



CIF - Project # 646.12

Small Program P&E Project Report

Program Name: Town of Mississippi Mills
Blue Box P & E Communications Plan

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	12858
Households (single family)	5417
Blue Box Tonnage (2012 Datacall)	778 tonnes
Municipal Grouping	Group 7 Rural South
Blue Box Program net cost (2012 Datacall)	\$269,078.54
Net Cost / Tonne	\$345.71
Annual P&E Budget	\$ 9529.00

Note: The annual P&E Budget for 2013 has been increased dramatically to aid in promoting the roll out of our new Recycling and Waste Collection Contracts. Typically between \$3,000.00 and \$5,000.00 is budgeted annually for our promotion and education program for blue boxes.

1.2 Program Description

Program description from initiation of P&E Plan to May 31, 2013

Our collection is primarily curbside, although depot recycling is also available for specific materials. All residents receive curbside collection for containers, #1 and #2 Plastics and Fibres. All #3-#7 plastics are collected at two depots, The Howie Road Facility located at 1470 Howie road (Open Wed and Saturdays 9:00 am to 4:00pm) and the Barr Sideroad (Saturdays from 8:00 am to 12:00 pm) facility in Pakenham Located at 580 Bar Sideroad. The materials are collected in a Modified Single Stream, targeted materials include #1-5, and 7 plastics, paper, cardboard, aluminum and other metals. The fibres and containers need to be separated, however for collection purposes they may be in the same box. A curbside sort occurs and material is hauled in a multi-compartment truck by Waste Management at their Franktown Facility. Waste Management is also responsible for the marketing of the materials. The revenues or liability from the marketed materials belong to the Municipality.

Program description from June 1, 2013 Moving forward, All materials including #1-#7 Plastics have become part of the curbside collection program, as well as, adding tetra packs and gable top containers. The collection is a single stream collection and material is processed by Matrec at their MRF in St. Hubert. The new contract is a two part contract. The curbside collection is completed on a per household charge. The second part of the contract is for the processing and marketing of the collected materials. The cost for this service is paid per tonne of processed materials.

This year, to facilitate the Roll-Out, the P&E budget was increased to \$10,000.00. Typically the annual Budget is between \$3,000.00 to 5,000.00.

The Communications Plan set out specific goals and objectives to be implemented by the Town of Mississippi Mills over a three year term beginning in 2011.

2 IMPLEMENTATION

2.1 Goals and Objectives

Goal - Develop a consistent brand.

Year 1 primary cost and strategy was to develop a recognizable consistent brand. To achieve this REIC and TD Graham were engaged to aid the municipality develop a consistent recognizable brand. The brand would be used across all P&E. Waste Matters was the brand. It has been used in mail outs, newsletters and on the website. The graphics and layout are consistent among all materials as well. This was a major improvement from previous materials developed by staff.

The objective of the consistent branding was to make our P&E material recognizable and easier to understand for our residents. It also changed our primary approach of using verbiage to a more graphical approach.

2.1.1 Objectives

Implementation of the P&E materials was meant to engage the public's general awareness of our recycling program and to increase our diversion by 5% per year; consistent with the objectives set in our Multi Municipal Waste Recycling Strategy. This was to be measured through the Datacall Diversion Rate from year to year. The diversion rate of All Possible Diverted Materials in 2011 was 32%, thus the objective of reaching a diversion rate of 47% by 2014 was set.

The bulk of this will be through Blue Box materials included in the new program. It is estimated in the Waste Recycling Plan that the new materials could bring between 10-15% in additional diversion. The Goal of 5%/year is an average for the three year period; the reality is that we expected to gain an additional 7% this year with an additional 3-5% in 2014.

2.2 Messages Used

The primary message used in the promotional campaign is "Waste Matters!" We used Waste matters as an overall tongue and cheek title to tell all our residents of the importance of waste and recycling in our municipality. As well as providing information on the different Recycling matters of our Town.

Under the Waste Matters umbrella we rolled out our new program and provided other information such as Recycling Makes Cents educating the public on the financial return we receive from their participation in the recycling program.

2.3 Tactics Utilized

- 1 In 2012, The Town of Mississippi Mills engaged media, through contact with the local paper having 3 articles written regarding the waste program
- 2 A general information piece/News Letter called “Waste Matters” was issued to all residents
- 3 A new website was set to roll out www.MMWasteMatters.ca. It was absorbed into the New Town Website and was not stand alone. It still bares the name of Waste Matters as its heading

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					
Development of Brand for Promotional Materials		Oct, Nov, Dec. 2011	N/A	\$2,079.20	N/A
Interact with schools JYS & Presentations on Recycling		October 18, 2011	1,200 students, teachers and other attendees	\$1300.00	\$1.08 per person
YEAR TWO - 2012					
News Media	OCNA Advertisements x 3 Shared Space with neighbors New paper articles through relationship with writers. No Charge	Fall 2012	55417 households	\$0.00	\$0.00 per HH
News Letter general Information/Website Creation	Centerfold of Town Messenger Magazine		Number of Households 5,417 HH	\$4,151.16	\$0.77/HH
Printing Costs	News letter		Households 5,417 HH	\$800.00	\$0.15/HH
YEAR THREE: 2013					
Newspaper (OCNA)		Fall 2013	5417House holds	\$0.00	\$0.00/HH
Newspaper Adds Paid	Colour Adds for	May 16,	5,417 hh	1421.80	\$0.26/hh

	new program (Joint with partners)	23, 30 Half Page June 6 Full Page			
Newsletter/Mailout	Full could 4page mailed to all residents	May 15	5,417 HH	\$2780.00 Development , Printing and Mailing inc. BB portion only	\$0.51/hh
			TOTAL:	12532.16	Total Costs for 2011, 2012 and 2013 to date, for Blue Box Portions

Note: Branding applies to all components so all was billed together. The basic components of the Webpage, the Mail out and other promotional materials are so similar that it was simpler to develop the Web page and News Letter at the same time. The branding costs are too difficult to define. However, the process of developing the Website and the Newsletter to look the same has proven to be a great cost savings, allows consistency in the materials and efficiency for updating. The upfront costs of combining all the works in a Branding was a great approach and is recommended.

3 RESULTS

3.1 Tracking Methodologies Used

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

Tracking Methodology	Collection Point	Comment	Quantified by
Incoming calls/inquiries	Office staff	Easy to obtain & implement/address Number of calls tracked per month	2011- 2.8 Per Month 2012 - 0.9 Per Month
Municipal Data Call	File/Website	Compare Diversion rates from the data call	2011- 32% 2012 -35%
Tonnage changes	Data Call	Annual Change – tonnage of diverted materials	2011 – 1553 Tonnes 2012 – 1764 Tonnes

Note: Data from 2013 is not included in the table and the information from the rollout of the new program is considered skewed but not abnormal. It was our experience that the roll out of the new information caused a big stir in the community. The Month before the program rolled out, an influx of calls were received with residents confirming the information they have received, concerns such as; “Is my collection day changing?”, “Are you accepting Juice Boxes” were quite common. The Three weeks immediately after the Roll-out, The Town received 63 calls that were logged as issues and an additional 56 General Inquiries. The main issue that was received was “My Blue Box was not collected”. In over 90% of the cases the cause of the missed collection was residents not having the blue box out on time. When asked if they were aware the blue box needed to be out by 7:00 am they were aware, however, their response was generally “But my Blue Box was always collected at 10:30. The important note here is No matter how much information you provide people some people will resist change. The most prevalent demographic for this problem was retired seniors.

3.2 Analysis of program

The branding was very effective and utilized during our new recycling program roll out. It provided a simple easy to understand and easy to update form. For examples of the material developed and implemented please refer to the appendix A. The upfront money spent on Branding and easy to update material formatting was well worth it. The branding and the website provide great tools to direct people to and provide and excellent visuals to aid in discussions; The Website in particular, allows the public easy access to information. When dealing with an issue on the phone with a resident, most times the resident has access to a computer and you can walk them through the information they need.

In addition, in person conversations are greatly aided by the newsletter. The Newsletter generated a lot of dialog in the community and had a very positive effect. The News letter is something that will continue to be used and we plan to issue it 2 times per year; spring and fall. The Branding process and base material development was well worth the money and in a few years when updating is needed the investment upfront will be easy to justify.

School events did not seem to pan out as well for the cost; ie we did not feel that there was good value in this tactic in comparison to other P&E choices. Unless I had a significant increase to my budget or was looking for a quick ineffective way to get promotion in the paper, I would not go back to the schools. I did not find much return from it in the program, However it was fun.

It should also be noted that several articles have been written in local printed and web based newspapers. These articles are free of charge and great promotion. This has been done by fostering a relationship with the local media.

The positive return of 3% overall diversion rate increase was achieved between 2011 and 2012. The 5% increase in diversion per year is possible over 2013 and 2014, however, new goals for increased diversion will need to be reviewed for 2015 through 2018 as the plan is revised over the next 18 months. The 5% is an average, with 5-7% expected in 2013 and 3-5% expected in 2014. The new program will allow for this level of increase; the percentage is contingent on the P&E materials encouraging resident participation in all areas of the program.

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 the process is to begin in June of 2013 and come to completion in May of 2014.