

**Final Report**

**CIF 824.6**

# Northern Bruce Peninsula

## Small program P&E plan implementation



Final Project Report

September 1 2015

Northern Bruce Peninsula

CIF Project number 824.6

Acknowledgement:

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## Executive summary

This is the final report of a project implemented by the Municipality of Northern Bruce Peninsula between July 2014 and August 2015. The project goals are to increase participation, increase tonnages and increase Blue Box Diversion Rates, to improve the performance of the Blue Box recycling program 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 July 2014, the Municipality created and began implementation of a Communications Plan for the Blue Box recycling program. During the first year of implementation, the Municipality implemented the 2015 Municipal Calendar, a promotion and education (P & E) tactic.

In order to assess the impacts of promotion and education activities, the Municipality has completed the following measuring and monitoring activities:

Reviewing and comparing year over year data from:

- Waste Diversion Ontario's Datacall
- Collection Records – specifically reports from the Municipality's contractor indicating the amount of recyclable materials collected
- Municipal Website hits

At the time this Report was created, the impacts of the Communication Plan's implementation includes a 1.5% increase in the Municipality's Waste Diversion Datacall's Diversion Rate from 2012 to 2014; an increase of 17 website visits over a span of three (3) days and an increase of 17 tonnes of Blue Box recyclable materials collected from 2013 to 2014.

The Municipality plans to complete the implementation of a magnet(s) and the creation of newspaper articles in the near future. Once these items are implemented, monitoring will consist of reviewing website visits and collection records, increases in Diversion Rates as per Waste Diversion Ontario's Municipal Datacall, as well as reviewing participation rates at both supervised and unsupervised collection depots.

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# 1 PROJECT INFORMATION

## 1.1 Municipal Information

The Municipality of Northern Bruce Peninsula was formed on January 1, 1999 as the result of the amalgamation of the former Townships of Eastnor, Lindsay and St. Edmunds and the Village of Lion's Head. The largely rural Municipality covers an area of approximately 780 km<sup>2</sup> and has an average population density of 4.9 people/square kilometer. Generally, the Municipality consists of low density rural development with higher density development along shorelines.

Population	4,913
Households (Single Family)	1,807
Households (Seasonal)	3,114
Households (Total)	4,921
Blue Box Tonnage (2012 Datacall)	347
Municipal Grouping	Rural Depot South (9)
Blue Box Program Net Cost (2012 Datacall)	\$101,488.67
Net Cost Per Marketed Tonne	\$292.47
Annual P&E Budget	\$10,000

The Municipality offers a unique scenario for waste management for multiple reasons, including:

- Geography that consists of a peninsula that is approximately 80 kilometers long and 10 to 20 kilometers wide.
- Lack of neighbouring municipalities that would allow for service sharing.
- Low population density and limited accessibility to populations (typically along shore areas) and routing options.

Northern Bruce Peninsula is surrounded by a body of water on three sides, which is both Lake Huron and Georgian Bay. As a result, the Municipality only borders one other municipality; the Town of South Bruce Peninsula.

The Municipality of Northern Bruce Peninsula provides its residents with depot recycling collection at two (2) unmanned and three (3) manned facilities. The manned facilities are located at the three (3) Municipal Waste Disposal Sites and are available to the public during regular hours of operation. The hours, as of May 2014, are in accordance with Municipal By-Law 2013-74, and are subject to change from time to time. The two (2)



unmanned facilities are located at two (2) of the Municipality's works yard; one (1) being at the north end and one (1) being at the south end of the Peninsula. The following items are currently accepted under the Municipality's recycling program: Plastic, Steel and Aluminum - Plastic jars, bottles and containers bearing numbers 1 to 5 and 7 - Pop cans, food cans and empty paint cans Newspaper - Newspaper, flyers, catalogues, magazines, soft cover books, junk mail, paper and envelopes Glass - Bottles and jars (used for food and drink) Cardboard - Cardboard, cardboard juice and milk cartons, boxboard, cereal boxes and detergent boxes.

## **1.2 Project Description**

During the summer of 2013, the Municipality employed a summer student to assist with its waste diversion programs. One aspect of the summer position required the student to conduct an audit of recyclable materials found in curbside collected waste bags, as well as in the rural Municipal waste disposal bins. While there was recyclable material found in the curbside waste collected, there was a considerable amount more found in the waste disposal bins.

In the immediate future, Staff hopes to improve permanent and seasonal resident and visitor awareness about the program and in turn increase recycling tonnages for a better diversion rate. It is also Staff's goal to decrease the amount of recyclable materials that get sent to landfill.

The funding available from the Continuous Improvement Fund (CIF) was originally designed to fund a student for the Municipality's Promotion and Education Program for a one (1) year term. As the Public Works Department was unsuccessful in obtaining a summer student in 2014, a mutual decision was made between the Continuous Improvement Fund and the Municipality to forgo the funding for a student and use the 60/40 split funding to create a three (3) year Communication Plan which meets Waste Diversion Ontario's best practices. The CIF funding is for 40% of the total project, up to a maximum of \$5,000.00, which will be used in the first year of this project; therefore, all obligations from CIF will be met within this timeframe. The Council of the Municipality of Northern Bruce Peninsula may change the Waste Diversion Budget at any time, should it no longer meet their capacity. Nonetheless, every effort was made to meet the goals of this Plan.

Since the implementation of the Municipality's Blue Box Promotion and Education Plan in July 2014, the Public Works Department has tendered for the collection, removal and processing of recyclable materials and has awarded this two (2) year contract to Waste Management of Canada Corporation. The contract between the Municipality and Waste Management of Canada Corporation came into effect on February 1, 2015 and saw the execution of a change in the collection of recyclable materials from a sorted system to single stream program. Furthermore, the Municipality's Recycling Program has been expanded to include plastic clam shell containers, the only number 6 plastic currently accepted by Waste Management of Canada Corporation.

## **2 IMPLEMENTATION**

### **2.1 Goals and Objectives**

The first goal of the Municipality's promotion and education initiative is to increase participation in the Recycling Program. It is currently difficult to gauge participation as two (2) of the (5) Recycling Depots are unsupervised, while the remaining three (3), situated at the manned Municipal Waste Disposal Sites, are located prior to the attendant's scale house. The attendant's attention is focused on the visitors to the Waste Disposal Site and less on the usage of the recycling facilities. It is anticipated that the participation in the program and survey will be 10% by 2017.

The second goal is to increase tonnage. In 2012, the Municipality recycled 347 tonnes of blue box material. The objective is to increase this by 5% each year to reach 400 tonnes in 2017; a 15% increase.

The third goal is to increase the Blue Box Diversion Rate. The rate in 2012 was 16.1%. The Municipality aims to increase this by 3% each year to reach 25% by 2017.

### **2.2 Messages Used**

Toward Zero Waste – This philosophy would encourage residents and visitors to the Municipality to reconsider the development and use of items with the ultimate goal being that all items are reused (in part due to the recycling stream). This would promote the idea of proper recycling and reusing items to decrease the level of items being landfilled.

Recycle Me – Focusing on particular materials, i.e. tins or cardboard, and increasing the education surrounding the material and what components of it can and cannot be recycled. Information on what the material can be used for once recycled will encourage residents and visitors to properly dispose of their items.

Keep NBP Beautiful – Encouraging residents and visitors to keep Northern Bruce Peninsula clean by doing something as simple as recycling. By providing the proper avenues to dispose of recycling, everyone can do their part to keep the area beautiful.

### **2.3 Target audiences**

The population groups to be targeted include:

- Permanent residents
- Seasonal residents
- Campgrounds and parks

## 2.4 Tactics Utilized

Staff has been working diligently to increase promotion and education initiatives within the Municipality. This includes the following:

**Calendar flyer** Inclusion of a pull-out sheet contained within the 2015 Municipal Calendar which provides pertinent details on recycling and waste diversion programs and locations within the Municipality. The Public Works Department allocated \$8,000.00 in its 2015 Waste Diversion Budget for the cost of a Municipal Calendar. The 2015 Calendar was produced by Public Works Department Staff and was based off of the previous year's template/layout. As the main format of the Calendar was providing information with regards to waste diversion, the majority of the information gathering was conducted in-house and was supplied through various reports, documents and program pamphlets, including but not limited to, Ontario Electronic Stewardship, County of Bruce Hazardous Waste Collection Events, Grace Canada (Polystyrene) and Raw Materials Company Inc. (batteries).

Photos were submitted by residents and significant event dates information were requested from local groups, as well as school year dates from the two (2) Schools in the Municipality. Following Staff's assembly of waste diversion details, photos and dates, the information was provided to the Bruce Peninsula Press, the Company contracted for the design, production and printing of the Calendar.

The preparation of the Calendar required approximately three (3) days of one Staff members time; however, had the Municipality not had its template/layout from the previous year, this may have taken much longer

**Newsletter** Detailed recycling and waste diversion information is provided to landowners through a newsletter sent with tax notices. The newsletter is a great tool that assists the Municipality in reaching all of its landowners, including those considered seasonal who may not otherwise receive important information related to recycling and waste diversion on a regular basis.

**Signage** At Recycling Depots/Facilities. The Municipality anticipated a large increase to its signage in 2015 to accommodate the change to single stream recycling. This expenditure has been postponed for budgetary reasons to future years.

**Website** Increasing website accessibility and information. Staff is currently working on updating its website to provide better detail on the Municipality's recycling program and to provide a great tool for residents/visitors to access to get relevant information.

**Contractor relationship** Working with Waste Management of Canada Corporation, and the County of Bruce (the Municipality's upper tier) to reach as many residents and visitors as possible, to provide material related to recycling and waste diversion initiatives. The County of Bruce Highways Department provides a portal and e-newsletter to its subscribers which contain information provided by the Municipality.



**Committees and key stakeholder engagement** The continuance of the Waste Diversion Group, an ad-hoc committee of Council, that works closely with Staff and the Bruce Peninsula Environment Group (BPEG) on waste diversion matters. This also includes the provision of newspaper articles, presentations, etc., on current recycling and waste diversion initiatives.

**Table 1: Planned P&E tactics in communication plan**

<b>Task</b>	<b>Description</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>	<b>Completion</b>
<b>Gather Calendar information</b>	Photos, dates and information	Cameron/Moore	September 2014	September 2014 Distributed December 2014
<b>Magnets</b>	Design	Cameron/Moore	September 2014	Deferred in 2015 to a later date
<b>Updates</b>	Newspaper Notices	Moore/Summer Staff	Ongoing	Ongoing

## 3 RESULTS

### 3.1 Results

#### Tracking Methodologies Used

The effectiveness of the current Promotion and Education Plan has been and will continue to be evaluated based on the objectives that have been set for the Municipality’s Recycling Program and communication plan. The objectives, and the respective tracking mechanism, are outline in Table 2.

Table 2: Measuring and monitoring of program performance

Tracking Methodology	Data Collection Point	Timeline	2013	Goal 2017	2014
<b>Diversion (Datacall)</b>	Contractor and weigh scales	Yearly, spring	16.1%	25%	TBD
<b>Website Usage</b>	Hits per 3 day period	Monthly, yearly	64	140	76
<b>Collection Records</b>	Contractor (tonnes)	Monthly, yearly	347	400	364
<b>Participation Rate Manned Depots</b>	Tally Sheet	Daily tallies and monthly reports to office staff	TBD	10% increase	TBD
<b>Participation Rate Unsupervised Depots</b>	Surveys at depots, Municipal Office and around the community	Surveys completed over a two month period during summer to capture seasonal population	TBD	10% increase	TBD

### 3.2 Analysis of project

#### Increase Participation

The Public Works Department will be continuing to work with summer staff to implement a survey, accessible online and through interactions at Municipal facilities, to increase participation in the Recycling Program. The 2015 Municipal Calendar has been distributed to area residents, as well as made available at Municipal facilities. It is anticipated that a larger majority of residents and visitors can be reached through this avenue. This has also provided a great opportunity for the Municipality to make residents and visitors aware of the single stream collection change to its Program.

## **Increase tonnage and Blue Box diversion rate**

Again, through the distribution of a Municipal Calendar which focusses mainly on waste diversion opportunities within the Municipality, Staff is anticipating that an increase in tonnage will occur from increased awareness. It is also anticipated that with the change to single stream collection, more residents and visitors will be apt to recycle as there is less work involved in doing so. Municipal Staff will be completing its 2014 Waste Diversion Datacall in the near future and at that time will be better able to monitor any increases to its diversion rate.

### **3.3 Key Points**

The issuance of a free Municipal Calendar has been a successful venture for the Public Works Department and has proven to be a great tool to provide detailed information on the Municipality's waste diversion programs to a large quantity of residents/visitors. This project was completed quickly in 2014, as the Public Works Department has a previous working relationship with its Contractor for the production, design and printing of the Calendar. A Municipal Calendar has been made available for three (3) to four (4) years and due to the fact that the layout/template for the Calendar was already established, the work to have the 2015 edition completed was minor. However, had the layout/template not been previously established, the work to complete the 2015 edition would have been more major and would have required significant time.

Staffing and time constraints attributed to the inability to complete other promotion and education tactics prior to the submission of this Final Report. These tactics included the creation and distribution of a magnet, signage, and the preparation of newspaper articles/notices.

Other municipalities or organizations wishing to carry out tactics similar to those listed above should ensure that enough time and staffing is available to see these projects through.