



CIF - Project # 662.12

Small Program P&E Project Report

Program Name:
Blue Box P & E Communications Plan

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	2943
Households (single family)	1758
Blue Box Tonnage (2012 Datacall)	155
Municipal Grouping	Rural Collection North
Blue Box Program net cost (2012 Datacall)	\$ 83,631.50
Net Cost / Tonne	\$ 538.97
Annual P&E Budget	\$ 2000.00

1.2 Program Description

Method of collection (depot or curbside)

- Curbside

Single or Multi-Stream

- Single Stream.
- Our collection schedule alternates each week: pick up co-mingles one week and fibres the next week. It is not a requirement to have co-mingles sorted individually, nor the fibres.

Targeted materials

- Our co-mingles materials include plastic containers #1-6, milk and juice cartons and juice boxes, food, beverage and other metal cans, glass food and beverage bottles and jars, aluminum foil wrap and trays
- Our fibre collection includes newspapers, inserts, magazines, phone books, household print paper, cardboard, and boxboard.

Processing arrangement

- We contract Riverside Enterprises a flat annual rate for recycling collection. The municipality does not have any involvement in the processing; the contractor collects and hauls away from the municipality. There is no revenue sharing agreement.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase awareness of the recycling program that is available in our municipality and to provide education of the types of materials collected, how to clean and sort materials, and the collection schedule. Our objective was to decrease the number of calls in to our municipal office inquiring about the types of materials collected through our recycling program. It was assumed that the number of calls to the office each year reflected residents' overall awareness of our recycling program's attributes. Previous to this project, the municipal office on average receives 10 calls per year.

Increase diversion of recyclables thereby expanding lifespan of landfill site. The amount of blue box recyclables previous to the implementation of this project's P&E was estimated at 127 tonnes (2010 datacall). The Township of Sables-Spanish set a goal to increase the capture of recyclables by 10% (up to a capture of 140 tonnes).

Previous to the implementation of this program, our diversion rate was 12% (2012 Datacall). The Township set an objective to achieve 20% diversion based on the current types of blue box materials being accepted. In order to achieve this diversion level, the Township developed and distributed P&E materials that identified the targeted materials in our program.

2.2 Messages Used

Recycling is smart and easy

Recycling is good for the environment and the community

2.3 Tactics Utilized

To date we have distributed fridge magnets with the annual recycling pick up schedule, and circulated flyers showing acceptable recycling materials.

Planned but not yet implemented:

We still plan on creating a brochure that will have comprehensive information on recycling: what, how, when. Have outdoor signage created that would help all residents but would give our summer residents a reminder.

If additional funds opportunities become available, we would like to purchase recycling bins in bulk for our residents, either free or at/near cost.

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:					
Newsletter/Flyer	Mail with spring tax bills	February 2012	2500 Tax Bills	\$1,230.00	\$0.70
Calendar Magnets (2000 @ \$0.80) + addn'l postage	Mail with fall tax bills for following calendar year	September 2012	2500 Tax Bills	\$2,316.00	\$0.93
Brochure pamphlet-General reminders	Canada Post flyer circulation	April 2012	Canada Post customers (1356)	\$597.31	\$0.44
			TOTAL:	\$4,143.31	
YEAR TWO - To be completed					
Comprehensive Brochure	Mail with fall tax bills	September	2500 Tax Bills	\$1,230.00	\$0.70
Outdoor Signage	Erect in populated locations	Unknown	General public	Unknown	Unknown

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 by addressing with contractor	Kept track of number of calls /emails per month
Municipal Data Call	File/Website	Compare each year's report	
Tonnage changes	Collection contractor		Monthly reporting

3.2 Measured results

Table 3.2

Tracking Methodology	Pre	Post	Difference	Notes
Incoming calls/inquiries	10	4	6	System appears to be running smoother
Municipal Data Call (Calculated marked tonnes)	127 t	163 t	36 t	Recyclables shipped for disposal increased
Waste (Residential waste generated, tonnes)	991	836	44	Saw a decrease in garbage collected
Diversion	12.8%	19.5%	6.7%	Increased diversion

3.3 Analysis of program

Goals and objectives are being achieved; we observe the majority of households putting out recycling bins for pick up, as well as consistent use by schools and community centres

Key take away: keep providing information – the more that it is circulated and read the more recycling is being used.

Will definitely continue with annual calendar magnets. These seem to be the best resource we have offered, according to public comment. However given our annual p&e budget, by providing these it will not allow for much more promotion and education other than the newsletters and flyers we can produce in-house and mail with tax bills.

To date we are pleased with the results of our promotion and education program; as per Table 3.2 We attribute this to good communication and working relationship with our contractor. The care and information given from this office to residents is also a contributing factor to having residents more conscientious in their recycling efforts.

We will continue to strive for improvement, which may include having the local schools become more active and involved with the municipality in recycling. Contests and draws could be provided to have the children take a personal interest in learning more about our recycling program, which in turn will return with them to their homes and will make the household more aware as well. Any type of outreach with our residents will continue to be an important measure in our program and our efforts to provide information on a consistent basis will ensure a more effective program going forward.

We are in the final year for this version of the P&E plan. We will be reviewing, evaluating and updating our P&E plan in May of 2014.