

BLUE BOX P&E PLAN



Blue Box P&E Communication Plan

Program Name: HCM Recycles – Pitch In!

Prepared By: Melinda Reith

Date: Wednesday, September 11, 2013

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1 BACKGROUND INFORMATION

1.1 Municipal Information

Population	235
Households (single family)	337
Seasonal Population increase by	400-800
Blue Box Tonnage	41.57¹
Blue Box Diversion rate – all users	37.39%²
Municipal Grouping	Rural Collection South
Blue Box Program net cost	\$26,013.37¹
“Normal” Annual P&E Budget	\$600

¹2012 Waste Diversion Ontario DataCall

²HCM stats – based on number of bags

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 noon;
- 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 Rivieres 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.

We are looking at alternative service deliver models and methods for next year.

The Township targets the following blue box materials: PLASTIC BAGS - All plastic bags except chip and cereal type 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

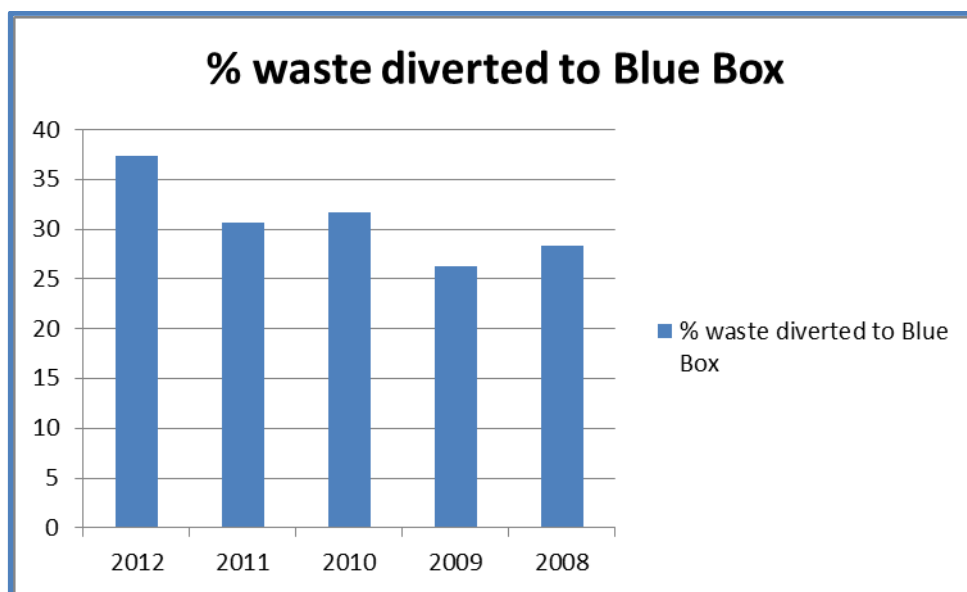
Over the past 8 years HCM has gone from an open disposal site where everyone had access 24/7 and deposited anything in landfill to controlled access of the disposal sites in 2006 and the initiation of a recycling program in 2007. Annual MHSW events only began in 2008 and a partial pay per use program 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 operators and users. Increasing the amount of blue box materials diverted from campgrounds is the most important component of HCM's program simply due to the volume that they produce.

Reports on participation by full-time residents are excellent with both our recycler and waste collector speaking directly to individuals who require improvements. Normally, non-compliance is simply a matter of education.

HCM's waste administration staff do 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 mainly from campgrounds and other seasonal users. 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; and
- 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 at approximately 93% of permanent residents. The municipality plans to maintain curbside collection participation in the blue box program and focus on the contamination and quality of materials set out by permanent residents decreasing residuals gradually moving to 100% participation.

Contamination and quality of materials are not specifically measured by the municipality except as a calculation of residuals from all materials collected by our contractor; some of which are not Blue Box materials. Some of this includes residuals from the breakdown of mattresses and sofas and are calculated at 1.18 tonnes or 2.76% of blue box materials collected. As such this percentage appears higher than what is actually being returned specifically from the Blue Box materials. The municipality will begin to measure and record that information separately beginning the fall of 2013.

Our goal is to decrease residuals using existing methods of calculation by 25% or .29 tonnes by the end of 2014. At that time we will have specific stats relating to Blue Box materials to re-evaluate and set additional targets to improve the quality of the materials captured curbside.

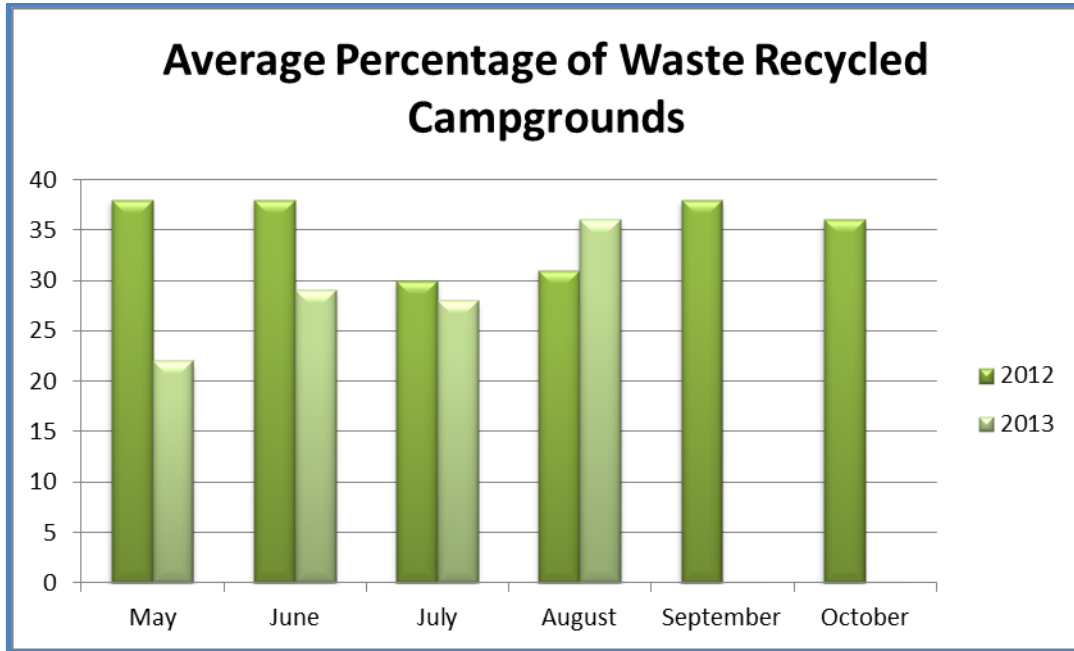
Seasonal Residents

Currently, the rate at which seasonal residents participate in depot recycling is unknown as the depot is unmanned and they do participate in some curbside collection depending on the location of their property.

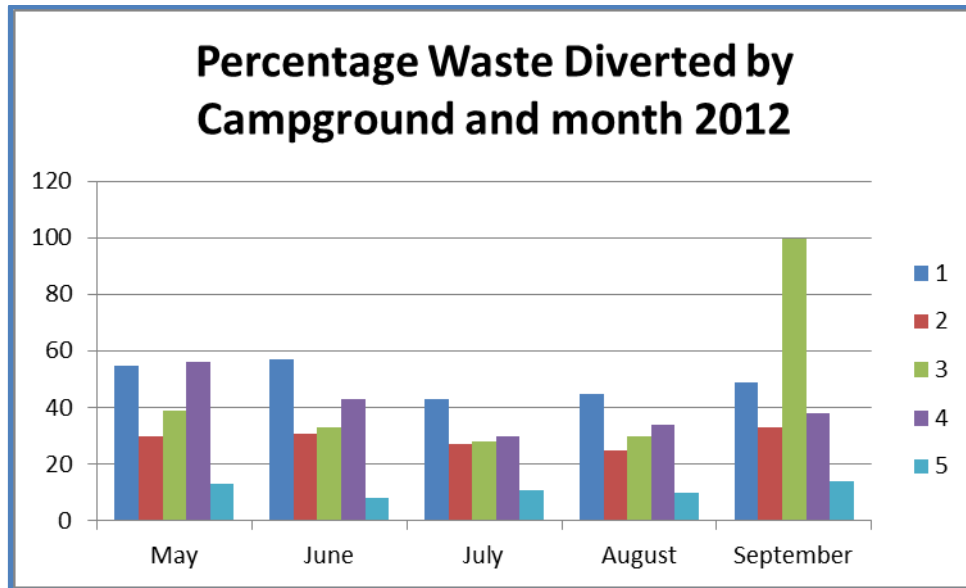
The municipality plans to work on a method of determining the depot participation rate by seasonal users by the 2013 year end and begin keeping statistics. We will then set our objective to increase the 2014 rate by 10% by the 2015 year end.

Campground Operators and Users

Current data show that the average percentage of waste diverted from our campgrounds collectively is at 35.16%. Our goal for 2014 is to increase that number to 40% by the end of October.



The second chart shows the percentage of waste diverted through recycling for each month in 2012 by individual campground operators. There is obviously buy-in and effort by some, and some considerable efforts still required by others. Data and word of mouth reports to staff indicate that there is much more that can be done to increase recycling in area campgrounds.



Head, Clara, and Maria will continue tracking individual use through 2014 by comparing the number of bags of garbage vs. recycling brought to depots and disposal sites by the campground operators.

A secondary goal will be to increase the volume of materials collected at the unmanned depot site by seasonal residents. Currently we do not record materials deposited at this site. Further it is available to and used by all residents. We will work with our contractor to begin to record this information separately however; we will still have no way of determining who the users are. The point of having an unmanned site was to provide a depot for those users who are leaving their accommodations when the sites are closed.

2.2 Target Audience

- Full time Residents – the small percentage of individuals who do not currently recycle;
- Full time Residents – to encourage cleaner materials, fewer residuals;
- Cottagers (Seasonal residents including those who visit our campgrounds) with a focus on the availability of the depot and details of our program;
- Campground operators and users – 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

Year One Tactics 2013	Budget	Year Two Tactics 2014	Budget	Year Three Tactics 2015	Budget
Increased BB	\$ 1,800	Printing and	\$1,050	Continued	\$ 100

signage at disposal sites, campground entrances and within the community		Delivery of Newsletter to Campgrounds		Webpage Maintenance (staff time)	
Continued Webpage Maintenance	\$ 100	Direct mail Newsletter to residents	\$850	Direct Email Advertising	minimal
Direct Mail Brochure with list of materials accepted as well as instructions for material preparation	\$ 255	Door to Door Delivery of Newsletter Advertising to Cottagers/Hunt camps (fall and spring)	\$500	Bulletin Board laminated posters for all community and campground boards (changed monthly)	\$155
Bulletin Board laminated posters for all community and campground boards (changed monthly)	\$155	Bulletin Board laminated posters for all community and campground boards (changed monthly)	\$155	Additional mail out of already created Blue Bag brochure product (with necessary updates)	\$255
		Continued Webpage Maintenance	\$ 100	Purchase of large blue bin with cut out lids – boat launches and Old Mackey park 5	\$500
Direct Email Advertising	minimal	Direct Email Advertising	minimal		
Purchase of large blue bin with cut out lids – 5 x2 distributed to campgrounds, Yate’s and Nicole’s	\$1,200	Additional mail out of same already created Blue Bag brochure product (with necessary updates)	\$255		
		Purchase of large blue bin with cut out lids – 6 post office box locations	\$600		

Total Budget Year One:	\$3,510	Total Budget Year Two:	\$3,510	Total Budget Year Three:	\$1,010
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2.4 Strategic Approach

- The strategy to be used will include:
 - The products created will provide a framework for a year-long focus on Blue Box recycling that can be re-used in 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 effective in HCM due to population base except during the summer months.
 - 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

HCM will focus on 3 primary messages which will be 'branded' to your recycling P&E for the next three years.

1. All publications will include our new logo and/or a comment "**HCM, A Recycling Community**".
2. Any publications or sign with appropriate recycling photos or message will include the phrase "**Rinsed clean, No food to be seen!**" to emphasize the requirement for clean material.
3. For emphasis for visitors – the phrase "**HCM Recycles, Please pitch in!**" as a request for participation. The "pitch in" phrase will be used in promotion for residents and visitors alike.

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

Newsletters will be created for distribution to the Townships’ residents and seasonal visitors. The Newsletters will focus on the particulars for each collection type, the need to keep materials clean and dry due to our collection and processing methods and a plea for visitors and residents holding large events to encourage recycling.

Signage will be created for the three depots, campground entrances and municipal roads which have a high seasonal population. 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. Posters will be changed monthly and each will focus on a different material or issue experienced by our contractor which requires attention. 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
2013 - Newsletter - creation only	All targets	Detailed below (also distributed on website and email)	\$450	\$450/750 = .60 each
2014 - Newsletters - regular mail delivery to permanent households	Households (150)	Regular Circular Mail	Postage - \$30 Printing - \$2.10 x 150 = \$315	\$345/150 = \$2.30 each
2014 - Newsletters - Campgrounds	Campers (500)	Delivery to Campground owners to hand out upon check in	Wages - one hour - \$30 Printing - \$2.10 x 500 = \$1,050	\$1080/500 = \$2.16 each
2014 -	Cottages/hunt camps	Door to Door	Wages - one	\$410/100 =

<p>Newsletters – Cottagers/Hunt camps</p>	<p>(100)</p>	<p>delivery</p>	<p>day - \$200 Printing - \$2.10 x 100 = \$210</p>	<p>\$4.10</p>
<p>2013 – and ongoing - continued Web page update</p>	<p>(?) All website visitors – website address and content is advertised in all newsletters distributed bi-monthly; A web counter will be installed to better capture this information.</p>	<p>World wide</p>	<p>Minimal – is part of our routine website maintenance</p>	<p>minimal</p>
<p>2013 - Brochures</p>	<p>All Residents/Cottagers / Campgrounds 1000</p>	<p>Delivery: To campground owners same time as Newsletter; To residents via circular mailing; To Campgrounds hand delivered same as Newsletters</p>	<p>Printing - \$290 Circular mailing - \$30 Creation - \$45</p>	<p>\$365/1000 = .37 each</p>
<p>2015 - Brochures Mailing/Distribution</p>	<p>All Residents/Cottagers / Campgrounds 1000 Delivery of same brochure, updated as required.</p>	<p>Delivery: To campground owners same time as Newsletter; To residents via circular mailing; To Campgrounds hand delivered same as Newsletters (also distributed on website and email)</p>	<p>Printing - \$290 Circular mailing - \$30 Delivery time - \$200</p>	<p>\$520/1000 = .52 each</p>

2013 - Signage	(1000+) Permanent commercially created road signage installed at depots, disposal sites, main road entrances with high seasonal population and at campground entrances	Public works to install (also distributed on website and email)	Production - \$1800 Installation - \$400	\$2200/18 = \$122 per sign
2013 - 2015 monthly Posters - All Community and Campground bulletin boards	(1000+) during summer; Changed monthly - 10 for community bulletin boards – 5 for campgrounds (will not be required during winter months)	Public works personally deliver to campgrounds and install on community bulletin boards (also distributed on website and email)	Creation - \$180 Production - \$155 Delivery - \$50	\$385/180 = \$2.14/poster
Direct Email Advertising	Currently 80; All who have provided email addresses – permanent and seasonal residents alike	Via Community Contact email list	Minimal – is part of our routine community information	minimal
Purchase and distribution of blue bins in public spaces and on commercial properties	1000+ over the course of a summer	Public works to distribute and monitor those on Municipal property	\$2,300	\$2300/23 = \$100 each

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
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2013 - Newsletter - creation only	Create content, print	Melinda	End of September 2013
2014 - Newsletters - regular/circular mail delivery to permanent households	Bundle and Prepare for mailing	Melinda	By October 15, 2013
2014 - Newsletters - Campgrounds	Bundle and Prepare for mailing Deliver	Melinda Terry	By April 1, 2014 April 2014
2014 - Newsletters - Cottagers/Hunt camps	Bundle and Prepare for mailing Delivery	Melinda All staff – different area each	By April 1, 2014 April 2014
2013 - and ongoing - continued Web page update	Contract to have webpage completely updated; Continuous updates;	Melinda Melinda	September 30, 2013 ongoing
2013 - Brochures	Create content for Blue Box and other brochures including: Blue Bag contents; What's Not Included; C&D Waste; Composing; WEEE; and MHSW;	Melinda	Has been ongoing – deadline of September 30, 2013
2015 - Brochures Mailing/Distribution	Update content and reprint as required	Melinda	Ongoing
2013 - Signage	Has been drafted and sent to producer/sign maker for mock up; Letter of request to Campground operators to allow installation on	Melinda Melinda	ASAP ASAP

	Private Property; Distribution and Installation;	Terry	As soon after production as possible, hopefully before ground is frozen.
2013 – 2015 monthly Posters – All Community and Campground bulletin boards	Creation and lamination of coloured posters changing topic utilizing colour graphics and brief wording.	Melinda	Began in August 2013
	Distribution	Terry	Began in August 2013
Direct Email Advertising	Distribution of pdfs of all documents.	Melinda	Began in August 2013
Purchase and distribution of blue bins in public spaces and on commercial properties	Source and finance a portion of bins each of the next 3 years.	Noella	By end of September, 2013
	Letter to Campground operators to install and use bins.	Melinda	By end of September 2013
	Distribution	Terry	In October 2013

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 as shown above. We will continue to monitor this information and will attempt to compare with residential stats however our current program does not allow for that.
- Random spot audits of garbage will help to determine increased participation amongst permanent residents. (Same homes used every 4-6 months to determine change.)

- Random spot audits of recycling will help to determine volume of contaminants;
- Will request that contractor assist with collecting set-out data on a more regular basis.
- 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, fall 2014
Random Spot audits	Collection Employee/Bill to complete – Melinda to compile data	June 2013, Fall 2013, winter 2014, spring 2014, fall 2014
Weekly record of site visits – segregating visitors	Collection Employee/Bill to complete – Gayle to compile data	Weekly
Hits on website	Melinda to insert hit counter and monitor	Week before and week after major mailings or door to door delivery of products.

Table 3.2: P&E effects tracking Goals & Objectives

Tracking Methodology	Data Collection Point	Timeline	Current (2012)	Goal (2015)
Blue Box materials Diversion rate (based on inaccurate conversion of bags to weight)	WDO DataCall	Annually	19%	25%
In House calculation of percentage of Materials diverted based	In house stats	Monthly/Annually	37.39%	50%

on volume/ number of bags				
Blue Box materials tonnage	WDO DataCall	Annually	41.57 tonnes	45.00 tonnes
Curbside participation Data to begin immediately to set base line a.s.a.p.	Collections contractor	Monthly	?	?
Percentage of permanent population recycling	In house stats – spot audit	Bi-annually	95%	100%
Depot Participation (will work towards obtaining this data and setting goals in future)	Depot Attendant	Daily	?	?

3.2 Stop, Start, and Continue

The current P&E communication plan represents the United Townships of Head, Clara and Maria's P&E efforts for the Fall of 2013 – Fall 2015. The communication plan will be reviewed, evaluated, and updated May of every third year.

The next review date is set as fall of 2015. The review process will start well in advance of the actual deadline to ensure it is completed in a reasonable and accurate manner. It is expected that this process is to begin in June of 2015.

Municipal staff will evaluate P&E tactics 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 continuous and ongoing changes to the P&E plan.