

Workshop Evaluation
Blue Box Waste Diversion Program Planning Study
Public Forum #4 North York
January 8, 2003

Total responses – 11

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

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

Comments:

- Full of information. Thanks
- Good crowd. Very thorough

2. How would you rate the workshop format?

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

Comments:

- Some people can dominate the workshop in little groups
- Nice and informal, more comfortable to talk

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

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

Comments:

- Quick, to the point, concise and simplified. Some difficult concepts
- Everything was sufficient, without waste!

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	4	2

Comments:

- Most people got their opinions out, but some people dominated the conversation and didn't give others more time, but there are extra sheets so that's ok.
- More people, more input will be a better representation of public opinion
- Worked well

5. Other comments:
- Thank you. I achieved my objective. I learned a lot and I look forward to reading the summary.
 - After you compile this sheet for statistics, please recycle this piece of paper. Thank you!
 - Would like more information on WDO, how Blue Box program will work
 - Would like a summary at an info counter during workshop
 - Needed more signage directing people to workshop location. Perhaps more info on web site for direction to workshop location and building directions
 - Thanks for taking the time to hear our opinions. I think these forums are great ways to get different ideas.

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?

- Statistically valid audits / season issues (needed by municipality)
- Frequency /costs of audits
- Legislation must have teeth (fines, penalties)
- Each municipality accountable for its own standards (not against some attempt at gross averages)
- Concerns about:
 - Costs
 - Audit procedures (who performs the audit; design of audit; seasonal issue; efficiency rate; how often)
- Makes sense; it is simple
- Looking at waste in garbage, what percent is recyclable
- Good idea to get people to recycle, if they know their waste will be checked
- Quick measure in the interim
- Targets for each material a good idea. Each material will have to pay a percentage determining how much of it is in the box (plastic vs aluminium)
- The proposed measure is standard in the waste management industry
- Must take seasonal fluctuations into account
- Concern about determination of rate for multi-residential buildings
- I believe the 40/60 split is a good mix that addresses the issue that there are light-weight materials being recycled, and that if overall numbers become lower (in kg, for example), the public will understand that it does not necessarily mean that less is recycled, but that perhaps more lighter materials are being recycled

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

- Effect of education program on the efficiency (or rate of change of efficiency)
- Comparison to programs in other places in the world
- Compare to programs in municipalities of similar size
- Recyclables should be dealt with locally, rather than ship elsewhere
- Concern about recyclables that are dumped illegally, especially in rural communities
- Some domestic recyclables end up in school garbage. This program deals only with household waste

- Audit garbage to figure out what products need to be looked at in order to approach the manufacturer to make the product more recyclable-friendly
- Issue of public vs private and union vs non-union waste collectors and ability to enforce program
- Targets should be:
 - ii. Get to 100% of what is recyclable in the municipality's current program into the blue Box and out of the garbage
 - iii. Increase the number of items that can be recycled
 - iv. An indicator of success would be to increase the quality of recyclables. Reduced contamination would indicate increased efficiency
- Share pros and cons with communities; share performance measures with communities so that they don't have to start from scratch
- Find out how much a company produces in materials, and how much ends up in the blue box
- Industries with more material should be paying more
- The program should also consider what has the potential to be recycled, not just what is currently accepted in the Blue Box

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?
 - Bag limits for garbage
 - Promotion/education – frequent
 - By-law enforcement
 - Develop effective programs for apartments
 - Focus groups to determine specific local issues to improve capture
 - Recycling “police”
 - Incentives to stimulate performance (credits/grants for increased recycling; pay per garbage bag)
 - Special fund to pay out credits
 - More frequent collection or larger recycling bins
 - Public education
 - Inspire new technologies
 - Strict enforcement
 - Common denominator in terms of what is collected, simplify things

- More areas for recycling in the city
- When citizens call municipalities regarding blue box it is difficult to get an answer. Needs to be streamlined
- Target youth
- Monitor dumpsters at industry/schools, etc. to eliminate those with more than three bags of garbage who would have to pay
- Improve recycling in apartments - Enforce regulations for providing recycling facilities/services/programs. The municipality should provide an easy program. Eliminate garbage chutes – make residents take their garbage and recycling to one location
- Consolidate MRFs. Municipalities can get together to combine their facilities
- Weekly pickup
- Education
- Consequences
- Reinforce the 3 Rs in schools so that children might influence their parents (worked well in the late 80s/early 90s)
- Hold info sessions at community centres, or have pamphlets available on recycling in community centre/ libraries
- Have councillors send out magnets with a recycling calendar → paper calendars get lost. Without the calendar they may not know when to put out their recycling
- Inform communities of the potential savings brought on by an efficient recycling program
- Municipality is the steward of taxpayers' money. Need to select items for recycling that have most market value. Subsidy from WDO will help divert less marketable items

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?
- Equipment retrofit/upgrade
 - New technologies to use the recycled (limited market) materials
 - Government incentives to assist in market development/expand markets/spur technology development.
 - Identify projects where we don't have programs (research into further materials)
 - Grant/loans to promote ideas on how to convert recyclable materials into a product (i.e. from glass or paper)
 - "Waste-watchers" to go through household garbage
 - Incentives for anyone investing in recycling technologies to stimulate investment in environmental technology
 - Market studies
 - Grade school curriculum funding

- Make it easier for new business ideas to create more innovative ways to divert into a renewable resource. Should take precedence over other applications
- Invest in new apartment recycling technologies
- Invest in things you will get a good return rate on
- Invest in activating community-based groups, ratepayers' associations, committees, to act as promoters
- Train-the-trainer – train one to train many
- Invest in adding waste reduction in the school curriculum
- Invest in anything that simplify, e.g. closing the chute in apt buildings
- Invest in an International Conference on apartment recycling
- Invest in more research
- Health investigations to ensure that what is being recycled is not polluting our environment more, i.e. plastics, etc
- “Waste Watchers” – people who go to different communities and verify that recyclables are being put in the Blue Box and not the trash (i.e. Halifax)
- Study on potential use for each material recycled (Markets)
- Grade school curriculum addition
- Info sessions launching new recycling program to each community, educating residents of benefits, door prizes could include blue boxes/grey box/composter/green box
- Invest in innovations in recycling
- Survey to find out why people don't recycle (focus groups, consultations, etc.)

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?

A) What kinds of thing should this “efficiency and effectiveness fund” invest in?

- Inserts in regular household correspondence (hydro bills, tax bills, etc.)
- Use Welcome Wagon, real estate agents, developers
- Provincial regulation, municipal by-laws
- Mail (direct bulk, addressed)
- Newsletters (frequent, seasonal)
- School programs / matching municipal residential programs to reinforce education at home
- Reminders placed in Blue Box for inappropriate materials
- Responsible industry/manufacturing/packaging/marketing
- TARGET YOUTH! Develop future recycling culture – teach children how to recycle (They will get their parents to do it; Green Kids Inc; teaching children about

environmental issues through theatre; environmental focus in the curriculum; initiatives from teachers in curriculum)

- Bus shelter advertisements
- Community meetings
- “RIDE” program for recycling (i.e. some branded acronym)
- Education coupled with enforcement
- Educate people about what goes in Blue Box (e.g. searchable web site)
- Get away from “If in doubt throw it out”
- Better packaging information
- Multi-lingual information
- Make garbage strikes illegal
- Bold enforcement (e.g. yellow bags)
- Cooperation between unions, private industry and governments
- Target communities, social clubs, condo organizations, church groups – Get groups to give out recycling packages to inform community
- Emphasize potential cost savings
- Use this workshop as a test of our recycling skills
- Magnets from councillors with pick-up calendars
- Booths in malls
- User fees – the issue generates public awareness
- Show role models / entertainment stars promote recycling – have ads with them recycling
- Educate through economics rather than the environment (“We can’t get enough newsprint!”)
- Have a simple, standard message
- Promote recycling through competitiveness – city vs city; neighbourhood vs neighbourhood
- Email – set up a subscription list announcing municipal news
- Get city staff to go into schools and educate kids
- Stop with all the information about what is new to be put into our Blue Boxes and go right to a Wet/Dry system. Waste of time and money on education on small issue, and more on just getting to people on the Wet/Dry issue
- Early age education – target youth (grades 3 – 6) on the benefits of recycling. Implement it in the classroom, and provide incentives (prizes, certificates, etc.)
- Engage individuals in communities with leadership qualities to educate their neighbours
- Emphasize that the more a municipality recycles, the more diverse the amount, means a possible cost saving technique, so that monies saved can be allocated elsewhere