

**Final Report**

**CIF #623.12**

# Township of Emo

## Small program P&E plan implementation



Final Project Report, Aug 17 2015

Township of Emo

CIF Project number #623.12

Acknowledgement:

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## Executive summary

This is the summary report of a project implemented by the Township of Emo for 2014-2016. The project goals were to increase the diversion of recyclable material from landfill and increase recycling participation to improve the performance of the Blue Box recycling program and meet Best Practices by having a communication plan in place for the program. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project. The Fall of 2014, the Township went through a full change in Municipal Council as well as changes in staff. This resulted in the delay / postponement of many of the planned Promotion and Education (P&E) activities.

Spring, 2014 the Township of Emo began implementation of the plan by creating and distributing municipal newsletters that highlighted recycling promotional messages and information. Staff also created a recycling participation survey which was distributed online and at the Township office when residents came to pay their tax bills. The following are activities planned for P&E of the Blue Box program through 2015 & 2016:

- Distribution of Recycling Promotional Packages at the Fall Fair; including promotional magnets and information
- Municipal Newsletters highlighting recycling P&E
- Signage at the recycling depot and on recycling bins
- Fall Fair Booth
- Newspaper thank you and recycling report card
- Recycling Participation Survey

Staff monitor the amount of material collected by the waste recycling contractor to monitor the amount of recyclable material diverted from landfill. Similarly, staff annually monitor the tonnage of blue box recycling submitted to Waste Diversion Ontario through the datacall process. Staff are pleased to note that recycling has increased from 45 tonnes of material recycled in 2012 to 48 tonnes in 2014. The recycling participation survey indicated good use of the current program as ~80% of residents indicated they use the recycling program regularly. There is room to improve and staff are dedicated to improving this vital statistic in the years to come.

Staff are continuing to employ the current P&E communication plan in order to divert more recyclable materials from the Emo Landfill Site through the Blue Box service.

For further information about this project, please contact:

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# 1 PROJECT BACKGROUND

## 1.1 Municipal Information

The Township of Emo provides waste management services to 732 households. Blue box recycling is provided through weekly comingled, single, unattended, 24 hour depot collection services located at 47 Canning Lane.

Population	Permanent – 1175
Households (single family)	732
Blue Box Tonnage (2012 Datacall)	45
Municipal Grouping	Northern Depot (8)
Blue Box Program net cost (2012 Datacall)	\$12,074.48
Net cost per tonne	\$268/tonne
Annual P&E Budget	\$500.00

The Township of Emo targets the following materials:

- Tin/Aluminum/Steel
- Paper
- Plastics
- Pop cans
- Cardboard
- Glass

Collection of recyclable materials is completed by Asselin Transportation. There is no revenue sharing agreement with the contractor; the Township of Emo pays a flat rate monthly fee of \$1,195.00 for recycling pickup (2015). Emo's blue box recycling program is a member of municipal group Northern Depot (8), on the Waste Diversion Ontario datacall, and operates at a net cost of \$12,074.48 (\$268/tonne material collected - 2012).

## 1.2 Project Description

The Continuous Improvement Fund provided the Township of Emo with technical assistance and a grant of \$5,000 for the development of a communication plan for promotion and education of the Blue Box program and the implementation of P&E tactics including payment for newsletters, handouts, magnets and signage. Tactics used by municipal staff included these newsletters, handouts, magnets and signage.

Overall, this project was created to implement and promote Blue Box waste diversion in our municipality and the main goal is to increase recycling usage in the Township of Emo.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

Increase tonnage- The current tonnage of recyclables captured annually by the Township is 45 tonnes (2013 WDO Datacall). The Township has set the objective to increase the tonnage of recyclables captured through the recycling program to 50 tonnes by the 2015 year end. The increase in tonnage would correspond to an increase in the diversion of blue box marketed materials was 13% in 2012 and the Township has set the objective to increase the diversion of these materials to 20% by the 2016 year end.

Track and increase participation- Historically, the Township of Emo has not tracked participation or usage at the waste transfer site in the village or at the landfill site. Emo will start tracking participation in their recycling program by two means: conducting annual surveys that will be mailed out to all residents through their tax bills, and by recording license plates of cars that drop off recycling at the depot. A 15% increase in participation in the depot recycling program will be the goal for 2016. To further monitor participation and engagement, a survey was developed and promoted in the newsletter, mailed to all city households and is available to all residents in the office, on the Township's website and at the annual fair. At the end of 2015, the participation numbers will be available to staff.

### 2.2 Messages Used

The following messages were used in the Township of Emo newsletters in order to promote our Recycling Program (examples included):

- The Township of Emo Recycles!
- Recycling is Simple
- You Can Recycle!
- Reduce, reuse, recycle

These messages will be recycled in the other planned P&E tactics listed below.

### 2.3 Tactics Utilized

**Recycling Participation Survey** To further monitor participation and engagement, a survey was developed and promoted in the newsletter, mailed to all city households and is available to all residents in the office, on the Township's website and at the annual fair. A raffle number was included at the bottom of each survey, and a winning number will be drawn at the Fall Fair to reward winning residents for participating in the program. Prizes will range from a free composter to recycling bins. All residents will be encouraged to fill it out the survey to gauge how effective the recycling program is. At the end of 2015, the participation and engagement information will be available to staff.

**Recycling Promotional Packages** will be distributed during the Emo-Lavallee Fall Fair at the Community center during the 4 day event in August 2015. Summer students will hand out reusable sturdy canvas bags, magnets, a newsletter, and other P&E materials to residents. Key information will identify the location of transfer sites, hours of operation, materials accepted for collection and proper sorting techniques.

**Municipal newsletters** were created by Municipal Staff and mailed via Canada Post. The newsletter included recycling highlights and messages. The feedback received at the Emo Municipal Office and Emo Landfill Site from residents of the Township of Emo was all positive.

**Magnets** will be created by a local printing company using the above-noted messages. The magnet is being completed by Baker Graphics located in Fort Frances, Ontario

**Signage** to be placed at the recycling building at a later date was planned for summer 2014. This task has deferred temporarily. The recycling building was not completed to due to municipal funding restrictions.

Table 1: P&E Implementation tactics, targets, and respective costs

Tactic	Description	Budget	Actual
Newsletters	Media mail	\$315.51	\$315.51
Emo Fall Fair Booth	Handouts of materials	\$300.00	TBD
Magnets	4" x 4" magnets	\$3,000.00	TBD
Signage	Create and install	\$1,500.00	TBD

Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities

Task	Description	Timeline	Actual
2014 - Newsletters	Create content, print & mail	Semi-annually 2014	As required 2014
2015 - Newsletters	Create content, print & mail	Semi-annually 2015	As required 2015 & TBD
2016 - Newsletters	Create content, print & mail	Semi-annually 2016	TBD
Booth at Emo Fall Fair	Hand out promotional materials / magnets	August 2015	TBD
Booth at Emo Fall Fair	Hand out promotional materials / magnets	August 2016	TBD
Signage	To be installed when recycling building is completed	2016	TBD
Magnets	To be handed out in promotional packages at 2015 fall fair	August, 2015	TBD

## 3 RESULTS

### 3.1 Results

Results acquired from the collection contractor and information submitted to Waste Diversion Ontario through the annual datacall process. The Township of Emo will continue to tabulate the results using recycling tonnage information provided by our recycling collector and any statistical data published by Statistics Canada (population, demographics, etc).

The recycling participation survey was distributed to residents Spring of 2015. Residents were asked (as they entered the Municipal Office and online [www.emo.ca](http://www.emo.ca)) if they use the Township of Emo recycling bins. Most stated they do (approximately 80%).

Table 3: Measuring and Monitoring activities of Blue Box recycling program for Township of Emo.

Measure	2012	2014	Goal
Tonnes	45	48	50
Participation (survey)	Unknown	80%	90%

### 3.2 Analysis of project

According to the increase in Tonnage of recycled materials from 2012 to 2013 in the amount of 3 MT, being a 7% increase, the goals of the Township of Emo are being achieved. The Township of Emo attributes the increase to the promotion of the Recycling Program in Emo and will continue to promote the Recycling Program in order to obtain further increases.

We are confident the promotion of the Township of Emo's Recycling program has been the cause of improvements in the programs performance. The next steps will be to continue promotion of the Emo Recycling Program. Recommendations going forward would include having one municipal employee in charge of the Recycling Program, promotion and information such as finding recycling markets in the area. Our survey conducted only included asking if the residents recycled.

Staff will consider the Stop, Start, and Continue evaluation method, considering questions like: What is not working and should be stopped? What have I heard from other municipalities or sources that may work and should be started? What has been working and will continue to be used in the P&E program? The Start, Stop, and Continue method will provide the framework for making running changes to the P&E plan.