



Township of Admaston/Bromley

Promotion & Education Initiative

CIF Project 603.4

Final Report

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Background

Preamble As part of the objectives of the CIF, which include a proactive approach to assisting municipalities to implement best practices in blue box recycling, the CIF has provided financial assistance for Promotion and Education to increase the waste diversion rate and assist in capturing more plastic packaging in its blue box recycling program.

The final report will include details of the following:

1. Summary of the promotional activities detailing the types of plastics accepted.
2. Summary of hiring additional waste station staff in the form of summer students as “recycling ambassadors” to assist residents with their blue box recycling promoting convenience and promoting recycling by informing the public about the different types of plastics accepted.

Project Summary This project consists of radio ads on two local stations running from the middle of June to the middle of August promoting blue box recycling and plastics accepted.

Three students would be hired for the summer from July to September to assist residents with their blue box recycling and inform them of the different types of plastics accepted one at each of the waste stations.

In the fall the students were invited to a public council meeting to report on their experiences along with any concerns or improvements to our current blue box program they may have.

Goals & Objectives The hiring of the summer students was to improve the operation of the transfer of recyclables by reducing contamination to the processing facility and increasing convenience for residents using the site. These improvements are expected to yield operational savings by reducing contamination for which we are charged by the processing facility and to increase materials received through a more user-friendly site.

The promotion of plastics accepted and hiring of summer students will be a service enhancement for residents and will allow for the capture of materials that are currently ending up in the garbage. These activities will result in greater program effectiveness through increased capture of materials and greater efficiency through reduced program costs.

Project Description/Results

Description In the Spring of 2012 the Township advertised in the three local papers for the summer student position recycling ambassadors. The township also purchased spots on two local radio stations to promote the recycling efforts throughout the summer. Audio files of these are attached as Appendix “B”. There were also handouts given out by the Recycling Ambassadors at the waste sites attached as Appendix “C”. These can also be found on our website at www.admastonbromley.com. In 2010 Admaston/Bromley ran a promotion and education campaign for blue box recyclables and our capture rate increased accordingly however in 2011 it dipped back down and although still higher than 2009’s numbers Council decided to apply for and run another recycling campaign in 2012 this time geared toward the promotion and education of plastic packaging.

The project budget approved by CIF was 60% of \$9,000 for a total grant of \$5,400.00

Budget The actual project cost totaled \$9,153.46. A detailed project cost summary is attached to this report under appendix “A” below.

Following commissioning of the project, operating costs and tonnages delivered for processing were monitored. The year over year comparative results of the operations follow:

Results

	Jan.-Aug 2011	Jan.-Aug 2012	% Change
Total Haul Costs	\$6400.00	\$7600.00	18.75%
Loads Shipped	32	38	18.75%

Recyclables in tonnes	2010	July	Aug	Total	
Blue Box	13.2	12.5	25.7		
Plastics	4.62	4.38	9.00		
	2011				% change
Blue Box	9.6	13.7	23.3		-9.34%
Plastics	3.36	4.80	8.16		-9.39%
	2012				
Blue Box	14.9	11.7	26.60		14.2%
Plastics	5.22	4.10	9.31		14.16%

Projected annual program impacts are:

- Haul cost and Recycling Loads increased by 18.75% from January to August. However overall it costs the township more for waste than recycling so it will save the township funds and save capacity at the landfill site. Operating Costs for Solid Waste Disposal for 2011 were \$151.85 per Household and for Recycling \$14.16 per Household. In 2010 we had recycling ambassadors and recycling increased by 9% (10 tonnes) and in 2012 we again saw an increase of 14.2% (13 tonnes) from 2011 due to increased convenience, promotion and education for residents. Plastics increased by 14.16% (1.15 tonnes) and make up approximately 35% of Admaston/Bromley's overall blue box recyclables.
- There is also a charge of \$50 each time the bin is contaminated. This happened once this year in May however it has not happened since the ambassadors have been on hand to assist the waste attendants who usually work on their own.

Best Practices

This project fits within the following fundamental best practices as identified by the Blue Box Program Enhancement and Best Practices Assessment Project (2007).

- Appropriately planned, designed and funded Promotion and Education program.
- Optimization of operations in collections and processing

Appendix "A"
Project Cost Summary

Description	Cost	% Budget
Newspaper Ads	463.92	5.1%
Radio Ads	3,932.40	43%
Student Wages	4,437.26	48.5%
Employer Payroll Taxes	319.88	3.4%
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Total	\$ 9,153.46	100%

Appendix "B"

Radio Ads



RECYCLING.mp3



"HOUSEHOLD
SAVINGS.mp3"

Appendix “C” Recycling Handouts

RECYCLING OPTIONS FOR TOWNSHIP of ADMASTON/BROMLEY

With these new recyclable items it will now be easier and more efficient for all current and new recyclers to recycle in Admaston/Bromley Township.

FIBRE

- Newsprint
- Boxboard and paperboard
- Magazines and telephone directories
- Envelopes, flyers, junk mail
- Fine paper including writing and computer paper
- Brown paper bags
- Plain wrapping and tissue paper (not including Christmas paper or wrapping paper with a printed pattern on it)
- Greeting cards
- Paper cups and plates
- Polycoat paperboard
- Corrugated cardboard



CARTONS

(Please rinse any milk/juice residue before putting in Blue Box)

- Milk and juice cartons
- Tetra packs (including drinking boxes)



CLEAR/COLOURED GLASS

- Glass bottles and jars for food or Beverages. All food containers must be rinsed.

METALS

- Aluminum food and beverage containers
- Steel food and beverage containers
- Aluminum foil and foil containers
- Empty, dry paint cans with lids removed
- Empty aerosol cans (such as deodorant, hairspray and spraypaint) all types

PLASTICS

- Plastic numbered 1-7
- Plastic tubs and lids
- Polystyrene (including Styrofoam packaging from TV's, stereos and electronic equipment, packaging pellets, cups, plastic knives, forks, spoons, meat trays, serving containers, bakery trays and covers, bubble wrap, flower pots
- PLEASE refer to list on back for plastic bags

These additions to our recyclables enables each one of us to maximize waste diversion from our landfill. Please familiarize yourself with all the options for recycling so that our recycling program is a success in Admaston/Bromley.

PLEASE

SORT and SEPARATE RECYCLABLES

RECYCLE – clean, dry, and empty bags identified by #2 or #4 recycling symbol. PLEASE remove all food residue, paper/receipts, stickers and rigid plastic.

ACCEPTABLE

- plastic grocery bags
- plastic retail bags
- newspaper / flyer bags
- dry cleaning bags
- milk outer bags (NO MILK POUCHES)
- produce and bulk food bags (remove food residue)
- frozen vegetable bags identified by a #2 or #4 recycling symbol (rinse/remove food residue)
- fresh vegetable bags identified by a #2 or #4 recycling symbol (rinse/remove food residue)
- plastic zipper type bags (eg: ZipLoc) (rinse/remove food residue)
- plastic water softener / salt bags (remove rigid plastic handles)

- toilet paper, napkin and paper towel over wrap
- diaper and feminine hygiene product outer bags
- bottled water / pap case over wrap
- electronic equipment plastic bags identified by a #2 or #4 recycling symbol
- garden product bags (e.g. soil, mulch, etc – clean and empty)

UNACCEPTABLE

- bread bags
- plastic bags identified with #7 recycling symbol
- soiled plastic bags and plastic film (dirt – food)
- plastic bags or plastic films that have been in contact with meat or dairy
- biodegradable, degradable or compostable plastic bags and plastic film
- cellophane (clear crinkly / non-stretch plastic)
- food/cling wrap (e.g. Saran wrap)
- cheese and meat wrap (packaging)
- chip, cookie bags or chocolate bar wrappings
- pasta bags
- cereal and cracker box liners
- beverage six pack plastic rings
- plastic bubble wrap
- plastic shrink wrap
- boat wrap
- agricultural wrap

Please Remember

RECYCLE – REUSE - REDUCE

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