



CIF - Project # 613.12

---

Program Name:

Small Program P&E Project Report

---

Prepared By: Kyle Labett

Date: July 8 2013

## Table of Contents

1	BACKGROUND INFORMATION.....	3
1.1	Municipal Information.....	3
1.2	Program Description .....	3
1.3	Program Background .....	3
2	IMPLEMENTATION .....	5
2.1	Goals and Objectives.....	5
2.2	Messages Used.....	5
2.3	Tactics Utilized .....	5
3	RESULTS.....	6
3.1	Tracking Methodologies Used.....	6
3.2	Analysis of program.....	6

# 1 BACKGROUND INFORMATION

## 1.1 Municipal Information

Population	Permanent 4825 Seasonal- 4175
Households (single family)	3871
Blue Box Tonnage (2012)	275 Metric Tons
Municipal Grouping	Rural Depot South
Blue Box Program net cost (2011)	\$125,474
Blue Box Program cost/tonne	\$333.50
Annual P&E Budget	\$500-1000

## 1.2 Program Description

The Township of Central Frontenac offers multi-stream recycling at the Hinchinbrooke Transfer Station, Olden Waste site and Oso waste site. All three sites have a full time attendant. The Olden Waste site is open every day except Tuesday and Friday from 8am-12pm and 1pm-5pm. The Oso Waste Site is closed Wednesdays and Thursdays and is open from 8am-12pm Monday, Friday and Saturday and is open from 1pm-5pm on Tuesdays and Sundays. The Hinchinbrooke Transfer Station is closed Wednesday and Thursday and is open from 1pm-5pm Monday, Friday and Saturday and is 8am-12pm Tuesdays and Sundays. The Township targets the following recyclable materials through collections: Plastics 1-7, Paper, OCC, Styrofoam, and Glass. Since the fall of 2011 the Township is now able to accept all plastics (1-7), all Styrofoam, tetra packs and juice cartons, plastic bags and dry cell batteries. All materials are trucked by Scotts Snow Removal and Lawn Care Maintenance to HGC Management in Belleville

## 1.3 Program Background

In the fall of 2011, the Township of Central Frontenac began implementation of the current P&E Communication plan. Previous to the current plan, there had been minimal efforts using P&E and the Township had an abysmal diversion rate for recyclable goods (estimated at 14% of volume) Efforts were made to target the collection of materials through the use of a variety of P&E tactics. We created on site displays at the depots (see pictures), delivered pamphlets and recycling breakdown sheets to residents as they entered the waste site, created advertising for the news paper, and began putting notices in the tax bills giving updates on what has changed in recycling and garbage from the previous year.

The Township talked with many residents and the message was always the same. Recycling was too hard and people did not know what to recycle or how to do it properly. Many people also refused to recycle. At that point in 2011 the Township's recycling volume was estimated at 14%. The Township made the decision to switch from black bags to clear bags and make recycling mandatory. The Township did not have a specific target in mind for diversion but we had talked with other municipalities who said they had seen a significant increase in recycling once they switched to clear bags. A transition period took place from September 1, 2011 until April 1, 2012 at which point black bags were no longer accepted and recycling became mandatory. As the Township was transitioning we created handouts which break down each recycling category and what is acceptable in each category. Secondly we created a two sided handout which is updated each year. This is usually done in February or March so it is ready when the cottagers come back in the spring.

The Township only has depot collection so the attendants educate people as they come through the gate and handed out the information pamphlets. Once the pamphlets were created the township began selling blue bins at cost to make recycling easier for the residents. With each blue bin sale we also give the resident a magnet which gives a few examples of the basics of recycling. The blue bins are used for residential capacity; the residents bring the bins with them to drop off recyclables at the depot.



## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

1. Increase Diversion. The rate of diversion, by estimated volume, in July of 2011 was 14 %. We planned to increase diversion by approximately 15% to a rate of 30% by Sept of 2014; a change of 5% per year.
2. Decrease Contamination. Contamination in 2011 was estimated at 10-15%. We planned to decrease contamination by approximately 10% by Sept of 2014; a change of 5% per year.
3. Increase awareness on what is recyclable. We plan to communicate to the residents, what materials the Township collects through its recycling program. We will use the yearly tonnages of marketed materials reported in the DataCall as our measure for monitoring. The estimated tonnage in 2011 for the year 2010 was 190 tonnes. We aim to increase our tonnage significantly by 2014 to roughly 60-70%.

### 2.2 Messages Used

Recycling is Easy  
Central Frontenac Recycles!

### 2.3 Tactics Utilized

Table 2.1: P&E Implementation tactics (type of media, and cost per unit), method of distribution (by mail, with water bill, door to door, etc), date of distribution, targets (homes, schools, etc.), and respective costs (cost/target (home))

<b>Year One Tactics</b>	<b>Budget</b>	<b>Year Two Tactics</b>	<b>Budget</b>	<b>Year Three Tactics</b>	<b>Budget</b>
Newspaper Advertising	\$ 500.00	Newspaper Advertising	\$ 500.00	Newspaper Advertising	\$ 500.00
Tax Bill Notifications	\$ 50.00	Tax Bill Notifications	\$ 50.00	Tax Bill Notifications	\$ 50.00
Webpage	No cost	Webpage	No cost	Webpage	No cost
Fridge Magnets	\$2245.00	Fridge Magnets	-	Fridge Magnets	-
Brochures	\$ 150.00	Brochures	\$ 150.00	Brochures	\$ 150.00
Flyer handouts	\$150.00	Flyer handouts	\$150.00	Flyer handouts	\$150.00
Display Cases	-	Display Cases	\$2841.00	Display Cases	-
School Program	-	School Program	\$400.00	School Program	
<b>Total Budget Year One:</b>	\$3095.00	<b>Total Budget Year Two:</b>	\$4091.00	<b>Total Budget Year Three:</b>	\$850.00

## 3 RESULTS

### 3.1 Tracking Methodologies Used

Tracking Methodology	Data Collection Point	Timeline	Pre (2010)	Post (June 2013)
Diversion	Estimate	Spring each year	14%	45%
Contamination	Contractor	Quarterly	15%	9%
Tonnage	DataCall	Spring each year	190	278

### 3.2 Analysis of program

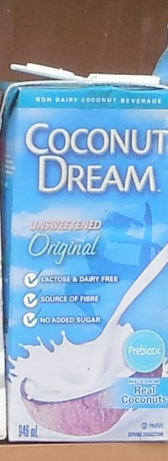
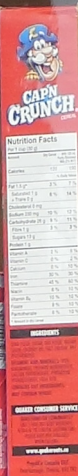
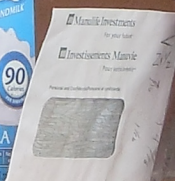
I believe the Township should be able to reach its goal of 60% diversion. The Township is continuing to be aggressive in its waste diversion. Through increased monitoring the Township should be able to better understand our recycling goals and objectives. The Township is still not completely sure on what our final objective for diversion is. We will continue to strive to find ways to recycle materials and divert materials for new uses

The residents of the Township did not discuss garbage or recycling at all previous to 2010. Now garbage and recycling is one of the most talked about things in the Township. Residents are becoming more aware of the remaining life in our waste sites as well as looking for ways to keep things out of the waste stream. The display cases and site handouts have been extremely effective when coupled with direct one on one contact with the site attendants to help residents gain knowledge. The magnets have helped to get people on board with recycling, however most residents are aware of what is on the magnets and have moved onto recycling items that are not as commonly thought about such as plastics, cans, and mixed fibres.

I think our approach to increasing diversion has worked well. The biggest gain in diversion was a result of switching to clear bags and making recycling mandatory. The clear bags allowed the attendants to ensure that recyclable materials were not going into the garbage. We would not purchase the magnets again; as they were a large expense.

We are coming up to the final year of the communication plan. In the fall of 2014, the current plan will be reviewed, evaluated and updated. The communication plan for P&E will be reviewed every third year; the next being Fall 2014.













YOUR EMPTIES  
CAN PROVIDE

- Humanitarian
- Vision & Hearing
- Screening
- Food Bank Funding
- School Bursaries
- Christmas Baskets
- Playgrounds
- Emergency Funds

Please Help us  
Help Others

HARBOT LAKE  
AND DISTRICT  
LIONS CLUB



