

Final Report

CIF #818.6

The Township of Lanark Highlands Small Program P&E Plan Implementation



ALL PLASTIC BOTTLES & CONTAINERS

Can be recycled in Lanark Highlands

NEW MATERIALS in 2014 include

film plastic, ALL plastic bags, plastic plant pots & trays, Tupperware, blister packs & paper coffee cups.



Recycling Pays ...
*for municipal services & helps
control increasing property taxes.*



Final Project Report, November 25, 2015

The Township of Lanark Highlands

CIF Project #818.6

Acknowledgement:

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Executive summary

This is a final report of a project implemented by the Township of Lanark Highlands in 2014. New acceptable blue box materials for 2014 along with a new collections contractor were the driving force behind establishing a communications plan for the blue box program. The project goals were to increase the diversion, capture, and participation rates at curbside and depot locations, and meet Best Practice by having a communication plan in place for the program. The Continuous Improvement Fund (WDO – CIF) provided financial and technical assistance in completing the project.

In June of 2014, the Township of Lanark Highlands created and began implementation of a communication plan for the Blue Box recycling program. During the first year of implementation, the municipality implemented the following promotional & educational (P&E) tactics:

- Recycling information brochures distributed to 3,500 homes.
- New depot recycling signs
- Ongoing press releases related to blue box recycling
- CNA/OCNA In-Kind advertisements

In order to assess the impacts of P&E activities, the Township of Lanark Highlands focussed on measuring and monitoring the capture of recyclables through curbside and depot audits, setout rates in the Village of Lanark to determine participation rates, and the annual WDO datacall.

As of the date of this report, the impacts of the communication plan implementation are the following:

- Blue box marketed tonnage for 2014 was 385.15 MT, an increase of 63.15 MT from 2013.
- A baseline participation rate of 67% for curbside collection, and an average of 84% for depot recycling was established.

Near the end of 2014, the Township lost the lead staff member for this project, which resulted in only baseline data for capture and participation rates. We have noticed a 19% increase in our marketed tonnes for 2014 from the year prior, which we attribute to our increased communication efforts. Although the lead is no longer with the Township, monitoring and improving the blue box program is a worthwhile endeavour we will be looking at continuing in the years ahead.

For further information about this project, please contact:

Tom McCarthy | Public Works Superintendent | The Township of Lanark Highlands
o: 613-259-2398 X 250 | e: tmccarthy@lanarkhighlands.ca

1 PROJECT INFORMATION

1.1 Municipal Information

Population	5,128
Households (single family)	2,085
<i>Multi Res Households</i>	40
Blue Box Tonnage (2013 Datacall)	322
Municipal Grouping	Rural Depot – South (9)
Blue Box Program net cost (2012 Datacall)	\$203,257
Net cost per tonne	\$631
Annual P&E Budget	\$4,500

The Township of Lanark Highlands provides residents with single stream recycling through curbside recyclable collections in the Village of Lanark, and at depots through several landfill, and waste transfer site locations throughout the Municipality.

The Township of Lanark Highlands targets the following materials: newspaper, household fine paper, corrugated cardboard, cartons, aluminum cans, aluminum foil, steel cans, PETE bottles & clamshells, HDPE Containers, plastic film, tubs & lids, and clear & coloured glass. Collection of recyclable materials is completed by TOPPS, on a contract rate. Collected recyclables are sent to two locations, Lafleche in Carleton Place and Beaumans in Renfrew. There is a revenue sharing agreement in place.

1.2 Project Description

The Continuous Improvement Fund provided the Township of Lanark Highlands with technical assistance and a grant of 67% to a maximum 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.

With a new collections contractor, and added materials to the blue box program, educating residents was a top priority. The Township of Lanark Highlands wanted to focus on increasing blue box diversion rate and capture rate, while establishing baseline participation rates for both curbside and depot services.

2 IMPLEMENTATION

2.1 Goals and Objectives

Increase the capture rate of the blue box recycling program by 3.5% each year for five years, thereby achieving a 50% recovery of available blue box material by 2018.

Increase diversion of blue box materials from landfill by 1.5% each year for five years, thereby diverting 23.5% of municipal solid waste through the blue box program by 2018.

Document participation rates in the curbside blue box program in Lanark Village, with a goal of achieving 100% participation by 2018.

Document participation rates at depot recycling locations with a goal of achieving 85% participation by 2018.

2.2 Messages Used

- Recycling Pays
- All Plastic Bottles
- Waste Matters

2.3 Target audiences

The P&E plan targeted all ratepayers within the Township of Lanark Highlands, due to the general information to be communicated.

2.4 Tactics Utilized and Established Timelines

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

Tactic	Description	Budget	Actual
"Waste Matters" Newsletter	In the Summer of 2014, The Township printed 5,000 recycling brochures and distributed 3,500 to all homes using CanadaPost Unaddressed Admail.	\$1,200	\$2,262
Newspaper articles	Weekly Public Service Announcements regarding blue box recycling	\$600	Staff time
In-Kind Advertisements	The Township posted In-Kind ads throughout the year	NA	Staff time
Waste Site Signage	The Township installed new depot signage at three sites, including directional signage. Signage provided clear instructions on what was accepted at each location.	<u>\$4,600</u>	<u>\$3,223</u>
Total		<u>\$6,400</u>	<u>\$5,485</u>

Table 2: Implementation schedule, proposed versus actual, of P&E tactics and activities

Task	Description	Timeline	Actual
Develop, print and distribute Waste Matters Flyer	A new waste specific brochure to be distributed to all homes in Lanark Highlands	September	Summer 2014
Develop four press releases to send out throughout the year	Create at least four press releases dealing with waste diversion in the Township.	Throughout 2014	One in November 2014
Develop, print, and install new depot signage	New depot signs to properly reflect what depots can accept, and improve directional signage to depots.	October 2015	November 2014.
Design newspaper advertisements	Four newspaper ads throughout the year using In-Kind advertising.	Throughout 2014	Unknown
Determine Capture Rate	Waste Audits in the spring and fall to determine whether the proportion of recyclables mixed in with garbage has changed following tactics.	Spring and Fall 2014	Spring 2014
Determine Participation Rate	Participation Audits in the Spring and Fall to determine curbside and depot participation	Spring and Fall 2014	Spring 2014

3 RESULTS

3.1 Results

In order to measure the effectiveness of this campaign, the Township of Lanark Highlands focussed their tracking efforts on marketed tonnes, and the annual blue box diversion rate. Follow up waste audits and participation rates were not completed due to an unforeseen loss of lead staff.

Table 3: Measuring and monitoring activities of Blue Box recycling program

Measure	2012	2013	2014	2015	Goal
Marketed Tonnes	305 MT	322 MT	385 MT	333 MT*	No Goal Established for MT
Capture Rate		-	33.4%	-	50%
Curbside Participation Rate		-	67%	-	100% by 2018
Depot Participation Rate		-	84%	-	85% by 2018
Diversion Rate	16.7%	17.17%	15.7%	Unknown	23.5% by 2018

*Note: January to October 31, 2015 data only; not complete year

The amount of material marketed during 2014 was 385.15 metric tonnes, a significant 19.6% increase of from the year before. While no goal was established for marketed tonnage, this increase is significant when looking at the 2013 tonnage over 2012 tonnage, which was only a 5.5% increase. Current 2014 tonnage (up until the end of October) may also exceed that of 2014 numbers.

Capture rates along with depot and curbside participation rates were established in 2014.

3.2 Analysis of project

We saw a significant increase in our marketed tonnage in 2014 due in part to adding new materials to the blue box program, and our expanding communications efforts. We were also able to establish a capture rate, and participation rate for both curbside and depot recyclers. Unfortunately, the lead staff on this project left the Township for another opportunity. This position was not filled, and therefore follow-up studies could not be completed to measure the effectiveness of the communications tactics.

APPENDIX



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film plastic, ALL plastic bags, plastic plant pots & trays, Tupperware, blister packs & paper coffee cups.



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TOWNSHIP OF LANARK HIGHLANDS

WasteMatters

www.lanarkhighlands.ca

Photo: Rosanne Lake

BLUE BOX RECYCLING Curbside & Depot

WHAT GOES IN YOUR BLUE BOX:



Stomp

Stuff

Stack



GLASS

- Food and beverage jars ONLY



GABLE TOPS & TETRA PAKS

- Milk, juice cartons,
- Drinking boxes
- Spiral wound containers



METAL

- Aluminum pop cans, steel food cans, aluminum foil & trays (clean)
- Paint cans (empty, dry, lids removed)
- Aerosol cans (empty)



PLASTIC

- All plastic bottles & containers
- All plastic bags (including zip lock)
- Plant pots & trays
- Rigid reusable containers (e.g. Tupperware)
- Styrofoam (plates, cups, egg cartons)
- Styrofoam meat trays (absorbent pad removed)



PAPER

- Newspapers, magazines, telephone books, hard & soft cover books (remove covers)
- Boxboard (tissue, cereal & other food boxes)
- Paper towel, toilet paper rolls
- Paper egg cartons
- Cardboard (flattened & bundled)
- Pizza boxes (clean)
- Mixed household/office paper
- Paper coffee cups (Tim Horton's)
- Cardboard egg cartons
- Wrapping paper (non-metallic)

WE CANNOT RECYCLE

- × Cat litter/animal feces
- × Ceramic Dishes
- × Chip/candy wrappers
- × Diapers
- × Non-container glass
- × Motor oil containers
- × Plastic toys
- × Styrofoam peanuts

- **BLUE BOXES** can be purchased at the municipal office for \$8.00 each + HST. (Prices subject to change.)

- **How clean is "clean?"** All blue box materials must be rinsed (no food residue visible.) Food containers with oil residue should be rinsed with hot, soapy water.

- **Rinse plastic milk bags** & then recycle them.



You CAN Recycle

 Plastic bottles & jars Emptied, lids removed	 Plastic bottles tubs & lids	 Empty metal aerosol & paint cans	 Newspapers & flyers	 Boxboard		
 Milk cartons, juice boxes & tetra paks	 Glass bottles & jars, lids removed	 Plastic grocery, outer milk, blue newspaper & bread bags	 Metal food and beverage containers	 Mail, office & school papers		 Corrugated cardboard (NO wax cardboard)

Unacceptable Items for Recycling

 Juice Pouches, foil food wrappers	 Plastic Household Items	 Chip Bags, sandwich bags, plastic wrap	 Home health care waste plastic tubing, IV bags or dialysis	
 Glasses or dishes	 Salt bags, fertilizer bags, garbage bags, wood pellet bags	 Rice and frozen food bags	 Food wrappers, bacon wrappers, hot dog wrappers, plastic pizza wrappers	



Return deposit containers for refund

You can recycle **ALL PLASTIC BOTTLES & CONTAINERS** in Lanark Highlands.

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TOWNSHIP OF LANARK HIGHLANDS
WasteMatters

**This Waste Site accepts
these materials:**



Blue Box



**Bagged
Garbage**



**Leaves
& Brush**



E-Waste



Tires



**Scrap
Metal**



**Hazardous Waste ONLY
accepted at Middleville
waste site, May – October**

**ReUse Centre at
McDonald's
Corners**





Highlands works on waste strategy

By Gena Gibson
Era staff

Local residents can join a focus group to help increase the amount of recycling done by Lanark Highlands Township residents.

The township received more than \$72,000 from the provincial Blue Box recycling program for 2013, and the province requires all Ontario municipalities to monitor their municipal diversion rates and report back on the results. Public-works assistant Cathie Green explained to council at the Oct. 15 committee-of-the-whole meeting that in order to be eligible for the approved grant, the township has to consult the public about the development of a waste-recycling strategy.

She said the focus group would have about 12 members, with one from each township ward, one from the business community, one from the McDonald's Corners Reusers, and a representative from council. She said the group would "walk through the waste-recycling strategy and talk about some of the recommendations for strengthening our Blue Box program."

She said the township should put the draft plan on its website and advertise the fact that it is available, so people can look at it and send feedback directly to staff.

Back in 2011, council approved having staff take advantage of the province's Continuous Improvement Fund for 75 per cent of project costs, to a maximum of \$15,000, to develop the waste-recycling plan. Green explained that the strategy describes the current system

for recycling, and compares the township's diversion rates and program costs to similar municipalities.

It then sets targets for the next 15 years to increase the portion of solid waste diverted through the Blue Box program, with an aim to achieving provincial target rates in those 15 years. Green said the goal is to have the Integrated Waste Management Plan and Waste Recycling Strategy finished by the end of 2013, so it can offer information for waste-management services being tendered this fall.

She said the other component is a promotion and education plan. In 2010, staff members attended a course and developed a three-year plan for promotion and education, which was put in place at the staff

level from 2011 to 2013.

The purpose is to increase volumes of materials diverted from the landfill into the recycling program, and to decrease the percentage of garbage in the Blue Box material that goes to the recycling facility. She said the plan will help inform local residents about materials that are accepted, what happens to the materials once they leave the Blue Box, "and

how that forms an integral part of Lanark Highlands' waste-reduction plan."

Green said the tonnage of materials diverted from the landfill has decreased every year since 2009, which is typical in municipalities across Ontario and probably beyond. To turn that around, she stressed, the township needs to increase the efficiency and effectiveness of its Blue Box program.

Water Well Drilling

- One Day Service
- Pressure Grouting

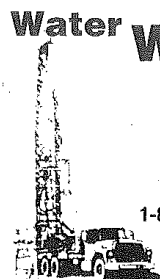
Wilf Hall & Sons

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1-888-878-2969 • Cell: 613-223-5082

www.wilfhallandsons.com

McDonald's Corners



NOTICE Snow Removal 2013/2014

The Township of Lanark-Highlands will not be responsible for damages to mailboxes, newspaper boxes or parked vehicles where the boxes or vehicles interfere with the snowplowing of Township Roads.

Parking of vehicles on Township Roads and Village Streets from 12:00 midnight to 7:00 a.m. will not be permitted from November 15, 2013 to April 15, 2014. The prohibition of parking applies to the entire road right-of-way, normally 10m (33') from the centre of the road.

It is an offence under the Ontario Highway Traffic Act to push snow onto or across a Township Road or Street. The removal of such snow piles by the Township will be charged to the adjacent property owner.

For further information contact:
Township of Lanark Highlands
Dave Ennis, Superintendent of Public Works
75 George Street, Lanark, ON K0G 1K0
T: 613-259-2398 ext. 239
F: 613-259-2291
E: dennis@lanarkhighlands.ca
www.lanarkhighlands.ca



The Towns 2013

The Township of Lanark Highlands is pleased to announce the Awards Program:

- Seniors Achievement Award
- Economic Growth Award
- Young Entrepreneur Award

To assist in the selection of a recipient for are asked to submit the name of a deserving person for consideration. In making a recommendation, please provide a brief history of the accomplishments and contribution to the community. Please make your submission by:

4:30 p.m. Monday November 25, 2013

Submit nominations to:
Township of Lanark Highlands
Attention: Ross Trimble CAO/Clerk
75 George Street Lanark, Ontario K0G 1K0
T: 613-259-2398
Please check our website at www.lanarkhighlands.ca

Note: Personal information is collected under the Access to Information and Protection of Privacy Act, a copy of the Act is available upon request. Questions about the collection of information: indicated above.

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