

Final Report

CIF #580.10

The Township of Stone Mills

Small Program P&E Plan Implementation



Final Project Report, June 22, 2015

The Township of Stone Mills

CIF Project number #580.10

Acknowledgement:

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Table of Contents

Executive summary	3
1 PROJECT 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.....	5
2.3 Target audiences	5
2.4 Tactics Utilized.....	5
3 RESULTS	7
3.1 Results	7
3.2 Analysis of project	7

List of Tables

Table 1: P&E Implementation tactics, targets, and respective costs.....	5
Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities	6
Table 3: Measuring and Monitoring activities of Blue Box recycling program for the Township of Stone Mills at all locations:	7

Executive summary

This is the final report of a project implemented by the Township of Stone Mills between April 27, 2014 and December 31, 2016. The project goal(s) was to increase tonnage of blue box materials diverted from landfill through the recycling program, increase the diversion rate, minimize the number of complaints regarding the 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.

On April 27, 2014 the Township of Stone Mills 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:

- Newspaper advertisements
- Recycling information flyers; used in tax bills & handouts at landfills / special events
- Website updates

In order to assess the impacts of P&E activities, the Township of Stone Mills focussed on measuring and monitoring the tonnage of Blue Box materials collected from the three (3) depot locations and curbside program offered to residents of the village of Newburgh, along with the number of complaints coming into the office. Currently, no tools are used to monitor website traffic on the municipal website.

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

- Blue box tonnage for 2014 has increased 13.5% since the 2013 baseline year
 - Tonnage collected increased at all depot locations (avg 12%)
 - Tonnage collected through Newburgh curbside program increased 26%
- The number of complaints regarding recycling dropped to 1 in 2014, a decline in 39 complaints from the 2013 baseline year

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 tonnage, and decreased complaints set for 2016 have been achieved.

For further information about this project, please contact:

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1 PROJECT INFORMATION

1.1 Municipal Information

Population	Permanent – 6775 Seasonal – 391 Total -6775
Households (single family)	3517
Blue Box Tonnage (2014 Data call)	MT 477.10
Municipal Grouping	9
Blue Box Program net cost (2014 Data call)	\$136,457.00
Net cost per tonne	\$286.01
Annual P&E Budget	\$2,500.00

The Township of Stone Mills provides waste management services to 279 households in the village of Newburgh with blue box recycling through bi-weekly curbside collection. The remaining 3238 households in Stone Mills are offered multi-stream depot recycling at three attended landfill sites currently open Wednesdays 12:00pm to 4:00pm and Saturdays from 8:00am to 4:00pm. The Township of Stone Mills targets the following materials: Paper, Glass, Comingled containers and Styrofoam. Tires, E-waste and Scrap Metal are offered at the three depots.

Collection of recyclable materials is completed by Waste Management Services that includes a revenue sharing agreement in place between the municipality and contractor. The Township of Stone Mills' blue box recycling program is a member of municipal group 9, on the Waste Diversion Ontario data call, and operates at a net cost of \$286.01/tonne material collected.

1.2 Project Description

The Continuous Improvement Fund provided the Township of Stone Mills 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 Stone Mills has operated a clear bag program for a number of years; this has helped us identify recyclables in the refuse and enables us to educate the public. Stone Mills has also added polystyrene to our recycling stream and we have had positive feedback from the public.

Overall, this project was created to educate and promote Blue Box waste diversion in our municipality.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase the tonnage of Blue Box materials: The marketed blue box tonnage in 2013 was 420 metric tonnes. The goal for 2016 was to increase this to 450 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 2013 levels: The blue box diversion rate was 18.3% in 2013. The goal for 2016 was to increase this to 23%. 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 Stone Mills service area. This statistic is calculated by staff annually during the WDO datacall submission process.

Improve service levels: The Township of Stone Mills received 40 complaints in 2013 regarding recycling. By providing residents with P&E, staff intend to improve residential awareness of the Blue Box program. Staff have set the goal of reducing the annual complaints received from residents regarding this service to 24 complaints by 2016.

2.2 Messages Used

- Keep them separate
- Reduce, Reuse, Recycle

2.3 Target audiences

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

2.4 Tactics Utilized

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

Tactic	Description	Budget	Actual
Flyers	Handouts at landfill sites, Centreville Fair, and Included with tax bills	\$1,600.00	\$1,600.00
Website updates	In-house, no cost		
Newspaper advertisement	Recycling information included among other public works information.	\$1,000.00	\$1,000.00

Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities

Task	Description	Timeline	Actual
2013 - Newsletter – creation only	Create content, print	End of Sept 2013	Not completed
2014 - Newsletters – regular/circular mail delivery to permanent households	Bundle and Prepare for mailing	Oct 15, 2013	June 2014
2014 - Newsletters – Campgrounds	Bundle and Prepare for mailing Delivery	April 1, 2014	June 2014
Newspaper ad	Recycling information included with other Public Works information	Throughout 2014	Throughout 2014
Info booth at Centreville Fair	Public outreach opportunity to speak to residents and hand out information flyers	September 2013	September 2013

Waste Management Program Recyclable Products

Please Note: All containers must be empty and free of all food materials and metal containers must be free of other products such as paper, plastic, etc.

Item	Description/Instructions	Charges
Glass	All Containers, bottles, or window glass	No charge
Plastic	Hard Plastic - Any item with the recycle logo, except # 3 (amber colour) Soft Plastic - All food carrying bags, shopping bags, shrink-wrap, etc. EXCEPT hay bale wrapping.	No charge
Metal	All tin, steel or aluminum cans and other small metal items. Empty dry paint cans (no wet paint)	No charge
Newsprint & Fine Paper	Newspapers string tied in bundles not exceeding a maximum of 40 pounds. Other paper products placed in paper bags or tied in bundles.	No charge
Cardboard/corrugated boxes	All cardboard to be deposited flat and bundled/tied in manageable bundles of approximately 30 pounds. Small boxboard and corrugated items must be flat and boxed in a full and level cardboard box or paper bag. Note: Cardboard containers will not be accepted built up, all must be flat. All boxboard or product boxes are considered cardboard.	No charge
Tires	Car and ½ ton truck tires only - (no large truck or tractor tires)	No Charge
White Goods	Refrigerators, freezers, air conditioners	\$ 20.00 each
Electronics	Waste electronics, computers, small appliances, tv's. vcr's, etc.	No Charge
Propane Tanks		\$ 5.00 each
Brush	Accepted at Tamworth and Camden East Sites Only	Full Load \$40.00, Smaller loads are assessed by attendant and charged accordingly
Styrofoam	Must be clean - includes meat trays, cups, packaging, etc. Small items to be placed in clear plastic bags.	No Charge

Figure 1: Webpage document listing accepted materials through municipal Blue Box program

3 RESULTS

3.1 Results

In order to measure the effectiveness of this campaign, the Township of Stone Mills focussed their tracking efforts on monitoring the tonnage collected at all landfill sites and curbside collection in the Village of Newburgh, along with tracking complaints from residents by phone regarding recycling.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for the Township of Stone Mills at all locations:

Measure	2013	2014	Goal
Tonnes	420 MT	477.10 MT	450 MT
Diversion Rate	18.3%	Not yet determined	23%
Complaints	40	1	24

Blue Box tonnage was reported to the Township from Waste Management Services through yearly summaries. The amount of material collected during the baseline year of 2013 was 420 metric tonnes from all 3 depot sites, and curbside collection from the Village of Newburgh. The objective was to increase this amount to 450 metric tonnes by 2016. As of yearend 2014, the tonnage of material collected was 477.10 MT, which not only met our goal for 2016, but also exceeded it.

The diversion rate for in 2013 was 18.3%. The objective was to increase this to 23% in 2016. The diversion rate from 2014 has not yet been determined, but we are anticipating an increase over 2013.

The other objective established for 2016, was to reduce the amount of complaints regarding recycling from 40 in 2013, to 24 in 2016. By yearend 2014, complaints dropped to 1. This is a positive decrease from 40 in 2013, and exceeds our goals for 2016.

3.2 Analysis of project

Looking at the figure below, increased P&E tactics seem to have made a difference. Overall recycling increased in 2014 over 2013 by 57.1 metric tonnes, which mean approximately 13.5% more material is being diverted through the Blue Box program. The most noticeable difference is seen in the Village of Newburgh (increase of 26%), where residents receive curbside collection. We are not sure why the increase in the Village is more than what is being seen at the depots. We have reached and exceeded two out of three of our 2016 goals established in our Communications Plan already, and anticipate our third goal of an increased diversion rate will also be achieved.

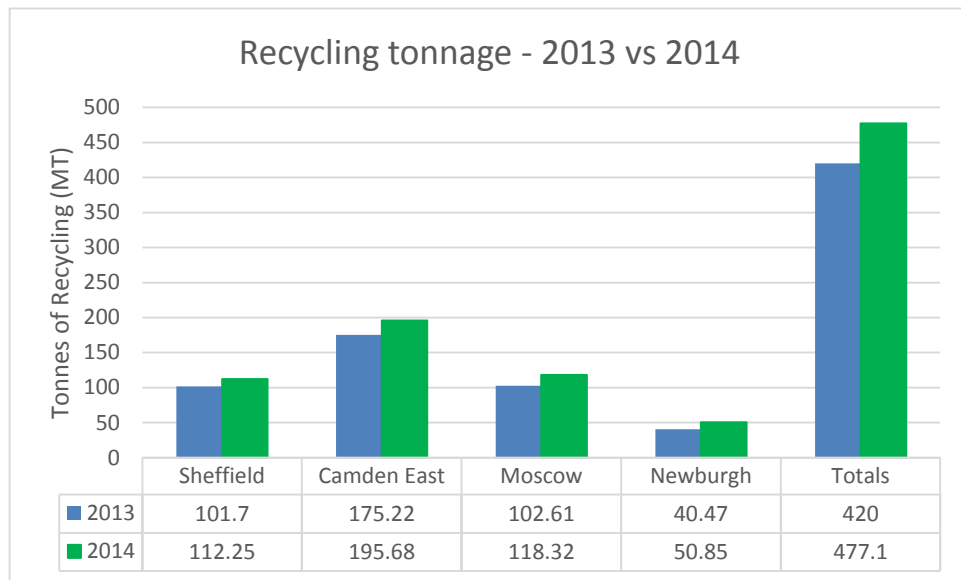


Figure 1: Comparison of recycling tonnes collected from residential programs 2013 vs 2014

The Township credits this success to the P&E activities it undertook in 2014, along with the addition of adding Polystyrene to the recycling stream in 2014; polystyrene accounted for 4.25 metric tonnes in 2014.

The key take away from this project has been to more effectively monitor and track various P&E activities the Township undertakes as it relates to waste diversion. This includes keeping photographic records of events and activities and tracking website statistics. An improved monitoring / tracking program will provide staff with important statistics that can be used to demonstrate return on investment from P&E activities or other waste management activities to council and residents.

APPENDIX

Recycling flyer

Township of Stone Mills Recycling Program

PAPER BIN

Clean Paper
Cardboard
Boxes – flattened & bundled

TIRES

Small – Large
Off Road

SCRAP METAL BIN

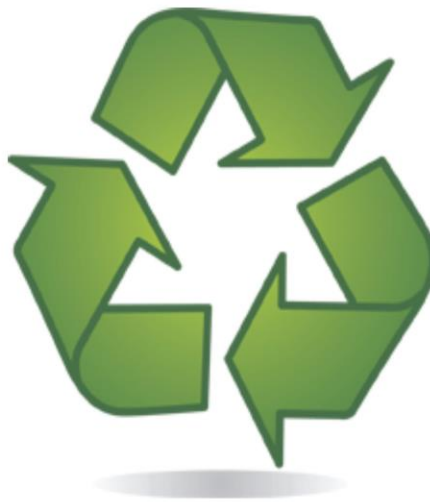
All Scrap Metal
Paint Cans

GLASS AREA

Bottles
Jars

E-WASTE

T.V.'s
Computers



PLASTIC & CAN BIN

Rigid Plastic Containers 1-7
Plastic Paint Containers
Juice Bottles
Water Bottles
Grocery Bags
Food Cans
Drink Cans

STYROFOAM BIN

Foam Protective Packaging
(excluding peanut packaging)
Meat Trays
Foam Food Containers
Foam Plates
Egg Containers
Coffee Cups
White Insulation

All Recycling must be CLEAN

Please do NOT contaminate bins

Reduce, Reuse, Recycle