

Township of North Dundas

Small Program P&E Plan Implementation

**JUST BECAUSE IT'S
EMPTY DOESN'T MEAN
IT'S GARBAGE.**

Recycle your bathroom plastics.



Acknowledgement:

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Executive summary

This is a final report of a communication plan implemented by the Township of North Dundas in September 2015. The project goal was to increase the capture of plastics by 10% by 2016 by targeting plastics found throughout the kitchen, laundry room, and bathroom, and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project. This project piggybacked a previous plan that implemented OOPS stickers throughout the Township in 2014, which was very successful in reducing curbside contamination.

In September 2015 the Township began implementing the following promotional & educational (P&E) tactics:

- Flyer promoting recyclable plastic found in the bathroom distributed by recycling truck drivers to all blue boxes on September 14th, 2015
- Flyer promoting recyclable plastic found in the kitchen distributed by recycling truck drivers to all blue boxes on September 28th, 2015
- Flyer promoting recyclable plastic found in the laundry room distributed by recycling truck drivers to all blue boxes on October 12th, 2015

The Township was planning on using chloroplast signs on the side of trucks to match the distributed flyer for any given week, but due to the timing of when this project started, chloroplast signs were in high demand for the federal election, and timelines to have such signs produced could not be met.

In order to assess the impacts of P&E activities, specific to increased plastic capture, the Township counted bales of plastic pre, during, and post flyer delivery. Phone calls, social media posts were also monitored, but garnered very little result. Plastics are baled comingled because of the limited size of our facility. Bales of plastic are shipped and marketed by RARE in Alexandria.

It appears that there has been little to no increase in the amount of bales produced after implementing this program. The Township was averaging 5 bales of comingled plastic per week pre campaign, and continues to produce the same amount after the campaign. It won't be until the end of the year before we have a better idea if this program increased our plastic tonnage.

For further information about this project, please contact:

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1 PROJECT INFORMATION

1.1 Municipal Information

| | |
|---|----------------------------|
| Population | 12,528 |
| Households (single family and multi-res) | 4,553 |
| Blue Box Tonnage (2012 Datacall) | 533 MT |
| Municipal Grouping | Rural Collection South (7) |
| Blue Box Program net cost (2012 Datacall) | \$335,046 |
| Net cost per tonne | \$628.60 |
| Annual P&E Budget | \$1,000 |

The Township of North Dundas provides residents with single-stream recycling through bi-weekly curbside collections. The municipality targets the following materials: mixed fibres, plastics 1-7, glass, and all metal containers. Collection of recyclable materials and processing is completed by the municipality, which operates its own Material Recycling Facility. Materials are marketed by RARE in Alexandria.

The Township collects plastics 1-7 with the exception of film and polystyrene due to end market limitations. Plastics are baled comingled because of the limited size of our facility and the bales of plastic are shipped and marketed through RARE in Alexandria. A perforator project to make more space available and heavier bales funded by CIF is on hold.

1.2 Project Description

The Continuous Improvement Fund provided the Township of North Dundas with technical assistance and a grant to fund 60% of the costs to an upset limit of \$2,500 for the development of a communication plan for promotion and education of the Blue Box program aimed at increasing plastic capture found throughout various rooms within a typical household. Tactics used by municipal staff included door-to-door delivery of informational flyers.

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

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase plastic capture: In 2013, plastic tonnage was 57.07 metric tonnes and the objective is to increase this to 62.78 MT by 2016, which represents a 10% increase. The municipality's blue box marketed materials diversion percentage was 25.6%.

2.2 Messages Used

- Recycle Your Bathroom Plastics
- Recycle Your Kitchen Plastics
- Recycle Your Laundry Room Plastics

2.3 Target audiences

The promotion and education campaign will target all Township of North Dundas residents.

2.4 Tactics Utilized

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

| Tactic | Description | Budget | Actual |
|-----------------|--|--------|------------|
| Plastics Flyer | In September of 2015, The township began distributing flyers in residents' blue boxes to encourage bathroom, laundry room, and kitchen recycling, specifically plastics. | \$4200 | \$2575.05 |
| Website updates | The Township posted a photo of the flyer that was distributed, switching this image with each new distributed flyer. | \$NA | Staff time |

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

| Task | Description | Timeline | Actual |
|--------------------|--|------------------|--------------------|
| Bathroom Flyer | Bathroom plastics recycling flyer distributed to each blue box by recycling truck drivers. | September 2015 | September 14, 2015 |
| Kitchen Flyer | Kitchen plastics recycling flyer distributed to each blue box by recycling truck drivers. | September 2015 | September 28, 2015 |
| Laundry Room Flyer | Laundry room plastics recycling flyer distributed to each blue box by recycling truck drivers. | October 2015 | October 12, 2015 |
| Program Tracking | Counting plastic bales generated pre, during, and post flyer drops. | August – October | August - October |

3 RESULTS

3.1 Results

*2014 saw a carry over of 63 bales from 2013, hence the reason for such a large increase.

**Counting bales is a relatively new exercise for the Township, so numbers for 2013 and 2014 do not exist. Bale counting began in August 2015, and average five bales of co-mingled plastic per week.

Table 3: Measuring and Monitoring activities of Blue Box recycling program for the Township of North Dundas

| Measure | 2013 | 2014 | 2015 | Goal |
|-------------------------------|----------|--------------------|--------------------|--------------|
| Plastic Tonnage | 57.07 MT | 92.35* MT | Not Yet Determined | 62.78 MT |
| # of co-mingled plastic bales | - | - | 5 bales/week** | Any increase |
| Blue Box Diversion Rate | 25.6% | Not Yet Determined | Not yet determined | 30% |

3.2 Analysis of project

The Township produced five bales per week prior to the flyers being distributed, and it continues to produce the same amount after the promotion. Our plastic is baled co-mingled and is shipped direct to market. It is marketed by RARE but does not go to their facility. Because of this, we do not have information as it relates to specific categories of plastic. For example, many plastic containers found in the bathroom are HDPE, and it would have been interesting to see if HDPE numbers had increased after the bathroom flyer was distributed.

Although we believe our promotional tactic was well executed, and the effort to increase our plastic tonnage is worthwhile, it has been very difficult to see an increase with the program. We believe there is an increase but it is less than one bale every two weeks. Counting bales will continue, and we will have a better idea at the end of the year if our plastic tonnage did in fact increase or not.

Plastics Flyers distributed by recycling truck drivers

**JUST BECAUSE IT'S
EMPTY DOESN'T MEAN
IT'S GARBAGE.**

A collection of various personal care products including bottles of shampoo, conditioner, body wash, and soap bars. The products are arranged in a row, featuring different colors like purple, green, red, orange, blue, and pink. Some are pump bottles, some are spray bottles, and some are bars of soap in their packaging.



IT TAKES A 1/4 LITRE OF OIL TO PRODUCE A ONE LITRE PLASTIC WATER BOTTLE

Recycle your kitchen plastics.



A PLASTIC BOTTLE TAKES 450 YEARS TO DEGRADE.

Recycle your laundry room plastics.

