

Final Report

**CIF
612.12**

**Brudenell, Lyndoch and Raglan
Small Program Promotion and Education Plan**



Final Project Report, August 8, 2014

Brudenell, Lyndoch and Raglan

CIF Project number 612.12

Acknowledgement:

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	1,658
Households (single family)	1,158
Blue Box Tonnage*	80.4
Municipal Grouping	Rural Depot South
Blue Box Program net cost*	\$ 43,950.26
Blue Box Program net cost per tonne	\$547/t
Annual P&E Budget	\$ 500.00

* 2012 WDO DataCall

The township of Brudenell, Lyndoch and Raglan (BDR) provides waste management services to 1,158 households. Blue box recycling is provided through multi-stream depot recycling to residents. The Brudenell Waste Site recycling depot located at 6824 Brudenell Road is open Wednesday from 12 noon to 6:00 pm and Saturday from 1:00 pm to 4:00 pm. The Lyndoch Transfer Station recycling depot located at 876 Addington Road is open Tuesday from 2:00 pm to 6:00 pm and Friday from 3:00 pm to 8:00 pm. The Raglan Transfer Station recycling depot is open Thursday from 2:00 pm to 6:00 pm and Saturday from 7:30 am to 11:00 am. It is located at 2306 Schutt Road. The depots are staffed by an attendant. The Township's recycling program accepts fibres, tin, aluminum, glass and plastics (# 1-7). The recycling materials are collected from the depots by Beaumen Waste Management Systems Ltd and transported to their processing facility in Renfrew. The depot attendants contact the collections contractor when bins are full for pickup; the municipality is charged a fee per bin for removal.

1.2 Project Description

One challenge the municipality has faced is contamination of the bins by non-recyclable items or items in the wrong section of the bin. Contamination was not an issue before 2013. One reason that contamination has increased is that the recycling company has removed a dividing wall in the bins thereby reducing the number of sections in the bin. The municipality is charged \$ 300.00 for every bin that is contaminated. Therefore, this was a major focus of the P&E communication plan, along with increasing overall tonnage and the diversion rate.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase awareness on why you should recycle – As part of the education portion of the program, residents should be made aware of the reasons for recycling and the benefits to the individual, community and the earth. This will be accomplished by providing information to households by direct mail of flyers and the creation of educational brochures.

Increase education on what is recyclable and how – Only specific items are recyclable and ensuring a clean collection makes the recycling process better, more efficient and easier to manage. Communicating with the community regarding what is and is not recyclable will help to increase tonnage in collection, decrease contamination and create a better program overall.

Increase Diversion Rates

The program goals of increasing awareness and participation will be evaluated by monitoring the blue box materials diversion rate reported in the annual WDO DataCall. In 2012, the rate of diversion for the municipality was 17%. The objective has been set to increase the diversion rate 4% each year for the next three years to a diversion rate of 29% by 2015.

Decrease Contamination

Through increased education, residents will be aware of what items can be recycled and how (ie. which bin items are to be placed in). This will decrease contamination of our bins, which is an issue because it increases the cost of the recycling program. The number of times that a contaminated bin is received at the processing company will be tracked annually and will be used to determine the effectiveness of this objective. The contamination issue will also be discussed with the processing company to determine how they monitor contamination.

In 2011, 3 out of 36 bins were contaminated. In 2012, 53 bins were removed and no bins were contaminated. As of July 2013, 5 out of 24 bins have been contaminated. In 2013, the municipality has been charged \$ 1,068 in extra fees for the bins. The objective for 2013 is to have no more than 8 bins contaminated. Further, by 2015 the objective has been set to have 2 or less bins contaminated per year.

2.2 Implementation Schedule

Table 1: Implementation schedule for designing and delivering P&E materials

Task	Description	Person Responsible	Timeline
General Info Piece	Design Work	Rose Anne	July 2013/May 2014/Sept 2015
	Printing/ Mailing	Virginia	July 2013
Brochure	Design Work	Rose Anne/Matthew	October 2013/July 2014/May 2015
	Printing	Bayberry	October 2013/July 2014/May 2015
Fridge Magnet	Design Work	Virginia	July 2013
	Printing	Bayberry	July 2013
School Program	Presentation	Heather	September 2013
Media Relations	Press Release	Michelle	September 2013
			September 2014
			May 2015
Posters	Design Work	Rose Anne/Matthew	May 2014
	Printing	Bayberry	May 2014
Stickers	Design Work	WDO	May 2014
	Printing	Bayberry/Stripe-it	May 2014
Outdoor Sign	Design Work/Printing	Matthew	May 2015
Letters	Design/Printing	Rose Anne/Virginia	July 2015

2.3 Budget

Table 2: Annual P&E budget for the three years, 2013-15, covered by the current P&E communication plan

2013 Tactics	Budget	2014 Tactics	Budget	2015 Tactics	Budget
General Information Piece	\$ 350.00	Posters	\$ 200.00	Billboards/Outdoor Signs	\$ 400.00
Webpage	\$ 150.00	Stickers	\$ 400.00	Letters	\$ 200
Brochure	\$ 400.00	General Information Piece	\$ 350.00	General Information Piece	\$ 350.00
Fridge Magnet	\$ 1,200.00	Brochure	\$ 400.00	Brochure	\$ 400.00
School Programs	\$ 200.00				
Total Budget	\$ 2,300.00	Total Budget	\$ 1,350.00	Total Budget	\$ 1,350.00

3 RESULTS

3.1 Results

In 2013, the rate of diversion for the municipality was 26 %. In 2012, the diversion rate was 17%. In 2013, 83.07 tonnes of blue box material was recycled, while only 72 tonnes were diverted in 2012. Comparing the collection period of January – June for the years 2013 & 2014, figure 1 below, we are able to demonstrate a 10% increase in the amount of Blue Box materials captured. Therefore, our measuring and monitoring activities are on track, and it is clear that the program was a success over the last year. We are well on our way to meeting our goals by 2016.

For contamination, between August 2013 and July 2014 only one bin was contaminated and the municipality was not charged any extra fees. One of the reasons for the reduction has been the increased awareness of the attendants at the depots and transfer stations, as they have been given more training while using mistakes as learning opportunities. This has led to a positive environment for the attendant, who is running an efficient and effective depot.

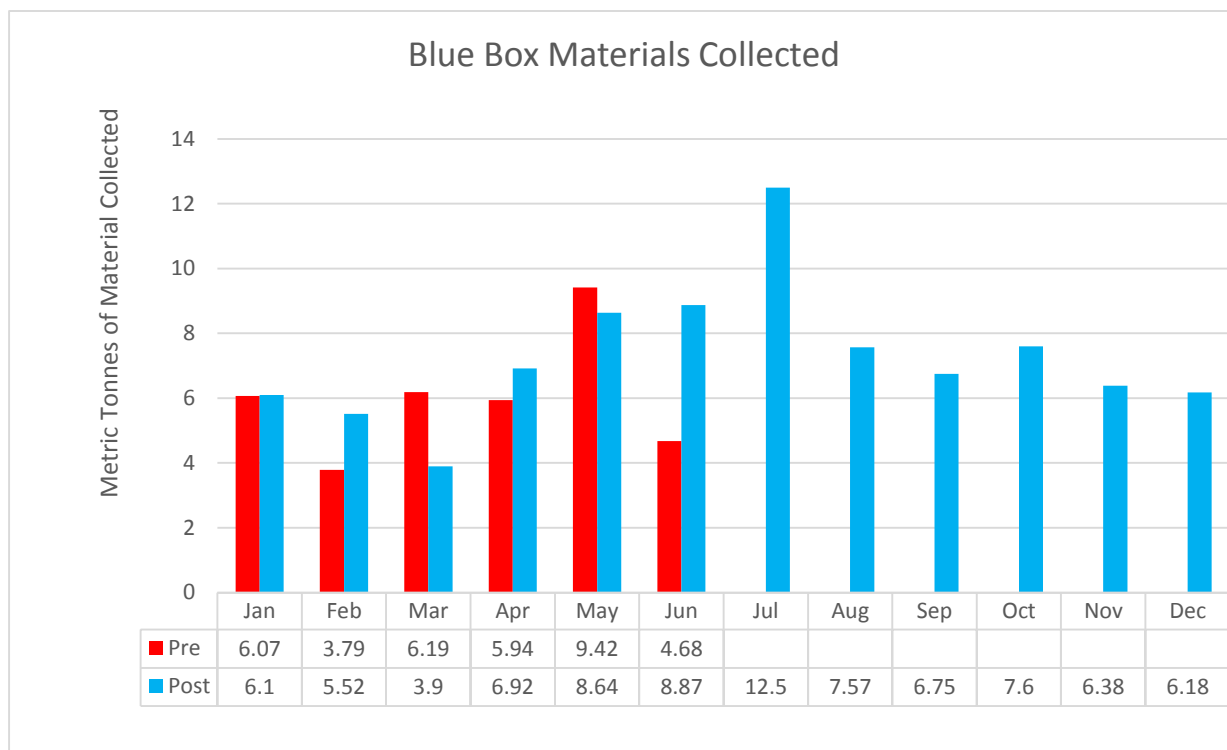


Figure 1: Comparison of metric tonnes of Blue Box materials collected for the Pre (January – June 2013) and Post (July 2013 – June 2014) periods of collection

3.2 Analysis of project

The **deliverables** this year were based around three main areas: depot attendant training, tax bill inserts about the waste and recycling programs, and a shared centre of excellence between local municipalities. All have met with varying degrees of success. The depot attendant training has been successful so far and will continue to be a focus over the next few years, while the taxbill inserts got simple messages out about the importance of recycling.

The Shared Services Centre of Excellence has been established with other municipalities to cooperatively work together to improve the performance of our recycling programs and to improve efficiencies. Our partners in the program are the Township of Bonnechere Valley, Township of Head, Clara & Maria, Township of Horton, Township of Madawaska Valley and the Town of Renfrew.

The Centre of Excellence will provide core services to the partners such as harmonizing program recyclable materials and P & E plans to ensure that all free advertising space is utilized, providing training support to office and recycling depot staff, identifying and containing/reducing existing overhead costs, monitoring legislation and advising on WDO policy changes, enabling compliance with current and future legislative and policy changes, tracking and reporting on current waste management trends and stewardship information and reporting on a regular basis to councils on

individual and the joint Centre of Excellence recycling programs efforts. By working together, the core mandate can be undertaken in a cost-effective manner and reduce duplication.

Several other projects have been delayed and will be completed in 2014 or 2015. These include a revamp of the current website and the distribution of the fridge magnets projects in the fall of 2014, another batch of brochures and advertising going out in late fall/early winter, and a school program in conjunction with the Centre of Excellence in the early winter of 2015.

Some of the efforts were more **effective** at meeting the goals and objectives than others. For instance, contamination was lowered by an increased focus on training, while the simple information sent out to residents increased recycling but will need to be more detailed in the future to ensure residents understand how much more they can do. The least effective part of the program so far has been sticking to the implementation schedule, as staff shortages led to a low amount of deliverables for the last year of this project. This will be changing for 2014.

The **key take-aways** from this program are:

- Any sort of public information that is given out to residents about how the program is doing and how it can get better motivates residents. We haven't done enough of that in the past, but that will be changing this year.
- This past year has been a struggle because of the limited staff and the low amount of time that was allocated to these projects. This will change as an office assistant has been hired that will conduct a lot of the legwork, while we have a greater understanding through the Centre of Excellence of what we should be doing. Both them and CIF are helping us here

For other programs looking to invest in similar programming, our **advice** is to establish a partnership with local municipalities that can help share common issues and work towards a unified system. This helps to limit confusion, raise efficiency and can lead to projects that can be done together across the board.