



CIF - Project # 667.12

Small Program Promotion and Education Implementation

Program Name:
Blue Box P & E Communications Plan

Prepared By: Kate Simpson, City of Stratford

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	32,000
Households (single family):	10,265
Blue Box Tonnage (2011 Datacall)	2519
Blue Box Tonnage (2012 Datacall):	2265
Municipal Grouping:	Small Urban
Blue Box Program net cost (2011 Datacall)	\$637,746.67
Blue Box Program net cost (2012 Datacall)	\$530,658.57
Cost/tonne (2011)	\$253.14
Cost/tonne (2012)	\$234.28 /tonne
Annual P&E Budget (2012)	\$2,125.00

1.2 Program Description

The City of Stratford collects blue box materials from both the curbside and depot. In the spring of 2012, the City of Stratford moved from a multi-stream collection (5) streams to a single stream collection program. The City of Stratford targets: Paper, glass, metals, plastics 1-7, aseptic and gable tops, cardboard and boxboard materials for the bluebox program. Since 2012, Bluewater Recycling Association processes all of the City of Stratford's recyclable materials that are collected curbside and at our depot located at the City of Stratford Landfill Site. With the exception of bulk cardboard generated from the landfill, which is stored, shipped and recycled separately. The City of Stratford receives revenue from Bluewater Recycling once the processing, residual and moisture fees are deducted.

2 IMPLEMENTATION

2.1 Goals and Objectives

The goal was to increase diversion of blue box recyclables from the current (2011) value of 23.5% to 35% by 2014. Our objective is to increase the difference by 4% each year through targeting materials and increasing awareness through social media and education.

- Increase diversion of blue box materials to 35%
- Increase outreach programs from one visit per year to 3 (school presentations, public speaking engagements)
- Increase use of social media, specifically increasing the frequency of “Tweets”
 - Monitor the number of “followers”

2.2 Messages Used

Blue Today for a Green Tomorrow

2.3 Tactics Utilized

Recyclopedia

In 2011, The Emerald Group approached the City of Stratford with an opportunity to create a waste exchange website. The website is described as a P&E Reuse & Recycling Resource (news, events listings, recyclopedia (recycling guide), greenyellowpages (directories) with a free to use **Materials Exchange**).

The first year subscription and creation would be funded via CIF and additional years would need to be fundraised. The City of Stratford decided to explore the use of this website as a P&E tool for its bluebox recycling program with the hopes that its use would decrease the number of calls for information on the City’s programs; by providing an easy to access and use format.

The website was created and activated in the Spring of 2011. Training of 1 staff member and generation of “recyclopedia” entries was completed over a period of approximately 3 weeks.

Twitter - @StratfordRRR

Starting in February 2011 the City of Stratford has been sending out tweets to inform residents about changes to the waste management program and any special programs being run at certain times. The number of tweets was increased over time to approximately 1 per week.

The City continues to add followers on an ongoing basis increasing the effectiveness of the program.

Calendar

The calendar is now produced with a list of recyclable materials on the reverse of the collection Schedule and Map. The list includes all materials that are collected as recyclables and common items many think are recyclable but are not.

Radio

The city provides statements to radio stations on a request basis. Advertising is not performed over the radio as its price is prohibitive.

Newspaper

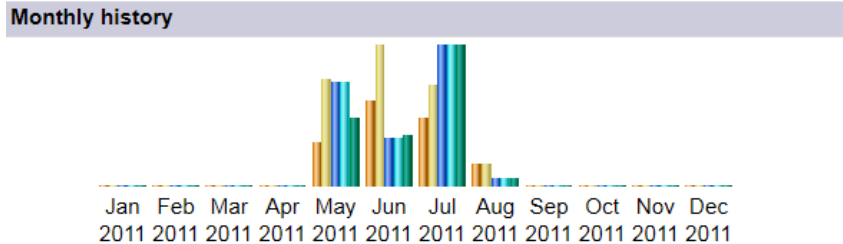
The City uses allotted CAN/OCNA lineage as well as free advertising in the City's section of the local newspaper to promote program changes and announcements on special program activities and to inform residents about scheduled program dates.

Table 2.1: P&E Implementation tactics

Tactic	Method	Date	Target	Total Cost	Cost/target
YEAR ONE:					
Website Creation	Entries made for recyclopedia, set up re-use it area on website where people can post items	Spring 2011	10,265 Households	\$5,000.00	\$0.48 / household
Website launch*	Link on City's website, media release	Fall 2011	10,265 Households	In kind	N/A
Twitter**/Radio	Information 'tweeted'	Continuous	Weekly	Free	N/A
Calendar	Annually	Dec, 2011	Annually	\$800	
Newspaper***	Regularly	Continuous	As needed		N/A
YEAR TWO					
Website Subscription	Total cost for first year subscription was \$5,000.00 subsequent years will need to be fundraised \$2,000.00			\$ to be fundraised	\$0.19 / household
Twitter/Radio	Information 'tweeted'	Continuous	Weekly	Free	N/A
Calendar	Annually	Dec, 2012	Annually	\$800	
Recycle Depot Labels	One time cost	June 2012		\$1250	
			TOTAL:	\$7650.00	
*The Website was never launched as explained in the Cancellation of the Recyclopedia (Section 3.2)					
**For sample tweets; search twitter account: @StratfordRRR					
***Newspaper: The City of Stratford Town Crier section of the local newspaper					

3 RESULTS

3.1 Tracking Methodologies Used



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	0	0	0	0	0
Feb 2011	0	0	0	0	0
Mar 2011	0	0	0	0	0
Apr 2011	0	0	0	0	0
May 2011	8	19	253	253	427.01 KB
Jun 2011	15	25	117	117	316.65 KB
Jul 2011	12	18	343	343	875.21 KB
Aug 2011	4	4	22	22	57.04 KB
Sep 2011	0	0	0	0	0
Oct 2011	0	0	0	0	0
Nov 2011	0	0	0	0	0
Dec 2011	0	0	0	0	0
Total	39	66	735	735	1.64 MB

The tracking methodologies utilized to measure results came from the website: stratford.reuses.com/webstat.

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

Tracking Methodology	Data Collection Point	Timeline	Pre	Post
Diversion	WDO DataCall	Annually	23.5%	27%
Number of visitors to website	www.stratford.reuses.com/webstat	Monthly	19	0
Number of webpages visited	www.stratford.reuses.com/webstat	Monthly	253	0
Twitter	Followers (began Feb 2011)	Yearly	0	569

3.2 Analysis of program

In 2011 the City of Stratford announced its intentions to transition its Blue Box program from a multi-stream system to a single stream system. This transition took place at the same time as new processing and collection contracts were initiated in early 2012. There was an extensive promotion and education campaign launched at the time of the transition, which provided residents with information on how to comply with the new programming standards; which is to say to inform them of what is and is not recyclable and how the materials should be set out for collection. Thus the Recyclopedia was launched to facilitate information transfer between the City of Stratford and residents.

Cancelation of Recyclopedia

Given the fact that very few residents (39 out of a population of 32,000) made use of the recyclopedia throughout 2011, Stratford staff elected to eliminate the recyclopedia resource from their ongoing promotion and education efforts. Stratford staff did not want to dedicate more staff time to maintaining a resource that was not well received by the community. In addition, Stratford's new processing contractor, Bluewater Recycling Association (BRA), maintains its own web page, which contains the same resources and information as the recyclopedia pages Stratford staff had been populating. Stratford staff therefore replaced their recyclopedia site with a link that would take their residents BRA's resources pages. This allowed staff to offer a more comprehensive resource to their residents.

The City of Stratford continues to employ the use of Twitter, Radio, and Newspaper media in addition to the production of an annual Calendar. The current P&E plan is in its final year. The P&E plan will be reviewed, evaluated and updated in May of every third year. The next date for the P&E plan to be updated is May of 2014.