

## **Appendix A**

### **Excerpts from the Blue Box Program Plan**

#### **Targets**

Sections 6.2.2 and 6.2.3 of the Blue Box Program Plan (BBPP) as approved by the minister established the target of 50% recovery rate of Blue Box materials by 2006 (Table 6.6 of the Plan presents two scenarios, but the 50% scenario was subsequently confirmed as the target in an August 14<sup>th</sup> letter from WDO to Dr. P.K. Misra of the Ministry of the Environment).

The following principles used to set targets for the original BBPP, a discussion of 2003 targets and the proposed process for setting future targets are summarized from the Blue Box Program Plan.

#### **Principles for Setting Targets**

The goal of the Blue Box Program Plan is to increase the diversion of municipal Blue Box Wastes from disposal in an economically sustainable manner. Establishing a clear set of targets for a waste diversion program for Blue Box Waste allows for:

- Setting clear performance expectations over the five year plan;
- Measuring performance against those targets; and
- Implementing continuous improvement changes to make the program more effective.

The Minister has directed WDO to set appropriate targets for the Blue Box Program Plan, specific to each type of waste material collected through the Blue Box. These targets should:

- Measure the performance of the Plan in diverting Blue Box waste from disposal; and
- Be based on reliable and accurate data and a methodology that is consistent over time.

#### **Program Diversion Targets**

Comprehensive records have been kept on the performance of the residential waste diversion system in Ontario since 1996. The data indicate that although the total tonnes of recyclables collected have grown substantially, the growth in the recovery rate per person and per household has slowed and plateaued in recent years. By itself, this may appear to be of concern. However, taking into consideration changes in packaging materials (e.g., move to lighter weight plastics), the lightweighting or downsizing of printed papers, and trends towards

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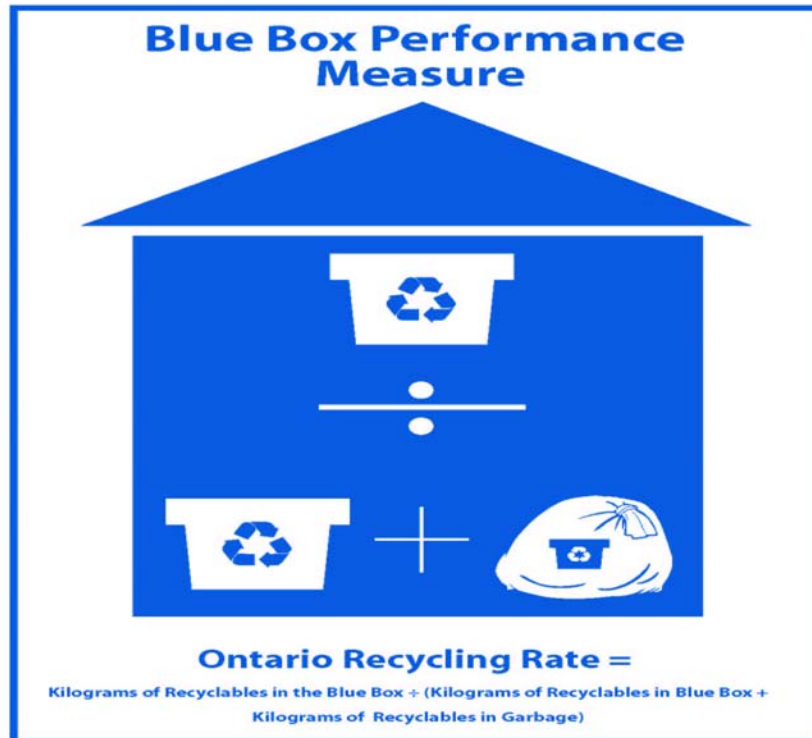
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smaller household sizes, these numbers may not by themselves provide the whole picture. Households may be recycling more, lower weight materials.

The proposed key measure for the future will calculate how effective the Blue Box is at recovering the materials that are available for recycling. Total tonnage and per capita figures will continue to be measured, but in future will be compared against a denominator based on the quantity of recyclables in Ontario that the Blue Box targets for capture. This measurement will primarily be done through municipal waste audits and will be crosschecked each year against sales and distribution data. The intent is to improve this rate over time.

The diagram below shows how the Recycling Rate for Ontario will be calculated each year.

**Ontario Recycling Rate**



The Recycling Rate will show, on an annual basis, the recovery rate for residential materials for homes serviced by municipal recycling programs. It should be noted that it does not measure the recovery of packaging or printed paper products that are not currently collected in many of Ontario's municipal recycling programs. This measure does however have the added benefit that the reduction and reuse measures undertaken by householders (i.e., measures that keep materials out of the disposal stream) are captured in the annual calculation.

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In addition to this primary measure, participation and capture rates and the reach and service level of Ontario Blue Box programs will also be measured as follows:

### Participation and capture rates

- Percentage of households receiving service that use the Blue Box/Blue Bag/recyclables cart; and
- Percentage of recyclable materials from participating households that are captured.

### Program reach

- Percentage of households that have access to recycling that receive collection of discretionary materials under Schedule 1 of Regulation 101; and
- Percentage of households within the municipality that receive Blue Box service.

### **Material Specific Diversion Targets**

Stewardship Ontario's focus will be on developing and implementing the proper methodologies in order to set meaningful targets for each program year. This will include:

- Designing and testing a detailed waste audit methodology to track the key measurement indicators established;
- Randomly selecting a statistically valid sample of municipalities/locations in which to conduct audits;
- Analyzing the results of the information gathered to set targets for the broad categories of Blue Box materials; and
- Setting material specific targets and linking these targets to market development investment requirements

The overall system target is continuous improvement in the newly established Ontario Recycling Rate.

### **Municipal Benchmarks**

The Blue Box Program Plan makes two specific references to the issue of municipal benchmarks. First, in section 5.4 of the plan, it discusses the roles of WDO's Municipal Affairs Committee (and other WDO Committees as well as Stewardship Ontario/other IFOs):

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“The Municipal Affairs Committee (MAC) will be chaired by a municipal representative appointed by AMO, and include membership from the municipal sector.

MAC is responsible for overseeing those WDO related activities that are solely the responsibility of the municipal sector. MAC will be available to the WDO Board for questions or advice. MAC will also be available to WDO-PAC and MIPC to provide municipal information and advice. MAC will be able to raise issues of municipal interest to the WDO Board and the WDO Executive Director. Specifically, the responsibilities of the MAC will include:

- Receiving and compiling recycling program financial information from municipalities;
- Coordinating the development of benchmarks and performance standards for Blue Box service delivery, drawing upon municipal expertise and with the collaboration of Stewardship Ontario;
- Consultation with proponents of Industry Stewardship Plans; and
- Consultation with potential IFOs for other materials as designated under the WDA.

Municipal Blue Box information will be collected from municipalities in a two-phased data collection process. The first phase will consist of the collection of non-financial Blue Box data to be lead by MIPC with support from MAC. The second phase will consist of the collection of financial Blue Box data, to be lead by MAC with support from MIPC.”

The second reference to program benchmarks in the BBPP is in the cost containment section of the plan (section 7.4.2):

“By identifying key program benchmarks (e.g., dollars spent per percentage point of diversion achieved in a municipality), and taking into consideration site and situation factors, Stewards and municipalities will be able to identify those programs that have costs in excess of program averages. From this information, they will be able to focus attention on those programs, identify the underlying cost drivers and then work to develop specific solutions for those municipalities. Possible solutions could include implementing program changes, modifications to contract language for future service agreements, or other means identified over the course of the program reviews.”

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**Appendix B**  
**Summary of Blue Box Recovery Rates**  
**2002 Datacall Results**

Program	Total Households	Blue Box Recovery (kg/hhld)
<i>Large</i>		
TORONTO, CITY OF	941,500	146.4
OTTAWA, CITY OF	325,271	198.2
PEEL, REGIONAL MUNICIPALITY OF	320,000	242.0
HAMILTON, CITY OF	196,011	118.3
DURHAM, REGIONAL MUNICIPALITY OF	178,525	191.4
NIAGARA, REGIONAL MUNICIPALITY OF	170,528	151.8
WATERLOO, REGIONAL MUNICIPALITY OF	168,050	176.5
ESSEX-WINDSOR SOLID WASTE AUTHORITY	149,367	132.2
LONDON, CITY OF	148,125	145.1
HALTON, REGIONAL MUNICIPALITY OF	140,737	225.7
SIMCOE, COUNTY OF	110,455	149.9
GREATER SUDBURY, CITY OF	69,748	133.6
VAUGHAN, CITY OF	66,417	113.2
QUINTE WASTE SOLUTIONS	66,350	166.1
MARKHAM, TOWN OF	66,150	261.7
BLUEWATER RECYCLING ASSOCIATION	60,491	183.8
<i>Medium</i>		
RICHMOND HILL, TOWN OF	47,874	174.3
KINGSTON, CITY OF	46,365	222.3
THUNDER BAY, CITY OF	43,200	160.6
CHATHAM-KENT, MUNICIPALITY OF	43,053	78.9
BARRIE, CITY OF	42,910	233.9
GUELPH, CITY OF	42,479	57.8
MUSKOKA, DISTRICT MUNICIPALITY OF	40,368	140.0
OXFORD, RESTRUCTURED COUNTY OF	37,500	153.9
NORTHUMBERLAND, COUNTY OF	35,703	192.7
<i>Small</i>		
BRANTFORD, CITY OF	34,000	135.9
KAWARTHA LAKES, CITY OF	33,620	185.0
SAULT STE. MARIE, CITY OF	32,863	53.4
SARNIA, CITY OF	31,900	111.5
PETERBOROUGH, COUNTY OF	31,213	132.1
PETERBOROUGH, CITY OF	30,840	220.1
BRUCE AREA SOLID WASTE RECYCLING ASSOCIATION	29,835	143.7
WHITBY, TOWN OF	29,702	0.0
WELLINGTON, COUNTY OF	29,576	116.7
NORFOLK, COUNTY OF	25,359	133.4
NORTH BAY, CITY OF	21,663	110.1
CORNWALL, CITY OF	19,395	112.8
COCHRANE TEMISKAMING WASTE MANAGEMENT BOARD	19,280	58.8

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Program	Total Households	Blue Box Recovery (kg/hhd)
TIMMINS, CITY OF	18,599	91.1
NEWMARKET, TOWN OF	18,234	303.5
HALDIMAND, COUNTY OF	17,914	122.9
OTTAWA VALLEY WASTE RECOVERY CENTRE	17,803	118.9
GEORGINA, TOWN OF	14,394	213.1
ST. THOMAS, CITY OF	13,707	125.6
AURORA, TOWN OF	13,664	266.0
STRATFORD, CITY OF	12,686	176.8
ORILLIA, CITY OF	12,152	215.1
PRINCE EDWARD, COUNTY OF	11,850	0.0
BRANT, COUNTY OF	11,255	135.4
BROCKVILLE, CITY OF	10,102	162.3
<i>Very Small</i>		
HAWKESBURY JOINT RECYCLING	9,757	82.8
OWEN SOUND, CITY OF	9,532	142.2
ORANGEVILLE, TOWN OF	9,066	193.8
SOUTH FRONTENAC, TOWNSHIP OF	8,748	60.6
ALMAGUIN RECYCLING INITIATIVE	8,434	92.0
WHITCHURCH-STOUFFVILLE, TOWN OF	7,763	218.7
KENORA, CITY OF	7,129	80.3
CLARENCE-ROCKLAND, CITY OF	7,126	187.4
WEST NIPISSING, MUNICIPALITY OF	6,887	66.7
DYSART ET AL, TOWNSHIP OF	6,668	76.5
EAST GWILLIMBURY, TOWN OF	6,601	211.8
KING, TOWNSHIP OF	6,540	193.7
GREATER NAPANEE, TOWNSHIP OF	6,529	133.6
ELLIOT LAKE, CITY OF	6,340	61.8
MINDEN HILLS, TOWNSHIP OF	5,909	70.9
ST. CLAIR, TOWNSHIP OF	5,652	113.3
THE BLUE MOUNTAINS, TOWN OF	5,610	100.9
RIDEAU LAKES, TOWNSHIP OF	5,500	105.4
GREY HIGHLANDS, MUNICIPALITY OF	5,500	78.6
LEEDS AND THE THOUSAND ISLANDS, TOWNSHIP OF	5,412	112.2
LOYALIST, TOWNSHIP OF	5,394	320.5
TARBUTT & TARBUTT ADDITIONAL, TOWNSHIP OF	5,379	29.4
SOUTH GLENGARRY, TOWNSHIP OF	5,329	154.3
WEST GREY, TOWNSHIP OF	5,096	159.9
NORTH GRENVILLE, TOWNSHIP OF	5,095	187.0

Source: 2002 WDO Municipal Datacall