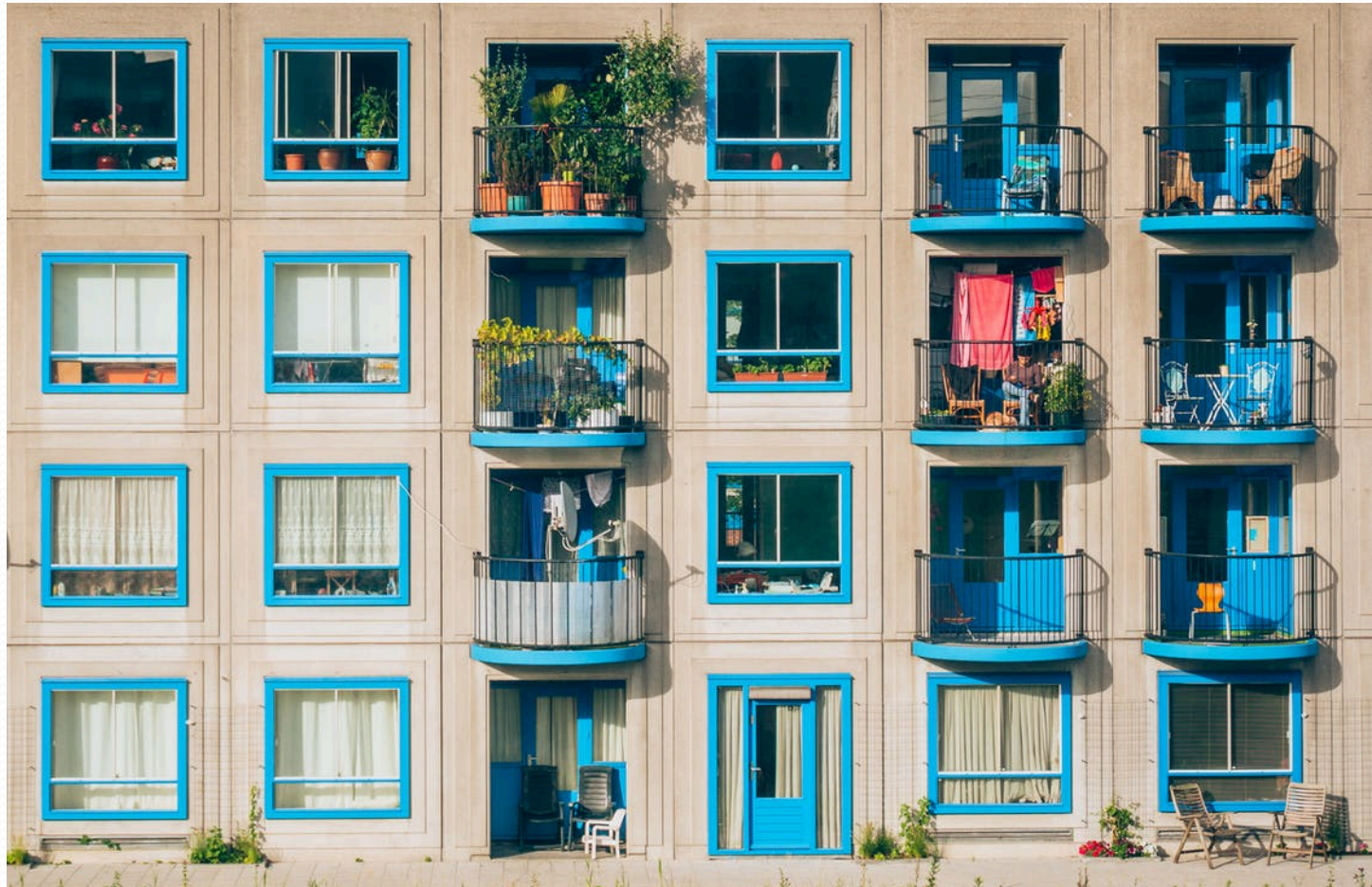


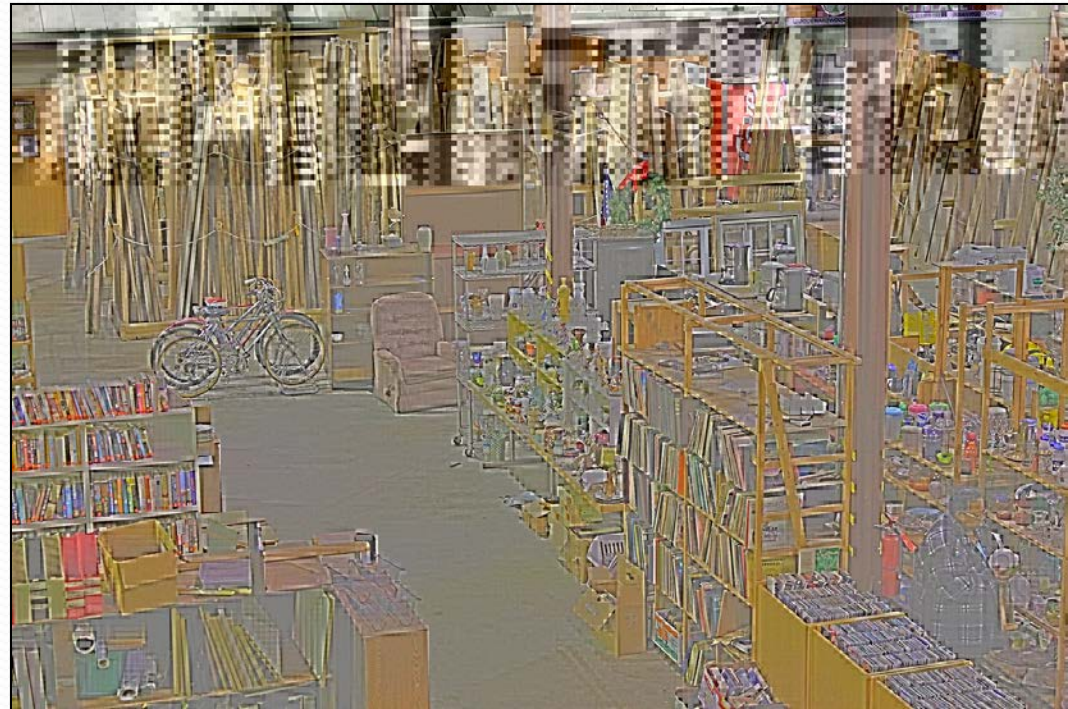
OPPORTUNITIES & CHALLENGES FOR MULTI-FAMILY UNIT COMMUNITIES



Christine Chessler-Stull
Outreach & Zero Waste Coordinator



- Founded in 1977
 - Non-profit
- First community in MI to have curbside recycling
- Four different divisions and community engagement





Today's Takeaways

- **Overview** of the 2-year pilot program
- **How did we do it?** Learn the structure and implementation of our program methods...
 - Recruiting properties and populations
 - Pre-program community surveys
 - Indoor recycling bin events
 - Behavior follow-up surveys
 - Community-wide rewards program
- How can your community adopt, and benefit, from our model?



Introduction

Pilot program was focused on **the need to better understand the recycling behavior and challenges of the Multi-Family Unit (MFU) sector** in the City of Ann Arbor.

Funded by City of Ann Arbor (2014-2016).

Why are there challenges?

- Transient and temporary status of tenants
- Recycling access and guidelines vary
- Staff and Property Managers turn-over



Pilot Program Objectives

- Research Other MFU programs for Best Management Practices
- Work with Pilot Communities (1,000 units) to Increase Recycling
 - Conduct a recycling pre-program survey
 - Test recycling interventions (methods) at properties selected
- Collect Program Data and Create Program Methods that Can Be Repeated in Other Communities
- Provide Detailed Results and Recommendations to the City of Ann Arbor

Learn from Others First (Best Management Practices)

- Conducted research on MFU programs and cities most similar to Ann Arbor in:

- Population size
- Culture
- Demographics
- University towns
- Solid Waste structure



- Research in the form of internet searches, case studies, and actual email/phone contact

Summary of Best Management Practices

Research from Cities of Minneapolis, Alameda, Boulder, Chicago, Fort Collins, and Fresno:

- On-going education and outreach
- Strong economic incentives to increase motivation
- Support from specific properties and management
- Clear and effective container signage
- Adequate indoor and outdoor recyclables storage
- On-site volunteers/staff engaged in recycling success

Recruiting Properties and Populations

- **What's your community's focus and greatest need?**
 - Certain population type(s) to target
 - Certain MFU complexes not recycling right
 - Certain number of units to target
 - Certain type of MFU complex (high-rise, low income)
- **Which MFU complexes might be able to participate?**
 - Past relationships with property management/staff
 - Routing and hauler relationship considerations
 - Staff and corporate limitations

Participating Pilot Communities

Chosen Demographics:

Populations that represented **56% of Ann Arbor:**

- **Young Professionals** (defined as 20-34 years in age) – 38.1% of Ann Arbor (43,369 individuals)
- **Senior Citizens** (defined as 55+ years in age) – 18.5% of Ann Arbor (21,063 individuals)

Participating Pilot Communities

Arbor Landings Apartments:

- 328 units
- Young Professionals
- 93% occupancy



Glacier Hills Senior Living Community:

- 219 units
- Senior Citizens
- Only piloted the Manor and Meadows



GreenBrier Apartments:

- 500 units
- Young Professionals of ethnic backgrounds
- 95% occupancy



Total: 1,047 units


Pre-Program Community Surveys

- **What do you really want to know?**
 - Tenant information- age, background, living situation
 - Length of residency in complex and/or city
 - Recycling behavior(s)
 - Are they already recycling?
 - What would make them recycle *more*?
- **Do you want tenant and/or staff feedback?**
- **What format will/can survey distribution be?**
- **Should you incentivize it?**
- **Do you want to involve a consultant?**

Pre-Program Community Surveys

- Distributed surveys to all 1,047 units ~4 months before launching our “on-the-ground” program methods
- Kept survey open for one month and incentivized with a \$5.00 voucher to our ReUse Center
- Distribution was done online and paper copy format
- 183 tenant surveys collected (17.5% response rate)





Brief Review of Paper Copy Tenant Survey Example

Pre-Program Community Surveys

What did we find out?

Methods to pilot:

- **Arbor Landings:** Indoor Recycling Bins
- **Glacier Hills:** Indoor Recycling Bins
- **GreenBrier:** Rewards Program to Local Businesses

The average respondent:

- Lives in a two person household
- Is over 65 years of age or under 40
- Recycles on a weekly basis
- Has a dedicated spot inside their home for their recyclables
- Favors using containers, such as paper and plastic bags, for carrying recyclables to the outdoor recycling carts

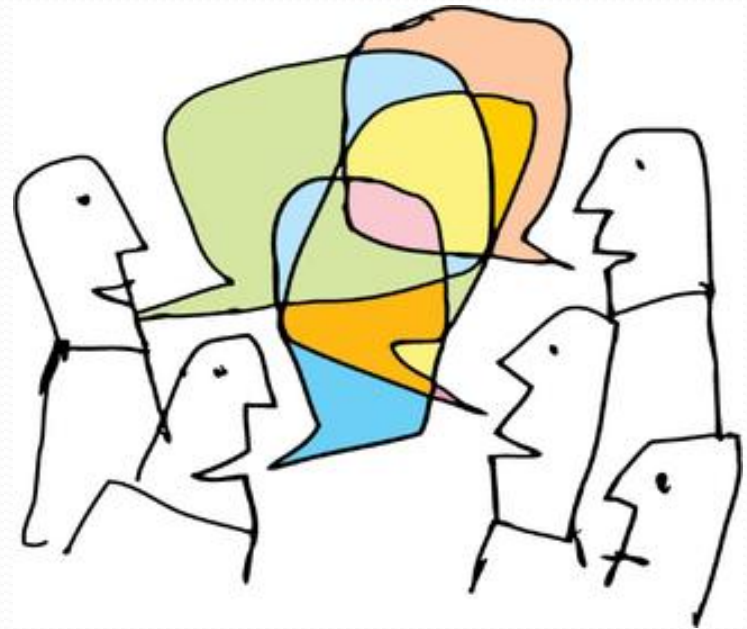


Pre-Program Community Surveys

What did we find out?

Q. How could the program be improved to increase *your* level of satisfaction?

- “I think it would be more convenient if we could throw plastic bags into the bins.”
- “It’s great. A composting bucket would be nice.”
- “I think it's possible the management might not recycle as much as we residents do.”
- “I have long been a supporter of recycling and am very proud of your promising efforts. You are the greatest.”



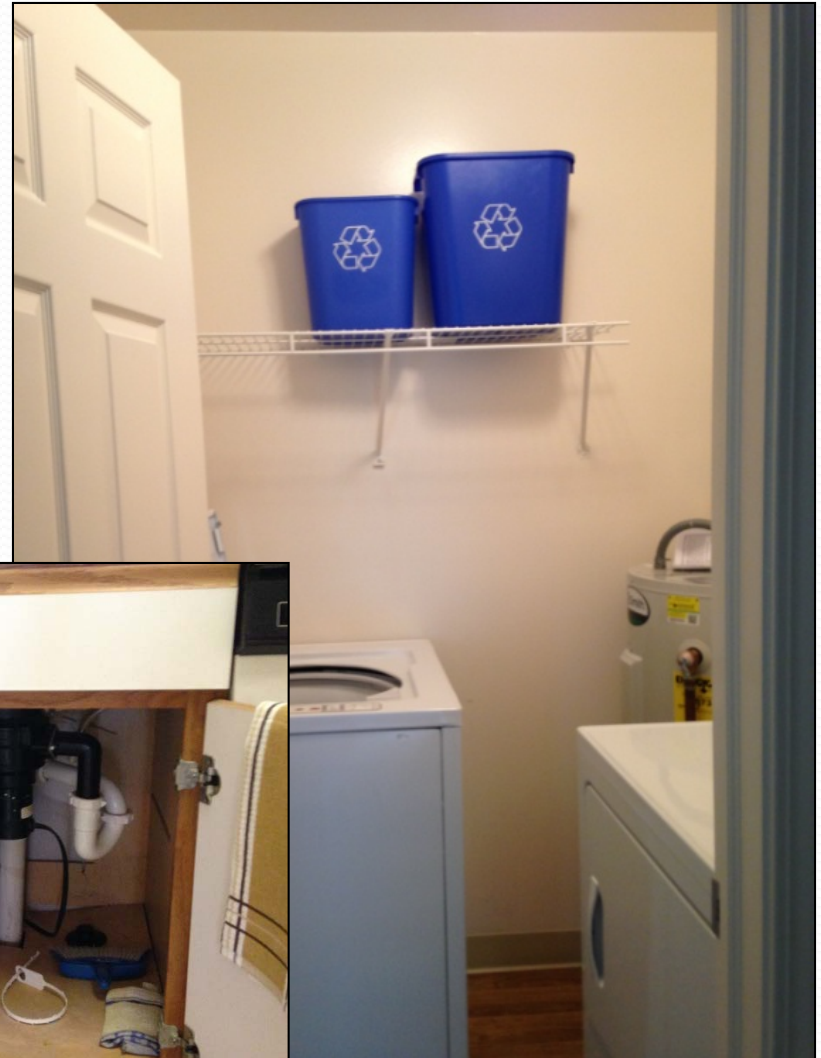
Structure & Implementation of Methods

- **What do you ultimately want to learn or change?**
 - Which methods will your pilot program test?
 - How can you measure a baseline before starting?
 - How will you track progress or follow-up with tenants?
 - Can you adjust collection routes or work with haulers?
- **How involved will property staff have to be?**
- **What are the property staff limitations for engagement?**
- **Do you have enough staff and/or volunteers?**

Structure & Implementation of Methods

Indoor Bin Program:

- On-site measurements of units
- Chose to pilot 7-gallon blue bin



Structure & Implementation of Methods

Indoor Bin Program:

On-site bin distribution events:

- 2015: October 8 and 9
- 2016: April 20 (just Arbor Landings)

Tracking tenants and bins:

- All bins were numbered on bottom
- Tenants had to sign an agreement for follow-up survey participation



Come get your **FREE indoor recycling bin**

Recycle Ann Arbor wants to make it easier to recycle at your community! Join us to get your indoor recycling bin and learn more about the recycling program **Glacier Hills** participates in.



Fri, October 9, 2015

1:30-4pm

Activities Room



Indoor Bin Distribution Event: MFU Pilot Project

Complex: Arbor Landings

***By signing this you agree that the indoor bin you are receiving today is meant to stay IN your unit even upon you moving.**

This bin is property of the City of Ann Arbor for purposes of this recycling pilot project. You also agree to be surveyed about your use periodically.

Resident Name

Address + Unit #

Bin #

Email

Signature *

<u>Resident Name</u>	<u>Address + Unit #</u>	<u>Bin #</u>	<u>Email</u>	<u>Signature *</u>

Structure & Implementation of Methods

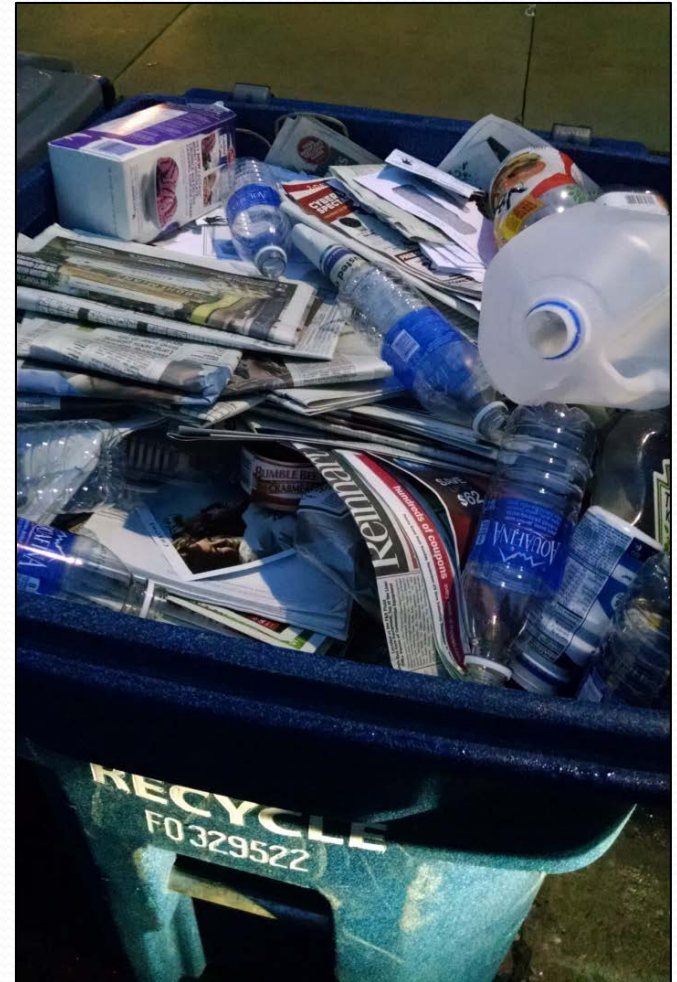
Indoor Bin Follow-Up Behavior Surveys:

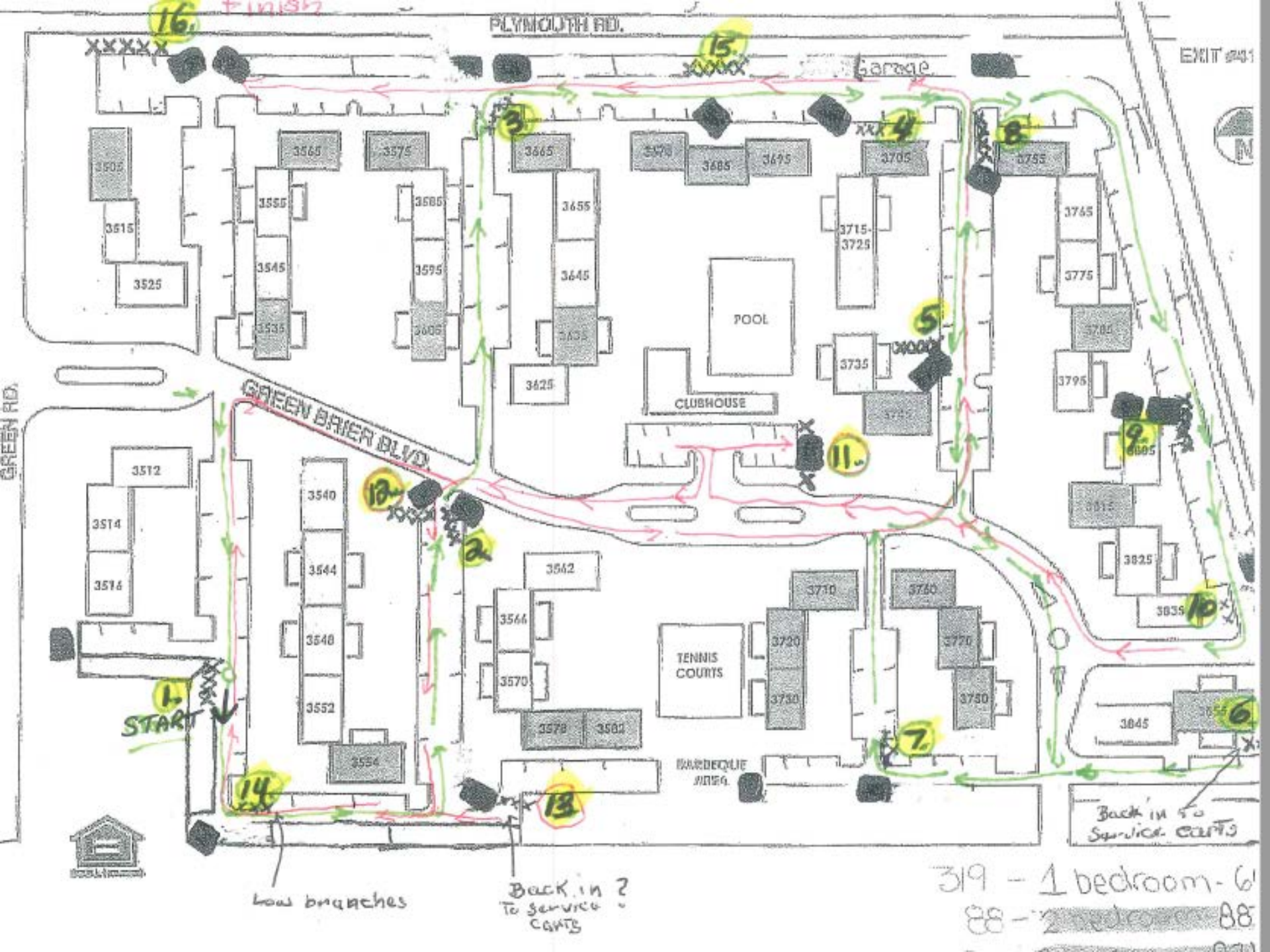
- Short surveys were given to residents to gauge their *actual participation and use* of the bin (every 3 months)
- **Example survey questions:**
 - Were you recycling before the indoor bin?
 - Are you satisfied with the size of the indoor bin?
 - Where in your unit did you place the indoor bin?

Structure & Implementation of Methods

Field Waste Surveys and Tonnage Data:

- Data was taken in the form of accurate recycling truck weight (tonnage) and also visual field surveys of recycling and trash
- 3-month incremental data collection:
 - week of August 24, 2015 (baseline)
 - week of November 30, 2015
 - week of February 29, 2016
 - week of May 23, 2016
 - week of August 22, 2016 (final)





Finish

PLYMOUTH RD.

EXIT #41

Garage

GREEN Brier Blvd.

POOL

CLUBHOUSE

TENNIS COURTS

BARBEQUE AREA

START

Low branches

Back in to service carts?

Back in to service carts

319 - 1 bedroom - 6'

88 - 2 bedrooms - 88'

Structure & Implementation of Methods

Creating a Rewards Program:

- A 10% increase in *community-wide* recycling behavior from the baseline weight data* would yield \$10 coupons/gift cards for tenants to a local business
 - Follow-up survey to residents chose Kroger as their reward
 - Kroger agreed to donate \$10 gift cards to each unit
- 2 door-to-door campaigns
 - Initial program awareness
 - Kroger reusable tote bags



*based on every 3-month complex weigh-ins



During July 2015, a recycling survey was distributed to your complex to better understand the motivations for tenants engaging in the on-site recycling program, as well as how to better encourage participation. **The Greenbrier community (~50 responded) chose "offer a rewards program for coupons to local businesses" as their top rated incentive to increase recycling behavior. Based on that, we would like to better understand which business coupons will motivate you to recycle more.** Please take a brief 2-5 minutes to fill out this survey and return it to your Greenbrier office. Thank you.

1. Did you fill out the recent recycling questionnaire administered through Greenbrier and Recycle Ann Arbor? Yes No Unsure

2. If Greenbrier were to offer coupons/discounts at nearby retail stores for improved recycling behavior at the complex overall (ex. 10% increase in recycling behavior at Greenbrier would yield \$5/month coupons for residents at a store of your choosing, 20% increase in recycling behavior would yield \$10/month, etc), would you be more likely, less likely or neutral about increasing your personal recycling efforts?

More Likely

Less Likely

Neutral

3. Would coupons/discounts at one or more of the following stores/restaurants increase your willingness to maximize your personal recycling behavior (please check all that apply):

McDonald's

Jerusalem International Market

Kroger

Jet's Pizza

Songbird Café

No Thai! Restaurant

Way One Market

Saica Japanese Restaurant

Curry Up

Subway Sandwiches

The Wine Seller

Hagopian World of Rugs

Cottage Inn Pizza

4. Are there any nearby businesses not on this list that would motivate increased recycling behavior on your part? (please write in response) _____

Rewards for Recycling at Greenbrier

Recycle Ann Arbor wants to reward your community for recycling right and often!

From now until August 2016, we will measure your quarterly complex-wide recycling rate– **if the complex increases it's initial weights by 10%, the entire Greenbrier community will receive a reward from your local Kroger supermarket.**

**Work together to reach the
Greenbrier complex recycling goal:**

- Be a good neighbor and encourage each other to recycle more
- “Recycle right” by reviewing the guidelines on our website
- Break down boxes so more can fit in recycle carts in between service days



This pilot program is a partnership between Recycle Ann Arbor, the City of Ann Arbor, your Greenbrier community, and Kroger.

www.recycleannarbor.org



How did it all turn out?

- **Indoor Bin Program**

- An increase in recycling behavior *can* be gained with an indoor bin and educational materials
 - 11% of Arbor Landings and 17% of Glacier Hills' responders converted from non-recyclers to recyclers
- Need to engage more non-recyclers in the process

- **Rewards Program**

- Tonnage trended downward at GreenBrier
- The reward (Kroger) may not be what would motivate the *entire* community to recycle
- Could test an individual-participation based rewards programs focused on activities related to recycling (gain points)

Challenges to consider

- Property staff commitment and turn-over rates
- Tenant interest and turn-over rates
- Your staff time for program development, survey distribution, ongoing engagement, etc.
- Routing restrictions and hauler relationships
- Limitations on engagement due to tenant privacy concerns
- Funding



Is your MFU community ready to incorporate these program methods?



Acknowledgements



Participating Complexes, Tenants, & Staff:

- Arbor Landings
- Glacier Hills Senior Living
- GreenBrier



Christine Chessler-Stull
Christine@recycleannarbor.org
734-662-6288 x 119



www.recycleannarbor.org

