

Final Report

CIF 614.3

Municipality of Chatham-Kent Large Recycling Containers



Final Project Report, April 1 2015

Municipality of Chatham-Kent

CIF Project # 614.3

Acknowledgement:

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EXECUTIVE SUMMARY

This is the final report of a project implemented by the Municipality of Chatham-Kent between October 2011 and August 2012. The project goal(s) was to distribute new large blue (containers) and black (fibre) recycling containers to residents of the community to help provide adequate capacity for the new materials that were added to the two stream recycling program in 2011 and 2012. Financial and technical assistance was provided by the Continuous Improvement Fund (CIF) in completing this project.

In order to accommodate additional materials added to the acceptable materials list in the recycling program, twenty thousand 22 gallon recycling containers were purchased (10,000 Blue boxes and 10,000 Black boxes) through the CIF joint tender for capacity. By using the tender, staff were able to purchase containers at a competitive bid price without dedicating time towards the competitive bid process. Roughly a quarter of these containers were distributed to residents through open house give-away events at two locations in the region during the first couple weeks of July, 2012. The new larger recycling containers and give-away events were promoted through advertisements in the municipal curbside collection calendar and local newspapers and radio stations. The remainder have been distributed to residents through our nine municipal service centres.

The annual tonnage of material collected increased approximately 80 tonnes, or two percent, the year following the container rollout. This is a moderate increase in the material captured, but is fairly reflective of the low density materials that were added to the program which required the additional capacity. Two years after implementation, tonnages have slipped back to previous levels however staff hope to address this issue through changes in policy and additional promotion and education of the recycling program.

Once the containers purchased through this project had been distributed, additional containers were purchased through the CIF joint tender. This inventory is used for replacements and new households. Staff anticipate a future demand for this inventory as the garbage bag limit has been reduced, as of January 1, 2015, and residents will now likely divert even more recyclable materials from landfill.

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BACKGROUND

The Municipality of Chatham-Kent has a total population of approximately 104,000 residents with about 47,303 single family households. About 200 multi-family households are currently reported as participating in the recycling program. Approximately 75% of single family households are served by the curbside garbage and recycling program and the balance of households are served by the eight supervised transfer stations below:

- Camden Transfer Station located at 12187 Splinter Line Chatham Twp.
- Transfer Station located at 9753 Darrell Line Dover Twp.
- Transfer Station located at 25280 Big Pointe Road
- Harwich Transfer Station located at 21633 Communication Road
- Howard Transfer Station located at 12923 Magnavilla Line
- Orford Transfer Station located at 20908 Hetherington Road
- Tilbury East Transfer Station located at 22362 Depot Road
- Wallaceburg Transfer Station located at 505 Water St.

Like many Ontario communities, the Municipality operates a two stream recycling collection program designed to sort recyclables and accommodate processing operations at a local recycling facility. The program utilizes a Blue Box for containers and a Black Box for fibre products. Curbside recycling collection frequency is bi-weekly combined with the transfer stations which operate at least once per week for rural residents that do not receive curbside collection. The contractor operates daily excluding statutory holidays when services are delayed one day during the week in question. Garbage is collected weekly at the curb.

Table 1: Project Summary

Purchase of Large Curbside Containers	\$ 98,162
Promotion & Education	\$ 3,165
Staffing open house give-away events (3 pt staff @ \$16.10 / hr)	\$ 966
Number of Blue Boxes distributed	10,000
Number of Black Boxes distributed	<u>10,000</u>
Total containers distributed	20,000
Public open house events	July 5 th 8 am – 2 pm July 7 th 2 pm – 6 pm July 10 th 8 am – 2 pm July 14 th 2 pm – 6 pm
Annual tonnage of recyclables collected through municipal recycling program	2011: 4,175 *2012: 4,068 2013: 4,150 2014: 3,989

*year of new container rollout

New Materials

Effective July 2011, Chatham–Kent will add beverage cartons, tetra-paks, and gable top containers (i.e. milk/juice containers, juice boxes, etc.) to the recycling collection program. Additional materials including mixed rigid plastics were added in July of 2012. Residents of Chatham–Kent require additional containers to handle the increased curbside collection generated by these additional materials in the collection system.



Promotion & Education (P&E)

The distribution of recycling containers at the open house give-away events were promoted through advertisements in the annual curbside collection calendar, an article in all local papers via Chatham-Kent Matters and segments on the local radio stations. The annual calendar is distributed to residents in June for the upcoming year. The 2012 calendar featured a full page advertisement, pictured in figure 1, promoting the new containers and the open house give-away events. Advertisements on local radio stations 94.3 CKSY and Country 92.9 were run over a two week period leading up to the events. The budget for the P&E tactics are itemized in Table 2, below.

Table 2: P&E Implementation tactics, targets, and respective costs

Tactic	Description	Cost
Recycling calendar ad	Advertisement for the open house give-away events	\$725.00
Radio advertisements	Radio ads promoting the open house give-away events	\$1,366.74
Newspaper advertisements	Local community paper ads for open house give-away events & new containers	\$1,073.86
Total		\$3,165.60

Method of Distribution

Recycling containers were distributed first through a series of open house give-away events. The events were held at two of the Municipality's Transfer Stations located in Wallaceburg and Harwich, over four days. Container distribution at each of the events were completed by having three municipal staff members on site. Roughly a quarter of these containers were distributed to residents through open house give-away events at two locations in the community during the first two weeks of July, 2012. The remainder have been distributed to residents through our nine municipal service centres.

RESULTS

Project tracking – Measuring & Monitoring

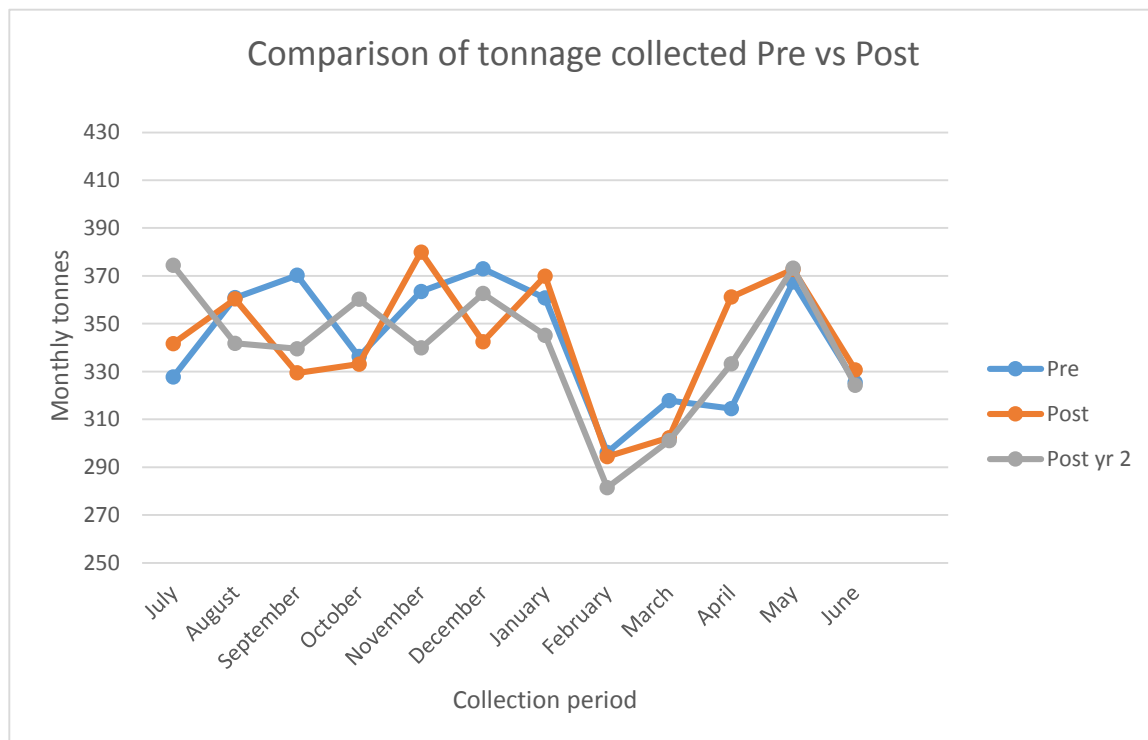
The tonnage of materials collected from the recycling program as reported by the collections contractor through monthly weigh bills of materials was used as the primary source of data to assess the impact of the new containers. Table 3 below presents the annual tonnes collected through the recycling program. Note that the recycling containers were distributed to residents primarily throughout 2012 (the base year in analysis) and that materials collected in 2013 are up approximately 80 tonnes or 2%.

Table 3: Annual tonnes collected

	2011	2012	2013
Tonnage	4,175.1	4,068.9	4,149.6

Figure 2 presents this data over the monthly collection periods. Staff have used this data to not only assess the impacts of the new containers and expanded list of targeted materials, but to also better understand the seasonality of the recycling program. Clearly, the amounts of material set out by residents during the months of February and March are consistently lower than other times of the year, which likely reflects the relatively large proportion of our community going on vacation and wintering in destinations outside the municipal boundaries. This seasonal analysis helps staff better understand and manage the recycling program.

Figure 2: Monthly tonnages of materials collected in recycling program



ANALYSIS AND CONCLUSIONS

Staff are confident the new recycling containers satisfied the additional capacity needs of residents in the community to begin recycling the expanded list of recyclable materials. Although tonnages have not increased dramatically, staff have confirmed with the private recycling facility that the new materials are being recycled and the minimal change is more reflective of the low density characteristics of the additional materials targeted. The Municipality will continue to offer recycling containers free of charge to residents in an effort to promote waste diversion through the recycling program. We are focused on strengthening our diversion programming this year through policy changes in garbage bag set out limits, and are committed to improving the recycling program year after year. Significant steps have been made in the past few years, and we will be continuing this improvement through constant measuring and monitoring of our program and implementation of recycling best practices.

The screenshot shows the Chatham-Kent website interface. At the top, there's a header with the 'chathamthisweek.com' logo and a navigation bar with links like HOME, NEWS, SPORTS, etc. A weather widget on the right shows 'Wednesday, March 25, 2015' and 'Chatham, ON' with a temperature of '3°' and 'Overcast'. Below the navigation bar, there's a 'NEWS LOCAL' section. The main article is titled 'New recycling boxes being quickly picked up' by Don Robinet, QMI Agency, dated Friday, July 6, 2012. The article features a photo of Ryan Jacques, a man in a light green shirt, holding a large blue recycling bin. The bin has 'Chatham-Kent Recycling Matters' and 'Thank You!' printed on it. Below the photo, a caption reads: 'Ryan Jacques, who works in the municipal planning department, volunteered during lunch to help distribute the new recycling bins, as resident demand was heavy.' The article text states: 'The amount of household waste that can be recycled is increasing, and, as result those old recycling bins just aren't big enough for a lot of households. As a result, last week, municipal employees began handing out new blue and black recycle bins that are larger and better able to handle the increased demand.' To the right of the article, there are several advertisements: a Walmart ad for recycling bins (\$52.88 and \$108.00), a 'Local Businesses' section with ads for 'The Healthy Berry', 'SUBWAY', 'Bedrooms & More', and 'Succession Planning', and a 'CONTRIBUTE' section titled 'Send Your Scoop!'.

chathamthisweek.com

Wednesday, March 25, 2015

Chatham, ON

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New recycling boxes being quickly picked up

By Don Robinet, QMI Agency
Friday, July 6, 2012 2:14:26 EDT PM

Ryan Jacques, who works in the municipal planning department, volunteered during lunch to help distribute the new recycling bins, as resident demand was heavy.

The amount of household waste that can be recycled is increasing, and, as result those old recycling bins just aren't big enough for a lot of households. As a result, last week, municipal employees began handing out new blue and black recycle bins that are larger and better able to handle the increased demand.

Walmart

\$52.88 \$108.00

Shop Now!

Local Businesses

The Healthy Berry
Your Health Food Store
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CLICK HERE

SUBWAY
CLICK FOR MONEY-SAVING COUPONS

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