

Municipality of West Nipissing Small Program P&E Plan Implementation

Divert the Waste, Put it in its Place!
At Your Curbside



West Nipissing uses a 2-Box Sorting System

Box #1 - Acceptable Containers
Glass bottles & jars • Empty, dry paint cans
Metal food & beverage cans
Plastic bottles, jugs, tubs, lids or any plastics marked:
♻️♻️♻️♻️♻️♻️

Box #2 - Acceptable Paper
Household/office paper, newspapers, flyers & junk mail
Magazines, catalogues, books & phone books
Paper packaging & boxboard
Broken down cardboard boxes

Please ensure that all Blue Box materials placed at the curbside are properly sorted.

 **Tips**

Recycling Large Cardboard Boxes:
• Remove all Styrofoam and place in a clear plastic bag for recycling pick-up.
• Breakdown & flatten large boxes to a manageable size (90cmX90cm).
• Non manageable boxes will be left at the curb.



Weight Limits: Weight Limit = 20kg (44lbs)

Household Hazardous Waste:
• Should NEVER be placed in recycling or garbage.
• Can be brought FREE OF CHARGE to the North Bay Hazardous Waste Depot.

Non-Acceptable Materials • Garbage • Clothing • Plastic wrap • Syringes
• Pots & pans/kitchen ware • Windows & mirrors • Fast food drinking cups
• Hard plastics such as dishes, toys, laundry baskets, hoses & Tupperware

For more information on Household Hazardous Waste and Recycling:
(705)-753-2250 | www.westnipissingouest.ca



West Nipissing Ouest
Joie de vivre



West Nipissing Ouest

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Final Project Report, July 1 2015

Municipality of West Nipissing

CIF Project number 672.12

Acknowledgement:

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Executive summary

This is a summary report of a three year Blue Box Promotion & Education (P&E) communication plan implemented by the Municipality of West Nipissing July, 2013. The project goals were to increase participation and reduce collection contamination in the recycling program in order to improve the performance of the Blue Box recycling program and meet Best Practice requirements by having a communication plan in place for the program. The Continuous Improvement Fund (WDO – CIF) provided financial and technical assistance in completing the project.

The Municipality implemented the following promotional & educational (P&E) tactics:

- Flyers for depot recycling service users
- New signage / labels at recycling depot locations

The Municipality has completed the following measuring & monitoring activities:

- Established visual audit methods for incoming material at Municipally owned MRF
 - Completed monthly visual audits to monitor contamination
- Year over year comparison of use of recycling services per visit
- Assessed impact on collected tonnes

To date, Staff have seen an improvement in the performance of the depot program. Staff note that participation, measure through usage of recycling services at manned depots, is up from 50% in 2013 to 62% this past year. Tonnage of material collected for the entire Blue Box program has remained flat over the past between 2013 & 2014. However, the tonnage collected through depot programming, which was the focus of our P&E tactics in 2013, has increased 10% since the base year. Visual audit methods are now in place and staff plan to use this monitoring process to inform future P&E tactics – in an attempt to control the costs of managing residual at the municipally owned MRF.

This is an interim report for the Municipality's Blue Box P&E communication plan. The current plan continues until the end of 2015 and as such some tactics from the plan have yet to be implemented. Staff intend to complete the depot refurbishments Summer, 2015. To date, Staff are pleased with the improvement in the depot programs recycling performance and are excited to apply key learnings towards the curbside program in the future.

For further information about this project, please contact:

Jason Sullivan | Assistant Manager of Solid Waste / Coordinator of Waste Diversion
Municipality of West Nipissing | o: 705.753.2250 x 6910 | e: jsullivan@westnipissing.ca

1 PROJECT INFORMATION

1.1 Municipal Information

West Nipissing is a town in Northeastern Ontario on Lake Nipissing in the Nipissing District. It was formed January 1, 1999, with the amalgamation of seventeen and a half former towns, villages, townships and unorganized communities, including, but not limited to, Cache Bay, Crystal Falls, Desaulniers, Field, Kipling, Lavigne, North Monetville, River Valley, Sturgeon Falls and Verner. The Municipality is accessible via Trans Canada Highway 17 along the north shore of Lake Nipissing, approximately 40 km west of North Bay and 90 km east of Sudbury. West Nipissing is commonly associated with the Town of Sturgeon Falls, representing the largest population centre within the municipality located directly off of Highway 17.

Population	Permanent – 13,870
Households (curbside service)	4,900
Households (depot service)	2,145
Blue Box Tonnage (2014)	784 MT
Municipal Grouping	Rural Collections North – Grp 7
Blue Box Program net cost (2014)	\$324,895
Net cost per tonne	\$414.40
Annual P&E Budget	\$3,000

*interim 2014 data

The Municipality provides curbside two stream recycling services to residents in West Nipissing and Verner and depot two stream recycling services for residents of the rural community. The fibre stream is processed and marketed through the municipally owned Material Recovery Facility (MRF), while container products are picked up from the municipal transfer station and processed by R&D Recycling of North Bay ON.

1.2 Project Description

The Continuous Improvement Fund provided the Municipality with technical assistance and a grant of \$5,000 for the development of a communication plan for promotion and education of the Blue Box program and the implementation of P&E tactics.

Tactics used by municipal staff were primarily focused on increasing participation and improving sorting behaviours in the depot and curbside programs. Tactics included handout & mailed flyers and refurbishment & labelling of existing depot bins.

2 IMPLEMENTATION

2.1 Goals and Objectives

Goal 1: Increase participation rates within the Rural Community who receives Blue Box services through the municipality's depot program. The current participation rate is monitored through user counts at the attended depots. Depot staff count the number of visitors and record whether or not each visitor uses the recycling facilities. This provides a percentage based statistics that Staff may use to compare the depot use rates per visit on a month over month or year over year comparison.

Goal 2: Decrease contamination of materials collected through the depot program and brought in to the transfer station. The materials collected are visually audited on a periodic basis to evaluate the contamination of the recycling stream. There was no previous baseline, as the municipality just developed the visual assessment and trained staff. Baseline was established during the 2014 collection year.

Goal 3: Improve residents' awareness of proper sorting behaviours in the municipal curbside program. The objective of this is to decrease the level of cross contamination between recycling stream and reduce the amount of non-targeted materials (residue) in each recycling stream. 'Contamination' is evaluated through a new visual audit program; baseline determined in 2014 and Staff established a quantitative objective benchmark to strive for.

Staff will also continue to monitor the tonnage of materials collected & marketed through the Blue Box program.

2.2 Messages Used

- The messages utilized on the Depot Bins will be simple, consistent decals stating "What Is" recyclable and proper material allocation.
- The message utilized for the Mail out/Depot Attendant Educational Card will be "room by rooms" recycling, proper sort and depot utilization.
- All messages will be offered in both official languages as per Municipal By-Law (French and English).

2.3 Target audiences

The targeted audience for the first year of implementation were residents of the Rural Populace serviced by the Depot Systems within the Municipality, equating to approximately 2,145 households.



Some P&E was created & delivered to target residents that receive curbside service, however this group was a secondary target audience.

2.4 Tactics Utilized

Updates to existing depot bin receptacles

- New signage was developed & implemented at depot sites in 2011/12, the updates to depot areas were completed to compliment the signage
- Graphic design of bin decals for two collection streams was completed Spring, 2015. The Municipality hired Crimson Pepper
- Painting and general refurbishment will be completed in Summer 2015 to prepare the bins for the decals & to improve their overall appearance and lifespan

Promotion & Education flyer

- Creative design & content for flyer was contracted out to Crimson Pepper Summer, 2014
- The flyers were distributed to depot using households through two methods
 - Hand delivered by Municipal staff attendants at manned depot locations
 - By mail-out to residents that receive service from unmanned depot locations

The budgeted costs for each of the P&E activities developed and described above versus the actual costs incurred are compared in Table 1, below.

Table 1: P&E Implementation tactics, targets, and respective costs

Tactic	Budget	Actual
Graphic Design of Bin Decals	\$750.00	\$615.85
Decal Manufacturing and installation	\$750.00	\$360.00
Depot Bin Preparation	\$750.00	Ongoing
Graphic Design and Creative Direction of Educational Material	\$1,500.00	\$1,005.00
Printing, Shipping and Distribution of P&E Material	\$1,250.00	\$1,309.60
Bin Decals	\$1,500.00	Not complete
Depot P&E Material	\$1,375.00	\$904.00

3 RESULTS

3.1 Results

Staff complete regular analyses of contamination, depot participation and diversion for the Blue Box program. Analysis of contamination is a relatively new program to the Municipality that is completed using a visual audit of materials dumped on the tip floor at the municipally owned transfer station / material recovery facility. An example of the visual audit tracking sheet is provided in Appendix A.

Table 2: Measuring and Monitoring activities

Measure	2013	2014	Goal
Tonnage – Depot	125	137	140
Tonnage – Curbside	665	632	639
Marketed tonnes	790	784	800
Depot participation	52%	60%	70%

3.2 Analysis of project


Having a communication plan in place has assisted staff in monitoring program performance, working towards established programming goals and objectives, and recognizing resources required to complete various aspects P&E communication. Certain areas of the P&E communication plan were easy to accomplish: contracting a vendor to create / design the P&E for residents, mailing out P&E materials, and having depot staff distribute materials by hand. Staff identify that dedicating internal resources towards maintenance and updates to infrastructure that is outside of the normal day to day operations may not be feasible.

The visual audits were an easy to implement procedure to help us monitor incoming contamination. What we find most useful is simply identifying the most abundant contaminants. This information is going to be used in the upcoming mail-outs to depot & curbside residents.

In terms of performance, Staff are pleased to see that the usage of the depot program is increasing. Measuring participation of depot usage for the unmanned facilities is difficult to complete any way other than monitoring tonnage collected from the bins. Further, the 10% increase in material collected through the depot program reaffirms the success of the depot participation campaign across this programming. Staff will continue to promote proper sorting behaviours and update P&E as key information is identified through the visual auditing program.

Next steps for the municipality include completing the refurbishment of the existing depot bins this summer. Including applying the new decals.

APPENDIX A – Visual Audit / Training sheet

<p>Material from (circle)</p> <table style="width: 100%; text-align: center;"> <tr> <td>North Monetville</td> <td>Field</td> <td>Lavigne</td> </tr> <tr> <td>River Valley</td> <td>Kipling</td> <td>Verner</td> </tr> <tr> <td>Crystal Falls</td> <td>Muskosung</td> <td>Field PW</td> </tr> <tr> <td></td> <td>Verner Arena</td> <td></td> </tr> </table>	North Monetville	Field	Lavigne	River Valley	Kipling	Verner	Crystal Falls	Muskosung	Field PW		Verner Arena		<p>Date: <u>SEPT 8</u></p> <p>Audit by: <u>SULLIVAN</u></p> <p>Staff: _____</p> <p>Audit #: <u>3</u></p>																																		
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