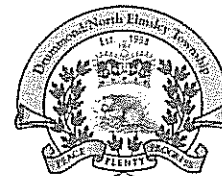


# The Corporation of the Township of Drummond/North Elmsley



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CIF - Project # 618.12

Small Program P&E Project Report

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Program Name:  
Blue Box P & E Communications Plan

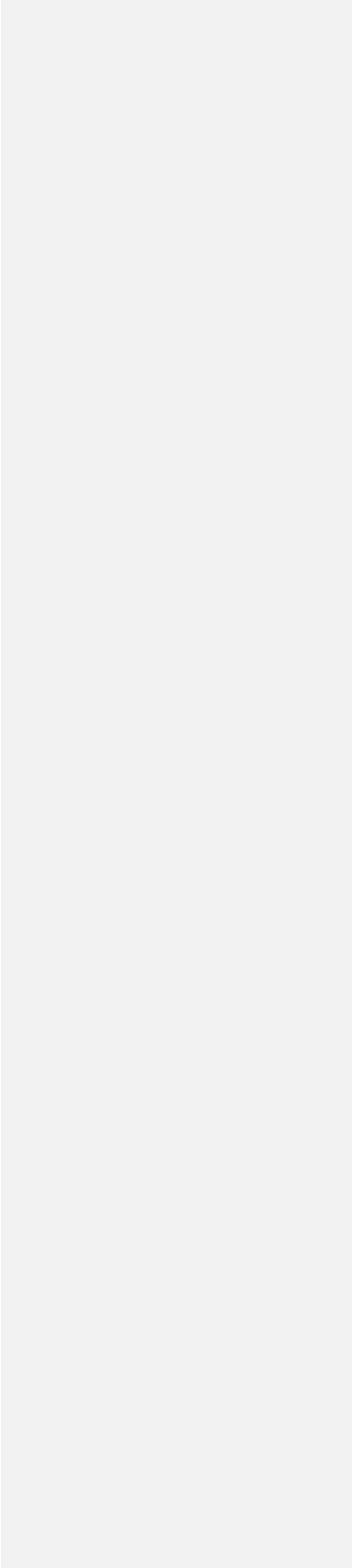
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Prepared By: Bob Moore

Date: May 27, 2013

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## 1 BACKGROUND INFORMATION

### 1.1 Municipal Information

Population	7531
Households (single family)	3564
Blue Box Tonnage (2012 Datacall)	526.71
Municipal Grouping	7
Blue Box Program net cost (2012 Datacall)	\$155,101.69
Net Cost / Tonne	\$294.47/tonne
Annual P&E Budget	\$ 2,000

### 1.2 Program Description

The Township of Drummond North Elmsley offers a single stream curbside pick-up for residents. The Township targets the following materials through its Blue Box recycling program: Aluminum/steel cans, mixed paper, boxboard, cardboard, 1-7 plastics, clear and coloured glass. Processing arrangement: Through Contracted Services.

Collection, processing and marketing of recyclable materials was handled by Waste Management previos to May 31, 2013. On June 1 of 2013, Matrec took over the Waste Management Contract for a seven year term.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives:

Previous to the creation of our communication plan in 2011, there had been no structure or goal setting for the use of P&E in our recycling program.

Our primary goals were to: 1) encourage more people to recycle, 2) maintain our residual rates, and 3) target new materials for capture. This strategy was set up by our Municipal Waste Group and is titled “Moving Forward” A waste Recycling Strategy for The Townships of Beckwith, Drummond/North Elmsley, Montague and the Towns of Carleton Place and Mississippi Mills.

1. Our municipality recovers an average of 66% (in 2011) of recyclables and our hope is to increase that to 80% (2014) by informing year round residents about our recycling program and the materials that are accepted. A secondary goal is to improve the summer recycling program so the many cottagers who visit our area will have a program similar to their own municipal one. This should also help reduce the residual materials.
2. Residual rates in the Township are approximately 1.5-3% (2011). We conducted a Waste Audit which indicated that the majority of materials in the garbage bags were different plastics—margarine, ice cream and yogurt containers. Our goal is to decrease the plastics found in the waste stream by 80%. We aimed to decrease this rate through increased communication with both our Recycling and Garbage collection contractors and the public. We were finding mixed messages going out and wanted to correct this so all staff are working from the same notes. Our staff is to be involved in Contractor Training sessions starting July 2013.
3. We also wanted to change our recycling program to include 3 through 7 plastics, milk cartons and the other items that were identified in the Waste Audit. We plan to monitor the capture of these newly targeted materials by measuring the tonnage of marketed materials per year (478 tonnes in 2011). We planned to increase the tonnage of blue box marketed materials by 10% over the 3 years of the communication P&E plan.

## 2.2 Messages Used

- Recycling pays
- Did you know that ( several different explanations—Recycled plastic products include Posters from CIF used in our cooperative P & E program set up by our Environment Committee
- Rate yourself on your recycling
- Our landfill depot accepts: Electronics, tires, scrap metal and white goods
- Too Good to throw away—take it to our reuse center at our landfill (busiest time of year for this is when students are returning to college and outfitting their apartments)
- Recycling is smart and easy
- Recycling is good for the environment and the community

## 2.3 Tactics Utilized

- We created a newsletter for distribution and a full page poster explaining the new program; both were distributed with the yearly tax bills.
- We created calendars for 2011 that had recycling tips on every page as well as a full page of acceptable recycling materials.

We included weekly and monthly recycling tips-encouragements in our newspaper ads and worked in cooperation with 4 surrounding municipalities (Montague, Carleton Place, Mississippi Mills, Beckwith) to increase the geographic distribution of P&E through our shared regions; we also had special ads targeted for Holiday Weekends. We use EMC (Metroland Media) which distributes newspapers through the 5 municipalities. Additionally, we use the Lanark Era through the shared advertising ONC

Table 2.1: P&E Implementation tactics

Tactic	Method	Date	Target	Cost	Cost/target
YEAR ONE 2012					
Newsletter/Flyer	With spring tax bills	Ongoing	3,560 homes	\$ 850.00	\$0.24/home
YEAR TWO 2013 - To be completed					
Calendar	Municipal Office and Schools	Nov 2012	3564 homes	3,000.00	0.84/home
Flyers promoting Blue Box Changes,	Tax Bills and Newspaper ads		7000 residents	2,000.00	0.29/resident
Website - Changes and Updates	Done by Staff	Ongoing	7000 residents	0	n/a
YEAR THREE 2014 - To be completed					
Newspaper Advertising			3560	750.00	0.24/resident
Newsletter	Tax bills		3560	750.00	0.24/resident
			<b>Total</b>	<b>\$7,350.00</b>	
* Distributed Jan of 2013 through schools and twp. office when residents came in to pay taxes					

### 3 RESULTS

#### 3.1 Measured results

<b>Tracking Methodology</b>	<b>Pre 2011</b>	<b>Post 2012</b>	<b>Difference</b>
Incoming calls and inquiries (per month)	5	2	3*
Revenue Marketed Materials	\$96,151.50	\$104,378.17	\$8,226.67
Net Cost per tonne	\$312/t	\$294/t	-\$18/t (6%)
Lifespan of Landfill	12 Years	14 years	2 years**
Tonnage	478 t	597 t	119 t (25%)
* Mainly from new residents not familiar with our program			
** Our annual landfill monitoring report indicated that we had diverted sufficient material and decreased our cover requirements to add two years life to our landfill's life.			

#### 3.2 Analysis of program

- The increase in recycled materials collected for sale and the resulting increase in income from sales plus the positive comments from residents regarding the full page recycling information in the calendar are indicators that the program has been achieving some levels of success and we have reached more of our residents as indicated by the fewer calls we are receiving with questions.
- The results of the Waste Audit encouraged us to implement the inclusion of three through seven plastics, milk cartons, spiral containers, wrapping paper, and tetra packs in our new recycling contract. This project is to start June 01, 2013 so we won't have results until the 2014 calendar year.
- P & E Plans involve a communication plan designed to encourage residents and businesses to participate in waste reduction and diversion programs by raising awareness about our programs and opportunities for diversion from the waste stream. Through newspaper ads and the "What's new Section" of the municipal website, we publicized that 3-7 plastics, milk cartons, tetrapacks, and spiral containers are now acceptable materials.
- We will alter our website to make Recycling strategies easier to find and provide residents with options for disposing of items that might have ended up in the waste stream.
- Newspaper ads, newsletters and full page recycling posters will be distributed in June 2013 to encourage and inform residents of program changes.
- Plans have been discussed to do a training session for the students in our elementary schools but are not yet finalized

- The key take-a ways were that there can never be enough P & E and we have to move forward and implement different strategies for communication in addition to newspaper, radio, television.
- When starting something new it has to be simple for residents so” Buy-In” is easily achieved. All players have to be on the same page and open, regular communication between the Municipality and its contractors is imperative.

### 3.3 Author’s Comments:

*The new program started June 1 2013, and we have had numerous calls from residents concerned with:*

- *THE CHANGE IN TIME FOR THEIR PICK-UPS. People are “Creatures of Habit” and get upset when time lines change. Most of these were easily handled and we added timing changes to our website to help clarify*
- *Recycling Matters to many of our residents and some were upset that the recyclables were being co-mingled in the truck as opposed to being source separated at curbside. In every case the new processes were explained and that seemed to satisfy most*
- *I did a short training session for our front-line staff to better enable them to understand the mechanical sorting process now being used and therefore be more consistent when responding resident concerns*