

Final Report

CIF #604.12

Township of Alfred & Plantagenet Small Program P&E Plan Implementation

plastiques • plastics

plastiques • plastics

**TOUS LES
PLASTIQUES**

**ALL
PLASTICS**

**ACCEPTÉS
dans le bac
de récupération**

**ACCEPTED
in recycling bins**



bouteilles, contenants et
emballages de produits
alimentaires, de boissons,
de cosmétiques, de produits
d'hygiène personnelle et
d'entretien ménager identifiés par
un de ces symboles:

bottles, containers and
wrapping for food products,
drinks, cosmetics, personal
hygiene products and
household cleaning products
featuring one of these symbols:



• bouchons et couvercles
• sacs et pellicules d'emballage

• caps and lids
• bags and plastics wrappers



S.V.P.
enlevez bouchons et couvercles

Please
take off caps and lids



1201 Spence Ave.
Hawkebury, ON K6A 3T4
TEL: 613 632-8508
FAX: 613 632-1844
www.groupecmv.ca



CANTON D'ALFRED ET PLANTAGENET
TOWNSHIP OF ALFRED AND PLANTAGENET
205, Voie Route 17 / 205 Old Highway 17, C.P. 350 / P.O. Box 305, Plantagenet, ON K0B 1G2
613-673-4797 www.alfred-plantagenet.com



November 2, 2015

Township of Alfred & Plantagenet

CIF Project #604.12

Acknowledgement:

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Executive summary

This is a final report of two projects implemented by the Township of Alfred and Plantagenet from April 2014 to December 2014. The project goals were to increase diversion percentage annually to 30% by the end of 2015, decrease the estimated current contamination of 3.8%, increase plastics diversion by 10%, and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project.

In March 2014 the Township of Alfred and Plantagenet began implementation of a communication plan for the Blue Box recycling program. During the first year of implementation, the municipality began implementing the following promotional & educational (P&E) tactics:

- Flyers distributed to new residents
- Newspaper advertisements
- Website updates

In order to assess the impacts of P&E activities, specific to increased plastic capture, the Township of Alfred and Plantagenet has completed the following measuring & monitoring activities:

- Compared monthly tonnages of HDPE, PETE, and other accepted materials
- Compared yearly contamination rates.

The tonnage of materials collected from residents have slowly been increasing year over year since 2011. Plastics, specifically HDPE and PETE has risen 11% in 2014 over 2012 figures, and at the time of this report is on track to exceed that for 2015. Other material tonnages are up as well. In total, tonnage is up 2% in 2014 of all materials over 2013. Interestingly, contamination is also increasing year over year, again by 2% in 2014 over 2013.

While exceeding our goal of increasing the capture of plastic by 10% has been realized, contamination is still on the rise, and the Township will need to address this issue in the near future. The next phase of increasing participation and capture of plastics will be rolled out with a new multi-residential CIF project this Fall.

For further information about this project, please contact:

Monique Bastien | Deputy Clerk | Township of Alfred and Plantagenet
O: 613 – 673-4797, ext. 225 | e: MBastien@alfred-plantagenet.com

1 PROJECT INFORMATION

1.1 Municipal Information

Population	Permanent – 7,948
Households (single family)	3,678
Blue Box Tonnage (2012 Datacall)	719.3 MT
Municipal Grouping	Small Rural
Blue Box Program net cost (2012 Datacall)	\$304,604
Net cost per tonne	\$423.50
Annual P&E Budget	\$3,000

The municipality of Alfred and Plantagenet provides residents with multi-stream recycling through weekly curbside collections. The municipality targets all materials accepted through the Blue Box program, including polystyrene. As of 2015, collection is completed by Cool Containers and Rental; based on a set fee for the contract year. Materials are trucked to RecycleAction at 1301 Spence Avenue in Hawkesbury, Ontario; costs are accrued on a \$60/tonne basis as of 2015.

1.2 Project Description

The Continuous Improvement Fund provided the Township of Alfred and Plantagenet 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, and 60% of costs to an upset limit of \$4,000 to undertake a campaign to increase plastic packaging recovery. Tactics used by municipal staff include development of newspaper advertising, information flyers, and website updates.

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

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase Diversion: In 2011, the municipality's blue box marketed materials diversion percentage was 25.6%. The Township of Alfred and Plantagenet set the objective to increase this by 1.5 to 2% annually to reach 30% by the end of 2015. This statistic is compiled annually by staff during the WDO datacall submission process.

Decrease Contamination: Contamination of materials in 2011 was 3.8%. The overall goal is to reduce this by the end of 2015. Contamination is recorded annually at the processing facility.

Increase Plastics Diversion: A 10% increase in overall plastics (HDPE, PETE) tonnage will be managed through an increased focus on educating the public about the plastics that are recyclable, including the new materials of plastic film and polystyrene that are recyclable.

2.2 Messages Used

- You Can Recycle
- Recycle All Plastics

2.3 Target audiences

The promotion and education campaign will target both English and French speaking populations within the township and include all dwellings such as multi-residential, campsites, new subdivisions etc.

2.4 Tactics Utilized

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

Tactic	Description	Budget	Actual
Plastics Flyer	In September of 2014, 5,000 plastics recycling flyers were printed to distribute to new homeowners, and inquiring residents. These same flyers will also be used to distribute to multi-residential units when the next phase rolls out in the Fall.	\$1000	\$497.20
Website updates	The Township unveiled a new website in April, 2015 showcasing improvements to recycling information. The site is still under construction, but improvements are ongoing.	\$1000	Staff time
CNA/OCNA In-	The Township utilized CNA/OCNA In-Kind advertising space	Staff time	Staff time

Kind Advertising	to run full-page advertisements regarding recycling and plastics in in 2014. Advertisements mimicked the plastics flyer.		
Recycling Flyer	In September 2014, this flyer promoted all of the acceptable blue box materials, with a special emphasis on polystyrene as a new product that is now accepted in the blue box.	-	\$335.61

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

Task	Description	Timeline	Actual
Recycling Flyer	Double-sided flyer promoting plastics and polystyrene	2014	September 2014, and Jan., Mar., and Apr. 2015
Coordination with Outsource Agency	Consultation with CIF/WDO and SO	Ongoing	Ongoing
Program Tracking	Tracking recycling tonnage and comparison with previous year	Twice yearly 2014	Twice a year 2014, and ongoing 2015
Website Management	To inform the residents about changes and improvements to recycling program	3-4 times per year	One update in 2015
Community Liaison	In accordance with community events organizing committees' requests	Summer 2015	Not Completed

3 RESULTS

3.1 Results

Increasing desirable plastics by 10% since 2012 has been achieved, but contamination at the RecycleAction MRF has increased as well. Currently, HDPE and PETE are the only types of plastic tracked by the Township. Although we have asked RecycleAction for tonnages for all plastics, we have yet to hear back. 2015 tonnages will not be known until the end of the year.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for the Township of Alfred & Plantagenet

Measure	2012	2013	2014	Goal
Bluebox Marketed Tonnes	691.87 MT	753.83 MT	768.58 MT	Any increase
Contamination Rate	27.63 MT	30.10 MT	30.69 MT	Any decrease
Plastic Tonnage	19.07 MT	20.78 MT	21.19 MT	21 MT
Blue Box Diversion Rate	21.81%	19.74%	Not yet determined	30%

3.2 Analysis of project

Increasing the awareness of plastics recycling by using flyers, and newspaper advertising seems to have increased our desired plastic (HDPE and PETE) tonnages by 11% in 2014 over our 2012 figures, thereby exceeding our goals for increasing plastic tonnage by 10%. In fact, overall blue box marketed tonnages have increased year over year since 2012. However, we have noticed an increase in contamination, which has hurt our goal of reducing our contamination rate. Although increases are minor, more work needs to be done to reduce contamination.

New to 2014 was the acceptance of polystyrene in the blue box. Prior to 2014, this material was counted as contamination, and landfilled. Once this material became an acceptable product, residents could put this material in the blue box, or take it to a depot. RecycleAction reported that 95% of polystyrene was from residents dropping this material off at a public depot, while the remaining 5% was collected curbside. Unfortunately, RecycleAction was unable to determine how much polystyrene was specific to Alfred and Plantagenet, as this material is mixed with several other municipalities. It is necessary to note that 10 MT was collected from municipalities, in which Alfred and Plantagenet is one. As noted above, we are still waiting for RecycleAction to provide us with tonnage of all accepted plastics.

Overall we felt the program was a success. It was difficult to determine if our increase in desirable plastics was in relation to our expanded communications efforts, but an increase was felt nonetheless. We plan to expand our communications efforts, including that of increasing desirable plastics to our multi-residential residents this Fall.

APPENDIX

Plastics flyer and advertisement

plastiques • plastics plastiques • plastics

TOUS LES PLASTIQUES

**ACCEPTÉS
dans le bac
de récupération**

bouteilles, contenants et emballages de produits alimentaires, de boissons, de cosmétiques, de produits d'hygiène personnelle et d'entretien ménager identifiés par un de ces symboles:



- bouchons et couvercles
- sacs et pellicules d'emballage

- caps and lids
- bags and plastics wrappers



S.V.P.
enlevez bouchons et couvercles

Please
take off caps and lids

ALL PLASTICS

**ACCEPTED
in recycling bins**

bottles, containers and wrapping for food products, drinks, cosmetics, personal hygiene products and household cleaning products featuring one of these symbols:





1301 Spence Ave.
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Tel: 613 632-8008
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RECYCLAGE

Aujourd'hui, 60 % des Canadiens ont accès au recyclage des récipients en plastique grâce aux programmes municipaux de collecte sélective à travers le pays.

Les techniques de recyclage ont évolué afin de permettre à tous les récipients d'être collectés et recyclés ensemble comme un mélange plutôt que d'être séparés en fonction de leur résine de plastique.

Les récipients en plastique sont recyclés en des produits durables tels que du bois synthétique pour les bancs de parc et les meubles de jardin, les pots et les plateaux de fleurs, les espaceurs de transport, les palettes de distribution et les caisses de lait.

RÉUTILISATION

Les plastiques prévus pour l'utilisation au four à micro-ondes sont étiquetés comme tels par le fabricant, puisque le récipient a été conçu pour résister à des températures élevées et à la chaleur sans se déformer ou fondre.

Recyclez tous les plastiques !

RECYCLING

Today, 60 % of Canadians have access to the recycling of plastic containers thanks to the municipal programs of selective collection throughout the country.

The techniques of recycling evolved to allow all containers to be collected and recycled as a mixture rather than to be separated according to their resin of plastic.

The plastic containers are recycled in sustainable products such as some synthetic wood for park benches and garden furniture, jars and trays of flowers, transport spacers, pallets and the plastic cases (for milk).

RE-USE

Plastics used in microwave ovens are labelled as such by the manufacturer, because container was designed to resist high temperatures and heat without deforming or melting.

Recycle all plastics!





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 205, Vieille Route 17 / 205 Old Highway 17, C.P. 350 / P.O. Box 350, Plantagenet ON K0B 1L0
613-673-4797 www.alfred-plantagenet.com



Vous pouvez *RECYCLER*  You can *RECYCLE*

<p>MÉTAL CANNETTES de boissons gazeuses, boîtes de conserve, papier aluminium incluant assiettes à tarte, plateaux, emballages. S.V.P. nettoyer tout le matériel. Placer les couvercles dans les cannettes et pincer le haut. Déposer dans votre boîte de recyclage.</p> 	<p>METAL Food and beverage cans, aluminum foil including plates, trays and wraps. Please clean all materials. Put lids inside cans and crimp the tops. Place in your recycling box.</p> 
<p>VERRE Bocaux et bouteilles -- pas de verre ni céramique S.V.P. rincer et enlever les couvercles et capsules. Déposer le verre et les couvercles dans votre boîte de recyclage.</p> 	<p>GLASS Jars and bottles, no window glass or ceramics. Please rinse and remove lids and caps. Place glass and lids in your recycling box.</p> 
<p>PLASTIQUE Bouteilles de plastique, contenants et sacs avec  Inclure tous les contenants de plastique d'après les numéros appropriés. S.V.P. enlever les couvercles. Rincer les contenants. Placer les sacs propres d'opicerie, les sacs de légumes surgelés, sacs de pain et de lait ensemble dans un autre sac. Placer tous les plastiques dans votre boîte bleue.</p> 	<p>PLASTIC Plastic bottles, containers with #'s  Include all plastic containers with the appropriate numbers. Please remove the lids. Please rinse the plastic containers. Place clean grocery bags, frozen vegetables bags, bread and milk bags together inside another bag. Place all plastics in your recycling box.</p> 
<p>CARTONS DE LAIT ET DE JUS incluant les boîtes individuelles de jus. S.V.P. rincer et aplatir les cartons et les placer dans votre boîte bleue. Ne pas inclure les pailles ou emballages de plastique.</p> 	<p>MILK AND JUICE CARTONS Including individual drinking boxes. Please rinse and flatten cartons, place loose inside your recycling box. Do not include straws or plastic wrap.</p> 
<p>PAPIER S.V.P. déposer dans un sac de plastique clair et non-ozoné ou dans un sac d'opicerie en plastique et déposer dans votre boîte bleue. S.V.P. garder les papiers divers séparés des autres objets recyclables.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Papier journal Journaux, magazines, catalogues, publicités</p>  </div> <div style="width: 20%;"> <p>Carton de boîtes Céréales, de tissu, de détergent, etc. Enlever les sacs à l'intérieur.</p>  </div> <div style="width: 20%;"> <p>Papiers Enveloppes, livres et papier d'ordinateur</p>  </div> <div style="width: 20%;"> <p>Autres Cartons à œufs, annuaires de téléphone</p>  </div> </div>	<p>PAPER Please place in a separate clear, uncoloured, plastic bag or an unlined plastic grocery bag in a recycling box. Please keep paper products separate from other recycling items.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Newspaper Newspaper, flyers, magazines, catalogues</p>  </div> <div style="width: 20%;"> <p>Boxboard Cereal, tissue, detergent boxes, etc. Discard plastic liners</p>  </div> <div style="width: 20%;"> <p>Writing Envelopes, books, computer paper</p>  </div> <div style="width: 20%;"> <p>Other Egg cartons, coffee trays, phone books</p>  </div> </div>
<p>CARTONS ONDULÉS ET SACS DE PAPIER BRUN Aplatir et attacher avec corde dans des paquets de 30" X 30" X 8". S.V.P. ne pas inclure les cartons cirés. Garder propre et au sec et les placer pour la collecte avec les autres produits de papier.</p> 	<p>CORRUGATED CARDBOARD AND BROWN PAPER BAGS Please flatten and tie with string into 30" x 30" x 8" bundles. Please not include waxed coated cardboard. Keep clean and dry and put out for collection with the paper products.</p> 



CANTON D'ALFRED ET PLANTAGENET
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 205, Vieille Route 17 / 205 Old Highway 17, C.P. 350 / P.O. Box 350, Plantagenet ON K0B 1L0
613-673-4797 www.alfred-plantagenet.com



La styromousse blanche, propre, sans ruban adhésif, triée et placée dans un sac ou dans une boîte, sans autres produits, peut être déposée à côté de votre boîte bleue.

White Styrofoam, clean, no scotch tape, sorted and placed in a bag or a box, without any other product, can be placed beside your blue box.

OU

Vous pouvez déposer votre styromousse à l'endroit désigné au centre de dépôt, entre 8h et 16h, du lundi au vendredi.
Pour information : 613 632.8508.

OR

You can bring your Styrofoam at the designated place at the depot centre, between 8:00 a.m. and 4 p.m., Monday through Friday.
For information : 613 632.8508.

Centre de dépôt de Styromousse
Styrofoam depot centre

RECYCLE ACTION

**1301 Spence Ave,
 Hawkesbury, ON K6A 3T4**

www.groupeconvex.ca

Ce projet est rendu possible grâce au **Programme de développement de l'Est de l'Ontario** et à la **Société de développement communautaire de Prescott-Russell**.

This project is made possible by the **Eastern Ontario Development Program** and the **Community Development Corporation of Prescott-Russell**.

Serge R Lalonde

impserge@bellnet.ca



Bingo

*Imprimerie & Equipement de bingo
Printing & Bingo Equipment
Billets Nevada Tickets*



Fracture # 9696

Date: 3 SEPT 2014

TVH/HST R123846867

Modalités / Terms : COMPTANT/CASH

2% d'intérêt par mois pour frais d'administration après 30 jours
interest per month for administration cost after 30 days

600, Nation. C.P./P.O. Box 100, Plantagenet, ON K0B 1L0

Tel.: 613.673.5186 • Fax: 613.673.4736

Vendu à:

Sold to:

Vendu à: Canton Alfred & Plantagenet
Sold to: a/s Monique Bastien
205 Vieille Route 17 CP 350
Plantagenet ON K0S 1L0

Tel.: 613673-4797 poste 225

QTE QTY	DESCRIPTION	MONTANT AMOUNT
	RECYCLAGE PLASTIQUE	
5000	Dépliants 8½x11 papier Blanc glacé impression couleur "Bleed" RECTO - VERSO En paquet de 100	385 00
	Montage & préparation	55 00
	Merci!	
	Sous/Sub Total	440 00
	TVH / HST	57 20
	TOTAL	497 20
	NEVADA AGCO	
	TOTAL Nevada	

X Monique Bastien
Marchandise reçue / Merchandise Received

PAIEMENT REÇU / PAYMENT RECEIVED

☐ COMPTANT CASH ☐ CHEQUE

IMPRIMERIE SERGE PRINTING

Serge R Lalonde

impserge@bellnet.ca



Bingo

Imprimerie & Equipement de bingo
Printing & Bingo Equipment
Billets Nevada Tickets



Facture # 9697
Invoice #

Date: 3 sept 2014

600, Nation, C.P./P.O. Box 100, Plantagenet, ON K0B 1L0

Tel.: 613.673.5186 • Fax: 613.673.4736

Vendu à: Canton D'Alfred Plantagenet
Soid to: 45 Monique Bastien
805 Veille Route 17 CP 350
Plantagenet ON
K0B 1L0

TVH/HST R123846867

Modalités / Terms : COMPTANT/CASH

2% d'intérêt par mois pour frais d'administration après 30 jours
interest per month for administration cost after 30 days

Tel.: 673-4797

poste 225

QTE QTY	DESCRIPTION	MONTANT AMOUNT
2500	Repliants 8 1/2 X 11 Recyclage / Styromousse papier blanc glacé impression couleur "Bleed" recto verso en paquet de 100	282 00

APPROVED FOR PAYMENT GOODS / SERVICES RECEIVED	
<i>Monique Bastien</i> Department Head	
Treasurer	
Account 14 14713 13410	

Montage & preparation 15 00

X *Monique Bastien*
Marchandise reçue / Merchandise Received

PAIEMENT REÇU / PAYMENT RECEIVED

☐ COMPTANT
CASH
☐ CHEQUE

Sous/Sub Total	297 00
TVH / HST	38 61
TOTAL	335 61
NEVADA AGCO	
TOTAL Nevada	