

Summary Report

CIF 571.10

Village of Casselman Small Program P&E plan implementation



Final Project Report, June 30 2015

Village of Casselman

CIF Project number 571.10

Acknowledgement:

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EXECUTIVE SUMMARY

This is an interim report for the 2014 – 2017 P&E communication plan implemented by the Village of Casselman. The project goal is to improve the performance of the Blue Box recycling program 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.


The Village created an implementation of a communication plan for the Blue Box recycling program in June of 2014. During the first year of implementation, the municipality developed and delivered promotional material for the multi-residential (MR) programming sector. Blue Box recycling in MR is new to the Village as of June 2015. In order to inform residents of the new service and to create awareness of acceptable materials in the program, most of the Village's P&E efforts were directed towards this sector.

Village staff created and delivered pamphlets and flyers to the 150 MR households in the service area prior to the launch of the new program. Staff also updated the municipal website to include information regarding Blue Box services now being offered to all residents in the Village. During the last week of June, 2015 staff plan to complete community based social outreach, going door to door at MR households to deliver the MR recycling pamphlet and a free clear bag.


The MR program roll out was completed the first week of June. Staff are working with the collection contractor to develop simple and efficient methods for monitoring program performance. The uptake and response from condo owners has been overwhelmingly positive. Staff recognize a major challenge to the success of this program will be engaging rental units in the MR service area.

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RECYCLING PROGRAM

The Village of Casselman provides a weekly collection of paper, cardboard, and other recyclable products.

Recycling not only reduces the long term costs, but also helps to achieve a better waste management program.

All dwellings, single family homes, row houses and apartment dwellings within the limits of the Village of Casselman, participate in the recycling program.

Small businesses which do not produce more than 5 bags of garbage per week are encouraged to participate and benefit from this program.

METAL CANS:
Rinse cans. Place lids in the can, pinch closed and put loose in the box. Flattened cans save space!
NO pots or scrap metal.

BOTTLES AND JARS:
Clear, coloured bottles and jars ONLY. Rinse and place loose in box.
NO drink glasses, ceramic items, windows, mirrors or light bulbs.


CORRUGATED CARDBOARD:
Flatten and tie in bundles no larger than 91 cm x 91 cm x 20 cm or 36" x 36" x 8". ONLY broken down and bundled boxes will be collected.
NO waxed boxes or soiled pizza boxes.

NEWSPAPERS AND MAGAZINES:
Stack and tie with string or place in plastic or paper bags in or next to your blue box.
NO soiled newspapers.

BOXBOARD:
Flatten and place inside largest box. Must be clean and void of food. Boxboard includes cereal, shoe and detergent boxes, egg cartons as well as rinsed milk and juice cartons.
NO drink boxes, tissue paper towels or laminated paper.

PLASTIC CONTAINERS:
All plastic with numbers 1 to 7 only in the bottom are accepted. Containers should be rinsed and placed loose in the box.
NO blister or bubble packs, prescription bottles, toys, chairs or stretch wrap.

THE BLUE BOX



A REMINDER:

- Blue boxes must be out after 6:00pm the night before the collection, or before 7:00am on the same day of your garbage pick-up.
- You have the possibility to use transparent bags or semi-transparent blue bags.
- Additional recycling blue boxes can be purchased at the Town Hall office at the cost of \$10.00 (taxes included).
- Not certain about whether an item is recyclable or not, please call us, or visit our website at www.casselman.ca.

INTERESTING FACT: AN ALUMINUM CAN THAT IS THROWN AWAY WILL STILL BE A CAN 500 YEARS FROM NOW! THERE IS NO LIMIT TO THE AMOUNT OF TIMES ALUMINUM CAN BE RECYCLED.

INFORMATION
All recycling is picked up on Tuesday

1 PROJECT INFORMATION

1.1 Municipal Information

Population	3 476
Households	1 098
Blue Box Tonnage (2012 Datacall)	235
Municipal Grouping	Small Urban (5)
Blue Box Program net cost (2012 Datacall)	\$69,996
Blue Box Program cost/tonne	\$298
Annual P&E Budget	\$3,150

The Village of Casselman provides residents with single stream recycling through curbside recyclable collection. The Village of Casselman targets the following materials: metal containers, aluminum, cardboard, fibres and # 1-7 plastics. The Village keeps the options of adding new materials depending on the recycling facility and demand from residents. ABC Disposal is the collections contractor and they transport the material to RARE processing plant in Alexandria. Collection of recyclable materials and processing is on a yearly rate. There is no revenue sharing agreement in place between the municipality, the collections contractor and the processing facilities.

The Village of Casselman started the recycling program in 2001. At the beginning, only a few materials were recycled (paper and cardboard) but as time went by, new items were added to the program. We have to change the way people think, especially when they throw everything in the garbage. To improve the program, the municipality started mailing bulletins regarding recycling with the tax bill, providing one blue box per residence and imposing a limit off two garbage bags per week. The Village plans to offer an extra blue box to residents at minimal cost and add collection at MR buildings to the recycling program. The Village's vision is to send more flyers to residents and promote more advertising. Our diversion rate remains stable and our intention is to increase it.

1.2 Project Description

The Continuous Improvement Fund provided the Village of Casselman 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. Tactics used by staff were pamphlets, flyers, website changes, and community based social marketing.

Overall, this project was created to improve the performance of the Village's Blue Box program. Of particular focus, the Village initiated service to the Multi-Residential sector. This new service included the collection of recyclables from residents through a single stream bag program.

2 IMPLEMENTATION

2.1 Goals and Objectives

Start a MR recycling program in the Village of Casselman: With each MR apartment likely receiving a blue box and larger carts at the bottom of each building by 2015, MR recycling tonnage will be measured by conducting a dedicated pick up by ABC Disposal four times per year to assess the weight of recyclables collected through the MR program. This weight will then have an increase of 10% by the end of 2016 by distributing MR recycling pamphlets to all tenants and keeping in close discussion with superintendents about necessary improvements.

Increase the blue box diversion rate: The current diversion of blue box marketed materials is 23.5% (2012 WDO Datacall). Casselman has set a goal of 38.5% by the end of 2016, a 5% increase in the overall blue box diversion rate per year.

Increase recycling tonnage: Casselman recycled 235 tonnes in 2012 and are aiming for a 15% increase to 270 tonnes by the end of 2016.

Increase participation in the curbside recycling program: An increase of 10% is the goal by the end of 2016. This will be measured by conducting a set out rate test of 100 successive houses for four consecutive weeks to see how many houses use their blue boxes throughout a month. This test will be conducted three times in 2014 and will determine the baseline participation number which Casselman will increase by 10% for 2016.



2.2 Target audiences

Our target audience will be all residents of the Village of Casselman with a focus on MR residents and new home owners.

2.3 Messages Used

- Waste Less
- Recycling is smart and easy
- Recycling is good for the environment
- The Village of Casselman Recycles!

2.4 Tactics Utilized

Newsletters – These annual updates will provide useful information to our residents about the recycling program in a colour, multipage format. It will be bilingual, stress the importance of recycling and the

benefits it has for the local landfill, and provide comparisons with neighbouring municipalities. Furthermore, it will have sections dedicated to new residents and multi-res dwellers, along with a section at the end that celebrates the success of Casselman's recycling program while showing how much can still be done. This newsletter will be sent out in the summer with the publicity bag the Village of Casselman sends to all residents.

Website – The website upgrade will be to make sure Casselman has a dedicated webpage on their municipality's website to promote the program and provide recycling information and facts to their residents. Furthermore, social media will become a focus to ensure residents know about any changes that may occur in the program and will be a way to promote simple ways that a resident can improve the quality and quantity of recycling ie. bundle your cardboard together before you place it at the curb. Casselman will also track the amount of hits this website has and increase this by at least 10% by the end of 2016.

Newspaper – These public information advertisements throughout the year will be about specific items, the importance of recycling, and any program changes that may occur. At the end of the year, they will also mention the current diversion rate as a way to celebrate success and inspire our residents to do more.

MR Pamphlets – These will introduce the program and show residents that live in multi-residential buildings how to participate in Casselman's single stream recycling program. It will stress the importance of cleaning all contaminants from materials and show

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

Tactic	Description	Budget	Actual
Newsletter	In 2014 we developed a single page flyer in house and delivered with water bills.	\$2026.50	\$ 1.44 per household
Website	Updated page on garbage & recycling. Website is currently out to tender for upgrade.	\$100	\$100
Newspaper	To introduce the MR recycling project we placed an ad in the local newspaper	\$300	\$226
MR Pamphlets	In July 2015 we will hand deliver a flyer and free recycling bag to each multi res unit.	\$800	\$693

Recycling is Coming Your Way!

Effective June 2nd, the Village of Casselman will introduce a recycling program for residents of multi-unit buildings.

Biodegradable plastic bags will be available instead of blue boxes as they take less place in an apartment or condominium. Residents may purchase biodegradable plastic bags at the Town Hall for \$2 each, sold in lots of 10 bags. These take up less place in an apartment or condominium than a blue box.

Place the recycling in the bag at the designated area on the recycling day. Recycling pick up is every Tuesday.

Did you know?

More than 97 per cent of Ontarians now participate in the residential Blue Box Program, which is operated by Ontario municipalities and funded in part by industry producers through Stewardship Ontario. What started as a small pilot project in Kitchener in 1981 has become a fixture in the province's households and an international success story. In 2013 alone, 900,135 tonnes of Blue Box material was recycled, which weighs about the same as 80,000 empty school buses.

RECYCLABLE PRODUCTS

The following materials are accepted in your Casselman recycling bag or Blue Box:

- ✓ Plastic bags stuffed into a plastic bag
- ✓ Aluminum material such as clean pie plates or baking pans
- ✓ Newspapers and flyers
- ✓ Corrugated cardboard and packing boxes
- ✓ Magazines and catalogues
- ✓ Telephone directories
- ✓ Boxboard (cereal, shoes, detergent, etc.)
- ✓ Fine paper, such as writing paper, computer paper, notepaper, advertisements and books, hardcover and paperback
- ✓ Egg cartons, cardboard tubes from toilet paper or paper towels
- ✓ Wrapping paper, greeting cards, and paper grocery bags
- ✓ Metal cans from food or juices. Place lids in the can, closed and put loose in the box.
- ✓ Plastic containers from soft drinks, yogurt and margarine containers, and containers from liquid detergent, shampoo and cooking oil (remove all tops and lids)
- ✓ All other clean packaging paper
- ✓ Glass bottles and jars from food. Rinse and place loose in box.

NON-RECYCLABLE PRODUCTS

- X Styrofoam containers
- X Aerosol cans and paint cans
- X Drink boxes, milk and juices cartons
- X Ceramic material, such as plates, cups and pottery
- X Other glass products, such as drinking glasses, window glass, light bulbs and mirrors
- X Other plastic material, such as dishes, toys, makeup containers, and caulking tubes
- X Frozen food containers that are waxed, such as concentrated juice containers, frozen meal containers, and ice cream containers
- X Chip bags or tube containers
- X Cardboard and paper that is waxed or lined with aluminum



3 EVALUATION OF P&E ACTIVITIES

3.1 Results

The effectiveness of the current P&E plan will be evaluated based on the objectives that have been set by the Village of Casselman recycling program as outlined in section 2.1

The Director of Environmental Service is responsible for:

- Compiling weigh scale tickets for the data call
- Set out rate determination for curbside recycling program; completed 4-6 times per year
- Commissioning a dedicated quarterly MR run to measure tonnage collected from MR; with the contractor weighing all of the material at a scale before completing the rest of the curbside run

Table 2: Tracking methodologies for recycling program performance

Tracking Methodology	Data Collection Point	Timeline	2013	2014	Goal (2016)
Tonnes Collected	Contractor, processing facility	yearly, (spring)	246	270.44	270
Website usage	Hits per month	Annually	TBD	Not able to determine	TBD
Set-out rate	office	Quarterly	TBD	TBD	TBD
Dedicated runs	Recycling depot	Quarterly	TBD	This will be determined at end of pilot project at end of 2015	TBD

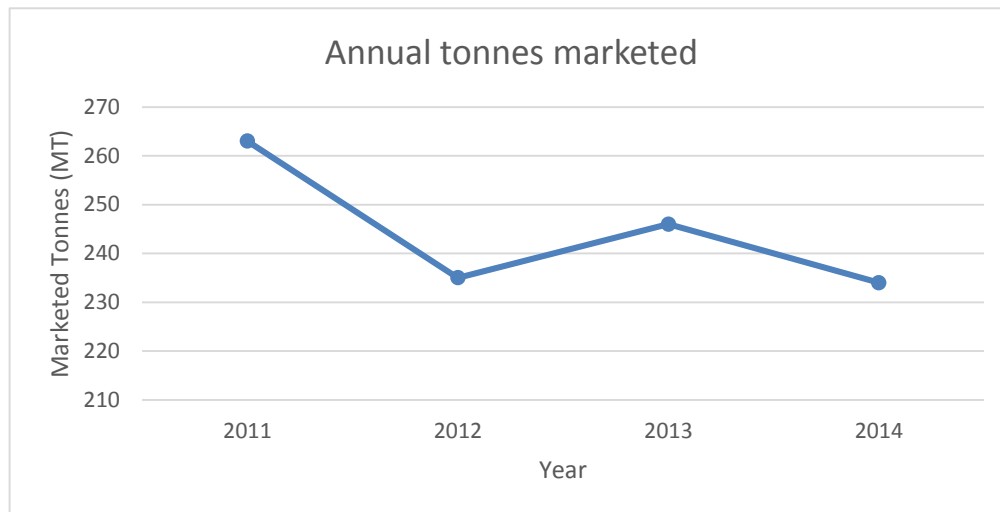
Staff intend to complete monitoring of tonnes collected from the Blue Box program through weigh bill provided by collections contractor, assessment of set-out, and dedicated runs of material collected from the MR sector. Staff have completed an analysis to identify the trend in tonnage of material managed by the Village through the Blue Box program. Staff intend to begin monitoring set-out and completing dedicated runs for MR in 2015. Initially, staff had intended on monitoring website traffic, but have since realized that given the current resources and support of the website this is not realistic.

3.2 Analysis of project

The first year of the P&E plan was hampered by significant staff and council turnover. However, staff have had a significant accomplishment in launching the MR program. The P&E tactics employed to notify MR residents of the program were successful and now staff are taking steps to improve program performance by engaging residents through community based social marketing.

Tonnage of material diverted through the Blue Box program is the key indicator staff are concerned with monitoring as to performance. The trend has been a relative plateau in the amount of material diverted

over the past three years with the average hovering around 240 metric tonnes. Staff believe the objective of increasing this to 270 MT is still within reach given the expansion of service to MR and planned P&E activities.



Analysis of the Blue Box program performance is ongoing. Staff are currently evaluating in house resources that can be regularly dedicated to monitoring this performance. Similarly, later this summer staff will begin evaluation of the current P&E plan to assess the feasibility of the planned tactics relative to in house resources.

