



CIF Project #1153: Transition Working Group, Collection & Communications

Background

On June 3, 2021, the Ontario government announced a new Blue Box regulation that makes producers responsible for Blue Box materials under the *Resource Recovery and Circular Economy Act, 2016*. The CIF, in partnership with AMO's Municipal Resource Recovery and Research Collaborative (M3RC), launched a Transition Working Group (TWG). The TWG is comprised of five subcommittees, coordinated by a Transition Steering Committee. Subcommittee areas of focus are: 1) contracts, 2) fair compensation, 3) collection & communications, 4) post collections, and 5) data monitoring & reporting. Subcommittees are made up of Municipal and First Nations (FN) staff, tasked with creating plans to support program hand off to producers.

The Collections & Communications subcommittee was tasked with establishing common approaches/tools to assist municipalities and FN with their change management priorities.

Summary of Results

The Collections & Communications subcommittee held regular facilitated discussions. Under CIF staff leadership, the subcommittee initiated a change management planning survey and developed stakeholder communication tools.

CIF Change Management Survey

The Change Management survey is a data gathering exercise designed to help prepare municipalities and FN groups for the hand-off of their blue box services to the Producer Responsibility Organizations (PROs). The survey directs individual communities to identify what specific data is needed to support their transition.

To aid in a smooth transition that meets the Minister's timelines, key data gathered from the survey is shared with the PROs regularly (e.g., contract end dates and change management clause provisions). Approximately 85% of the Ontario municipalities scheduled to transition are participating in the Change Management Survey.

Infographic Tools

The subcommittee's communications work focused on stakeholder engagement resources that help to inform municipal and FN staff. Infographic driven PowerPoint slides/tools were developed for use by all Ontario communities in presentations to other departments, senior management, committees, and Councils, as well as to residents and service providers.

More than 100 municipal staff representing more than 85 different municipalities and FN communities were consulted in the creation of the survey and the infographic tool. Feedback from communities represented input from each of the nine municipal groups.

Financials

The CIF contributed approximately \$13,000 towards this work.

Learnings

The CIF enjoyed wide participation in the development and roll out of both the survey and infographic projects. Municipal staff involvement with carrying out the editing, refinement, and, where appropriate, beta testing of CIF developed resources, helped ensure alignment between the resources content and functionality as well as the municipal communities' needs.

A consultant was brought in help roll out the survey to communities across the province. This one-to-one support helped to pull together key transition data, especially for communities without staff dedicated to transition planning.

This subcommittee will play an active role going forward. The Change Management survey will continue to be the focus of the work carried out by this group for the remainder of 2022. To that end, data collected through the survey will help build out workshops that address challenges such as how to manage ineligible sources during and after transition.