



CIF - Project # 607.12

Small Program P&E Project Report

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Program Name:

Blue Box P & E Communications Plan

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# 1 BACKGROUND INFORMATION

## 1.1 Municipal Information

|   |   |
|---|---|
| Population                                | 3880  |
| Households (single family, MultiRes)      | 1916  |
| Blue Box Tonnage (2012 Datacall)          | 386   |
| Municipal Grouping                        | Rural Depot South<br>Rural Collection South |
| Blue Box Program net cost (2012 Datacall) | \$ 178,383                                  |
| Net Cost/tonne                            | \$461                                       |
| Annual P&E Budget                         | \$3500.00                                   |

## 1.2 Program Description

The town of Bancroft provides both depot and curbside recycling for residents and offers a Multi Stream collection system. We target commingled materials, including: aluminum, cans, clear and coloured glass and plastic bottles, HDPE or PET plastics, poly coat, drink boxes, coffee cups, OCC and boxboard, writing paper, non-metallics, papers, and #1-7 plastics. Curbside collection and processing is completed by BFI from Peterborough Ontario on a cost per load basis for collection; there is no revenue sharing agreement with our collector. Dungannon Landfill is our depot, it is operated by a full time attendant and is open Friday through Monday, 9am to 530 pm in order to meet the needs of our residents.

## 2 IMPLEMENTATION

### 2.1 Goals and Objectives

Increase residents' education and awareness of what materials the Town of Bancroft collects through the blue box and depot recycling programs. We chose to run a Recycling Rangers program to increase the awareness of the recycling program and educate students, and hopefully their parents, on why it is important to recycle and what they can recycle through our program. Our target audience was approximately 75 grade 3-5 students. We believe that the education students' receive carries on to the homestead, and the effect will be greater blue box program participation in our residential community. The school programs are complete by the Peterborough Greenup, who was paid on a per school basis by the Township (\$800 per visit).

Increase the tonnage of recyclables that the Town of Bancroft's recycling program captures each year. The Town of Bancroft produced a flyer in 2011 to identify what materials are targeted for recycling through the blue box and depot programs; this flyer is updated and distributed annually. We hoped to increase the participation rate of residents as well as the amounts of each targeted material. We'd like to see the volume of recyclables increase per visit as well.

### 2.2 Messages Used

Recycling is smart and easy

Recycling is good for the environment and the community

### 2.3 Tactics Utilized

Table 2.3: P&E Implementation tactics, method of distribution, targets, and respective costs.

| Tactic                              | Method                          | Target       | Total Cost        | Cost/target |
|-------------------------------------|---------------------------------|--------------|-------------------|-------------|
| <b>YEAR ONE (2011)</b>              |                                 |              |                   |             |
| Brochure                            | With spring tax bills           | 1900 Homes   | \$2300.00         | \$1.21/t    |
| <b>YEAR TWO (2012)</b>              |                                 |              |                   |             |
| Recycle Rangers Gr 3-5 at 2 schools | School assembly at both schools | 75           | \$2400.00         | \$32/t      |
| Brochure                            | With spring tax bills           | 1900 Homes   | \$2300.00         | \$1.21/t    |
| <b>YEAR THREE (2013)</b>            |                                 |              |                   |             |
| Brochure                            | With spring tax bills           | 1900 Homes   | \$2300.00         | \$1.21/t    |
| Public Space Advertising            | Fall                            | Public       | \$1000.00         | n/a         |
|                                     |                                 | <b>Total</b> | <b>\$10300.00</b> |             |

## 3 RESULTS

### 3.1 Tracking Methodologies Used

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

| <b>Tracking Methodology</b>             | <b>Collection Point</b> | <b>Comment</b>              | <b>Quantified by</b> |
|---|-------------------------|-----------------------------|----------------------|
| Depot Count                             | Depot                   | Usage                       | Don                  |
| Tonnage                                 | Datacall                | Marketed Blue Box materials | Don                  |
| Marketed materials - Blue Box diversion | Datacall                | Marketed Blue Box materials | Don                  |

### 3.2 Measured results

Table 3.2: Recycling program performance results

| <b>Tracking Methodology</b> | <b>Pre</b> | <b>Post</b> | <b>Difference</b> |
|-----------------------------|------------|-------------|-------------------|
| Depot Count                 | 12,344     | 13,099      | 755 (6.1%)        |
| Tonnage                     | 369        | 366         | -3 tonnes         |
| Blue Box diversion          | 24%        | 24%         | No change         |

### 3.3 Analysis of program

Junior Ranger programs were effective. The Junior Ranger programs were effective at communicating the importance of participating in blue box recycling and identifying what materials go into the blue box for recycling. The Town of Bancroft will continue to run this program in the future, with the expectation of long term gains in our recycling program's performance.

The mailouts continue to be effective at meeting the Municipalities recycling program's needs. Feedback from depot users continues to be positive; staff identify that residents have a firm understanding regarding the materials that are acceptable for collection. Residents' usage of the depot continues to increase which is a positive sign for Bancroft's participation rates.

The immediate future will see Bancroft's P&E focus shift totargeting the residents of the Town that receive curbside collection. The goal will be to increase the curbside collections participation rate; a function of set out for curbside collection. Also, evaluation of the current P&E plan has identified that blue box marketed materials

diversion and tonnage have come to a plateau. This information will be taken into consideration when the next version of the communication plan is developed.

The current P&E communication plan is in its final year of use. The communication plan will be reviewed, evaluated, and updated May of every third year. The next review date is set as May of 2014. 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 2013 and come to completion in May of 2014.