

Final Report

CIF 627.12

Township of Frontenac Islands Small Program P&E Plan Implementation



Final Project Report, May 1 2015

Township of Frontenac Islands

CIF Project number 627.12

Acknowledgement:

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This Project has been delivered with the assistance of Waste Diversion Ontario's Continuous Improvement Fund, a fund financed by Ontario municipalities and stewards of blue box waste in Ontario. Notwithstanding this support, the views expressed are the views of the author(s), and Waste Diversion Ontario and Stewardship Ontario accept no responsibility for these views.

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Executive summary

This is the summary report of a project implemented by the Township of Frontenac Islands between February 2014 and May 2015. The project goals were to increase Blue Box diversion, increase tonnage, increase participation and to improve the performance of the Blue Box recycling program. Having a communication plan for promotion and education (P&E) is a best practice. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project.

On February 25, 2014 the Township of Frontenac Islands created and began implementation of a communication plan for the Blue Box recycling program. Subsequent to the creation of a waste recycling plan, the Township has been in a state of deliberation as to the direction of the Blue Box program. As such, the promotion of the program has largely been put on hold as the new municipal council and staff determine next steps for the blue box service. During the first year of implementation, the municipality implemented the following promotional & educational (P&E) tactics: outreach events for resident input on direction of Blue Box services and a mail out flyer included in the municipal tax bill.

In order to assess the impacts of P&E activities, the Township of Frontenac Islands has completed the following measuring & monitoring activities: analysis on monthly and annual recycling tonnages (provided by the collection/processing contractor) and tracking of the number of users to the recycling depots on Howe and Wolfe Islands.

As of the date of this report, tracking indicates that usage of the Blue Box depots is continuing to rise (up over 5%), the amount of which has almost reached our objective for participation in the program (set at 21,502 annual users). Information provided by the 2014 Wolfe Island Waste Site Annual Report prepared by AECOM Ltd indicates that tonnages have remained relatively stable (down -2.9%). Staff believe this is indicative that additional P&E efforts are necessary to target residents who may not be fully participating and pull more of these materials out of the waste stream and into the Blue Box.

The municipality plans to continue our Promotion and Education Plan by encouraging recycling through advertising our programs with flyers, website and fridge magnets.

For further information about this project, please contact:

Carol Dwrye | Deputy Clerk-Treasurer | Township of Frontenac Islands
O: 613-544-6348 | cdwrye@kos.net

1 PROJECT INFORMATION

1.1 Municipal Information

Population	1711
Households – permanent	1151
Households – seasonal	560
Blue Box Tonnage (2013 Datacall)	140 MT
Municipal Grouping	Rural depot south - 9
Blue Box Program net cost (2013 Datacall)	\$ 38,462
Net cost per tonne	\$176
Annual P&E Budget	\$700

The municipality of Frontenac Islands provides 1286 households with multi-stream recycling through depot recyclable collections. Depots are staffed with full time attendants:

Howe Island Hours of operation are:

Saturdays – 8:30- noon, year round, and
Thursdays 6pm-8pm from mid-May to end of Sept

Wolfe Island hours of operation are:

Monday, Wednesday and Saturday from 9am-5pm year round, and
Sundays 9am-5pm from June to September

The Township of Frontenac Islands targets the following materials: #1-7 plastics, aluminum and steel containers, all paper products, OCC, gable tops, poly coated materials, and glass at Wolfe island; no plastic film or styrofoam. Collection of recyclable materials is completed by Manco Recycling, Kimco and H. Jones Salvage on a cost per load and a cost per tonne. The Township's blue box program operates at a net cost of \$39,462, an approximate net cost of \$176.25/tonne (223.9 MT of blue box materials collected in 2012). There is no revenue sharing agreement in place between the municipality and the collections contractor

1.2 Project Description

The Continuous Improvement Fund provided the Township of Frontenac Islands 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. Tactics used by municipal staff were ... also list any of the changes to the program itself that coincided with the implementation of P&E (ie clear bags program, adding acceptable materials, etc)

Overall, this project was created to increase and promote Blue Box waste diversion in our municipality.

2 IMPLEMENTATION

2.1 Goals and Objectives

1. Increase blue box diversion: Currently, the municipal recycling program diverts 25% of municipal waste through the blue box program. The Township has set the objective of increasing diversion through the blue box program to 30% over the three years of this communication plan
 - a. Wolfe Island currently diverts 29% of blue box materials through diversion programming. The Township aims to increase blue box diversion on Wolfe island 1% over three years to 30%
 - b. Howe Island currently diverts 15% of blue box materials through diversion programming. The Township aims to increase blue box diversion on Wolfe island 15% over three years to 30%
2. Increase tonnage: Currently the Township diverts approximately 140 tonnes of materials through the blue box program (baseline 2013). Keeping in alignment with the blue box diversion rate goals above, the Township aims to increase the diversion of blue box materials to 168 tonnes per year. This represents a 20% increase in the amount of materials diverted which would result in an increase in diversion of 5%.
3. Increase participation: The depot attendants keep track of the daily users of recycling services. The Township has set the objective of increasing the annual use of the recycling depots:
 - a. Wolfe Island has 18,258 vehicles using the recycling depot annually. The objective will be to increase depot usage at this facility by 5% to 19,170 vehicles over three years.
 - b. Howe Island has approximately 2028 vehicles using the recycling depot annually. The objective will be to increase depot usage at this facility by 15% to 2,332 vehicles over three years.

2.2 Messages planned for use

- Recycling is simple
- Howe Island Recycles!
- Howe Island Recycling depot... Here to serve you!
- Participate in Recycling!

2.3 Audiences to be targeted

Permanent residents are the target audience, though residents of Howe Island will receive a greater focus of P&E efforts than Wolfe Island residents. Communications with this residential group will focus on encouraging participation in the depot program. Secondary will be seasonal residents.

2.4 Tactics to utilize

Below in table 1 & 2 are the P&E tactics that were planned for the three year period of the P&E plan and the completed tactics from the 2014 calendar year. The results of our Blue Box P&E planning are being completed on schedule. However, the majority of our planned activities for outreach are to be completed in 2015 following direction from council.

Table 1: P&E Implementation tactics, targets, and respective costs for 2014

Tactic	Description	Budget	Actual
Flyers/newsletter	Mail out with final taxes	\$450	\$442
Newspaper	Ad in local paper	\$500	Not complete
Public Meeting Howe & Wolfe Islands	Meet with politician/staff	\$300	\$450
Web	On website	n/c	n/c
Fridge Magnet (plus postage)	Mail out with interim taxes	\$1,220	Not complete

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

Task	Description	Expected	Actual
Flyers/newsletter	Produce and copy	Each spring 2014,15,16	March and Aug 2015
Newspaper	Prepare and submit ad	Spring 2014	Postponed
Public Meeting	Coordinate date and location – notice to residents	Spring for summer meeting	Aug 14 & 21, 2014
Web	Info/notices to web site	Spring 2014	Year round
Posters	Create and have made	Summer 2015	To be completed
Fridge magnets	Create and have made	Spring 2015	To be completed



Township of Frontenac Islands Waste Recycling Strategy and Changes at Wolfe Island Waste Disposal Site

Public Information Sessions

August 14, 2014 at 6:30pm at Sacred Heart School on Wolfe Island and
August 21, 2014 at 5:30 pm at St. Philomena's Parish Hall on Howe Island

Waste Recycling Strategy

The Township of Frontenac Island has completed a review of its waste recycling practices. The review has been completed with the assistance of AECOM Canada Ltd. and with funding support from the Continuous Improvement Fund. It has recommended changes for both islands, but with the most significant change proposed for Howe Island. It is recommended that the current recycling depot on Howe Island be replaced by road side collection of blue box recyclables.

Changes at Wolfe Island Waste Disposal Site

Wolfe Island Waste Disposal Site is nearing capacity and Council has determined that the waste area should be closed on April 30, 2015. After that date wastes will be placed into bins for disposal off site. Recycling operations at the site would remain unchanged. The Township has prepared a plan for closure of the site and for operation of a waste transfer station that has been submitted to the Ontario Ministry of the Environment for Approval.

For More Information

Copies of the "Waste Recycling Strategy" report and the "Landfill Closure Plan and Transfer Station Design and Operation Plan" can be viewed at www.municipality.frontenacislands.on.ca or at both municipal offices during normal business hours.

Join us for a presentation of the recycling strategy and changes at Wolfe Island Waste Disposal Site at times and locations noted above. Council values your opinion. All comments submitted will be presented to Council at a future meeting.

Contact

Darlene Plumley, CAO/Clerk, phone (613) 385-2216

3 RESULTS

3.1 Results

The results of our Blue Box P&E planning are being completed on schedule. The Township is currently undergoing a review of the waste management services provided to all residents and awaiting the results of this process before fully implementing the P&E plan for the Blue Box program. The Township held two Public information sessions in 2014 (notice pictured top right) to discuss options for the change in service following closure of the municipal landfill on Wolfe Island in spring of 2015. The public meetings also provided a platform for discussing the waste recycling strategy for the Township.

In 2014, the Township did create, produce and distribute a flyer promoting the Blue Box recycling services provided to residents of each Island (flyer pictured on next page). Now, with a new council in place, a new head of public works, and direction from residents in place, staff are in the process of developing the tactics outlined in the plan.

Table 3 presents the measuring and monitoring activities completed annually by Township staff. The two primary sources for these activities are tonnage reports and tracking of users to the municipal recycling depots. These two activities are further separated into the two distinct geographic areas of Wolfe and Howe Islands. Because the services received by residents of these two communities are different, it is important for Staff to also track, measure, and monitor the each separately.

Table 3: Tracking activities of Blue Box recycling program for Township of Frontenac Islands

Measure	2013	2014	% increase	Goal
Blue box Tonnage	140.3 MT	136.2 MT	-2.9%	260 MT
Wolfe Island	99.79 MT	98.89 MT	-0.9%	160 MT
Howe Island	40.49 MT	39.14 MT	-3.3%	60 MT
Blue box Depot usage	20,286 vehicles	21,365 vehicles	5.3%	21,502
Wolfe Island	18,258 vehicles	19,026 vehicles	4.2%	19,170
Howe Island	2,028 vehicles	2,339 vehicles	15.3%	2,332

Township of Frontenac Islands ~ Recycling:

Recycling center is located beside the Township of Frontenac Islands Office at 50 Baseline Road on Howe Island and is open Saturdays from 8:30am to 12pm (noon) year round and is also open Thursdays from 6pm to 8pm between the last week in May to the end of September.

Accepted Materials:

Plastic/ Aluminums and Steel Cans for the compactor

- Aluminum and steel food and beverage cans
 - Aluminum trays and foil
 - Plastics # 1 through 7 only (check bottom of the item)
 - Plastic bags i.e.; grocery bags, frozen fruit and vegetable bags, milk bags/milk pouches
- (Do not put Styrofoam or other plastics items such as chairs, toys, siding, or pipes in bin)

Paper Products

Newspaper
Telephone books
White paper
Catalogues
Coloured paper
Paperback books
Magazines
Coloured flyers
Books-Hard covers removed

Boxboard- No Wax Finish

Cereal/Cracker boxes
Paper Towel Tubes
Toilet Paper Tubes
Frozen food boxes
Milk/juice cartons
Drink Trays
Juice Boxes
Greeting Cards
Egg Cartons
Please do not include Gift Wrap

Corrugated Cardboard-No Wax Finish

Please flatten all boxes, as un-flattened boxes unnecessarily fill up container too quickly

E-Waste

TV's, computers, monitors, keyboards, phones, printers, faxes, phones.

Kimco Metal Bin

Any metal products except fridge, freezer or air conditioners.

Blue Box tonnages are determined based on summary reports prepared and submitted by the Township's recycling hauler and processing contractor annually. This information is also included in the municipal datacall submission. Similarly, the Township retains a consultant to complete monitoring activities at the municipal depots. This monitoring includes tracking completed by municipal staff who count the number of vehicles entering the depot site to make use of recycling services (and garbage on Wolfe Island). Based on historical baselines of both tonnage and depot usage from 2013, Township staff had set goals for increasing participation in the Blue Box program and evaluating this success by comparing these statistics year over year.

3.2 Analysis of project

The analysis of the implementation to date is a relatively brief exercise as the majority of our planned efforts will be completed in the upcoming months. However, Staff are pleased to see that the number of visitors to the Township's depot recycling centres has almost reached our objective of increasing participation in the program by 10% from baseline values. With increased outreach in through the P&E program, Staff are expecting this usage to climb to even greater heights. Tonnages from 2014 relative to baseline have remained stable. Staff anticipate that reaching a goal of increasing tonnage by 20% may be shooting for the moon, but still plan on encouraging residents to participate in the Blue Box program to their fullest! From analysis, staff recognize that recycling behaviors between depots are very different. Staff will look into the impacts of this difference this year and adjust programming accordingly.

Having now gone through the process of reviewing the communication plan for our Blue Box program, Staff have realized that the newsletter created in 2014 failed to reflect the focused messaging that was intended to promote the recycling program to residents of our two communities. In 2015, Staff plan to rectify this error by including the main messaging noted in section 2.2. Additionally, Staff plan on always including contact information on all P&E – for example the municipal office phone number, municipal website, and where appropriate depot locations and hours of operation. Staff believe that the inclusion of messaging and additional contact information will improve resident's understanding of the Blue Box recycling services available.



Figure 1: Signage at Wolfe Island recycling depot