

Final Report

**CIF
639.12**

**Municipality of Killarney
Small Program P&E Plan Implementation**



Final Project Report, August 25th, 2014

Killarney

CIF Project # 639.12

Acknowledgement:

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BACKGROUND INFORMATION

1.1 Municipal Information

Population	2,665
Households (permanent)	196
Households (seasonal)	737
Households (total)	933
Blue Box Tonnage (2012 Datacall)	48 MT
Municipal Grouping	Rural Depot North (8)
Blue Box Program Net Cost	\$64,653
Net Cost per BB Tonne	\$1,347/MT
Annual P&E Budget	\$50.00

Method of Collection

Killarney Villagers

- Curb-side collection for Killarney village residents (once every two weeks)
 - 227 households in Killarney
 - Truck makes approximately 227 stops
 - Curb Side collection is complete by the Public Works department
- Two unattended transfer sites in Killarney village are open 24/7, for the collection of household waste and recycling.

Out of Village Residents

- Recycling depots at each landfill site (Killarney, Hartley Bay, and Key River)
 - Recycling depots are open during the hours and dates listed on the municipal website <http://www.municipality.killarney.on.ca/>

Day use and other short term Visitors

- Their waste is managed through the commercial operations that they visit. There are also litter bins throughout the commercial area, as well as?

The municipality operates a four stream recycling program:

1. Commingled plastics, aseptic containers, polycoat containers, metals, paper, and boxboard (in clear plastic bags for curb-side collection, but loose for depot collection)
2. Corrugated cardboard, cut into 30"x30" bundles
3. Glass (set out at the curb in a separate re-usable container or brought to the landfill depot)
4. Shredded paper in clear plastic bags (paper that is not shredded can be part of the commingled collection; a separate bag for shredded paper is required by the Sudbury Recycling Depot)

Processing arrangement

- The Municipality hires trucks to haul all recyclables from each landfill to the Sudbury Recycling Depot and pays to the city a fee of \$97.55 per tonne for accepting it. There is no regular schedule for transferring to the Recycling Depot. The bins at each landfill are emptied by the hauler when they are full. For all three landfills, more trips are made during the summer than during the winter season. In general, the quality of recyclables is high. Two years ago, the hauler brought a tri-axle load of recycling from the Killarney landfill and sorted through every bag to check for contamination. One non-recyclable item was found (a cell phone).

1.2 Project Description

It has always been tricky to recycle in Killarney because of the low amount of permanent residents and the high cost of getting recyclables to recycling markets. There is also the issue that a lot of permanent residents rely on burning material to handle it. Therefore, a focused effort on expanding the recycling program has not been of interest to municipal councils for quite some time.

Therefore, this project was designed to improve recycling for both permanent residents and seasonal cottagers. The main benefits were supposed to be improving the recycling program and decreasing the net cost per tonne. The \$5000 grant from CIF to improve our P&E material has been successful so far and will continue to improve our overall program.



Aerial photograph of public access depot locations (yellow squares) in downtown Killarney

2 IMPLEMENTATION

2.1 Goals and Objectives

Goal 1: Increase the capture of recyclable materials

The Municipality's blue box tonnage for 2012 was 47.5 metric tonnes. The Municipality also generated 298 tonnes of municipal waste. Killarney has set two objectives to increase the capture of materials

1. Increase the tonnage of blue box marketable materials captured to 60 tonnes (a 25% increase) by the 2015 year end
2. Increase the diversion of blue box recyclable materials from the current rate of approximately 5% to 15% by the 2015 year end

Goal 2: Increase participation in the recycling program

Killarney Villagers

Currently, the rate at which villagers participate in blue box curbside recycling is unknown. Killarney plans to determine the curbside blue box participation rate in 2014. The town will then set the objective to increase the 2014 rate 10% by the 2015 year end.

Seasonal Residents and Day use

Currently, the rate at which residents participate in depot recycling is unknown. Killarney plans to determine the depot participation rate in 2014. The town will then set the objective to increase the 2014 rate 10% by the 2015 year end.

Killarney will begin tracking the following statistics in 2014:

- 1) The number of users to the depot
- 2) The number of users participating in recycling
- 3) The number of recycling bags used by each user

2.2 Implementation Schedule

- | | |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2013 | Implement twin bins for Public Space recycling
Distribute P&E newsletter to residents of the Village
Design signage for public space recycling, transfer sites, and depots |
| 2014 | Implement signage for public space recycling, transfer sites, and depots
Distribute newsletter and magnets to residents of the village
Distribute newsletter and magnets for depot users
Begin measuring and monitoring objectives outlined in 2.1 |
| 2015 | Distribute newsletters to residents of the village and depot users |

2.3 Budget

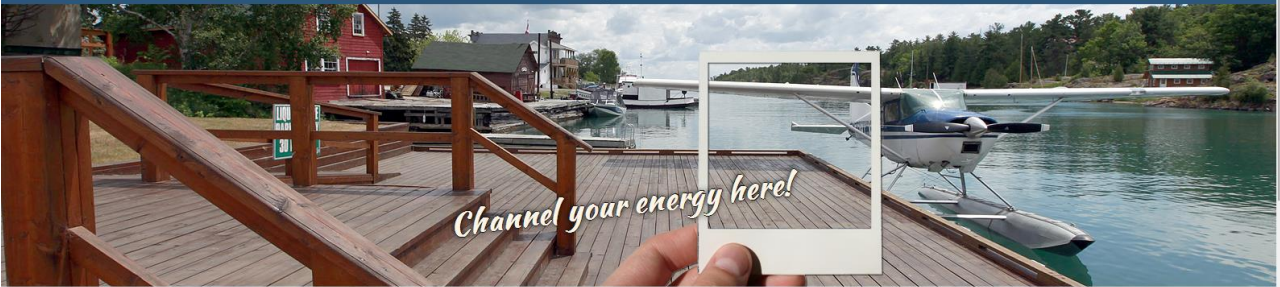
Table 1: Communication plan for P&E Budget for 2013-2015

2013 Tactics	Budget	2014 Tactics	Budget	2015 Tactics	Budget
Webpage	\$ 0.00	web page	\$ 0.00	web page	\$ 0.00
Newsletters	\$500.00	Newsletters	\$500.00	Newsletters	\$500.00
Magnets	\$0.00	Magnets	\$1000	Magnets	\$0.00
Signage	\$0.00	Signage	\$2500	Signage	\$0.00
Total Budget Year One:	\$500.00	Total Budget Year Two:	\$4000.00	Total Budget Year Three:	\$500

← → ↻ municipalityofkillarney.ca/index.php/public-works/waste-management-recycling ☆

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Waste Management & Recycling

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The Municipality operates three landfill sites; one in Ward 1 and two in Ward 2.

- * Hartley Bay (off Hartley Bay Road)
- * Key River (off Highway 695)
- * Killarney village (off Highway 637)

Search...

Municipal Services

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- Staff Directory
- Municipal Office
- Accessibility
- Animal Control

3 RESULTS

3.1 Results

Table 2: Tracking methods for Communication plan for P&E Budget for 2013-2015

Tracking Methodology	Data Collection Point	Date for Tracking	Pre-Plan Number (2012)	Goal (2015)	Actual (2013)
Tonnage reports	DataCall	Spring annually	4 MT/month	5 MT/month	4 MT/month
Blue box marketed materials Tonnage	DataCall	Spring annually	48	60	47.57
Blue box marketed materials Diversion	DataCall	Spring annually	5%	15%	5%
Curbside participation	Truck Driver	Monthly	n/a	TBD	Baseline 2014
Depot Users	Landfill log books	Continuous	n/a	TBD	Baseline 2014
Recycling bags/depot use	Landfill log books	Continuous	n/a	TBD	Baseline 2014

The P&E hasn't had immediate effects on overall tonnage, but we do know that permanent residents are thinking about this a lot more and we expect the numbers to go up over the next year. And while some progress has been made in tracking depot usage, participation has not been properly tracked over the last year. This will be the main focus in the fall of 2014.

Contamination comes from the Sudbury MRF. There have been no issues with contamination in the materials sent to Sudbury since 2006/2007.

3.2 Analysis of project

The deliverables we focused on this year included the website, recycling guide and some more pamphlets. The website just got started in the spring and has been well received by residents to far, while seasonal populations have been harder to engage. Killarney has also put out more pamphlets and a recycling guide to expand our P&E, as these are available at the municipal office and recycling depot.

The recycling guide is straight forward and direct, but we are looking to improve it further as we feel a better explanation of our recycling categories - with better pictures- will only help our overall recycling rates.

Unfortunately, we haven't sent out specific blue box recycling flyers but that will be a focus for the next year. Also, engaging residents at events is tough in the area due to the limited amount of community events and the strain this puts on municipal staff.

The program has had varying degrees of success so far. While tonnage has virtually stayed the same, our public space recycling program has been an outstanding success, showing what simple labelling can do for people. However, we find that people just aren't motivated by blue box recycling anymore, and engaging these residents and cottagers will be the main focus of 2014.

The other main goal that has not been addressed so far has been participation. This will be addressed in the fall of 2014 by compiling the depot statistics, implementing a set out rate program for tracking curbside participation, and connecting with seasonal residents more effectively.

The key take-aways for this program include:

- Reaching out to cottagers must be done continuously throughout the summer. This has not been as successful as we hoped for but it will continue to be a focus.
- Getting residents to recycle fibres is tough because everyone has wood stoves, and all of that is good fire starter material. Therefore, this never will be highly diverted by the numbers, but it won't all be going to landfill.
- Use the tax bills to send out flyers and brochures cheaply.
- Training landfill attendants is key, since they have direct contact with residents and other users of the depot program. One of our attendants is very enthusiastic and vocal about recycling. Since he began working for the municipality, we noticed a significant increase in the amount of recyclables that are collected. Therefore, when training our landfill attendants, we will reinforce the idea that consistent encouragement of good recycling behaviours can make a real difference to our programming.

Finally, the greatest piece of advice we can give similar municipalities is to invest in a simple, easy to use website which includes all of the necessary information. This can ensure residents can do a little research on their own and answer their questions about the program, and is also a way to explain the program through visual aids (videos, pictures, diagrams and the like).