



Project # 656.12 Small Program P&E Project Report

Program Name: North Algona Wilberforce & Sebastopol Ward Bonnechere Valley
O/A Ottawa Valley Waste Recovery Centre

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1 BACKGROUND INFORMATION

1.1 Municipal Information:

	OVWRC	NAW & BV
Population (2011 Datacall)	39477	3249
Households (single family) (2011 Datacall)	15670	1584
Blue Box Tonnage	3984.91 Residential (2011 Datacall)	181.22 (Geoware)
Municipal Grouping	Rural Collection South	
Blue Box Program net cost (2011 Datacall)	\$1,109,350.82	
P&E Budget (not inc. staffing)	\$58,500	

NOTE: North Algona Wilberforce (NAW) and Sebastopol Ward of Bonnechere Valley (BV) are two of five Ottawa Valley Waste Recovery Centre municipal partners. Their BB program costs are not segregated in the Centre's datacall or the Centre's P&E Budget.

1.2 Program Description

The Ottawa Valley Waste Recovery Centre (OVWRC) is a municipally run, integrated waste management facility located in Pembroke, ON. OVWRC is operated by five partner Municipalities; the Town of Petawawa, the City of Pembroke, the Township of Laurentian Valley, the Township of North Algona Wilberforce (NAW) and the Sebastopol Ward of Bonnechere Valley (BV). NAW and BV are two smaller, rural Municipalities who operate depots/transfer stations for their residents and businesses. OVWRC is primarily responsible for the promotion and education of these Municipalities' waste management programs.

North Algona Wilberforce: Three Collection Depots; Berndt Road; Shaw Woods Road; and OVWRC. All have collection for fibres, containers, organics and waste.

Sebastopol Ward of Bonnechere Valley: One Collection Depot; Lake Clear. Residents could also utilize OVWRC as a drop-off but it is a considerable distance. Drop-off bins for fibres, containers, organics and waste.

Material is collected via roll-off containers (waste and recyclables) and MOLOKs (organics) by OVWRC. All material is delivered to the OVWRC for processing and/or disposal.

Previous outreach included: annual newspaper ad (OCNA/CNA), inconsistent signage produced in-house by Municipal staff, newsletter (last distributed 2007).

PLANNED EXPENDITURES

(from Communication Plan – v2. Submitted on December 16th, 2011).

Tactic	Description	Staff	Evaluation	Cost/Source
Depot Staff Training	Train Depot attendants on "What is Acceptable"	E.Graham	-decrease in residue -increase in diversion rate	Staff Time
OCNA/CNA Advertising	Utilize OCNA/CNA ad space to promote material specific items (i.e. milk cartons, tubs and lids, etc.) Utilize space in other Municipalities that bring material to us.	E.Graham	-decrease in residue -increase in diversion rate	Ad Space Free, Minimal Design Costs
Signage	Update signage at OVWRC (NAW) Depot	E.Graham		\$1000
Depot Newsletter/Flyer	Distribution of Newsletters (Design, printing, mailing)	E.Graham		\$1200
Lake/Cottage Owner's Associations	Possible presentations/displays at General Meetings	E.Graham		Staff Time
½ Page Eganville Leader – Color Ads	Color ½ Page ads in Leader (high distribution in Depot area)	E. Graham		\$1,760
Depot Card	Update existing depot card to handout to depot users through Municipal facilities	E.Graham		\$1,040
TOTAL				\$5000

2 IMPLEMENTATION

2.1 Goals and Objectives

- Overall objectives include:
 - Ensure participants of OVWRC's waste management programs are aware of and have been provided the tools required to divert as much material as possible from landfill.
 - Implement "Targeted Communication Strategies" for Depot Users as outlined in DRAFT OVWRC Waste Recycling Plan, November 2010.
- Measureable objectives include:
 - Increase incoming depot recycling by 2%
 - Decrease MRF residual rate by 2%

2.2 Messages Used

- What is acceptable in each waste stream.
- Importance of diverting material from landfill (save landfill space, etc.)

2.3 Tactics Utilized

Tactic	Description	Date Implemented	Estimated Cost/Source	Actual Cost
Depot Staff Training	Train Depot attendants on "What is Acceptable"	May 4 th , 2011	Staff Time	N/A
OCNA/CNA Advertising	Utilize OCNA/CNA ad space to promote material specific items (i.e. milk cartons, tubs and lids, etc.) Utilize space in other Municipalities that bring material to us.	July 27 th , 2011	Ad Space Free, Minimal Design Costs	N/A
Signage	Update signage at Depots	September 2011	\$1000	\$523.84
Depot Newsletter/Flyer	Distribution of Newsletters (Design, printing, mailing)	July 2011	\$1200	\$1105.14
Lake/Cottage Owner's Associations	Possible presentations/displays at General Meetings	Did not implement*	Staff Time	N/A
½ Page Eganville Leader – Color Ads	Color ½ Page ads in Leader (high distribution in Depot area)	Sept 1 st , 2011 Dec. 20 th , 2011 March 21 st , 2012 April 4 th , 2012	\$1,760	\$3,251.94 (claim \$3,021.50)
Depot Card	Update existing depot card to handout to depot users through Municipal facilities	March 2012	\$1,040	\$349.52
TOTAL			\$5000	\$5,000**

*was decided as an ineffective method of outreach; General Meetings are not always well attended and the agendas are extremely full and it is hard to accommodate additional speakers.

**Actual signage and depot card costs were significantly over estimated compared to actual cost. Therefore, two additional newspaper ads were run.

3 RESULTS

3.1 Tracking methodologies used

- Monitor and track incoming tonnages which may correlate to various outreach projects.
- Meet regularly with Diversion Leadhands to receive feedback on incoming material quality.
- Residue audits of incoming recycling loads from NAW and BV.

3.2 Measured results

Incoming tonnages from each depot/transfer station (tonnes):

Material Type	Lake Clear 2010	Lake Clear 2011	Berndt Rd 2010	Berndt Rd 2011	Shaw Woods 2010	Shaw Woods 2011	OVWRC NAW Depot 2010	OVWRC NAW Depot 2011
Containers	18.68	15.75	26.29	24.8	23.51	22.52	10.57	11.07
Fibre	20.58	18.12	49.79	42.58	33.09	34.13	12.79	12.25
Landfill	87.52	97.5	180.29	180.36	103.27	107.44	22.46	23.82

% Change from 2010 to 2011:

	Lake Clear	Berndt Road	Shaw Woods	OVWRC NAW DEPOT
Containers	-19%	-6%	-4%	5%
Fibre	-14%	-17%	3%	-4%
Landfill	10%	0%	4%	6%

Residual Waste Audits (North Algona Wilberforce)

Audit Date	Recyclables Tonnage (kgs)	Residual Tonnage (kgs)	% Residual
Aug 22/11	30.54	7.65	20.03%
Sept 19/11	54.54	9.31	13.48%
Nov 25/11	84.84	14.95	14.68%

3.3 Analysis of program

The OVWRC conducts audits on incoming MRF material. An audit conducted on August 22nd, 2011, prior to a significant portion of the program being implemented, showed a residual rate of 20.03%.

Subsequent results in September and November showed residual rates of 13.48% and 14.68%, a decrease of approximately 6%. From this, it can be determined that additional signage and newspaper advertising was a factor in improving material quality at a depot/transfer station.

However, incoming recyclable tonnage did not increase and in fact decreased.

4 COMMENTS

Tonnage and material quality (residual) will continue to be monitored in 2012. Additional outreach to longer-term seasonal residents (i.e. 3 weeks or more) may be useful at campgrounds, etc. and this will be considered in 2012.