

Final Report

United Townships of Head, Clara and Maria A Recycling Community

Promotion & Education plan for Blue Box Program



Acknowledgement:

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Executive summary

This is the final report for a project completed by the United Townships of Head, Clara & Maria. The project was to implement a communication plan, for the Blue Box recycling program, in order to improve compliance with best practices. The project goals were to increase the diversion of Blue Box materials from the waste stream and therefore increase diversion and the lifespan of the municipal landfill.

For small rural municipalities, completing plans, reports and data analysis are not always strong points. With the many hats that limited staff wear, it is extremely difficult to make time for these tasks; we do realize the importance however. When a program is as small as ours; simply looking at numbers year over year show if something is working, improving or requires attention. There were several delays throughout this project, and we may have to accept that taking on projects like this in the future is too onerous for our staffing resources.

Although we do not track participation in our depot program, other than anecdotal evidence and direct communication with residents, we are confident that our seasonal residents have increased their blue box participation. Of course with increased awareness we are also certain that permanent residents have increased their participation incrementally as well. We believe that our preliminary tonnage results also reflect this increase in participation. Although these results are preliminary and under review, we have estimated that tonnage increased approximately 50% since the implementation of the P&E plan.



For our small municipality, the coordination required to complete the plan and its tactics were hard on our staffing resources. Having learned this, we are now working with a group of neighbouring municipalities on another CIF project to be able to share resources, expertise and programming to improve Blue Box participation and diversion rates in a larger region with staff who are dedicated to this purpose. It is our opinion that this will relieve some of the pressure on our staff while maintaining the level of service our residents deserve.

For more information regarding this project, please contact Melinda Reith, Municipal Clerk, the United Townships of Head, Clara & Maria, 613-586-2526

1 BACKGROUND INFORMATION

1.1 Municipal Information

The United Townships of Head, Clara and Maria provides waste management services to 337 households. Blue box recycling is provided through a multi-stream collection services. The municipality operates 3 depots along with weekly curbside pickup. The hours of operation coincide with an attendant on hand on Thursdays from 12:45 to 4:15 and Saturdays from 8:30 to 12:00 noon at the Kenny Road site, Tuesdays from 12:30 – 3:30 and Saturdays from 12:45 – 3:45 and our Township Hall road Depot available 24/7.

The United Townships of Head, Clara and Maria targets the following materials: Plastic bag- all plastic bags except chip and cereal type bags. Aluminum foil/plates, metal and aluminum cans, (soup, pop, beer, juice) Emptied and dried – paint cans, aerosol cans, small propane tanks, cardboard, milk and juice boxes/ cartons. All plastic containers, plastic bottles, Styrofoam, paper products, brown paper, glass containers, bottles and jars.

Collection of recyclable materials is completed by B.A.G. Recyclage. There is a revenue sharing program in place on steel collection between the municipality and the collections contractor. The United Townships of Head, Clara and Maria blue box recycling program is a member of municipal group 634.12, on the Waste Diversion Ontario data call. The estimated net cost of our recycling program for 2014 is \$26,000.

1.2 Project Description

In past The United Townships of Head, Clara and Maria used a two (originally 3) open pit disposal sites where everyone had 24/7 access and deposited anything into the landfill. For a period of time we used a key lock system to control the landfill sites and initiated a recycling program in about 2007.

Our diversion program included recycled goods collection; reuse diversion areas at both landfill sites and an annual hazardous waste day. The main goal was to divert waste and save our landfills for future generations. We were at risk of losing one if not both our landfill sites due to meeting capacity limits.

This project was simply a public education and awareness campaign. Prior to its implementation word of mouth, electronic and Newsletter notices and signage at the disposal sites were our main sources of advertising and marketing our program.

The funding received through the CIF program was used to implement an advertising (promotion and education) campaign. Posters were created for community bulletin boards and changed monthly. Permanent signs were designed, created and installed



on roads with high traffic and high seasonal traffic. The municipal webpage was redesigned with content updated. Blue recycling barrels were installed within the community to encourage awareness of our program and to increase diversion. They were placed in public locations simply to make people aware of the fact that HCM, even though a small rural community recycles. Often when people visit, normally on vacation, they are not aware that a municipality of this size has a blue box/recycling program.

Newsletters delivered to each household via Canada Post and via electronic means always include Blue Box and general waste management information. This was improved through the use of a Blue Box specific Newsletter created during this program.

Our municipal logo has been modified to include “HCM, A Recycling Community” and is used in most print and on-line medium.

In June the attached Newsletter was delivered to residents, seasonal residences, seasonal campgrounds and all public locations – library, parks, municipal office and general store.

The purpose of this program was to increase education and awareness of full time but especially of seasonal residents and ultimately increase our rate of diversion.

2 IMPLEMENTATION

2.1 Goals and Objectives

The primary goal for the Townships of Head, Clara and Maria was to increase the capture of recyclables materials from the waste stream mainly from campgrounds and our seasonal users.

There are two primary objectives:

1. Increase the tonnage of blue box material capture to 50 tonnes (a 20% increase) by the end of 2015
2. Increase the diversion of blue box recyclable materials from the current rate of approximately 19% to 25% by the end of 2015.

2.2 Budget

Table 1: P&E Budget

Item	Description	Cost
Blue Boxes/Barrels	Promote program by distributing boxes	\$1,215.45
Signage	Signage for landfill, roads, and campgrounds	\$2,094.75
Newsletter/Brochures	Recycling/diversion newsletter	\$2,190.00
Posters	Monthly posters – on-line and physical	\$200.00
Total		\$5,500.10

2.3 Implementation Schedule

Table 2: P&E Tactics, timeline for implementation, and actual date implemented

Task	Description	Timeline	Actual
2013 - Newsletter – creation only	Create content, print	End of Sept 2013	
2014 - Newsletters – regular/circular mail delivery to permanent households	Bundle and Prepare for mailing	Oct 15, 2013	June 2014
2014 - Newsletters – Campgrounds	Bundle and Prepare for mailing Delivery	April 1, 2014 April 2014	June 2014
2014 - Newsletters – Cottagers/Hunt camps	Bundle and Prepare for mailing Delivery	April 1, 2014 April 2014	June 2014
2013 – and ongoing - continued Web page update	Contract to have webpage completely updated; Continuous updates;	September 30, 2013 ongoing	January 2014 updates ongoing
2013 - Brochures	Content for Blue Box and other brochures including: Blue Bag contents; What's Not Included; C&D Waste; Composing; WEEE; and MHSW;	September 30, 2013	Ongoing – not yet completed and circulated
2015 - Brochures Mailing/Distribution	Update content and reprint as required	Ongoing	
2013 - Signage	Draft and send to producer/sign maker for mock up; Draft letter of request to Campground operators to allow installation on Private Property; Distribution and Installation;	September 30, 2013	June 2014
2013 – 2015 monthly Posters – All Community and Campground bulletin boards	Creation and lamination of coloured posters changing topic utilizing colour graphics and brief wording. Distribution	Began in August 2013 Began in August 2013	Monthly 2013-2014
Direct Email Advertising	Distribution of pdfs of all documents.	Began in August 2013	Continuing
Purchase and distribution of blue bins in public spaces and on commercial properties	Source and finance a portion of bins each of the next 3 years. Letter to Campground operators to install and use bins. Distribution	By end of September, 2013 By end of September 2013 In October 2013	Distributed April/May of 2014

3 RESULTS

3.1 Results

Recyclables are collected or dropped off weekly. A manual count stats sheet is completed by the recycling company (B.A.G.s) and submitted for further data entry by office staff. The method is simple but fairly effective. The data itself is simply hand counted bags of recycling by the recycling company or items that are noted and submitted by the disposal site attendant.

Reports are continuously being revised to reflect the needs of the people completing the reports and the end users of the reports.

Table 3: Tonnes collected before & after delivery of Blue Box P&E program.

	2013 12 month period before Program implementation	2014 12 month period after Program implementation
Tonnes	41.57*	64.23*
Residual	153	266
Volume (if available)	5544	8566

*Preliminary values currently under review January 2015

3.2 Analysis of project

It is apparent from the above data that the program had some effect and did create awareness. Permanent signage, not only at our disposal sites but along our seasonally busy roads increased participation and diversion by our seasonal residents.

The challenge for small rural municipalities with an influx of seasonal users is with education and awareness. The delivery of the comprehensive Newsletter outlining general and specific blue box and waste management information was very effective. We realize that this undertaking is difficult for a number of reasons but due to the small number of buildings/cottages/camps we were able to deliver to each location.

