. rincer et
aplatir le carton. Ne pas inclure les pailles ou
emballage en plastique.



Bocaux et bouteilles, pas de vitres ni céramiques.
S.V.P. rincer et enlever les couvercles et capsules.



R.A.R.E.

fenêtre
papier
cisé
Couvercle Tim Hortons
Ce matériel est accepté uniquement
sur notre journée de déchets
domestiques dangereux .
(Voir ci-dessous)

613-525-5112



**PROCHAINE JOURNÉE POUR
APPORTER VOS
DÉCHETS DOMESTIQUES
DANGEREUX**

Le 25 avril 2015

R.A.R.E.

265 boul. Industrial
Alexandria

www.northglengarry.ca





Contamination Stickers



Township of North Glengarry Canton de Glengarry Nord

☎ 613-525-5112 🌐 www.northglengarry.ca



YOUR ITEMS WERE LEFT BEHIND BECAUSE: Vos articles ont été laissés puisque:

☐ **Garbage / Ordures**

- ☐ Bag is over 45lbs / Oversized Container
Les sacs sont plus que 45lb / Contenant surdimensionné
- ☐ More than 2 bags
Il y a plus que 2 sacs
- ☐ Item(s) not on curbside
L'article n'est pas sur le trottoir

☐ **Recycling / Recyclage**

- ☐ Item(s) not recyclable
L'article n'est pas recyclable
- ☐ Item is hazardous waste
L'article est un déchet dangereux
- ☐ Item(s) not on curbside
L'article n'est pas sur le trottoir

Extra bags require a special tag, \$3 at R.A.R.E. or the Municipal Office.
Les sacs supplémentaires exigent une étiquette spéciale de 3\$ qui peut être achetée chez R.A.R.E. ou à la Municipalité



Recycling in North Glengarry

Did you know...

- That the RARE (Recyclage Alexandria Recycling Equipe) recycling plant in Alexandria is owned and operated by the Township of North Glengarry?
- That RARE generates revenue through the recycling of your materials put at curbside. Without RARE, residents would have to pay a minimum \$70,000/ year in additional costs.
- That the revenue generated by RARE can be used to fund things such as roads, bridges, infrastructure and recreation programs. Your recyclables and your fees go back to your community instead of a private company.
- That the cost to the Township to dispose of residential waste is approximately \$350,000 / year (largely transportation and tipping costs for a landfill in North Stormont). So every item you recycle, it reduces waste costs and increases revenue for the Township. A true win/win!
- That the Township of North Glengarry and RARE are here to ensure that effective waste management plays a major role in the sustainability of your Township.
- Do not undervalue your contribution through your recycling efforts. It is a driving force that benefits our community today and for years to come. Thank you for recycling!
- Household Hazardous Waste Day is coming: Saturday, April 25th.

Items for your Blue Box:

- Glass Jars
- Metal Cans
- Plastic
- Milk and Juice Cartons
- Paper & Newspaper
- Corrugated Cardboard
- Brown Paper Bags
- Grocery Bags

Questions?

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www.northglengarry.ca