

Final Report

CIF #804.6

Town of Carleton Place Small Program P&E Plan Implementation



CARLETON PLACE

www.carletonplace.ca

RECYCLING REDUCES WASTE!

1 PETE 2 HDPE 3 V 4 LDPE 5 PP 6 PS 7 Other

Please place the following items in your blue box:

- Gable top containers & tetra paks - including milk and juice cartons, and drinking boxes
- Aluminum pop cans, steel food cans, clean aluminum foil and trays
- Plastics #1-7 (polystyrene not included)
- Glass food and beverage jars
- Paper, newspaper, cardboard, egg cartons, box board

Space provided through the partnership between industry and Ontario municipalities to support waste diversion programs



April 20, 2016
Town of Carleton Place
CIF Project #804.6
Wayne Fraser

Acknowledgement:

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Executive summary

This is a final report of a communication plan implemented by the Town of Carleton Place in 2014. The project goal was to increase recycling tonnage by 15% by 2017 an increase from the 623 tonnes of blue box material collected in 2012 to 716 tonnes by 2017. The Continuous Improvement Fund (CIF) provided financial and technical assistance in completing the project.

In June 2013, the Town reduced the number of free garbage bags to one, made it illegal to throw recyclables in the garbage, switched from two-stream recycling collection to single stream, and added all plastics #1 through #7 to the recycling program. Because of these significant changes to the program, The Town of Carleton Place needed to develop a communications plan to ensure residents received the message.

In 2014, the Town began implementing the following promotional & educational (P&E) tactics:

- Tax bill inserts delivered to all homes in the service area
- A recycling brochure delivered to all homes in the service area
- In-Kind Advertising
- Door Knockers delivered to all homes in the service area

In order to assess the impacts of P&E activities, the Town tracked overall tonnages of both garbage and recycling, but also tracked tonnages of newly acceptable products. Because the Town was switching from two-stream to single, contamination at the MRF was also recorded.

It appears that there has been significant increase in recycling tonnage, and significant decrease in garbage. Recycling increased by 24.26% in 2014 over 2013. This increase was sustained through 2015. The amount of material collected through the blue box program exceeded our goal of 716 tonnes by nearly 150 (in 2014, 875 tonnes were collected). Garbage has remained relatively stable in spite of an increase of 149 new households between 2013 and 2015. This is a good sign.

With switching to single stream recycling, staff intently monitored the amount of contamination at the material recovery facility. The amount of contamination decreased from 7% in 2013 to 6% in 2014/15. This is a positive indication residents received, understood and acted on the information from our communications.

The changes implemented have met with success and we are exceeding the objectives set for the Blue Box program.

For further information about this project, please contact:

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1 PROJECT INFORMATION

1.1 Municipal Information

The Town of Carleton Place is located approximately 50 km east of the Nation's capital. The Town has a new Blue Box program in place to provide residents with weekly single stream collection.

Population	9,921
Households (single family)	4,243
Blue Box Tonnage (2012 Datacall)	623.18 Tonnes
Municipal Grouping	Small Urban (5)
Blue Box Program net cost (2012 Datacall)	\$235,349
Net Cost Per Tonne (2012 Datacall)	\$378/tonne
Previous Annual P&E Budget	\$425

The Town's Blue Box program accepts all plastics numbered (1-7), gable top containers, tetra packs, fibre, glass, and metal containers. Recyclables are hauled to a transfer station 5 km east of Carleton Place. The transfer station also provides residents with a place to drop off materials that are accepted through the Town's other diversion programs.

Carleton Place recyclables are now hauled from the transfer station to a MRF in Renfrew, Ontario where this facility sorts and separates recyclables and prepares them for market.

1.2 Project Description

The Town created a communication plan for promotion and education (P & E) of the Blue Box program aimed at increasing awareness of the new changes to the recycling program. The Continuous Improvement Fund (CIF) provided the Town with technical assistance and a grant to fund 50% of costs up to an upset limit of \$5,000 for the production of P&E materials in completing the planned activities.

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

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase the Town's recycling tonnage by 15% from 623 tonnes to 716 tonnes in 2017.

2.2 Messages Used

The P & E campaign will target all Town of Carleton Place residents, using the following messaging:

- Reduce Reuse Recycle
- Recycling Reduces Waste
- Changes to Waste Collection

2.3 Tactics Utilized

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

Tactic	Description	Actual
Tax bill inserts	Recycling information pertaining to new program changes was included in tax bills. Two in 2014, and two in 2015 were distributed.	\$3,617.62
Recycling brochure	Canada Post distributed a brochure regarding the new changes to all homes.	\$7,093.33
Newspaper Ads	CNA/OCNA In-Kind Advertising were used to communicate new program changes.	Staff time
Door-knockers	Summer students distributed door-knockers that had recycling information printed on them.	Not recorded

3 RESULTS

3.1 Results

In July of 2013, The Town began a new collections contract, which reduced the amount of garbage bags/week allowed for collection, switched from dual stream recycling collections to single stream, and added new products in the blue box in an effort to reduce garbage and increase diversion. As a result of these changes, the amount of material recycled through the Blue Box program has increased 24%.

Table 2: Measuring and Monitoring activities of Blue Box recycling program for the Town of Carleton Place

Measure	2013	2014	2015	Goal
Annual Recycling (Tonnes)	704	875	846	716
Garbage (Tonnes)	2554	2455	2547	Any Decrease
Contamination (Tonnes)	49.2	52	51.6	50
Contamination	7.0%	5.9%	6.1%	7.0%
Total Households	4265	4343	4414	

3.2 Analysis of project

Since promoting the new changes in 2013, there has been a noticeable increase in recycling, and a slight decrease in garbage. We have exceeded our recycling goal by 158 MT in 2014, and again by 130 MT in 2015. Garbage has remained relatively stable in spite of an increase of 149 new households between 2013 and 2015. This is a very good sign.

Unfortunately we were unable to establish a set out rate, and could not determine participation.

Contamination was looked at as the Town moved from a dual stream service to single stream. Tonnage has increased slightly in 2014/2015 but the percentage of contamination has decreased.

Overall, the Town’s communication plan proved to be very successful. We increased our recycling, and maintained our garbage at a static level. In early 2015, a separate P&E budget line for recycling was created to improve record keeping, as prior to this, P&E expenses were filed into a generic Public Works folder.

RECYCLING REDUCES WASTE!



Please place the following items in your blue box:

- Gable top containers & tetra paks - including milk and juice cartons, and drinking boxes
- Aluminum pop cans, steel food cans, clean aluminum foil and trays
- Plastics #1-7 (polystyrene not included)
- Glass food and beverage jars
- Paper, newspaper, cardboard, egg cartons, box board



Space provided through the partnership between industry and Ontario municipalities to support waste diversion programs



CARLETON PLACE

REDUCE REUSE RECYCLE



CHANGES TO WASTE COLLECTION - EFFECTIVE JUNE 1, 2013

MAJOR CHANGE TO GARBAGE STICKER PROGRAM:

- THE TOWN WILL NO LONGER BE HANDING OUT GARBAGE STICKERS AND WILL INSTEAD ALLOW ONE UN-STICKERED BAG A WEEK. ADDITIONAL BAGS WILL REQUIRE A STICKER
- EXISTING STICKERS WILL BE HONORED UNTIL 2020
- APPLIANCES PLACED AT THE CURB MUST BE PROPERLY DECOMMISSIONED & TAGGED BY A CERTIFIED PROFESSIONAL



CHANGES TO RECYCLING COLLECTION

- RECYCLING IS NOW MANDATORY AS CARLETON PLACE STRIVES TO REDUCE MUNICIPAL WASTE BEING SENT TO LANDFILLS
- RESIDENTS/BUSINESSES SHALL NOW PLACE PLASTICS #1-7 IN THE BLUE BOX FOR COLLECTION

LARGE HOUSEHOLD ITEMS & APPLIANCES MUST HAVE 4 STICKERS TO BE COLLECTED



7am

RECYCLING WILL NOW BE PICKED UP AT THE SAME TIME AS GARBAGE SO IT IS ESSENTIAL THAT WASTE BE AT THE CURB NO LATER THAN 7AM

GARBAGE SIZE & WEIGHT LIMITS


**MAX-
15 kg &
90cm x 75cm**

OR


**80L
Container**

OR


**Fill Line
133L
Container**

FOR MORE INFO CALL: 613-257-2253 OR VISIT THE TOWN'S WEBSITE AT: WWW.CARLETONPLACE.CA



Dear Resident,

It has come to our attention that you have not placed any recycling material at the curb for several weeks. The Town of Carleton Place Curb Side Recycling Program is designed to keep our homes and community beautiful while reducing the amount of waste materials in landfills. The success of the program cannot be possible without your help! The Town of Carleton Place has made it compulsory to recycle, please comply with by-law #19-2013 and recycle.

You can play a role in helping us create a cleaner, more sustainable community. If you have any questions about recycling, please visit www.carletonplace.ca for more info.

Respectfully,
Carleton Place Public Works



This paper contains Brown Eyed Susans - the Official Town Flower. Please see reverse for planting instructions.

Plant This Paper!!!

Supply List

- a pot for planting
- some good potting soil
- plantable paper
- water
- a sunny corner

Step 1 - Prepare your pot

Fill your pot 2/3 full with good potting soil. Tamp down the soil and add more if necessary. You want the pot to be firmly full, but not packed. The paper can be planted indoors or outside, so you get to choose according to the temperature and conditions at the time of planting.

Step 2 - Plant the paper

Take your plantable paper and cover the soil in the prepared pot with the paper. It's okay if the paper overlaps. Spread a 1/8 to 1/4 inch layer of soil over the plantable paper pieces and tamp down gently.

Step 3 - Water during germination

After planting the paper in your pot, give it a good soak. You want the paper and the soil to be nicely damp but not swimming in water. During the first 10 days, keep the paper moist at all times. The water is necessary for germination.

Step 4 - Care after germination

When sprouts appear, continue to keep the paper moist but be careful not to overwater. Once sturdy plants appear, water as needed.



CARLETON PLACE
REDUCE REUSE RECYCLE



CHANGES TO WASTE COLLECTION - EFFECTIVE JUNE 1ST, 2013

RECYCLING (BLUE BOX)

- RECYCLING IS NOW MANDATORY AS CARLETON PLACE STRIVES TO REDUCE MUNICIPAL WASTE BEING SENT TO LANDFILLS
- RESIDENTS/BUSINESSES SHALL NOW PLACE PLASTICS #1-7 IN THE BLUE BOX FOR COLLECTION
- RECYCLABLES MUST BE AT THE CURB BY 7:00AM ON COLLECTION DAY

FOR MORE INFO CALL: 613-257-2253 OR VISIT WWW.CARLETONPLACE.CA