



CIF - Project # 635.12

Small Program P&E Project Report

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Program Name:

Blue Box P & E Communications Plan

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# 1 BACKGROUND INFORMATION

## 1.1 Municipal Information

Population	2,532
Households (single family)	1,310
Blue Box Tonnage (2012 Datacall)	200 metric tonnes
Municipal Grouping	Rural Collection South
Blue Box Program net cost (2012 Datacall)	\$ 83,874.51
Net Cost / Tonne	\$ 418.70
Annual P&E Budget	\$ 1,000.00

## 1.2 Program Description

The Municipality of Horton Township provides residents with Multi-Stream recycling through curbside recyclable collections. Horton targets the following materials: plastics, cardboard, newspapers, aluminum and other metals. Beaumen Industries does both the collections and the processing at their plant in Renfrew ON. There is no revenue sharing agreement and costs are based on a per stop basis.

## 1.3 P & E Background

Horton Township staff and the Waste Management Committee came up with several methods for our Promotion and Education Program: promotional items (mini-blue boxes); and P & E ads; pamphlet. After researching the price of mini-blue boxes and the cost of hot stamping a list of recyclables, we decided to use the bulk of our monies for this promotional item. We called two companies to inquire about the cost of these blue boxes and discussed with them that we were using this as a P & E promotional item. After several discussions and negotiations we managed to acquire the blue boxes for \$2.55/box plus hot stamping costs. Initial quotes had been \$4.41/box plus hot stamping. The higher quotes were received verbally, except for one written one. Once formal quotes were requested, more competitive rates were given.

The web site P & E ads were designed with help from WDO and our website administrator and were placed in a rotational basis on the Township website. These ads described the advantages of recycling and were very informative as to what happens to products after they are recycled. The newspaper ads were done in conjunction with the allotted OCNA lineage and the remaining CIF funding.

The pamphlet was done in-house and mailed out with the tax bills.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

- To make Township residents more aware of what items are recyclable in our program
- To educate them as to what happens to products after they are recycled
- To make them aware of the financial implications that recycling has on the Township budget such as longer life of our Landfill Site
- In 2011 the Township captured 178 tonnes of marketed Blue Box materials. The objective was to increase captured materials by 10% by 2014. In 2012 this objective had already been met, as the Township collected 200 tonnes of Blue Box marketed materials (a 12% increase)
- In 2011 our diversion rate was approximately 20%. Horton Township's objective is to reach a rate of 30% by the year 2014. As of 2012 the rate of diversion has been increased to approximately 29%.

### 2.2 Messages Used

- THINK INSIDE THE BOX
- STEP ON IT TO REDUCE VOLUME & INCREASE RECYCLING
- WHAT DO WE MAKE OF ALL THESE PLASTICS

### 2.3 Tactics Utilized

Table 2.1: P&E Implementation tactics

Tactic	Method	Date	Target	Total Cost	Cost/target
YEAR ONE:					
Newsletter/pamphlet	- created by staff - also put on website	Dec 2012	1340 Homes	\$721.00	\$0.54
Provision of mini-blue boxes with list of recyclables stamped on both sides for easy reference	These were delivered during weekly curbside recycling pickup	Oct 2012	1340 homes	\$4576.50	\$3.42
P & E Ad	Local newspaper	Dec. 2011	1340 homes	\$296.00	\$0.22
P & E Ads	Local newspaper	July, Aug., Oct. 2012	1340 homes	Used OCNA lineage for these ads	\$0.00
Website Rotating Ads	Website Administrator	Aug. - present	1340 homes	Done internally with staff/web administrator	\$0.00
YEAR TWO - To be completed					
Brochure pamphlet - general reminders	Canada Post flyer circulation			\$721.00	\$0.54
Ads in the newspaper/website	Staff will create ads Put in local paper & website			Will be done in-house and with OCNA lineage	\$0.00

### 3 RESULTS

#### 3.1 Tracking Methodologies Used

Tracking Methodology	Collection Point	Comment
Counter Traffic/Phone Calls	Office Staff	Residents that come into the office to pay bills or do other municipal business will comment on the P & E process to Front Counter Staff
Monthly Tonnage Reports	Office Staff	These are submitted by Beaumen's on a monthly basis

#### 3.2 Measured results

Tracking Methodology	Pre (2011)	Post (2012)	Difference
Counter Traffic/Incoming calls/inquiries	0	10	10*
Tonnage changes	178 tonnes	200 tonnes	22 Tonnes +8.9%
Diversion of Blue Box Recyclables	20%	29%	9%
<p>*2 types of calls</p> <p>1) Residents called to say that they truly appreciated the min-blue boxes as it made it more convenient to recycle as they store recyclables in the house in the small box for transfer to bigger blue box. Before if they were in a hurry, they would just throw it in the waste bin. Also, having a list on both ends of the mini-blue box made it easy for them to identify recyclables.</p> <p>2) Residents also reported that they were surprised to learn about the numerous products that can be made out of recycled plastics, and that recycling reduces are diversion rate significantly, thereby resulting in a longer life for the Landfill sites.</p>			

#### 3.3 Analysis of program

The recycling ads that rotated on our website were very beneficial towards educating our residents and the general public as to what products are produced from plastics that are recycled. The list of recyclables that were hot stamped on the sides of the mini blue box also encourages recycling as it provides quick access as to

what items can be recycled. The efforts paid off reasonably well; as the diversion rates increased by 8.9%.

This project reinforced the need to consult with residents via newsletter, website, meetings about what they feel could be done to encourage recycling, especially to those residents who don't participate or only participate minimally in the recycling program.

We felt that our recycling messages on the website and the incentive of the mini-blue boxes to encourage more household recycling worked fairly well. While the mini-blue boxes were effective, this purchase did use up a sizeable portion of the P & E grant monies so I would probably not do this again. The monies could be spread out to hold multiple workshops and community events that would teach the residents of all ages the benefits of recycling; such as financial gains and helping mother nature keep our environment clean. We will definitely continue to use the website to promote P & E again, as it is less expensive and is very effective tool for educating the general public.

A new P & E program should place greater emphasis on consulting with the general public and educating them in the financial and environmental benefits of recycling. I would suggest involving the local high school students/teachers to help with workshops and pamphlets. This would have the advantage of getting younger members of society involved in environmental changes while training the whole community in the benefits of recycling.

The Township is consulting with several neighbouring municipalities and proposing to form a consortium for all areas of waste management including Promotion and Education. This consultation should provide us with different P & E strategies along with shared financial and staff resources.

The current communication plan will be reviewed, evaluated, and updated May of every third year. The next review date is set as May of 2014. It should be noted that the review process needs to start well in advance of the actual deadline in order to ensure it is completed in a reasonable and accurate manner. It is expected that this process is to begin in June of 2013 and come to completion in May of 2014.