

Workshop Evaluation
Blue Box Waste Diversion Program Planning Study
Public Forum #2 Guelph
January 6, 2003

Total responses – 17

1. How would you rate the overall content of this workshop?

Poor		Average				Excellent	
1	2	3	4	5	6	7	
		1	1	9	6		

Comments

2. How would you rate the workshop format?

Poor		Average				Excellent	
1	2	3	4	5	6	7	
		1	1	6	7	2	

Comments:

- Good exchange of ideas

3. How would you rate the quality of the workshop materials provided?

Poor		Average				Excellent	
1	2	3	4	5	6	7	
		1	6	5	4	1	

Comments:

4. The intent of this workshop was to provide an opportunity for people to contribute their ideas and opinions to the Blue Box Waste Diversion Planning Study. How effectively do you feel this was achieved?

Poor		Average				Excellent	
1	2	3	4	5	6	7	
		1	4	2	8	2	

Comments:

- Should have been advertised more
- Small group made each comfortable to have his/her say

5. Other comments:

- Room was cold
- This location is not easy to find
- Great workshop. Good location. Thanks to all the RCO members and facilitators
- Need another opportunity to broaden the scope of questions that can be discussed regarding the topic
- Very disappointed with public turnout, but there is little you could do about that

- Info for location in the paper was too “sketchy” (couldn’t find)
- Questions were limited in scope – restricted a broad discussion
- Encourage “lug a mug”
- Poor site – not easy to reach except by car
- Slow start for the group – start with question 2, which generates round table discussion, then question 1 and 3

Topic #1

The goal of the Blue Box Waste Diversion Program is to increase the diversion of municipal Blue box materials from waste. In order to measure whether the program is achieving this goal, Stewardship Ontario has been asked by the Minister of the Environment to identify ways to measure its success. The measurement that is being proposed is recycling efficiency rate. This recycling efficiency rate will measure the volume and weight of recyclables that are diverted from household garbage into the blue box as a result of the program.

In your view, will this rate, and the related waste audit measures, enable the program to meet its goal?

A) Why or why not?

- The target is to keep an eye on what is generated, not just what is recycled
- We cannot forget about reduction at source
- Measure of high-rise vs single detached homes
- Multi-municipality funding (where one municipality handles another municipality's waste)
- Identify exactly what is recyclable (i.e. there are many different kinds of plastic, and only some of them can be recycled)
- Who ensures that there are markets for "non-traditional, non-marketable" items
- Better measurement of "true" costs of recycling has to be incorporated in the program
- Denominator should be based on manufacturers' outlets, not on Blue Box analysis in community

B) Are there other performance measures that you feel should be used?

- Look at the waste stream that is recyclable
- Increasing what is currently recyclable
- Marginal costs of capturing remaining 20% (=/-) of recyclable more expensive
- "Lost" markets
- *Manufacturers should identify plastics, etc. with electronically readable "bar-codes", with Province providing capital investment
- Will the same family samples be used for different audits? Will all samples be different families?
- Will samples be taken the same time of the year from the same area or families?
- Consideration: Create standards for recycle packaging. Discourage changes to packaging which makes it ineligible for recycling, e.g. adding colour to clear plastic bottles
- Note to RCO: workshop should have encouraged "lug-a-mug", and there should have been reduction/reuse at the workshop

Topic #2

Through the Blue Box Waste Diversion Program, obligated companies will pay 50% of the net costs of residential recycling. One key objective for this funding is to improve municipal Blue Box programs in Ontario. Funds will be allocated to municipalities based on the efficiency of the Blue Box program (efficiency will be determined by the range, weight and volume of material they collected and marketed, with adjustments for program size and population density).

- a) What can you and your community do to improve the performance of the Blue Box program in your community?
- Multi-unit buildings need to be a part of the program
 - Incentives for participation
 - Promote so people buy in because it feels good
 - Individual awards for good Blue Box use
 - Twinning (Blue Box Buddies) for collection increases efficiency
 - Promotional awards and incentives
 - Improve public space recycling
 - Standardize or simplify the blue Box across the province – right now each municipality is different
 - Improved education and promotion
 - Target multi-residential waste involvement
 - Target ICI with discussion to identify recyclables
 - Communication with public and commercial businesses

Obligated companies will set aside 10% of the 50% funding that they will pay toward Blue Box programs in Ontario in an Efficiency and Effectiveness Fund. Municipalities will apply to this fund for special projects to help them improve their Blue Box program.

b) What type of projects should this fund invest in?

- More budgets for promotional literature
- More budgets for languages other than English
- To fund promotion and education of programs
- Education is paramount
- Allocate the funding to waste audits for municipalities that are not part of the original waste audits for comparison
- Fund interpretive centres/buildings on recycling
- Encourage reduction/reuse
- Designing home “recycling” effectiveness
- More public recycling places
- Community competitions like Communities in Bloom
- Develop markets for recyclable material
- Research into design improvement for high rises

Topic #3

The Waste Diversion Act focuses on the importance of public awareness and education. The proposed education and public awareness program for Blue Box Waste Diversion includes an annual \$1.3 million contribution of newspaper advertising from the Canadian Newspaper Association and the Ontario Community Newspaper Association.

In addition to this newspaper advertising can you suggest other education and public awareness initiatives that would help to increase the diversion of the recyclables from household waste?

- School programs
 - Clean-up days
 - Curriculum
 - Art programs using safe recyclable material
- Anti-litter campaign
- Recovery “icon”
- Jingle
- Educate people. “You have a choice. Buy it in recoverable package. No other way works”
- Educate and engage people to prevent consumer pushback program
- “Point-of-purchase” advertising (e.g. Tim Horton/ Pizza places)
- Graphic representation of what recycling does vs non-recycling
- Industry fund “educational” program via school systems
- Education in “Best Practices” for municipalities
- Use of web site, with subscription function for notices
- Litterless lunches – funding of curriculum development
- Lots of graphics – ads on public vehicles, buses and collection trucks
- Cover distribution of inserts
- Generic advertising for television
- Funding for an online 3 Rs directory
- Encouraging “EARTH” shop (Environmental Awareness Through Retail Tendencies and Habits)

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