

## November 2015

### Shared Services Centre of Excellence (SSCE)

The SSCE has been meeting and working together since July 2015. Based on a business case analysis done in 2014 this group is working together in order to ensure the respective municipal programs are sharing as much information as possible in order to have the programs operating at the highest levels possible at the least cost resulting in maximized funding of the blue box program.

The mandate adopted includes:

- Collaborate and share common Promotion and Education plans to ensure all free advertising space is utilized.
- Track and report on current waste management trends and stewardship information
- Monitor legislation and advise on WDO policy changes
- Where possible, identify and reduce existing overhead cost, or contain costs
- Provide information and training support to recycling depot staff
- Work with local businesses to encourage diversion efforts and possibly act as collection agents for specific materials (tires, electronics, batteries, paint and other steward program materials as applicable)
- Complete annual WDO data call

The SSCE in advance of starting work met in June to plan for the project launch. Since then the group has met in September and in November. During the meetings the team shares information on current waste management and recycling activities as well as fulfilling the work mandate as noted above.

Currently the SSCE has developed a communications plan with a variety of promotion education tools that will be implemented in a 2015 and 2016. A key element of this communication plan is the use of the free advertising space provided by the local community papers as part of its funding obligations to the blue box program. The following table provides an outline of the newspapers that provide free advertising space and the lineage allocation for each.

Community Paper	2015 Lineage	1/4 page	# of 1/4 pg Ads
Deep River North Renfrew Times	2565	441	5.8
Eganville Leader	2965	588	5.0
Renfrew Mercury	7980	403	19.8
Bancroft This Week	4545	425	10.7
Barry's Bay, The Valley Gazette	3000	326	9.2

Note: the '1/4 page' reference is only for example; any size ad can be placed which would have different lineage use.

The planned ¼ page usage for this lineage is tentatively as follows:

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Bancroft This Week	1	1	1		1	1	1	1	1	1	1	
Barry's Bay, The Valley Gazette	1	1	1		1		1	1	1	1	1	
Deep River North Renfrew Times	1	1			1		1	1				
Eganville Leader	1	1			1		1	1				
Renfrew Mercury	1	2	1	1	1	2	2	2	2	2	2	1

Note: Frequency of ads can be increased or decreased based on the lineage used.

The messages to be put out to the community will be modified on a regular basis. Currently the plan messages include:

- Introducing the municipal cooperative initiative
- Recycling participation promotion
- Blue Box Material target messages: paper/fibre; plastics; metal cans
- Recycling instructions: bag in bag, flatten boxes etc.
- General promotion and encouragement
- Optional material target messages: tires, electronics, hazardous waste and other stewardship programs as needed.

The SSCE has also made two applications to the CIF to support its efforts. To date, funding has been granted for promotion education tools. A request was made for \$18,000 and the CIF has granted 40% of this amount to be used in 2015 and 2016. The second application was for waste audits, the status of this application is still pending. While the application has the support of the CIF staff the approval has yet to be provided by the CIF Board. The waste audit report will be going before the WDO Board on December 9.

As a point of interest, the WDO Board has specified that the CIF continue to operate but under a new administrative agreement between AMO, WDO, SO and the City of Toronto. As well, the CIF will now report directly to the WDO Board rather than through the Municipal Industry Programs Committee. And finally, the CIF is to maintain an annual budget for conducting future waste and blue box audits in Ontario programs.

Recycling program funding is provided on an annual basis by Stewardship Ontario. By working together and sharing resources it is expected that the performance level of each program will improve. When this is achieved the funding model used to allocate money to municipal programs will recognize the cooperative effort and result in a better best practice score. This in turn can lead to increased funding for each municipal program. Other factors also come into play to calculate funding such as the amount of material recycled and the associated costs. As part of the ongoing effort the SSCE continues to share information on its respective initiatives. For example, a number of programs are modifying their depot collection systems to replace roll off containers with smaller units to allow for compacted collection.

The municipal programs within this group receive processing services from either Beauman Waste Management, the Ottawa Valley Waste Recovery Centre or an independent recycler. As the majority utilizes Beauman for both collection and processing, current efforts are in place to work with Beauman to improve and streamline recycling programs. It should be noted that Beauman has also made application to the CIF for equipment improvements. A grant has been provided to the company in order to assist with the current equipment retrofit. As part of the grant, Beauman has committed to receive recyclable materials at no cost for a five-year period. This commitment for free processing by Beauman, in part, was a result of the SSCE showing its support for the company to the CIF. For those SSCE members that are not using Beauman at this time, the opportunity to use their services will be available from this point forward.

Of note, Beauman is working with the SSCE to address the matter of reviewing the materials currently in the blue box. At this time Beauman is undergoing a major retrofit of its recycling plant. Once complete the facility will be able to continue to receive to stream materials and process at a faster rate. As well, it plans to have the ability to receive single string material from other communities. Two materials which are drawing concern to the facility are polystyrene and plastic film. At the November meeting, the SSCE Team toured the recycling plant and met with representatives. Efforts will be made to improve the collection of plastic film by having residence prepare their material for collection in a 'bag in bag' manner. This will enable the plant to capture this material quickly and efficiently provided that residents actively participate. In terms of the polystyrene, the SSC team will continue to support the inclusion of this material and assisting Beauman to find a viable and market.

Beyond the blue box discussion and coordination of programs, the SSCE shares information on a number of fronts:

*Organics:* The Township of Bonnechere Valley is looking into options for its small quantity of organics currently collected at one of their facilities. Options include small-scale windrow composting in a pilot project format as well as looking at transferring to existing compost operations.

*Landfills:* several communities are dealing with a number of operational aspects as it relates to the landfilling of wastes. Specifically alternative daily cover options are being made available to each other so that each community can make future changes to its operations as needed or required.

*Household hazardous waste:* The Township of Bonnechere Valley has received permission to establish a permanent depot at its Sand Road facility. It plans to establish the operations in a similar manner to what the town of Renfrew has done, in that other communities will have access on a shared cost basis. To that end there will be greater access to manage this waste when the depot comes online.

### **Upcoming Program Changes**

*Waste diversion legislation* has been pending since August 2015. Recent information suggests that the government will release the new legislative framework sometime in December. Once this is released the SSCE will receive the information and review it and report back to the respective councils on any impacts and suggestions for responses.

*Industry Stewardship Plan (ISP) For Pesticides, Solvents and Fertilizers (PSF)*

On October 28, the WDO Board approved Product Care's ISP for pesticides, solvents and fertilizers (PSF). The Board's decision follows extensive consultations and evaluation of this ISP against a number of criteria. The PSF ISP will take effect no sooner than January 1, 2016 to allow WDO, Stewardship Ontario, Product Care, municipalities, stewards and service providers enough time to smoothly transition from the current MHSW Program ("Orange Drop") operated by Stewardship Ontario to the new program operated by Product Care. A WDO-led Transition Team has been created to address operational details before we finalize the effective date of this ISP. The Transition Team will hold its first meeting on December 7.