

# BLUE BOX P&E PLAN



Blue Box P&E Communication Plan

Program Name: Spread the Word not the Waste

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## 1 BACKGROUND INFORMATION

### 1.1 Municipal Information

Population	235
Households (single family)	337
Seasonal Population increase to	400-800
Blue Box Tonnage	41.57 <sup>1</sup>
Municipal Grouping	Rural Collection South
Blue Box Program net cost	\$26,013.37 <sup>1</sup>
Annual P&E Budget	\$600

<sup>1</sup>2012 Waste Diversion Ontario DataCall

### 1.2 Program Description

The Townships of Head, Clara, and Maria have a multi-stream recycling program that offers both Depot and Curbside collection:

**Depots** are located at: 15 Township Hall Road; the Kenny Road Landfill and the Bissett Creek Road Landfill sites:

- The Township Hall Road depot is unattended and open 24/7
- The Kenny Road Landfill depot is attended and open Thursdays from 12:45 to 4:15 and Saturday from 8:30 to 12:00
- The Bissett Creek Road Landfill depot is attended and open Tuesdays from 12:30 to 3:30 and Saturday from 12:45 to 3:45

**Curbside collection** occurs in Deux Riviers and Bissett Creek each Tuesday along with garbage collection. In Mackey and Stonecliffe it occurs bi-weekly on Mondays. B.A.G. Recyclage collects all materials, sorts, packages and transfers materials to a MRF in Quebec for sale and further processing. Currently we pay a base fee for Blue Box materials and receive no revenue from their sale or marketing.

The Township targets the following blue box materials: PLASTIC BAGS - All plastic bags except chip and cereal bags, ALUMINUM FOIL/PLATES, METAL and ALUMINUM CANS (SOUP, POP, BEER, JUICE), EMPTIED AND DRIED - PAINT CANS, AEROSOL CANS, SMALL PROPANE TANKS, CARDBOARD, MILK AND JUICE BOXES/CARTONS, ALL PLASTIC CONTAINERS, PLASTIC BOTTLES, STYROFOAM, PAPER PRODUCTS, BROWN PAPER, GLASS CONTAINERS, BOTTLES, JARS

### 1.3 Program History and Future Directions

Over the past 8 years HCM has gone from an open disposal site where everyone had access 24/7 and deposited anything in landfill to controlled access of the disposal sites in 2006 and the initiation of a recycling program in 2007. Annual MHSW events only began in 2008 and a partial pay per use program for garbage was implemented in 2012.

The HCM diversion program began aggressively with a comprehensive blue box program along with a wide range of other larger materials including metals, electronics, mattresses/chairs, white goods etc. A re-use section was initiated in 2009 and improved in 2011; located at both landfill sites. The Blue Box program itself does not have much room for the inclusion of new products as HCM already diverts as many materials as possible; including all plastics, plastic bags, Styrofoam and paper products.

Where HCM's program needs to move is towards increased participation by summer visitors and campground users. Increasing the amount of blue box materials diverted from campgrounds is the most important component of HCM's program. Reports on participation of full-time residents are excellent with both our recycler and waste collectors speaking directly to individuals who require improvements. Normally, non-compliance is simply a matter of education.

HCM's waste administration staff does have concerns over the financial viability of the current contractor and feel that alternate methods of collection, sorting and processing may be necessary. Ideally, the program would continue as it is, collecting ALL blue box materials with municipal staff, sorting and processing with additional municipal staff and having the end product collected from the municipal transfer station.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

The primary goal for the Townships of Head, Clara, and Maria will be to increase the capture of recyclable materials from the waste stream. The Municipality's blue box tonnage for 2012 was 42 metric tonnes. The Municipality also produced 218 tonnes of municipal waste. Head, Clara and Maria has set two objectives to increase the capture of materials

- Increase the tonnage of blue box marketable materials captured to 50 tonnes (a 20% increase) by the 2015 year end
- Increase the diversion of blue box recyclable materials from the current rate of approximately 19% to 25% by the 2015 year end

#### *Curbside Collections*

Currently, the participation rate in the blue box curbside recycling program is excellent ([we need a value here](#)). Head, Clara, and Maria plans to increase curbside collections participation in the blue box program to 95%

Contamination and quality of materials are not currently monitored by the Townships. The Townships plan to begin monitoring and discussions with the collections contractors to improve the quality of the materials captured curbside. Head, Clara, and Maria plan to set objectives by the 2014 year end for increasing the quality of materials that are brought to market

*Seasonal Residents*

Currently, the rate at which residents participate in depot recycling is unknown. The Townships plan to determine the depot participation rate by the 2014 year end. The town will then set the objective to increase the 2014 rate 10% by the 2015 year end

Head, Clara, and Maria will begin tracking the following statistics in 2013:

- 1) The number of users to the depot
- 2) The number of users participating in recycling
- 3) The number of recycling and garbage bags used by each user

A secondary goal will be to increase the volume of materials collected at the depot sites. The volume of blue box recycled materials collected in 2012 is estimated at blank cubic metres. Head, Clara, and Maria has set the objective to increase this volume 10% by the 2015 year end

**2.2 Target Audience**

- Residents – the small percentage of individuals who do not currently recycle
- Residents – to encourage cleaner materials, fewer residuals
- Cottagers (Seasonal residents including those who visit our campgrounds)
- Campground operators – to have them better promote and participate in our program.

**2.3 Promotion & Education Efforts**

Table 2.3: Outline of planned expenditures for 2013 to 2015 for P&E efforts

<b>Year One Tactics 2013</b>	<b>Budget</b>	<b>Year Two Tactics 2014</b>	<b>Budget</b>	<b>Year Three Tactics 2015</b>	<b>Budget</b>
Direct mail Newsletter to residents (x3)	\$300	X1	\$100		
Door to Door Delivery of Newsletter Advertising to Cottagers (early summer and fall)	\$500	X1	\$250		
Increased BB signage at both disposal sites and within community	\$ 1,400- \$1,500	Continued			
Continued Webpage Maintenance	\$ 100.00	Continued			
Direct Email Advertising	minimal	Continued			
Bulletin Board laminated posters for all community and campground	\$400.00	X1	\$200		

Comment [BC2]: Complete this table. P&E should exceed \$5000

Comment [BC1]: Lets remove some of the info from this section and list it with the relevant tactic described in section 2.6

boards (2013 x2 and spring 2014)					
Direct Mail Card/Brochure with list of materials accepted as well as instructions for material preparation x2	\$ 800 - \$900	Additional mail out of same product	\$100		
<b>Total Budget Year One:</b>	\$3,500	<b>Total Budget Year Two:</b>	\$650	<b>Total Budget Year Three:</b>	

Tactic	Method	Date	Target	Total Cost	Cost/Target
<b>YEAR ONE - 2013</b>					
Direct mail newsletter			# Households	\$100	\$total cost/number of targets (households)
Door to Door newsletter					
Increased BB signage					
Webpage					
Email advertising					
Bulletin board					
Direct mail card/brochure					
<b>YEAR TWO - 2014</b>					
Direct mail newsletter					
Door to Door newsletter					
Direct mail card/brochure					
Webpage					
Email advertising					
Bulletin board					
<b>YEAR THREE - 2015</b>					
Direct mail newsletter					
Door to Door newsletter					
Increased BB signage					
Webpage					
Email advertising					
Bulletin board					
Direct mail card/brochure			<b>TOTAL:</b>		

2.4 Strategic Approach

- Generate a strategy to be used

- The products created will provide a framework for a year-long focus on Blue Box recycling that can be used over multiple years. The brochures will be general enough that they can be used for all materials and over the long term mailed at various intervals to create constant reminders. Different methods will be used and rotated so that no 2 month period passes without some type of reminder
- We will use generic ads focusing on the entire Blue Box program and all items to increase overall recovery rates
- We will develop messaging specific to seasonal users as well as permanent residents and target seasonal materials such as plastic plant containers and soil bags in the spring vs. excessive packaging and giftwrap around Christmas
- We will target all demographics with messaging in home delivered newsletters. The majority of the population are adults and seniors. Targeting youth would not be efficient in HCM due to population base
- We will not only use information and awareness messages, signage and tangible products, but we will also engage social marketing techniques on our Facebook page and through email to initiate an overall change in behaviour

## 2.5 Messages Used

Let's create 1-3 primary messages that will be 'branded' to your recycling P&E for the next three years. For seasonal populations, I like the message "keep our townships beautiful – recycle" or something along those lines

## 2.6 Tactics Utilized

The following are the primary tactics that will be employed by the Townships of Head, Clara, and Maria for recycling program's P&E efforts. Each tactic will incorporate the Townships messages from section 2.5

*Flyers/Newsletters* will be created for distribution to the Townships' residents. Two streams will be developed: One for the residents who receive curbside collection and one for depot users. The Newsletters will focus on the particulars for each collection type

*Magnets* will be created and distributed to Killarney residents. Similar to the Newsletter, two streams of magnets will be developed for distribution; curbside and depot

*Signage* will be created for the three depots. The signage is going to focus on using high quality images of recyclables for the waste streams in addition to clear and concise messaging

*Posters* will be created to promote recycling participation at community areas and especially at the campgrounds. Text will be kept to a minimum, with the focus of the posters messaging centered on high quality images

Table 2.6: P&E Implementation tactics, targets, and respective costs

Tactic	Target (#)	Distribution Method	Cost Estimate	Cost/Target
Flyers/Newsletters - regular	Households (150)	Regular Mail	Postage - \$30 Production - \$?	
Flyers/Newsletters – Cottagers/campgrounds	Campers (250 – 300)	Door to Door delivery	Wages – one day - \$200 Production - \$?	
Web page update				
Direct Mail cards/magnets?	All Residents/Taxpayers 1000	Regular Mail	Postage - \$325 Production - \$?	
Signage	6 - permanent	Public works	Production - \$? Installation - \$100	
Posters – Community and Campground bulletin boards	12 – each time	Public works personally deliver	Production - \$ Delivery - \$25	

**2.7 Resource allocation**

Table 2.7 highlights the tasks necessary for successful implementation of the P&E campaign. The table also highlights key responsibilities for staff members and identifies the timeline for implementation.

Table 2.7: P&E Tasks, descriptions of each task, noting the individual(s) responsible for each task, and the date of implementation

Task	Description	Person Responsible	Timeline
<b>P&amp;E Cottagers and Small Campgrounds</b>	Laminated info sheets	Melinda and Gayle	August 2013
<b>P&amp;E Cottagers, Small Campgrounds and Disposal Sites</b>	Entrance Signage to campgrounds and Road signs for Disposal sites	Noella and Terry	September 2013
<b>Newsletters</b>	Newsletters detailing program, materials and material preparation	Melinda – Bill to deliver to cottages; mail to residents;	Early July 2013 and then bi-monthly (Completed July 2013)
<b>Brochure/Direct Mail Card/Magnet</b>	A list of materials, preparation/packagi	Melinda – Gayle	September and October 2013

	ng – not sure yet which medium would be best.		
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### 3 TRACKING

#### 3.1 Tracking Methodologies Used

- Data is currently collected monthly/weekly from tipping slips listing garbage vs. recycling from each campground. This will be compared year over year.
- Random spot audits of garbage will help to determine increased participation amongst permanent residents. (Same homes used every 406 months to determine change.)
- Identification of people disposing of material at sites by attendant will help to determine volume of garbage vs. recyclables from cottagers. Due to the small size of our municipality, if our attendant doesn't recognize you, you are a visitor/cottager.

Table 3.1: P&E effects tracking methodologies, collection points, and general comments

Tracking Methodology	Data Collection Point	Date for tracking
Tipping Slips	Collection Employee (Bill) – Gayle to compile data	June 2013, Fall 2013, winter 2014, spring 2014
Random Spot audits	Collection Employee to complete – Melinda to compile data	June 2013, Fall 2013, winter 2014, spring 2014
Weekly record of site visits – segregating visitors	Collection Employee to complete – Gayle to compile data	Weekly
Hits on website	Melinda to insert hit counter and monitor	Week before and week after major mailouts or door to door delivery of products.

Table 3.2: P&E effects tracking Goals & Objectives

Tracking Methodology	Data Collection Point	Timeline	Current (2013)	Goal (2016)
Blue Box materials Diversion	WDO DataCall	Annually		
Blue Box materials tonnage	WDO DataCall			
Tonnage (Tipping slips)		Monthly		
Curbside participation	Collections contractor	Weekly		
Spot Audits		Bi-annually		

Depot Participation	Depot Attendant	Daily		
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### 3.2 Stop, Start, and Continue

The current P&E communication plan represents the Townships of Head, Clara and Maria’s P&E efforts for the Fall of 2013 – Fall 2016. The communication plan will be reviewed, evaluated, and updated May of every third year. The next review date is set as Fall of 2016. It should be noted that the review process needs to start well in advance of the actual deadline in order to ensure it is completed in a reasonable and accurate manner. It is expected that this process is to begin in June of 2016.

Regularly, municipal staff will evaluate recent P&E tactics that have been employed. Staff will consider the Stop, Start, and Continue evaluation method; considering questions, like: What is not working and should be stopped? What have I heard from other municipalities or sources that may work and should be started? What has been working and will continue to be used in the P&E program? The Start, Stop, and Continue method will provide the framework for making running changes to the P&E plan.

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