



CIF - Project #626.12

Small Program P&E Project Report
Small Program Promotion and Education Implementation

Program Name:
Oneida Nation of the Thames Promotion and Education

Prepared By:
April Varewyck, Environmental Coordinator

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	2100
Households (single family)	455
Blue Box Tonnage (2012 Datacall)	16
Municipal Grouping	Rural Collection South
Blue Box Program net cost (2012 Datacall)	\$11,986
Net Cost / Tonne	\$733.46
Annual P&E Budget	No budget specifically for recycling P&E

1.2 Program Description

Method of collection (depot or curbside)	Primarily roadside, six depots are also available. The depots are not staffed. They are always open.
Single or Multi-Stream	Single stream
Targeted materials	Paper, glass, plastic 1-7, metal
Processing arrangement	Bluewater Recycling Association collects and processes. There is no revenue sharing agreement.

2 IMPLEMENTATION

2.1 Goals and Objectives

Oneida Nation of the Thames started its recycling program in July 2011. Until this time the diversion rate was 0%. During the first year of the recycling program the diversion rate was 7% and in the second year it was 11%. The goals in the Communication Plan were:

- Divert 15%
 - To educate the community about recycling and start the recycling program with a rate of 15% diversion.
- Increase diversion to 25%
 - To increase community participation in the recycling program and increase diversion to 25% between 2011-2014.

Oneida Nation of the Thames' Environment Department will be undertaking additional evaluations of the recycling program in 2013 including a waste audit and determination of the participation rate in order to develop more targeted promotion

and education materials to increase participation and continue to increase the diversion rate as a result.

2.2 Messages Used

The messages used in the promotion and education for Oneida Nation of the Thames included:

- Oneida Recycles!
- Recycle for the future
- Recycling is easy
- What are recyclables made into?

The recycling program was new to the community and the messages focused on the start up of the program, how to properly set out the bin, the acceptable materials, and what recyclables made into.

2.3 Tactics Utilized

As shown in Table 2.1, the tactics utilized included mainly flyers mailed to every house and information sessions.

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))

Tactic	Method	Date	Target	Total Cost	Cost/target
YEAR ONE: 2011					
Bluewater Recycling Association calendar and acceptable materials flyer	Hand delivered	June 11	455 homes	\$450	\$0.99
Bluewater Recycling Association presentation at Standing Stone School	Presentation to all the classes	June 16	All of the students and teachers at the school	\$0	\$0
Information session	Bluewater Recycling Association staff gave presentation	June 29	All interested community members	\$0	\$0

Flyer	Canada Post flyer circulation	July 5	455 homes	\$180	\$0.40
Flyer	Canada Post flyer circulation	Sept. 2	455 homes	\$180	\$0.40
Flyer	Canada Post flyer circulation	Oct. 26	455 homes	\$180	\$0.40
YEAR TWO: 2012					
Flyer	Canada Post flyer circulation	Feb. 9	455 homes	\$189.50	\$0.42
Bluewater Recycling Association calendar and acceptable materials flyer	Canada Post	Mailed by BRA Feb. 14	455 homes	\$0	\$0
Flyer	Canada Post flyer circulation	April 5	455 homes	\$189.50	\$0.42
Promotional items (water bottles, magnets, pens, reusable bags)	Information session Community Engagement session	April 21	600 people total	\$ 2164.50	\$3.61
Flyer	Canada Post flyer circulation	June 19	455 homes	\$189.50	\$0.42
Flyer	Canada Post flyer circulation	Aug. 7	455 homes	\$189.50	\$0.42
YEAR THREE: 2013					
Flyer	Canada Post flyer circulation	April 29	455 homes	\$189.50	\$0.42
Flyer	Canada Post flyer circulation	June	455 homes	\$189.50	\$0.42
Promotional items	Information session	TBD	600 people total	\$2,077.50	\$3.46
Flyer	Canada Post	August	455 homes	\$189.50	\$0.42

	flyer circulation				
Flyer	Canada Post flyer circulation	August	455 homes	\$189.50	\$0.42
			TOTAL:	\$6,748	

3 RESULTS

3.1 Tracking Methodologies Used

The success of the recycling program has been measured by obtaining tonnage data from the contractor and tracking the tonnage and diversion rate, which is shown in Table 3.2

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

Tracking Methodology	Collection Point	Comment	Quantified by
Weekly tonnage changes	Collection contractor	Easy to obtain, call for data when needed	Weigh scale
Material quality observations by contractor	Collection contractor	Easy to obtain, they call when too many unacceptable materials are in depot bins	Number of complaints from contractor

3.2 Measured results

Table 3.2 Tonnage and diversion rate by year

Year	Tonnage	Diversion rate
2010	0	0%
2011 (July to December)	19.05	7%
2012	38.06	11%

3.3 Analysis of program

1. Indicate if the efforts were effective (i.e. were the goals and objectives achieved)

The goal of 15% diversion has not been achieved yet. The Oneida community began recycling in July 2011 and, according to the WDO datacall, in 2011 achieved 7% diversion. In 2012, the frequency of recycling collection increased to weekly from biweekly and a diversion rate of 11% was achieved in 2012. The long term goal for diversion in the Oneida Nation of the Thames will be to divert materials at the same rate as Group 9 municipalities and to eventually surpass the provincial average.

The increase in diversion cannot be attributed to the increased collection frequency alone as diversion rates vary due to factors such as the season and the economy. The flyers and information session may have contributed; however, with only a year and a half of data it is difficult to discover trends. Data will continue to be collected and used to determine reasons for changes in diversion rate and to determine the efficacy of our P&E and bluebox programs.

The flyers were helpful in reminding residents what materials are acceptable for recycling and providing solutions to other recycling issues. Complaints from residents about high winds blowing recycling bins over and spilling the contents, resulted in a flyer being distributed with options to prevent this from happening.

2. What were the key take-aways?

The key take-aways were that more data is needed in order to effectively evaluate the success of the program. Two full years of weekly collection data would allow more accurate analysis of the fluctuations in tonnage. Participation and waste audit data would allow more targeted information to the community through promotion and education activities to increase the number of people recycling and decrease the amount of recyclable materials going to the landfill.

The messages used focused on letting people know about the new recycling program and how easy and important recycling is. In the future, messages may include, in addition to acceptable materials, more data about community participation, tonnage, diversion rate, and encouragement to increase each of these.

3. What would you start (something new), what would you do again, and what would you not do again.

As previously mentioned, Oneida started its recycling program in 2011. It is difficult to conclude whether the P&E project was completely successful because the data is limited to one and a half years and the P&E project took place from the beginning of

the program. Additional data is required to assess the effectiveness of promotion and education.

Information sessions are good ways to provide valuable information to interested people. At the information session that was held on April 21, 2012, there were displays showing what recyclables are made into, there was a video showing what happens at the MRF, and it included some information about other recycling programs that also take place in Oneida Nation of the Thames such as tire and electronic waste recycling.

If Oneida Nation of the Thames' recycling program could be started over, regular blue boxes would be recommended instead of 35 gallon carts. Currently, residents are restricted to one 35 gallon cart per house, whereas if blue boxes were being used they could purchase as many as they need to put all of their recycling out for collection. The capacity of the bins is an issue; the majority of complaints are due to the small size of the bins.

Oneida Nation of the Thames' P&E plan will be reviewed, evaluated, and updated in May of every third year; the next of which is May 2014.