

TOWNSHIP OF ADMASTON/BROMLEY

Waste Management Committee

AGENDA

Tuesday, May 20th, 2025 at 4:00 pm

Council Chambers

1. Call meeting to order
2. Declaration of Pecuniary Interest
3. Approval of Agenda
4. Minutes
 - i. [October 17/November 18, 2024](#)
5. [Waste Management Draft By-Law Report](#)
 - i. [Cambium Draft Report – Garbage Bag Tag Program Plan](#)
 - a. Cambium Consultant - Virtual
6. Alternative QR Code System – replace requirement of sticker
 - a. Presentation – Kevin LeGris
7. Question Period
8. Next Meeting
9. Adjournment

TOWNSHIP OF ADMASTON/BROMLEY

Waste Management Committee

Date: Thursday, October 17th, 2024, at 6:00 pm

Present were Committee members Michael Donohue (Chair), Kevin LeGris, Angela Field, Keith Gourley, and Brian Hamilton.

Staff present were CAO/Clerk Jennifer Charkavi, Public Works Superintendent Steve Visinski, Treasurer-Deputy CAO/Clerk Kelly Coughlin, Finance Clerk Amy Fraser and Audio/Video System Specialist Nate MacIsaac.

1. Mayor Donohue called the meeting to order at 6:00 p.m.
2. Disclosure of Pecuniary Interest – None
3. Approval of Agenda

Resolution No. 2024-10-01

Moved by Keith Gourley, seconded by Brian Hamilton

BE IT RESOLVED that Committee approve the agenda for the October 17th, 2024, Waste Management Committee as presented this date.

“Carried”

4. Adoption of Minutes – May 2, 2024

Resolution No. 2024-10-02

Moved by: Kevin LeGris

Seconded by: Angela Field

BE IT RESOLVED that the Waste Management Committee approve the minutes of the May 2, 2024 Committee meeting.

“Carried”

5. Waste Management Draft By-Law Report

CAO/Clerk Jennifer Charkavi reviewed the report for Committee. She explained that the Township has been successful in obtaining an expansion of its landfill at the Osceola Landfill. It is estimated that the expansion will provide the township with 24 years of landfilling, with measures put in place outlined in the report, the landfill should be operating for more than 24 years.

There were multiple discussions regarding measures being put in place to assist in the administration of the waste management by-law to ensure that efforts are being made in our township to reduce waste and increase recycling. Committee

members were in favour of charging for extra bags, it was discussed that all bags have a fee, but settled on so many for free, like most municipalities, 2 bags per week, 104 free per year.

Most municipalities have a size and weight limit on the size of bag, this is due to curbside collection and the amount that personnel can lift, however this measure does limit the amount of garbage being collected and deposited into a landfill.

All municipalities have no charge for recycling. We need to encourage more recycling. The most ideal way to encourage recycling is to charge for depositing too much garbage. Committee will need to decide if they are providing a certain number of bags for free and then after that each bag has a cost.

Council would like to know cost/user fee associated with waste management, past fees and services. They reiterated that there would have to be lots of communication and transparency regarding change.

5. Waste Management Draft By-Law Report

The Council would like a chart of old fees vs new fees for the next report.

6. Next Meeting

At the call of the Chair.

7. Adjournment

Resolution No. 2024-10-03

Moved by Angela Field, seconded by Kevin LeGris

BE IT RESOLVED that the Thursday, October 17th, 2024 Township of Admaston/Bromley Waste Management Committee meeting recessed at 7:22 p.m.

“Carried”

Chair

CAO/Clerk

TOWNSHIP OF ADMASTON/BROMLEY

Waste Management Committee

Date: Monday November 18th, 2024, at 4:02 pm

Present were Committee members Michael Donohue (Chair), Kevin LeGris, Angela Field, Keith Gourley, and Brian Hamilton.

Staff present were CAO/Clerk Jennifer Charkavi, Public Works Superintendent Steve Visinski, Treasurer-Deputy CAO/Clerk Kelly Coughlin, Finance Clerk Amy Fraser and Audio/Video System Specialist Nate MacIsaac.

1. Mayor Donohue called the meeting to order at 4:02 p.m.
2. Disclosure of Pecuniary Interest – None
3. Approval of Agenda

Resolution No. 2024-11-01

Moved by Brian Hamilton, seconded by Keith Gourley

BE IT RESOLVED that the Committee resume the agenda of October 17, 2024 Waste Management Committee.

“Carried”

4. Waste Management Draft By-Law Report

CAO/Clerk Jennifer Charkavi reviewed the new report for Committee. She explained the ideas from the last meeting were taken into consideration and given a lot of thought. She also commented that this meeting was to resume the last meeting to review waste management fees, as well as, review the discussion between bags vs tags as the decision had been made to charge for extra bags. A lot of information for in this report for further initiatives.

Mayor Donohue inquired about the annual waste deposition and whether it was an average or standard. He wanted to know where the number derived from. Public Works Superintendent indicated we measure and weigh the waste but will review the numbers to ensure that the proposition put forward is accurate and reasonable.

CAO/Clerk Charkavi reiterated that if we diverted to 55L bags (2 per household) we would gain 8 years in our landfill and go back to 32 years.

Bags vs tags – 1/3 more costly for bags (with our preprinted labels and name on them) vs tags, however, this is based on stale data.

Mayor Donohue stated that a significant communication strategy needs to be in place for rate payers. The bylaw and go live are probably going to be coincident. Perhaps May 1 with the change of summer hours. However, we need to reach to find the gaps with our municipalities that have transitioned.

Councillor member Field asked about the tenants rather than the rate payers for garbage disposal and how we are going to deal with that change. Mayor Donohue stated the target would be the households and as long as we have a target of the households, which needs to be part of comprehensive plan, not just communications, there are those that are not owners but residents of our community.

Councillor LeGris agreed with Councillor Gourley that reducing the size of the bag does not reduce the waste. He asked that we check the math on the bag sizes as depending on what size bag the resident would increase the cost of the ratepayer if we chose to go with the 50L bag. No incentive to reduce waste, no change in behaviour. Diversion plan needed, however, not being focused on in report, lots of ideas but need to address diversion.

CAO/Clerk Charkavi stated that we would not be able to restrict size, our landfills and transfer stations are not set up for that.

Deputy Mayor Field followed up CAO/Clerk Charkavi by stating that in previous meetings bag tags were less about volume more about identification.

Deputy Mayor Hamilton reiterated that tipping fees are meant to drive diversion and not revenue.

Mayor Donohue followed up by stating that tags will create diversion to a degree, incentive would be the size of the bag, if over a certain size then would incur tipping fees, secondly what's fair from one resident to another. Need to have more concrete numbers as presented we could continue on our current path, so need to have things reviewed. Revenue generating but not profit generating.

Councillor Gourley reiterated the clear bags would be our best choice, no extra cost, diversion by accountability, resident allowed two small kitchen catchers with privacy items so addressing privacy issues.

Mayor Donohue stated that when something does not cost anything out of your pocket you are not inclined to change your behaviour, so heightened diversion when transparency. Not offering to change habits, but forcing them to.

CAO/Clerk Charkavi stated that we need to offer guidance to the residents in the direction township needs to go to preserve the expansion. We also do not have to do everything at once, layered options, slowly implement, write it into the bylaw.

Councillor Gourley stated that there was no commercial plan, no plan for agriculture, there are definitions but no plans.

Mayor Donohue wanted to narrow down some of the items to start moving forward in a systematic fashion;

- i. Clear Bags
- ii. Stickers/tags vs Bags
- iii. Bag size
- iv. How many free bags
- v. Cost per bags
- vi. How do we deal with larger bags

Not calling a resolution, just a record to move forward, supporting rather than voting.

i. Clear Bags

Supporting Recommendation

Councillor Hamilton	Nay	
Councillor LeGris	Nay	
Deputy Mayor Field	Nay	
Mayor Donohue	Nay	
Councillor Gourley		Yay

ii. Stickers/tags

Supporting Recommendation

Councillor Hamilton	Nay	
Councillor LeGris		Yay
Deputy Mayor Field		Yay
Mayor Donohue	Nay	
Councillor Gourley		Yay

iii. Bag size – We do not have a bag size limit with stickers/tags.

Phase I – see what people are bringing and change size later only if needed
Establish upper limits. If needed we will introduce a township bag later on. Advertise standard bag as what we expect to be dropped off.

iv. How many free bags – discussion ensued regarding how waste management would be translated to the tax payer. Waste management as separate line item/dollar value, broken out as flat fee. Exclusive user pay. Tax Levy. Hybrid system. 2025 still levy for waste management, 2026 all bags must be purchased.

2 tags, upper limit, Sept revisit - No free bags, complete user fee

Supporting Recommendation

Councillor Hamilton		Yay
Councillor LeGris		Yay
Deputy Mayor Field	Nay	
Mayor Donohue		Yay

Councillor Gourley Nay

v. Cost per bags - \$2.50/bag

Supporting Recommendation

Councillor Hamilton Nay

Councillor LeGris Yay

Deputy Mayor Field Yay

Mayor Donohue Yay

Councillor Gourley Yay

vi. How do we deal with larger bags – example at landfill, all part of education material, grace period, 77L maximum size, end goal to help with diversion, starting point/trial period, after maximum size 2 tags/stickers

Supporting Recommendation

Councillor Hamilton Yay

Councillor LeGris Yay

Deputy Mayor Field Yay

Mayor Donohue Yay

Councillor Gourley Yay

6. Next Meeting

At the call of the Chair.

7. Adjournment

Resolution No. 2024-11-02

Moved by Kevin LeGris, seconded by Angela Field

BE IT RESOLVED that the Monday, November 18th, 2024 Township of Admaston/Bromley Waste Management Committee meeting be recessed at 6:12 p.m.

“Carried”

Chair

CAO/Clerk

Township of Admaston/Bromley
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Renfrew, ON
K7V 3Z5
E-Mail Address – info@admastonbromley.com

613-432-2885 Stone Road Office
613-432-4052 Fax

613-432-3175 Stone Road Garage
613-646-7918 Cobden Road Garage

REPORT

Date: May 20, 2025
To: Waste Management Committee
From: Jennifer Charkavi
Re: Waste Management By-Law Report

Background:

At the February 6, 2025 Council Meeting, staff requested approval to have some assistance from our Consultants to assist with our updating of our Waste Management By-Law, to include a bag tag option.

The main concern of staff is to understand how to incorporate our commercial and agricultural properties into the by-law. The waste management by-law cannot just incorporate household waste, our township is made up of commercial, agriculture commercial, industrial and residential properties, and many of these are mixed on one property.

Discussion:

Cambium Inc. has prepared a draft report that includes recommendations and an implementation plan.

Cambium staff recommend providing 20 free bag tags to all property roll numbers that are considered occupied properties. They provide examples of similar sized municipalities going through a comparable process. It is important to note that three (3) of the four (4) municipal examples require clear bags.

Cambium has provided Council and staff with an Implementation Plan including a social media and advertising campaign.

Cambium is recommending only twenty (20) free bag tags as a courtesy to the new bag tag system, a one time offer. Staff would like to increase the amount to free bag tags to thirty (36) and begin the program September 1 to December 31, 2025, eighteen (18)

weeks. The 36 bag tags would be a courtesy to prepare for 2026 when the township moves into full user fees for waste disposal.

In 2022 a quote was received for bag tag stickers, they were at that time \$0.06 each. 150,000 tags would cost approximately \$9,000 + HST. The revenue generated from 150,000 tags at \$2.50 / tag would be \$375,000. The expenses in 2026 would be the tags, advertising / education, signage and training of staff. Cambium has approximated that cost at about \$6,450.

Costs for bag tags, advertising/education, signage and training were not budgeted for in 2025. Committee would need to fund this project from reserves or implement the program January 1, 2026 while running an education and advertising campaign to the end of the year.

Other costs may include enforcement of the By-law to ensure that waste is deposited in the landfill and/or transfer stations.

The draft Waste Management By-Law will be presented to Committee in June 2025.

QR Codes

Councillor LeGris would like to present an alternative option to physical bag tags.

Financial Implications:

The charging of fees for use for the depositing of waste will see a reduction in the levy required as the Township is contemplating a user fee system. Through a user fee system Waste Management would then be fully funded rather than being funded through taxation.

Staff propose the expenditures incurred to roll out this program in 2025 (approximately \$20,000) be financed through any surpluses realized at 2025 year end (ex. excess landfill tipping fees received over the amount budgeted) and the Waste Capital reserve. Currently there are \$29,425 funds available in that reserve.

People Consulted:

Public Works Superintendent
Treasurer-Deputy CAO/Clerk
Cambium Inc. Consultants

Recommendation for Committee:

BE IT RESOLVED THAT the Waste Management Committee receive the Draft Report from Cambium Inc. on the implementation of a bag tag system;

AND BE IT RESOLVED THAT the Waste Management Committee approve staff advertising and educating property owners on the changes forthcoming to the Waste Management By-Law which will include the requirement to purchase bag tags to deposit waste in the Township.

AND BE IT FURTHER RESOLVED THAT the Waste Management Committee recommend to Council to direct staff to finance the roll out costs through a combination of possible 2025 year end department surplus and Waste Capital Reserve;

AND BE IT FURTHER RESOLVED THAT the Waste Management Committee commence the bag tag system on _____ (date).

Garbage Bag Tag Program Plan



April 25, 2025

Prepared for:
Township of Admaston/Bromley

Cambium Reference: 23346-001

CAMBIUM INC.

866.217.7900

cambium-inc.com



Table of Contents

1.0	Purpose	1
2.0	Step 1: Planning	2
2.1	Background	2
2.2	Waste Management in Admaston/Bromley	3
2.3	Research	4
2.3.1	Literature Review	4
2.3.2	Municipal Research	4
2.3.2.1	Municipality of Centre Hastings	5
2.3.2.2	Oxford County	5
2.3.2.3	Municipality of Dysart et al	6
2.3.2.4	Township of Minden Hills	6
3.0	Step 2: Implementation	8
3.1	Fundamentals of Admaston/Bromley's New Garbage Bag Tag System	8
3.2	Goal	9
3.3	Objectives	9
3.4	Target Audience	9
3.5	Program Slogan	10
3.6	Key Messages	10
3.7	Operations Tactics	12
3.8	Public Promotion and Education Tactics	14
3.9	Overall Timelines	19
3.10	Budget	20
4.0	Step 3: Evaluation	21
4.1	Evaluation Tools	21
5.0	Closing	22
6.0	Standard Limitations	23



List of Embedded Figures

Embedded Figure 1	Example of Township of Minden Hills' Waste Disposal Card	7
Embedded Figure 2	"Tag It in Admaston/Bromley" visual identifier	10

List of Embedded Tables

Embedded Table 1	Operations Tactics.....	12
Embedded Table 2	Public Promotion and Education Tactics	14
Embedded Table 3	Overall Timelines.....	19
Embedded Table 4	Evaluation Tools	21



1.0 Purpose

Through primary steps of planning, implementation, and evaluation, this document serves as a program plan for the Township of Admaston/Bromley's garbage bag tag system.

This program plan is intended to be easy to execute, simple to adapt as needed, and low cost.

2.0 Step 1: Planning

The first step of this program plan is “planning” which includes understanding the Township’s demographics, current waste management system, rationale for a new garbage bag tag system, and research into the experiences and best practices of other municipalities.

2.1 Background

The Township of Admaston/Bromley (Township) is a lower-tier municipality in Renfrew County, Ontario. Located in the Ottawa Valley, about one hour west of the City of Ottawa, Admaston/Bromley prides itself on affordable housing prices, competitive tax rates, no development fees, and a low crime rate.

The Township covers 520 km², with a population density of 5.8/km². According to the 2021 Census of Population conducted by Statistics Canada, Admaston/Bromley has:

- Population: 2,995
 - 18.4% are aged 0 to 14
 - 61.6% are aged 15 to 64
 - 19.9% are aged 65 and older
- Private dwellings (occupied): 1,135
 - 97.8% are single-detached houses
- Language: 93.7% speak only English at home
- Labour: 61% employment rate, with 6.2% unemployed
 - 17.% work in agriculture, forestry, fishing and hunting
 - 15.2% in health care and social assistance
 - 11.9% in construction
 - 9.9% in retail



According to the Municipal Property Assessment Corporation (MPAC), in Admaston/Bromley, there are:

- 200 series: Farm: 831 properties
- 300 series: Residential: 1,400 properties
- 400 series: Commercial: 16 properties
- 500 series: Industrial: 8 properties
- 600 series: Institutional: 0 properties
- 700 series: Special & Exempt: 20 properties
- 800 series: Government: 1 property

Therefore, 61.5% of all 2,276 MPAC occupied properties are residential, and 98.0% of all MPAC occupied properties are residential and farms.

2.2 Waste Management in Admaston/Bromley

The Township does not provide any curbside collection. Instead, ratepayers drop off garbage, recycling, and other materials at one of three landfills/transfer stations:

- Osceola Landfill, 11 Pit Road
- Douglas Landfill, 311 Fourth Chute Road
- Stone Road Landfill, 735 Stone Road

Admaston/Bromley ratepayers can use Renfrew County's Household Hazardous Waste Depot to drop-off materials with the corrosive, explosive, flammable, or poison symbol.

Based on surveying of the Township's Osceola Landfill, Admaston/Bromley received about 600 m³ of waste (including daily cover) per month in 2024, which is approximately double of what was planned for. This increase in the amount of waste received is more quickly using up valuable landfill capacity than was planned for when the site received approval to expand in early 2024.



Admaston/Bromley Council have endorsed implementing a garbage bag tag system to reduce the amount of garbage being landfilled, thereby extending valuable landfill capacity and saving costs.

2.3 Research

The premise behind garbage bag tag systems is simple: by having to pay to dispose of garbage, users will be motivated to minimize their garbage by reducing, reusing, recycling, and composting.

2.3.1 Literature Review

In the book *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing* by Doug McKenzie-Mohr and William Smith (1999, first edition), it is noted:

“Incentives, whether financial or otherwise (e.g., social approval), can provide the motivation for individuals to perform more effectively an activity that they already engage in such as recycling, or to begin an activity they otherwise would not perform, such as composting.” (page 103)

The authors go on to explain: “Incentives have been used primarily to promote waste reduction through ... user fees for garbage collection ...” and further that:

“A growing number of North American cities have implemented user-fee systems for garbage disposal. While significant differences exist in the methods used, reviews of user fee systems clearly indicate that they dramatically reduce the amount of waste going to landfill, and provide additional motivation for households to recycle, compost, and perhaps, source reduce.” (page 104)

2.3.2 Municipal Research

Cambium researched similar garbage bag tag systems in other lower-tier and upper-tier municipalities.



2.3.2.1 Municipality of Centre Hastings

The Municipality of Centre Hastings is a lower-tier municipality in Hastings County. It has 2,180 private dwellings. Centre Hastings has curbside collection of garbage and recycling. The Municipality started a garbage bag tag system on July 1, 2023. Each bag of garbage placed out for curbside collection requires a garbage bag tag. Each garbage bag tag costs \$3.50 and can be purchased online and from various retailers and municipal offices. In addition, all garbage must be placed in clear garbage bags, and only two bags (with bag tags) are permitted each week. All properties (residential and commercial) are required to use garbage bag tags. Centre Hastings implemented a comprehensive promotion and education plan to support the garbage bag tag system. Nearly six months advance notice was given to the public; there was no “grace” period between the program start date and the expectation of compliance. In addition, Centre Hastings did not provide any free garbage bag tags to ratepayers. The Municipality has a “reseller program” whereby local businesses are offered a 5% discount on the garbage bag tag price to resell them to the public; this has proven to be quite successful as well.

2.3.2.2 Oxford County

Oxford County is an upper-tier municipality made up of eight lower-tier municipalities. The County collects garbage and recycling from roughly 26,000 households in six lower-tier municipalities. Oxford County implemented a garbage bag tag system in 2002. Each bag placed out for curbside collection must have a bag tag. Each garbage bag tag costs \$2.00 and can be purchased online and from various retailers and municipal offices. Commercial properties that receive curbside collection of garbage are also required to participate in the garbage bag tag system. In 2003, all residential and industrial, commercial, and institutional (ICI) properties that received curbside garbage collection were provided with 20 free garbage bag tags. This was a one-time courtesy distribution to residential and ICI properties; it has not been repeated.



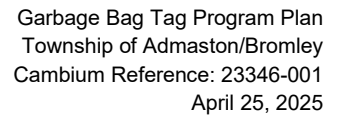
2.3.2.3 Municipality of Dysart et al

The Municipality of Dysart et al is a lower-tier municipality in the County of Haliburton. It has 8,143 properties. Dysart's waste management system is entirely depot-based (no curbside collection of garbage and recycling, no organics program). Dysart does not have a garbage bag tag system, but does require the use of clear bags for garbage. In 2023, Dysart conducted a three-season waste composition study of residential garbage and recycling. That study indicated "an average of 1.33 bags (of garbage) were disposed per household per drop-off." In addition, over the three-seasons, 60.78% of households had a drop-off interval of 7 days (once a week), while 17.24% of households had a waste drop-off interval of 14 days (once every other week).

Admaston/Bromley has a similar demographic and waste management system. It can be reasonably assumed that most of Admaston/Bromley's residential properties are also generating 2 bags of garbage.

2.3.2.4 Township of Minden Hills

The Township of Minden hills is a lower-tier municipality in the County of Haliburton. It has a population of 6,971 living in 3,229 of 6,019 total private dwellings. Minden Hills' waste management system is exclusively depot-based (no curbside collection of garbage and recycling, no organics program). The Township requires the use of clear bags for garbage. In 2024, Minden Hills implemented a new "punch" system for garbage bags. Each occupied property roll number (residential, commercial, etc.) was mailed an annual Waste Disposal Card (valid from July 1, 2024 to June 30, 2025). The Card included 156 icons of garbage bags, representing three bags of garbage per week. When dropping off materials, Waste Facility Attendants confirm the number of garbage bags being dropped off and initial the number of bags being dropped off. Once all the icons have been used, the Waste Disposal Card holder pays for garbage disposal. A new Waste Disposal Card will be mailed each spring to all ratepayers and is valid for a year. Township staff have established procedures for lost Waste Disposal Cards. Minden Hills staff anticipate decreasing the garbage bag allocation for the 2026/2027 year. Vacant properties receive a "Waste Site Access Card": these vacant





Waste Site Access Card
Clear Garbage Bags Only
Recycling is Mandatory

This card is valid from
July 1, 2024 until June 30, 2025

This card must be shown to the Site Attendant at the Waste Disposal Site. Access to the Site will be conditional upon compliance with all governing legislation and local By-laws.

Any applicable Waste Disposal Fees must be paid prior to accessing the site.

This card may not be copied or transferred.

Property Location: _____

Name: _____



Waste Disposal Card
Clear Garbage Bags Only
Recycling is Mandatory

This card is valid from **July 1, 2024 until June 30, 2025**

This card must be shown to the Site Attendant at the Waste Disposal Site. Access to the Site will be conditional upon compliance with all governing legislation and local By-laws.





















Any applicable Waste Disposal Fees must be paid prior to accessing the site.

This card may not be copied or transferred.

Property Location: _____

Name: _____

Each symbol represents one clear bag of household garbage for the term of the Waste Disposal Card.

Embedded Figure 1 Example of Township of Minden Hills' Waste Disposal Card



3.0 Step 2: Implementation

The second step of this program plan is “implementing” which includes identifying the operational, and promotion and education tactics for delivering the new garbage bag tag system.

3.1 Fundamentals of Admaston/Bromley’s New Garbage Bag Tag System

The fundamentals of the Township of Admaston/Bromley’s new garbage bag tag system are:

- All garbage shall be placed in bags. The maximum accepted size of a garbage bag is 50L (13.2 gallons), and the maximum weight is 11.34 kg (25 lbs).
- The new garbage bag tag system will start on September 2, 2025.
- A two-week “grace period” (September 2 to 14, 2025) will assist with the transition of the system from education to enforcement.
- Garbage bag tags cost \$2.50 each, which includes HST.
- Garbage bag tags can be purchased at the Township Office, payable by cash, debit card, or credit card, or at Osceola, Douglas, and Stone Road Landfills by cash.
- As a one-time courtesy, the Township will mail each property roll number 20 free garbage bag tags to help transition ratepayers to the new system.
 - Rationale: If two garbage bag tags are used per week, the free garbage bag tags will last ten weeks (or until the week of November 3, 2025).
- Garbage bag tags are required by all ratepayers (residential, agricultural, commercial, etc.)
- There are no refunds on purchased and/or unused garbage bag tags.
- Garbage bag tags are for single use only.
- There is no exception for households with babies in diapers, or households with residents with medical issues, or home daycares.



- The new garbage bag tag system will be supported by a public promotion and education campaign.

3.2 Goal

The goal of this garbage bag tag system is to:

- Minimize the amount of garbage being landfilled

3.3 Objectives

The objectives of this program plan are to:

- Distribute 20 free garbage bag tags to all property roll numbers by August 15, 2025.
- Distribute one media release and one public service announcement by July 28, 2025
- Distribute one media release and one public service announcement by September 2, 2025
- Distribute one media release and one public service announcement by October 14, 2025
- Deliver two training sessions to Waste Site Attendants, other municipal staff, and Council by August 15, 2025
- Increase traffic to website www.admastonbromley.com by 5% by December 31, 2025 (compared to the same period in 2024)
- Post 15 social media posts resulting in over 20 likes and comments by December 31, 2025
- Reduce the amount of garbage being landfilled by 2% by December 31, 2025 (compared to the same period in 2024).

3.4 Target Audience

The target audience for this program plan is:

Primary

- Ratepayers (residential, agricultural, commercial, etc.)

Secondary

- Non-profit service clubs
- Places of worship
- Business associations
- Agricultural associations

Tertiary

- Admaston/Bromley Council
- Admaston/Bromley Staff
- Media (newspaper, radio, digital)

3.5 Program Slogan

The program slogan is used in all communications with the public. It can be presented simply as words, or as part of a visual identifier (logo).

The slogan for this program is “Tag It in Admaston/Bromley.”

The visual identifier (logo) for this program is:



Embedded Figure 2 “Tag It in Admaston/Bromley” visual identifier

3.6 Key Messages

Key messages are used in all communications with the public, such as media release, public service announcements, landfill site signage, and social media posts.

The key messages for this program plan are:



- Starting September 2, 2025, all garbage bags must have a garbage bag tag.
- To help get you started, the Township of Admaston/Bromley is providing all ratepayers with 20 free bag tags. These 20 free bag tags are being mailed to all properties the week of August 4, 2025. Check your mail!
- Once your 20 free bag tags are used up, everyone will need to purchase bag tags at a cost of \$2.50 each, which includes HST.
- Garbage bag tags are available for purchase at the Admaston/Bromley Township Office, 477 Stone Road, Renfrew. Cash, debit card, and credit card is accepted. The Township Office is open Monday to Friday, 8 a.m. to 4:30 p.m.
- Garbage bag tags are also available for purchase at the Osceola, Douglas, and Stone Road Landfills during regular operating hours. Only cash is accepted.
- There are lots of easy ways to reduce your garbage: compost food waste, recycle acceptable containers and papers, use cloth diapers, drop-off electronics for recycling, drop-off chemicals at the Household Hazardous Waste Depot at the Renfrew Landfill, and clothing and other household items for reuse.
- Place the garbage bag tag around the neck of the garbage bag with the tag's ends stuck to one another. Do not wrap the tag around the top of the bag numerous times. Do not place the tag as a long strip down the side of the bag.
- Admaston/Bromley's new garbage bag tag system encourages everyone to reconsider the amount of waste they generate, and to participate in composting and recycling programs. This will help save our landfill from filling up too quickly, which also saves us money.
- The \$2.50 garbage bag tag revenue helps offset the total cost of our landfilling operations. It also shifts us to a user-pay system: the less garbage you generate, the fewer garbage bag tags you need to purchase.



3.7 Operations Tactics

Embedded Table 1 Operations Tactics

Operations Tactic	Description	Budget	Distribution Date
Garbage Bag Tags	Orange sticker, 1.5" high x 8" long	\$9,500	Need to have received delivery by June 27, 2025 Mail distribution to ratepayers happens week of August 4, 2025
Locked Storage	Because the garbage bag tags have a retail value (\$2.50 per tag), is strongly recommended the tags be securely stored to prevent theft	\$500 (Uline slim storage cabinet)	Need to have in place by delivery date of garbage bag tags
Waste Management By-law	Update by-law to include information about garbage bag tag system, clauses about Waste Site Attendants being able to inspect loads, etc., reference Ontario Regulation 391/21 Blue Box for recycling acceptable materials, etc.	No cost-	Should be passed by August 7, 2025 for September 2, 2025 start date
Waste Disposal Fee Schedule	Update fee schedule to include garbage bag tag system	No cost	Should be passed by August 7, 2025 for September 2, 2025 start date
Training session – Waste Site Attendants, other municipal staff, Council	Provide two training sessions for Waste Site Attendants, other municipal staff, and Council reviewing the details of the system so everyone understands the new garbage bag tag's purpose, operations, frequently asked questions, key messages, promotion and education	No cost	Deliver two sessions by August 15, 2025
Public inquiry frequently asked questions (FAQs)	Use key messages to answer inquiries,	No cost	Have prepared by June 27, 2025



Operations Tactic	Description	Budget	Distribution Date
	<p>complaints or concerns about the garbage bag tag system</p> <p>Update key messages and frequently asked questions as necessary</p>		
Payment System	Ensure payment system at Township Office is ready to process sale of garbage bag tags	No cost	Have prepared by June 27, 2025
Enforcement Procedure	<p>Identify the procedures for non-compliance with the new garbage bag tag system</p> <p>Starting September 2: Waste Site Attendants require all ratepayers to show their garbage upon entry to site</p> <p>September 2 to 14: If garbage is untagged, Waste Site Attendants to remind ratepayers of the new system, hand-out a copy of the Program Flyer, permit a "one-time" exception</p> <p>September 15 onwards: If garbage is untagged, Waste Site Attendants will direct ratepayer to purchase a garbage bag tag and will teach ratepayer how to apply the tag; if the ratepayer refuses to purchase a tag, they will be asked to leave the site; if situation escalates follow normal escalation/by-law procedures</p>	No cost	Have prepared by June 27, 2025
	Total	\$10,000	



3.8 Public Promotion and Education Tactics

Embedded Table 2 Public Promotion and Education Tactics

Promotion and Education Tactic	Description	Budget	Distribution Date
Ratepayer Package which includes: - Outer envelope - Program Flyer - 20 garbage bag tags	Mailed to ever occupied property roll number: The outer envelope should include a wordmark to indicate "look inside for free garbage bag tags" Double-sided-flyer with information about the new garbage bag tag system: purpose, start date, how to properly use tags, frequently asked questions, etc. 20 free garbage bag tags	\$4,000	Have prepared by June 27, 2025 Mail week of August 4, 2025
Program Flyer	Additional copies of Program Flyer from the Ratepayer Package Copies also distributed to the "Poster – Community" locations listed below.	\$500	Have prepared by June 27, 2025; needed for inclusion in Ratepayer Package
Poster – Community	8.5" x 11" poster outlining system, distributed to: - Admaston/Bromley Public Library - Admaston Recreation Complex - Barr Line Community Centre - Douglas Recreation Complex	No cost (print in house)	Have prepared by June 27, 2025 Distribute July 2, 2025



Promotion and Education Tactic	Description	Budget	Distribution Date
	<ul style="list-style-type: none"> - Northcote Community Centre - Admaston/Bromley Township Office - Admaston Grace United Church - Douglas United Church - Northcote United Church - St. Michael's Parish - St. Pius Catholic Church 		
Signage – Landfills	4' x 4' signs printed on coroplast highlighting new garbage bag tag system; check mail starting August 4, 2025	\$750	Install on July 2, 2025
Media Release	<p>Distribute to Renfrew Mercury, InsideOttawaValley.com, Eganville Leader</p> <p>First media release: Highlights new system, and distribution of free tags</p> <p>Second media release: Highlights the new system has started (September 2)</p> <p>Third media release: Waste Reduction Week – success so far</p>	No cost	<p>First media release: July 28, 2025</p> <p>Second media release: September 2, 2025</p> <p>Third media release: October 14, 2025</p>
Public Service Announcements (PSA)	<p>Distribute to 96.1 My FM, and 98.7 Valley Heritage</p> <p>First PSA: Highlights new system, and distribution of free tags</p> <p>Second PSA:</p>	No cost	<p>First PSA: July 28, 2025</p> <p>Second PSA:</p>



Promotion and Education Tactic	Description	Budget	Distribution Date
	Highlights the new system has started (September 2) Third PSA: Waste Reduction Week – success so far		September 2, 2025 Third PSA: October 14, 2025
Advertising - Newspaper	Quarter-page paid advertising in Eganville Leader	\$1,200 (\$400 per ad insertion)	Ad 1: July 2, 2025 (new garbage bag tag system is coming) Ad 2: August 4, 2025 (garbage bag tags being mailed) Ad 3: September 2, 2025: new garbage bag tag system has started
Website	Ensure www.admastonbromley.com and www.admastonbromley.com/waste-and-recycling/ have a brief description of the new system that takes you to a newly created webpage with all the details: www.admastonbromley.com/tagit Provide background, purchase locations, frequently asked questions, etc. Incorporate slogan, key messages, YouTube video, etc.	No cost	Go live June 27, 2025
Social Media – Facebook	Ongoing posts/stories about new garbage bag tag system	No cost	July 2 – new garbage bag tag system is coming July 28, 30, Aug 1 – garbage bag tags



Promotion and Education Tactic	Description	Budget	Distribution Date
			<p>being mailed week of August 4</p> <p>August 25, 26, 27, 28, 29 - garbage bag tag system starts September 2</p> <p>September 2, 3, 4, 5 – garbage bag tag system is now in place; attend Library on September 6</p> <p>September 8, 10, 12 – waste minimization tips</p> <p>September 15, 17, 19 – waste minimization tips</p>
Social Media – X/Twitter	Ongoing tweets about new garbage bag tag system	No cost	<p>July 2 – new garbage bag tag system is coming</p> <p>July 28, 30, Aug 1 – garbage bag tags being mailed week of August 4</p> <p>August 25, 26, 27, 28, 29 - garbage bag tag system starts September 2</p> <p>September 2, 3, 4, 5 – garbage bag tag system is now in place; attend Library on September 6</p> <p>September 8, 10, 12 – waste minimization tips</p> <p>September 15, 17, 19 – waste minimization tips</p>



Promotion and Education Tactic	Description	Budget	Distribution Date
Social Media – Instagram	Ongoing posts/stories about new garbage bag tag system	No cost	<p>July 2 – new garbage bag tag system is coming</p> <p>July 28, 30, Aug 1 – garbage bag tags being mailed week of August 4</p> <p>August 25, 26, 27, 28, 29 - garbage bag tag system starts September 2</p> <p>September 2, 3, 4, 5 – garbage bag tag system is now in place; attend Library on September 6</p> <p>September 8, 10, 12 – waste minimization tips</p> <p>September 15, 17, 19 – waste minimization tips</p>
Social Media – YouTube	Video of Public Works Manager explaining system, include footage of purchasing garbage bag tags, applying tags correctly, dropping off at site	No cost	Go live June 27, 2025
Outreach – Booth	Host an information booth on a Saturday at library, provide Program Flyers, have a sample of a bag with a garbage bag tag to demonstrate proper use, have example recycling materials so show how to sort materials	No cost	September 6, 2025
Presentations	As requested, deliver presentations about the new garbage bag tag	No cost	As requested



Promotion and Education Tactic	Description	Budget	Distribution Date
	system to non-profit service clubs, places of worship, etc.		
	Total	\$6,450	

3.9 Overall Timelines

Embedded Table 3 Overall Timelines

Date	Tactics
June 27, 2025	<p>Have received:</p> <ul style="list-style-type: none"> • Garbage bag tags • Locked storage <p>Have printed:</p> <ul style="list-style-type: none"> • Ratepayer Package (outer envelope, Program Flyer [plus extra copies of Program Flyer]) • Poster - Community <p>Have prepared:</p> <ul style="list-style-type: none"> • Public Inquiry FAQs • Enforcement Procedure <p>Go live:</p> <ul style="list-style-type: none"> • www.admastonbromley.com • www.admastonbromley.com/waste-and-recycling/ • www.admastonbromley.com/tagit • Social Media – YouTube video
July 1, 2025	Canada Day
July 2, 2025	<p>Install Signage – Landfills at sites</p> <p>Distribute Posters – Community</p> <p>Social Media – Facebook, X/Twitter, Instagram post (new garbage bag tag system is coming)</p>
July 28, 2025	Media Release and Public Service Announcement #1 issued (new system is started; free garbage bag tags being mailed week of August 4, 2025)
August 4, 2025	Civic Holiday
August 4, 2025	Ratepayer Package with a Program Flyer and 20 free garbage bag tags mailed to all property roll numbers
August 15, 2025	Completion of two training sessions for Waste Site Attendants, other municipal staff, Council
September 1, 2025	Labour Day
September 2, 2025	<p>Garbage bag tag system starts</p> <p>Media Release and Public Service Announcement #2 issued (the new garbage bag tag system has started)</p>



Date	Tactics
September 6, 2025	Outreach – Booth at Library
September 14, 2025	“Grace period” ends; enforcement starts
October 13, 2025	Thanksgiving
October 14, 2025	Media Release and Public Service Announcement #3 issued (the system’s success/Waste Reduction Week in Canda October 20-26, 2025)
October 20 to 26, 2025	Waste Reduction Week in Canada

3.10 Budget

The budget for Admaston/Bromley’s garbage bag tag system is:

- \$16,450 (\$10,000 operations, and \$6,450 for promotion and education)



4.0 Step 3: Evaluation

The third step of this program plan is “evaluating” which includes identifying the tools used to determine if the garbage bag tag system has accomplished its goal and objectives.

4.1 Evaluation Tools

Embedded Table 4 Evaluation Tools

Objective being evaluated	Evaluation tool
Distribute 20 free garbage bag tags to all property roll numbers by August 15, 2025.	Completion of tactic
Distribute one media release and one public service announcement by July 28, 2025	Completion of tactic Media coverage
Distribute one media release and one public service announcement by September 2, 2025	Completion of tactic Media coverage
Distribute one media release and one public service announcement by October 14, 2025	Completion of tactic Media coverage
Deliver two training sessions to Waste Site Attendants, other municipal staff, and Council by August 15, 2025	Completion of tactic
Increase traffic to website www.admastonbromley.com by 5% by December 31, 2025 (compared to the same period in 2024)	Website analytics
Post 15 social media posts resulting in over 20 likes and comments by December 31, 2025	Completion of tactic Social media analytics
Reduce the amount of garbage being landfilled by 2% by December 31, 2025 (compared to the same period in 2024).	Tonnage information Annual Monitoring Report



5.0 Closing

Through careful planning, implementation, and evaluation, the Township of Admaston/Bromley can successfully execute a new garbage bag tag system that decreases the amount of waste being landfilled.

Respectfully submitted,

Cambium Inc.

John Watson
Waste Management Planner

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6.0 Standard Limitations

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A site assessment is created using data and information collected during the investigation of a site and based on conditions encountered at the time and particular locations at which fieldwork is conducted. The information, sample results and data collected represent the conditions only at the specific times at which and at those specific locations from which the information, samples and data were obtained and the information, sample results and data may vary at other locations and times. To the extent that Cambium's work or report considers any locations or times other than those from which information, sample results and data was specifically received, the work or report is based on a reasonable extrapolation from such information, sample results and data but the actual conditions encountered may vary from those extrapolations.

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