

Final Report: CIF Project 449: Municipality of Thames Centre – Supply & Distribution of 22 Gallon Blue Boxes

Table 1: Project Summary

Municipality	
Amount of CIF Grant	\$ 17,700
Number of 22 Gallon Blue Boxes approved	4900
Number of Blue Boxes distributed	4850
Dates delivered (start and end)	June 11 – 15, 2012
Increased annual tonnage attributed to new Blue Boxes (or volume change if known)	2% increase in annual blue box material tonnage over previous year

Background

The Municipality of Thames Centre provides a weekly curbside recycling program to all of its 5,000 rural/urban households. Since the program inception in 1989, Thames Centre has collected recyclables using a two-stream approach. Free blue boxes have always been available to new residents and recently a second 22 gallon box was distributed to every household to promote increased recycling. Free replacement blue boxes are available to all residents as well as extra boxes at cost.

Promotion

Thames Centre worked in co-operation with other municipalities to promote the new Blue Box and new program materials. In addition to taking advantage of the CIF co-operative tender for the purchase of Blue Boxes, Thames Centre worked with three other municipalities to develop a joint hot stamp on the Blue Boxes which included logos of all 4 municipalities under the tag-line 'communities recycling together.' Thames Centre was also involved in a collective P&E material campaign with neighbouring municipalities to develop a common P&E message. All benefited from the resulting savings of sharing resources.

The new 22 gallon blue box program was promoted through a number of media vehicles. A large half page print ad was included in the local newspaper's (The Signpost) Mega Edition which was circulated free-of-charge to every Thames Centre residence. Program information was included on our Municipal website as well as a 4 page printed flyer (included with each blue box delivered door to door), fridge magnets, 2 page flyers, and 2 stream posters were. These

promotional tools were created together with the City of London, Municipality of Thames Centre, Municipality of Bayham, Central Elgin, Town of Aylmer, Township of Dutton Dunwich and the Township of Malahide.



hot stamp on blue box sides



cover of 4 page information flyer



Information magnet

Method of Distribution

The new larger blue boxes were delivered to every residence by our Solid Waste Contractor for a negotiated price of \$0.95 per box. Delivery took place between June 11 and 15, 2012 with no issue or complaints. We took advantage of the delivery method and also included promotional/educational information inside each blue box.

Tonnage Results

Based on the last 8 months of 2012, following implementation, Thames Centre has seen an overall increase in recycling tonnage since the new blue box program was implemented. During this same period curbside garbage tonnage has decreased 5.4% from the previous year.

Table 2: Tonnes (kilograms) collected before & after delivery of Blue Boxes

	Jan	Feb	Mar	Apr	May	Jun	Jul	Sep	Aug	Oct	Nov	Dec	Total
2011	91.1	78.3	100.2	96.6	97.9	94.2	87.2	95.7	97.2	88.5	101.9	110.4	1139.8
2012	104.3	90.4	95.4	95.0	105.4	97.6 *	95.9	105.1	88.7	95.3	96.0	91.9	1160.8
%Diff	+15%	+16%	-5%	-2%	+8%	+4%	+10%	+10%	+9%	+8%	-6%	-17%	+4%

* Indicates month that Blue Boxes were delivered

Project Budget

Table 3: Project Budget

	Per unit cost	Quantity	Total (cost x quantity)
Blue Box	\$4.85	5208	\$25,258.80
Distribution	\$0.95	4850	\$4,607.50
P&E Costs	\$0.18	5000	\$920.11
Total	\$5.98		\$30,786.41