



Yellow Box Purchase for Transition to Two-Stream Collection Program in Drummond/North Elmsley Township CIF Project Number 1073

Final Report
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Prepared for:
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1 Introduction

In spring of 2018, the Township of Drummond/North Elmsley was notified by Beaumen MRF that processing of single stream material would cease on November 1st in order to address increasing costs and reduced revenues in the fibre market. Staff looked for alternative processors but were unable to find another single stream MRF in Eastern Ontario that could take the material.

After deciding to shift from single-stream to dual-stream, the Township of Drummond/North Elmsley received funding to purchase a yellow recycling box for each of its 3,700 households to provide additional recycling capacity. A simultaneous change to weekly collection of alternating streams (fibre one week, containers the next) required residents to utilize a collection calendar for the first time and to become more aware of what they put in their recycling bins. At the same time, the Township wanted to retain participation rates and decrease residues. Read on to find out about this successful program transition!

2 Background

2.1 Community Profile

The Township of Drummond/North Elmsley is in rural eastern Ontario about halfway between the cities of Ottawa and Kingston. Prior to this project, the Township provided single stream curbside blue box services through agreements with local collection provider Glenview Iron and Metal (GIM) who in turn contracted with a processing MRF (Beaumen).

Drummond/North Elmsley is bordered by the Towns of Perth and Smiths Falls who each operate dual stream alternate week curbside recycling programs. DNE has approximately 250 kms of municipal roads and includes farmland, residential subdivisions and hamlets. DNE has no downtown or commercial business area, although approximately 190 commercial properties exist in the Township. No curbside collection is provided to ICI. Two large commercial campgrounds operate in the summer months. Approximately 850 households are on small private roads bordering waterways and many seasonal residents own recreational properties in the township. DNE is the proud owner of a landfill that has decades of capacity remaining in its 'Phase Two' operations which were just approved by the MOE.

Table 1: Number of households in Drummond/North Elmsley (DNE) 2018-19

Municipality	Population	Single Family Households	Multi Family Households	Total Households
DNE Township	7,773	3,676	24	3,700

2.2 Waste Management System

Drummond/North Elmsley provides a comprehensive waste management program for residents:

- Weekly curbside collection of household garbage and alternate week dual stream recycling for residential properties.
- Full-service landfill including the following recycling and waste reduction programs on site for both ICI and residential:
 - Depot Blue (and Yellow) Box Recycling
 - Dedicated cardboard recycling
 - Scrap metal recycling
 - Electronics recycling
 - Used tire recycling
 - ReUse Centre (only DNE residents can donate but everyone can ‘Shop for Free.’)
 - Seasonal shared MHWD in Carleton Place
 - Backyard Composters for sale at cost at Landfill and municipal office.



Table 2: Waste Management System Overview DNE Township (2018-19)

Single Family Service	Service Description	Collection Provider	Processing Provider
Garbage	Weekly curbside collection for residential properties	GIM	Disposed in DNE landfill
Recycling	Single stream weekly curbside collection changed to Dual stream alternate week curbside collection in Nov. 2018	GIM	BEAUMENs (until it closed in June 2019) CASCADEs Recovery since June 2019

2.3 Current Waste Management Performance

Table 3: Waste Management System Overview DNE Township (2018)

		Blue Box Recycling		Total Waste Diversion		Disposal	Generation (Total)	
	Units	rate	% of diversion total	rate	% of total	Units	rate	% of total
GAP Reported	tonnes	720	62.8%	1147	31.3%	2517	3665	100%
	Kg/hhld	90.4		144		315	459	

2.4 Program Challenges

In April 2018, Beaumen MRF approached the Township with a proposition to change recycling collection from single to dual stream. The MRF planned to cease processing single stream material on November 1st in order to address their increasing costs and reduced revenues in the fibre market.

Staff looked for alternative processors but were unable to find another single stream MRF in Eastern Ontario that could take the material. The Township considered weekly and alternating week collection of recyclables and received written confirmation from our contractor Glenview Iron & Metal (GIM) that the switch to alternating collection of fibres and containers would not impact the cost of recycling collection services. Alternate week collection of recyclables allows the contractor to continue co-collecting one recyclable stream with the weekly garbage collection.

Alternate week recycling also requires residents to store each stream of material for a two-week period, and we knew there was a risk for diversion to decline if this was perceived as a barrier. **The need to provide a second container so residents have adequate capacity for storage was at the heart of this program transition and became central to the implementation plan, as well as the design of the P&E.**

By August, staff had secured council approval and CIF funding, amended the service contracts, and planned the roll-out and November 5 start date for the new program. A simple condensed communication strategy, focusing on the distribution of new yellow recycling boxes, was adopted and implemented for an 8-week period beginning in September. The P&E strategy included radio ads, Facebook, local newspapers and the launch of a new municipal website as well as a printed brochure with collection calendar.

The primary benefits expected to result from the implementation of the dual stream, alternating week collection schedule were:

- A decrease in processing cost per metric tonne;
- a reduction in residues (resulting in better quality material collected);
- increased sustainability of the program from more choice in available MRFs to process material in Eastern Ontario. As the Township approached the end of contract terms and looked ahead to transition to EPR, there was concern about the dwindling number of single-stream MRFs to choose from, and the poor market for fibres coming out of single stream programs.



Challenges of the new program for residents:

- Residents need to follow a collection calendar for the first time. DNE residents had always set out single stream recycling until the implementation of the dual stream program on November 5, 2018.
- New emphasis on sorting of appropriate materials with a vigorous tag-and-leave program at the curb.

3. Approach

3.1 Set Up and Implementation

Notification of the required change to collection came from our MRF in April with a cut-off date for single stream collection planned for November 1.

We sought legal advice to be sure the Township was utilizing its best options under the collection contract. We consulted with our 4 neighboring single stream municipalities to see what they planned to do. The township and its collection contractor acted in partnership as we researched options for other single-stream MRFs within our hauling area. We made the decision to switch to dual stream collection even though neighboring municipalities had chosen the 'do nothing' option at this juncture. The CIF agreed to assist with the purchase of the yellow boxes and the development of the P&E plan.

Once Council Adopted the resolution to amend the collection contract to dual stream/alternate week recycling, we set about designing our P&E plan with the assistance of T.D. Graham, our long-standing graphic design partner. In this case they advised not only on graphics, but the social media marketing plan and the roll out of the whole P&E strategy. (See Appendices for print ads and Facebook teasers.) We consulted with a local consultant who had assisted us in the past with waste audits and the P&E we used to follow up on contamination issues. We brought in a retired staff member to work with us on planning and implementation, and distribution of the yellow boxes. We moved FAST.

Figure 1: 2018 Project Timeline





Staff needed a 'hard launch' of the program with no grace period for the dual stream sort since no-one was getting a grace period at the MRF. Residents had several weeks' notice of the change and starting on day one, municipal staff worked with the contractor to implement a rigorous 'tag & leave' program at the curb. Municipal staff followed the recycling trucks for the first four weeks of the program change to ensure the tag & leave program was being implemented and that sound data was being collected to monitor resident compliance with the program. While the local contract for collection calls for a tag & leave program, it had not been implemented under the contract before the transition to dual stream.

3.1.2 Set Up and Implementation Challenges and Solutions

For a small, rural township with no extra resources, seemingly insignificant elements of the implementation plan turned out to be challenging and required some creative thinking. Staff at CIF provided essential advice, particularly about delivering the brochure WITH the yellow box to each property, thus avoiding mailing costs and the low engagement rate associated with direct mail.

Table 4: Implementation Challenges

Key Set Up Problems and Implementation Challenges	Solutions Implemented	Lessons Learned
No contractor available to deliver yellow boxes to 3700 homes.	Municipal staff to deliver. 8 staff members were needed to drive, put brochures into recycling boxes, and deliver boxes.	Delivery of the boxes was key to the whole program implementation. No mailing costs.
No appropriate vehicle in municipal fleet to deliver yellow boxes to 3700 households.	Two large cube vans were rented for several days to deliver the yellow boxes.	Unanticipated expense
How to deliver brochures in the last week of October? Rain or snow anticipated. (Some cottagers won't come for 6 months.)	Staff stuffed 3700 brochures into zip-loc bags and hand delivered them with yellow boxes.	Physical delivery of P&E inside the yellow box ensured delivery to every household regardless of whether property owner or tenant lived there.
Digital stats from Website and Facebook were not available when expected.	Utilize stats manually collected from curbside and phone log, as well as waste composition audit stats.	Never trust technology. Test drive everything that you're counting on before you need the data.
Some residents claimed they did not receive a yellow box & brochure.	Deliver yellow boxes and brochures to anyone who asks for them.	Be generous with yellow boxes & brochures to ensure success of program.
Tag & leave program was not being implemented by contractor in the new year. Office flooded with calls about recycling boxes left behind.	Require daily list of addresses from contractor where recycling had been left behind for wrong week, unsorted, items not accepted, in plastic bags.	Policies only work when enforced at the curb. Calls dwindled to zero once tag & leave being done by contractor.
Data from waste composition study was not well-suited to meet Township's project monitoring needs.	CIF Project Manager to the rescue with pivot tables and statistical manipulation skills needed by Township staff.	Don't be afraid to ask for help!

3.2 Monitoring and Measurement Methodology

3.2.2 Waste Audits (including set out and participation study)

When the decision was made to go dual stream, the township had already been selected for involvement with the third year of waste composition studies jointly funded by the CIF and Stewardship Ontario. This four-season audit, conducted by a third party, analyzed both the solid waste and the recycling stream and bridged the transition period to dual stream with the summer audit taking place in August 2018 and the fall audit scheduled for 2 weeks after dual stream rolled out on 5 November 2018. (Winter and spring audits took place in 2019).

These two projects dovetailed to provide robust seasonal data which allowed the township to monitor whether transition to dual stream had an impact on blue box waste generation, diversion, program participation, capture rates and contamination of the collection streams.

3.2.3 Activity Based Operations

Township staff and the collection contractor also kept stats to track how smoothly the program was received by residents and how effective the P&E had been. This included tracking incoming calls to the office and recycling bins left behind because they were unsorted, set out on the wrong week for the alternate collection, or contained >20% unaccepted materials.

The cost of processing at the MRF has been monitored since transition to dual stream, including changes to a different MRF following the unforeseen closure of Beaumen's – see section 4 for monitoring results.



3.3 Monitoring Challenges, Limitations and Solutions

DNE was scheduled to roll out a new website in the fall of 2018 and had started a Facebook page in 2017. Both tools were incorporated into the P&E plan for the dual stream program, and because they were new tools, there were a couple of glitches.

Staff planned to measure residents' need for new information digitally, via Facebook insights and the new municipal website. Unfortunately, in the New Year when staff went to analyze incoming data, they learned that the municipal website was not aggregating web traffic data appropriately and that access to data tracked by Facebook was limited to only the most recent 28-day period. While it was a disappointment to miss out on this digital data, manual tracking of 'bins left behind' at the curb and phone logs at the office allowed staff to monitor residents' uptake on the program and the effectiveness of the P&E campaign.

4 Project Results and Analysis

4.1 Project Results

Tag & Leave:

In the first weeks of collection, between five to six per cent of households had their materials left uncollected for a variety of reasons: wrong stream set out, unsorted materials, contamination, recycling set out in plastic bag. These households received educational material on the program change and contact information in case more information was needed and by week six, these issues had largely tapered off to 'normal levels.'

Figure 2: Bins Left Behind



While the Tag & Leave program had initially been done by municipal staff, it was handed over to the contractor near the end of December. Several weeks into the new year, staff found the phone calls from residents were increasing again with questions about why recycling bins had been left behind. In March, the municipality began requiring the contractor to submit a daily summary sheet of the addresses where recycling bins had been left behind, focusing on Wrong Week (e.g. fibre on a container week), Unsorted Recycling (single stream), Food Contamination, and In Plastic Bag. Within a couple of weeks calls from residents had dropped again to a level of less than 1% of households being tagged each week. The Tag & Leave program continues to be implemented by the contractor, and the rate remains steady at < 1%.

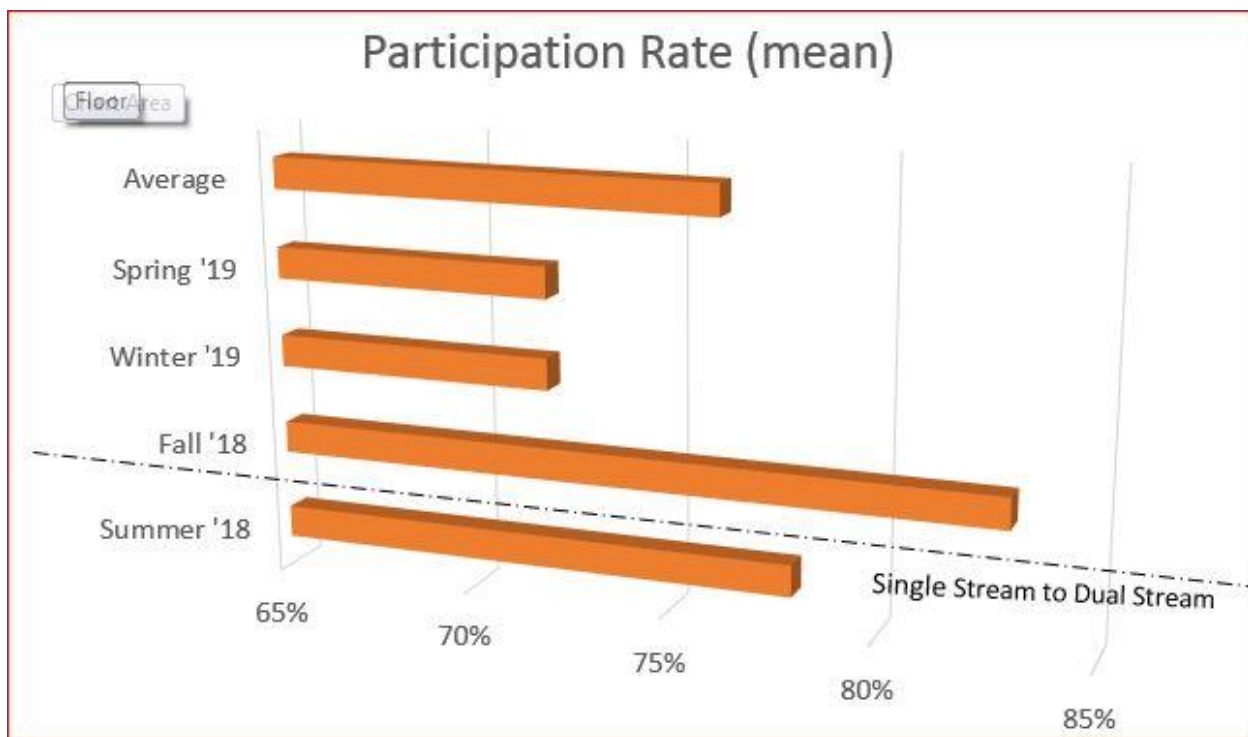
Phone Call log:

During the first four weeks of dual-stream collection, the Township received feedback via phone calls and responded to enquiries from approximately 1.6% of households with a variety of concerns from not having received a yellow box (0.9%), not understanding why recyclables had been tagged and left behind (0.3%), and for those who just wanted more information about the new program (0.4%).

Participation Rates

Based on the results of the 4-season CIF/SO Waste Audits The average participation rate was 76%. Participation rates were *highest* during the fall season when the dual stream program was implemented, likely due to increased P&E in print media, on radio and on social media. (The Township did not have previous participation rates to compare to).

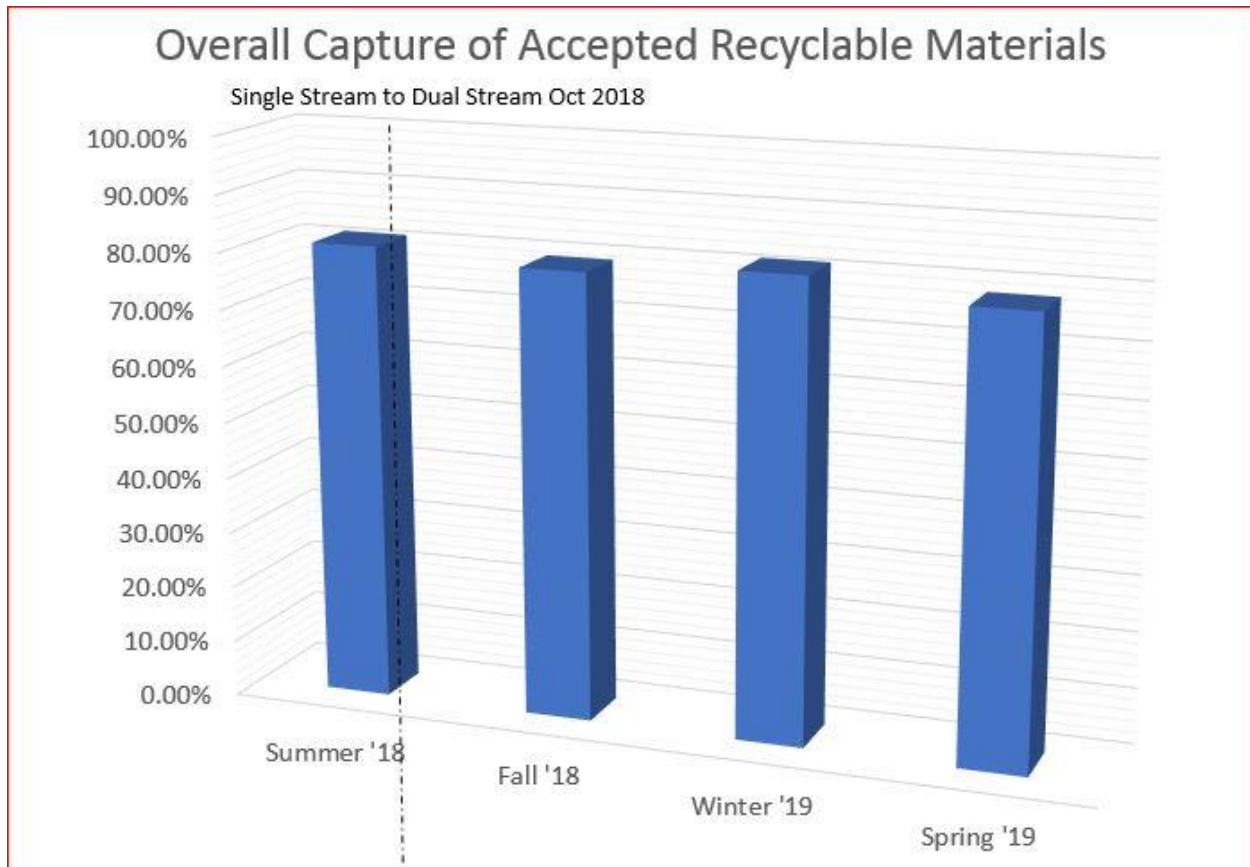
Figure 3: Participation Rate



Capture Rates :

Capture rate was steady with a high of 81.34% in the fall season and a low of 78.21% in the spring.

Figure 4: Capture of Accepted Recyclable Materials



Contamination Rates

Contamination rates were reported at 15.56% in 2016. Since then, rates have steadily declined. Since transition to dual stream in the fall of 2018, it has been noted that most of the contamination is in the container stream. Over the three seasons of dual stream audited, contamination shows continued reduction in both fibre and container streams.

Table 5: Contamination Rates 2016-2019

	Single Stream			Dual Stream			
	Oct-16	Jul-18		Oct-18	Jan-19	Apr-19	Average
Contamination Total (combined)	15.56%	8.95%		7.92%	7.79%	6.10%	7.26%

Figure 5: Total Contamination Single to Dual Stream

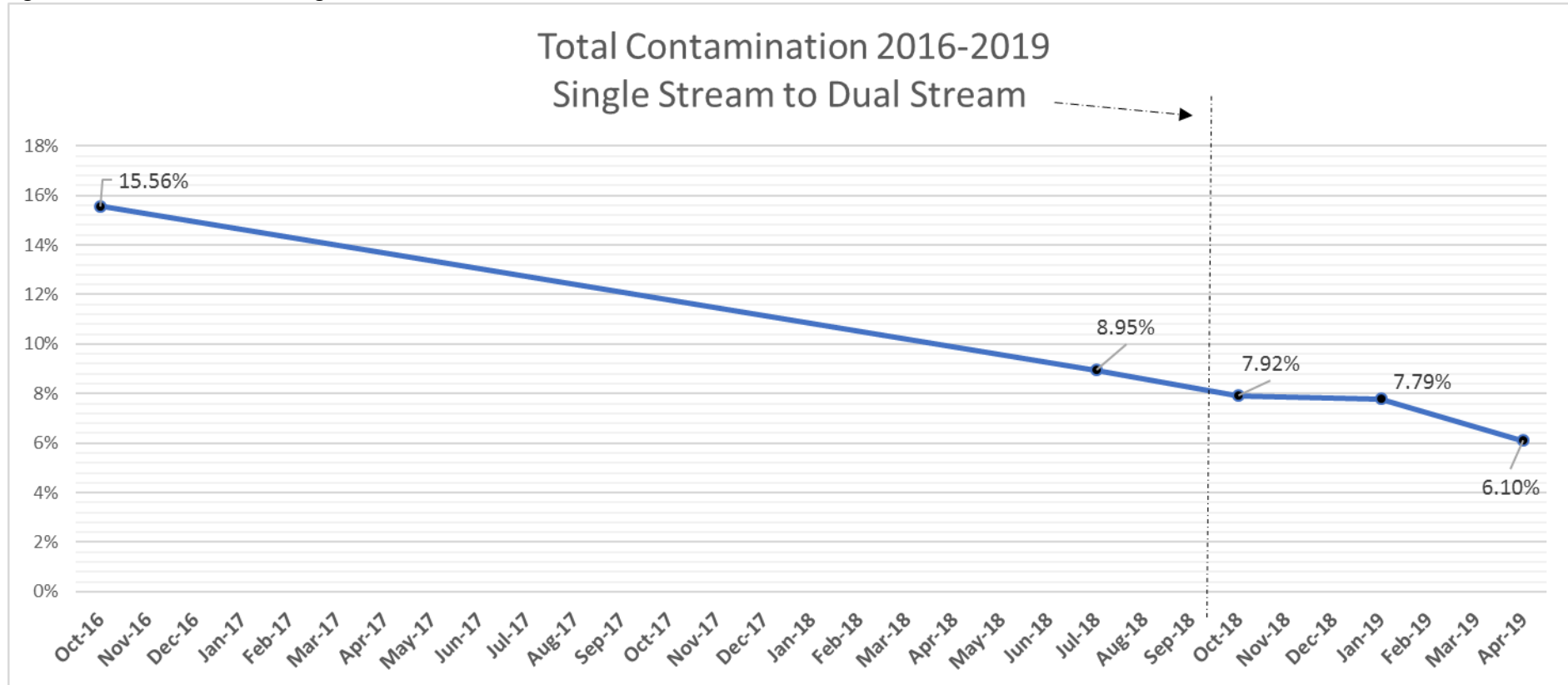
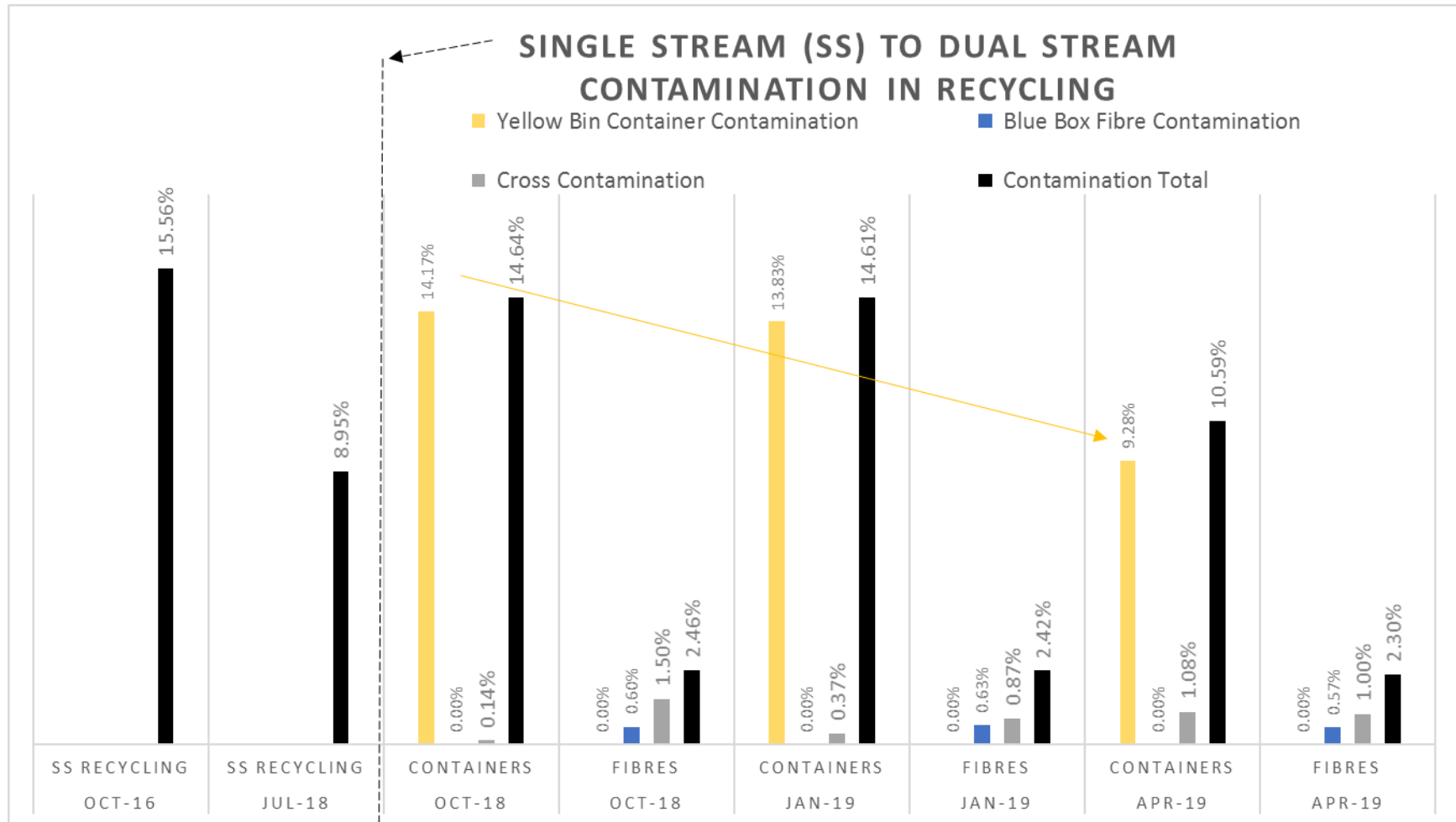


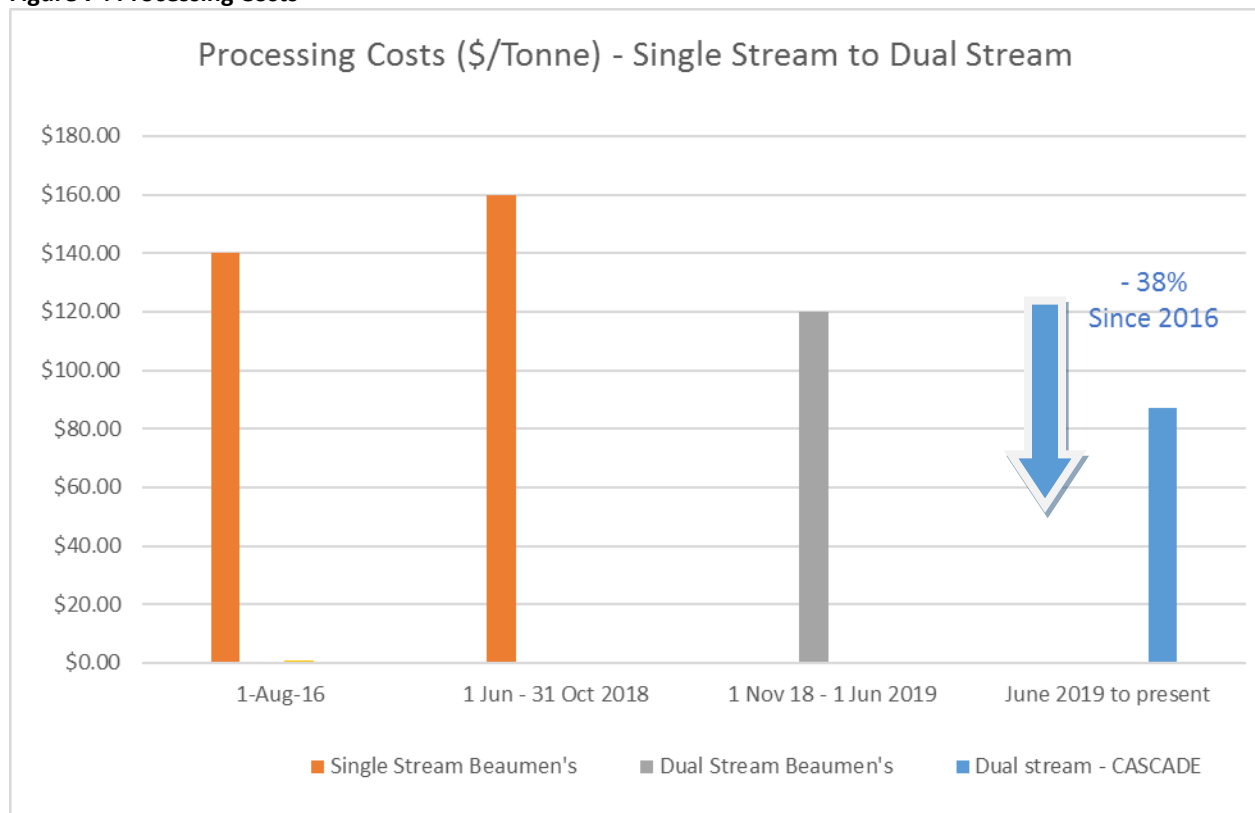
Figure 6: Contamination in Fibre versus Container Streams



Processing Costs:

DNE originally processed single stream materials at Beaumen's MRF in 2016. Prices increased for processing when Beaumen's notified clients of the shift to dual stream operations. After DNE transitioned to dual stream, prices were reduced to below the single stream rates. Once Beaumen's closed DNE shifted processing to Cascade and processing rates reduced again.

Figure 7 : Processing Costs



4.2 Analysis of Results

All indications are that Township residents have been well-served by the transition from a single stream to dual stream/alternating week recycling collection:

- **Processing Costs Went Down:** Despite the unanticipated closure of Beaumen's MRF in June 2019, the Township has benefitted from a **38% drop in processing costs per tonne** since 2016, and a 45% drop from the height of processing fees that were paid in 2018.
- **Recycling Residues Went Down:** Residues of 15.5% were found during an in-house audit of the recycling stream conducted by staff in 2016. During the waste composition audit of the single stream recycling completed in July 2018, contamination had been reduced to just under 9%. *(Staff credit improved promotion and education initiatives following the 2016 audit with this drop.)* By separating the container stream from the fibres, contamination was further reduced to an **average of 7.26%** for the 4-season audit. Within that average, every season of the audit shows the contamination focused in the container stream, with both streams of recycling getting cleaner with time. Between the first audit of the dual stream material in October 2018 and the last audit in April 2019, the contamination in the container stream went down by 28%; in the fibre stream it went down by 6%.
- **Participation and Capture Remain Consistent:** Program participation and material capture rates have generally been demonstrated to vary plus or minus a few percentage points from season to season. In this case however, consistent values may well indicate residents are successfully engaging with the new program.
- **Municipal Recycling Program is More Sustainable:** Staff are convinced they have achieved increased sustainability for the township's recycling program by going dual stream. When Beaumen's closed with no notice in June 2019, the township and their contractor scrambled to find a new MRF and were successful. The fact their material was dual stream and did not include film plastic or Styrofoam was key to their ability to find a MRF within their hauling radius to accept their material.

4.3 Lessons Learned

- **Be Generous with Yellow Boxes:** The Township did not quibble with residents who claimed to not have received a new yellow bin. While less than 1% of residents reached out for these containers after delivery had been completed, the message of supporting participation in the program was delivered when municipal staff showed up with a new yellow box within 24 hours.

The delivery of the new yellow box to each resident was a cornerstone of achieving buy-in to the new program. Even the advertising campaign centered around the delivery of the boxes. By providing the box with promotional materials one week before the launch of dual stream, the Township clearly delivered the message - right onto their residents' doorsteps! - that the program was about to change.

- **Focus on Material Sorting:** Transitioning to Dual Stream brought a focus to the materials accepted in each stream and presented an opportunity to highlight problematic materials in P&E.

Residents called in to the office for clarification of the sorting guides at dual stream implementation, and again two months later when the annual 'WasteMatters' brochure was mailed out in January with tax invoices. Resident feedback on the implementation brochure was used to improve the sorting guide in the annual WasteMatters brochure.

- **Implement Tag & Leave program:** The tag-&-leave program engaged in by Township staff and GIM focused on 3 priorities for a successful program:
 - Know your week – Blue or Yellow
 - Sort it Right! Dual Stream System
 - No recycling accepted in plastic bags.



In addition, staff chose a few common and problematic contaminants to focus on - Styrofoam, dog food bags, film plastic, plastic flowerpots – and emphasized these repeatedly.

When the tag & leave program was implemented at the curb, it dramatically reduced the number of complaints and phone calls to both township and contractor.

5 Project Financials

Table 6: Project Budget Vs. Actual Expenses

Drummond/North Elmsley Yellow Box Project				
CATEGORY	DESCRIPTION	BUDGET	ACTUAL	% CHANGE
Yellow Recycling Boxes (\$5.90 each)		22,420.00	23,310.00	4%
Freight		1,225.00	1,325.00	8%
Forklift Rental to unload Yellow Boxes		0.00	226.00	100%
Distribution (\$1/box) *	+ in-kind labour	3,800.00	893.39	*
Promotion & Education Campaign		7,600.00	11,320.59	49%
Labour & Mileage - two extra staff		0.00	4,264.17	100%
Implementation Miscellaneous	Tag & Leave +	0.00	883.56	100%
TOTAL		35,440.00	42,811.51	21%
Township Labour - in kind contribution*		0.00	10,000.00	100%
<p>* 5 members of roads crew + 2 pickup trucks for a solid week, for yellow box distribution and assistance with tag-&-leave.</p>				

The actual project cost exceeded the budget by 21% not including the Township's in-kind labour contribution; the variance stemmed largely from the set-up and implementation challenges discussed in 3.1.2. This included the cost of rental vehicles to distribute recycling boxes and P&E, extra staffing, and the true cost of P&E, which was 49% higher than projected. The Township's in-kind contribution of labour and vehicles for distribution and the start of the Tag & Leave program is conservative.

Table 7: Project Payback Period

Financial Analysis 2015-2020 of Processing DNE			
Year	2016	2017/2018	2018/19
Processor	Beaumen/Cascades		
Streaming	single	single	dual
Tonnes Collected	524	524	524
Processing costs	\$ 140	\$ 157	\$ 120
Total Processing Costs	\$ 73,360	\$ 82,268	\$ 62,880
Savings (vs. 2018 single stream)		n/a	\$ 19,388
Total project costs			\$ 42,811.51
Payback period (vs. high single stream)			2.21 years

The payback calculation above uses the actual project expenses at the \$120/MT processing rate the Township paid at Beaumen's after going dual stream on 5 Nov. 2018. (Processing rate of \$157/MT in 2017-18 is the average of fluctuating rates. See Figure 7 for details.)

Beaumen's closed in June 2019 and the Township took a risk accepting a variable processing rate at Cascades that same month. The township benefits from the dual stream collection as the processing rate is lower for the fibre stream. Prices have settled in over the last few months to a weighted average of \$87/MT, which reduces the actual payback period to slightly over one year.

6 Conclusions

The Township of Drummond/North Elmsley has benefitted from taking a very hands-on approach in response to the issues plaguing the global recycling market.

Transitioning to a dual stream/alternate week recycling program has enabled the township to:

- reduce the cost of processing recycling by 38% per MT;
- reduce material contamination by more than 50%, from 15.56% to 7.26%;
- maintain program participation and material capture at pre-program-change levels;
- make the municipal recycling program more sustainable as we approach transition to Extended Producer Responsibility by producing cleaner material, particularly a fibre stream with only 2.3% contamination.

Additional benefits accrued to staff from the necessity of taking a hands-on approach to the delivery of yellow recycling boxes and P&E materials.

- A closer relationship was forged between the municipality and the contractor. A true partnership has developed as the two parties worked collaboratively to overcome barriers to service in a way that improved service to residents while benefitting both contractor and municipality.
- Municipal staff know the collection routes better than ever before. This includes the routes followed by the collection vehicles, the number and location of duplex and triplex residences in the township, and the intricacies of the private road network.

The ability of programs to quickly and effectively respond to changes in the recyclable materials market can yield big dividends. This program transition is a good example of how municipal staff responded to the call, taking on the challenge of making a significant program change in the pursuit of more cost-effective service delivery.



The three key elements of success include:

1. Efficient planning and decisive action from all key players, that started with clear analysis of the problem and potential solutions.
2. Implementation of a clear plan of action.
3. Measurement, monitoring and responsiveness through the early execution period until the change settled in as a 'new normal'.



A successful Yellow Box set-out at a winter 'common collection area' at the end of a private road in the Township of Drummond/North Elmsley.

Appendix 1: Print Ads ran in two local newspapers

Print Ads ran for four consecutive weeks in the area papers to prepare residents to look for and receive their yellow boxes. Municipal staff delivered yellow boxes to every residence with a brochure explaining the program and providing a collection calendar for the next 12 months.

D/NE TOWNSHIP RESIDENTS ONLY

Change is Coming!



YELLOW BOXES

will be delivered to your home
between
OCT. 29 – NOV. 2

We will be switching to
an alternate week recycling collection:



Yellow Box for containers one week



Blue Box for fibres alternate weeks.
Garbage collection is still every week.
This new two stream recycling will save us all money!

 Township of Drummond/North Elmsley
www.dnetownship/Recycling OR 613-267-6500 

D/NE TOWNSHIP RESIDENTS ONLY

Change is Happening!



YELLOW BOXES

will be delivered to
your home
THIS WEEK
(by Nov. 2)

If you do not receive yours,
please call the Township at:
613-267-6500

NEXT WEEK D/NE switches to an
alternate-week recycling collection.
Yellow Box collection will be **Nov. 5th week**
Blue Box collection will be **Nov. 12th week.**
Garbage collection is still **every week.**

NOVEMBER 2018						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Stomp 'n' Stack




The Yellow Box
Is for Containers!

Only put *clean containers* in the
Yellow Box. Your box will hold
more if you crush, flatten and
stack containers.

 Township of Drummond/North Elmsley
www.dnetownship/Recycling OR 613-267-6500 

D/NE TOWNSHIP RESIDENTS ONLY

Change is HERE!

You should have
received your
YELLOW BOX



If you did not receive a yellow box
and information package,
please call the Township at:
613-267-6500

THIS WEEK D/NE switches to
an alternate-week recycling collection.

THIS WEEK is Yellow Box collection (week of Nov. 5).

NEXT WEEK is Blue Box collection (week of Nov. 12).

Garbage collection is still every week.



YELLOW BOX What's IN

Here's what goes in your
NEW YELLOW Box...

PLASTIC

- #1 - #7 Plastic food & drink containers
(NOT #6 polystyrene/Styrofoam)

GLASS

- Food and beverage jars and bottles
(Return deposit containers for refund)

METAL

- Aluminum pop cans, steel food cans,
aluminum foil and trays (Clean)
- Metal paint cans (Empty, dry & lids removed)

GABLE TOPS AND TETRA PAKS

- Including milk, juice cartons, drinking boxes
and spiral wound (cardboard) containers
(Clean)

What's OUT

All fibre products
must go in the Blue Box.

- Styrofoam (#6 polystyrene)
- Plastic bags (grocery, Zip-lock) and
all film plastic
- Paper coffee cups
- Flower/plant pots & trays
- Oil containers or aerosol cans
- Chip bags and candy bar wrappers
- Non-food container metal, plastic or glass
(like clothes hangers, toys, broken windows,
lights bulbs.)

Please Remember

- Turn set-out on collection day
- Recycling cannot be in a garbage can or
oversized art or plastic bag
- No disposable plastic bags
- Material must be clean; no food residue



Township of Drummond/North Elmsley
www.dnetownship/Recycling OR 613-267-6500



D/NE TOWNSHIP RESIDENTS ONLY

Change is Good!

You should have
received your
YELLOW BOX



If you did not receive a yellow box
and information package,
please call the Township at:
613-267-6500

D/NE has switched to
an alternate-week recycling collection.

THIS WEEK is Blue Box collection (week of Nov. 12).

NEXT WEEK is Yellow Box collection (week of Nov. 19).

Garbage collection is still every week.



BLUE BOX What's IN

Here's what goes in your
BLUE Box...

PAPER

- Newspapers & flyers (Plastic bags removed)
- Magazines, catalogues, junk mail & office
paper
- Telephone books, reading books (Hard covers
removed)

BOXBOARD

- Cereal and other food boxes, tissue boxes,
shoe boxes
- Paper rolls from paper towel & toilet paper

CARDBOARD

- Corrugated boxes (Flattened & bundled)
- Pizza boxes (Clean)

What's OUT

All containers must
go in the Yellow Box.

- Soiled paper or candy bar wrappers
- Plastic egg cartons
- Paper coffee cups
- Waxed cardboard
- Staples, paper clips, etc.
- Reports with plastic spines
- Pizza boxes with food residue
- Styrofoam (#6 polystyrene)
- Any containers that should go in Yellow Box

Please Remember

- Turn set-out on collection day
- Recycling cannot be in a garbage can or
oversized cart or plastic bag
- No disposable plastic bags
- Material must be clean; no food residue



Township of Drummond/North Elmsley
www.dnetownship/Recycling OR 613-267-6500



Appendix 2: Brochure Delivered with Yellow Boxes

Change is Good!

Yellow Box Week (Containers)	Blue Box Week (Fibres)
	

Drummond/North Elmsley Recycling goes two stream on Nov. 5!

We are switching to an alternate week recycling collection.

Your recycling collection will alternate every week between Yellow Box/Containers and Blue Box/Fibres.

The week of November 5, set out your new Yellow Box with containers only on your regular collection day. Recycle all the glass, metal, gable top, and plastic containers that you always recycle.

Then the next week, set out your Blue Box with fibres only. Recycle all the newspaper, boxboard, cardboard, and mixed paper that you always recycle.

See pages 2 & 3 for 'What Goes IN'.

This change will clean up our recycling, producing higher quality materials which are easier to market and more valuable.

For more information, please visit our website or contact the Township at 613-267-6500.

See back page for
**Pickup
Schedule**

Garbage will still be collected every week, and the same limits will apply:

- 2 garbage bags per household per week without tags;
- All other garbage bags require tags - \$2 each at Municipal Office & Landfill;
- Maximum bag weight 40 lbs;
- Garbage containers not to exceed 17 gallons;
- No large items, no yard waste.



Township of Drummond/North Elmsley

www.dnetownship/Recycling OR 613-267-6500 

Containers



The Yellow Box is for Containers!

Only put **containers** in the Yellow Box. Items should be clean, crushed and flattened for easy handling.

Yellow Box and Blue Box recycling will be collected on alternate weeks.

Garbage will be collected every week.

Stomp 'n' Stack



What's IN



Here's what goes in your **NEW YELLOW Box...**

PLASTIC

- #1 - #7 Plastic food & drink containers
(**NOT #6 polystyrene/Styrofoam**)

GLASS

- Food and beverage jars and bottles (**Return deposit containers for refund**)

METAL

- Aluminum pop cans, steel food cans, aluminum foil and trays (**Clean**)
- Metal paint cans (**Empty, dry & lids removed**)

GABLE TOPS AND TETRA PAKS

- Including milk, juice cartons, drinking boxes and spiral wound (cardboard) containers (**Clean**)

What's OUT



All fibre products must go in the Blue Box.

- Styrofoam (#6 polystyrene)
- Plastic bags (grocery, Zip-lock) and all film plastic
- Paper coffee cups
- Flower/plant pots & trays
- Oil containers
- Chip bags and candy bar wrappers
- Non-food container metal, plastic or glass (like clothes hangers, toys, broken windows, lights bulbs.)

Please Remember

- 7am set-out on collection day
- Recycling cannot be in a garbage can or oversized cart or plastic bag
- No clear/blue plastic bags
- Material must be clean; no food residue

NO Aerosol Cans!

Dispose at the seasonal HHW Depot in Carleton Place.



Township of Drummond/North Elmsley

www.dnetownship.ca/Recycling OR 613-267-6500

Fibres



The Blue Box is for Fibres!

Only put **paper products** in the Blue Box. All boxboard & corrugated cardboard should be flattened, no larger than 2 ft x 4 ft., tied for easy handling and left next to the Blue Box.

Blue Box and Yellow Box recycling will be collected on alternate weeks. Garbage will be collected every week.

Stomp 'n' Stack



What's IN



Here's what goes in your **BLUE Box...**

PAPER

- Newspapers & flyers (**Plastic bags removed**)
- Magazines, catalogues, junk mail & office paper
- Telephone books, reading books (**Hard covers removed**)

BOXBOARD

- Cereal and other food boxes, tissue boxes, shoe boxes
- Paper rolls from paper towel and toilet paper

CARDBOARD

- Corrugated boxes (**Flattened and bundled**)
- Pizza boxes (**Clean**)

What's OUT



All containers must go in the **Yellow Box**.

- Soiled paper
- Plastic egg cartons
- Waxed cardboard
- Staples, paper clips, etc.
- Reports with plastic spines
- Pizza boxes with food residue
- Any containers that should go in Yellow Box

Please Remember

- 7am set-out on collection day
- Recycling cannot be in a garbage can or oversized cart or plastic bag
- No clear/blue plastic bags
- Material must be clean; no food residue

WE CANNOT RECYCLE:

- styrofoam
- film plastic (bags)
- Candy bar wrappers
- Paper coffee cups



Township of Drummond/North Elmsley

www.dnetownship/Recycling OR 613-267-6500

NEW!

Recycling Collection Schedule

SAVE THIS!

NOVEMBER 2018						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER 2018						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JANUARY 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2019						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY 2020						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Yellow Box pickup

Blue Box pickup

Holiday - pickup moves to next day!

NOTE: Garbage is picked up every week!

Appendix 3: Social Media Campaign

DNE - Teaser ads for Facebook

First week
(to correspond with Ad#1):

Teaser1.jpg
Teaser1b.jpg
Teaser1c.jpg



Change is Coming!
Change is Good.

We will be switching to an alternate week recycling collection:
Yellow Box for containers one week/
Blue Box for fibres alternate weeks.
Garbage collection is still every week.
Watch for details coming soon!



Change is Coming!
YELLOW BOXES
will be delivered to your home
between
OCT. 29 - NOV. 2
We will be switching to an alternate week recycling collection.

Yellow Box Week (Containers) Blue Box Week (Fibres)



Change is Coming!
YELLOW BOXES
will be delivered to your home between
OCT. 29 - NOV. 2
We will be switching to an alternate week recycling collection.

NEW!

Yellow Box for containers one week
Blue Box for fibres alternate weeks.

Second week
(to correspond with Ad#2):

Teaser2.jpg
Teaser2b.jpg
Teaser2c.jpg



Change is Happening!
YELLOW BOXES
will be delivered to your home
THIS WEEK (by Nov. 2)
If you do not receive yours, please call the Township at: 613-267-6500

NEXT WEEK D/NE switches to an alternate-week recycling collection.
Yellow Box collection will be **Nov. 5th week!**
Blue Box collection will be **Nov. 12th week.**
Garbage collection is still **every week.**



Change is Happening!

Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

NEXT WEEK D/NE switches to an alternate-week recycling collection.
Yellow Box collection will be **Nov. 5th week!**
Blue Box collection will be **Nov. 12th week.**
Garbage collection is still **every week.**



Change is Happening!

NEW!

NEXT WEEK D/NE switches to an alternate-week recycling collection.
Yellow Box collection will be **Nov. 5th week!**
Blue Box collection will be **Nov. 12th week.**
Garbage collection is still **every week.**

Third week - first week yellow box
(to correspond with Ad#3):

Teaser3.jpg
Teaser3b.jpg
Teaser3c.jpg



Change is HERE!
You should have received your
YELLOW BOX
If you did not receive a yellow box and information package, please call the Township at: 613-267-6500

THIS WEEK D/NE switches to an alternate-week recycling collection.
THIS WEEK is Yellow Box collection (week of Nov. 5).
NEXT WEEK is Blue Box collection (week of Nov. 12).
Garbage collection is still **every week.**



Change is HERE!

NEW!

THIS WEEK D/NE switches to an alternate-week recycling collection.
THIS WEEK is Yellow Box collection (week of Nov. 5).
NEXT WEEK is Blue Box collection (week of Nov. 12).
Garbage collection is still **every week.**



Change is Here!

THIS WEEK D/NE switches to an alternate-week recycling collection.
THIS WEEK is Yellow Box collection (week of Nov. 5).
NEXT WEEK is Blue Box collection (week of Nov. 12).
Garbage collection is still **every week.**

DNE - Teaser ads for Facebook Continued

Forth week - blue box pickup
(to correspond with Ad#4):

Teaser4.jpg
Teaser4b.jpg
Teaser4c.jpg

Change is Good!

You should have received your YELLOW BOX

If you did not receive a yellow box and information package, please call the Township at: 613-267-6500



D/NE has switched to an alternate-week recycling collection.

THIS WEEK is Blue Box collection (week of Nov. 12).

NEXT WEEK is Yellow Box collection (week of Nov. 19).

Garbage collection is still **every week**.

Change is Good!



D/NE has switched to an alternate-week recycling collection.

THIS WEEK is Blue Box collection (week of Nov. 12).

NEXT WEEK is Yellow Box collection (week of Nov. 19).

Garbage collection is still **every week**.

Change is Good!



D/NE has switched to an alternate-week recycling collection.

THIS WEEK is Blue Box collection (week of Nov. 12).

NEXT WEEK is Yellow Box collection (week of Nov. 19).

Garbage collection is still **every week**.

Fifth week
- and continue alternate weeks:
Teaser5.jpg

Yellow Box This Week



D/NE has switched to an alternate-week recycling collection.

THIS WEEK is Yellow Box collection.

NEXT WEEK is Blue Box collection.

Garbage collection is still **every week**.

Sixth week
- and continue alternate weeks:
Teaser6.jpg

Blue Box This Week



D/NE has switched to an alternate-week recycling collection.

THIS WEEK is Blue Box collection.

NEXT WEEK is Yellow Box collection.

Garbage collection is still **every week**.