

Final Report

CIF #661.12

Township of Rideau Lakes Small program P&E plan implementation



Final Project Report, August 30, 2015

Township of Rideau Lakes

CIF Project number 661.12



Acknowledgement:

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Executive summary

This is the summary report of the Blue Box promotion and education (P&E) communication plan project implemented by the Township of Rideau Lakes beginning Spring, 2014. The project goal was to improve the performance of the Blue Box recycling program and meet Best Practices by having a communication plan in place for the program. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project.

On 28 February 2014 the Township of Rideau Lakes created our Promotion and Education Plan and began implementation of this plan on 1 March 2014. During the first year of the plan, the municipality implemented the following promotional & educational (P&E) tactics:

- Distribution of Blue Box promotion newsletter, insert in tax bill, and Brochure
- Advertisements in the newspaper, on social media, and our township website

Due to limitations, open houses and association meetings did not occur in 2014. These will be something that will be considered in 2015 and 2016 if time permits. Staffing changes in 2014 have been challenging, but Staff will continue to educate our residents. Our annual calendar has been successful once again in educating and reminding residents of how our program works. Permanent residents receive their calendars in the mail each December, while seasonal residents pick them up at local businesses and bag tag outlets. The newsletter that was created to introduce our new recycling program was a very important part of our promotion and education program. We continue to utilize Facebook (now with 680 likes), twitter, the Township website and newsletters as sources to continue educating our residents.

Blue Box material has increased 60 tonnes (8%) since the implementation of the communication plan. Other factors attributing to this increase were the addition of new materials accepted in the Blue Box program and a new contract services provider. Since curbside collection inception in 2007 “sorry tags” have been used to notify a resident why a bag is not collected. This is a necessary part of our education program and works well to communicate with residents why their bag(s) were not picked up.

For the past 7 years staff (drivers) have kept notes of the sorry (rejection) tags used. Numbers are not reported but are obtainable by figuring out current inventory (#ordered vs # in stock). In 2015 an internal spreadsheet was implemented for tracking the number of sorry tags used per driver. This form will continue to be used for our education purposes. As a continued source of education, when material is set out on the wrong week, residents are left behind a colour coded alternate week recycling schedule. Which is another step in our education process. Staff will continue to work on the remaining tactics and monitoring from the plan.

For further information about this project, please contact:

Michelle Jones | Manager, Facilities & Environmental Services | Township of Rideau Lakes
o: 1.800.928.2250 x230 | e:michelle@twprideaulakes.on.ca

1 PROJECT INFORMATION

1.1 Municipal Information

The Township of Rideau Lakes provides waste management services to 7,575 households throughout the year, while that number increases one third seasonally as Rideau Lakes is a large cottage country area; seasonal residents move in and are included in our curbside collection service. Some key Blue Box statistics for the program are provided below.

Population	Permanent –7,630 Seasonal – 2,733 Total -10,363
Households (single family)	7,575
Blue Box Tonnage (2013 Datacall)	710 mt
Municipal Grouping	collection & depot
Blue Box Program net cost (2013 Datacall)	\$373,271
Net cost per tonne	\$526
Annual P&E Budget	\$3,000

Blue box recycling is provided through bagged collection of weekly dual stream, curbside services. The Township also owns and operates a transfer station which operates 2 days per week, Wednesday and Saturday to allow residents and businesses to dispose of waste and recycling. This facility is staffed with 2 Site Attendants 8 hours per day. The Township of Rideau Lakes targets the following materials:

- plastic containers #1 - #7 - including milk/juice cartons*, clam shells*, tetra packs*, flower pots*,
- plastic bags with a number on them,
- metal & aluminum containers,
- fibres (paper, cardboard, boxboard), clear & coloured glass bottles & jars,
- plastic wrap (boat & bale wrap, garbage bags, tarps, plastic twine, wood pellet bags, water softener bags, plastic feed bags, skid wrapping – 2015 April 1 accepted at the Transfer Station)

*Additional recycling materials added to our stream with the implementation of our new and improved recycling program April 1, 2014.


Collection of recyclable materials is completed by Limerick Environmental Services and there is no revenue sharing agreement in place between the municipality and the collection contractor. The Township's blue box recycling program is a member of municipal group #9 on the Waste Diversion Ontario Datacall and operates at a net cost of \$305 / tonne material collected.

1.2 Project Description

The Continuous Improvement Fund provided the Township of Rideau Lakes with technical assistance and a grant of \$5,000 for the development of a communication plan for promotion and education of the Blue Box program and the implementation of P&E tactics. Council approved the additional recycling material into our new and approved program, upon the awarding of the contract to Limerick Environmental.

The main tactic used by municipal staff to introduce, promote and educate our residents to this new program was an information newsletter describing in detail, the new and improved recycling program, which also introduced additional material to be recycled. Inside this newsletter was a colour coded calendar to advise residents of the change in the weekly recycling schedule to a bi-weekly recycling schedule. Prior to April 1, 2014 changes, residents could recycle all material the same day (triple stream). Once the Municipality purchased new trucks, a new recycling program was introduced, which includes one week for containers and the alternate week for fibres with an altered program to dual stream. Our residents now recycle metal and plastic containers with glass bottles and jars one week, while the alternate week is fibres.

IMPORTANT CHANGES TO YOUR RECYCLING PROGRAM




Changes to the program starting March 31st, 2014
 Your new dual stream recycling program will commence March 31st and we are eager to implement the changes to expand our acceptable recycling material and put our new collection trucks into action. As our recycling program continues to progress, we will now be able to divert more from our landfill.

CHANGE 1: Dual Stream Recycling
 You will now recycle with only 2 sorts. **Week A:** plastics and metal **Week B:** paper and fibres

We have added several new items to the acceptable plastic & metal list. These include all plastic containers with a recycling #1 through #7. Look for this symbol:

- ✓ plastic hinged containers such as deli or clam shell type
- ✓ plastic egg cartons
- ✓ plastic flower pots
- ✓ any plastic bag with a recycling # on it, (e.g. grocery bags, wood pellet bags and water softener salt bags)
- ✓ milk, juice and soup cartons, tetra packs, juice boxes and foil drink pouches



If it doesn't have a number on it, it's **not recyclable**. Please refer to the inside pages for pictures and lists.

CHANGE 2: Recycling Collection Schedule
 Recycling will now be collected on alternate weeks. This means that your plastic/metal recycling will be collected 1 week and your papers/fibres will be collected the alternate week. Please refer to the calendar included in this package. Post it on your fridge so you know which recycling material is collected each week. Starting the week of March 31st you will put out your plastic/metal recycling. The week of April 7th you will recycle your paper/fibres and so on.

Waste collection remains weekly as these changes are for recycling only. Sunday depot service will continue this summer and these new recycling changes will be incorporated.

Remaining the Same:

- All bags must be set out for collection by 7:00 am on your collection day
- Garbage must be in clear bags and there is a 2 bag limit per week and each must weigh less than 40 lbs
- Recycling must be in clear blue bags and there is a 5 bag limit per week
- Garbage bags must have a current Rideau Lakes' bag tag (clearly visible to the driver)
- No bag tag is required for recycling
- All recycling must be clean (we cannot recycle the liquid and food remnants in your material)
- All bags must be tied
- All cans should be crushed & plastics should be flattened
- Newspapers and flattened cardboard may be bundled, however, they must be tightly tied. If the bundle is loose and breaks it will not be picked up. You may use string, tape and/or twine.

Please remember that your garbage and recycling is YOURS until the driver puts it in the truck. If you have issues with birds and critters, place your bags in a container or cover them with a tarp/blanket. If your bags are ripped apart at curbside, it is your responsibility to clean up the mess.

Reduce Cubic Volume Campaign:
 With this new recycling program, it is our goal to ship less air & ship more material to the processor, reducing costs. If everyone crushes/squeezes/flattens their recyclables we will reduce our cubic volume. In the end, it will save us all money – you won't have to put out your recycling as often & we won't have to ship our full containers as often. If interested in receiving a free can crusher, call the Office or email michelle@twprideaulakes.on.ca.

We thank you in advance for making this improved recycling program a success. If you have any questions please do not hesitate to call the Office at 613-928-2251/1-800-928-2250, email or visit our website www.twprideaulakes.on.ca. Keep this newsletter & post it for quick reference when preparing bags for collection.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase diversion rate Rideau Lakes aims at increasing the current diversion rate of 32% to 40% by the year 2016. The timeline will include increasing 2% in 2014, 2% in 2015 and 4% in 2016. Diversion rate, the amount of blue box material diverted from landfill divided by the waste generated, is difficult to accurately measure thus Staff will focus on measuring tonnage. Tonnage statistics are provided by the waste collection contractor monthly and these statistics are compiled annually for submission in the WDO datacall. In 2013, the Township diverted 710 metric tonnes (MT) of material through the Blue Box program. Staff have set the objective to increase this amount by 10% to 780 MT by the year end 2016.

Decrease rejection & contamination Rideau Lakes aims to decrease rejection/contamination numbers at curbside which will be tracked through a “sorry” tag spreadsheet. Tracking the usage of sorry tags per driver will allow the Township to provide more education where necessary, in turn decreasing contamination levels. The timeline for this goal is to reduce 1/3 of the tags by 2016 and an additional 5% each year after that. The decrease in rejection/contamination will stem from the success of the education and promotional campaign implemented between 2014 and 2016.

2.2 Messages Used

- Recycling is free!
- Crush your recyclable to save room in your bag and our trucks
- Don’t contaminate - Wash/rinse your containers before you recycle them
- You can’t recycle the pop/juice, spaghetti sauce, peanut butter/jam, but you can recycle the clean container
- What goes in my blue bag – what doesn’t go in my blue bag
- Recycling is smart and easy – Sorting your household garbage can be a quick and simple process that is part of your daily routine. By integrating recycling into your home, you can make the process easy, while doing your part to help the environment

2.3 Target audiences

- Permanent Residents
- Seasonal Residents & Cottage Associations
- Public School Children
- Seniors
- Businesses
- Township Staff (including collection drivers and Landfill Site attendants)

2.4 Tactics Utilized

Annual Calendars are mailed to permanent residents each December and are available for pickup by seasonal residents each spring at our bag tags locations and several other locations such as Libraries and retailers. This calendar includes information about the materials accepted in our program, collection dates and other specific recycling information. Calendars help residents to recognize when their waste & recycling will be collected.

Newsletter/Flyer/Brochure Information regarding the new program was included in these tactics to prepare residents for the recycling program changes. Contact information was included so that residents know how to access more information if they need it. Flyers will be created to identify the 'new' materials that are accepted in the recycling program. All of these tactics will be mailed directly to residents.

Website The Township website will be updated to reflect the new recycling program.

Facebook/Twitter The Township uses these social media applications on a daily basis to provide residents with reminders, news, photos and helpful tips regarding waste & recycling.

Newspaper Ads we will use the free lineage available through the OCNA / CNA program. Staff will use advertisements to tackle blue box education.

Information Sessions (Open House) Staff attended 2 seniors events in 2015 with blue box education material. Staff will continue to reach out to seniors at events. Information sessions are intended for 2016 with the general public as a way to further educate residents & businesses. Content to be discussed includes the alternate week recycling schedule/calendar, recycling properly with blue box examples with emphasis on new materials accepted, a waste & recycling survey, perhaps a contest, annual calendar hand out, the importance of having clean recycling and crushing/squeezing your bottle and cans.

Signage / Bin labels New signage is planned for 2015 at the municipal transfer station. Signage will include information for acceptable materials, bin labels, sorting signs, is your recycling clean?, hours of operation.

SORRY

Dear Resident:
We could not pick up your
HOUSEHOLD GARBAGE BECAUSE:

- ☐ No Tag
- ☐ Cut Tag
- ☐ Invalid Tag
- ☐ Recyclables in Bag
- ☐ Not Regular Household Waste
- ☐ Bag too Heavy (40lbs max)
- ☐ Wrong Color Bag
- ☐ Hazardous Waste in Bag
- ☐ Other _____

RECYCLABLES BECAUSE:

- ☐ Items not included in recycling program at this time
- ☐ Not Properly Sorted
- ☐ Contaminated Items / Not Clean
- ☐ Not Bundled/Tied
- ☐ Wrong Color Bag
- ☐ Not Recycling Material

Please correct the problem marked above and
we will be happy to pick it up on your next service day.

THANK YOU!

TOWNSHIP OF RIDEAU LAKES
1-800-928-2250 / 613-928-2251
www.twprideaulakes.on.ca

Customer Address



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

Tactic	Description	Budget	Actual
Newsletter/Flyer	Mailed to 5556 Households in Spring 2014 4 page newsletter with 2 page insert	\$0.66/household	\$3,700.00
Advertised on:	Township Website And social media July Tax bill insert	\$0.10/household	\$439.25 \$60.00 \$100.00
Newspaper Ads	OCNA/CNA lineage – In Kind Funding Residents / businesses / visitors	\$0.00/household	\$0.00
Brochure	Fall 2014 to all residents & businesses	\$0.01/household	\$100.00
Open House	Residents, Businesses, Cottagers	\$.00/attendee	\$0.00
Private Road/Cottage Association Meetings	Cottagers 2326 population 100 Private Road Assns	\$0.00	\$0.00
Signage	Install signs at Local Transfer Station	Planned for 2015	
Calendar	Annual Information Calendar	\$11,000	\$8,900.00

TOWNSHIP OF RIDEAU LAKES
ALTERNATING RECYCLING COLLECTION SCHEDULE

Recycling material is now being collected on alternating weeks. This means plastic/metal recyclables will be collected one week, while all fibres (cardboard, newspaper, boxboard) will be collected the next week. Collection alternates weeks throughout the entire year, so please use the calendar below for easy reference.

Yellow weeks are plastics and metal, while orange weeks are fibres (cardboard, newspaper, boxboard). If you set out your recyclables on the wrong week they will not be picked up and a "sorry tag" will be left on the bag letting you know. Recycling is free and does not require a bag tag, however, it must be clean & in a clear blue bag and each bag cannot weigh more than 40 lbs. There is a 5 bag limit per week and it must be set out for collection by 7:00 am, on your scheduled day.

APRIL 2014						
S	M	T	W	T	F	S
	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 2014						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE 2014						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY 2014						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST 2014						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER 2014						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER 2014						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER 2014						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER 2014						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Save room in your recycling bag by crushing/squeezing/flattening your cans and plastic bottles.

All boxes must be flattened.

Stop by the Office and pick up your free can crusher.

Questions?

Call Michelle at 1-800-928-2250 x 230 or

Email : michelle@twprideaulakes.on.ca



Like us on Facebook or Follow us on Twitter
 Get daily/weekly reminders, facts and tips about waste & recycling.

Plastics & Metal	Paper, Cardboard, Boxboard
------------------------	----------------------------------

3 RESULTS

3.1 Results

Tonnage statistics are provided by the waste collection contractor monthly and these statistics are compiled annually for submission in the WDO datacall. In 2013, the Township diverted 710 metric tonnes (MT) of material through the Blue Box program. Staff have set the objective to increase this amount by 10% to 780 MT by the year end 2016.

Rideau Lakes aims to decrease rejection/contamination numbers at curbside which will be tracked through a “sorry” tag spreadsheet. Tracking the usage of sorry tags per driver will allow the Township to provide more education where necessary, in turn decreasing contamination levels. The timeline for this goal is to reduce 1/3 of the tags by 2016 and an additional 5% each year after that. The decrease in rejection/contamination will stem from the success of the education and promotional campaign implemented between 2014 and 2016.

Tracking of sorry tags is completed by administrative staff & drivers. Starting in 2016, the sorry tags given out by each driver for respective routes will be monitored using an excel spreadsheet currently in development. The spreadsheet will be used to assess our residents understanding of materials that are or aren’t accepted in our program.

Table 2: Measuring and Monitoring activities

Measure	2013	2014	2015	2016
Tonnes	710	769.78	n/a	780

*n/a = information not available

3.2 Analysis of project

Our efforts were effective to a certain point, recycling tons were up by 60 tons in that we changed contractors (added more recycling materials) and we continue to educate our residents through many different avenues. Education is still a must and is ongoing (has to be by indication of phone calls, but we are only 14 months into our new program and with our alternate week collection people are confused, even though it is advertised weekly in our Township calendar and website. Facebook etc).

We feel that our P&E plan is a success but we must continue to move forward with it to educate residents. Some goals were achieved and we continue to work on others. We are presently in progress of advertising our recycling (alternate week) schedule in the local papers now that the majority of our seasonal residents have arrived.

Key Take-Aways

We needed to advertise glass recycling within our brochure. We were uneducated with the number of people still purchasing and recycling glass (bottles & jars only): advertising is imperative even though a large number of residents do not read them (or keep them); we underestimated how quickly social media would take off; that educating residents is very important, however difficult when numerous attempts are made (mail a calendar, mail a newsletter, leave correspondence on bag, in mailbox, send a letter, etc) and the correspondence is in the recycling/garbage the following week.

We would advise for other programs looking to invest in similar infrastructure to address operational cost opportunities set a budget, make a plan, implement the plan over time, research is important, communication internally, ensure that external staff are adhering and implementing regulations set by Council and internal staff, work together, set goals and objectives, educate your residents by way of newsletters, newspaper ads, calendar.

