



Promotion and Education Plan – Summary Report

Prepared By: The Corporation of the Town of Cochrane

Date: July 10, 2013

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population:	5073
Households:	2,577
Blue Box Tonnage (2012 Datacall)	*
Municipal Grouping	*
Blue Box Program net cost (2012 Datacall)	*
Net Cost/ Tonne	*
Annual P&E Budget	\$1,850

* The 2012 WDO Datacall is not being completed

**Cochrane started the curbside program in August 2013 and in discussions with CIF will be submitting results from August to December 2012 in the 2013 Datacall

1.2 Program Description

Until Summer 2012 residents of the Town of Cochrane used depot recycling under the Cochrane Temiskaming Waste Management Board. As of August 2012, the Town of Cochrane now provides a weekly multi-stream curbside collections recycling program for residents. Targeted materials include: Clear and coloured glass containers, Metal containers & dried paint cans, Empty aerosol containers, Aluminum containers, Plastic containers, Polystyrene foam, Aseptic and Polycoat containers, Household papers, Cardboard and Boxboard.

Recyclable materials are deposited via the collection vehicle into the municipally run transfer station. Twice daily a municipal employee uses a loader to push and compact the recyclable materials to make room for future deposits. On a bi-weekly basis a 53' compacting trailer from "Grant Forestry Products" is loaded and packed by a municipal employee via a loader. The process takes roughly an hour. The materials are then shipped to "Service-Santri" in Rouyn-Noranda, Quebec (235 Km). The cost of each shipment is \$835 and the processing cost per tonne once the materials arrive at Sanitri is \$75.

1.3 Promotion & Education Efforts

Promotion & Education efforts for the Corporation of the Town of Cochrane were a multi- tiered effort to create awareness of the new curbside recycling program. The awareness and excitement generated by The Town's public awareness blitz was supported by tangible information that was easy to understand for all of Cochrane's

residents. The information given to the public could be defined as direct/ indirect information.

Direct information included:

- Information packages included with each set of bins during household delivery.
- These packages included a brochure with a materials list and tips.
- A more detailed package which included more information on tips, frequently asked questions regarding the new curbside program and bin set up.
- A fridge magnet (4 x 6 inches) which could be placed in each household in order to have a constant reminder of what can/cannot be recycled
- A list of the accepted plastics based on their recycling numbers and a list of examples for each number

Indirect information included:

- Newspaper and Radio advertising that included information on important dates (start date, holidays) as well as tips to proper recycling.
- Display booth at local events (trade show, fall fair) in order to give the public the opportunity to inquire directly from town employees. Employees could field answers for questions and possible concerns.
- Presentations at local schools.

2 IMPLEMENTATION

2.1 Goals and Objectives

- Increase participation in curbside recycling to 75% of the residential population; based on setout for collection. There are no historical values for the participation rate in the recycling program. An annual audit to evaluate the participation rate based on the Lateral Innovations camera system's data will be completed each year
- Capture more blue box marketable materials; as indicated by tonnage and diversion:
 - The tonnage captured through the depot recycling program in 2011 was 106 tonnes. The Town of Cochrane has set the objective to double this tonnage by 2015 to 200 tonnes of blue box marketed material
 - The diversion rate of blue box marketed materials in a 2010 audit was 5%. The consultant's report identified that the Town should strive to increase the rate of blue box materials recycled to 24%. Thus, the Town of Cochrane has set its blue box marketed materials diversion objective to be 24% by 2015

2.2 Messages Used

- "Environmental Solutions at Work!"
- "Rule of 2"
- "What Goes In, What Goes Out"

2.3 Tactics Utilized

Table 2.3: P&E Implementation tactics, targets, and respective costs

Tactic	Distribution	Implementation Target	Date	Cost	Produced
Year 1 - 2012					
Pamphlets/ Information Packages	Attached to bins during rollout	Pre- Implementation Information	Spring 2012	\$1182	4000
Fridge Magnets	Inserted in Information packages	Constant Household Reminder	Spring 2012	\$2337	4000
Newspaper Advertisement	Cochrane- Times Post	Inform public of important dates, tips to cleaner/better recycling	Weekly	\$711	
Radio Advertisement	98.1 Moose FM	Inform public of important dates.	Spring 2012	\$615	

Displays at local trade show, fall fair and local library		Allow for face-face inquiries for the public	Spring 2012	\$781	
Presentation for schools	Power Point presentation	If kids at home are interested in recycling, parents may be as well.	Spring 2012	\$100	
Year 2 - 2013					
Newspaper Advertisement	Cochrane-Times Post	Inform public of important dates, tips to cleaner/better recycling	Weekly 2013	\$712	
Newsletter	Mail out with tax bills	Residents	Annually		
Website	Online through municipal site	Residents	Ongoing		
Year 3 - 2014					
Newspaper Advertisement	Cochrane-Times Post	Inform public of important dates, tips to cleaner/better recycling	Weekly 2014	\$712	
Newsletter	Mail out with tax bills	Residents	Annually		
Website	Online through municipal site	Residents	Ongoing		
			Total	\$7050	

3 MEASURED RESULTS

3.1 Tracking Methodologies Used

To evaluate the effectiveness of the P&E plan at meeting the objectives set for the Recycling program, the following tracking methodologies have been implemented: Tonnage, Diversion, Participation, and contamination. The tracking methodologies are summarized in table 3.1

Table 3.1: P&E effects tracking methodologies, collection points, and general comments

Tracking Methodology	Data Collection Point	Comment
Weigh bills	When it arrives at Sanitri (Rouyn-Noranda)	Information is sent after every shipment arrives at Sanitri. Easy to obtain
Camera on collection vehicle to visually inspect what each bin deposits	At every house-hold.	Purchased computer program from Lateral Innovations to facilitate information collection. Difficult to obtain- program has never worked properly.
Diversion	WDO DataCall	Easy to use information
Participation	Annual Audit	Has not been completed to date
Contamination	SANITRI	Contamination/quality of recyclables distributed to the processor is provided to the Town

3.2 Measured results

The results from the tracking methodologies have been updated to represent the first year of the P&E plan's implementation; table 3.2 summarizes the results to date

Table 3.2: Results obtained through tracking methodologies

Tracking Methodology	*Pre (2011-12)	Post (2012)	Goal
Contamination	None Identified	None Identified	None
Tonnage *	106	172	200
Diversion (%)	5%	unknown	25%
PARTICIPATION	Unknown	unknown	75%
*Tonnage Pre is an estimate based on volume data			
*Tonnage Post is representative of materials collected between Aug 20 th - Dec 31 st 2012			

The town of Cochrane has not received any information on contamination from SANITRI, but has received a letter (attached file) complementing the community and its residents on the quality of recycling sent out.

3.3 Analysis of program

Goals for the project are being achieved. The objective of increasing the tonnage of blue box materials captured curbside to 200 tonnes by 2015 will be met. The Town is currently reevaluating this objective and will likely increase the amount targeted based on results from 2013 collections.

A full calendar year has not yet elapsed since the implementation of curbside recycling. Thus, the diversion of blue box materials cannot of yet be assessed. The Town of Cochrane has set a goal of 20%-25% diversion by 2015. Based on the tonnage totals from 2012, the Town is likely on its way to achieving the diversion objective.

Resident participation was meant to be quantified by camera systems on the collection vehicles. The town has encountered issues with the systems and, as a result, resident recycling participation data has not been collected. The Town plan to capture participation through visual inspections of set out in the upcoming months. This data will be used to evaluate if the Town is on track to meet the objective of 75% participation. The Town has since identified an ambition to increase the rate of participation to 95% in the long term.

All promotional efforts were important in the rollout of the new recycling program in Cochrane. The Town does not have information on what percentage of the information packages were actually read, but the residents who did use the information have stated that the information was very helpful.

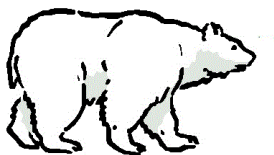
The most effective tactic's used however are information in the newspaper, radio and face to face conversations with residents at local shows. Places like the local trade show or fall fair are very useful because it is easier to communicate the information directly to the resident.

In order to comply with Best Practice standards, the P&E plan will be regularly updated to reflect the needs of the Town of Cochrane. Future directions for the P&E plan will focus continuing to promote participation in the recycling program to residents. Flyers and newsletters will be utilized, for the cost-effective nature, to communicate the materials the Town collects through the recycling program. Additionally, a list of materials, collection schedule, and other recycling information will be made available on the Town's website.

A key takeaway is that no matter how much information is available to the public, not everyone is going to be willing or able to participate in the program. Some residents need multiple reminders (verbal, written) to clearly understand how the program works. Some senior citizens are very unwilling to participate in the change, and people with disabilities may have difficulty moving around 96 gallon bins.

The current P&E communication plan is in its final year of use. The communication plan will be reviewed, evaluated, and updated May of every third year. The next review date is set as May of 2014. It should be noted that the review process needs to start well in advance of the actual deadline in order to ensure it is completed in a reasonable and accurate manner. It is expected that this process is to begin in June of 2013 and come to completion in May of 2014.

Appendix A: Promotion and Education Materials



The Corporation of the Town of Cochrane
Notice to all Cochrane and Area residents

WASTE & RECYCLING

The Town of Cochrane is pleased to announce that the new and highly anticipated Automated Recycling and Waste Management system will be implemented soon. Delivery of a recycling bin and a waste bin will begin shortly to the residents of Cochrane. Once residents receive the bins the Town requests that they be stored and not used until the program is in full effect. You will be notified once the bins can be used. Your cooperation will be greatly appreciated through this transitional period.

Any additional information, please contact the Municipal Operations Department at (705) 272 5064. (Pour renseignements en français composez le (705) 272-5064.)

Dan Maltais
Director of Operations

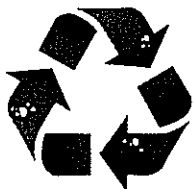
Shane Skinner
Manager of Engineering



Environmental Solutions at Work!

www.town.cochrane.on.ca





Waste & Recycling

Questions? * Call (705) 272-5086

www.town.cochrane.on.ca

*disponible en français

WHAT'S INCLUDED IN RECYCLING



- Glass bottles & jars
- Plastic containers (#1,2,4,5)
- Polystyrene foam (#6)
- Aseptic containers (juice boxes)
- Ply coat cartons (juice/milk)
- Household papers
- Cardboard and box board
- Empty & dry paint cans (lids removed)
- Food & beverage cans (metal/cardboard)
- Empty aerosol cans
- Aluminum foil plates & trays

what stays out

Windows - Mirrors
Light Bulbs - Motors - Oil Boilers
Wires

WASTE



- Mattin papers
- Waxed paper
- Waxed cardboard boxes
- Tissues, napkins & paper towels
- Paper plates & cups
- Take-out containers
- Ice cream cartons
- Sugar, flour, potato & popcorn bags
- House plants & soil
- CD cases & plastic pipe
- Shower curtains
- Regular domestic waste

what stays out

Household Hazardous
Pet Waste - Litter
Sawdust - Ashes



PROUDLY SPONSORED BY:



DETOUR GOLD



Ad Impact © 2012

Lean and Green.

Your new recycling and waste collection system will begin in August 2012. This automated system will save taxpayers dollars and the environment. This new technology reduces waste collection costs and increases your ability to recycle. Less garbage ends up in the municipal landfill.

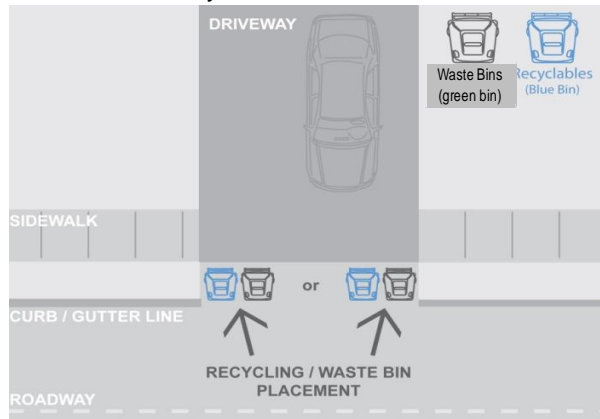
Recycle more often with the new weekly pick-up of recyclables

Best Practices for Recycling:

- Rinse all containers and bottles to reduce odours.
- Do not crush cans.
- Break down styrofoam and flatten cardboard & box board
- Place materials loosely in your blue box.
- Clean and rinse your blue box regularly.

Rule of 2's:

- Place bins 2 feet apart
- Place the 2 bins facing the street
- In winter, place bins in the center of your shoveled driveway



**Wood and Brush Disposal now available at the south yard of Genier Bros.
Site at the corner of 8th Street and Genier road.**

Green Cart - Garbage



What goes IN!

Food Items: Fruits, vegetables, meats, fish, products, cooled grease and fat, sauces, gravy and dairy products, breads, grains, baked goods and ingredients, pasta and rice, eggs, eggshells, nuts and shells, coffee grounds/filters/tea bags.

Non-Recyclable Paper Products:

Muffin's paper cups, freezer, waxed paper, Tissues, napkins, paper towels, paper plates, cups, takeout containers. Waxed cardboard, Ice cream cartons, Sugar, flour, potato/popcorn bags

Others:

Chip bags, straws, Styrofoam peanuts, bubble wrap, "crinkly" plastic, packaging such as pasta packages
Zipper-style plastic bags, Broken glasses, Pottery, ceramic dishes and cups,
Cereal/cracker box liners, plastic wrap,
House plant and soil, Light bulbs, windows, Mirrors, Motor Oil Bottles, wood or wood crates and pet food bags.

Have any question Call?

(705) 272-5086

Recycling Bins



The Corporation of the Town of Cochrane

Place items loosely in your blue bins



THE NEW AUTOMATED RECYCLING AND WASTE MANAGEMENT SYSTEM COMES IN EFFECT AUGUST 2012

For more information regarding the new recycling and waste management system, contact the Public Works Dept. at 705-272-5086 or visit the Town of Cochrane website at www.town.cochrane.on.ca



Your guide to the new recycling system for Cochrane



ENVIRONMENTAL SOLUTION AT WORK!

YOUR GUIDE TO RECYCLABLES AND THE NEW WASTE MANAGEMENT SYSTEM



1. Clear and coloured glass containers:

Examples: Glass bottles and or Jars used for food or drink products.

Do not recycle: Broken glass, windows/mirrors, light bulbs, pottery, ceramic dishes and cups



2. Metal containers and empty dry paint cans:

Examples: Food cans, empty and dry metal paint cans, stain cans (remove lid), chip and nut cans, coffee cans, also cardboard cans such as frozen juice and refrigerated dough cans.



Push lids down inside containers. Remove any plastic or aluminum lids or seals.



3. Empty aerosol containers:

Examples: Shaving cream, hairspray, cooking sprays and air freshener containers.

4. Aluminum containers:

Examples: Soda cans, take-out food containers, plates, foil and trays. (**do not** crush cans)



5. Plastic containers:



Examples: Shampoo bottles, jugs, tubs, pails, liquid laundry detergent.

Peanut butter jars
shrink wrap, garment bags, margarine containers, drink bottles, grocery bags, bread bags, dry cleaning bags, clear clamshells and milk bags (rinsed). Includes items with the following recycling symbols:



6. Polystyrene foam:

Examples: Take-out containers, foam meat trays, egg cartons, plates, cups white packing used for electronics
Items must have the recycle #6 symbol.



Do not include any dirty foam, peanuts, or treated foam for fire retardant (thermal insulation)

7. Aseptic and Polycoat containers:

Examples: Packaged milk, juice cartons, drink boxes, soy beverages, sauces soup broth, cream, wine, and liquid meal replacements, cream cartons



8. Household papers:

Examples: Newspapers, magazines, phonebooks, catalogues, flyers, unsolicited or direct mail, office papers, non treated paper bags, greeting cards, paper gift wrap soft and hard covered books



9. Cardboard and boxboard:

Examples: Cardboard, Pizza boxes, Cereal, shoe, detergent, cracker, toothpaste boxes, etc.
Paper rolls, Paper egg carton (no waxed cardboard).
Remove any plastic, foil, residue, inserts, and liner bags.



Town of Cochrane



Thinking beyond the box

Stewardship Ontario

New Recycling and Waste Management System

The Town of Cochrane is set to launch a new automated recycling and waste management system by early summer 2012. This new system will help save taxpayer dollars and the environment. New automated technology will help reduce waste collection costs and increase your recycling efforts. The result will be less waste in the Town's landfill site.

Overview of the New Recycling and Waste Management System

The new system allows for one vehicle to pick up both household waste and recyclables at the same time in a split bodied vehicle. An automated arm lifts and empties the waste bin into the vehicle's waste compartment.

The arm then lifts and empties the recycling bin into the recycling compartment. At the landfill, the vehicle's waste compartment is emptied first. Because sorting of recyclables is not necessary with the new system, recycling is much easier. This means less waste in the landfill.

The vehicle then empties the recycling compartment into the transfer station that will then be transported to a municipal recycling facility for sorting.

Two Bins to a Greener Future

Each home will receive a green bin for household waste and a larger blue bin for recyclables.

Step-by-Step Instructions



1. On your regular weekly waste collection day, take the green waste and the blue recycling bin to the curb if full.
2. Take the blue recycling bin to the curb and place it on the left of the green bin.
3. Make sure to leave at least two feet between the bins.
4. Make sure to place both bins as shown in the graphic.
5. Make sure you place both bins facing the street.
6. Place all acceptable recyclables in the blue bin. Do not pack recyclables tightly in the blue bin. Cut down polystyrene foam and cardboard before placing it in the blue bin.

Frequently Asked Questions

When will my household waste and recycling be collected?

Both household waste and recyclables will be collected on a weekly basis on the same day as your regularly scheduled collection day.

How will my household waste and recycling be collected?

Two bins – a green one for household waste and a larger blue bin for recyclables – will be delivered to your home at no cost. One vehicle, using automated technology, will pick up and empty both bins.

Do I have to sort my recycling?

No. Sorting of recyclables is not necessary. However, do not tightly pack recyclables in the blue bin.

Do cut down corrugated card board down.

Where do I place the bins?

Place bins at least two feet apart with the blue bin on the left side of the green bin. Make sure that both bins are two feet from the curb or gutter line and that both bins are facing the street. In the winter, place the bins in an open area at the end of your driveway.

What do I do if the bins are too heavy for me?

Bins should be tilted and wheeled to the curb, not carried.

Where do I place the bins if I have no driveway?

Place the bins in front of your home, two feet away from the street.

Do I have to place both bins out at the same time?

Yes, if you have recyclables and waste.

What if I have no recyclables? Do I still have to place the blue bin at the curb?

No.

If my recycling bin is not full, do I still have to bring to the curb?

You may opt to wait until your recycling bin is full before bringing it to the curb.

Can I recycle my personal hygiene products if they are made of plastic?

No. Place all items such as tooth or hair brushes with other household waste.

Blue Recycling Program

Items which can be placed in the blue box:

1) Clear and Coloured Glass Containers:

Examples: Glass bottles and jars used for food or drinks

TIPS:

- Rinse containers
- Labels can be left on
- Remove any lids and place both containers and lids in the blue box
- **Do not include drinking glasses, dishes, crystal, window glass or light bulbs**

2) Metal Containers and Empty/Dry Paint Cans:

Examples: Food cans, paint cans, chip and nut cans, coffee cans, and also cardboard cans such as frozen juice and refrigerated dough cans.

TIPS:

- Rinse cans and push lids down inside
- Remove paint can lids and place both the cans and lids in your blue box
- Remove any plastic or aluminum lids or seals

3) Empty Aerosol Cans:

Examples: Shaving cream, hairspray, cooking sprays, air fresheners

TIPS:

- Remove plastic lids and dispose of in your household waste
- Be sure that all aerosol containers are completely empty before recycling

4) Aluminum:

Examples: Soda cans, plates, foil, trays

TIPS:

- Rinse items before placing them in your blue box
- Do not crush cans
- Remove lids from soda cans and recycle

5) Plastics #1, #2, #4 and #5:

Examples:

- Plastics include drink bottles, peanut butter jars, and mouthwash bottles
- Plastics include shampoo bottles and liquid laundry and dish detergent bottles
- Plastics include shrink wrap, garment bags, and coffee can lids
- Plastics include margarine containers, ketchup bottles, etc.

TIPS:

- **Be sure to rinse all plastics containers thoroughly before recycling**
- Look for the recycling symbols to determine which class the plastic belongs to
- **Do not place plastic motor oil containers in your blue box**

6) Polystyrene Foam #6:

Examples: Take-out containers, foam meat trays, foam egg cartons, foam plates and cups, white foam packaging used to pack electronics

TIPS:

- Be sure items have the #6 recycling symbol
- Ensure material is broken down
- Do not include any dirty foam, foam peanuts, or treated foam for fire retardant materials (thermal insulation)

7) Plastic Bags:

Examples: Grocery bags, vegetable bags, bread bags, dry cleaning bags, outer milk bags (not the litre bags)

TIPS:

- Place all plastic bags in a single tied bag and place it in your blue box
- Use re-usable grocery bags to minimize waste
- **Plastics such as chip bags, granola or candy wrappers are NOT recyclable**

8) Polycoat Containers:

Examples: Juice, milk and cream cartons

TIPS:

- Rinse all items before placing them in your blue box

9) Aseptic Containers:

Examples: Packaged milk, juice, soy beverages, sauces, soup broth, cream, wine boxes, liquid meal replacements

TIPS:

- Aseptic packages are more commonly known as juice or drink boxes
- Please rinse containers and remove straws

10) Household Papers:

Examples: Newspapers, magazines, phone books, catalogs, flyers, junk mail, office papers, paper bags, greeting cards and paper gift wrap

11) Cardboard and Boxboard:

Examples: Cereal, shoe, toothpaste, pizza, moving, detergent and cracker boxes, paper egg cartons and paper rolls

TIPS:























- Flatten all cardboard and boxboard
- Remove any plastic, foil, residue, inserts, and liner bags
- **Please do not include any waxed cardboard, tissues or dirty napkins**

In addition to the new Blue Box Program, the collection of Waste and Recycling Materials will now be conducted weekly as opposed to our current two week schedule.

For more information regarding the Town's new Blue Box Program, please contact the Public Works Department at 705-272-5086.

ENVIRONMENTAL SOLUTIONS AT WORK!

TABLE CODES LISTING – TOWN OF COCHRANE
AREA HIGHLIGHTED IN GREY IS NOT ACCEPTABLE

Recycling number	Image	Alternate images	Abbreviation	Polymer name	Uses
1		 PETE  PET	PETE or PET	Polyethylene terephthalate	Polyester fibres, thermoformed sheet, strapping, and soft drink bottles
2		  PE-HD	HDPE	High-density polyethylene	Bottles, grocery bags, milk jugs, recycling bins, agricultural piping, base cups, car stops, playground equipment, and plastic lumber
3		 V  PVC	PVC or V	Polyvinyl chloride	Pi+pe, fencing, shower curtains, lawn chairs, non-food bottles and children's toys.
4		 LDPE  PE-LD	LDPE	Low-density polyethylene	Plastic bags, 6 pack rings, various containers, dispensing bottles, wash bottles, tubing, and various molded laboratory equipment
5		 PP  PP	PP	Polypropylene	Auto parts, industrial fibers, food containers, and dishware
6		 PS  PS	PS	Polystyrene	Desk accessories, cafeteria trays, plastic utensils, toys, video cassettes and cases, clamshell containers, packaging peanuts, and insulation board and other expanded polystyrene products (e.g., Styrofoam)
7		 OTHER  O	OTHER or O	Other plastics, including acrylic , fiberglass , nylon , polycarbonate , and polylactic acid (a bioplastic), and multilayer combinations of different plastics	Bottles, plastic lumber applications, Headlight lenses , and safety shields/glasses .
9 or ABS		 ABS	ABS	Acrylonitrile butadiene styrene	High-impact and chemical-resistant extruded or molded objects